

Taunton 

Brand Identity
Guidelines



Defining Taunton

Business groups, public sector bodies and the people of Taunton have expressed a need for

On behalf of its partner organisations, Taunton Vision led the project to create this identity.

After a period of research and consultation, a set of values and a proposition have been agreed that define Taunton and encapsulate its aspirations.

The values for Taunton are:

Spirited / Vibrant

People full of energy, enthusiasm and determination

Open-minded

Willing to consider new ideas and accept different points of view

Innovative

Original and inventive, seeing and doing things differently

Enterprising

Progression through creative thinking, fuelling a spirit of enterprise

Enfranchising

Empowering and enabling the people of Taunton

The proposition is based on what defines Taunton and its people. It is a place of entrepreneurship and ideas, its strength is a sum of its many and varied groups.

The proposition for the Taunton identity is:

“Where independents prosper together”

A new identity

At a visual level, a new identity has been created.

Taunton

This identity represents Taunton. It demonstrates growth, the sense of people coming together but retaining independence.

It links to the physical elements of Taunton in the river and surrounding area. It is clear and bold while being engaging and unique.

This document outlines guidelines for the use and application of the visual identity.

These are not meant to constrain or limit but are intended to ensure a level of consistency in application.

Variations on a theme

The identity is designed to work across print and screen applications. Alternative versions are available for these requirements.

Taunton 

4 colour process/spot colour/RGB

The 4 colour and spot versions of the logo are to be used for print based work while the RGB version is to be used for screen based work.

Taunton 

Mono

The mono version of this logo is to be used when colour is unavailable or for single colour print.

Rules that are made not to be broken

Some basic rules around the use of the identity that should be applied.



Exclusion zone

This is a clear area around the logo which must not be infringed by any typography or any other graphic devices. The exclusion zone can be calculated as shown above and applies to the logo at any scale.



The 'T' device

This can be used separately as a device but must not be used in place of the logo.



Minimum size

When the logo is smaller than 50mm in width then use the above logo variation which allows more legibility for the 'T'. The smallest permissible size for the logo is 40mm in width.

Rules that are made not to be broken

continued



On a coloured background

The logo should preferably appear on a white or neutral coloured background. When this is not possible use the above logo variation (reversed out with a keyline around the 'T' device). Try to use a neutral area of the design for logo placement.



Single colour/white logo on a dark background

When the logo appears on a black or dark background it may be necessary to use a white or single coloured version of the

To be avoided

There are very few things that cannot be accommodated with this identity, some basic constraints are outlined below.



Do not alter the dimensions of the logo.



Do not move the 'T' device.



Do not tilt the logo.



Do not use the logo without the 'T' device.



Do not recolour the logo.



Do not place the logo on a coloured background which compromises the readability of the text or 'T' device, or within a holding device.

The palette

A complementary colour palette exists to sit alongside the identity.



Spot
Pantone 7421
Process
M100/Y30/K61
RGB
R99/G0/B48
Web

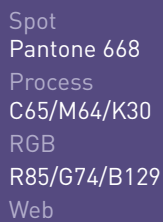


Spot
Pantone 382
Process
C29/Y100
RGB
R85/G175/B200
Web



Spot
Pantone 3125
Process
C83/Y21
RGB
R205/G211/21
Web

Logo colours



Spot
Pantone 668
Process
C65/M64/K30
RGB
R85/G74/B129
Web



Spot
Pantone 4535
Process
M4/Y30/K11
RGB
R232/G224/B182
Web



Spot
Pantone 5635
Process
C13/Y18/K33
RGB
R173/G179/B167
Web

The colour palette

Use the palette to tailor your communications to different audiences. The more subdued colours are more appropriate for business to business communication whereas the high key colours are more effective for consumer facing work.

Typography

A basic guide to the use of typography that caters for alternative requirements.

Print/published work

For all printed communications use the three weights of Din. Use the typeface simply – use the same weight of text for body copy and headlines and use scale and colour to create interest. Range all text left (avoid justification) and use sentence case.

Use Din Light for body copy and use it no smaller than 9pt.*

Din can be purchased from the following sources:

- Jeremy Tankard Typography
www.typography.net
- Faces
www.faces.co.uk

Screen-based work

When Din is unavailable or for screenbased activity use Arial.

Din Bold
Din Regular
Din Light
Arial

*Note that guidelines on diversity specify a font size of 12pt or larger.

Co-branding

It is likely that the Taunton brand will be used alongside partners in many instances.

The examples below shows how the Taunton identity works alongside other identities.

Please scale the Taunton identity to visually appear the same size as the other logos and allow the clear zone space between the identity.

Alignment

The Taunton identity and other co-brands must be aligned by their bottom edges.

If the Taunton identity appears alongside any other identities that have guidelines please refer and adhere to them.



Get in touch

If you need any further assistance or need to get hold of digital copies of the identity please contact us.

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