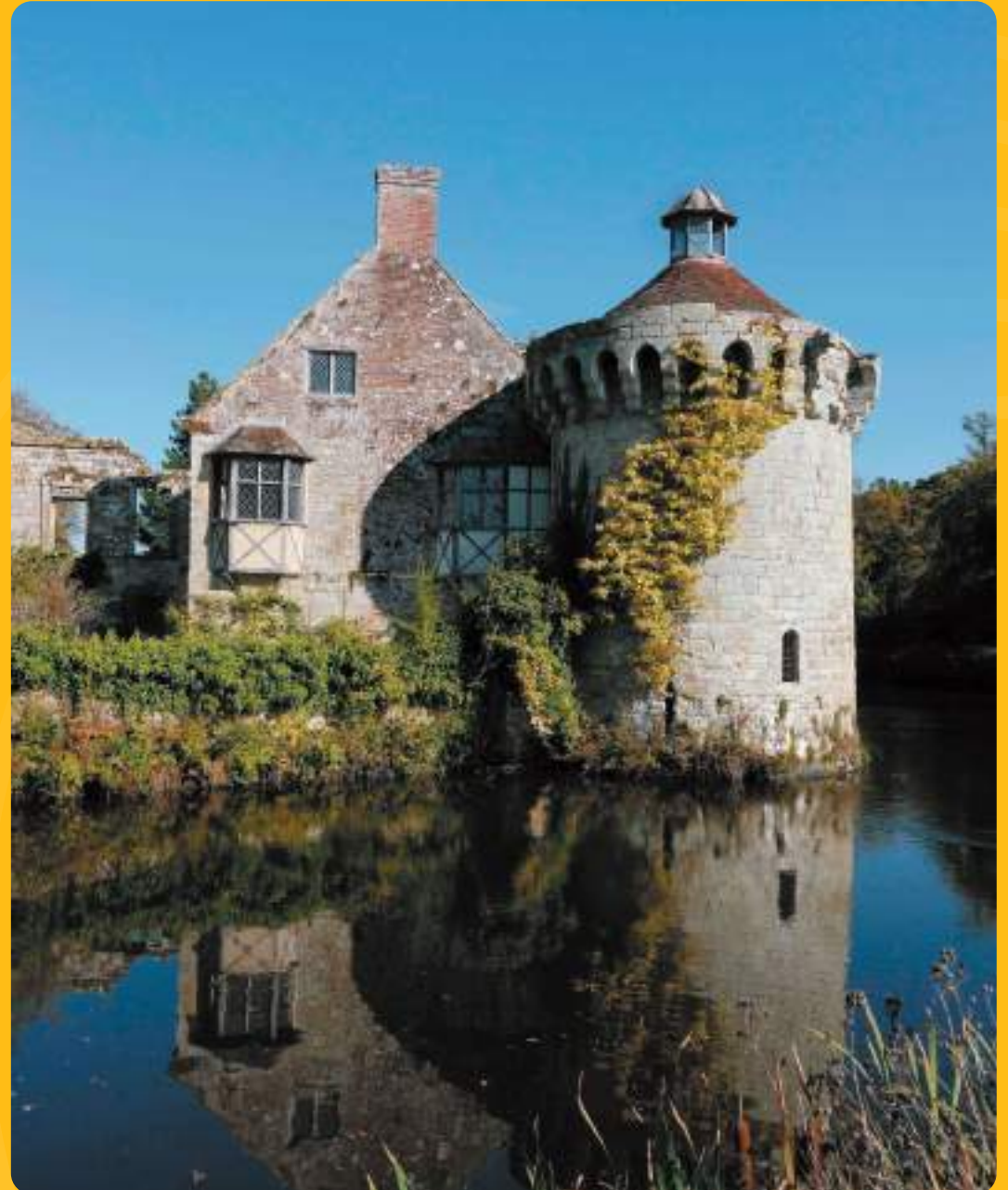




VISIT  
TUNBRIDGE  
WELLS

# Brand Identity Guidelines





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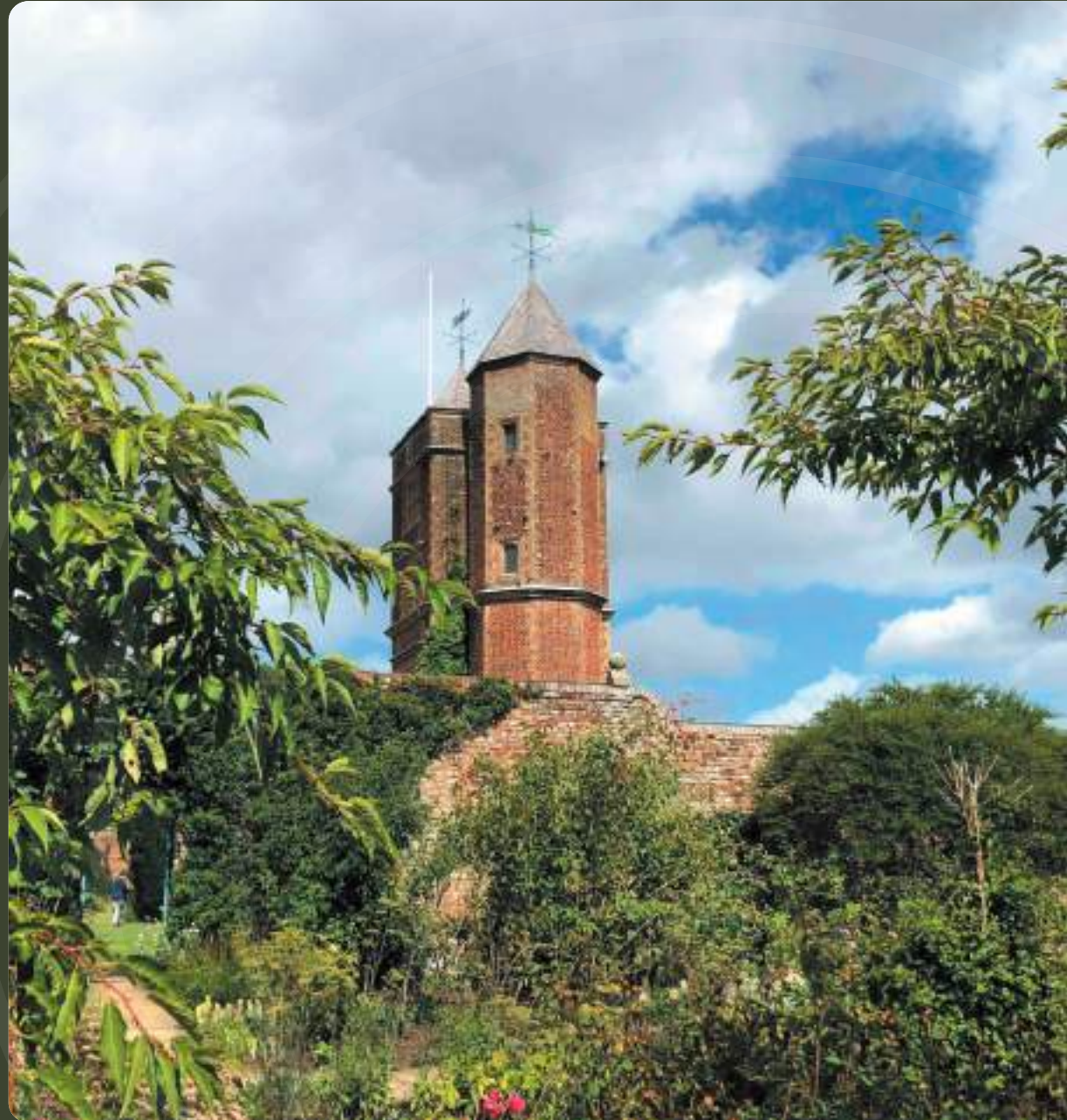


## About our brand

These guidelines were developed to protect the integrity and value that the brand represents.

This document describes the basic elements of the Visit Tunbridge Wells brand identity system and provides usage guidelines.

Adhering to these standards is essential in maintaining a consistent and professional public identity for Visit Tunbridge Wells.







## Our values and tone of voice

With around 4.75m people visiting our borough annually, our brand identity must engage and retain the attention of our target audiences and stand out in a crowded, competitive space.

Our brand identity provides a means of showing how uniquely charming and characterful Tunbridge Wells is, while simultaneously providing a frame for the shops, restaurants and businesses we serve allowing them to shine.

We welcome visitors by promoting this Area of Outstanding Beauty (AONB) with picturesque towns and villages, a high concentration of historic houses and gardens, a diverse range of events and foodie destinations.

We are traditional, with a contemporary, creative feel; welcoming and community focussed, and pride ourselves on being town and country at its best.

Our tone is formal but friendly, accessible and hospitable.





# Our logo



## Our primary logo

The Visit Tunbridge Wells logo is our main brand identifier. Where possible it must be used on all communications, print and digital.

It is important that our logo remains perfectly legible and free from obstructions. For this reason we ask that you adhere to the guidelines outlined in this document.



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## Our stacked logo and logo mark

The Visit Tunbridge Wells stacked logo and logo mark is our secondary brand identifier and should be used in situations where space is limited such as social media and website favicons.





## Logo exclusion zone

The exclusion zone is essential for our logos to be clearly distinguishable from other graphic elements.

Please avoid positioning any elements closer than the defined exclusion zone. This exclusion zone changes proportionately in relation to the size of the logo.

$x = 0.5 \times$  width of oast house mark

$y = 0.5 \times$  width of oast house mark







15mm  
120px

## Minimum logo size

Here are the minimum logo sizes. Please avoid reducing it further as the logo will be illegible.

In order to preserve the integrity of the logo, please avoid executions which misuse, amend or trivialise the brand's identity.

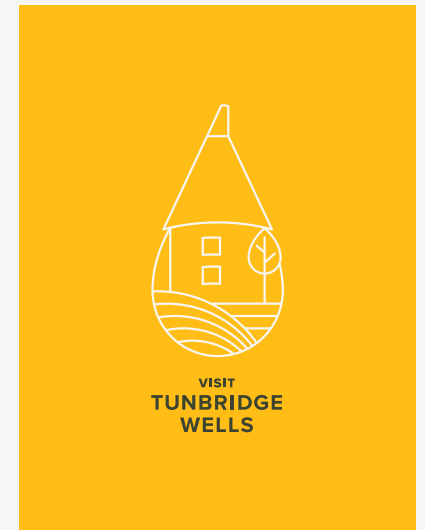


22mm  
250px



## Logo colour combinations

Our logo suite is available to use in a selection of colours. These can be used over solid brand colours but must not be used across imagery due to issues with accessibility.





# Imagery & Graphics



## Photography

Photography is an integral part of our brand identity. We use it to communicate thoughts and ideas that can not be conveyed with words.

Just like our other brand elements, we have a defined visual language to maintain consistency, a level of brand loyalty and familiarity.

Our photographic gallery supports our identity by presenting our aspirational brand and expertise in the field.





## Graphics

Our concentric circle graphics are based on our key visual, the logo mark.

The graphics are subtle devices that can be used to reinforce the Visit Tunbridge Wells brand. An aesthetically appropriate section of these graphics must be used in isolation as per the examples opposite.

It is flexible and may be applied in various situations, however must not be distorted or changed in any way and must not overlap imagery.





# Typography





## Typography

The Visit Tunbridge Wells brand uses a specific set of fonts in order it is represented consistently across all touch-points.

PT Serif Regular is used for headers and callout text. Leading 20%.

Figtree Regular is used for body copy. Leading 60%.

Figtree Bold may be used to highlight body copy.

### PT Serif

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zy  
01 02 03 04 05 06 70 08 09

### Figtree Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zy  
01 02 03 04 05 06 70 08 09

### Figtree Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zy  
01 02 03 04 05 06 70 08 09**



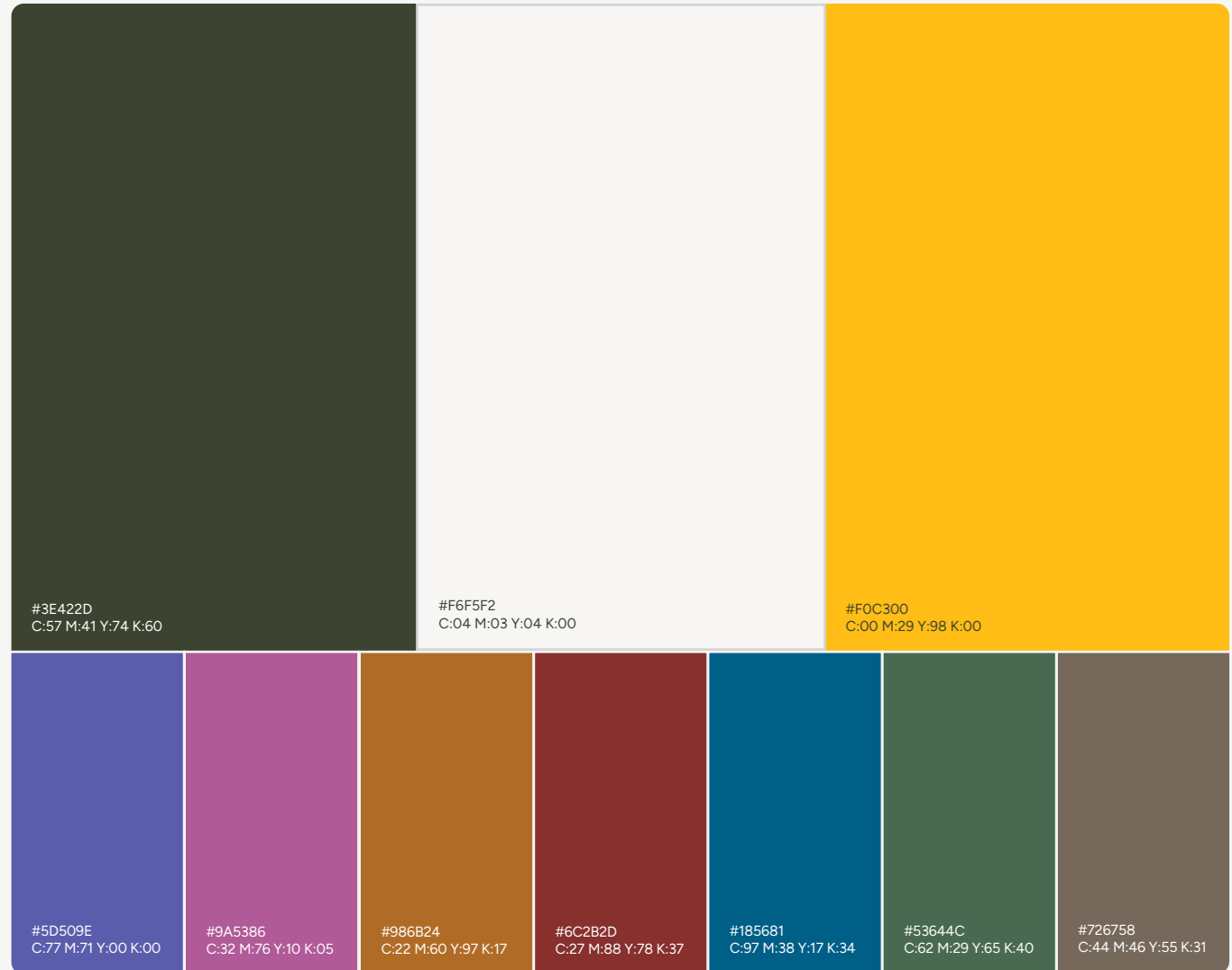
# Colour



## Colour hierarchy

The Visit Tunbridge Wells brand uses a hierarchical, consistent colour palette across all communications which is important for brand reinforcement and memorability.

The secondary colours on the bottom row must only be used to highlight smaller brand details.





# Brand application



## Brand application

