

A new look at ...


ilfracombe
curious coastal charm

discover ...

intriguing victorian bathing
& exciting rock pooling

experience ...

invigorating watersports
& vibrant restaurant dining

explore ...

dramatic wildlife cruises
& stunning coastal paths



ilfracombe

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These brand guidelines detail the visual elements that support the Ilfracombe brand. They have been devised to be practical and to make the brand easy to use. If you read them carefully, then apply them consistently, all the materials you produce will reflect and reinforce the distinctive essence of Ilfracombe.

Please follow these guidelines for the most effective expression of the Ilfracombe brand.

The Ilfracombe Brand Mark

A considerable amount of background work and collective thinking has helped guide the development of the Ilfracombe logo. Ilfracombe is a fresh, intriguing place to visit with an impressive landscape. It is steeped in, and continues to offer, maritime experience. Ilfracombe also has a strong cultural theme with a fascinating Victorian heritage.

The quirky idiosyncratic 'swirl' above the i indicates intrigue, mystery and drama expressed with a spot of humour. The swirl distinguishes Ilfracombe as a quality seaside destination, evoking the twists and turns of the landscape, seaside, icecream, harbour and fish.

This unique, modern, curved font is personable yet interesting.

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Curious reflects the intriguing, edgy elements of Ilfracombe including its entertainment, art and events.

Charm evokes Ilfracombe's community spirit and its individual appeal; fun for the kids, couples and families.

Coastal communicates harbour, paths and seaside; it helps to portray the action, choice and dining opportunities connected with the sea at Ilfracombe.

Configuration and Proportions

The ilfracombe logo has been developed as a balanced whole. At no time may the shape, configurations or proportions be altered. The logo comprises of 3 single colour, inseparable elements; the Ilfracombe logotype, the strapline and the swirl.



Clear Space

Clear space must be maintained on all sides of the Ilfracombe brand mark. The recommended clear space surrounding the logo is illustrated below. 'x' is a minimum measurement and is equal to the height of the swirl.



Consistent use of the logo helps maintain the integrity of the brand and ensures greater brand recognition.

The Lozenge

The lozenge is an alternative logo device. When using this format the brand mark should be locked to the right hand side of the page. The lozenge device should only be used when a full bleed print option is available. Never recreate the lozenge, only use the vector files supplied (PDF or EPS).



Minimum Size

When the logo is reduced there is a point at which it becomes ineffective. To be legible the logo must never be reproduced smaller than 30mm across.

Footer Device

A further element of the Ilfracombe brand is the footer device; used to enhance the Ilfracombe brand within publications, websites and other promotional tools.

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Type Family

The ilfracombe typeface is a clean, modern type family with many weights and variations to provide the brand with a progressive, yet consistent feel. Helvetica has been chosen as it compliments the rounded nature of the logo, is legible, modern and easily available.

Helvetica.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Light.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Bold.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Oblique.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Paragraph Layout

When devising promotional literature paragraph text should always be arranged left to balance the logo which is weighted right.



Colour Palettes

Iffracombe has two colour palettes available for use, lavender and blue with accent colours peach and yellow respectively. The two palettes should not be mixed.



Pantone 2727
C71 M42 Y0 K0
R78 G132 B196



Pantone 7402
C0 M6 Y30 K0
R255 G236 B188



Pantone 283
C35 M9 Y0 K0
R160 G203 B237



White



Blue
Colour Palette



Pantone 526
C76 M100 Y0 K0
R101 G45 B137



Pantone 156
C0 M22 Y42 K0
R253 G204 B153



Pantone 529
C26 M40 Y0 K0
R186 G157 B202



White



Lavender
Colour Palette



100% Black



20% Black



60% Black



White

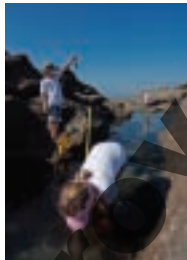
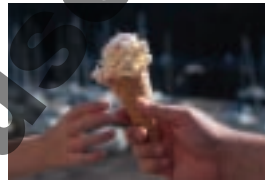


Greyscale Palette

Fresh Use of Images

The Ilfracombe brand image library has been compiled to present Ilfracombe as a high quality, contemporary seaside destination. Images have been commissioned and selected to help reflect the quirky nature of Ilfracombe with its coastal, maritime theme.

The Ilfracombe branding includes abstract imagery which can be used to support promotions. The images can be used in addition to headline shots.



Logo Application

Examples of the Ilfracombe brand in use ...

The Blue Palette

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The Ilfracombe Centre **ilfracombe**
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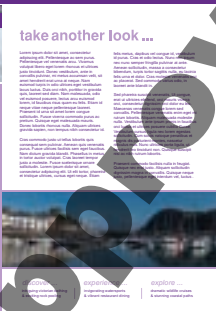
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Logo Application

Examples of the Ilfracombe brand in use ...

The Lavender Pallet



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For approved use only

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