

# Brand Guidelines 2017



Shavington-cum-Gresty  
Community

# The heart of Shavington's news & events.

The Shavington-cum-Gresty Community 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.

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# 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?

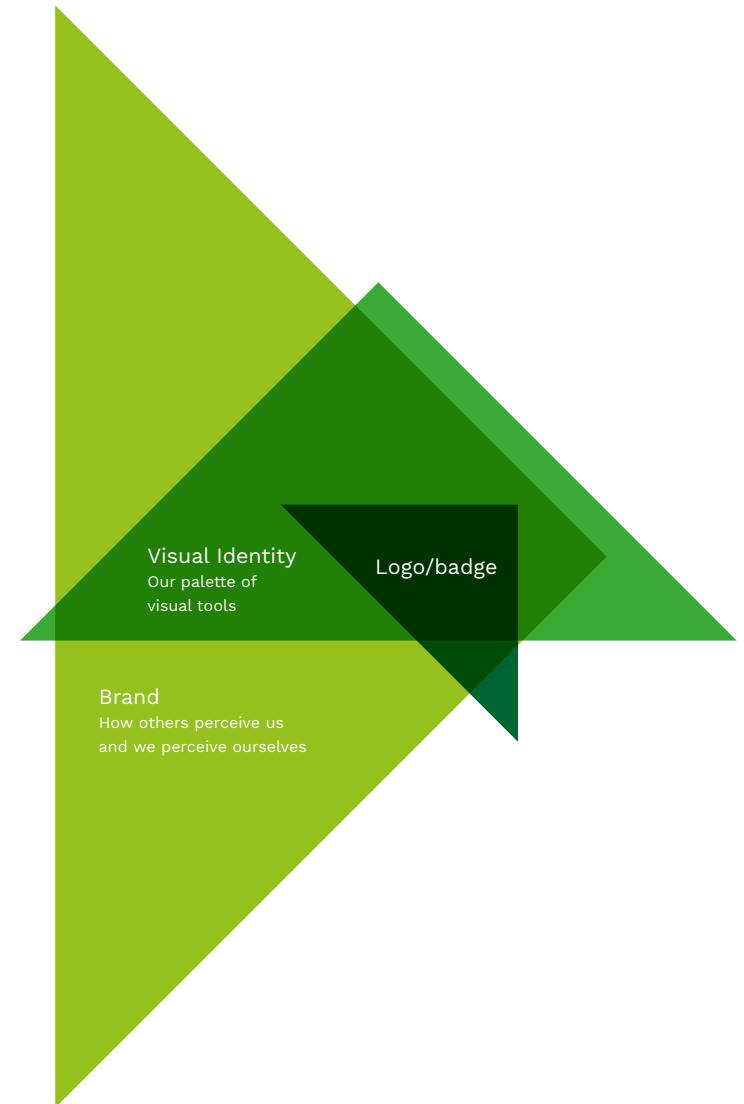
A logo is a mark created only from type, but common usage now encapsulates all visual 'badges' used to represent an organisation. It is just one tool in the visual identity toolbox.

## 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 logo comprises two main elements:

1. An illustrative leaf symbol
2. The words 'Shavington-cum-Gresty' and 'Community'

When used together, the relationship between both elements is a key part of our visual identity.



## Minimum sizes

We have two versions of our logo; a horizontal and a vertical version.

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



Min 55mm



Min 38mm

# clearspace.

## Safe Area

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

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

We have defined a 'safe' area around our logo. No other visual elements should be positioned within this area. This safe area is twice the height of the capital letters of the word Community in both versions of our logo.



# Variations.

## Logo Variations

There are a couple of different ways to showcase our logo.

The full colour logo should always be used on a light or white background.

Use the full negative version when on a background that is black or very dark.

The greyscale logo should only be used in the event that we cannot properly reproduce the primary logo due to printing or design restraints.

Use the white logo on a gradient or a coloured background.

Full Colour



Full Negative



Greyscale



White



# Improper Usage.

## Logo Incorrect uses

To make sure our logo 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 change the position of the logo



Don't use the full logo on a dark background



Don't alter the size of the brandmark



Don't fill the logo with a gradient



Don't use effects such as a drop shadow



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



# Brandmark.

## The Leaf

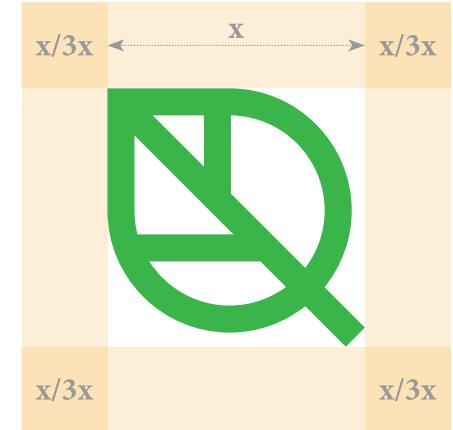
The brandmark is our symbol. This symbol can be used alone to reinforce our brand.

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 width.

Full Colour



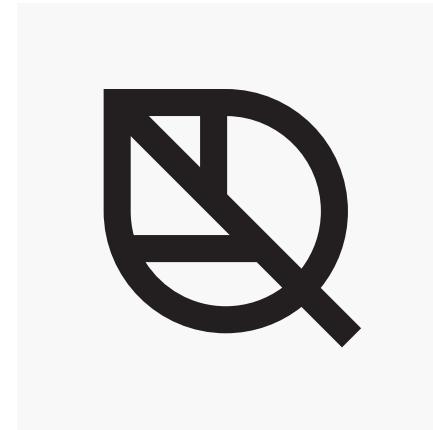
White



Greyscale



Black



# Tagline.

## Core Message

The tagline is our core message. This tagline 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 2x the height of the capital N.

The tagline uses our headline font 'Work Sans Light' and a combination of our primary colours.

Full Colour

The heart of  
Shavington's  
news & events.

White

The heart of  
Shavington's  
news & events.

Greyscale

The heart of  
Shavington's  
news & events.

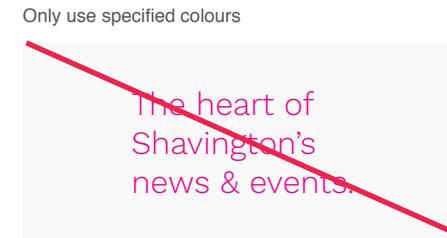
Black

The heart of  
Shavington's  
news & events.

# Improper Usage.

## Tagline Incorrect uses

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



# 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: 75 0 100 0

RGB: 58 170 53

Hex: #3aa935

CMYK: 90 30 95 30

RGB: 0 102 51

Hex: #006532

CMYK: 50 0 100 0

RGB: 149 193 31

Hex: #95c11e

## Enhanced Palette

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

CMYK: 100 0 0 0

RGB: 0 152 195

Hex: #0098c3

CMYK: 0 35 85 0

RGB: 249 178 51

Hex: #f9b233

# 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

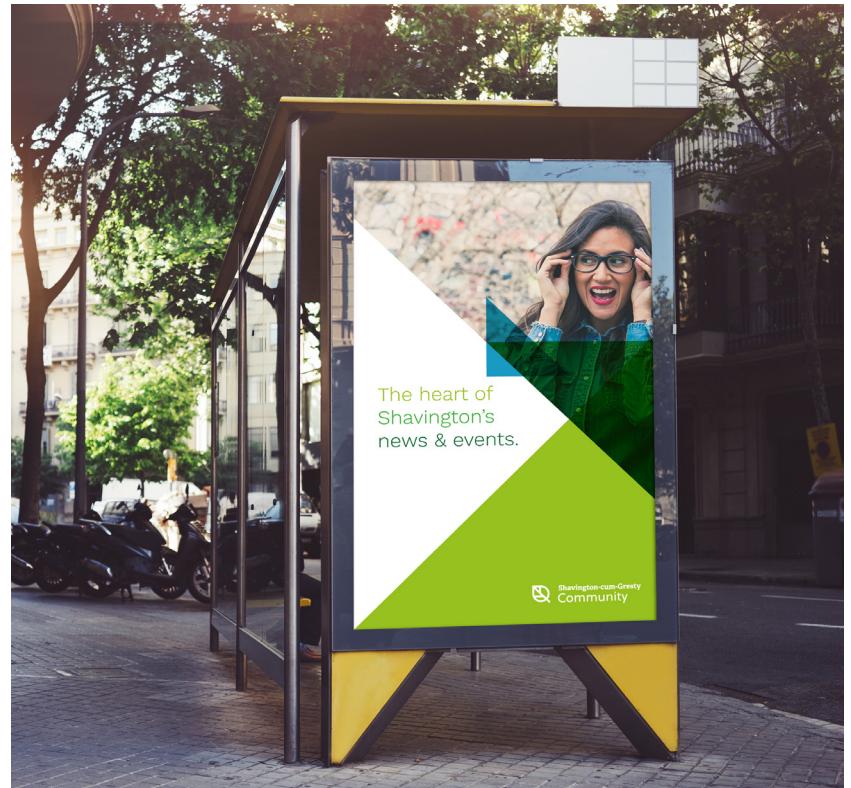
Our social media profiles utilises our type, imagery, colour palette and brandmark throughout its design. It streamlines and creates a simple and user-friendly digital experience.



# 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

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

### Parish Council

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

Download the assets online @  
<https://github.com/shavingtononline/assets>

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### Carol Jones

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