

BRAND GUIDELINES



Come Grow With Us

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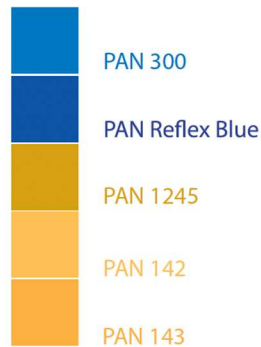
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Beaches Logo Use

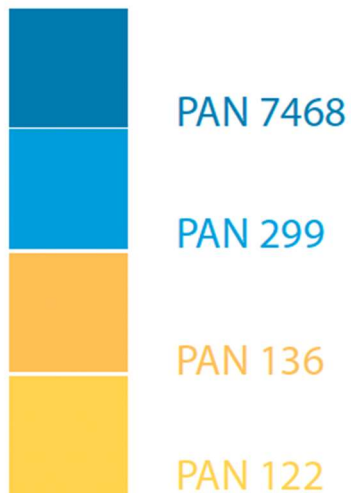
Brand Palette

Sun yellow, earth-tones, blues representing water and sky make up the colour palette of Beaches Community Centre.

Beaches Logo with Tagging and Primary Colour Palette



Secondary Colour Palette



Ideally, HEADER type is portrayed in either Pantone 300 or Pantone Reflex Blue. BODY COPY can default to black type. Special sections can be a solid box of Pantone 300 or Pantone Reflex Blue with type in white or Pantone 142 Yellow. Another option is Type portrayed in pantone 1245 on a White background or a solid box of Pantone 1245 with white type. Skilled designers can introduce other options using solids or screens of PRIMARY and SECONDARY palette options. If type is being portrayed on a dark surface, White or Pantone 142 are recommended.

Font Palette

HEADERS should always be displayed in **Times New Roman Bold** where possible. BODY COPY should default to Helvetica or if necessary any other non-serif simple type such as Arial.

Use of Logo

Consistency is tremendously important in building a Brand’s visual equity. Consistent treatment of a logo and a Brand’s associated elements reinforce their meaning to the audience. Ideally the logo is created in CMYK. When Pantone ink match printing is not available CYMK is suitable. Ideally the logo should be centred in most peripheral development.



Tagging can appear closer to the logo if required, but not closer than double the amount of space between BEACHES and Community Centre. The appearance of the tagging is optional with the logo and can appear on its own as a footer or statement after a section. The majority of logo use will be without the tagging.



The three-colour version of the logo is preferred.



A one-colour application can be used only in Black either as a vector file or a low quality gradient file, depending on the quality of reproduction.

Quality Black and White production of a Beaches peripheral should include a fully built out gradient logo with associated values below:





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If the logo is to be used on a dark service, the full reverse vector version below should be used.



Unacceptable Logo Use

The logo should never be covered by any other object / icon or type. The logo should never be scaled disproportionately



The logo should not be placed on a dark background with a white release. If the logo is to be placed on a dark background the full reverse vector version should be used.

Suggested Icon Use

The full sun can be used as a bullet point in a peripheral. The ½ sun from the logo can be used as a centre anchor of a peripheral. A ¼ sun version can be used as a bottom right anchor of a picture or box and can be screened for effect.



Exceptions

There may be circumstances not covered by this document, in which case a judgement will have to be made on whether the Brand standards are being observed. In this case, please contact John Heppenstall of Heppenstall Consulting. Failing that, please attempt to stay true to the essence of the Brand qualities as outlined in the brand profile.

For more information about this Guideline, please contact the writer below

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