

# Brand Guidelines 2017

# The heart of Shavington-cum-Gresty

The Shavington-cum-Gresty Parish Council brand is a visual system that communicates the heart of our village values and identity. This guidebook outlines all written, visual and graphic elements that comprise our brand.

# Contents.

Brand	Elements	Applications	Contact
04 Introduction	13 Patterns	17 Stationery	21 Contact
05 Logotype	15 Photographic Style	18 Digital	
06 Clearspace		19 Advertising	
07 Logo Variations			
08 Logo Improper Usage			
09 Brandmark			
11 Typography			
12 Colours			

# Introduction.

## What is a brand?

For ‘brand’ we could substitute the word ‘personality’; our brand is the way that we project ourselves, how others perceive us and we perceive ourselves. It extends from the way that we address an envelope, how we answer the phone through to the language that we use in formal letters. The most obvious visible projection of our brand is our visual identity.

## What is a logo?

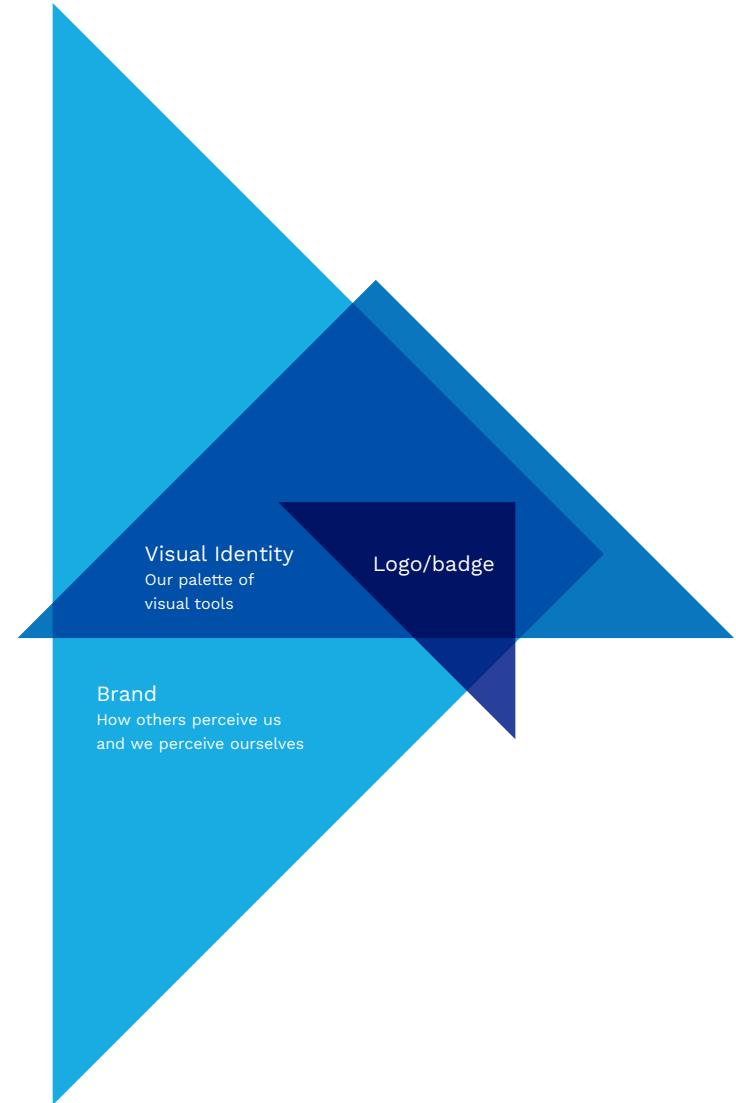
A logo is a mark created only from type, but common usage now encapsulates all visual ‘badges’ used to represent an organisation. It is just one tool in the visual identity toolbox.

## What is a visual identity?

A visual identity is the entire palette of visual output, it is the set of instructions that ensures that our visual output always reflects the values of our brand. It is the way that we apply our logo and all of the other elements (type, colour, shape, size etc.).

## Why is it important?

It is essential that every message counts, that every manifestation of our brand is clear, unambiguous and adds to a consistent visual message. By following the same concise, published instructions we are able to constantly reinforce values through clear and simple communications, at every level.



# Logotype.

## Elements

Our coat of arms comprises four main elements:

1. Crest - The squirell
2. The Knight's helmet and torse
3. The shield and fieldcross
4. Mantling or floral flourish



Our logo

Min 50mm



## Minimum sizes

To ensure maximum legibility, our logo should not be used below the minimum sizes indicated.

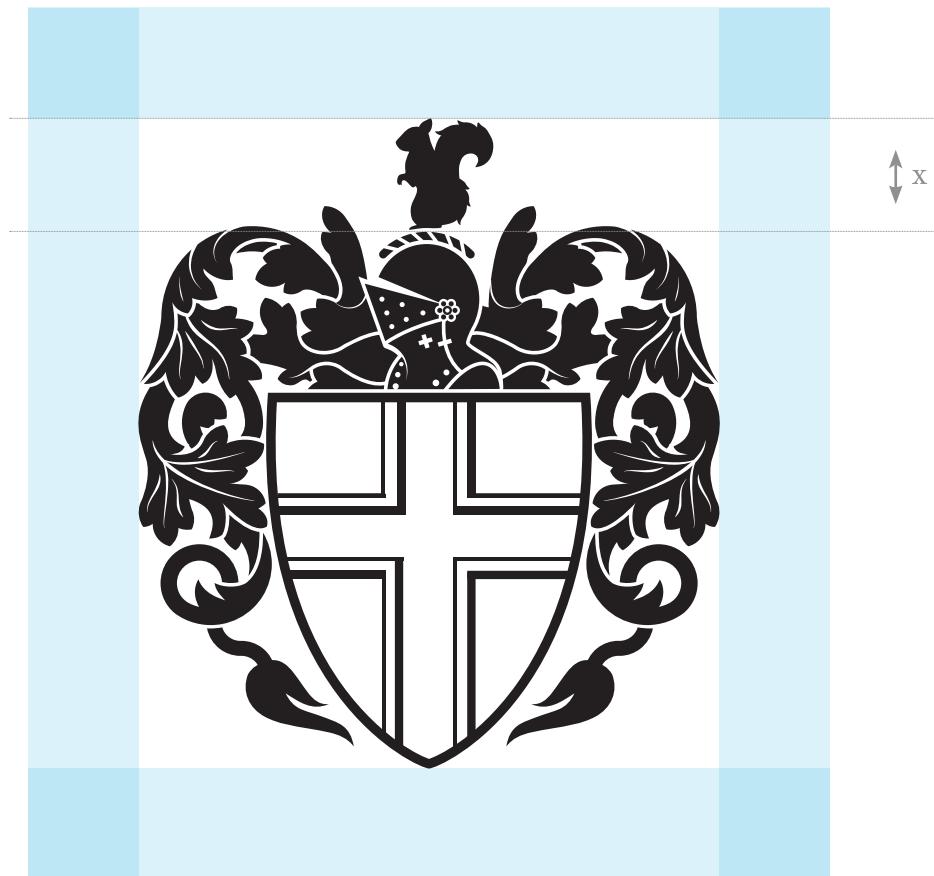
# Clearspace.

## Safe Area

The safe area that surrounds our coat of arms is as much a part of our visual identity as any other element.

Allowing adequate 'breathing space' around our coat of arms maintains the integrity of our visual communication by avoiding visual clutter.

We have defined a 'safe' area around our coat of arms. No other visual elements should be positioned within this area.



# Variations.

## Coat of Arms Variations

There are a couple of different ways to showcase our coat of arms.

The black version should always be used on a light coloured or white background.

Use the white version on a gradients or dark colours or black backgrounds.

Black



White

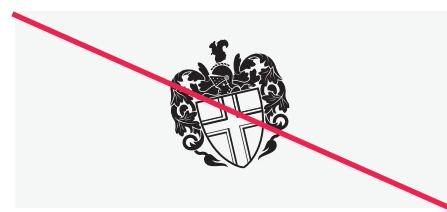


# Improper Usage.

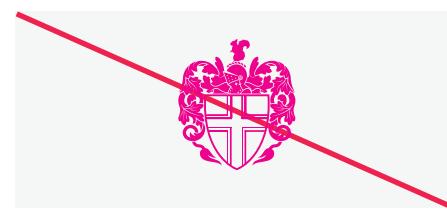
## Incorrect uses

To make sure our coat of arms appears as consistent as possible throughout our communications, we've identified a few ways it should **not** be used. Here are some examples.

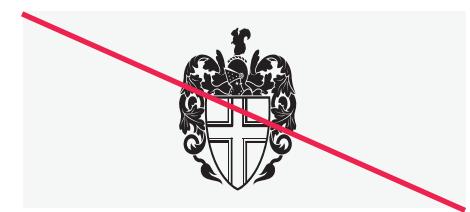
Don't rotate the logo



Only use specified colours



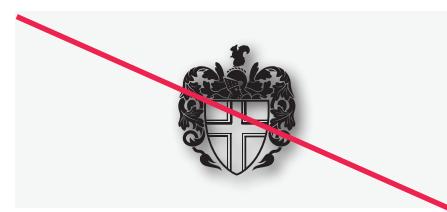
Don't stretch the logo



Don't use the black coat of arms on a dark background



Don't use effects such as a drop shadow



Don't use the white logo on a busy or bright image



# Alternative.

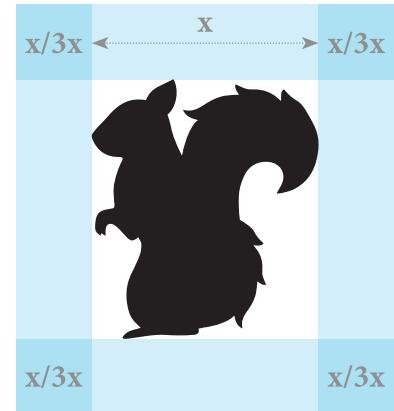
## The Squirell

Occasionally the full coat of arms cannot be used. In these cases the squirell (crest) can be an alternative. This symbol can be used alone to reinforce our brand. There are a couple of different ways to use it but always keep in mind that the clearspace around the brandmark is the equivalent to 1/3 of its height.

Black



White



# Typography.

# Aa Bb Cc

## Helvetica

Our standard typeface is Helvetica, a solid and fluid sans-serif that complements our identity. Use good judgement when choosing different weights. Here are the options.

### Helvetica Light

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q  
r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9  
\$@# & \* \_ - [ ] ()

### Helvetica Regular

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r  
s t u v w x y z  
0 1 2 3 4 5 6 7 8 9  
\$@# & \* \_ - [ ] ()

### Helvetica Bold

**A B C D E F G H I J K L M N**  
**O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p**  
**q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**  
**\$@# & \* \_ - [ ] ()**

# Aa Bb Cc

## Work Sans

Our heading typeface is Work Sans, a dynamic and modern sans-serif that complements our standard font and identity. Use good judgement when choosing different weights. Here are the options.

*Work Sans can be downloaded from Google Fonts - <http://fonts.google.com>*

### Work Sans Light

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p  
q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9  
\$@# & \* \_ - [ ] ()

### Work Sans Regular

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o  
p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9  
\$@# & \* \_ - [ ] ()

### Work Sans Medium

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o  
p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9  
\$@# & \* \_ - [ ] ()

# Colours.

## Primary Colours

These are the colours that represent our brand. This hierarchy shows their order of use. Use these colours generously for our type, patterns and backgrounds.

CMYK: 86 49 0 0

RGB: 0 114 188

Hex: #0072bc

CMYK: 98 90 0 1

RGB: 46 49 146

Hex: #2e3192

CMYK: 71 12 0 0

RGB: 0 174 239

Hex: #00aeeef

## Enhanced Palette

These colours are used to complement our primary colour palette. Use them sparingly for our type, patterns and backgrounds.

CMYK: 74 0 100 0

RGB: 59 170 52

Hex: #3baa34

# Elements.

# Patterns.

## Dynamic Asymmetrical Pattern

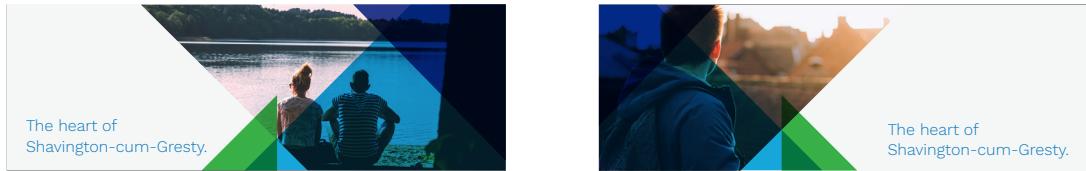
The graphic elements have been developed as a flexible pattern to give the brand a more varied feel.

These asymmetrical patterns can become dynamic, scalable elements that can interact with messaging and imagery.



## Photography

Photographic elements can be placed in front of the patterns to create depth and interaction with the photo.



## Flexibility

Communications with the asymmetric pattern can also be adapted to fit varying amounts of content, as shown in the examples.

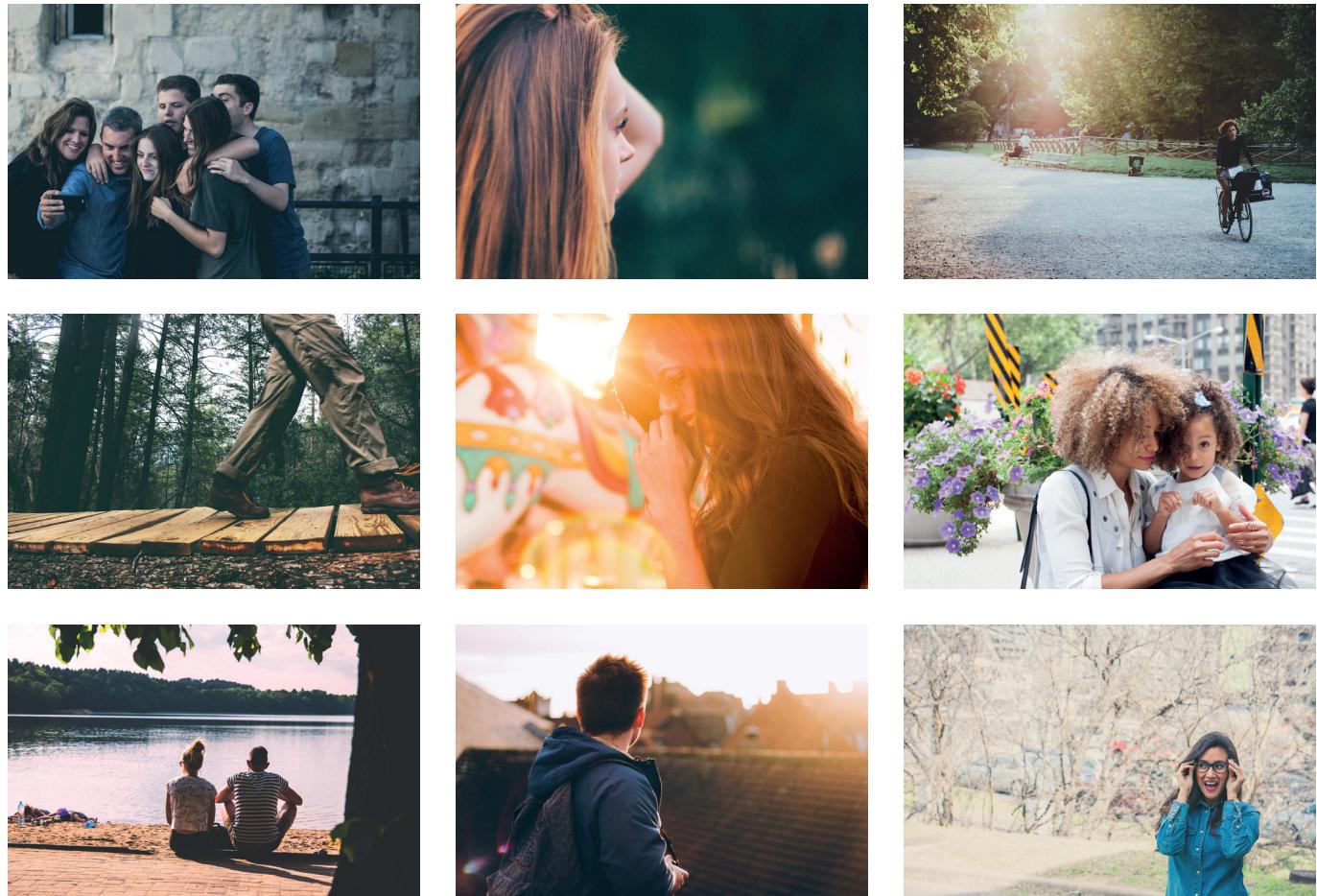


# Photographic Style.

## Imagery

Photography is a key visual element we can use to support messages to our audiences.

Our style of photography is clean and natural. It should express the idea of joy and discovery.

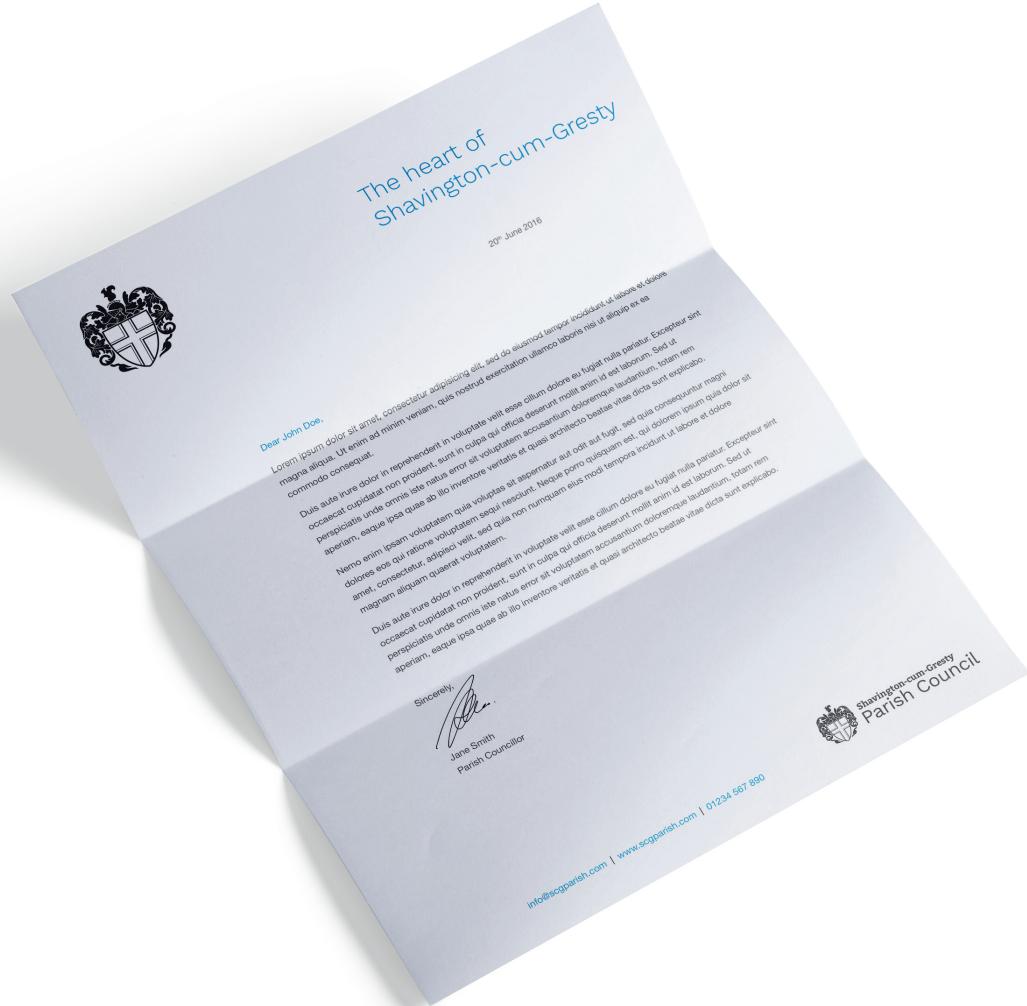


# Applications.

# Stationery.

## Documentation

Our documentation is consistent with the brand. We use the primary logo in full colour applications and we use the brandmark as a reinforcement.



# Digital.

## Social Media

Our social media profiles utilises our type, imagery, colour palette and brandmark throughout its design. It streamlines and creates a simple and user-friendly digital experience.

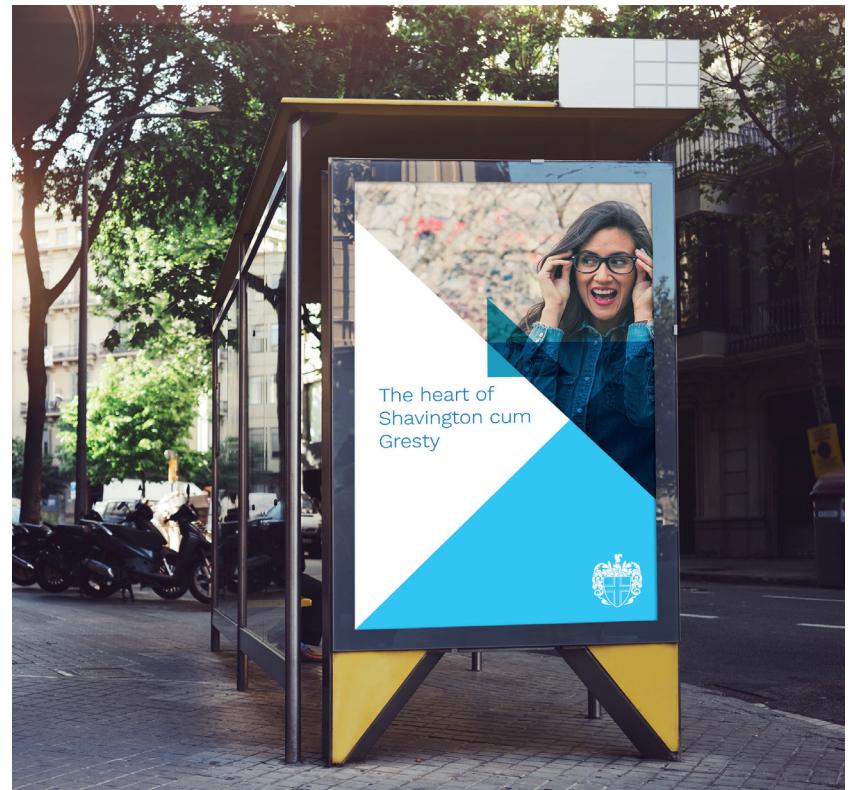
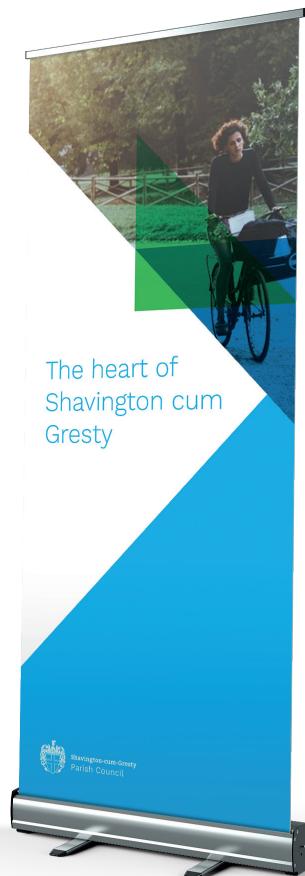


The heart of  
Shavington cum  
Gresty

# Advertising.

## Banners

The Neighbourhood Plan advertising should always be stripped down to a core message. We like to display short and simple copy. The asymmetric pattern is used to tie all elements together.



# Contact.

# Contact.

## Any Questions?

Feel free to reach out to us.

### Community Team

-  @shavingtononline
-  facebook.com/shavingtononline
-  shavingtononline.co.uk

### Parish Council

Shavington Village Hall  
Main Rd, Shavington,  
Crewe,  
CW2 5DP  
[www.scgpc.org.uk](http://www.scgpc.org.uk)

### Benjamin Gibbs

#### Councillor

[benjamin\\_gibbs@hotmail.com](mailto:benjamin_gibbs@hotmail.com)  
07845 290 192

### Carol Jones

#### Clerk to the Parish Council

[carol.jones44@btinternet.com](mailto:carol.jones44@btinternet.com)

