



FAIRFORD

A GOOD PLACE TO BE

Brand Book & Guidelines



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This brand book and guidelines will help you understand what makes the friendly and historic market town of Fairford “A good place to be” and also outline the rules that govern the use of our brand elements.

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A FLOURISHING AND CHARACTERFUL MARKET TOWN

Fairford sits on the south east edge of the Cotswolds. Its population was just over 4000 but is growing due to over 400 new houses being built in recent years. Although small, Fairford benefits from a wide range of facilities including a Pre-School, Primary School, Secondary School, Doctor's Surgery, a hospital outpatient clinic, a Dentist, an Opticians, a Library, Sports Hall, a Community Centre, and the Palmer Hall.

There are also some good shops and a Post Office.

St. Mary's Church with its complete and recently restored set of medieval stained glass windows draws many discerning tourists. The beautiful River Coln is lovely to walk along and provides the opportunity to see kingfishers, swans, little grebe and brown trout plus shy water voles.

The town has a great community spirit as witnessed by the abundance of clubs for all ages from sports clubs to the University of the Third Age to environmental societies and art clubs. There are many community events like the annual Town Council Festive Market and Fairford Festival.





FAIRFORD'S PERSONALITY

SOCIABLE

There are lots of activities going on in and around Fairford – the market, sports, the Air Tattoo.

CONFIDENT

It's been around a long time, it's a growing town.

INSPIRING

Its charming market place, its historical significance and idyllic rural setting.

SUPPORTIVE

A neighbourly and welcoming place.





FAIRFORD BRAND IDENTITY

The Fairford brand identity encompasses all that Fairford has to offer - a flourishing and vibrant market town, that is steeped in history.

The identity comprises of three elements -

1. The Fairford illustration
2. The Fairford logotype
3. 'A Good Place to Be' strapline

When talking about the town in general terms, this identity should be used.





BRAND IDENTITY COLOUR USAGE

The Fairford brand identity has the flexibility to be used in a number of colours -

1. 2 colour - preferred usage
2. 1 colour - this can be adapted to compliment the background colour or image that it sits on
3. Black
4. White

When considering the colour of the brand identity, please keep in mind that the aim is to maximise the stand out of the brand identity wherever it appears.





FAIRFORD SUB-BRAND IDENTITIES

The Fairford brand identity also has the flexibility to be used for specific messaging and events.

Here are some examples of how this can work.

*It is possible to use other illustrations with the logotype only to promote certain events. Please see the Fairford logotype page for clarification.





POSITIONING AND EXCLUSIONS ZONES

The brand identity is allowed to float in the upper, central or lower areas of the canvas to which it is applied.

It should not be positioned against the edge of the canvas or box to which it is applied.

Please ensure that there is a minimum of one 'F' height space around the marque and between any accompanying text or graphic elements. This will ensure that the marque retains clarity at all times.

The brand identity should not be used at a size of less than 30mm.



Minimum size





FAIRFORD LOGOTYPE

The Fairford logotype can be used as a standalone logo.

This may be when space is limited or it is better from a design perspective that the logotype appears without the Fairford illustration.

The logotype can be used with other illustrations, as shown here, but they must always be used in a manner that is sympathetic to the standout of the logotype.

The logotype should not be used at a size of less than 20mm.

FAIRFORD
A GOOD PLACE TO BE


FAIRFORD
A GOOD PLACE TO RUN
CHARITY FUN RUN 18.07.18





DO NOT!



Do not! place the brand identity on backgrounds with insufficient contrast.



Do not! remove key elements of the brand identity.



Do not! alter the colours of the elements that make the brand identity.



Do not! change the size ratio of the elements that make the brand identity.



Do not! use the FAIRFORD logotype in isolation.



Do not! rotate the brand identity.



TYPEFACES

When creating branded collateral the following typefaces are suggested for use.

NEWCASTLE BASIC RUSTY should be used for titles and to convey key messages.

Georgia Regular can be used for supporting copy.

Georgia Bold can be used to emphasise words in supporting copy.

NEWCASTLE BASIC RUSTY

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890



ILLUSTRATION STYLE

The illustration style of the Fairford brand identity must be considered when commissioning a new illustration.

The illustration style uses the letterpress printing process, which is the method of stamping ink on to paper, as its inspiration.

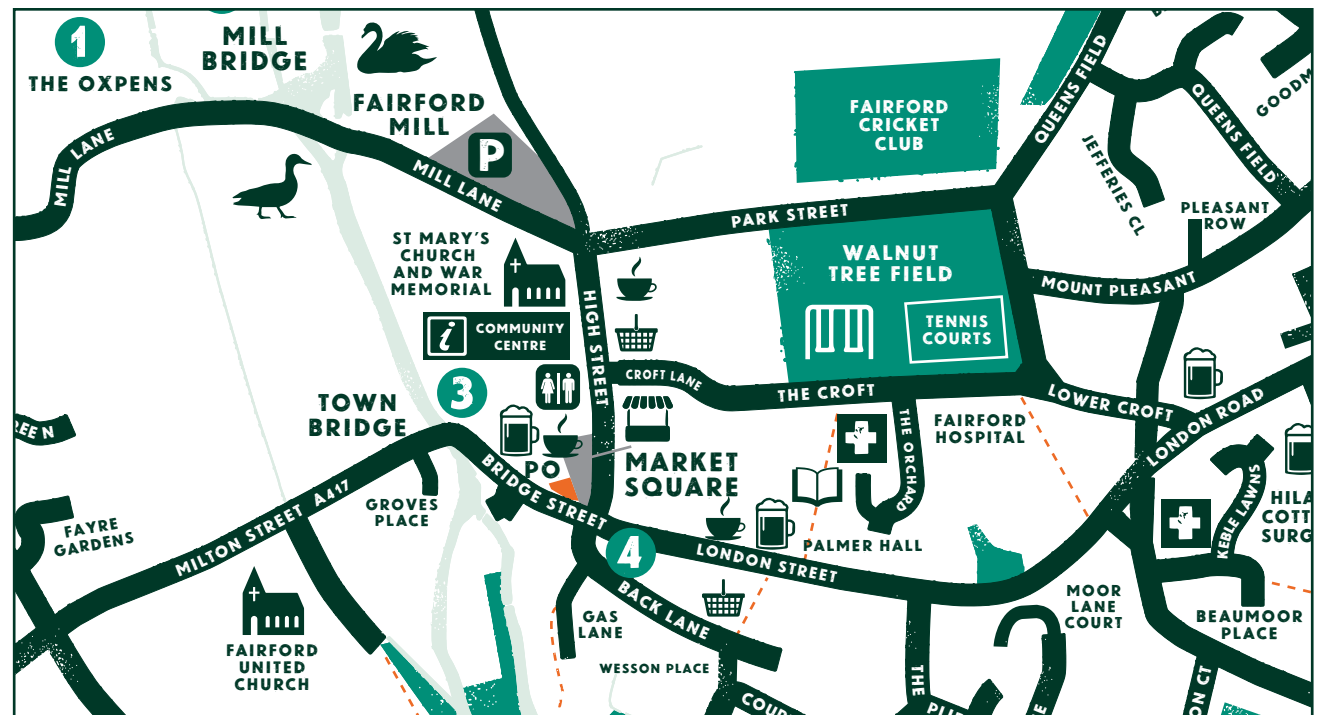
This method of printing produces an authentic and crafted effect which we believe is a reflection of our wonderful town.



ILLUSTRATION STYLE - MAPS

A good example of the illustration style in use is the town map, which can be seen in the visitors guide.

When creating further maps, the town map should be used as the benchmark.



COLOUR PALETTE

The colours shown here are approved for usage on all collateral.

When using the Brand Identity, always use the approved colours unless there is a limitation on colours available for print or the approved colours would present an issue with standout.

Please reference the Brand Identity Colour Usage guidelines on page 5 for further clarification.

Given the vibrancy of Fairford as a town, we do not wish to be constrained in the use of colour so it is possible to explore a wider colour palette.

However, The Sub-Brand Identity Colours and Background Colours shown here should be considered the tonal benchmark when choosing new colours.

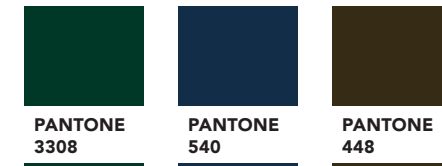
BRAND IDENTITY COLOURS



BACKGROUND COLOURS



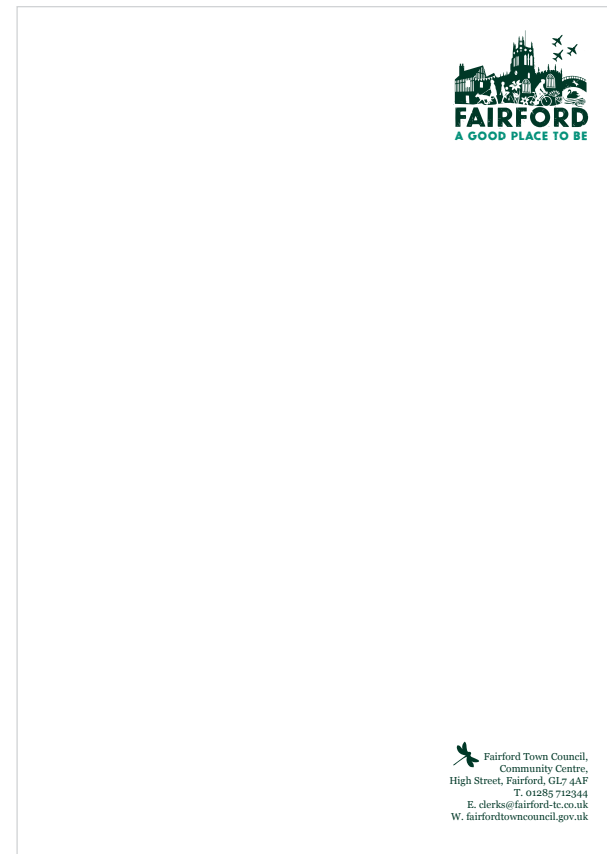
SUB-BRAND IDENTITY COLOURS



BEST PRACTICE - STATIONERY

Please reference these examples when creating collateral.

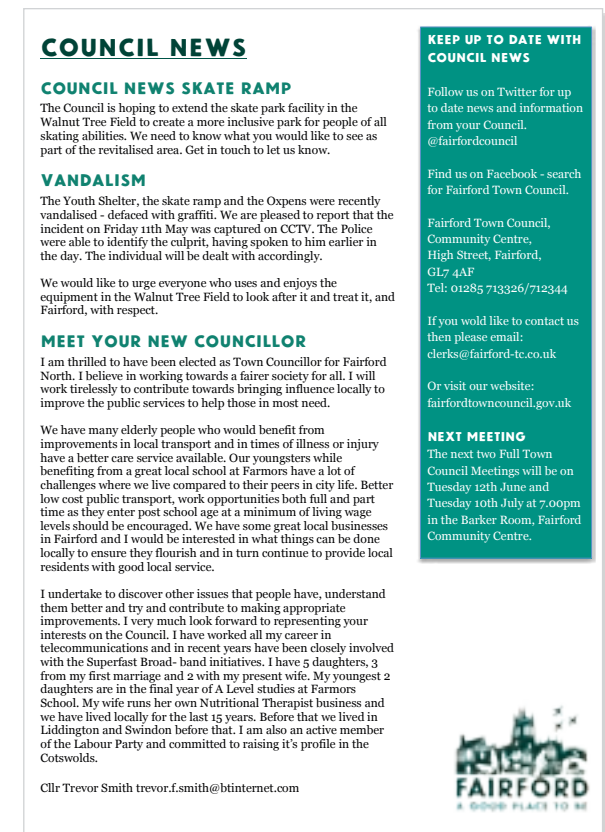
These are considered as the benchmark when creating new collateral.



BEST PRACTICE - NEWSLETTER

Please reference these examples when creating collateral.

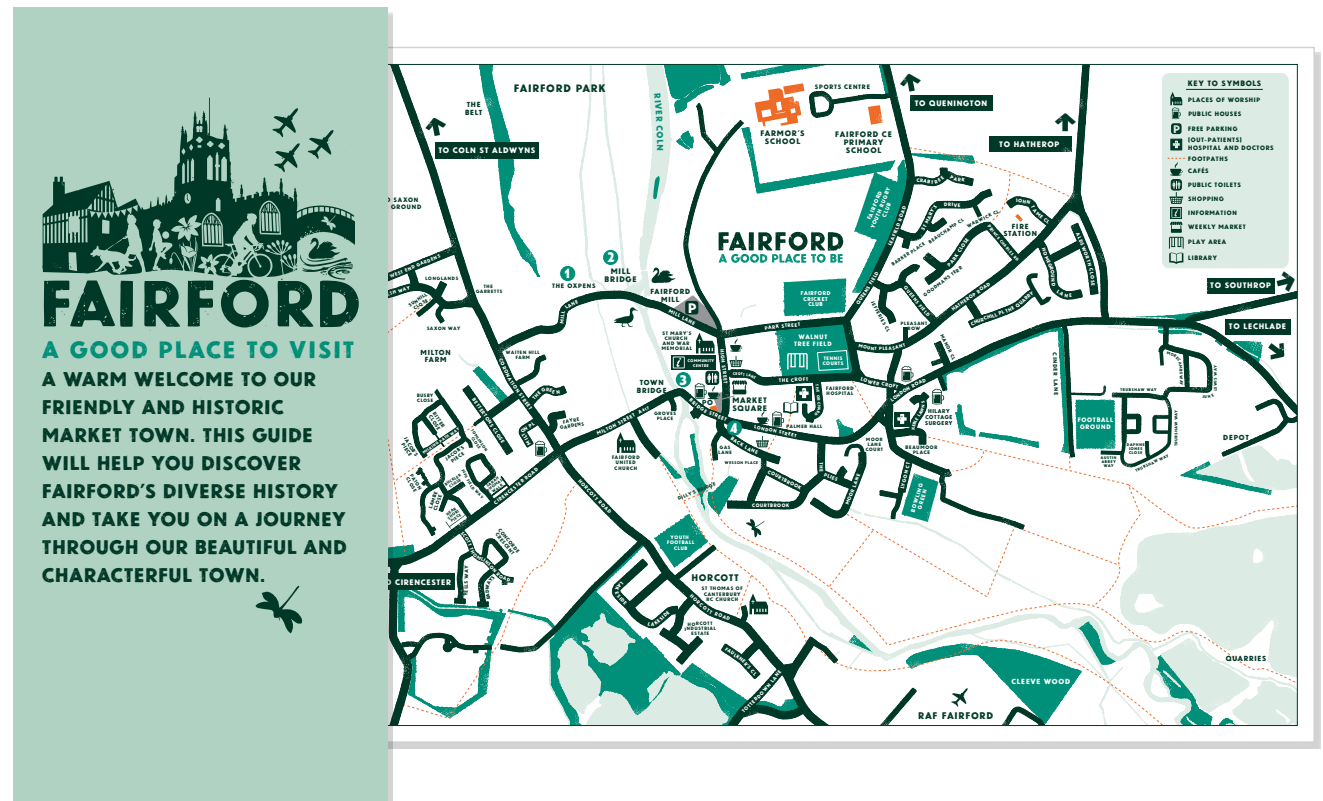
These are considered as the benchmark when creating new collateral.



BEST PRACTICE - VISITORS GUIDE

Please reference these examples when creating collateral.

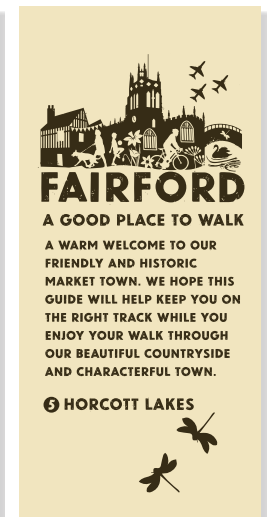
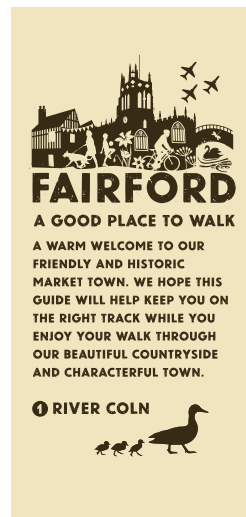
These are considered as the benchmark when creating new collateral.



BEST PRACTICE - WALKING MAPS

Please reference these examples when creating collateral.

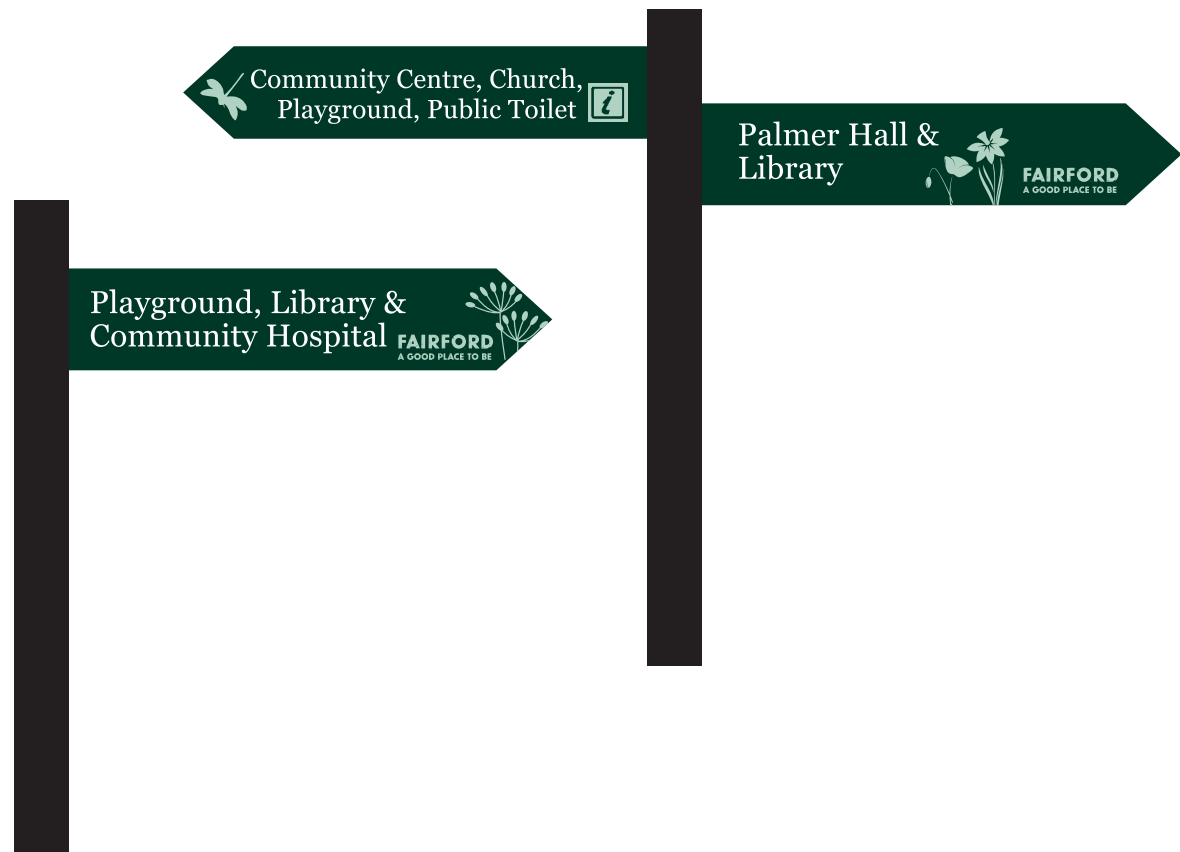
These are considered as the benchmark when creating new collateral.



BEST PRACTICE - WAYFINDING & SIGNAGE

Please reference these examples when creating collateral.

These are considered as the benchmark when creating new collateral.



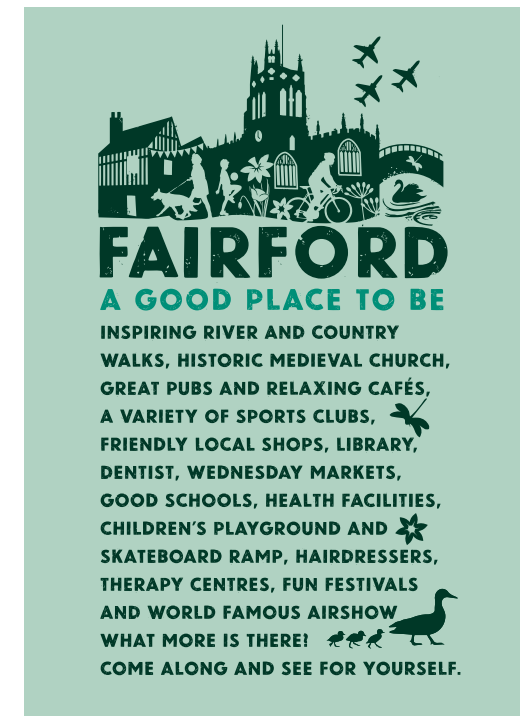
BEST PRACTICE - WAYFINDING & SIGNAGE

Please reference these examples when creating collateral.

These are considered as the benchmark when creating new collateral.



Flag



Poster



CONTACTS

To request logos please contact:

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Logos are available in illustrator eps
and png format.

