



# FAIRFORD

## A GOOD PLACE TO BE

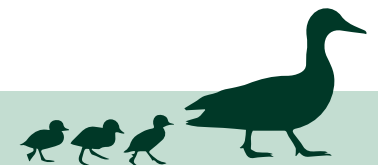
**Brand Book & Guidelines**



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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.

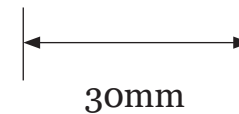
It should not be positioned against the edge of the canvas or box to which it is applied.

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.

**FAIRFORD**

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.

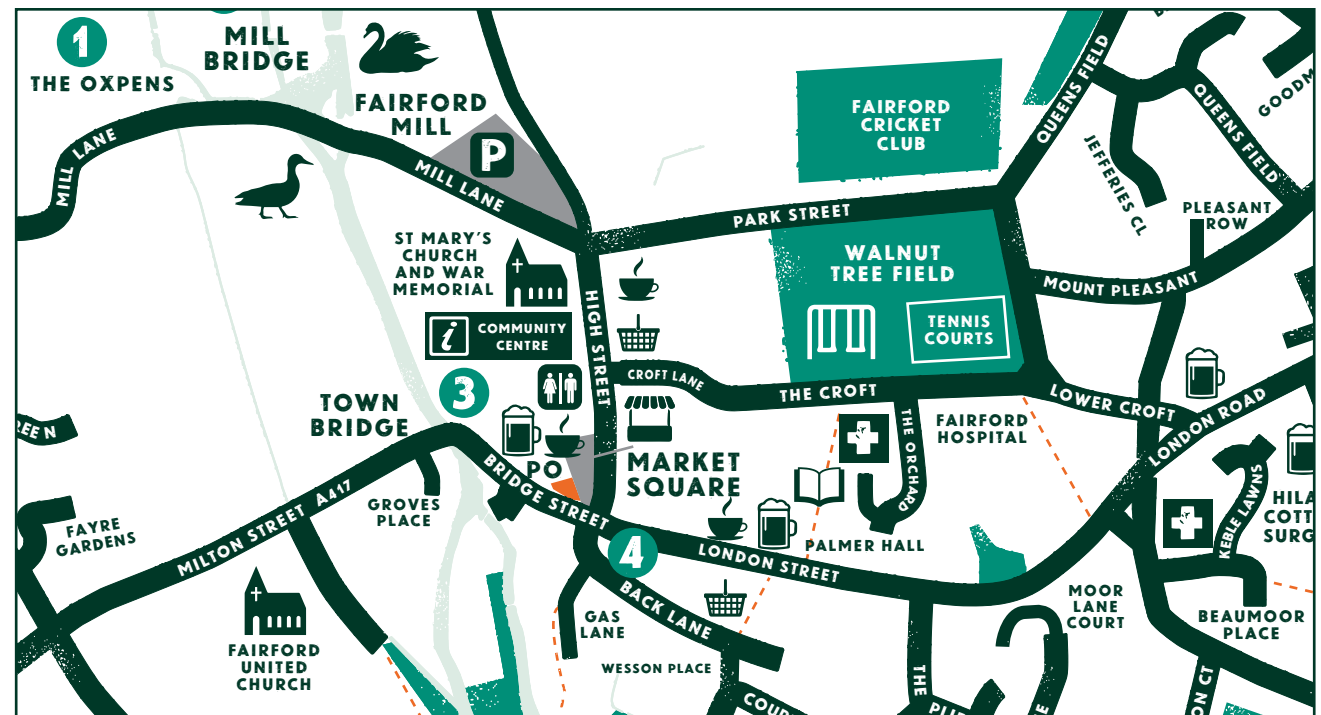
This method of printing produces an authentic and crafted effect which we believe is a reflection of our wonderful town.



## 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.

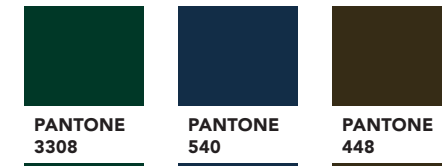
Given the vibrancy of Fairford as a town, we do not wish to be constrained in the use of colour so it is possible to explore a wider colour palette.

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

### BRAND IDENTITY COLOURS



### SUB-BRAND IDENTITY COLOURS



### BACKGROUND 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.



**FAIRFORD NEWS**  
FAIRFORD TOWN COUNCIL

## MAYORS INTRODUCTION

Thank you to my fellow Councillors for electing me as Mayor for another year, and I would like to congratulate Jim Frank on being elected to the office of Deputy Mayor. I would like to welcome Trevor Smith to the Council and I very much look forward to working with Jim, Trevor and all my fellow Councillors over the next 12 months and beyond to continue to make Fairford a fabulous place to live, work and visit.


We are, once again, offering free summer activities for young people in Fairford. Further information, including how to book your place, can be found on the back page. The Council would like to thank Tesco & Cotswold District Council for assistance with funding. The Ernest Cook Trust are also running free Forest Schools during August. Further information can be found on page 7.

Thank you to everyone who attended the Annual Meeting of the Town, and warmest congratulations to:  
Syd Flatman, winner of Fairford Citizen of the Year, Heather Kent winner of the Albert Alder Award for the Environment for her sterling efforts to reduce the amount of litter around the town and Sophia Walter and Aiyanna Bodsworth who were each given a bursary of £500 from the Geoff Chick Award to go towards their volunteering overseas.

Fairford is looking very colourful at the moment with the Commonwealth flags flying. We will soon be planting up all the tubs and the new flower beds at either end of Fairford with our chosen theme for this year, RAF100. I would like to thank the Royal Air Force Charitable Trust Enterprises for their generous sponsorship of the floral displays.

Best wishes, Steve.

Clr Stephen Boulton  
Fairford Town Mayor  
stephenboulton89@yahoo.com

## COUNCIL NEWS

### COUNCIL NEWS SKATE RAMP

The Council is hoping to extend the skate park facility in the Walnut Tree Field to create a more inclusive park for people of all skating abilities. We need to know what you would like to see as part of the revitalised area. Get in touch to let us know.

### VANDALISM

The Youth Shelter, the skate ramp and the Oxpens were recently vandalised - defaced with graffiti. We are pleased to report that the incident on Friday 11th May was captured on CCTV. The Police were able to identify the culprit, having spoken to him earlier in the day. The individual will be dealt with accordingly.

We would like to urge everyone who uses and enjoys the equipment in the Walnut Tree Field to look after it and treat it, and Fairford, with respect.

### MEET YOUR NEW COUNCILLOR

I am thrilled to have been elected as Town Councillor for Fairford North. I believe in working towards a fairer society for all. I will work tirelessly to contribute towards bringing influence locally to improve the public services to help those in most need.

We have many elderly people who would benefit from improvements in local transport and in times of illness or injury have a better care service available. Our youngsters while benefiting from a great local school at Farnors have a lot of challenges where we live compared to their peers in city life. Better low cost public transport, work opportunities both full and part time as they enter post-school age at a minimum of living wage levels should be encouraged. We have some great local businesses in Fairford and I would be interested in what things can be done locally to ensure they flourish and in turn continue to provide local residents with good local service.

I undertake to discover other issues that people have, understand them better and try and contribute to making appropriate improvements. I very much look forward to representing your interests on the Council. I have worked all my career in telecommunications and in recent years have been closely involved with the Superfast Broad-band initiatives. I have 5 daughters, 3 from my first marriage and 2 with my present wife. My youngest 2 daughters are in the final year of A Level studies at Farnors School. My wife runs her own Nutritional Therapist business and we have lived locally for the last 15 years. Before that we lived in Liddington and Swindon before that. I am also an active member of the Labour Party and committed to raising it's profile in the Cotswolds.

Clr Trevor Smith trevor.f.smith@btinternet.com

**KEEP UP TO DATE WITH COUNCIL NEWS**

Follow us on Twitter for up to date news and information from your Council.  
[@fairfordcouncil](#)


Find us on Facebook - search for Fairford Town Council.

Fairford Town Council,  
Community Centre,  
High Street, Fairford,  
GL7 4AF  
Tel: 01285 713326/712344

If you would like to contact us then please email:  
[clerks@fairford-tc.co.uk](mailto:clerks@fairford-tc.co.uk)

Or visit our website:  
[fairfordtowncouncil.gov.uk](http://fairfordtowncouncil.gov.uk)

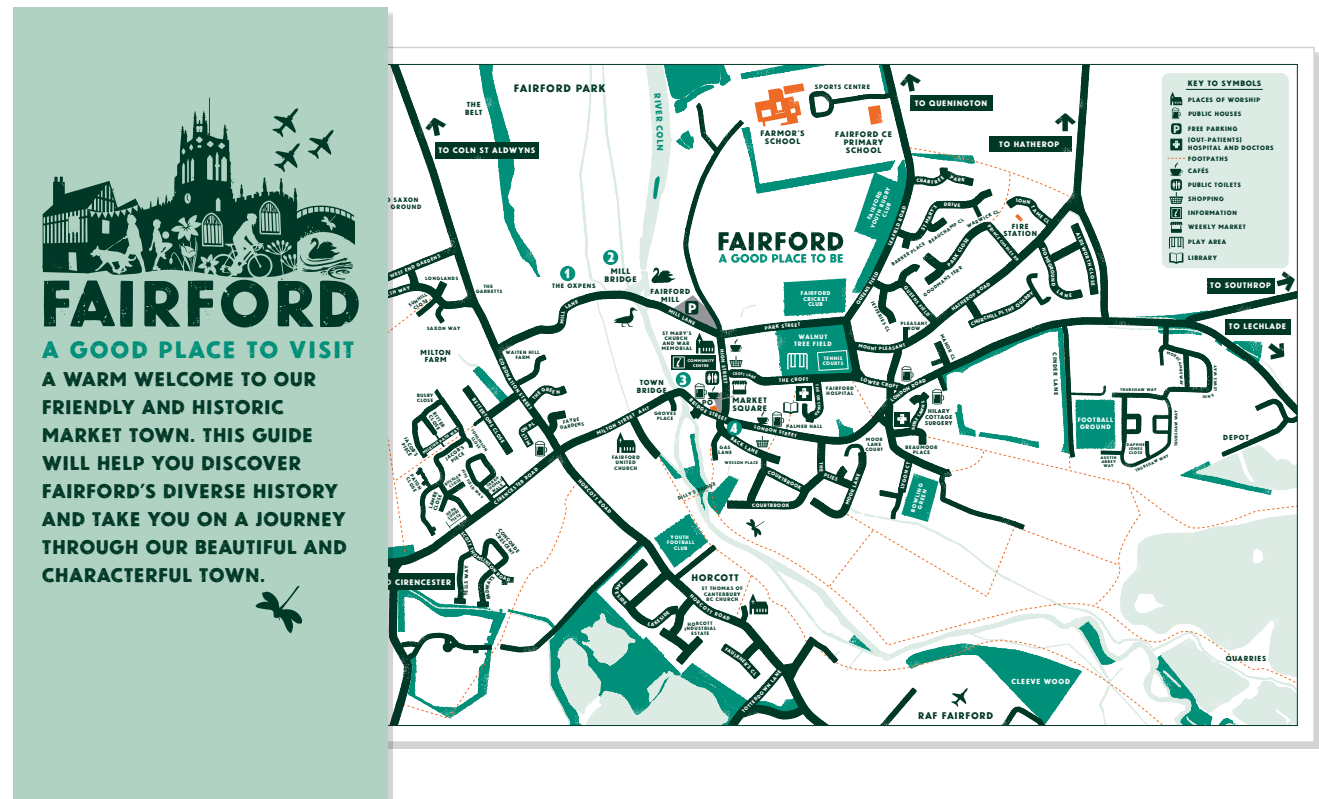
**NEXT MEETING**  
The next two Full Town Council Meetings will be on  
Tuesday 12th June and  
Tuesday 10th July at 7.00pm  
in the Barker Room, Fairford Community Centre.



## BEST PRACTICE - VISITORS GUIDE

Please reference these examples when creating collateral.

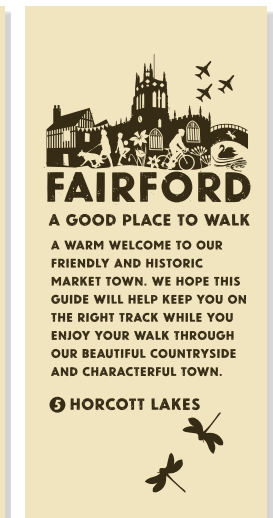
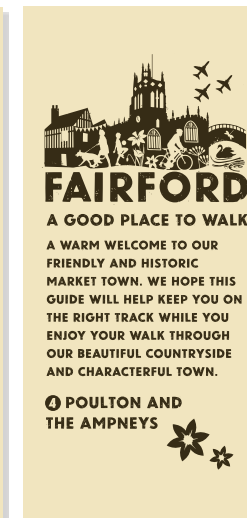
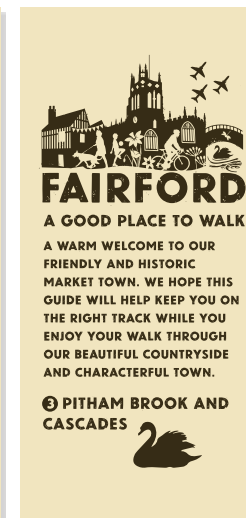
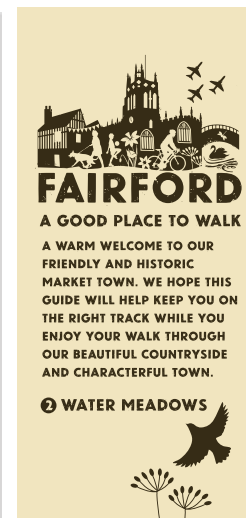
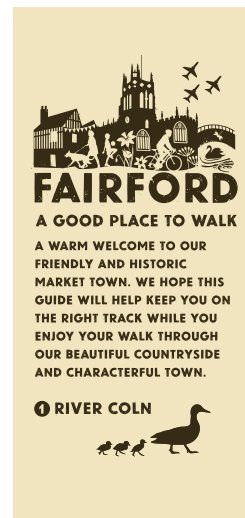
These are considered as the benchmark when creating new collateral.



## BEST PRACTICE - WALKING MAPS

Please reference these examples when creating collateral.

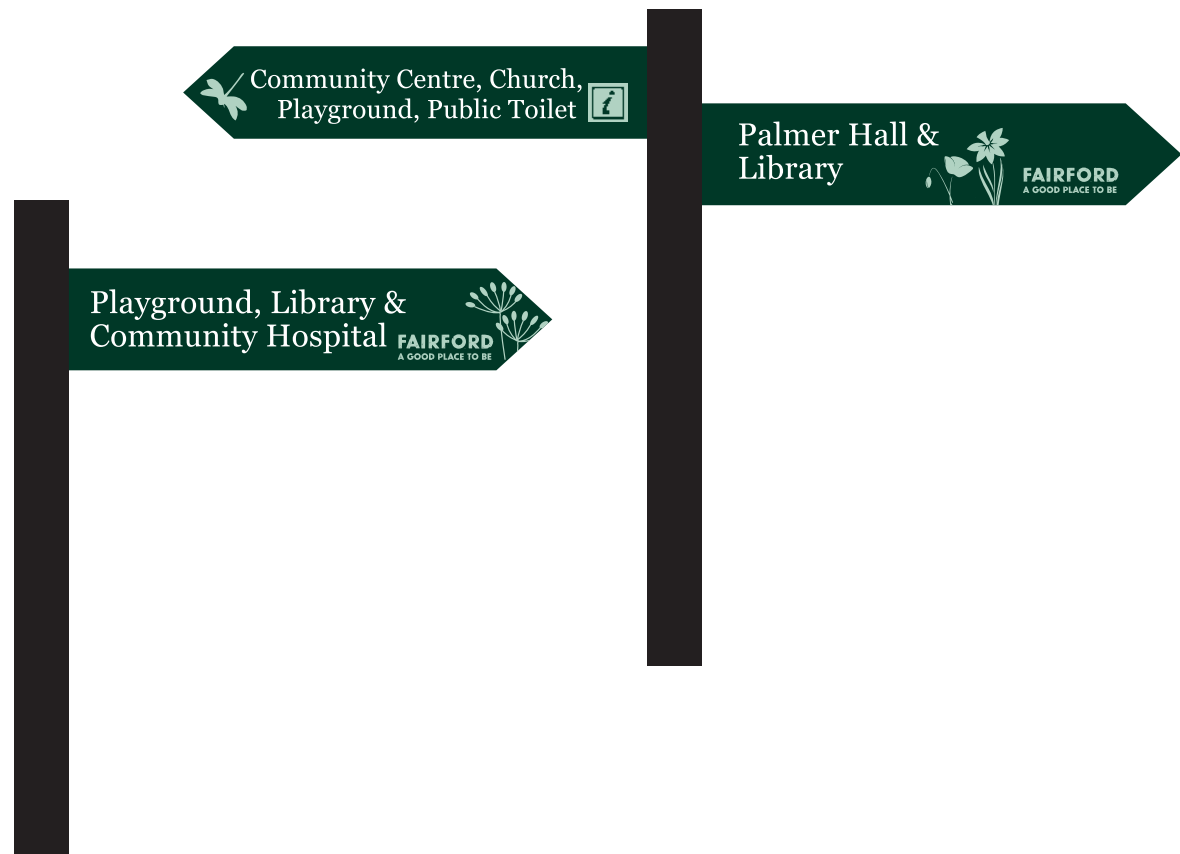
These are considered as the benchmark when creating new collateral.



## BEST PRACTICE - WAYFINDING & SIGNAGE

Please reference these examples when creating collateral.

These are considered as the benchmark when creating new collateral.





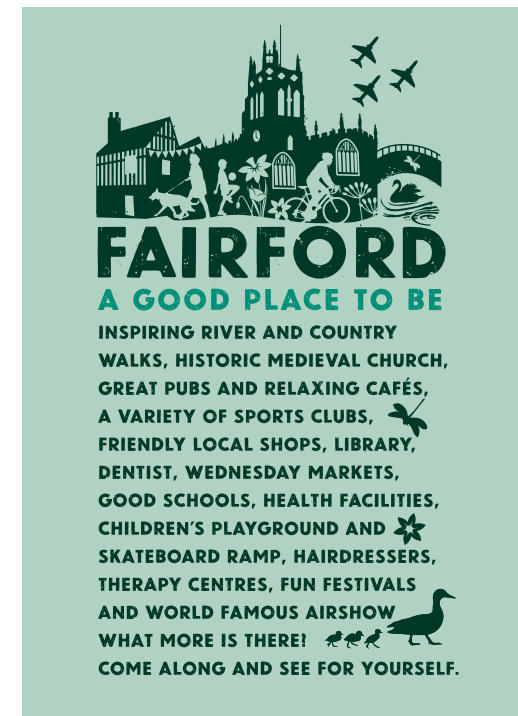
## BEST PRACTICE - WAYFINDING & SIGNAGE

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:

Roz Capps  
Deputy Clerk  
Fairford Town Council  
Fairford Community Centre  
High Street  
Fairford  
GL7 4AF

Telephone: 01285 712344  
Email: [clerks@fairford-tc.co.uk](mailto:clerks@fairford-tc.co.uk)

Logos are available in illustrator eps  
and png format.

