



Brand Guidelines



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Introduction



Our Guidelines

The Ashby de la Zouch Brand Guidelines help us to create consistent communications that are always, unmistakably, Ashby.

Within the Guidelines you'll find information about everything from how to use the logo to when you should capitalise words. It's a good idea to have a thorough read through the full document, but we've designed it to be used as a reference guide; simply dip in and out whenever you need a quick refresh.

We want everyone to understand and take pride in our town, and part of that will come from having a strong identity. By sticking to the Guidelines, you're helping us to create exactly that.

“Ashby de la Zouch
embraces its past to create
its present. The National
Forest market town is filled
with historic buildings and
landmarks with a modern,
independent feel”



Brand Proposition

Our brand proposition is a summary of what makes Ashby de la Zouch special. It's also how we'd like our town to be perceived. You shouldn't use this in any external-facing documents or materials, but instead use it as a reminder of our town's unique identity.

TAGLINE

“Look back,
step forward”



Not too big,
not too small

Ashby de la Zouch is an attractive town where the historic buildings now house thriving and successful businesses. And it is also proud to have the historic Ashby castle right at the centre, as well as a range of other nearby attractions including the amenity of the National Forest.

It's different to its neighbours. It's the perfect size, not too big, not too small, with a range of shops, cafés and restaurants that means you can get everything here.



Brand Identity



Logo

The Ashby de la Zouch logo is designed to reflect the historical and environmental attributes of the area in a modern and simple way.

It incorporates standard system fonts in order to make it accessible to a wide array of users, providing a sustainable solution to the town's branding needs.





Logo Variants

The logo can be used in one of two main forms, depending on where it's applied. The Primary Logo is a stacked version, ideal for square and portrait layouts, whereas the Secondary Logo is a linear version, for use in landscape layouts or where vertical space is limited (websites for example).

The brand icon is also supplied separately. This should never be used in isolation from the Primary or Secondary logos, but can appear as a supporting element – such as on page dividers or to sign off a document.

PRIMARY LOGO



SECONDARY LOGO



BRAND ICON





Logo Colours

The Primary and Secondary logos are supplied in three colour variations – Full Colour CMYK, Greyscale (for black and white layouts) and White-Out (for use in black and white layouts or on dark coloured backgrounds).

Where possible the Full Colour versions should be used.

If the background colour is too dark for the full colour version to stand out, use the White-Out version instead. For all black and white layouts use the Greyscale and White-Out versions.

FULL COLOUR VERSION



GREYSCALE VERSION



WHITE-OUT VERSION





Logo Usage

The logo should always have a clear space around its edges. This ensures the logo always stands out from other graphic elements and remains prominent.

The size of this clear space is equal to the width of the castle icon used in the logo as shown opposite.

The absolute minimum size that the various logos can be used is shown opposite. These restriction are made to ensure the text elements do not drop below 3.5pt in scale. Below this size the text may not be legible.

LOGO CLEAR SPACE



LOGO MINIMUM SIZES



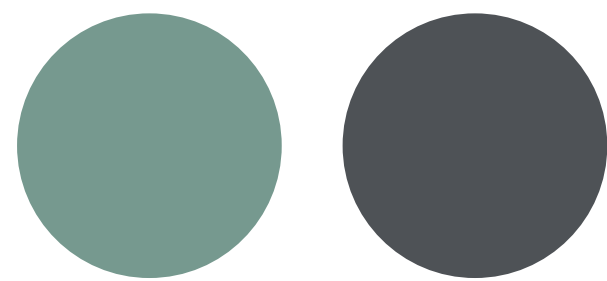


Brand Colours

The colour palette for the Ashby de la Zouch brand is a mixture of two strong, natural hues, accompanied by four secondary complimentary pastel colours, creating a colour palette that is both rich and subtle.

The breakdowns of each colour can be seen below.

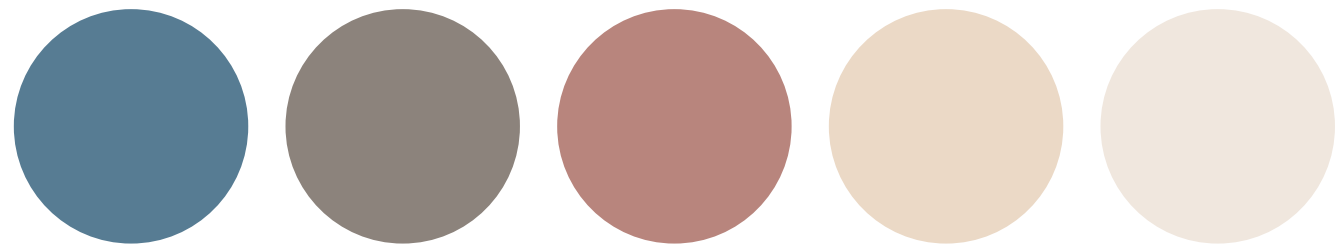
PRIMARY COLOUR PALETTE



CMYK 54/25/42/7
RGB 127/156/145
HEX #7F9C91
Pantone 5565c
RAL 6021 Blassgrün

CMYK 61/50/47/40
RGB 86/87/89
HEX #57585A
Pantone 425c
RAL 7012 Basaltgrau

SECONDARY COLOUR PALETTE



CMYK 67/40/28/10
RGB 93/127/151
HEX #5D7F97
Pantone 5415c
RAL 5014 Taubenblau

CMYK 38/37/40/18
RGB 151/139/130
HEX #978B82
Pantone Warm Grey 7c
RAL 1019 Graubeige

CMYK 21/48/42/9
RGB 193/139/129
HEX #C18B81
Pantone 7613c
RAL 3012 Beigerot

CMYK 7/13/20/0
RGB 240/224/209
HEX #F0E0CF
Pantone 9185c
RAL 1015 Hellelfenbein

CMYK 5/8/10/0
RGB 244/236/230
HEX #F4ECE6
Pantone 9285c
RAL 1013 Perlweiß

Tone of Voice

The way we talk is an important part of our brand identity. Whether we're speaking to residents about events or giving information to visitors, our tone should always be the same: simple, helpful, and engaging.

If we get this right, readers will always know what to expect from Ashby, and will always understand exactly what it is we're trying to say.



Setting the Tone

SIMPLE

Our copy is effortless to read and to write. We use shorter sentences where possible, and if we can simplify a phrase, we always do. Even further, if something doesn't need saying at all, we leave it unsaid. This means our audiences are always able to find exactly the information they need with complete ease. It also helps us to be more transparent about what we do.

CLEAR SENTENCES

Avoid convoluted phrasing and long, rambling sentences. Use short, effective sentences that are easy to follow.

BEING DIRECT

Put simply: get to the point. Focus on the benefits and what the reader really needs to know.

DESCRIPTION

We're descriptive when it's useful, but never gushing or over the top. One or two adjectives should be plenty to describe something. See 'Helpful' for more on description.

EXAMPLES



Ashby de la Zouch is a historic market town on the borders of Leicestershire and Derbyshire.



This ancient market town on the borders of Leicestershire and Derbyshire has always been well placed in the centre of a web of roads leading to most of the principal towns and cities in the Midlands.



Thinking of joining the Women's Institute? In Ashby, you've two groups to choose from: Ashby Castle and Ashby Spa.



Ashby is lucky to have two Women's Institutes as the groups are so popular. Click on either group to find out more.



Get ready for the fun of the fair! Ashby Statutes Fair is coming to town on Friday 16th September. Find all the details below.



The Fair will be on from 6pm on Friday 16th Sept, 12 noon on Sat, 12-6pm on Sunday for the family day and from 4pm on Monday and Tuesday.



Setting the Tone

HELPFUL

We spend a lot of time informing our audiences about events, news, and more, but that certainly doesn't mean our copy should be stuffy or unfriendly. Our tone is always warm and accommodating, making information easy to understand and leaving every reader feeling like their questions have been answered.

STRAIGHTFORWARD LANGUAGE

We never muddle our meaning with jargon or complicated language. Use language the reader will always understand, choosing more accessible words wherever possible.

DESCRIPTION

Use adjectives if they'll help the reader understand what we're describing, and whether it's relevant to them. For example, is the café cosy, small, family-friendly?

BEING FRIENDLY

How would you speak to a resident or visitor if you met them in person? Relax language to use contractions (e.g. 'don't', 'we'll') and positive, welcoming language that sets people at ease.

EXAMPLES



The night-time taxi rank will run on Fridays and Saturdays, 10pm to 3am. Find it in the layby on the North side of Market Street.



The proposed night-time taxi rank will operate on Friday and Saturday evenings from 22:00 to 03:00 hours and be located in the existing lay-by on the north side of Market Street.



The stylish Maranello's Wine Bar is in Rushton's Yard, right next door to Zamani's.



Maranello's Wine Bar is a wine bar located in Rushtons Yard, Ashby de la Zouch.



Welcome to Ashby. We're delighted to have you.



Visitors and new residents alike are always welcome in Ashby de la Zouch.

ENGAGING

It's important our audiences feel enthused about Ashby, whether they're a resident, visitor, or a local business. By writing about Ashby in a way that's animated, engaging, and a little more personal, we can share our town pride and make our audiences want to hear more. Even something as simple as the pronouns we use will bring us closer to the reader.

ADDRESSING THE READER

Connect with the reader using the 2nd person pronoun, 'you' and direct verbs. This creates a sense of closeness and makes them feel involved.

REFERRING TO ASHBY AND THE COUNCIL

Feel free to call the town 'Ashby' more casually where it's clear you're referring to Ashby de la Zouch. The Council is 'we', 'our' and 'us'.

QUESTIONS

Encourage the reader to think about a subject by occasionally using rhetorical questions, such as 'Looking for your new favourite café?'

EXCLAMATIONS

Informal phrases and exclamations, like 'See you there!' or 'Don't forget!', assume the reader's interest and create an excitement. Use exclamation marks sparingly, though.

EXAMPLES



Your views are really important to us. If you've any ideas, thoughts, or comments about Ashby, contact...



Ashby de la Zouch considers its residents' views to be important. Residents can submit any comments to...



Stomach growling? In Ashby you'll find a range of excellent restaurants, cafés, takeaways and family-friendly pubs.



Hungry residents will find a selection of restaurants, cafés, takeaways and pubs in Ashby de la Zouch.



Don't forget! This Sunday, Jim's Tractor Run leaves Roecliffe Farm at 11am, arriving at Bath Grounds an hour later Family Fun Day. More here <http://xxxxxx>



Jim's Tractor Run leaves Roecliffe Farm at 11am on Sunday, arriving at Bath Grounds an hour later Family Fun Day. More here <http://xxxxxx>



Typefaces

Always use the typefaces shown. This helps make sure our marketing collateral is consistent, right down to the text.

The primary brand font is Bell MT in a regular weight. This serif typeface features stylish contrasts between thick and thin strokes and is easy to read when used as a body copy or headline.

Lato Bold is the secondary accent typeface. This more geometric sans serif typeface compliments the primary font and can be used to create sub-headings, pull outs, quotes and other text highlights.

<http://www.latofonts.com/lato-free-fonts/>

HEADLINE & BODY COPY FONT

Bell Mt Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@£%&*()

SUB-HEADER FONT

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@£%&*()

Typesetting

It's not only the font that's important. How it's applied also makes a difference to the look and feel of our communications.

Your layout will often be influenced by the amount of body copy you need to use. Keep body copy concise where possible, and break up large blocks of text with paragraphs to make information easier to read.

When it comes to the size of your fonts, this is always dictated by the size of the body copy. Find all the details opposite.



Headlines

Headlines should be set in Bell MT Regular. As a general guide, the headline point size should be no less than 4x that of the body copy you are using. Write headlines in title case, which means the first letter of most words are capitalised.

SUB-HEADINGS

Sub-headings should be set in Lato Bold. As a general guide, the sub-header point size should be the same as that of the body copy you are using. Set sub-header in uppercase and where possible with a tracking of 200.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam a orci efficitur, varius urna id, egestas erat. In hac habitasse platea dictumst. Cras hendrerit lorem diam, id bibendum lorem dictum in. Curabitur eu purus malesuada, vestibulum risus et, semper dolor.

Body copy should be set in Bell MT Regular.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam a orci efficitur, varius urna id, egestas erat. In hac habitasse platea dictumst. Cras hendrerit lorem diam, id bibendum lorem dictum in. Curabitur eu purus malesuada, vestibulum risus et, semper dolor.

Minimum point size for Bell MT Regular is 6pt. Below this size the font may become illegible.

"Text highlights and quotes"

Text highlights and quotes should be set in Lato Bold at the same point size as any body you are using and written in sentence case.



Formatting Text

WRITING ASHBY DE LA ZOUCH

We no longer hyphenate the name of our town. Instead, we now exclusively write 'Ashby de la Zouch' or 'Ashby'.

EXAMPLES



Ashby de la Zouch



Ashby de la Zouch
Ashby de-la-Zouch
Ashby-de la-Zouch

APOSTROPHES

We follow standard grammar rules for apostrophes. Use apostrophes to:

Show that someone or something possesses something else

Replace the missing letters in contractions (e.g. can't)

These are the only circumstances in which you should use apostrophes. They shouldn't be used in dates (e.g. 1940s) or in plurals (e.g. takeaways). The only time you should write 'it's' is when short for 'it is'.

ASHBY AND POSSESSION

If you want to show something is possessed by Ashby – for example, parks – go for 'Ashby's parks' or 'the parks of Ashby de la Zouch'. This is because 'Ashby de la Zouch's parks' sounds clunky.

DISTANCES

When describing distances, '5 minutes' drive away' needs an apostrophe after the 's'.

NAMES ENDING IN 'S'

If someone's name ends in an 's' (e.g. Cat Stevens) and you want to show possession, write it like this: Cat Stevens'.

EXAMPLES



It's important we protect the green spaces of Ashby de la Zouch.

The Tourist Information Centre is just a few minutes' walk from the bus stop.

Did you know? In the 1800s, our town was famous for making ribbons.

There are some excellent restaurants to choose from.



Its essential we protect Ashby de la Zouch's green spaces.

The Tourist Information Centre is just a few minutes walk from the bus stop.

Did you know? In the 1800's, our town was famous for making ribbons.

There are some excellent restaurant's to choose from.

AMPERSANDS

Avoid ampersands completely. They do little to aid understanding and can look confusing as part of a written list. The only exception to this rule is on Twitter, where you can use ampersands to help you bring down the character count.



The fair is open on Friday, Saturday and Sunday.



The fair is open on Friday, Saturday & Sunday.

DATES AND TIMES

We write dates in the format 'Day DD month'. Times use the 12-hour clock. If you're describing a timeframe, use either 'from [time] to [time]' or '[time] – [time]', but never a mixture of both.



Monday 21 January
Open 10am – 6:30pm
Open from 7am to 12pm



Monday the 21st of January
21st January
21.1.17
21/1/17
10:00 – 18:30
From 7am - 12pm



Formatting Text

CAPITALISATION

There are important grammar rules for capitalisation that will help our copy to look consistent. You should only ever capitalise the names of:

- People
- Places
- Organisations
- Specific products
- Events

'Specific products' means the exact name of a product. For example, you'd write 'Apple MacBook Air', but not 'Apple Laptop'.

Usually you wouldn't capitalise job titles. We always do, however, as it helps people working for Ashby to stand out.

We also capitalise our titles and headers. This is called title case.

Only capitalise words in the instances outlined above, and never add a capital for emphasis. If you're not sure about whether a word you're using fits these rules, do a quick search online to see whether it should be capitalised.

EXAMPLES



Town Information
S. J. Hoult is the Town Mayor.
Don't miss the Ashby Street Party.
Looking forward to summer?
This is a really exciting time for Ashby.



Town information
S. J. Hoult is the town mayor.
Don't miss the Ashby street party
Looking forward to Summer?
This is a Really Exciting time for Ashby.

NUMBERING

Write numbers as digits. The only exception is the numbers one to ten, which should be written as words.

EXAMPLES



There were eight unclaimed tickets at the Ashby Street Party raffle draw. Get in touch if you think you're a winner!

More than 500 classic and vintage cars, modified cars, motorbikes and commercial vehicles will fill the streets.



There were 8 unclaimed tickets at the Ashby Street Party raffle draw. Get in touch if you think you're a winner!

More than five hundred classic and vintage cars, modified cars, motorbikes and commercial vehicles will fill the streets.



Brand Toolkit



Brand Application

Over the following pages you'll find more information about how to apply the guidelines properly.

With these Brand Guidelines we've supplied a brand assets folder containing all the logo files in various file formats, together with document templates for creating leaflets and adverts.

While these assets cover the majority of needs, you might need to create additional assets. Therefore, read through the following content very carefully. It'll help you be sure that anything you create fits the Brand Guidelines.



File Formats

Supplied within the Ashby de la Zouch logos folder are four file format folders; EPS, PDF, SVG and JPEG. These file formats will cover most internal and third party needs.

EPS FILES

These files contain vector line artwork. They can be used for reproducing the logos at virtually any scale without loss of quality. When supplying the logo to a third party for any printing purpose, you should supply these files as, unmodified, they should guarantee quality of reproduction.

PDF FILES

Like EPS files PDFs retain vector information. However, if a third party has difficulty using or working with EPS files, these provide a viable alternative to supply. These files are also ideal for use in Microsoft and home software applications.

SVG FILES

Like EPS files these contain vector artwork, but may be preferred by web and app developers for digital applications.

JPEG FILES

These files are designed for generic office use. They are supplied at a reasonably large scale, but small enough to avoid most issues associated with excessive file size (each file is under 2mb).

Colour Formats

The logos supplied in the brand tool-kit are supplied in three colour formats; CMYK colour and Pantone Colour for print applications and RGB colour for screen and digital use.

RAL colours are listed on page 12, but files cannot be supplied directly for this colour format. Please liaise with manufacturers as to their artwork needs.

A detailed explanation of colour formats is described opposite. In order to use the correct files from the brand tool-kit, familiarise yourself with this information.

CMYK COLOUR

CMYK Colour (Cyan, Magenta, Yellow and Black ink), sometimes referred to as four colour process or full colour, is the standard ink system used by the majority of professional offset lithographic and digital printers. It is also how most modern desktop printers reproduce colour.

Each number of a CMYK reference number represents the percentage of each ink making up the final colour (e.g. 34% cyan, 100% magenta etc.)

RGB COLOUR

RGB colour (Red, Green Blue) is the standard colour system used to reproduce colours on screen. RGB colours will generally appear brighter and more intense than CMYK equivalents. RGB colours are sometimes designated as a 6 character hexadecimal code (e.g. #6d1131).

RGB colours are meant for screen use only, and are not suitable for using with traditional printed media. Please note that some software applications may only work with RGB colour files as they are not designed for outputting projects for professional printing.

PANTONE COLOURS

Pantone colours are premixed inks used in professional offset lithographic and screen printing, as well as some manufacturing applications. They provide an industry standard for specifying colours for consistent reproduction.

Pantone colours can be specified for use on coated and uncoated paper (Gloss or matt) identified with a C or U after the usual numerical Pantone number (e.g. 337c). Typically, colours printed on uncoated paper will appear duller than those on coated paper.

RAL COLOUR

RAL colours are mainly used for varnish and powder coating paint finishes, but can also be used as a reference for specifying plastic colours.



Creating Colours

You might need to recreate the brand colours in documents you are working on. It's really important that brand colours are created accurately and used consistently.

How you create and save colours varies between applications (and sometimes between versions of an application), but we've briefly described the process for Microsoft applications opposite.

For other applications, or if you're having problems, refer to the application's own Help menu or search for solutions online. If you don't have any luck, use the contact details at the back of the Guidelines and we'll do our best to help.

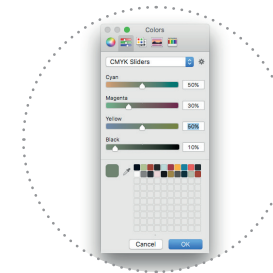
CREATING COLOURS IN MICROSOFT APPLICATIONS



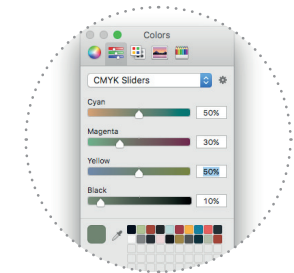
1. Select the object or text you want to format and open the relevant formatting panel (this will be different for text and shape formatting).



2. Select 'More Colors' at the bottom of the options.



3. Click on the 'Color Sliders' icon (second from top left) and select 'CMYK Sliders' from the drop-down below.



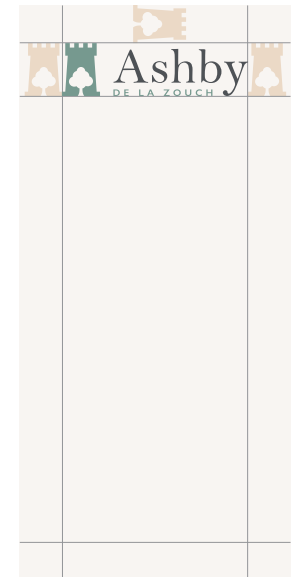
4. Enter the CMYK colour % values exactly as they are displayed on page 12 in this guide, then click 'OK'.



Logo Placement

Place the logo at the centre of your layout towards the top of the page, taking care to scale the logo properly to suit the page.

You should also be careful not to place the logo too close to the edges. On the far right, we've shown how to make sure the logo's in the right place; it should never be closer than the width of the castle to the edge of the page.



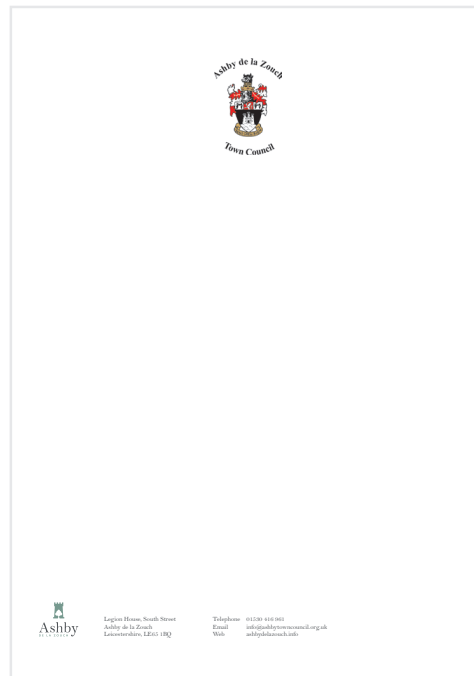


Use with Town Crest

Only use our town crest on materials promoting Town Council events, or on materials owned by the Town Council. For example, the town crest might be used on an advert promoting a summer festival run by the Council, but wouldn't be shown on an ad for general Ashby activities.

If you're using the crest, it should support the more dominant logo at the bottom of the page or feature on the back of the document.

The only exceptions are Town Council letterheads, stationery, and business cards.



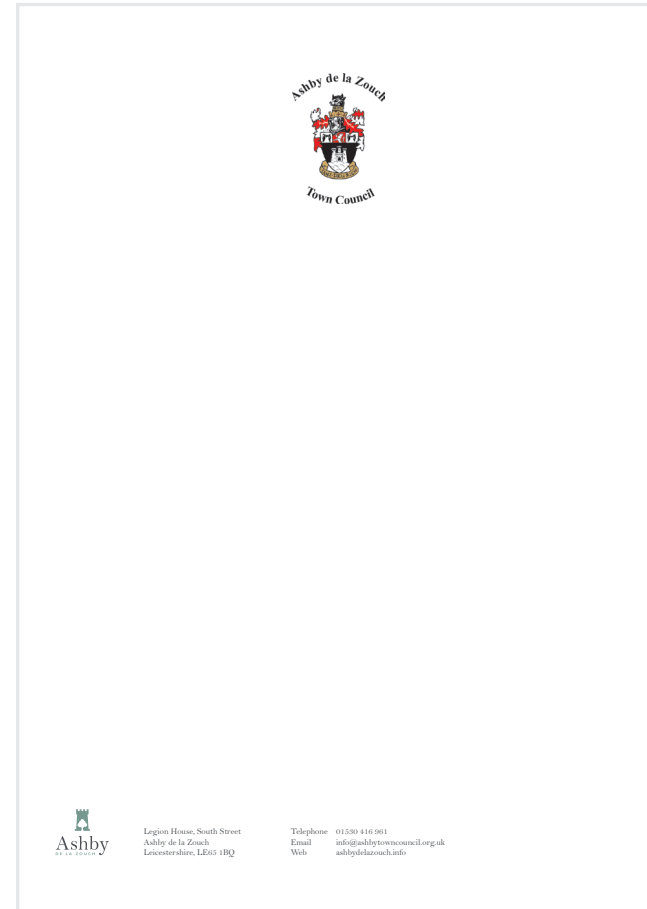


Letterhead

Only use our town crest on materials promoting Town Council events, or on materials owned by the Town Council. For example, the town crest might be used on an advert promoting a summer festival run by the Council, but wouldn't be shown on an ad for general Ashby activities.

If you're using the crest, it should support the more dominant logo at the bottom of the page or feature on the back of the document.

The only exceptions are Town Council letterheads, stationery, and business cards.





Comp Slip

Only use our town crest on materials promoting Town Council events, or on materials owned by the Town Council. For example, the town crest might be used on an advert promoting a summer festival run by the Council, but wouldn't be shown on an ad for general Ashby activities.

If you're using the crest, it should support the more dominant logo at the bottom of the page or feature on the back of the document.

The only exceptions are Town Council letterheads, stationery, and business cards.



With the compliments of the Town Clerk



Legion House, South Street
Ashby de la Zouch
Leicestershire, LE65 1BQ

Telephone 01530 416 961
Email info@ashbytowncouncil.org.uk
Web ashbydelazouch.info



Email Signature

Only use our town crest on materials promoting Town Council events, or on materials owned by the Town Council. For example, the town crest might be used on an advert promoting a summer festival run by the Council, but wouldn't be shown on an ad for general Ashby activities.

If you're using the crest, it should support the more dominant logo at the bottom of the page or feature on the back of the document.

The only exceptions are Town Council letterheads, stationery, and business cards.

Many regards,

Jack Fargher
Town Clerk
Ashby de la Zouch



Telephone: 01530 416961



Visit our website: www.ashbydelazouch.info.

The views expressed by the author may not necessarily reflect the views or policies of Ashby de la Zouch Town Council.

The Information transmitted is intended only for the person or entity to which it is addressed and may contain confidential and/ or privileged material. If you receive this in error, please contact the sender and delete the material from any computer.

Attachments to e-mail messages may contain viruses that may damage your system. Whilst Ashby de la Zouch Town Council has taken every reasonable precaution to minimise this risk, we cannot accept any liability for any damage which you sustain as a result of these factors. You are advised to carry out your own virus checks before opening any attachments.

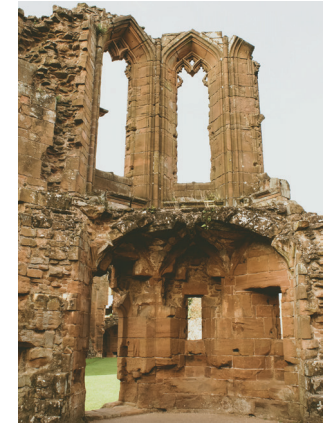


Photographic Styles

Our photography needs to be consistent and true to our brand.

Ultimately, photography should always show what makes Ashby special, from our people and the things they do to our historic architecture.

Try to capture active moments, rather than just subjects looking into a camera, and use rich colours and depth of field to give images life.





Photography Treatment

On the right we've detailed how to make our photography look consistent. Every image should be edited using the same Adobe Lightroom preset following these step-by-step instructions.

The preset can be found in the asset library. If you're not comfortable editing images or aren't sure how the presets work, ask someone in your team or contact us using the details at the back of this booklet.



- 1.**
Selected image should be well composed, sharp, use depth of field well and be correctly exposed.



- 2.**
Using Adobe Lightroom, apply preset filter: 'Age & Fade - From vintage presets'. This gives the photo its colour grade.



- 3.**
From the Lightroom Effect Presets, apply: 'Grain - Light'. This adds a slight grain to the image giving a rich film-like quality.



- 4.**
Finally using Lightroom Effect Presets, apply: 'Vignette 1'. This gives a subtle vignette to the frame and adds even more depth to the image.



Leaflets

Opposite you'll see an example DL flyer front cover, and we've shown the design rules as a grid. If you tweak the leaflet template, shown on the next page, it should still always follow the rules shown.

To create different heading sections, or to highlight specific attractions, you can use Primary or Secondary colours with the White-Out version of the logo. See how this works below.





Leaflets

The leaflet template is designed as a starting point. We have included spaces for images and short paragraphs of copy, but if you're comfortable with design feel free to adjust the template slightly to suit your needs - for example, to make room for more copy.

HEADLINE

Agrimimum invelsti consenti odit, nonsenis volutecea nus qui nature pre velendu claesende pero vendunt, tem quis molorpor re vendignihl ipsam ipis doluptaes eum quam ullisci duntiatu adis audae veliqui coribus, sequam repelecum endicima dunt everum earcipic te quatur res poraturiat esturibus, eum sum quiaepres escilequas modis esti res moditate.

Main Headline Title

ASHBY DE LA ZOUCHE

© 2017. ALL RIGHTS RESERVED

HEADLINE

Agrimimum invelsti consenti odit, nonsenis volutecea nus qui nature pre velendu claesende pero vendunt, tem quis molorpor re vendignihl ipsam ipis doluptaes eum quam ullisci duntiatu adis audae veliqui coribus, sequam repelecum endicima dunt everum earcipic te quatur res poraturiat esturibus, eum sum quiaepres escilequas modis esti res moditate.

HEADLINE

Agrimimum invelsti consenti odit, nonsenis volutecea nus qui nature pre velendu claesende pero vendunt, tem quis molorpor re vendignihl ipsam ipis doluptaes eum quam ullisci duntiatu adis audae veliqui coribus, sequam repelecum endicima dunt everum earcipic te quatur res poraturiat esturibus, eum sum quiaepres escilequas modis esti res moditate.

HEADLINE

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www.website.co.uk



Signage

Both the stacked and linear logos can be used on signage, depending on the orientation. Both are shown here.





Press Adverts

Our press adverts are always clear and simple. To help you create an effective print ad, we've developed a simple template; there's room for an eye-catching header, one or two images, and a call to action.

As with all of our communications, try to keep information concise and easy to read.



Win the chance to see your image on new Ashby town signs!



Calling all amateur photographers! How great would it be to see one of your photos of Ashby used on brand new town signage? Recently, we introduced Jo Holland, project Manager for the Ashby Project looking at plans for development and regeneration across the town.



This month, Jo has asked for our help. She advised us "As part of the Ashby project the council are keen to engage with amateur photographers, young and old to share images used to depict the area. These images will be used on new signage, the website and literature."

HOW TO ENTER

Please send all entries to joholland@ashbytowncouncil.org.uk in JPEG format by 31st Aug 2017 along with your name, address and a contact telephone number. Winner contacted by Sep 31st.

FOR FULL GUIDELINES, JUDGING CRITERIA AND TERMS & CONDITIONS
VISIT ASHBYLIFE.CO.UK/COMPETITION-TERMS-CONDITIONS



Events Adverts

Our event advertisements always follow the same pattern. There is an opening section to describe a hero event, season, or festival, followed by a list of events.

In event listings, there is space for an icon, date, title, location and brief description. Keep descriptions succinct and include ticketing information.

Find the icons and event advert template in the asset library.



ASHBY
DE LA ZOUCHE

EVENTS MAY 2017



FRI 26TH MAY - SUN 28TH MAY

Ashby Arts Festival

A full programme of activities featuring local artists, musicians, songwriters, poets, performers and story tellers. The festival links amateurs and professionals, the commercial and the public sectors together through public displays of drama performances, music, poetry, workshops, arts and photography competition.

For the full programme visit: www.ashbyartsfestival.co.uk/what-on

 <p>SAT 27TH MAY</p> <h3>Outdoor Pool Opening</h3> <p>HOOD PARK OUTDOOR POOL</p> <p>9am with rafts and floats in the pool from 11am Poolside BBQ from 12 noon £1 admission</p>	 <p>SAT 27TH MAY</p> <h3>Take That 2 Tribute Act</h3> <p>HOOD PARK LEISURE CENTRE</p> <p>Doors open at 6pm, show starts at 7pm To book, call 01530 811215 or 01530 412181 Tickets £18</p>	 <p>SAT 27TH MAY - SUN 28TH MAY</p> <h3>Food Gusto Fair</h3> <p>BATH GROUNDS</p> <p>10am - 6pm Sample food and drink from the surrounding area FREE entry</p>
 <p>SAT 27TH MAY - SUN 28TH MAY</p> <h3>Moira Canal Festival Weekend</h3> <p>MOIRA FURNACE</p> <p>The annual family event held on the restored section of the Ashby canal FREE entry</p>	 <p>SUN 28TH MAY - MON 29TH MAY</p> <h3>Lesley Hextall Exhibition</h3> <p>ASHBY MUSEUM NORTH ST</p> <p>'Looking through the lens' of Lesley Hextall photography exhibition FREE entry</p>	 <p>SUN 28TH MAY - MON 29TH MAY</p> <h3>Medieval Life and Laughter</h3> <p>ASHBY CASTLE SOUTH ST</p> <p>11am - 5pm Discover the fun fun of 'medieval life' Normal entrance fees apply</p>

For more info visit: www.ashbydelazouch.info

 #loveashby #shopdlz

 loveashbydlz



Online Advertising

Emulating the styling from our events calendar, our online adverts are simple and refined.

In MPUs, combine simple text with icons and key information to create rotating adverts. You can find the template in the asset library.





Online Advertising

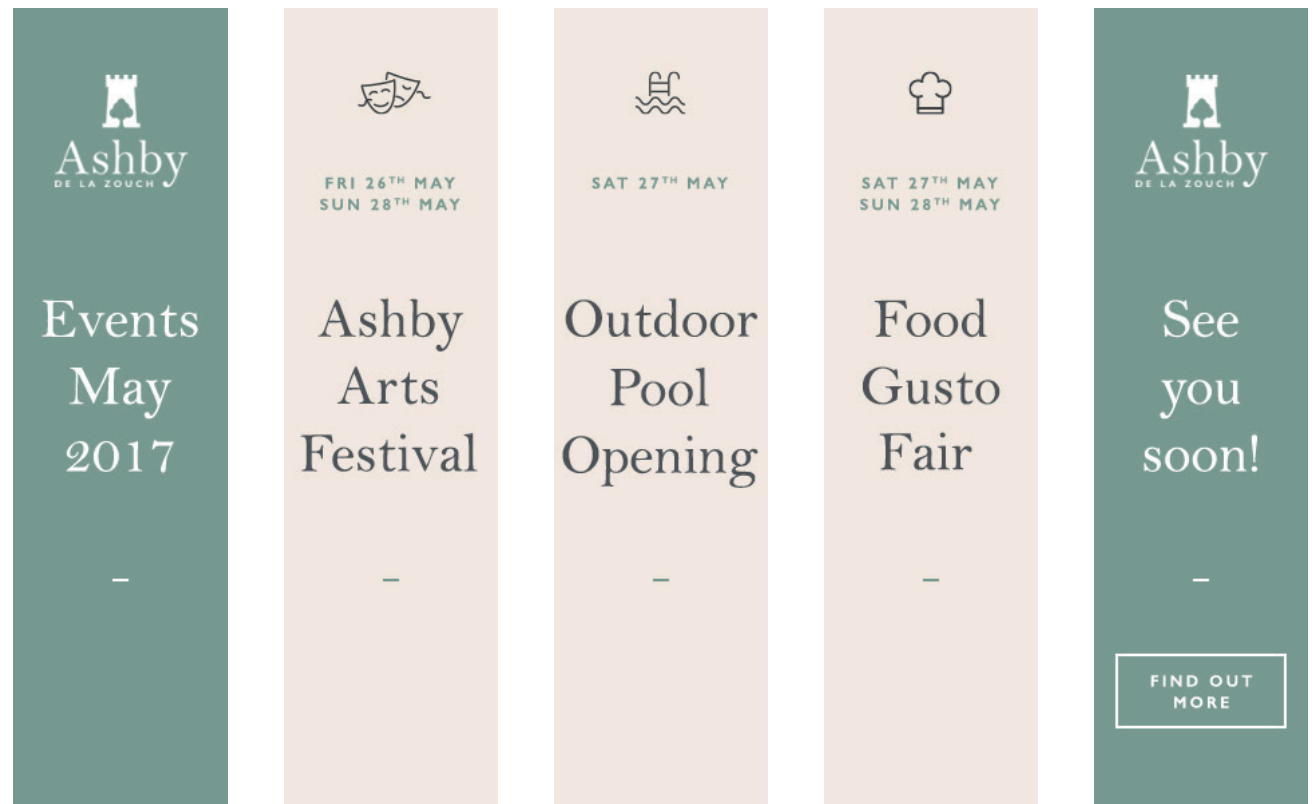
MPUs may also feature images and animations.





Online Advertising

Skyscraper adverts have a little more room for messaging. Use them to promote a series of events, which can be shown over rotations, or with captions and key messages. Incorporate icons - shown on page 36 - to bring activities to life.





Online Advertising

You can also use images on skyscraper adverts. Combine with text rotations to create an engaging experience for the audience.





Icons

Use our suite of icons to categorise events. The more we use them, the more recognisable they will become, making it easier for our audience to find relevant activities.

This is a core icon collection. If you can't find the icon you're looking for, let us know using the contact details at the back of the Brand Guidelines.





Contacts



Any Questions?

If you'd like to know any more about these Brand Guidelines, or if you have any questions, contact us using the details below.

Together Agency

Email hello@togetheragency.co.uk
Phone 0115 956 4100

Useful Contacts

Town Council

Phone 01530 416961
www.ashbydelazouch.info



ASHBY DE LA ZOUCH
BRAND GUIDELINES

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