GLOUCESTER TOOLKIT

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INTRODUCING THE GLOUCESTER STORY

THE GLOUCESTER STORY IS A FORWARD-LOOKING VIEW OF WHAT GLOUCESTER WILL BE FOR AS A PLACE, ITS DISTINCTIVENESS, AND AMBITION. IT HAS BEEN CREATED THROUGH THE EYES OF ITS STAKEHOLDERS AND ITS THEMES AND 'BIG IDEA' PROVIDE THE FOCUS FOR ITS PROMOTION AND DEVELOPMENT.

GLOUCESTER'S STORY

Our story articulates the distinctiveness, character and opportunities of Gloucester highlighting what makes us special, what we have to offer and why we should be on your list! This overarching story consists of themes which are pillars and chapters of the story and a 'big idea' which is the emotional purpose of the place. They represent what needs to be focused on for Gloucester to prosper. The theme areas combine elements that are already important in the area alongside the potential of the place and lesser-known ingredients of the Gloucester experience.

HARNESS AND ANIMATE OUR HISTORY

Gloucester oozes history from every pore, it is a major part of its sense of place and the experience you encounter. The city has made fantastic use of this with developments such as the Quays retail and leisure complex in the old docks. Whilst the city has a thousand stories, they aren't always easy to access; there needs to be joined up storytelling in every way to bring this textured story to life.

The city has diverse assets from the Quays to the cathedral, but it is very much one place. Yet it is made different by its industrial legacy set within a very rural wider environment, and this disconnect is very compelling and cool. Whilst the city rightly celebrates its past it doesn't want to drown in it and it is certainly making a new history every day.

OUR PLACE, YOUR STAGE

Gloucester has provided a backdrop for the lives and endeavour of thousands of people over hundreds of years who have played out their story in the city. It is a melting pot of individuals from different backgrounds, ethnicity, cultures and communities which help give it verve and vibrancy exemplified by events and the use of public space. There will be more city living and attractions for visitors making it destination and hub in the region.

Having a space strategy will help it animate open areas, facilitate storytelling bringing visitors and residents into the centre to mix, mingle and mooch. Gloucester will be a place to live life to the full; studying, setting up a business, shopping, having a night out, attending an event or as a base to explore the surrounding landscapes. This is a place that will bring out the best of you whether at work or play.

GLOUCESTER: EXPERIENCE AND EMBRACE THE URBAN UNEXPECTED

Gloucester isn't what you expect, a compact combination of gems, a wonderful tapestry of assets giving Gloucester the opportunity to be the experiential city. A place of great history that has an edgier, industrial, urban cool that sets it apart. It is an urban oasis in a sea of green, a young city and the antithesis of bland.

THE BIG IDEA AND THEMES

GLOUCESTER: EXPERIENCE AND EMBRACE THE URBAN UNEXPECTED

HARNESS AND ANIMATE OUR HISTORY

OUR PLACE, YOUR STAGE

CREATIVE STRATEGIC DIRECTION

CELEBRATORY

FORWARD LOOKING

ANIMATED

COLOURFUL

URBAN COOL

EVENT FRIENDLY

YOUNG

UNEXPECTED

EXPERIENTIAL

CITY VIBE

CONTEMPORARY

DESIGNED

INTRIGUING

DIGITAL

WATER

DOCKS, QUAYS

CANAL

INDUSTRIAL

SURPRISING

DARING

INTRODUCING THE GLOUCESTER VISUAL EXPRESSION

The Gloucester Visual Expression has been created to reflect Gloucester's themes and 'Big Idea'. All future activity and communications should be driven by this place story. Gloucester's Visual Expression is made up of various elements including a unique Visual Language, Visual Identity, colour palette, typefaces and photography. We encourage you to make the widest possible use of this as you apply it across design, for events, in the public realm, as well as in print and marketing collateral etc: in this way you'll create a coherent and consistent sense of place.

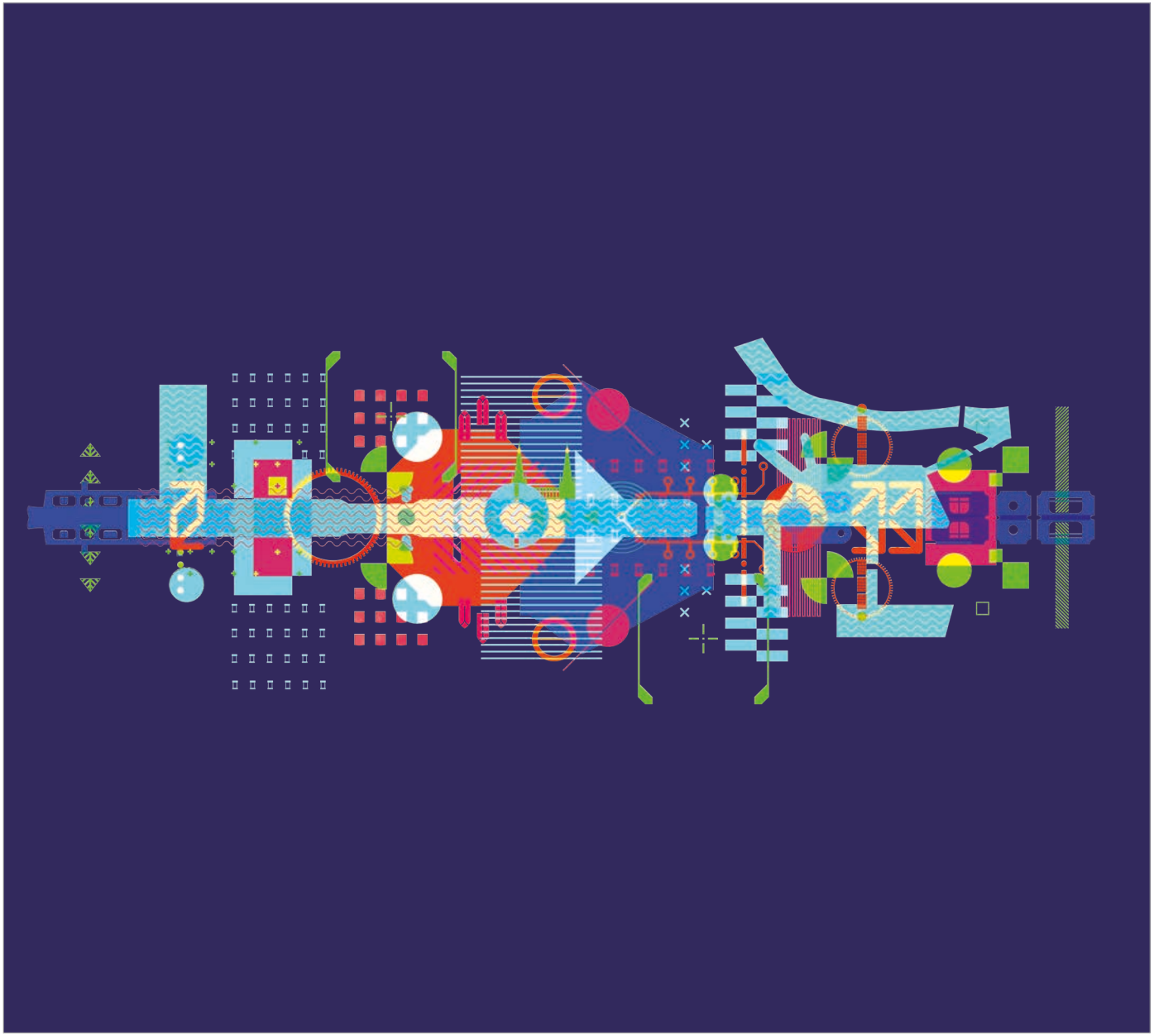
The Visual Language is a highly adaptable and evolving system, not just a static logo. In this toolkit we'll show you multiple ways in which the Gloucester Visual Expression can be used – please always use this guide to retain quality and consistency. Use the spirit found in Gloucester's 'big idea', be dynamic and bold with a design led approach, using images with colours from the colour palette, along with the Visual Language to celebrate Gloucester's urban experience.

GLOUCESTER'S VISUAL LANGUAGE

INTRODUCTION TO THE VISUAL LANGUAGE

Gloucester's Visual Language reflects and expresses various elements of the place story. It is not designed to literally communicate the themes and 'big idea' but to create a 'feeling' about Gloucester, due to this it must not be amended in any way. The fact that different people take different emphasis from, and see different things in the Visual Language, is what it's trying to achieve; there are no rights and wrongs in any of these perceptions.

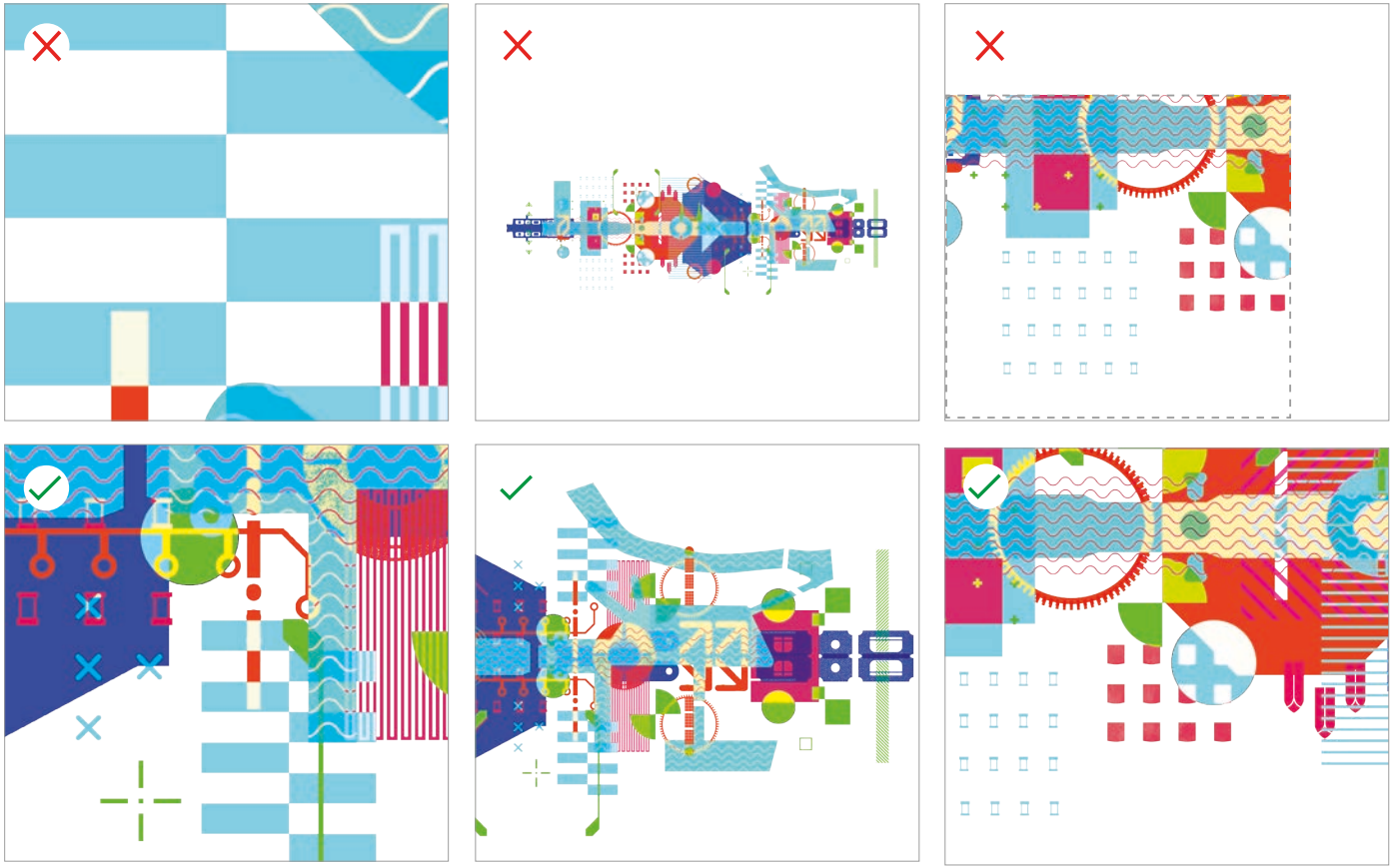
The Visual Language is a bold and modern expression that brings together Gloucester. The overriding form of the Visual Language is a expressive form of graphic symbols that centre's around Gloucester's urban and classic architecture, canal and dockside.



USING THE VISUAL LANGUAGE

The Visual Language cannot be used in its entirety and therefore must be cropped. The Visual Language must naturally flow into the page layout from the edge of the design, avoiding the hard edges of the Visual Language asset itself. Scale and positioning are an important part of applying the Visual Language.

Please do not scale the Visual Language down to a size where it does not have a key presence on the page, or position and scale up to where the form is completely lost.



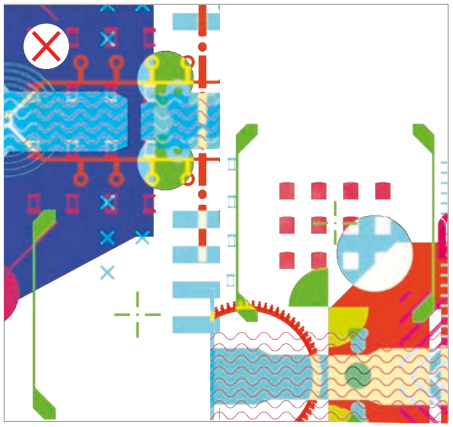
USING THE VISUAL LANGUAGE

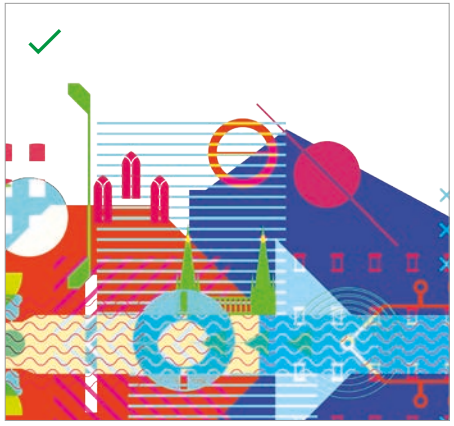
The Visual Language can only appear once in the same layout.

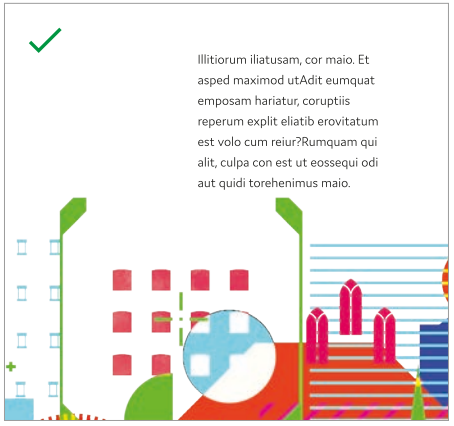
Type cannot be typeset over the Visual Language apart from the Simplified Visual Identity. (p.18)

The Visual Language can be used over photography, refer to p.40-41 for examples.

The Visual Language can only be used on white or on Pantone 5265C. It cannot be used on any other colour.



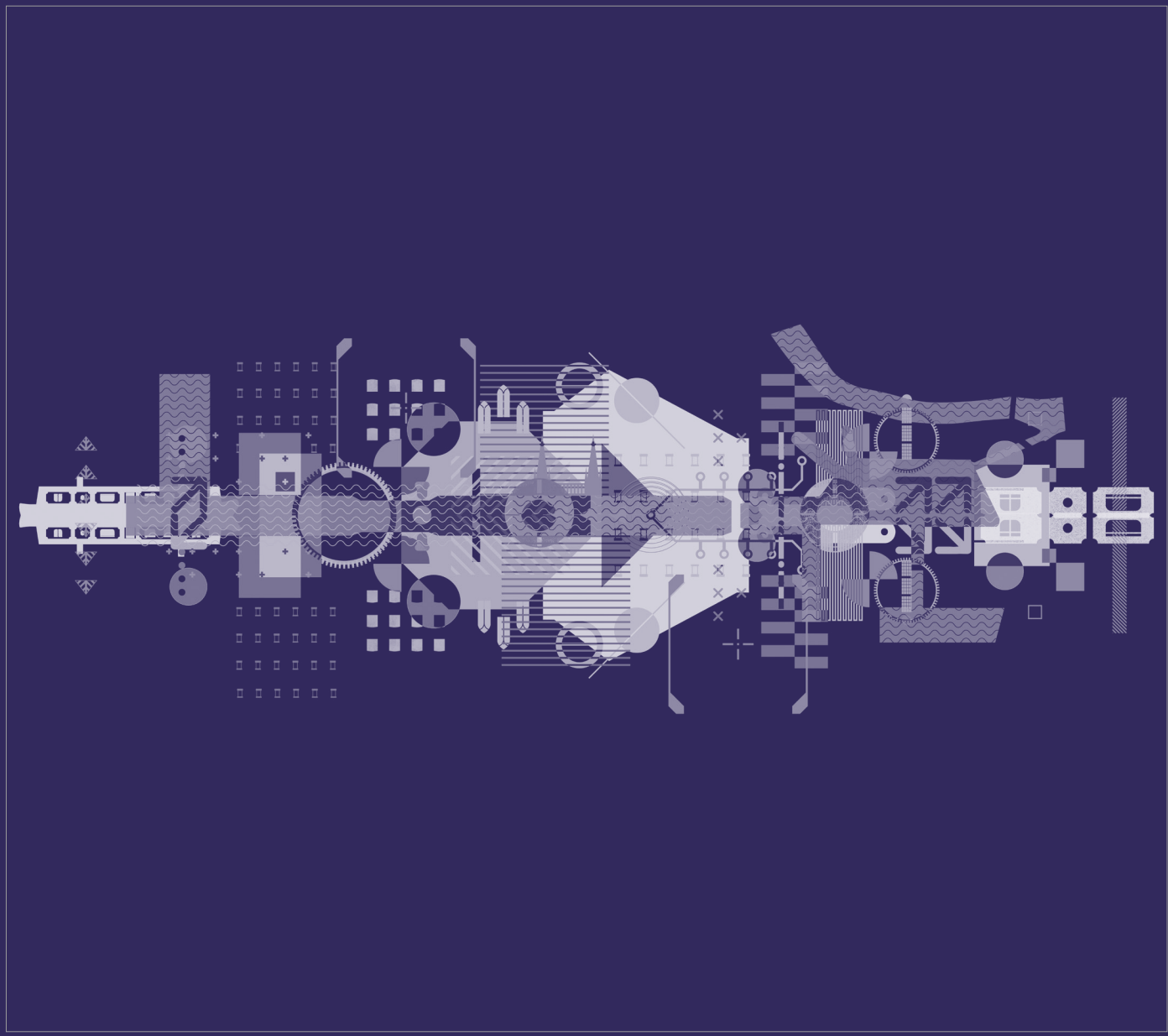




THE WHITE VISUAL LANGUAGE

The Visual Language has also been supplied in a white-out form. The White Visual Language is particularly useful when applying over photography. Alternatively, it may be used, in part, over an output which already has a strong visual presence, and a subtler link to Gloucester is required i.e. association with partner brands.

All rules for the Visual Language apply to the White Visual Language unless stated here. The White Visual Language can also be used over any colour from the Gloucester colour palette. If using the White Visual Language with partner brands, the White Visual Language may be used with the respective partner brand's colour palette. Type can also be written over the White Visual Language, taking legibility into account.



GLOUCESTER'S VISUAL IDENTITIES

MAIN VISUAL IDENTITIES

The Main Visual Identities are used when a more traditional logo is required.

Visual Identity 1 can only be used on Pantone 5265C and it must not be amended in any way.

Visual Identity 2 can only be used on white and it must not be amended in any way. Visual Identity 2 can be used with a partner brand although it still must only be used on white.

The Main Visual Identity cannot be used alongside the Visual Language (p.11).

The Main Visual Identity should be at least 12mm high. For applications smaller than this, the Simplified Visual Identity should be used.

VISUAL IDENTITY 1

12 mm Main Visual Identity 1 minimum height (not shown to scale)

VISUAL IDENTITY 2

12 mm Main Visual Identity 2 minimum height (not shown to scale)

SIMPLIFIED VISUAL IDENTITY

The Simplified Visual Identity has been provided only for use with the Visual Language or when full colour printing is not applicable i.e. embroidered on a t-shirt.

The Simplified Visual Identity can use colours from the Gloucester colour palette and be used over colours from the Gloucester colour palette ensuring legibility is taken into account.

The Simplified Visual Identity should be at least 10mm high.

The Simplified Visual Identity cannot be amended in any way apart from colour changes.

GLOUCESTER

GLOUCESTER

10 mm Simplified Visual Identity minimum height

THE WHITE VISUAL IDENTITY

The Main Visual Identity has been provided in a white out form.

The White Visual Identity can be used over colours from Gloucester's colour palette and can be used over photography.

The White Visual Identitiy can also be used with a partner brand and the partner brand's respective colour palette.

The White Visual Identity cannot be used alongside the Visual Language or the White Visual Language (p.14).

20 mm White Visual Identity minimum height (not shown to scale)

CLEAR SPACE

The Gloucester Visual Identities have a minimum clear space and should be at a reasonable size to look its best at all times.

Each Identity uses the height of the 'G' in Gloucester as a basis for clear space when placing it near any other elements or the edge of a layout.

The height of the 'G's of Gloucester in the Visual Identity as the minimum clear space.

VISUAL IDENTITY DO'S

DO use the Main Visual Identities over the correct respective colour background.

DO respect the clear zone of the Visual Identities.

DO use the White Visual Identity over a legible colour from the Gloucester colour palette.

DO only use the Simplified Visual Identity with the Visual Language.

VISUAL IDENTITY DON'TS

DO NOT change the proportions of the Visual Identities, display at illegible sizes, or place at an angle.

GLOUCESTER

DO NOT use the Simplified Visual Identity without the Visual Language or when full colour printing is available.

DO NOT modify or add to any of the Visual Identities.

DO NOT use the White Visual Identity over an illegible colour.

COLOUR

COLOUR PALETTE

These are the colours of the Gloucester colour palette and no other colours can be used.

We have provided separate colour palettes for print (CMYK), screen (RGB) and spot colour (Pantone) to make sure the colours are represented correctly in all circumstances.

C:86 M:83 Y:9 K:45
R:64 G:58 B:96
PANTONE 5265C

C:85 M:84 Y:0 K:6
R:76 G:65 B:132
PANTONE 7672C

C:95 M:53 Y:0 K:0
R:28 G:87 B:165
PANTONE 2133C

C:45 M:1 Y:0 K:1
R:141 G:200 B:232
PANTONE 2905C

C:71 M:9 Y:27 K:0
R:155 G:203 B:235
PANTONE 291C

C:26 M:9 Y:0 K:0
R:190 G:202 B:234
PANTONE 2120C

C:76 M:0 Y:38 K:0
R:0 G:191 B:179
PANTONE 3262C

C:93 M:0 Y:100 K:0
R:0 G:154 B:68
PANTONE 347C

C:7 M:0 Y:100 K:0
R:238 G:220 B:0
PANTONE 3965C

C:0 M:4 Y:27 K:0
R:245 G:225 B:164
PANTONE 7401C

C:59 M:0 Y:22 K:0
R:45 G:204 B:211
PANTONE 319C

C:65 M:0 Y:100 K:0
R:120 G:190 B:32
PANTONE 368C

C:2 M:56 Y:100 K:3
R:213 G:120 B:0
PANTONE 1385C

C:1 M:92 Y:4 K:0
R:218 G:24 B:132
PANTONE 219C

C:0 M:76 Y:54 K:0
R:248 G:72 B:94
PANTONE 1785C

C:0 M:97 Y:89 K:45
R:147 G:39 B:44
PANTONE 7622C

TYPOGRAPHY

HEADERS AND HIGHLIGHT FONT

Antonio Bold is Gloucester's Heading and highlight font.

Header Typesetting:
For headers we recommend typesetting Antonio Bold in all caps with the tracking set to 0.

Highlight Typesetting:
For lead paragraph or highlight text we recommend Antonio Bold to be typeset in sentence case with the tracking set to 0 and generous leading.

It has a minimum size of 9pt.

You can find the font here:
https://fonts.google.com/specimen/Antonio

ANTONIO BOLD

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ? ! % &

BODY AND SUPPORTING FONT

Body font:

Agenda Light is Gloucester's Body Font.

It should always be used in sentence case with the tracking set at 0.

You can find the font here:
https://fonts.adobe.com/fonts/agenda

Supporting font:

In the instances when neither Antonio Bold or Agenda Light is available, Helvetica Regular is to be used as Gloucester's supporting font, chosen for its clean design and high compatibility. Antonio Bold and Agenda Light should be used where possible to ensure brand consistency.

Agenda Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0 ? ! * £ @ % &

Helvetica Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0 ? ! * £ @ % &

PHOTOGRAPHIC CREATIVE DIRECTION

PHOTOGRAPHY AIMS

THE PHOTOGRAPHY SHOULD CELEBRATE AND HELP BRING TO LIFE GLOUCESTER'S THEMES:

- HARNESS AND ANIMATE OUR HISTORY
- OUR PLACE YOUR STAGE

AND ITS BIG IDEA

GLOUCESTER: EXPERIENCE AND EMBRACE THE URBAN UNEXPECTED

PHOTOGRAPHY GUIDANCE

All photography should aim to go beyond simply capturing Gloucester's assets; images should visually communicate the creative thinking that has been summarised in the Big Idea and themes: 'Gloucester: experience and embrace the urban unexpected', 'Harness and animate our history' and 'Our place, your stage'.

Photography should be playful, unexpected and creative in order to reflect Gloucester's physical assets whilst also bringing to life the unique place story. This means identifying the people and locations that are important to the Gloucester story.

The images should be taken in a reportage style and should be animated with people where possible so they are accessible and real. Animation in photography can be achieved in multiple ways, for example setting a low shutter speed and allowing figures to become modern flares of movement. Featuring people in contemporary clothing using current technology (for example, someone capturing an image with an iPhone) is a nice way to modernise and showcase Gloucester's historic assets. Capturing images reportage-style means allowing people to move and act freely within the frame, capturing a conversation between friends or someone mid-task at work.

'Our place, your stage' is an exciting photographic challenge to capture the theatrical aspects of Gloucester's people and places. Techniques like placing the camera close to the ground and using a wide angle lens will help illustrate and highlight this strategic thinking.

As water is an important physical asset for Gloucester it should be showcased creatively with reflections and the mirroring of assets and buildings.

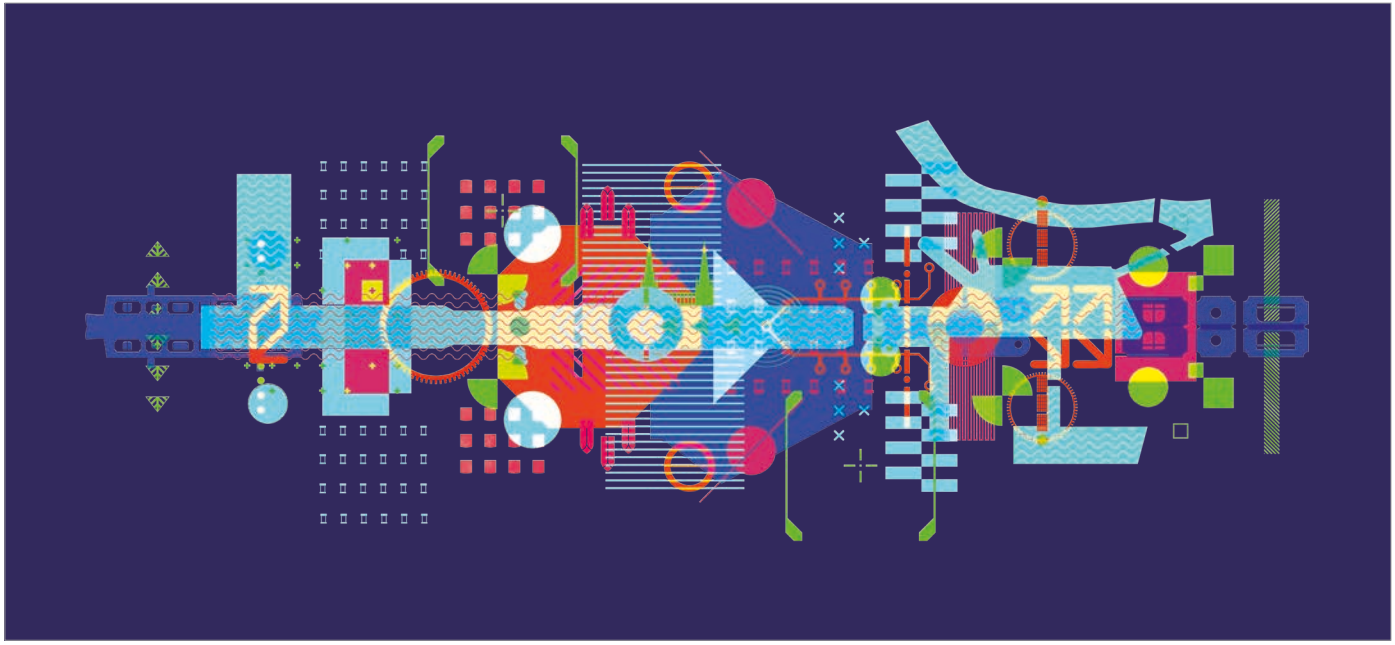
The Gloucester story should be told visually through a series of wide, mid and textural photos that capture the essence of the place. The intent is to reveal the area in many different ways, capturing the urban feel and unexpected elements of Gloucester. After capturing a place asset and/or brand, there should always be room left for supporting abstract or unexpected photography.

ASSETS

Visual Language

The Visual Language files have been provided in three file formats to allow for both simple applications and lossless professional applications.

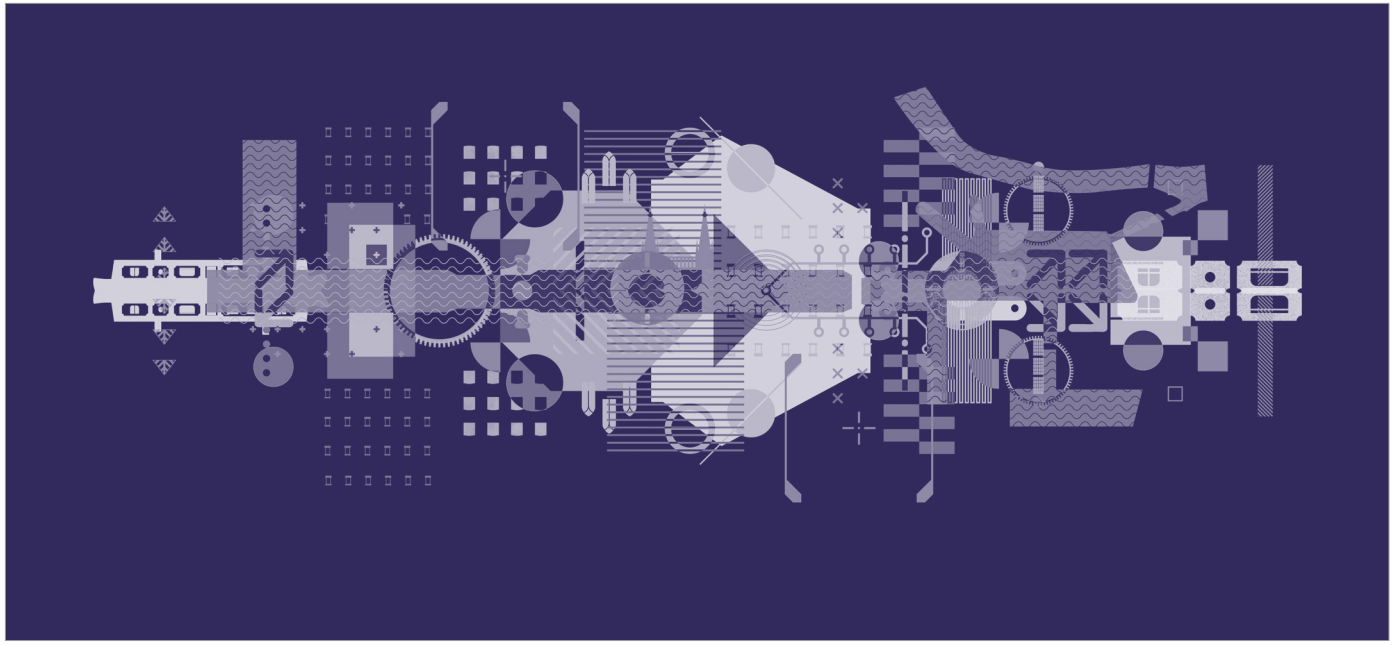
TIFF - Large scale file format for professional application (provided in 2 sizes)
JPEG - For easy application
PNG - For digital applications



White Visual Language

Due to the nature of the White Visual Language two file formats have been provided.

TIFF - Large scale file format for professional application (provided in 2 sizes)
PNG - For digital applications



The Main Visual Identity files have been provided in three file formats to allow for both simple applications and lossless professional applications. Due to the nature and purpose of the Simplified and White Visual Identity, fewer formats have been provided.

Main Visual Identity 1 and 2

TIFF - Large scale file format for professional application
JPEG - For easy application
PNG - For digital applications

Simplified Visual Identity

EPS - Vector file format for professional application

White Visual Identity

TIFF - Large scale file format for professional application
PNG - For digital applications

VISUAL EXPRESSION EXAMPLES

The images shown are for illustrative purposes only

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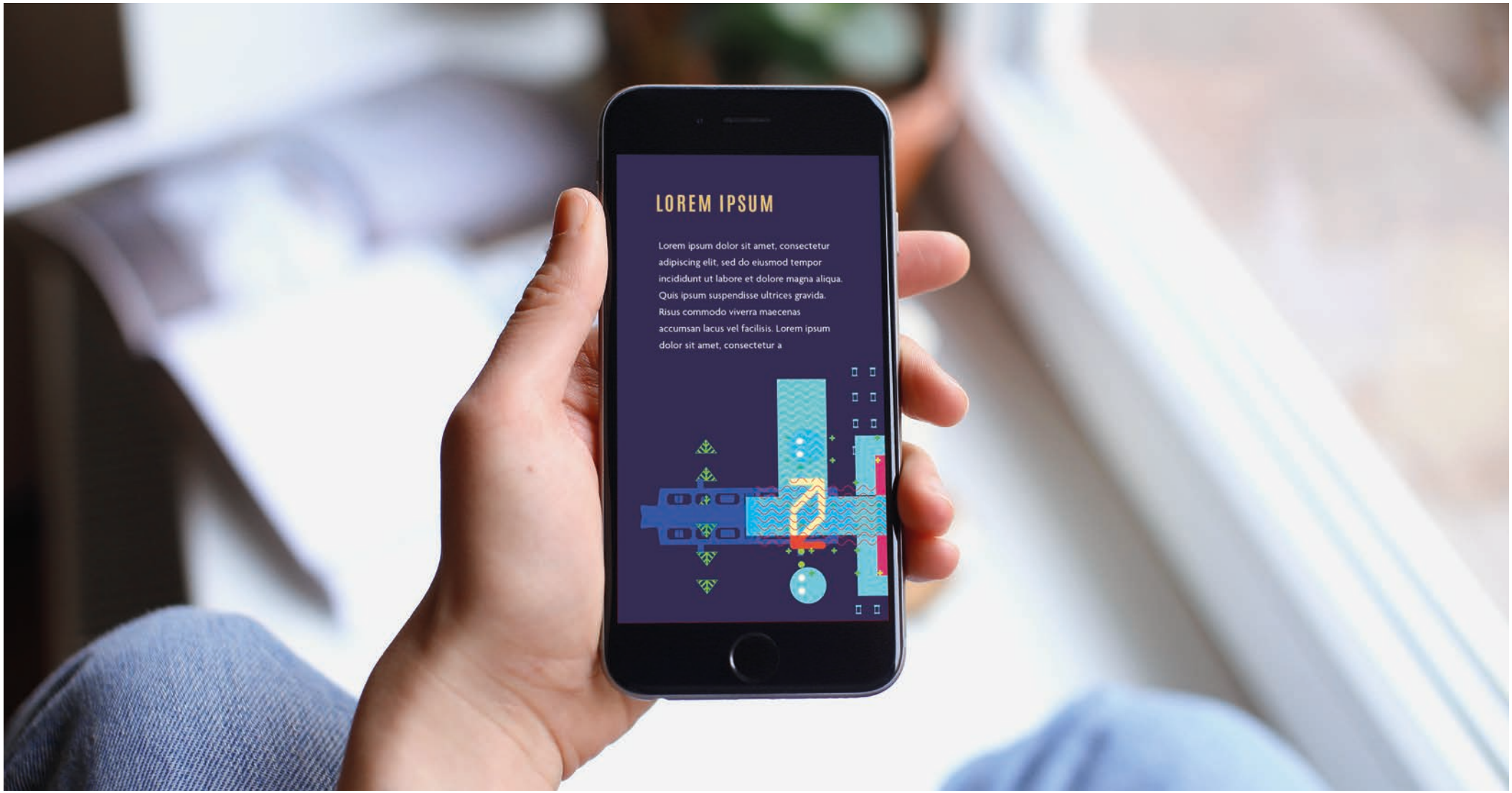

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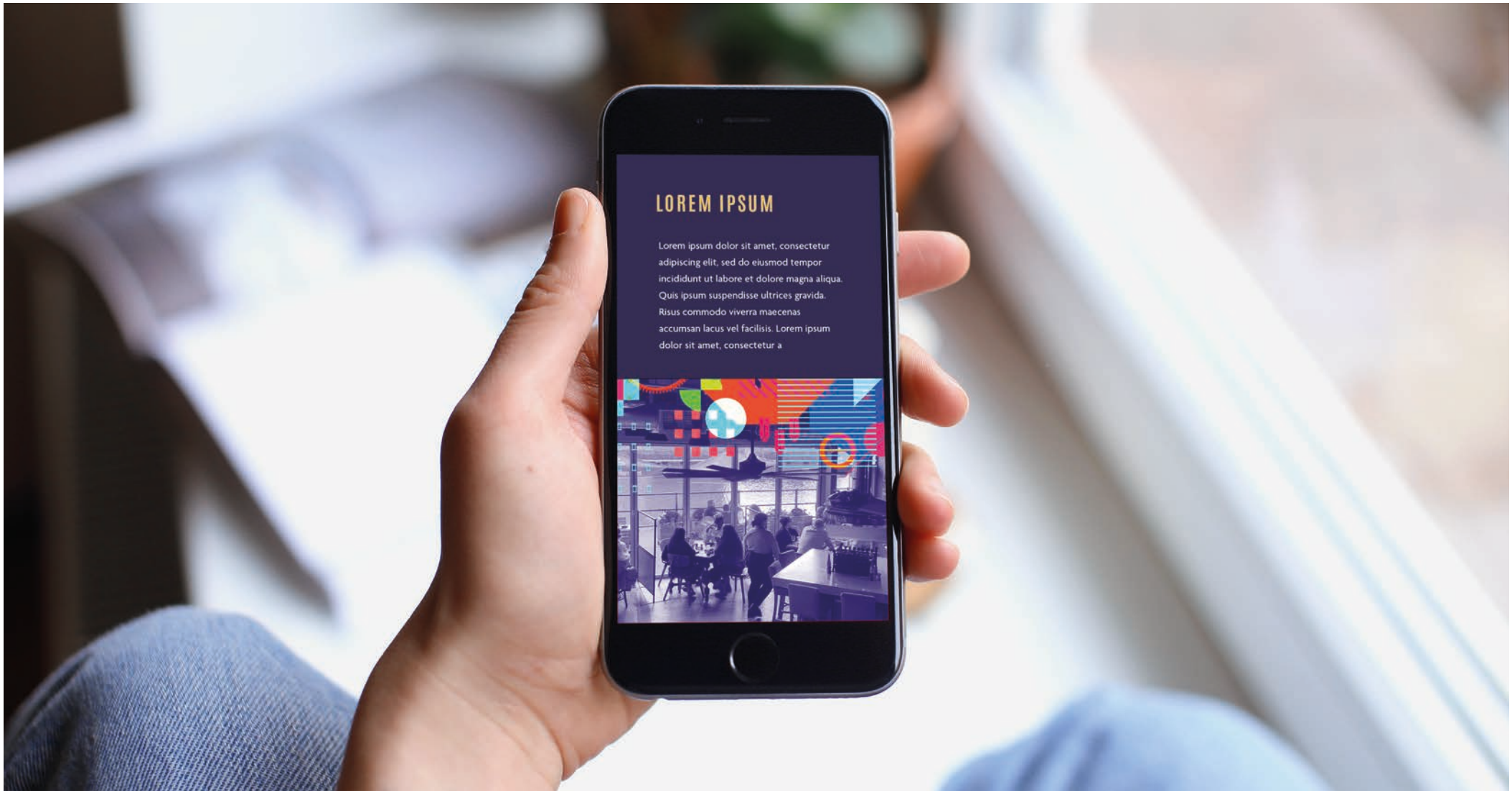

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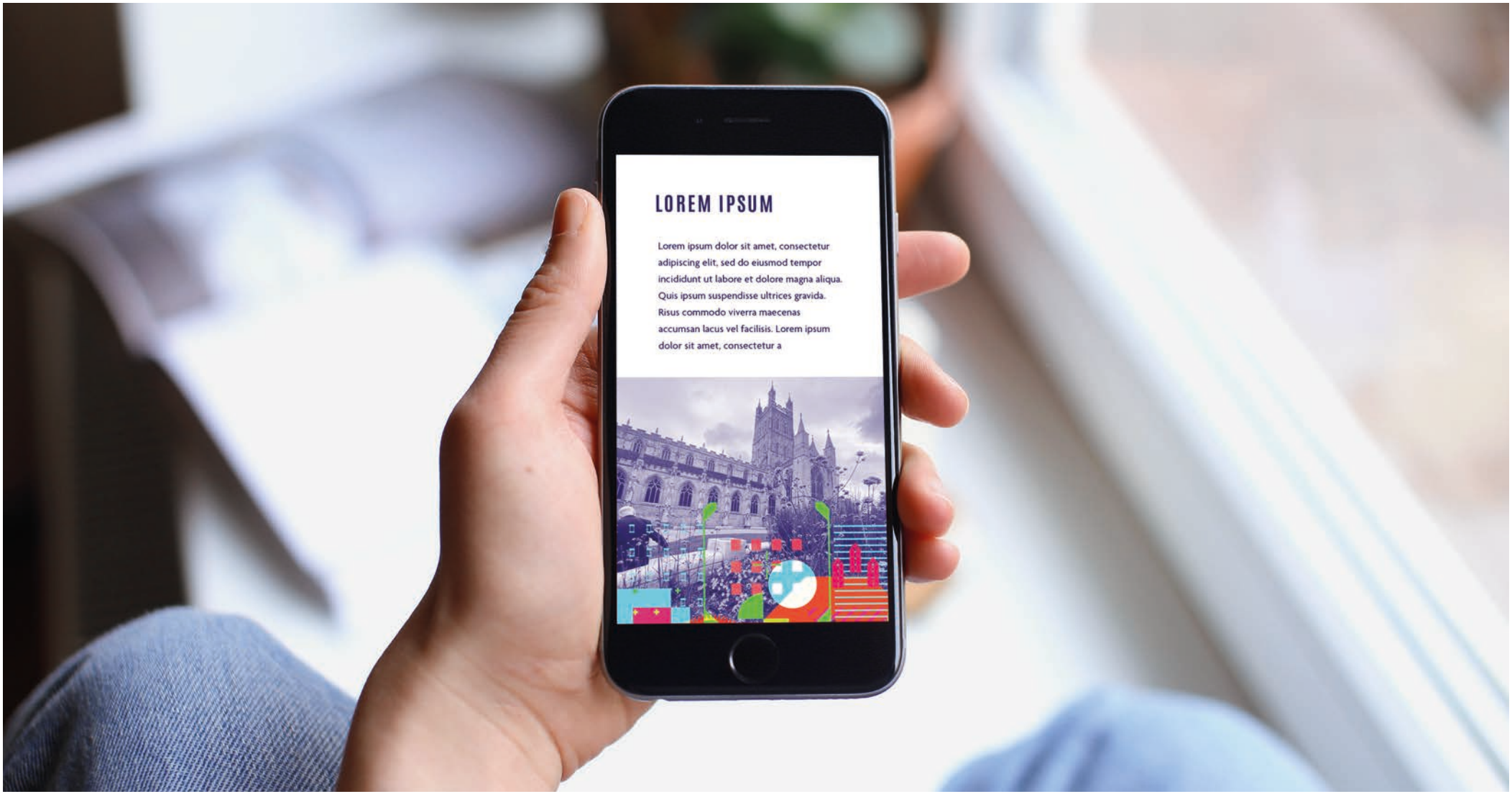

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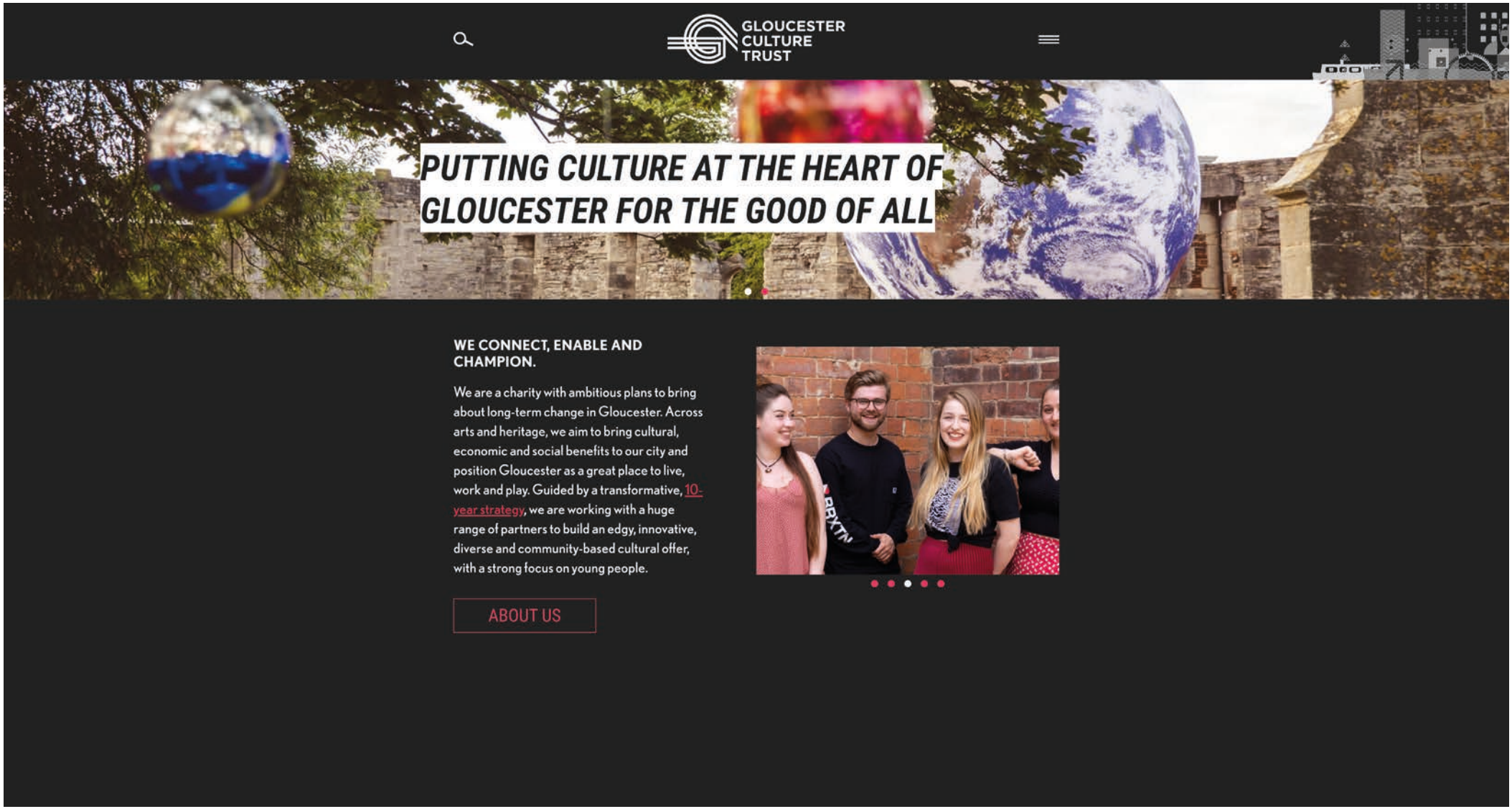

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www.thinkingplace.co.uk