



Buxton Civic Association

Brand Guidance & Corporate Identity Document

February 2016

Poole's Cavern Visitor Centre,
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Buxton Civic Association Limited is a charity and company limited by guarantee.

Established in 1967 The Buxton Civic Association (also referred to in this document as BCA), preserves the architecture of Buxton and conserves its natural habitat and formal landscapes for the community and its visitors.

As a local employer BCA has a thriving workforce contributing to an enhanced experience for residents and visitors to the area, encouraging membership to our charity and proactively supporting the environment.

BCA currently owns and manages 200 acres of woodland in and around Buxton including the ownership and management of Poole's Cavern one of the Peak Districts top tourist attractions.

Download High Quality Assets

A media pack of high quality assets can be downloaded from the BCA website:

<http://buxtoncivicassociation.org.uk/wp-content/uploads/2016/02/Media.zip>





Logos, Fonts, Style & Colours

Primary Logos

The Buxton Civic Association logo must now appear in all media correspondence, on page one of any printed item or above the fold in any web page. There is concern that BCA is not gaining the recognition it deserves and wishes to ensure its brand receives maximum exposure.

Logo Usage

Both the BCA and PC logos can overlay an appropriate and relevant photo - For example the BCA logo could have a photo of woodlands in the background and PC could have a picture of the cavern in the background.

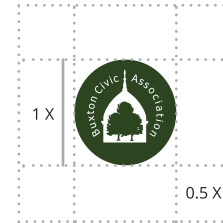
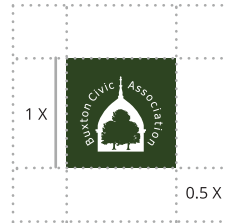
Fonts

We recommend that the following fonts be used for title text and paragraph text. Other fonts have been used, but the recommended fonts are appropriately licensed for commercial usage.

Colours

The recommended brand colours are led by an individual colour relevant to the brands typical environment.

Buxton Civic Association



Titles - Open Sans Semibold
Paragraph - Open Sans

Font used in logo: Tahoma

Font used in website: Freight Sans (titles), Freight Micro (Paragraph)

BCA's brand colour is a Myrtle Green

- RGB (web) #2E4520
- CMYK (print) C40 M37 Y64 K7

BCA's secondary colours are inspired by Autumn

- L. Grn - RGB #BEDBAD // CMYK C27 M01 Y39 K00
- Orange - RGB #A26528 // CMYK C29 M62 Y99 K16
- Red - RGB #A11D22 // CMYK C24 M100 Y98 K20

Poole's Cavern



Titles - Heavyweight
Paragraph - Montserrat

Font used in logo: FF Humanist

Fonts used in website: Handvetica (titles), Proxima Nova (paragraph)

PC's brand colour is Pale Oyster

- RGB (web) #9A8E69
- CMYK (print) C40 M37 Y64 K7

PC's secondary colours are vibrant and fun

- Red - RGB #D12E50 // CMYK C13 M96 Y63 K2
- Green - RGB #9CCB3B // CMYK C44 M00 Y99 K0
- Orange - RGB #F69D3D // CMYK C01 M45 Y86 K0



Messages & Layout

Portrait Publication Layout Guidance

Recommended Header Layouts (not to scale).

Typical formatting of text: Emphasise main titles and break up text by adding coloured backgrounds to titles and featured text. Sub titles maintain the same font size and weight, spanning the full width of the page. Paragraph text should only span the full width of the page in extremely text heavy situations. Try to limit paragraph to half page or 3/4 page widths, so that text can be accompanied by an image, a margin or a featured item such as a list or call to action.

Buxton Civic Association

Buxton Civic Association
Email
Telephone
Web



Address
Address
Address

Example BCA Heading

Example BCA Sub Heading Title

Example BCA Paragraph
Text, Example BCA
Paragraph Text.

Example BCA Paragraph
Text, Example BCA
Paragraph Text.



Poole's Cavern

Poole's Cavern
Email
Telephone
Web



Address
Address
Address

Proudly owned by Buxton Civic Association

Example Poole's Cavern Heading

Example BCA Sub Heading Title

Example BCA Paragraph
Text, Example BCA
Paragraph Text.

Example BCA Paragraph
Text, Example BCA
Paragraph Text.



Affiliate / Stakeholders Logo Usage

Affiliate logos should be present on communications, the BCA logo should feature on all Poole's Cavern communications, where appropriate space is available. We recommend that affiliate and stakeholder logos feature at the foot of a document together, or feature prominently individually where appropriate.



legal / company information, legal / company information



legal / company information, legal / company information



Messages & Layout

Horizontal Aspect Ratio Publications - Banners, Flyers, Printed Signage, Tickets

When producing flyers or banners to suit a horizontal aspect ratio, it is recommended to limit the amount of text, perhaps by using a photograph in the background. Centrally aligned logos can consume valuable space for text in this scenario - as long as the logo features prominently, there can be some variance on positioning.

We recommend Buxton Civic Association's name be mentioned prominently in cases where the logo may not be big enough to provide adequate exposure - such as roadside signs or vehicle livery.

Buxton Civic Association



Poole's Cavern

