

# Tavistock brand guidelines

*1<sup>st</sup> Edition, October 2012*



# Welcome to Tavistock

*World Heritage Market Town*

*Twinned with Pontivy, France & Celle, Germany*

# Welcome to the **Tavistock** brand

## OUR TOWN

**Tavistock** is a popular market town, rich in heritage, which offers a unique shopping experience with its vast array of independent traders.

Our townsfolk go above and beyond in their trade and our aim is to share this extreme passion with both local and national visitors, allowing our town to be recognised for the distinct, friendly and quirky experience we all know it to be.

## FIRST IMPRESSIONS REALLY DO COUNT!

Our identity is not just a logo but a design scheme made of core elements that come together to create a distinctive look and feel, emphasising

**Tavistock** above other shopping locations.

With this in mind we have developed these guidelines to aid in bringing our brand to life. From colour palette and photography to type and templates, you have all the elements you need to produce **Tavistock's** communications which are on brand every time.

With everything we do and each communication we make, we can positively influence the way people think and feel about **Tavistock**.

## A BRAND EXPERIENCE

What do we mean by the word 'brand'?

A brand is quite simply a set of ideas, images and associations that we hold about companies or products. It is our perception of who they are and what they do. A brand tells a story of a reputation, a promise, a guarantee of the quality and relationship we can expect to receive.

For **Tavistock**, each time our visitors experience our brand it strengthens their perception of the kind of place we are. They could be local, visiting for the day or here on holiday. By creating clear and on-brand communications we can provide a better understanding, a stronger reputation and increased interest in the town.

Should you have any queries about using this guide or require further assistance in applying the **Tavistock** brand, please do not hesitate to contact either *Adam Fleet*, **Tavistock** Bid Manager or *Nathaniel Davis Associates*, *Brand Guardian*, using the contact details found on *page 40*.

# Summary of our brand

## Logo

**Tavistock**  
— FOUNDED 974 AD —

## COLOUR



## TYPEFACE

**Filosofia Bold (with titles underlined)**

Filosofia Small Caps

Filosofia Regular

*Filosofia Italics*

'MAINSTREAM' LANGUAGE  
WITH QUIRKY RESPONSE

Buyer protection

Buying direct

Buy one get one free

TAVISTOCK MARK  
WITHIN TYPE

The Tavistock brand

## PHOTOGRAPHY





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# A Seal of Approval

# The **Tavistock** logo with strapline

Drawing inspiration from our heritage as the Dartmoor stannary town, the **Tavistock** logo references the stamp once used when confirming high levels of quality. This is still the **Tavistock** vision; a quality location offering a premium service.

The **Tavistock** logo is the core element of our visual identity and can be used in two ways (with and without a strapline). Your branded material should feature at least one of these and often may include both. The mark without strapline is discussed on *page 9* of this document.

The **Tavistock** logo with strapline is to be used when the logo features in isolation with the copper version as primary choice when printing in colour. The black or white versions are only to be used when printing in monotone and must feature on the opposite colour (black on white / white on black).

The logo must not be redrawn, digitally manipulated or altered and always reproduced from a digital master reference (either eps or jpeg) which can be found in the '**Tavistock** Media Kit'.

*Primary logo to be used  
when printing in colour*



Tavistock  
— FOUNDED 974 AD —

*Black and white versions  
to be used when printing  
in monotone*

Tavistock  
— FOUNDED 974 AD —



# Exclusion zone and minimum size (part 1)

## EXCLUSION ZONE



In order to ensure our logo has a strong impact and presence with every application, we have created a clear space zone. This is the same measurement as the height of the **Tavistock** lowercase letter o, as illustrated. With only one exception to the rule (explained below), no other graphic elements (such as text or imagery) can intrude into the clear space zone. The exception to the rule is when the logo is placed over an image (*see pages 33-36 for examples*) with a minimum 85% background colour fill (ideally black or white) to provide a clear visual standout.

Logo size consistency is important when producing a wide range of communications. We have highlighted recommended sizes for reproduction across a selection of standard paper formats and this should be reduced or enlarged proportionately to accommodate alternative paper sizes.

The **Tavistock** logo must be clearly visible. For this reason, a minimum size of 20mm has been established. The logo does not have a maximum reproduction size.

## LOGO SIZING

SMALLEST SIZE

20mm

**Tavistock**  
— FOUNDED 974 AD —

A5

35mm

**Tavistock**  
— FOUNDED 974 AD —

A4

50mm

**Tavistock**  
— FOUNDED 974 AD —

A3

70mm

**Tavistock**  
— FOUNDED 974 AD —



# The **Tavistock** logo without strapline

The **Tavistock** logo without strapline should replace the written word 'Tavistock' within text. This is both in titles or body copy (as evidenced on this page). The copper version is to be used as primary choice when printing in colour with black or white versions to be used when printing in monotone. These must feature on the opposite colour (black on white / white on black).

The logo must not be redrawn, digitally manipulated or altered and always reproduced from a digital master reference (either eps or jpeg) which can be found in the '**Tavistock** Media Kit'.

*Primary logo to be used  
when printing in colour*



Tavistock

---

*Black and white versions  
to be used when printing  
in monotone*

**Tavistock**

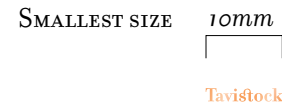
**Tavistock**

# Exclusion zone and minimum size (part 2)

## EXCLUSION ZONE



## LOGO SIZING



In order to ensure our logo has a strong impact and presence with every application, we have created a clear space zone. This is the same measurement as the width of the lowercase letter i, as illustrated. No other graphic elements (such as text or imagery) can intrude into the clear space zone with the exception of typographic ornament such as periods and quotation marks.

The **Tavistock** logo without strapline should be sized to exactly match the copy it is being placed within.

However, The **Tavistock** logo must be clearly visible. For this reason, a minimum size of 10mm (when used with 8pt type) has been established. The logo does not have a maximum reproduction size.

# Tavistock sub-brands

A vibrant and animated town, **Tavistock** holds a diverse range of organisations working towards a common goal; that of positive change for the town and the many people within it.

These 'sub-brands' may wish to associate themselves with the **Tavistock** parent brand and as such, the **Tavistock** logo can adjusted accordingly to feature their name.

However, please note that **only** accredited marks approved and provided by the brand guardian may be used (*for contact details see page 40*).

## BUSINESS IMPROVEMENT DISTRICT LOGO

The Business Improvement District is one such organisation wishing to associate themselves with the **Tavistock** parent brand.

The copper version is to be used as primary choice when printing in colour whilst black or white versions are only to be used when printing in monotone and must feature on the opposite colour (black on white / white on black).

The logo must not be redrawn, digitally manipulated or altered and always reproduced from a digital master reference (either eps or jpeg) which can be found in the '**Tavistock** Media Kit'.

*Primary logo to be used  
when printing in colour*



*Black and white versions  
to be used when printing  
in monotone*



# Exclusion zone and minimum size (part 3)

## EXCLUSION ZONE



In order to ensure our sub-brand logos have a strong impact and presence with every application, we have created a clear space zone. This is the same measurement as the height of the **Tavistock** lowercase letter o. No other graphic elements (such as text or imagery) can intrude into the clear space zone.

Sub-brand logo size consistency is important when producing a wide range of communications. We have highlighted recommended sizes for reproduction across a selection of standard paper formats and this should be reduced or enlarged proportionately to accommodate alternative paper sizes.

The **Tavistock** sub-brand logo must be clearly visible. For this reason, a minimum size of 20mm has been established. The logo does not have a maximum reproduction size.

## LOGO SIZING

SMALLEST SIZE

20mm

**Tavistock**  
— FOUNDED 974 AD —  
BUSINESS IMPROVEMENT DISTRICT

A5

35mm

**Tavistock**  
— FOUNDED 974 AD —  
BUSINESS IMPROVEMENT DISTRICT

A4

50mm

**Tavistock**  
— FOUNDED 974 AD —  
BUSINESS IMPROVEMENT DISTRICT

A3

70mm

**Tavistock**  
— FOUNDED 974 AD —  
BUSINESS IMPROVEMENT DISTRICT



# Respecting our logo

## I MUST NEVER...

Here is a selection of examples for how not to use the **Tavistock** logo. This applies to all versions.

The list is potentially endless so whilst we have covered some of the more common mistakes, best judgement is advised. It is highly recommended the logo is used as provided in the '**Tavistock** Media Kit' **without** alteration.

Should you have any queries, please contact the **Tavistock** Brand Guardian as detailed on page 40.

*Use alternative colours or combinations*

**Tavistock**  
— FOUNDED 974 AD —

*Distort, expand or condense*

*Tavistock*  
— FOUNDED 974 AD —

*Apply graphic filters*

**Tavistock**  
— FOUNDED 974 AD —

*Recreate with Filosofia Bold or using any alternative typeface*

**Tavistock**

*Change the relationship between the elements*

**Tavistock**  
— FOUNDED 974 AD —

*Place the logo with strap onto backgrounds with poor contrast or visibility.  
The logo without strap must always be placed on a solid background.*



# The way we use colour

# The way we use colour

Tavistock gained its wealth during the 1800's due to the copper mining trade taking place on Dartmoor and its examination for quality within the town. This surge of wealth is what built much of the town as we know it today.

As such, Copper serves as our accent colour, our primary signal of quality set against black and white. These three colours are our brand colours.

Copper is used for our logo, title underlines and additional page ornament. When printed, the copper colour is preferably obtained using Pantone 867 (metallic copper). Our logo, when budget allows, should be copper foiled. When metallic ink use is not possible or in digital application, a copper gradient (as shown) is available.

Black is used in preference as a background colour with white text set against it (for example, as shown with the cover to this guide). Understandably this is not always possible, for example with text heavy reports. As such, a reversed option using a white background with black text is acceptable (for example, as shown on this page).

Accurate colour reproduction is vital. Always match the CMYK references and gradient as indicated. RGB references should be used for on-screen purposes.

This colour swatch collection is available in the 'Tavistock media kit'.



COPPER

BLACK

WHITE

CMYK	Gradient available	50 / 50 / 50 / 100	0 / 0 / 0 / 0
RGB	Gradient available	0 / 0 / 0	255 / 255 / 255
HEX		#050000	#ffffff

# Our typography



# Typeface

As previously discussed, **Tavistock**'s wealth and the resulting development of the town was during the copper mining boom in the mid-1800's. We have chosen our typeface, Filosofia, to reflect this. The typeface draws inspiration from Bodoni, a popular typeface from the era, reflecting its original letterpress characteristics. Its delicate charm emphasises the quality held within the town.

We use four weights from the Filosofia type family: bold, regular, italics and small caps.

When type is set on a black background, Filosofia Bold is used for both body and title text. When type is set on a white background, we use Filosofia Regular for body text with Filosofia Bold for titles. Filosofia Bold may also be used within body text for typographic emphasis. When used in titles, Filosofia Bold is set with an underline.

Filosofia Small Caps is used for sub-titles.

Filosofia Italics is used for instructional or explanatory text.

*Filosofia is available to purchase from [emigre.com](https://emigre.com)*

**Filosofia Bold**

Filosofia Regular

FILOSOFIA SMALL CAPS

*Filosofia Italics*

# Type size and hierarchy

## Titles at four times the point size of body copy

SUB TITLES AT TWICE THE POINT SIZE OF BODY COPY

ADDITIONAL SUB TITLES AT THE SAME POINT SIZE OF BODY COPY

Body copy

*Instructional text at the same point size as body copy*

# How to effectively create **Tavistock** branded titles

The way we set titles helps to create our distinct tone of voice. Whilst the way we speak about ourselves and creating effective title language is covered on pages 21-23, this is a 'how to' guide to help visually set your type.

*We use Filosofia Bold with leading set at 95% of the type point size.*

*The spacing between your type and its underline is  $\frac{1}{4}$  of the x-height.*

*To help create our distinctive look, the underline is broken when it meets type descenders. The descenders have a clear exclusion zone of  $\frac{1}{8}$  the distance of the x-height.*

*The underline weight is set at  $\frac{1}{30}$  of our type point size with curved ends.*

## EXAMPLE.

Our most common advertising format is an a4 poster. We recommend using 60pt type on 57pt leading. Our line weight is set at 2pt. (as shown in the featured example)

## PLEASE NOTE

To ensure the advertised communication is best received by the viewer, the type should be treated with both time and respect. With careful type treatment we can create a bold and eye catching brand message.



The way we speak  
about ourselves

# Language and the Tavistock tone of voice

Here in **Tavistock** we are on a mission to make other people as passionate about quality craft as we are.

Our language does not necessarily define what we do but why we do it. We are sharing our purpose, our belief, our reason as to why we get out of bed.

Here in **Tavistock** we are not like 99% of other towns who are dominated by big brands and shopping malls, we have our own way of doing things, a **Tavistock** way of doing things you could say. As such, not everyone will see eye-to-eye but we are communicating to people who believe what we believe; in the *real* shopping experience. An experience focused on customer service and quality. Where shop assistants know their product / service inside out and can give sound, trusted advice. They may even know you by name.

We have a unique way of talking about ourselves in reinforcing who we are by highlighting who we are not. Taking everyday mainstream shopper language we juxtaposition this against a quirky response to discuss how **Tavistock** offers a similar service, but with such an incredible added-value difference. Our unique take on the expected to continually provide above and beyond.

This can be best highlighted in our advertising as a conversational set with titles, the everyday terms, positioned against our body copy which provides the strong defining answer. *Examples can be seen on page 22.*

# Language examples



## Buy one, get one free

Shopping in **Tavistock** always comes bundled with a little something extra. The high level of personal service, the trusted expertise, the friendly smile. With unbridled passion our joy comes from going above and beyond to provide an incredible experience. Welcome to our world.

Visit [www.yourtavistock.co.uk](http://www.yourtavistock.co.uk) for more information

## Try before you buy

**Tavistock.** A world of quality. The artisan dream.  
Crammed with unique skills and products.  
Why not visit and try what we have to offer.  
Visit [www.yourtavistock.co.uk](http://www.yourtavistock.co.uk) for more information

**Tavistock**  
— FOUNDED 974 AD —

### ALTERNATE TITLE EXAMPLES

Buyer protection  
Buying direct  
Fair trade  
Our of town shopping  
Our wall mart  
Our hypermarket  
Phishing  
Quality check  
Your purchase history

# Language rules

Whilst we may look traditional, we have a modern and energetic way of talking about ourselves. The **Tavistock** visual identity has a distinct and quirky typographic style which, when well designed, strengthens and adds character to our communication.

## GENERAL PRINCIPLES

Our headline style is quirky, confident yet concise and limited to a small number of words. Write and design to engage the reader using the language style described on *pages 21-22*.

Where possible use sentence case for all text.

Our primary typeface is Filosofia and its weight use is described on *pages 17-18*.

Body copy is generally typeset ranged left, ragged right. Never justify text. Our recommended minimum point size for body copy is 9 point type on 12 point leading.

Our line length is ideally 75 characters or less.

When large volumes of text is presented, an introduction, quotation or fact can act as a summary of the content. Focus on the key messages. We aim to engage people by presenting our words and messages in a modern, dynamic manner.

Tension and pace in a document is created through the controlled use of type size, images and colour. Scale and clear space are useful tools in creating this pace and energy.

Alternative typefaces and inconsistent or inappropriate use of typography will damage our identity.

The way we look



# Photography brief

## OUR IMAGE STYLE

Photography is a powerful element of our identity. Through the subject matter we choose and the style of imagery, we have the ability to create a bold, dynamic and unique identity.

Our imagery showcases the unique personality of **Tavistock** and what it has to offer. It features natural, real life people and situations in a dynamic and impactful way. They feel more observational rather than staged and always show a positive side to life in **Tavistock**. Our photography aims to convey emotions, atmosphere and engage the audience. Cropping into fine detail and exploiting unusual perspectives can help existing imagery become more dramatic and differentiating.

We strive to tell a story through our photography, reflecting the towns traditional values combined with a quality and modern outlook. Our brand stories are detailed below and one (or more) should be highlighted within the photography.

*We are a proud community, filled with a wide range of unique individual shops and experiences.*

*We are proud of what we have to offer; the variety of skills and trades with a distinct retail environment.*

*We are proud to create a brand that reflects the high levels of quality present throughout the town.*

When commissioning and resourcing imagery, consider the final use of the image and if words / logo placement over the image is required. In addition, images are often used in square format (with reference to **Tavistock** market heritage - the market square).

Avoid over populating your communication with images. Dull,

poor quality, uninspiring or cliched images are detrimental to our identity and the effectiveness of what we are trying to communicate. Carefully select imagery that is relevant and adds personality, atmosphere and value. An eye catching headline, distinctive typography or an inspirational quote can be more effective than a poor quality or uninspiring image. All images used should be print quality at 300dpi.

## OUR RECOMMENDED PHOTOGRAPHER

To ensure the effectiveness in promoting our brand stories and to create a consistent atmosphere and style, we recommend using a photographer who knows our brand and what we wish to achieve.

### STEVEN DURKIN

Steven Durkin has a strong passion for **Tavistock**, living locally, and the many qualities it has to offer. A keen storyteller, his imagery often reflects a considered, intimate and personal relationship with the subject.

Steven has a wide, versatile and consistently strong portfolio with personal strengths ranging from architecture; events; portraiture; products through to working environments. His speciality is landscape / location photography.

Steven is a reliable and trusted photographer that we recommend to effectively capture the quirky and unique story of **Tavistock**.

*Steven Durkin can be contacted on 07528 955858*

# Photography examples



Bringing our brand to life



# Brand application

The elements within our identity have been designed to work together to communicate, differentiate and bring our brand to life.

In this section of the guidelines we will show how the brand can be applied across publications, advertising, signage and promotional merchandise to create a family of items.

However, whilst there are many rules to working with the **Tavistock** brand, a degree of creative flair is encouraged to ensure the communicated message is engaging, fresh and innovative. With creativity, consistency and imagination the **Tavistock** graphic palette can become as recognisable as our logo.



**Buy one, get one free**

Shopping in **Tavistock** always comes bundled with a little something extra. The high level of personal service, the trusted expertise, the friendly smile. With unbridled passion our joy comes from going above and beyond to provide an incredible experience. Welcome to our world.

Visit [www.yourtavistock.co.uk](http://www.yourtavistock.co.uk) for more information



# Printed literature

## COVERS

To establish brand consistency whilst addressing the needs of different audiences and tones of voice our brand offers flexibility in the way your publications are designed. This caters for different contents, intended messages and points of focus.

### LEVEL 1

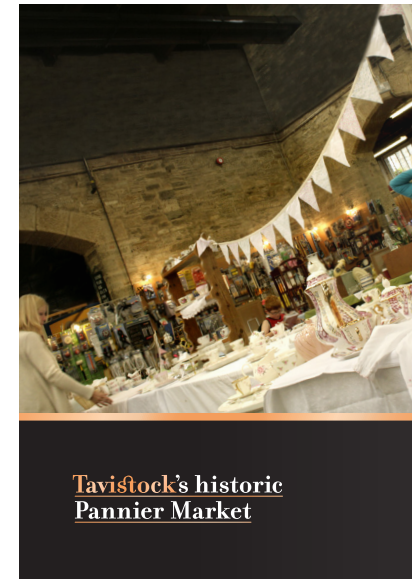
An image can say a thousand words. A large powerful image can immediately imprint the publications intended message and establish an emotive bond with the reader. Used when producing a square communication. Consideration and best judgement must be given to type and logo placement.

### LEVEL 2

When word and image maintain an equal standing on our page. Alternatively, our text may shout louder than the image or we may have more than one image. Both elements work side by side whilst still complimenting each other. Using more than three images is not recommended.

### LEVEL 3

We are not always able to obtain an incredible image, or an image at all. Sometimes less is more and a poor image often detracts or confuses the communicated message. This text only option keeps a level of simplicity whilst also maintaining a high visual level of quality.



# Publication grids

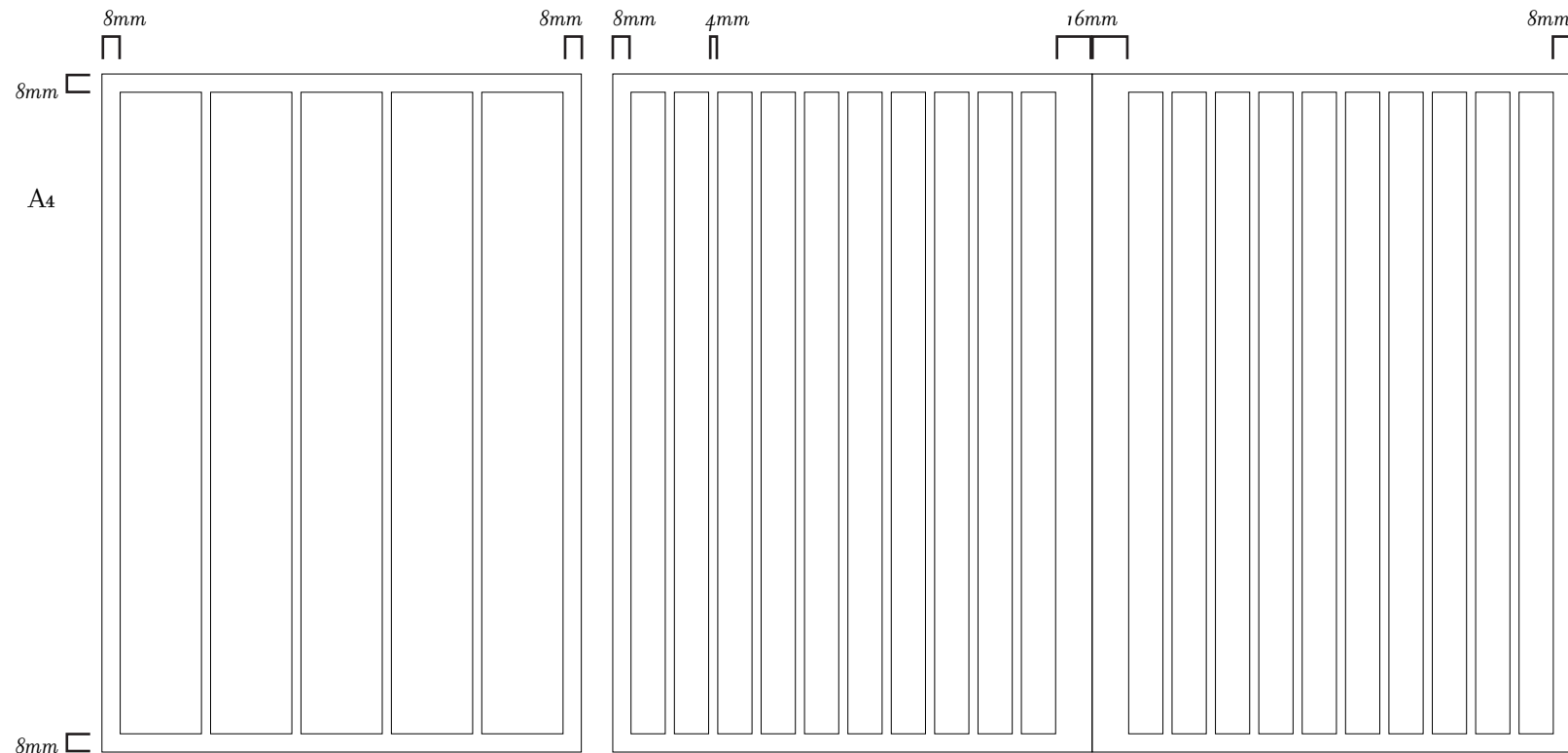
A basic 5 column grid exists for all our front covers. For larger and smaller formats the proportions should be scaled accordingly.

A basic 10 column grid has been created for all our inside spreads. For larger and smaller formats the proportions should be scaled accordingly.

Layout is flexible but always clearly signpost the content of each spread. Clear space is important for impact and legibility. The grid allows for flexible alignment of text, graphics and images.

Logo size and placement is consistent on all A4 publications. It measures a width of 20mm and in almost all cases, in copper.

Headlines are set in Filosofia Bold and aligned left. Use the grid structure to ensure layouts are balanced and uncluttered. Headlines and body copy have no fixed size but should be scaled to suit the copy length and give the most appropriate feel to the layout. Always write clear, concise headlines with impact.



# Quality

The underlying vision for **Tavistock** is one of high levels of quality, unbeaten service and in going above and beyond. This should not differ when producing any of our branded material.

This is also the reason why every 6 months we hold a brand review, ensuring quality and consistency is maintained.

A poor quality item / badly thought out communication can irreparably damage our reputation. We highly recommend, with whatever communication you may be producing, taking time to ensure our vision is maintained.

We recommend, when budget allows, to consider using metallic copper ink (Pantone 867) over the use of gradients and to foil our logo. This further distinguishes the mark on the page, signifies the quality of our town and also emphasises its importance.

When in print, we have two recommended stocks. For black stock we use 'Keaycolour Original Jet Black'. For white stock we use 'Olin Regular Absolute White'. These have been chosen for their wide range of weights, quality feel and, for Olin, its superior ability in taking black ink. Both stocks can be obtained through Antalis on 0870 607 9014.



# Advertising

Advertisements are produced for many promotional reasons – from advertising **Tavistock** in general, to events, promotions and for information.

There are two key elements to our branded advertising. Firstly, language. *This is detailed to greater depth on page 34.* The second is imagery, requiring immediate impact, drama and energy. *This is detailed to greater depth on pages 25-26.*

To establish brand consistency whilst addressing the needs of different audiences and tones of voice our brand offers flexibility in the way your adverts are designed. This caters for different contents, intended messages and points of focus.

## LEVEL 1

An image can say a thousand words. A large eye-catching image can immediately imprint the intended message and establish an emotive bond with the reader. This is effective when accompanying text is kept short and concise.

## LEVEL 2

Whilst we encourage ruthless editing of copy to ensure the key points are communicated, there may be times when a high volume of text is unavoidable. Alternatively, our text may need to shout louder than the image or we may have more than one image. Using more than three images is not recommended.

## LEVEL 3

Sometimes space is at a premium or we may not be able to obtain an image. Remember, a poor image often detracts or confuses the communicated message. A quirky snappy message can be extremely effective.



**Tavistock**  
FOUNDED 974 AD

## Buy one, get one free

Shopping in **Tavistock** always comes bundled with a little something extra. The high level of personal service, the trusted expertise, the friendly smile. With unbridled passion our joy comes from going above and beyond to provide an incredible experience. Welcome to our world.

Visit [www.yourtavistock.co.uk](http://www.yourtavistock.co.uk) for more information

Level 1



## Our hypermarket

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**Tavistock**  
FOUNDED 974 AD

Level 2

## Try before you buy

**Tavistock.** A world of quality. The artisan dream. Crammed with unique skills and products. Why not visit and try what we have to offer.

Visit [www.yourtavistock.co.uk](http://www.yourtavistock.co.uk) for more information

**Tavistock**  
FOUNDED 974 AD

Level 3

# Language

The language we use in our advertising is perhaps one of the most important elements to our communication. Please carefully consider the following:

*Who are you trying to target?*

*What message are you trying to convey?*

*What does this say about **Tavistock**?*

*What are we offering that is different and distinct to any other location?*

*Why are we advertising this communication?*

*Where and when is this promotion going to take place?*

Our quirky language defines our purpose, our belief, our reason for being. It details why we are so unique and different to all other experiences. Further information on our language style and way of talking can be found on *pages 21-22*.

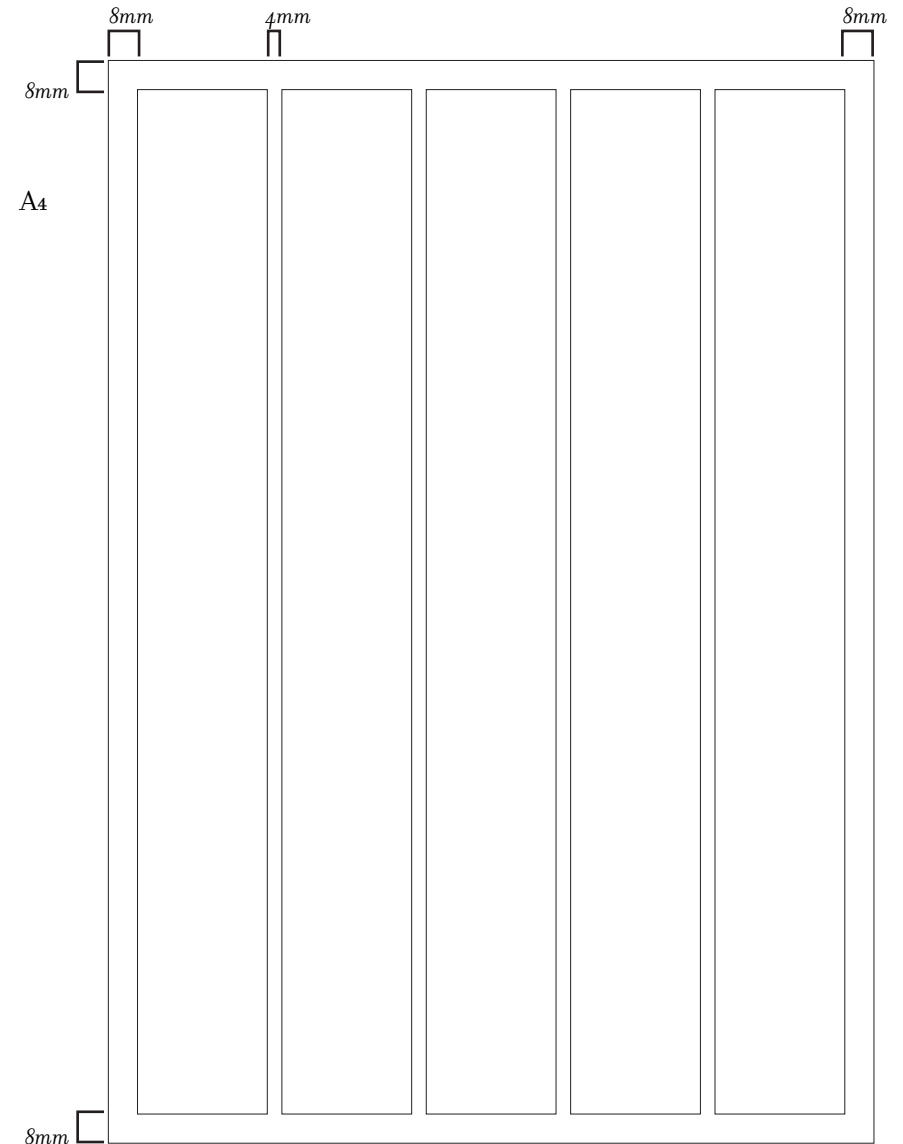
# Advertising grids

A basic 5 column grid exists for all our advertising. For larger and smaller formats the proportions should be scaled accordingly.

The grid allows for flexible alignment of text, graphics and images.

Logo size and colour (copper) is consistent across all advertising. When the logo is placed inside imagery, an 8mm boundary should be used to separate the logo from the edge of the image. We usually place our logo on the right side of the page however best judgement is advised for optimum visual layout.

Headlines are set in Filosofia Bold and aligned left. Use the grid structure to ensure layouts are balanced and uncluttered. Headlines and body copy have no fixed size but should be scaled to suit the copy length and give the most appropriate feel to the layout. Always write clear, concise headlines with impact.



# Co-branding

Independent and partnership organisations that are working with **Tavistock** sometimes require a joint branding. The co-branding or partnership logo should never visually dominate the **Tavistock** logo.

## JOINT VENTURES (50:50 RELATIONSHIP)

This is when a partnership organisation is working alongside **Tavistock** in a joint initiative. The partnership logo should have a similar hierarchy and status as our logo. The other organisation's guidelines should also be consulted and ideally appear in black or white (reverse of the background on which it is placed). It should be placed at the base of the page, ranged left or right and aligned with the grid structure.

## ACCREDITATION (80:20 RELATIONSHIP)

This is when **Tavistock** is the lead organisation and the partnership organisation is endorsing the initiative. The accreditation logo should not dominate the **Tavistock** logo. The other organisation's guidelines should also be consulted and ideally appear in black or white (reverse of the background on which it is placed). It should be placed at the base of the page, ranged left or right and aligned with the grid structure.



**Tavistock**  
— FOUNDED 974 AD —

## Catch the chase Saturday 15 September

Watch the Tour of Britain champions battle to reach the front as they race through the centre of **Tavistock**. With exciting free family activities from 10am - 4pm, the cyclists will be sure of a passionate welcome as they speed past just after 12 midday. Entertainment to be found in the St Eustatius churchyard and on Bedford Square. Cheer the champions!

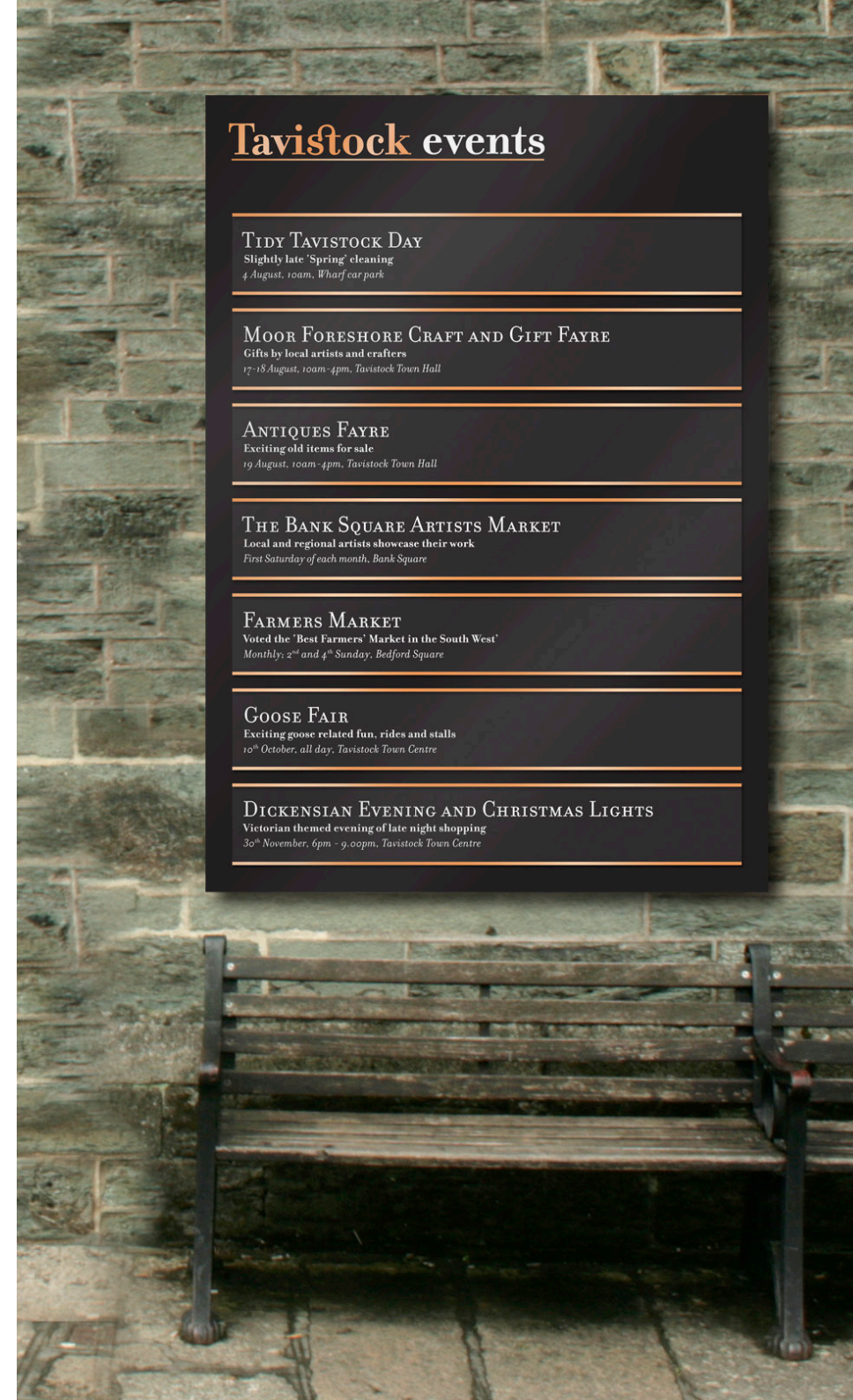
The Tour of Britain



# Signage

Signage is important around **Tavistock** for wayfinding and information purposes. Information hierarchy and simplicity is key, whilst also maintaining a consistent brand throughout the town.

Your most important text should be in Filosofia Bold and underlined with accompanying informative text (such as opening times or additional information) in italics.



# Promotional merchandise

Here are some examples showing how we can approach the design of promotional items.

The elements of our brand should be consistently applied. The logo without strapline may be more effective if the placement area is exceptionally small. It is important our colours are matched accurately on all materials, finishes and surfaces, irrespective of the manufacturing process or printing technique. Always ensure a sample proof is commissioned in advance of final production. Only materials and items that complement and promote the heritage and reputation of **Tavistock** should be sourced. Good quality promotional items are essential in showcasing our reputation.



*Shopping bags*



*Umbrella*



*Events flag*



*Ambassador T-shirt*

Our brand guardian

# Contact

Should you require any support with implementing these guidelines or have any further queries please contact *Janna Sanders*, on 07818 161623 or by email [janna@tavistockbid.co.uk](mailto:janna@tavistockbid.co.uk)

For design related enquiries, please contact *Jake Jennings, Designer* on 07580 030 962 or by email [hello@jake-jennings.co.uk](mailto:hello@jake-jennings.co.uk).

Each printed and digital material produced for the **Tavistock** brand is held under review by our 'Brand Guardian' every six months to ensure quality and consistency is maintained. The **Tavistock** BID require, at minimum, three copies of all printed material for this review.



Thank you for helping us to  
maintain the Tavistock brand