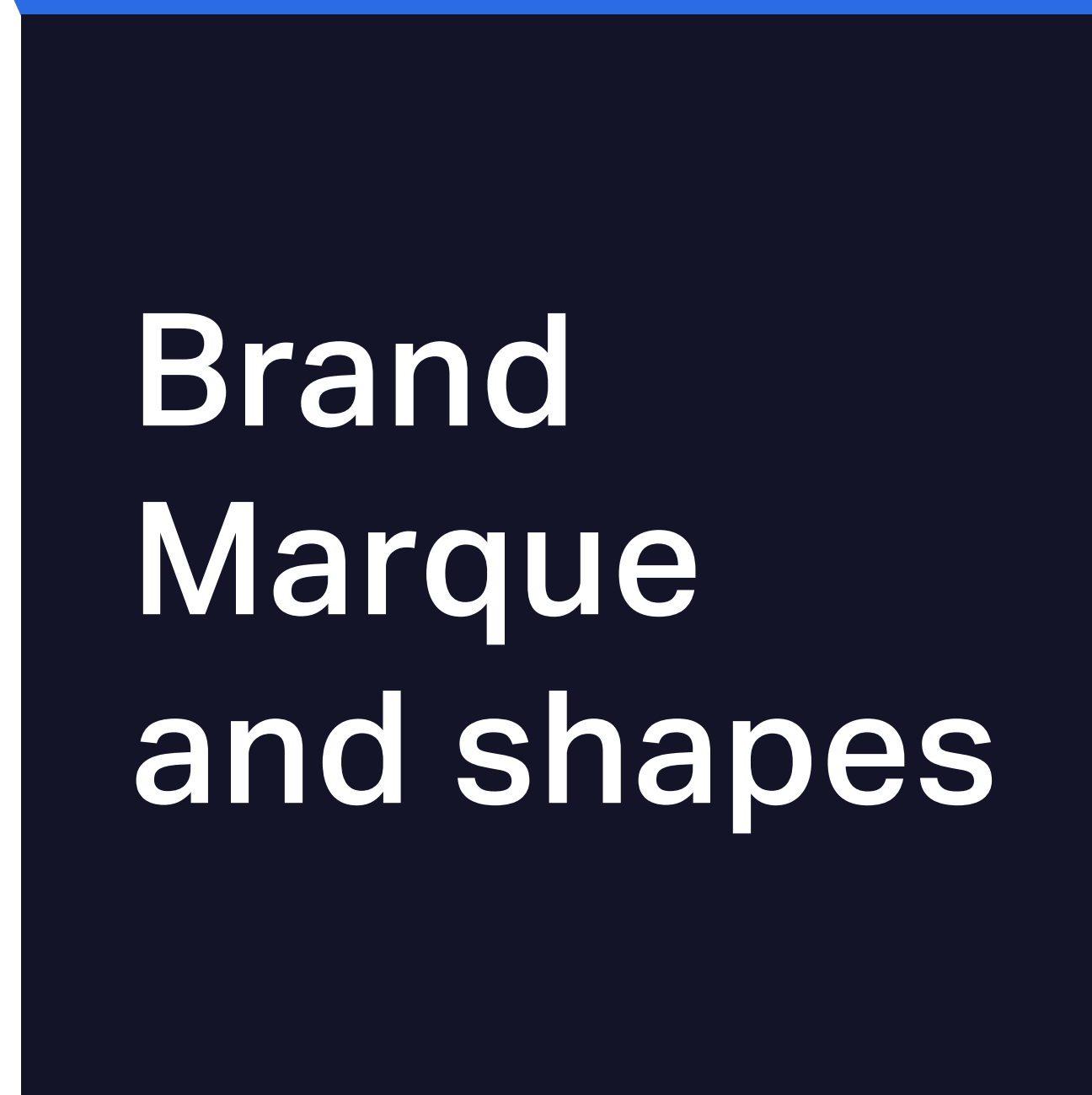
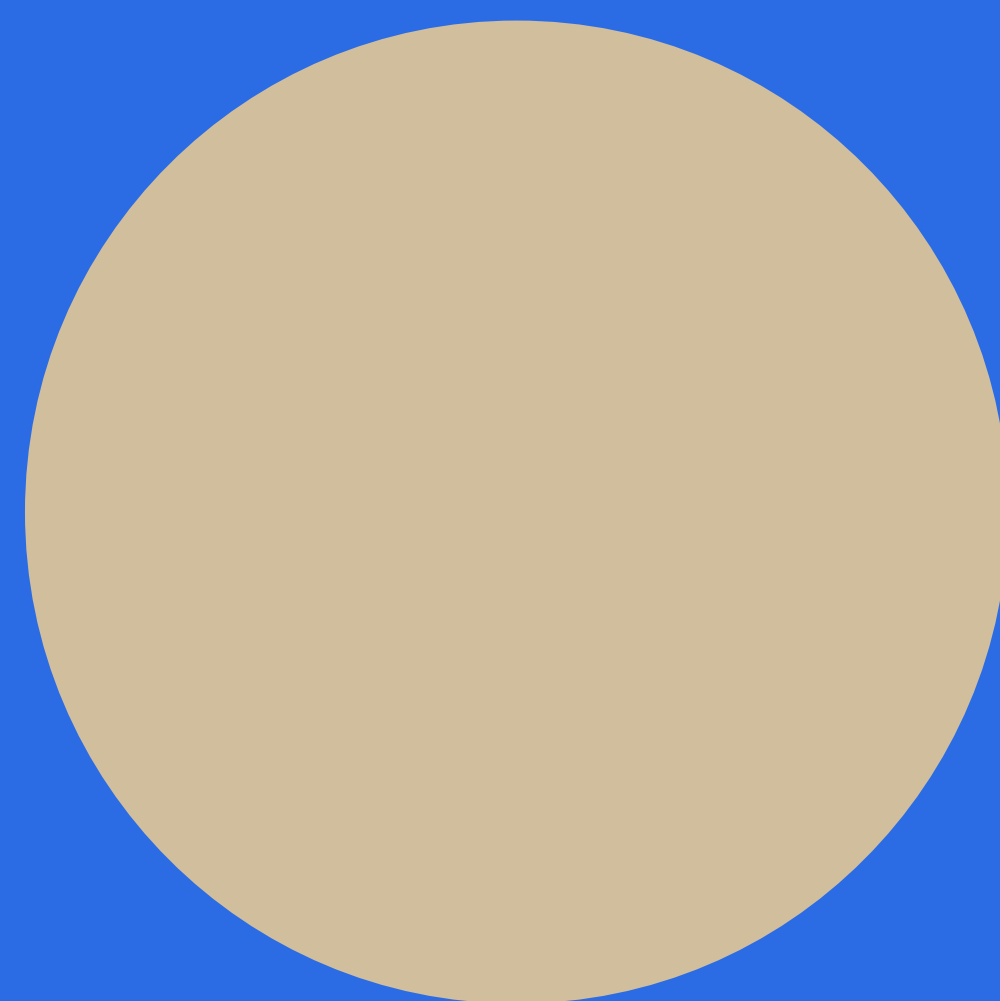




Version 01
October 2020



**Brand
Marque
and shapes**

The Identity



The new identity for Salisbury has been developed with the help of young talent at Wiltshire College. Guided by tutors, students on the Foundation Art and Design course came up with a range of thoughts and ideas for a place identity for the city. All of this provided inspiration for a series of identity options which were tested amongst various organisations and individuals with an interest in the city.



**From something old.
To something new.**



The Marque

The new Salisbury marque is inspired by the skills and features that provide the very origins of the city. Stonemasons formed the stones that built the city, they were chiselled and crafted to create beauty and balance. These angular characteristics informed the shape of each of the letters in the marque. And each letter reflects a part of the story of Salisbury.

The letters comes together to create a contemporary and original marque. A marque that reflects the ambition and creativity of Salisbury.



'S' Shape

Our S reflects the patterns created by the Wiltshire College students inspired by the Chequers planning layout of medieval Salisbury.



'A' Shape

An abstract A, echoing shapes at
the New Art Centre Sculpture Park.



'L' Shape

L shape mirroring the beams
and patterns of Tudor building
frontages in Salisbury city centre.



'I' Shape

Inspired by Salisbury's famous cathedral spire.



'B' Shape

Shaped from medieval arches seen across the city like the twin arches on the side of St Thomas' church.



'U' Shape

The outline of remains of the cathedral
at Old Sarum as seen from the sky.



'R' Shape

Inspired of the RAF roundel on the wings of the "Secret Spitfires" built in Salisbury in WW2.



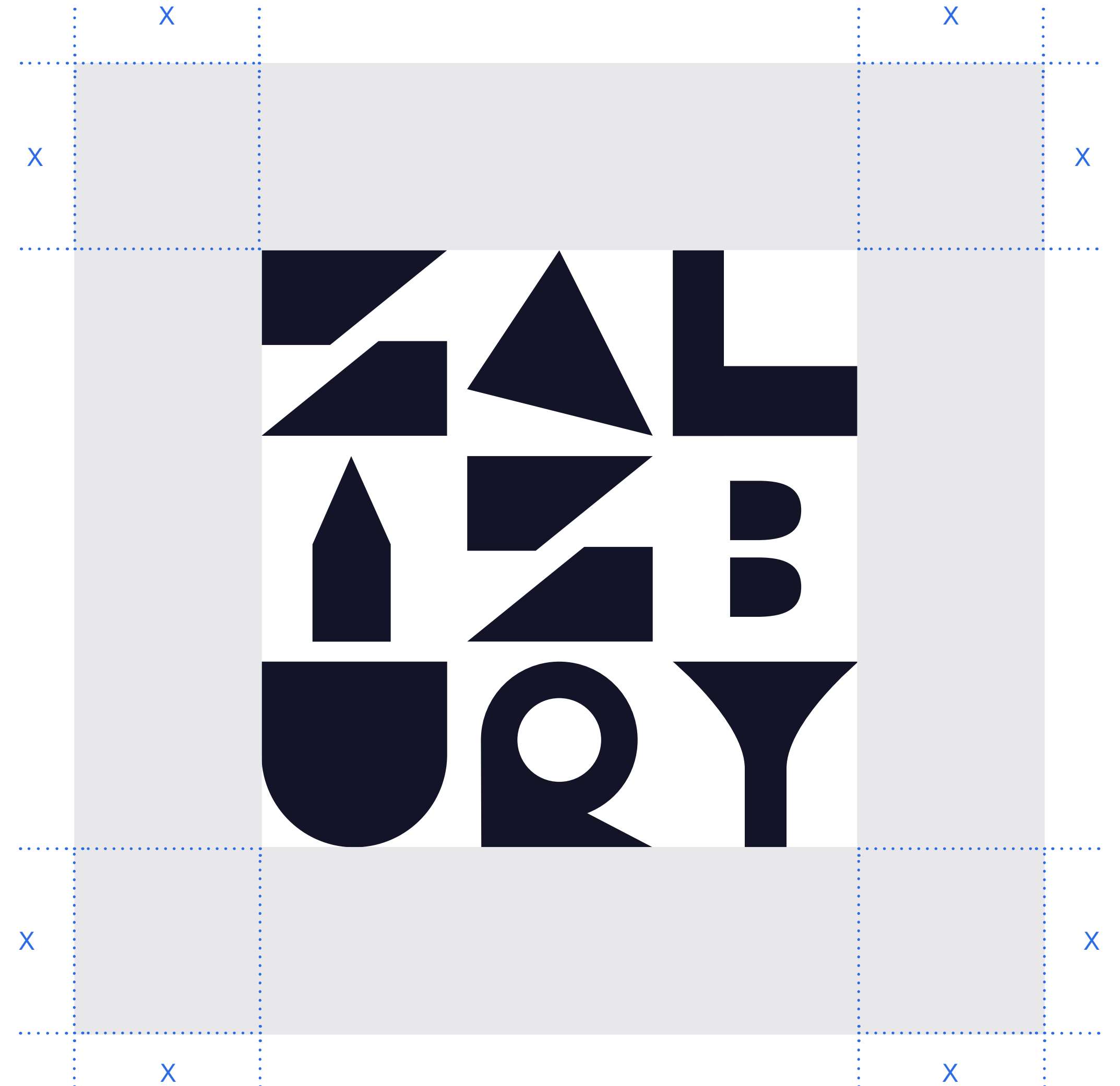
'Y' Shape

Formed of the pillars and arches at the Cathedral.



Clear Space

Please use the height and width of the 'A' shape in the Salisbury marque as the exclusion zone.



Marque Size

When resizing the marque, please ensure you stick to the minimum size requirement of 20mm at A5.



Minimum size - 20mm

Type Lockup

The type lock-up pairs the primary marque with the Salisbury name. This is our calling card.

Use it to introduce Salisbury. On outbound marketing materials like brochures, flyers or emails introducing Salisbury, use the marque paired with the Salisbury name.

Once Salisbury has been introduced, the marque can be used on its own. For example, in and around the city, the marque and its component parts can be used without the accompanying place name.



Legibility

For communications with dark backgrounds please use white or a lighter colour if colour picking.

On lighter backgrounds use the traditional blue or a darker treatment if colour picking.



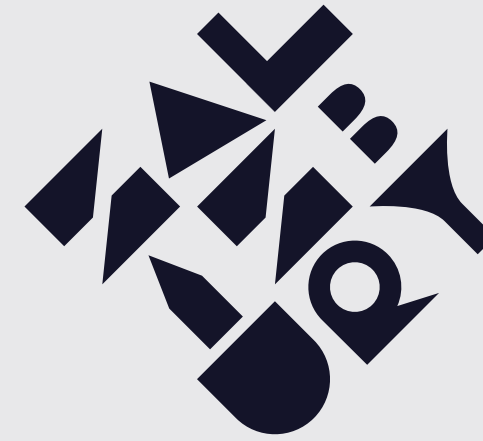
Photo: Visit Salisbury / England Originals

Marque Don'ts

Examples of what not to do with the marque.



Do not distort the marque



Do not rotate the marque



Do not re-arrange the letter shapes horizontally



Do not change the letter shapes



Do not change the positioning of the letter shapes



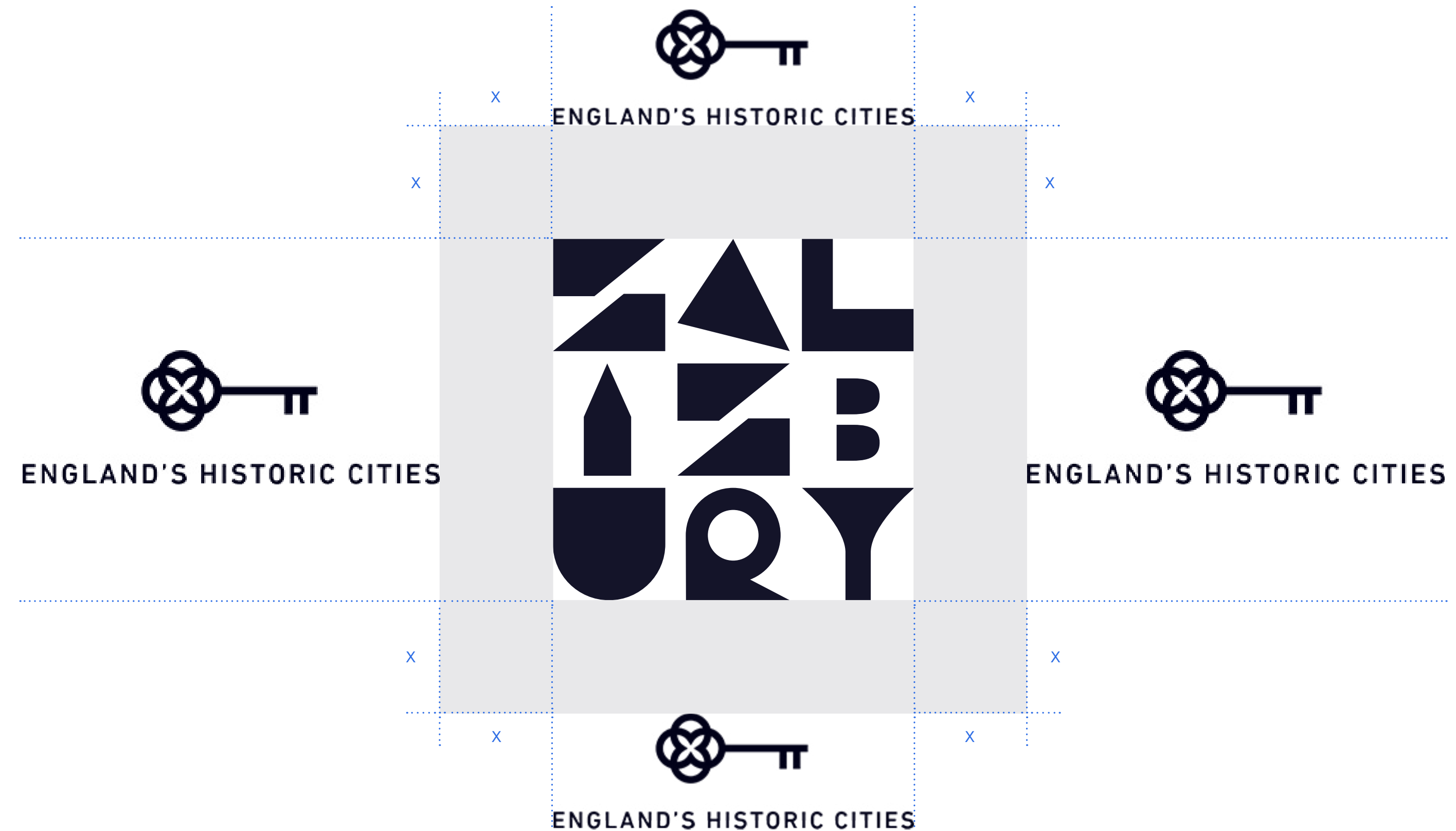
Do not use a colour outside of the palette unless colour picking

With Partners

When there is a need to show a partner logo on Salisbury branded communication, you should use the exclusion zone shown in section 3.2.2.

We strongly recommend against the use of multiple partner logos in Salisbury communication. There will be times when it is important that individual partners will want feature their marque within the Salisbury identity and we have shown how to do this.

However use of multiple logos will detract from the overall impact of the identity.

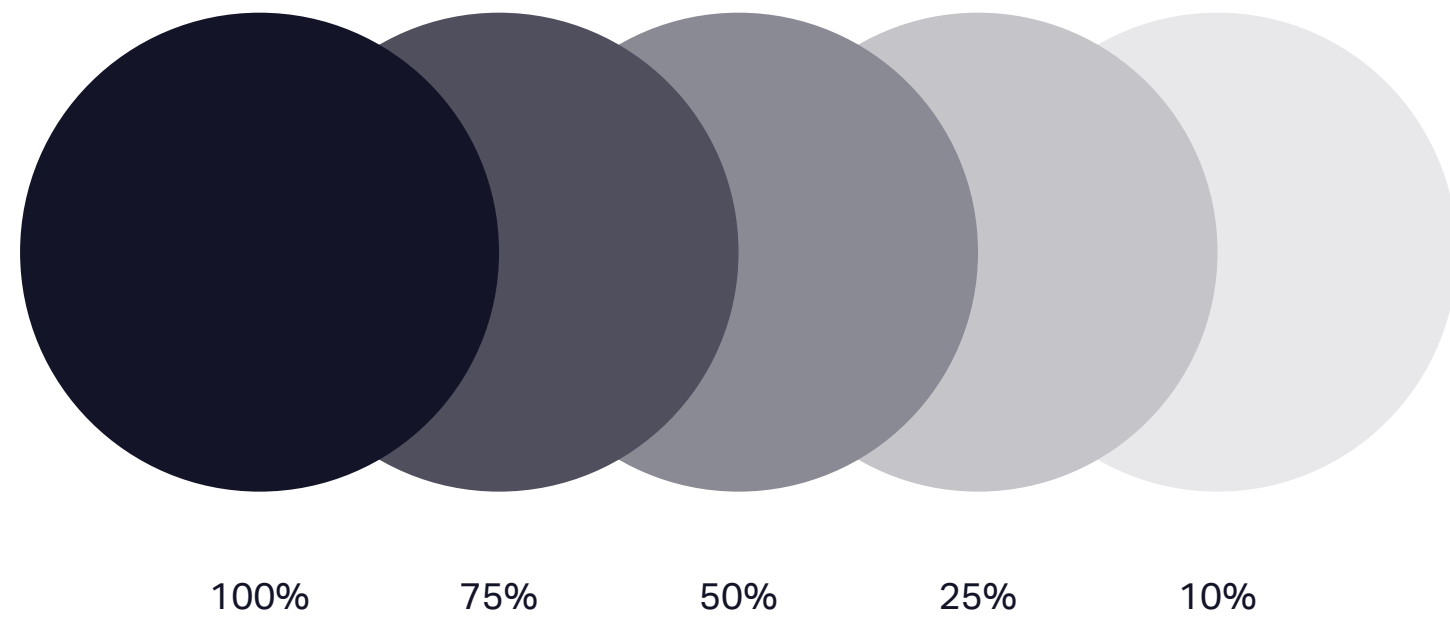


Colour Palette

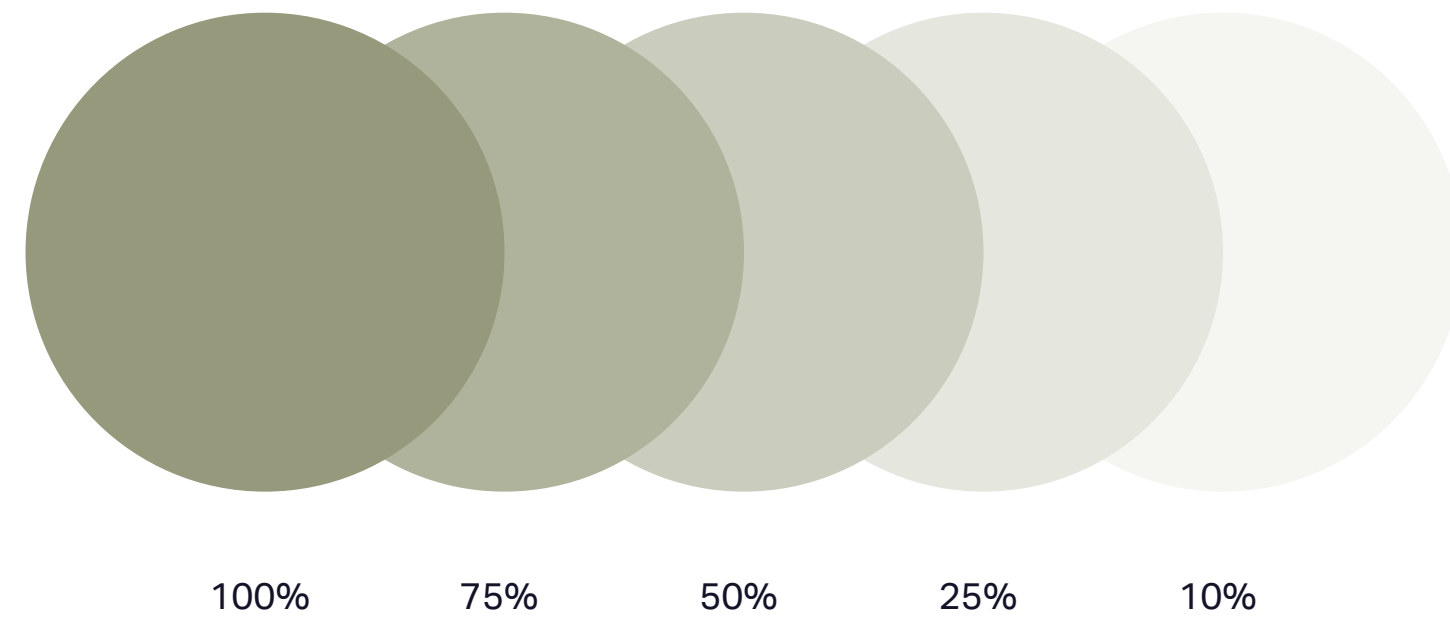
Traditional Blue <hr/> RGB R20 G20 B41 <hr/> CMYK C98 M91 Y48 K70 <hr/> Pantone 534C 281U <hr/> HEX #141429	Traditional Olive <hr/> RGB R150 G153 B123 <hr/> CMYK C43 M28 Y52 K11 <hr/> Pantone 4180C 4180U <hr/> HEX #95997b	Traditional Scroll <hr/> RGB R208 G190 B156 <hr/> CMYK C20 M22 Y48 K4 <hr/> Pantone 4043C 482U <hr/> HEX #d0be9c	Original Blue <hr/> RGB R43 G108 B229 <hr/> CMYK C82 M53 Y0 K10 <hr/> Pantone 2184C 2925U <hr/> HEX #2b6ce5	Original Green <hr/> RGB R2 G120 B42 <hr/> CMYK C88 M26 Y100 K12 <hr/> Pantone 356C 3552U <hr/> HEX #02782a	Original Ochre <hr/> RGB R244 G180 B0 <hr/> CMYK C4 M32 Y96 K0 <hr/> Pantone 3514C 109U <hr/> HEX #f4b400
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Colour Tints

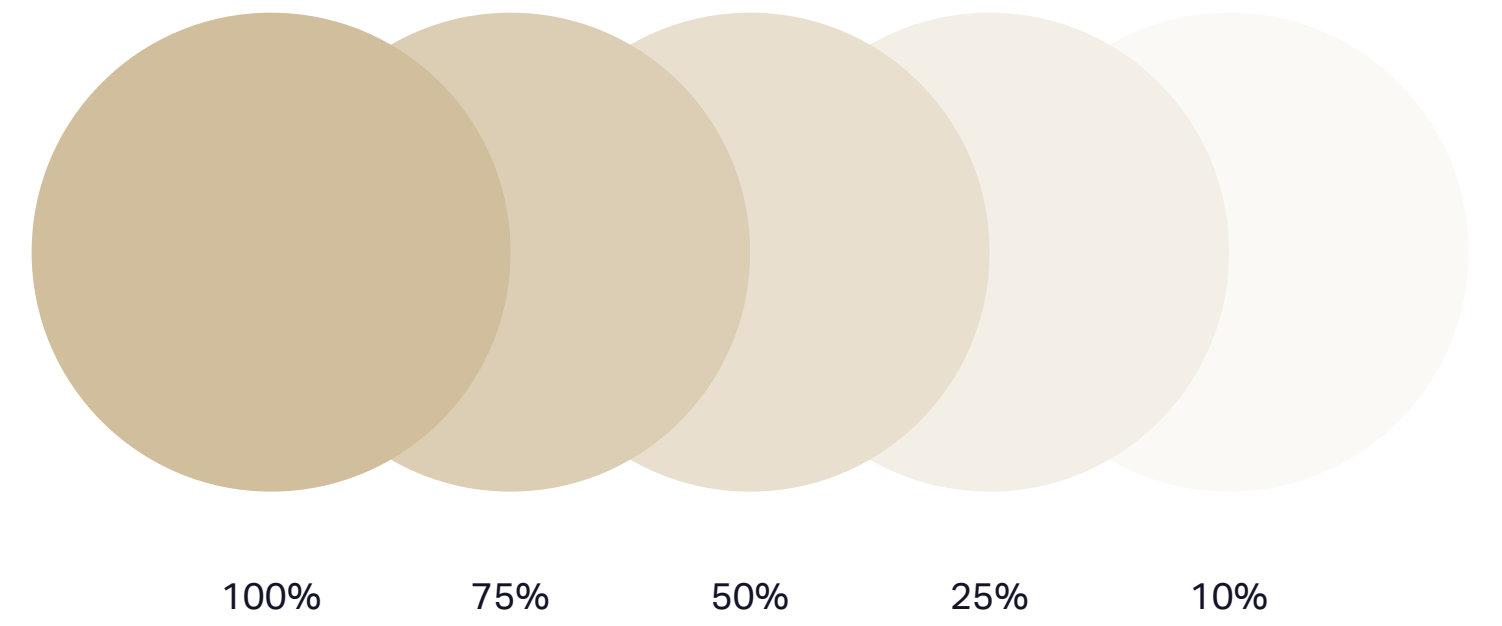
Traditional Blue



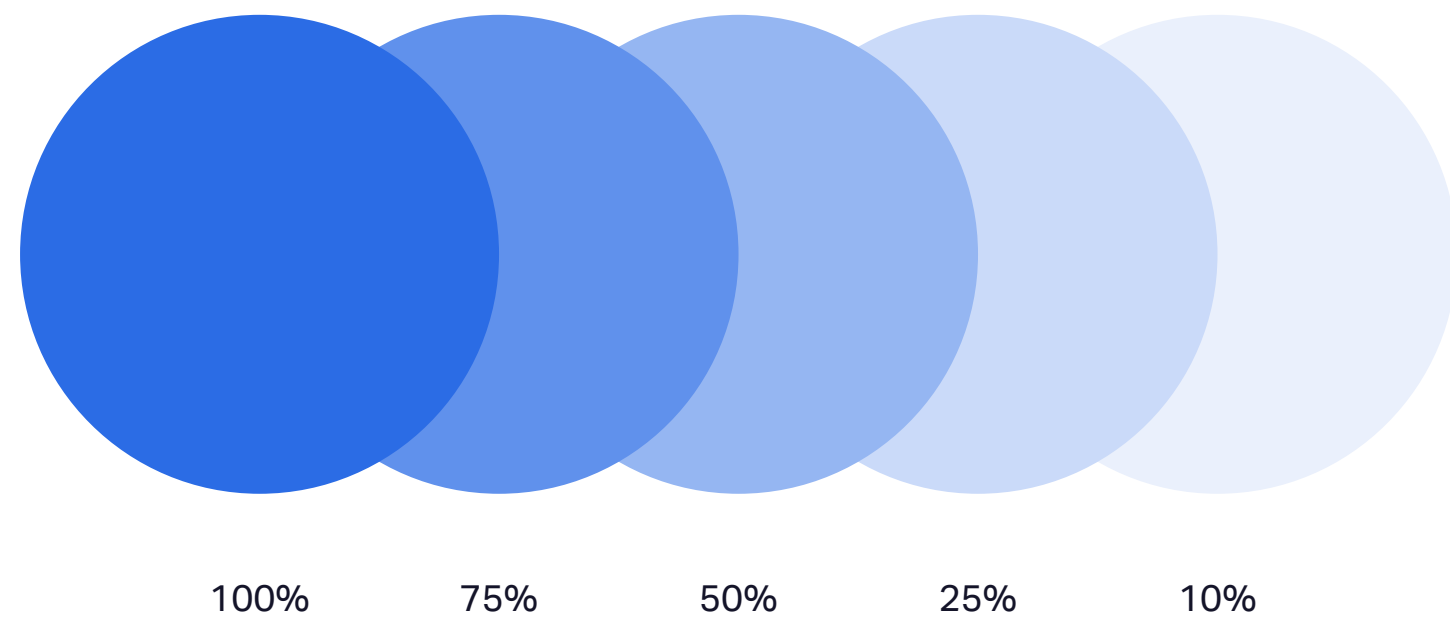
Traditional Olive



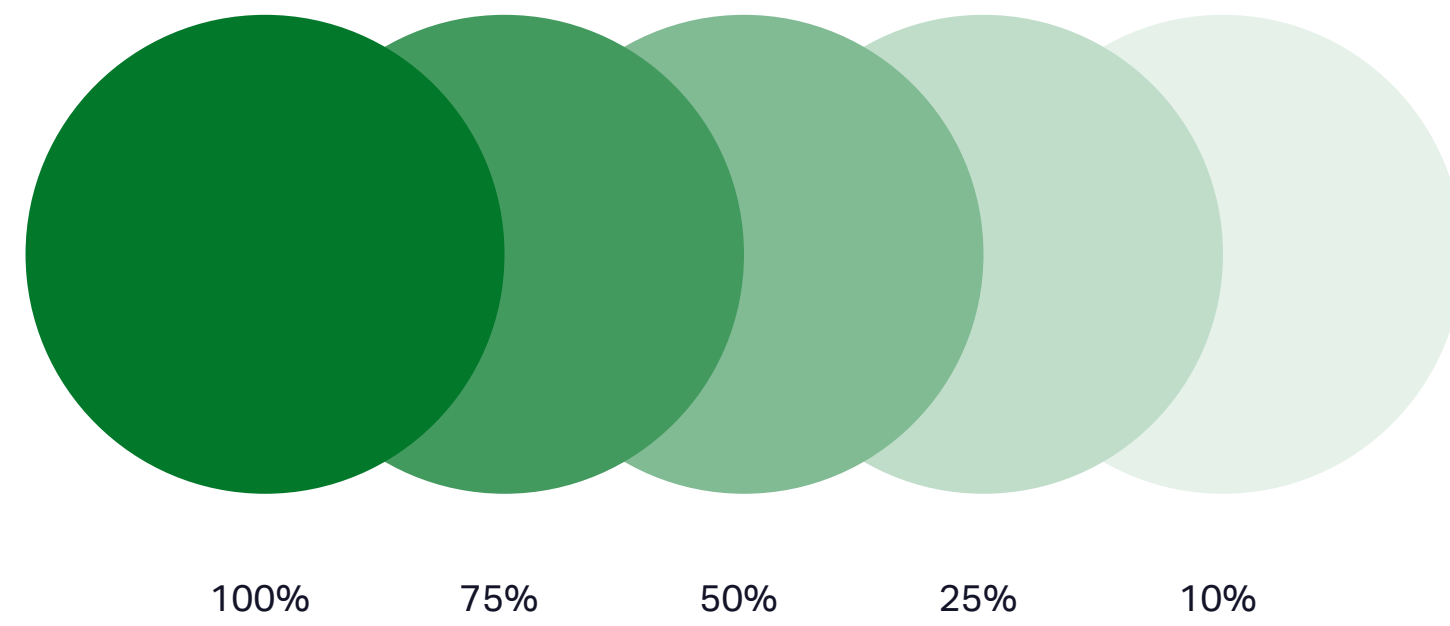
Traditional Scroll



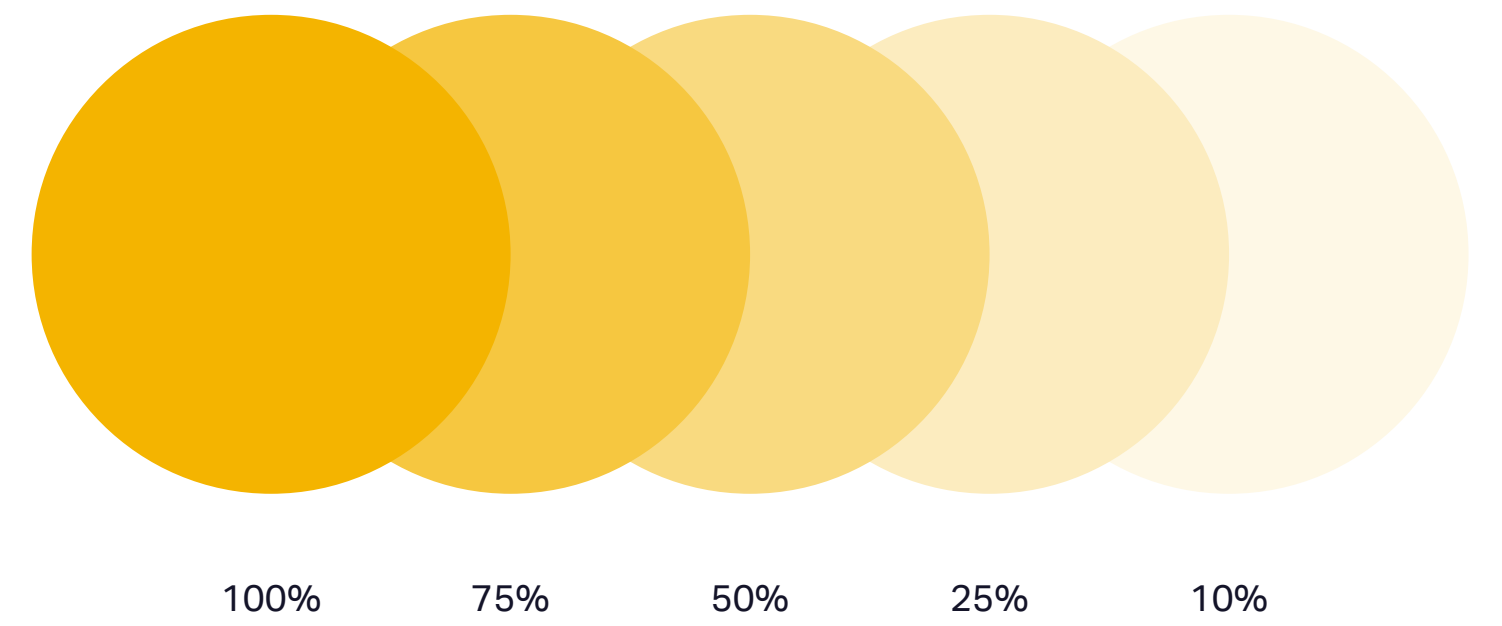
Original Blue



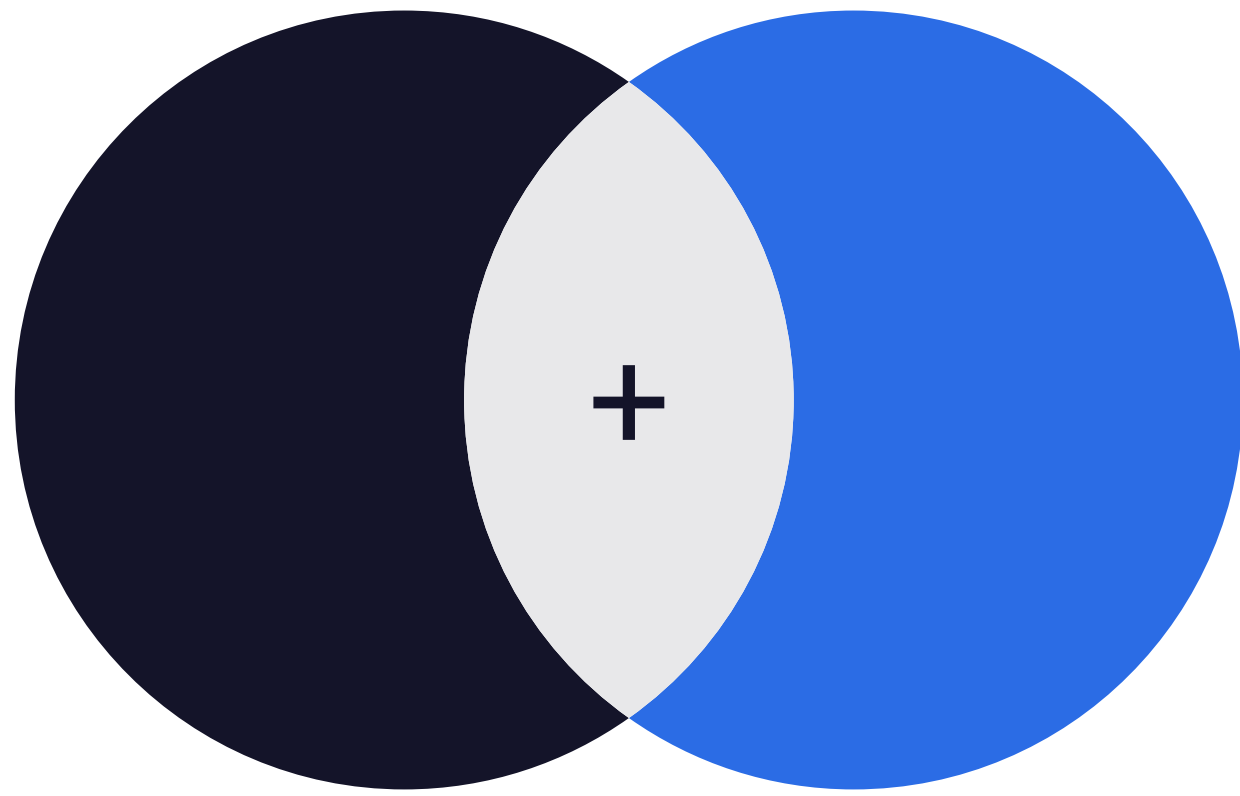
Original Green



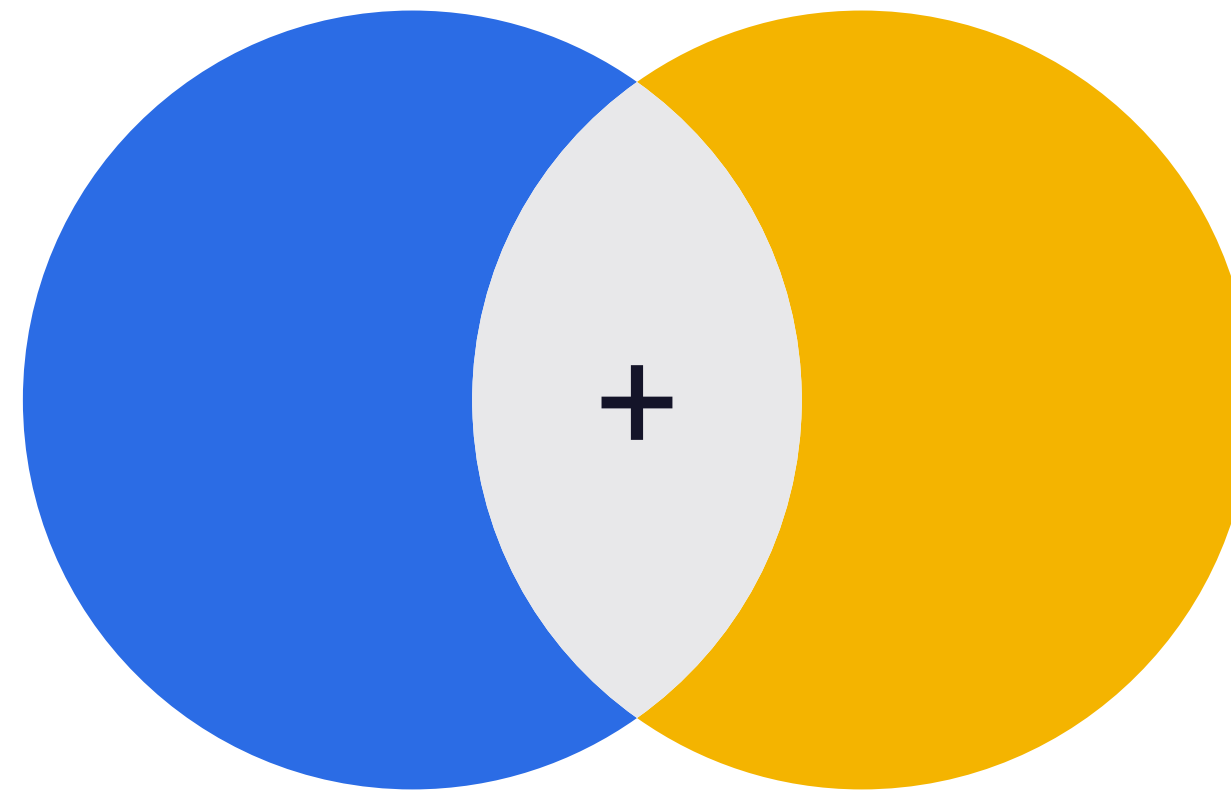
Original Ochre



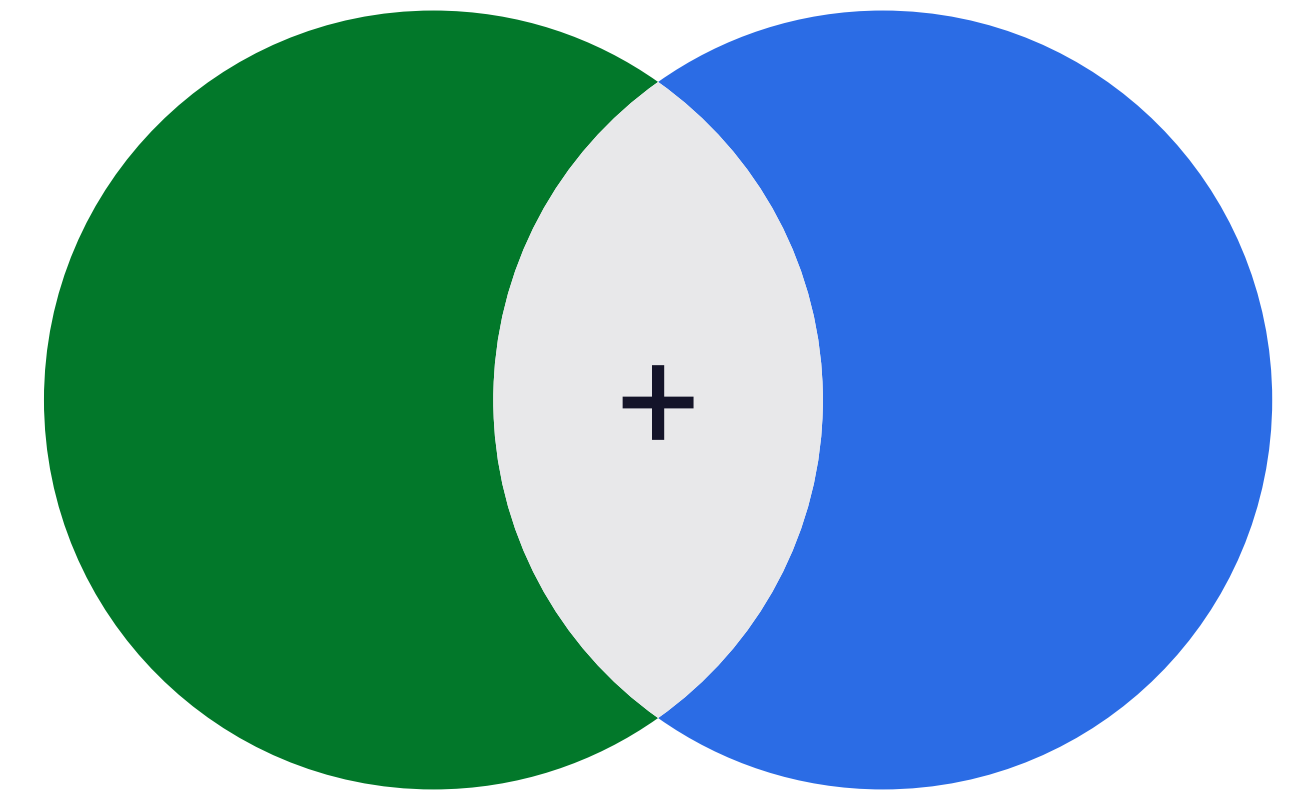
Colour Pairing



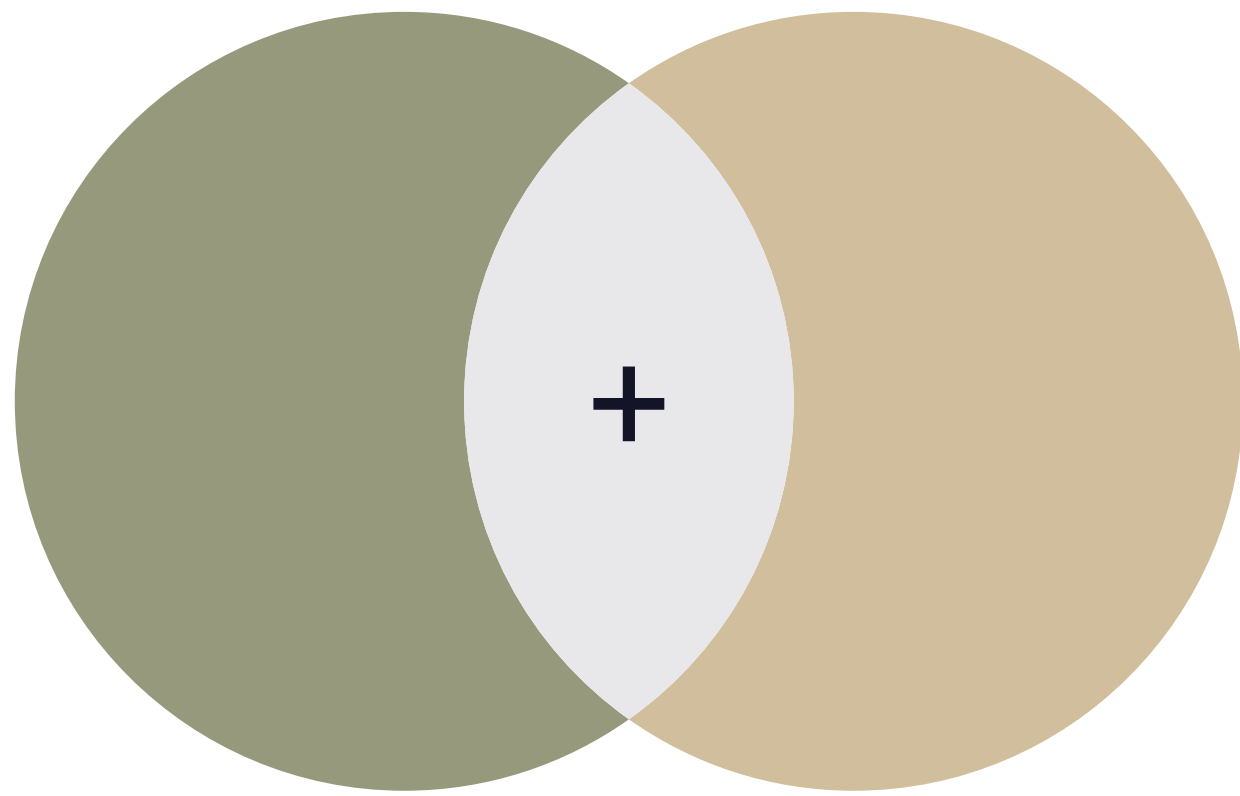
Traditional Blue + Original Blue + Traditional Blue (10%)



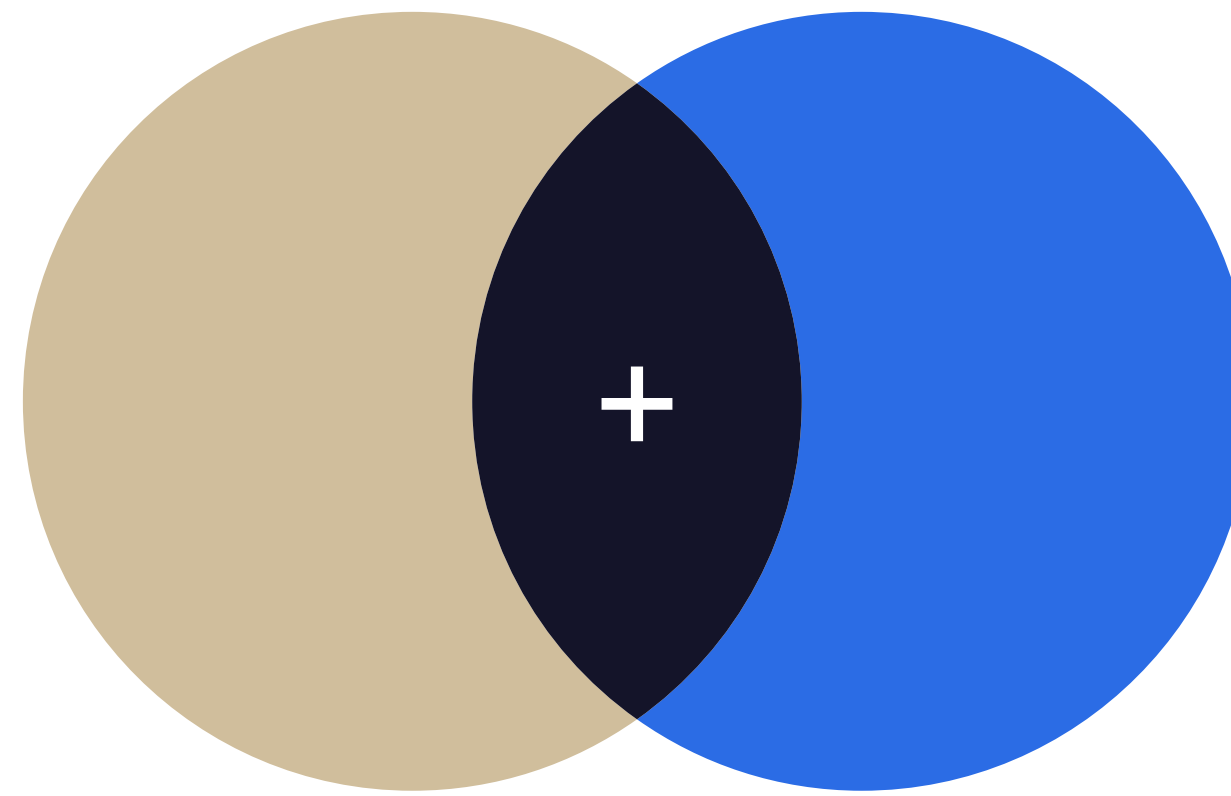
Original Blue + Original Ochre + Traditional Blue (10%)



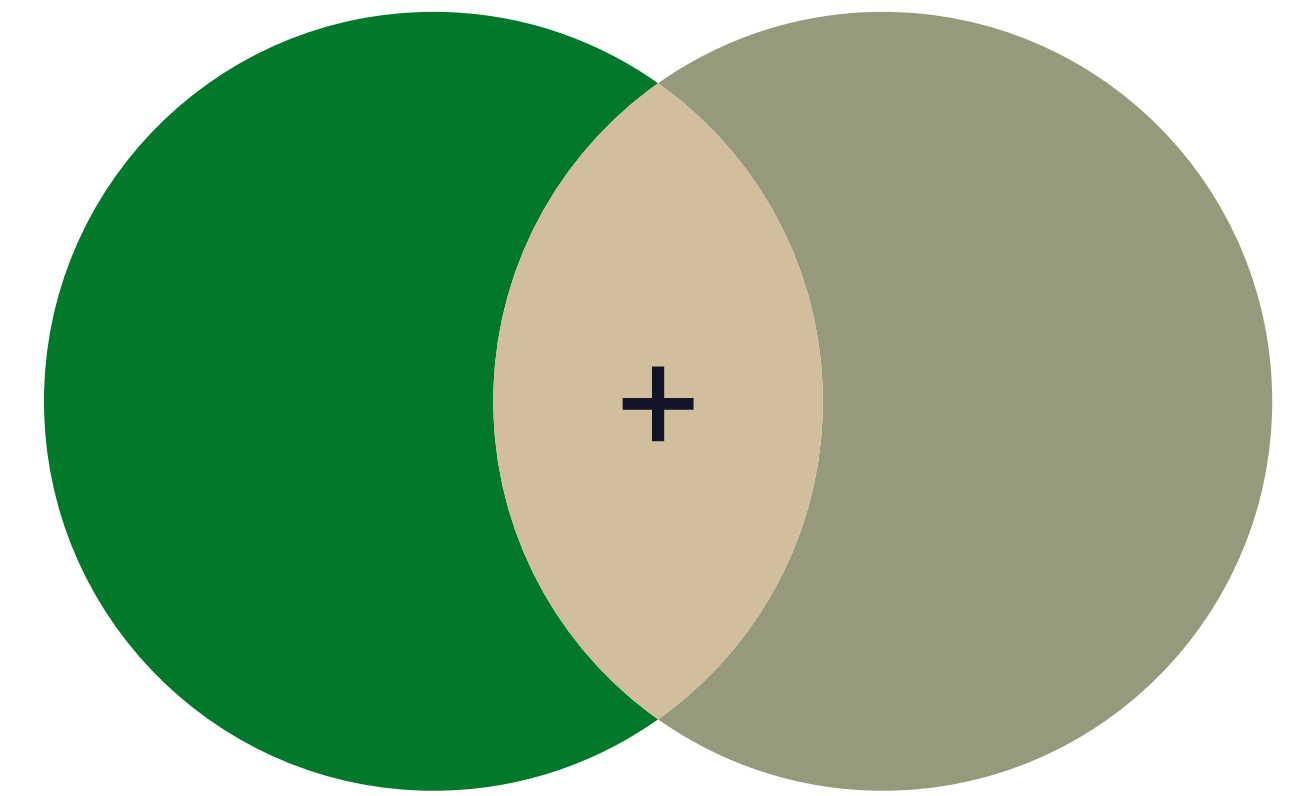
Original Green+ Original Blue + Traditional Blue (10%)



Traditional Olive + Traditional Scroll + Traditional Blue (10%)



Traditional Scroll + Original Blue + Traditional Blue



Original Green+ Traditional Olive + Traditional Scroll

Colour Picking

The primary colour palette has been inspired by both the traditional and original colours found around Salisbury. We advise that you use the primary colour palette whenever possible.

We also have the ability to compliment our communications with colour picking. Examples shown here.



Typography

Aktiv

Grotesk **Aa**

Typography

The brand uses one type family, Aktiv Grotesk. Aktiv Grotesk takes an authoritative but neutral position, supporting any message without overpowering it. It has a flexible and diverse family of 24 styles with matching italics, from Hairline to Black. This typeface is to be used in sentence case for headers and sub heading support copy.

If Aktiv Grotesk is not available we would recommend the use of the Helvetica font family as an accurate substitute font.

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
àáâãäåabcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
àáâãäåabcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
àáâãäåabcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+

Secondary

The brand uses a more traditional styled secondary typeface; Adobe Text. This typeface is to only be used for body copy.

[Download Aktiv Grotesk](#)

[Download Adobe Text](#)

Adobe Text **Aa**

Semi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
àáâãäåabcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+

Regular

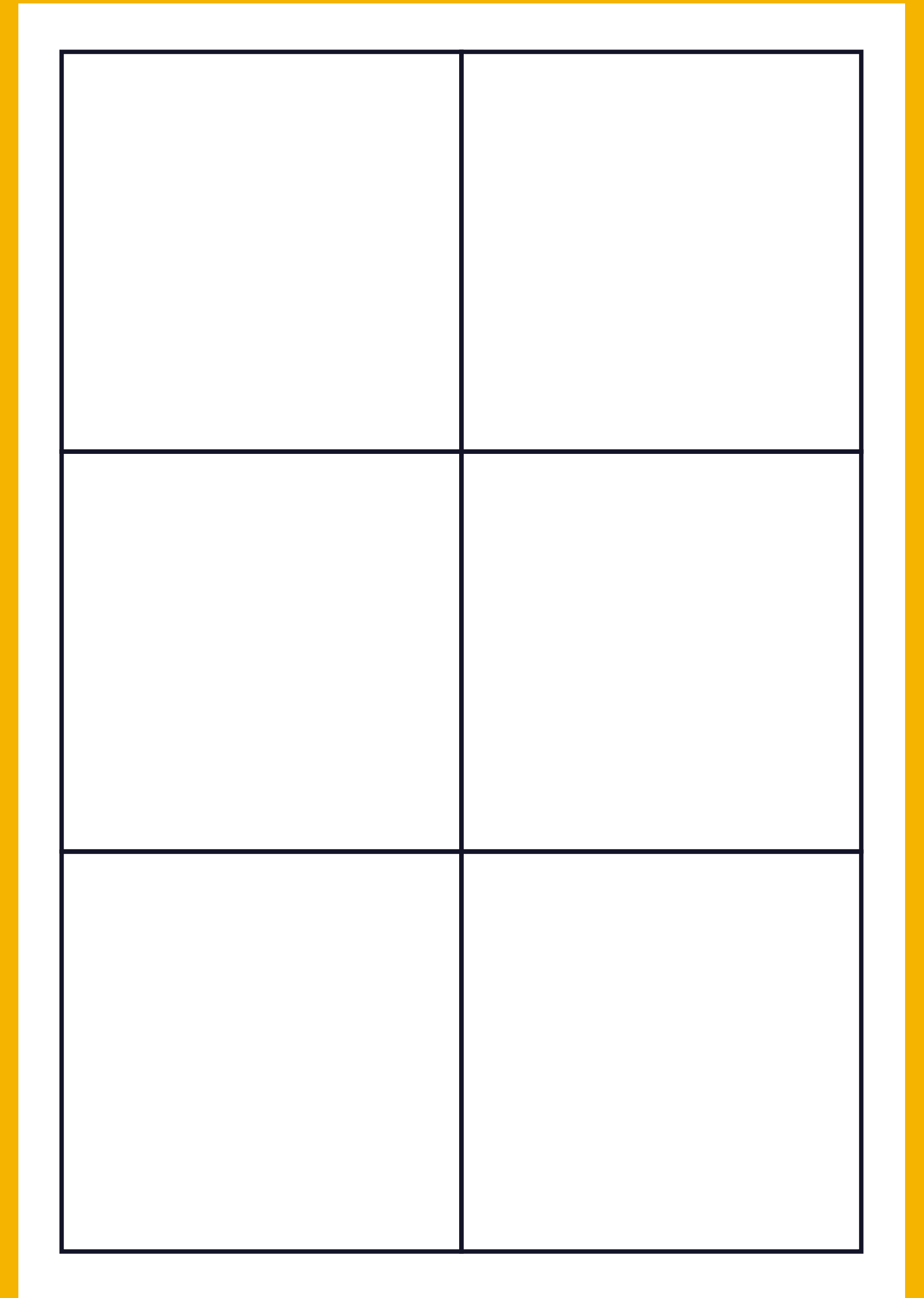
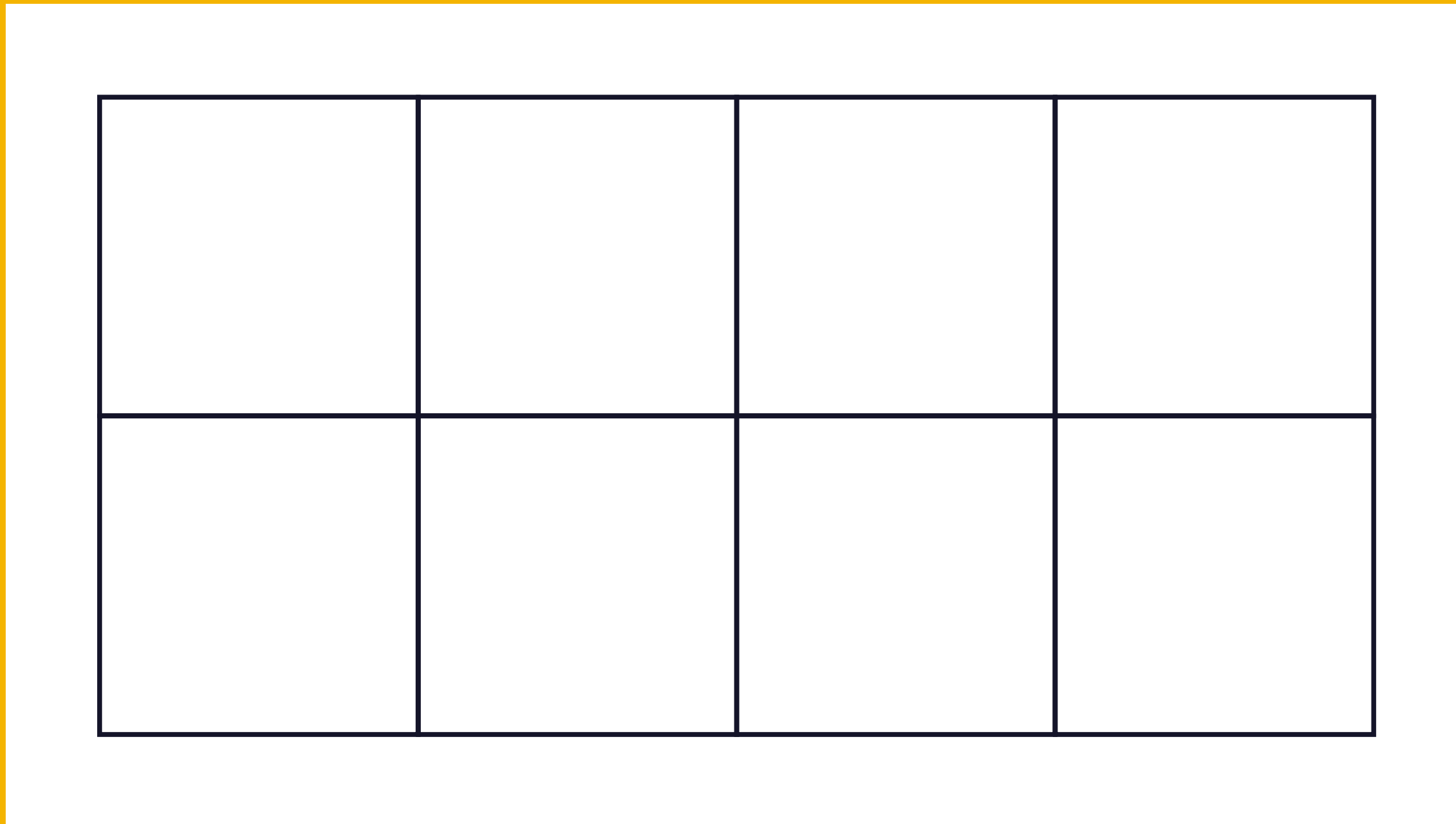
ABCDEFGHIJKLMNOPQRSTUVWXYZ
àáâãäåabcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
àáâãäåabcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()+*

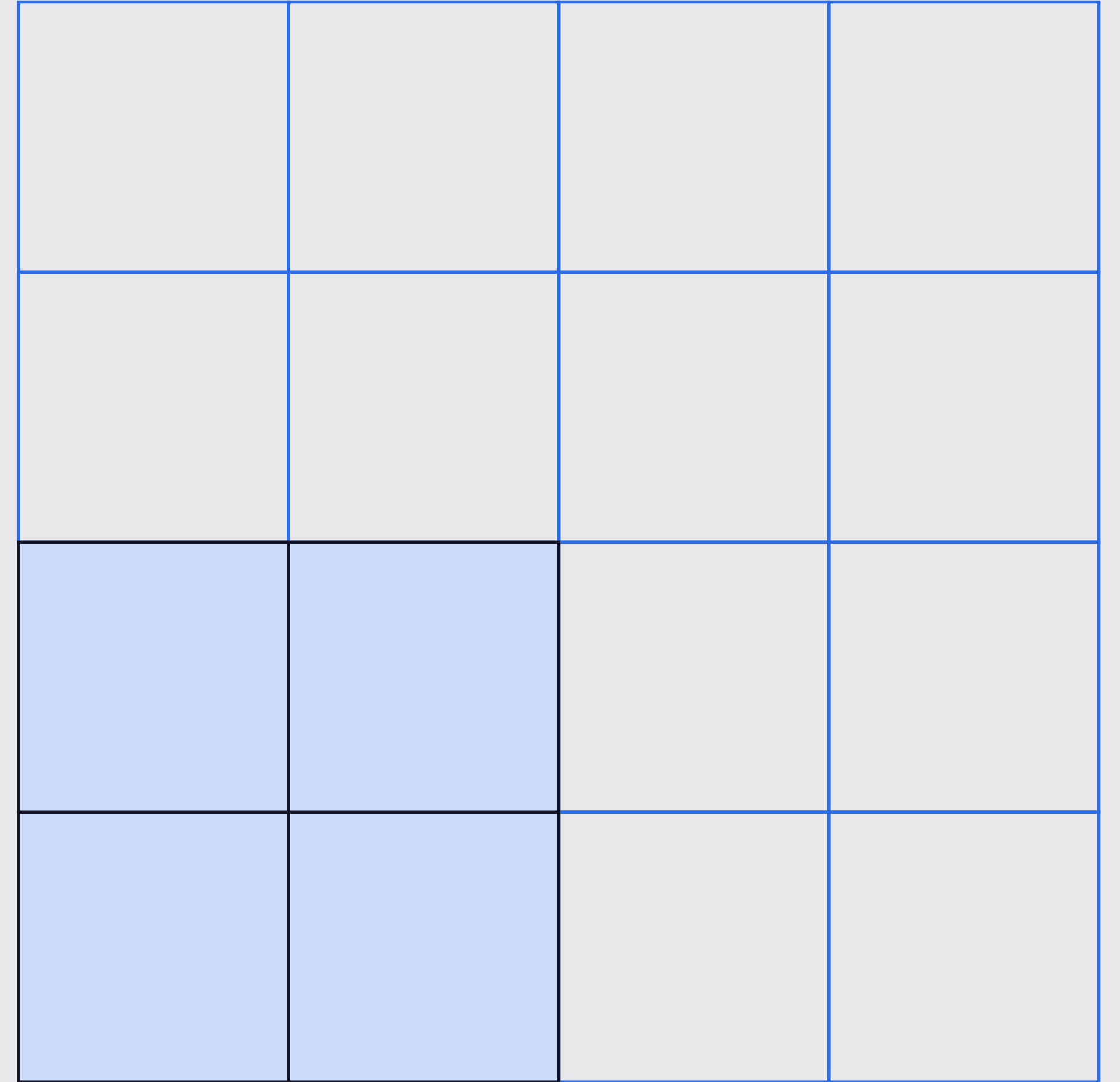
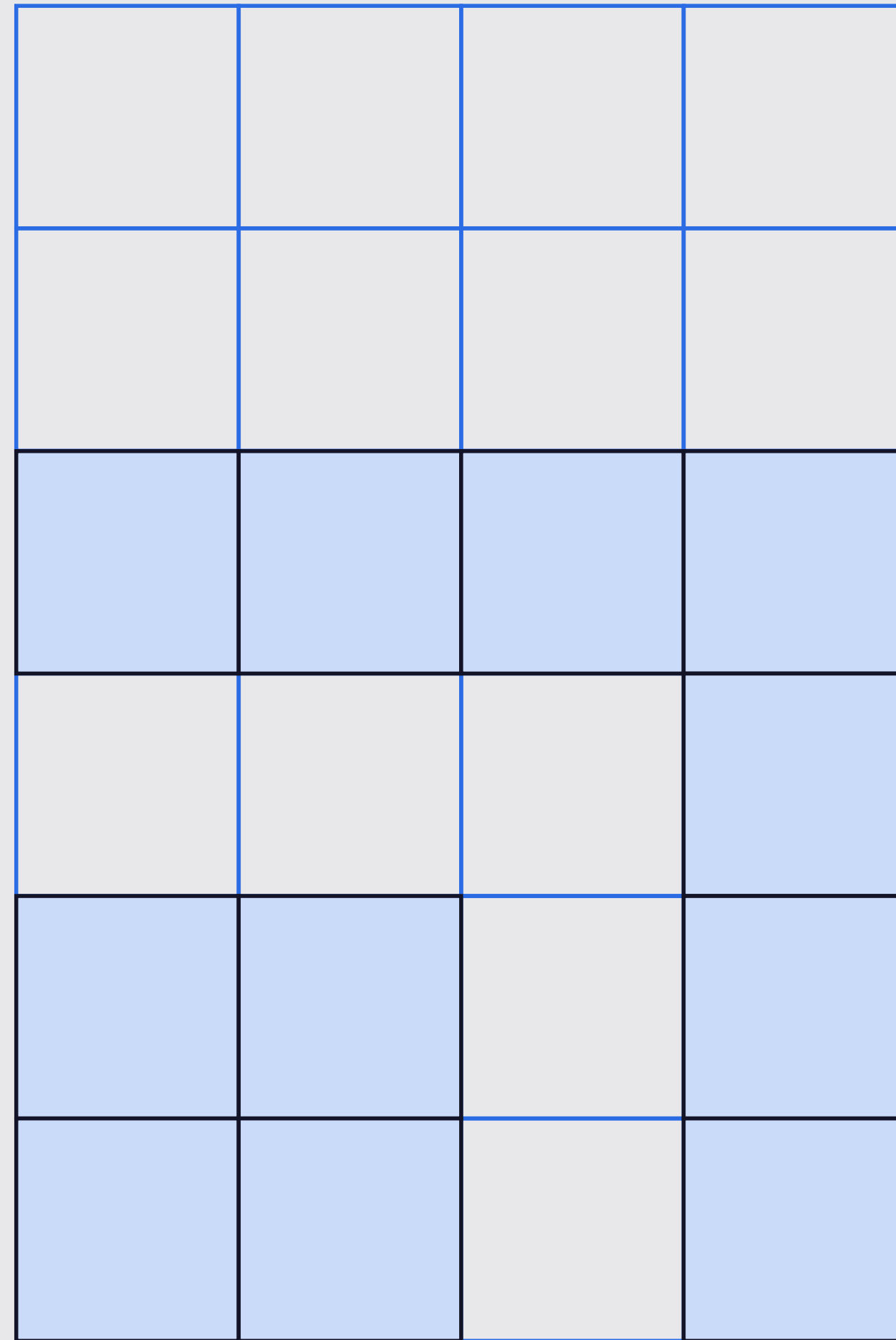
Grid System

The identity system is created with the Chequers grid system upon which Salisbury is built. All communications should be designed on a square grid system. Examples of how to use the grid to keep consistency are shown further on.



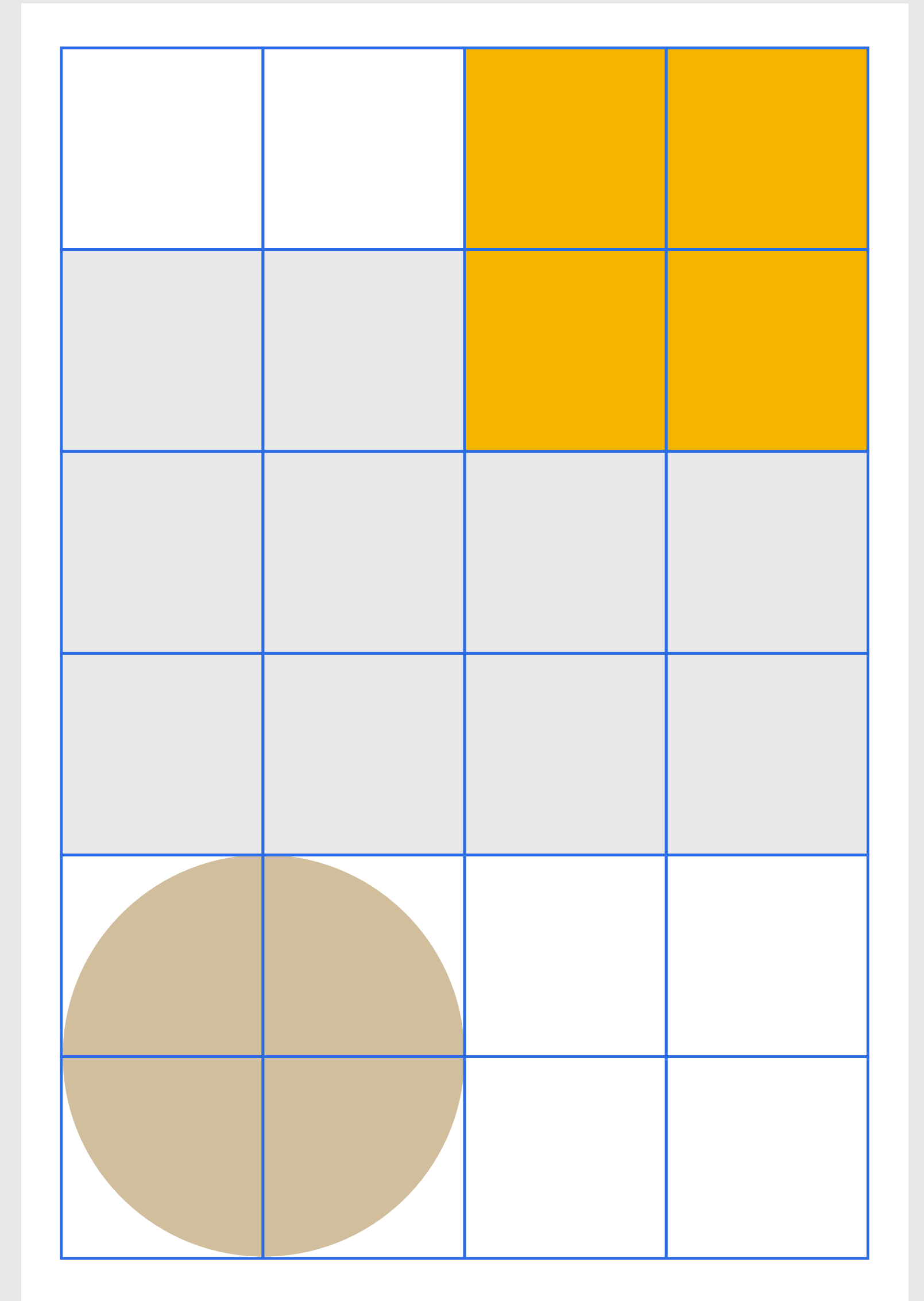
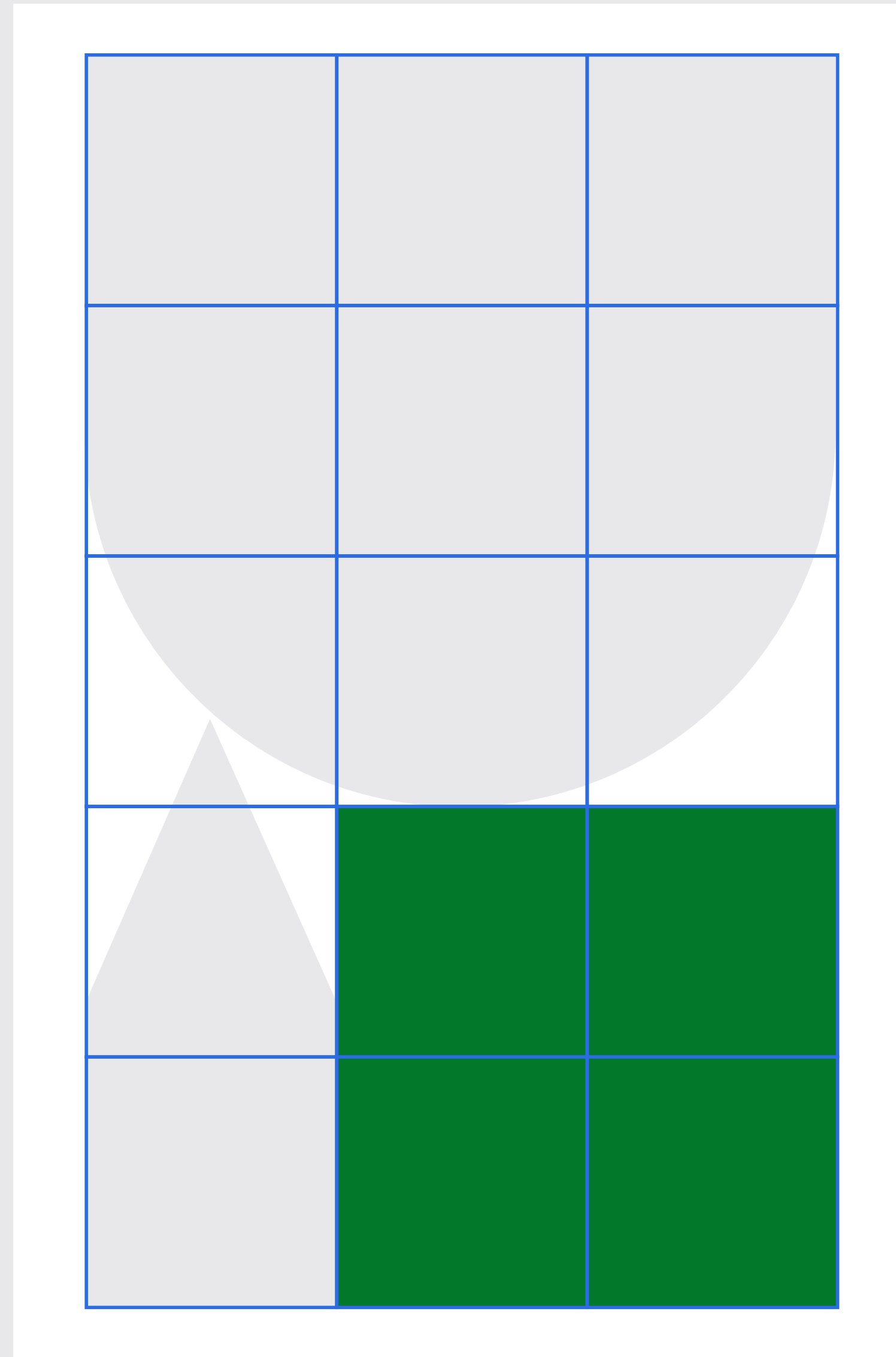
Grid Sizes

Our system is based on a square grid. You should start with a 4x4 grid and expand as needed for individual communication as shown here.



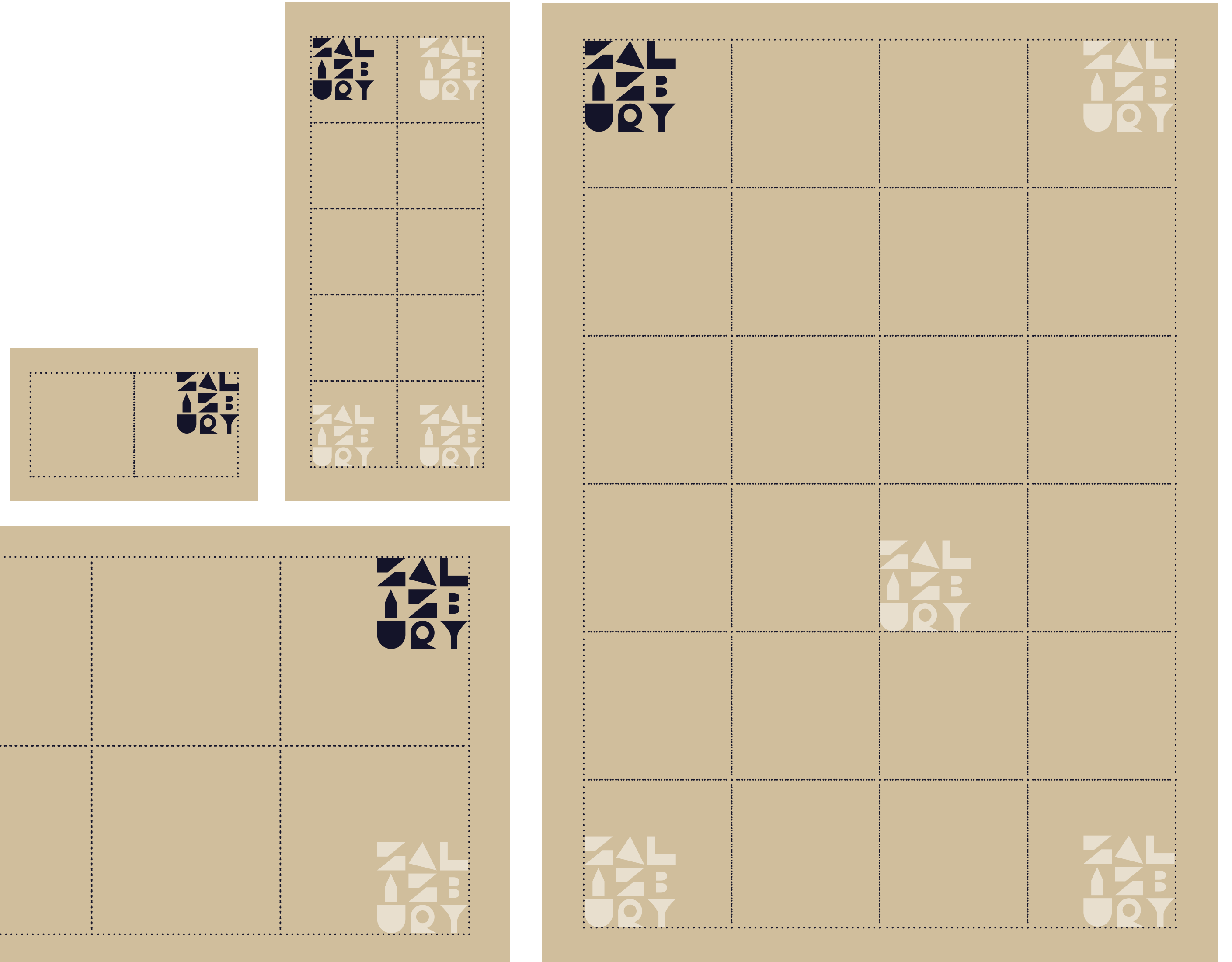
Grid Examples

Here are some examples of our grid system in use.



Marque Placement

Our grid offers flexibility for the marques placement. When adding the marque to a piece of communication, be sure to sit it in the corner of any individual square in the grid.



Graphic Elements

The graphical elements are taken directly from the core marque. Using all of the letter shapes, we have created multiple graphical elements which can stand alone, or combine to create new shapes. You can use crops of these shapes but be sure not to distort them.

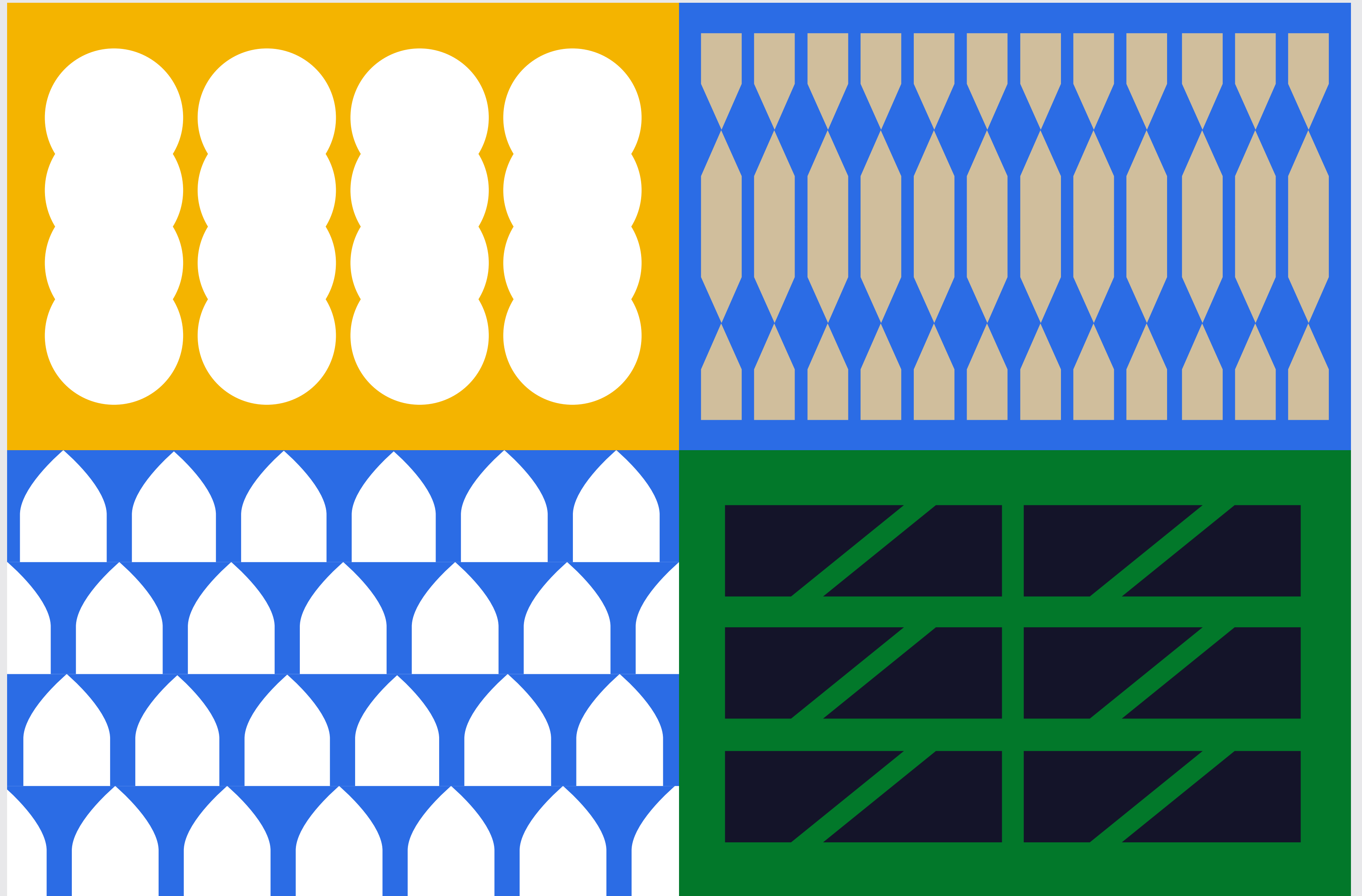
The shapes can also be used to create patterns, hold copy, bring imagery to life and interact within environments.



Patterns

The marque shapes can be used to create patterns, providing greater scope for design, particularly useful where there is an absence of quality imagery.

This should only be used in the appropriate circumstances, as shown in the applications section.



Photography

Traditional

Choose photography that celebrates our history and respects our heritage. Buildings and places are important and reflect history, but including people brings them to life and makes them appear accessible.



Photo: Visit Salisbury / England Originals

Photography

History



Photo: Visit Salisbury / England Originals



Photo: Visit Salisbury / England Originals



Photo: Visit Salisbury / England Originals

Photography

Heritage



Photo: Visit Salisbury / England Originals



Photography

Original

The creativity and imagination of our people and city will shine through in the imagery we select. Choose images with bright accent colours to reflect the original and unique, and use interesting crops to highlight the quirky and eccentric.



Photo: Adrian Harris Photography



Photo: Visit Salisbury / England Originals



Photo: Visit Salisbury / England Originals

Photography Independent



Photo: Visit Salisbury / England Originals



Photo: VisitWiltshire