BUXTON

ENGLAND'S LEADING SPA TOWN

Identity guidelines

Version 1:0 January 2014

The Buxton logotype

The new logotype embraces the concept of water - and a source of water. The focal point of the design is the letter 'O' where water emerges and the ripples create this letterform.

The word 'Spa' in the strapline intentionally centres underneath this device where it is also larger than the other words, again for emphasis.

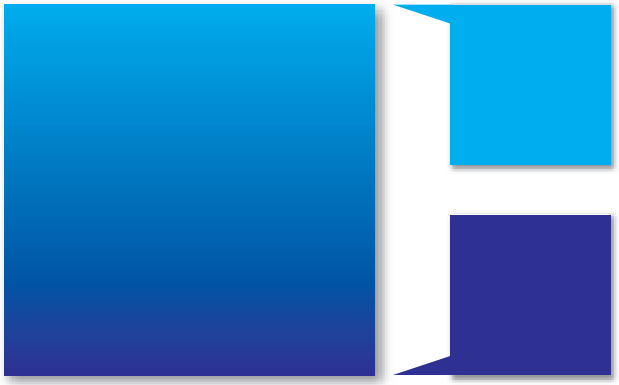
The overall design reflects and champions Buxton's Spa heritage, using classical typography - the design of both fonts is (appropriately) based on Roman carvings in stone. The use of capitals also enhances Buxton's authoritative and aspirational strapline. A vignette of blue runs through the type, once again supporting the concept of water.

tilleyandassociates BRAND COMMUNICATIONS IDENTITY · PRINT · DIGITAL

Colour palette

The specifications of the corporate colours are given opposite. These colours must be adhered to in every instance.

Primary colour palette
These are our main colours and are intended for 'everyday' use. The logotype reproduces in using a vignette of blue in the Buxton type. The breakdown for this is given here.
The preferred option is to reproduce the logotype using these colours on a white background. or a reversal of this - so a white logotype on the blue vignette background.



CMYK		RGB	
C	100	R	0
M	0	G	172
Y	0	B	238
K	0		

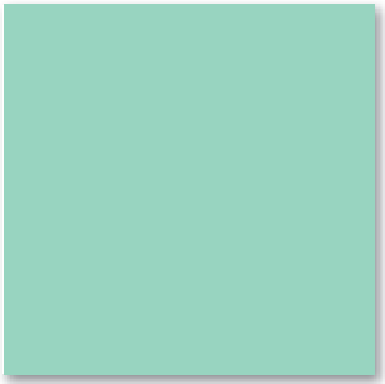
CMYK		RGB	
C	100	R	45
M	100	G	50
Y	0	B	146
K	0		

Blue vignette

Pantone **3015**

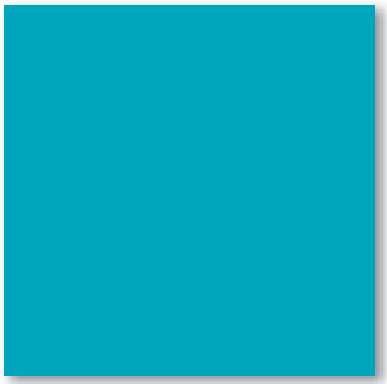
CMYK		RGB	
C	90	R	8
M	60	G	106
Y	0	B	180
K	0		

Secondary colour palette
A number of colours are available for additional usage. These are as shown here. The logotype should not be reproduced in these colours but these (and tints of these) can be used as backgrounds for supportive graphic elements.



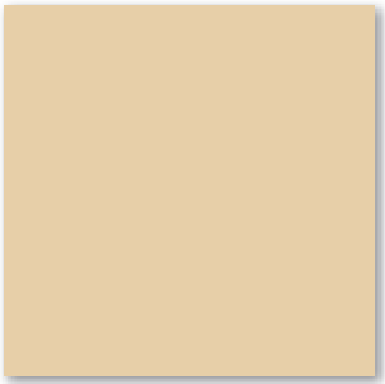
Pantone **338**

CMYK		RGB	
C	40	R	153
M	0	G	212
Y	30	B	192
K	0		



Pantone **320**

CMYK		RGB	
C	95	R	0
M	0	G	166
Y	25	B	187
K	5		



Pantone **468**

CMYK		RGB	
C	0	R	232
M	10	G	208
Y	30	B	169
K	10		

Reproduction in colour

Logotype in full colour

Shown here are preferred options for full colour reproduction with the main brand colours.

Preferred usage is on a white background

'Reversed' reproduction on blue vignette background

Logotype on a coloured background

Occasionally, the Buxton logo may need to be used on a coloured background. Shown here are preferred options for use with the brand colours.

Recommended reproduction against a light grey background

Background is a 50% tint of pantone 338

Background is a 50% tint of pantone 468

Reproduction in single colour

When reproduced at a small size, it may be safer to use a single colour.

Opposite are two acceptable ways of doing this;

- against a white background (preferred option)
- reversed out of a solid (blue 3015) background.

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Reproduction in single colour - solid blue pantone 3015

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Reversed out of solid blue pantone 3015

Reproduction in black and white

Where required, the single colour black version of the logotype may be used.

Opposite are two acceptable ways of doing this;

- against a white background (preferred option)
- reversed out of a solid (black) background.

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Reproduction in solid black

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Reversed out of black

Using the logotype (exclusion zone)

All logos communicate more effectively when given prominence. Careful application and considered design will add value to the logo ~ and Buxton!

An exclusion zone has therefore been established to ensure that the logo is always viewed in the most prominent way. The exclusion zone creates an invisible fence around the logo to prevent other graphic elements from impinging on it. This area is marked by using the height of the letter 'B' (See example).

Please note the logo must always be reproduced from artwork.

The minimum size
To ensure visibility, readability and accessibility, the Buxton logo should never be used smaller than the sizes which are shown here.

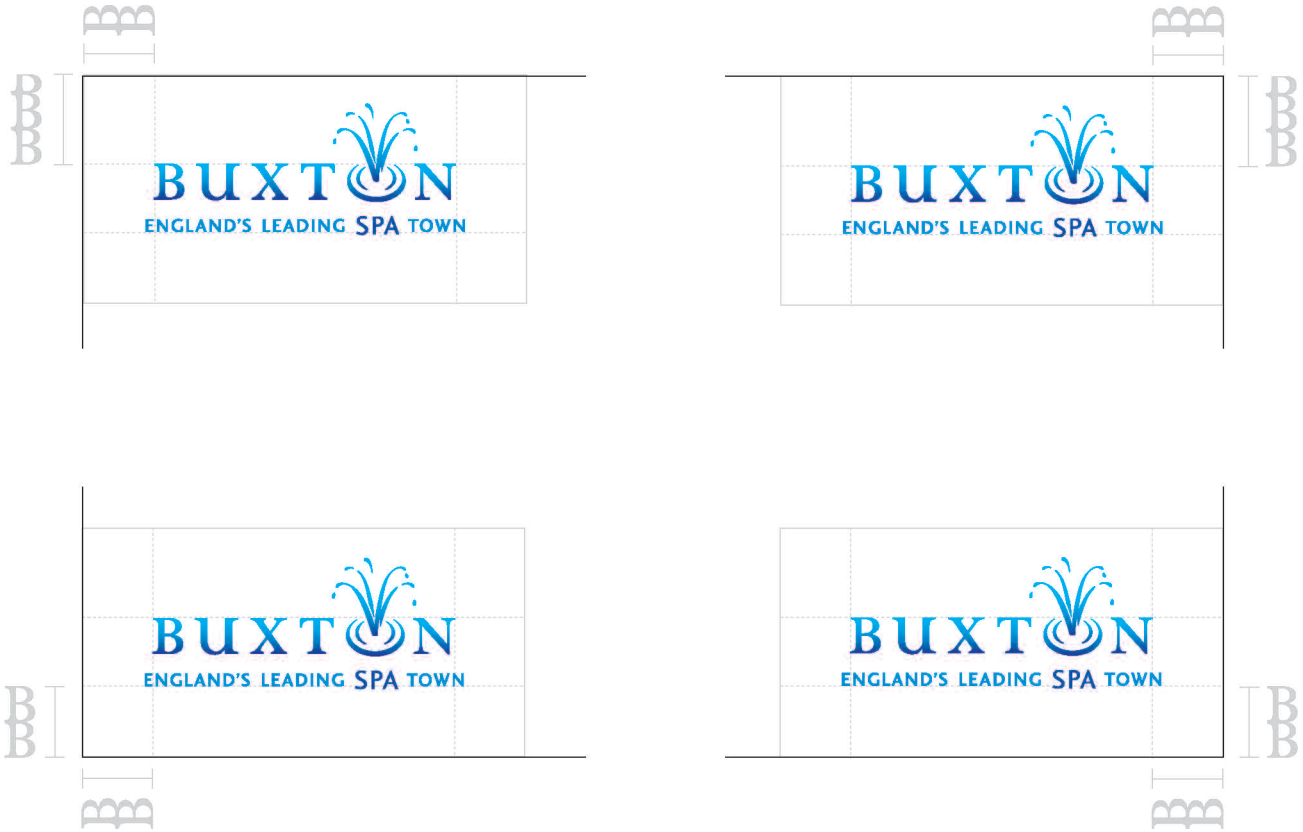
The measurements indicates the smallest widths at which the logo can be used - 35mm when reproduced in full colour, 20mm when reproduced in single colour.

Logotype positioning

The examples above show the **minimum** spacing and positioning of the Buxton logotype. The preferred application of the logo is centred. This can also be placed bottom left or right.

Please note that the examples opposite indicate the minimum and NOT the recommended spacing.

Wherever possible, these guidelines must always be adhered to.



Incorrect usage

It is important that we reproduce the logotype correctly, and in keeping with the guidelines specified in this document.

We must NEVER

- stretch the logo or distort it,
- use different colours on the logotype or reproduce it with different colours,
- place the logo on busy photographic backgrounds,
- box or encapsulate the logo within another shape,
- reproduce the logotype with parts missing,
- reproduce the logotype against a similar background

Do NOT stretch the logo or distort it

Do NOT stretch the logo or distort it

Do NOT reproduce the logotype in different colours

Do NOT box or encapsulate the logo within another shape
Do NOT reproduce the logo within a white box on a coloured background

Do NOT use different fonts

Do NOT reproduce the logo against similar backgrounds

Do NOT reproduce the logotype on busy photographic backgrounds

Do NOT reproduce the logotype with parts missing

Supportive typefaces

The brand typeface is part of the Charlotte family shown here. This font is used in the strapline and is recommended for use wherever possible.

Only in specific instances can alternative typefaces be used.

Aa Bb Cc

Charlotte Sans Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

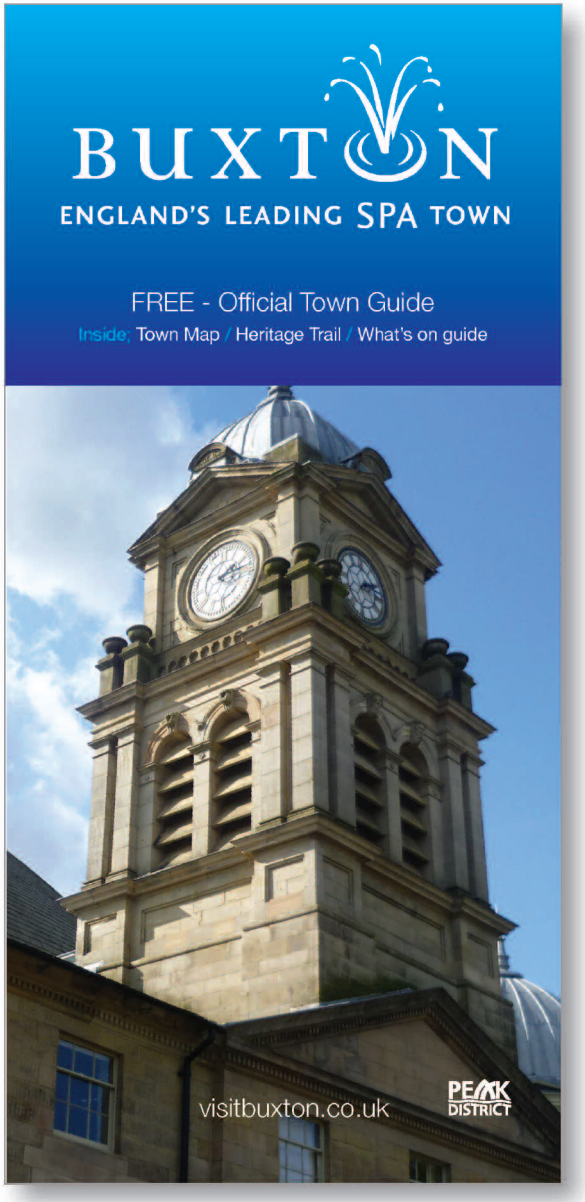
Aa Bb Cc

Charlotte Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Applications

Buxton town guide
Stunning photography combined with the blue vignette and graphics reversed out, creates a distinctive document.



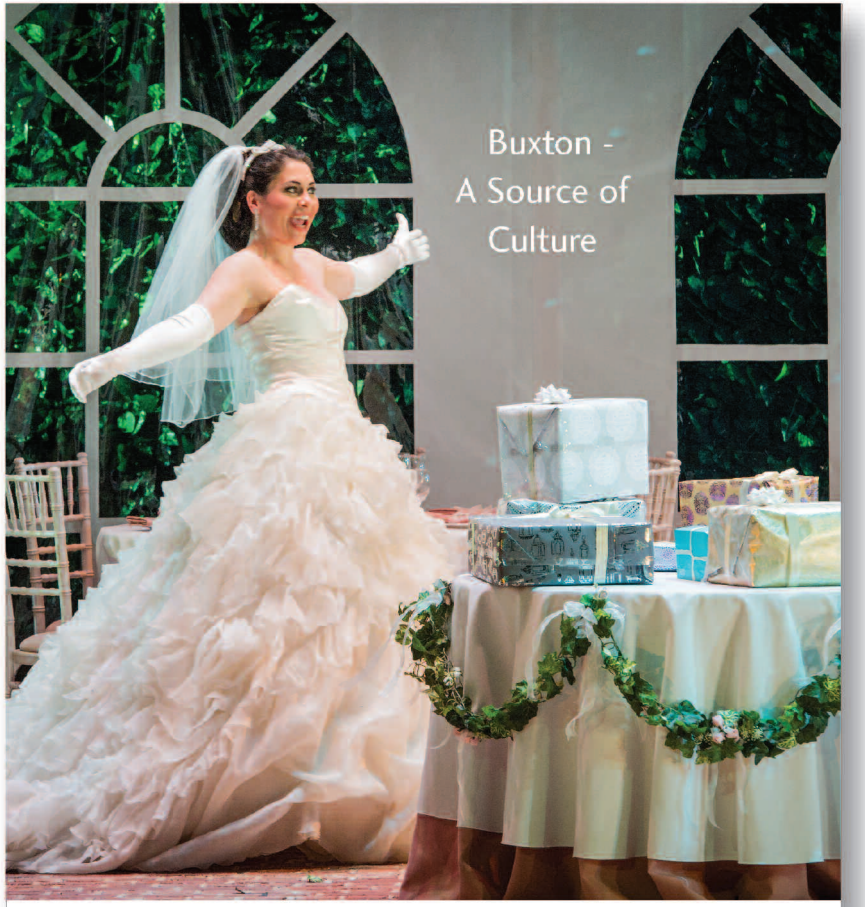
Applications

Retail investment advertising

This example shows the new logotype applied to existing materials.

Applications

Press advertisement
Sample design shown promoting Buxton as a festival town.



A Festival Town

Highlights of the year include the Buxton Festival of Opera, Music and Literature, Buxton Festival Fringe and Buxton Puppet Festival. Even more live music events such as the Buxton Military Tattoo take place at the Devonshire Dome, the Pavilion Gardens, the Opera House and many pubs and bars. Drama, comedy, dance and film are also well represented at the Opera House and refurbished Pavilion Arts Centre and local artists feature at various galleries and fairs. Be inspired!

www.visitbuxton.co.uk

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Applications

Stakeholder website

The new logotype is applied to the bottom right hand corner of the page.

Applications

Wayfinding signage
Sample designs are shown for a directional monolith, location and information signage board.

Location sign

Location sign with QR code

Directional monolith

Information panel with interactive wi-fi links

Applications

Digital media

It is envisaged that the signage could contain a QR code. If this is scanned it would take the user to a website providing further information about a place or specific location.

Logotype usage tips

The Buxton logotype artworks are 10cm wide. Files are vector artwork and also high resolution jpegs, ie 300dpi.

Colour formats
You should be able to open or place the coloured **rgb / grayscale** format ones into all microsoft applications.

There are a number which you won't be able to place or open;

- cmyk – this colour format to be used on professionally produced documents.
- 'ai / eps' – these are vector formats which can only be opened (and scaled to any size without loss of quality) in adobe illustrator and are intended to be used on professionally produced documents. You will not be able to use (open or place) these formats in microsoft applications. All suppliers (such as printers, etc) will be able to use these.

Further information

If you require further information or assistance with this identity, please contact;

Eric Tilley
Tilley and Associates - Brand Communications

T 01298 22149
M 07909 698939
E eric@tilleyandassociates.co.uk

www.tilleyandassociates.co.uk