

# BARNSLEY BRAND

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BARNSLEY.GOV.UK  
VERSION 1.0

# GUIDELINES



# MAKE IT YOURS

This Barnsley town centre brand celebrates the people and places that make our town centre so vibrant. It makes sure that everything people hear or see about the town centre is consistent, and that they start to build a picture of what Barnsley town centre is in their mind.

It tells people's stories and is authentically Barnsley. It invites people to visit and be co-creators in the Barnsley town centre experience.

This set of guidelines shows you how easy it is to use the brand.

It doesn't replace your brand. It simply provides us with an opportunity to collectively promote Barnsley town centre as a destination of choice for visitors, telling stories to increase visitor footfall, dwell time, and change perceptions about our town.

You can use this brand when you're doing any marketing that brings visitors into or shows off the town centre. If you're running an event or promoting an activity, you can use your existing branding, but add small elements of our brand in.



**MAKE A RACKET**

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**MAKE A SPLASH**



Culture, shopping, people, adventure. Barnsley is jam-packed with unique and eclectic experiences this summer. Make memories at the Glass Works. Make a first impression over drinks at The Market Kitchen. Make a night of it at The Civic. Or just make time for a slow saunter round The Cooper Gallery. From bolton to hip-hop, from dining to street food. Whatever you want...make it yours.



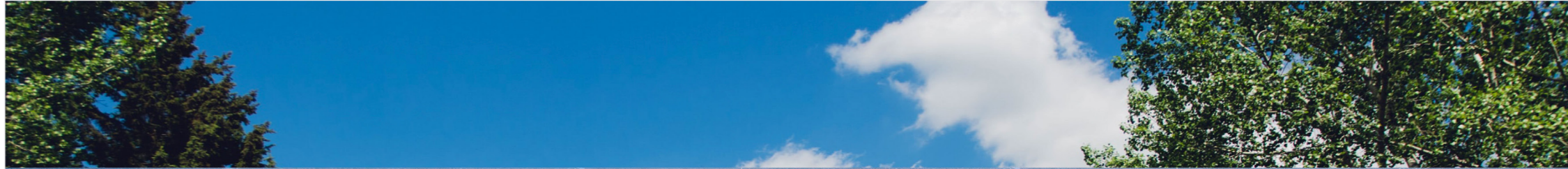
**“ THE SMELLS, THE TASTES, THE BUZZ! THE FESTIVAL BRINGS THE WHOLE TOWN TOGETHER TO SHARE SOME AMAZING FOOD. ”**




**“ IT'S MORE THAN A BUSINESS FOR ME. IT'S ABOUT MAKING A SPACE WHERE PEOPLE CAN CONNECT AND COLLABORATE. ”**



**“ BEING ABLE TO BRING SOMETHING THAT PEOPLE MIGHT NOT EXPECT IN BARNSELY HAS BEEN SO EXCITING. ”**


**MAKE IT YOURS**




**B**

We plant our feet. Put down roots in Yorkshire soil. Stand with pride.


With history at our back we keep our eyes on the future. Moving forward. Making more.




We're not in-between. We're not overlooked. We're right where we're supposed to be.




We don't care where you're from, just that you're here now. In our town you'll find space for everyone. Space for new ideas, new industry, new experiences.



Our town centre is where we're together. To work. To explore.




**MAKE IT YOURS**



**B**

**MAKE IT YOURS**



# THE IDENT, SIZING AND EXCLUSION ZONE

The primary town centre ident is a colourful, modular design is designed to reflect the narrative that Barnsley town centre is made up of a variety of experiences that come together to form a vibrant and unique place to live, work and visit.

A black and a white variant are also available when the primary version is not suitable. It is important to select the version of the ident that provides maximum contrast from the background colour it is seated on.

To ensure legibility the ident should never be reproduced smaller than the minimum values specified here.

The 'exclusion zone' is the clear area that surrounds the ident. To ensure that the ident remains clear and has impact, nothing should ever appear inside the exclusion zone.

The exclusion zone 'x' for the ident is equal to the height of an individual circle within the ident mark.



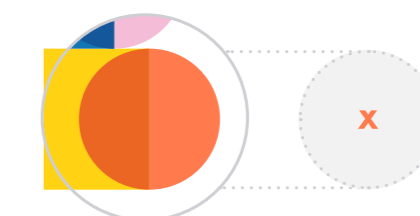
When being used for print the full ident should appear no smaller than 25mm



When being used for digital the full ident should appear no smaller than 120px



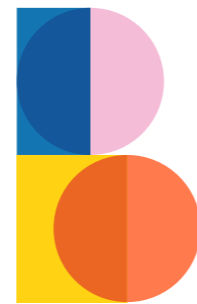
X = minimum exclusion zone



X = height of circle within the ident mark

# IDENT MISUSE

It's important that the appearance of the ident remains consistent. The ident should not be misinterpreted, modified, or added to. Its orientation, colour, and composition should remain as indicated in this document – there are no exceptions.

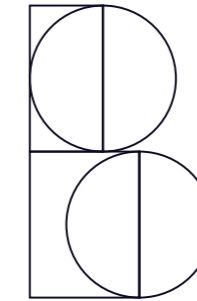


**BARN斯LEY**

When acting as an ident, do not use the mark without the accompanying text

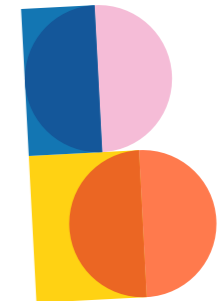


Do not distort or warp the ident



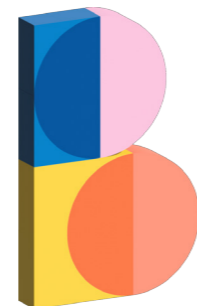
**BARN斯LEY**

Do not outline or create a keyline around the ident



**BARN斯LEY**

Do not rotate the ident



**BARN斯LEY**

Do not apply any effects to the ident



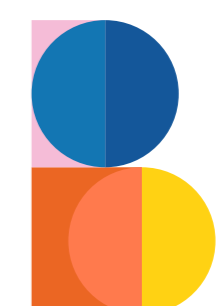
**BARN斯LEY**

Do not change the typeface nor attempt to recreate or manipulate the wordmark



**BARN斯LEY**

Do not create a mono version of the ident. If you require a single colour version then use the black or white variant as appropriate



**BARN斯LEY**

Do not recolour the ident

## USING THE IDENT WITH PARTNER BRANDS

If Barnsley town centre or Barnsley Council communications team are leading the campaign, Make It Yours is the lead brand. When a Barnsley town centre partner is leading the campaign, their brand guidelines will become primary, and our logo will be placed in their designs according to their guidelines. The Barnsley town centre ident can be integrated into partner organisations' pre-existing brands and marketing materials in one of two ways.

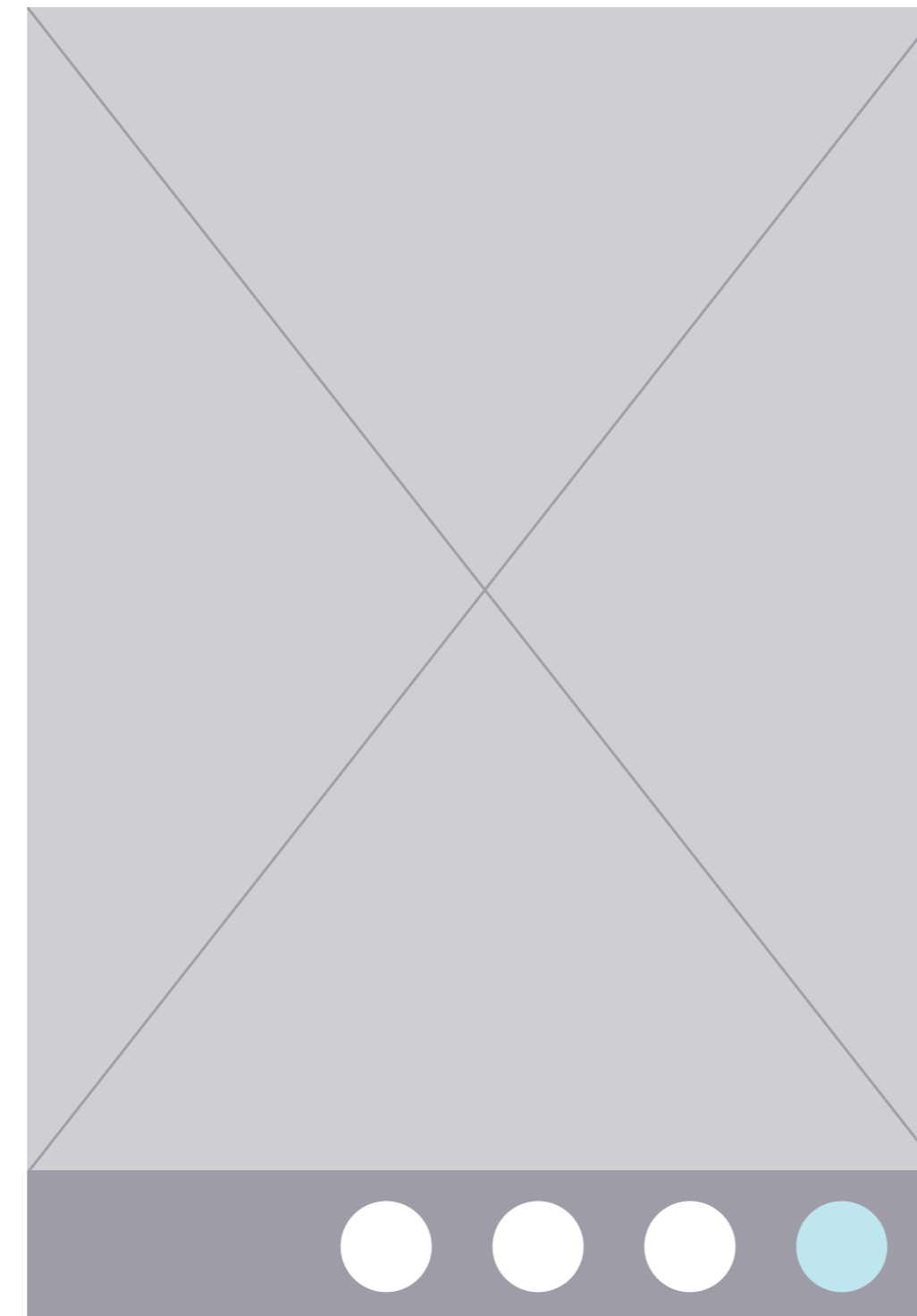
### Option A

Often partner material will have a pre-existing area dedicated to supporting logos. The Barnsley ident can be therefore be included within this space. It should be placed as the furthest logo to the right (partner brand guidelines allowing).

### Option B

Use partner existing brand guidelines, look, and feel. Simply add one version of the town centre ident anywhere on the design. Use the black, white, or coloured version of the town centre ident. All we ask if that you use the correct sizing and exclusion zones for the ident.

# A



Ident

# B

\*for illustrative purposes only



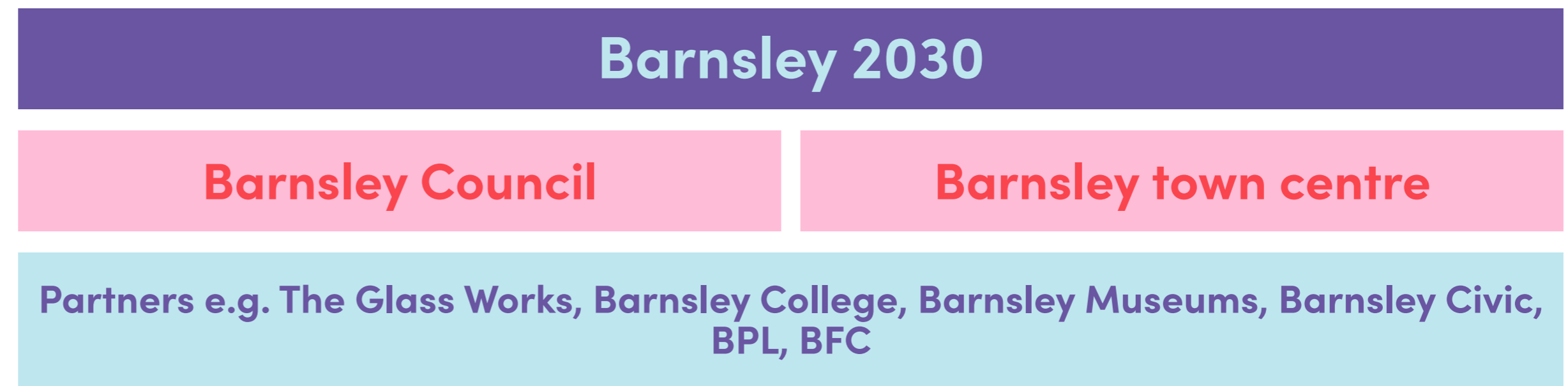
# BRAND HIERARCHY

Barnsley 2030 remains the primary strategy and brand, that all work in the borough is contributing towards. If the marketing campaign strongly links to Barnsley 2030 ambitions, or the content is B2B focused, the 2030 logo will be included. If it's customer focused, it won't include the 2030 logo.

For campaigns where the council has a significant endorsement or funding, the council logo will be included.

For materials where there is limited logo space, like social media or 48 sheets, we will use the town centre ident only. For materials where there is more space, like the end slide of a video, or a booklet, we can add more logos.

For campaigns where there are multiple partners involved, the town centre Make It Yours brand should be the primary brand.

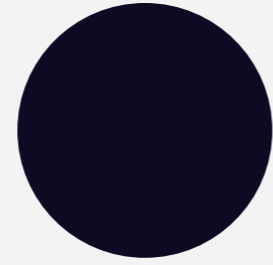


# COLOUR AND COMBINATIONS

Please see the primary and secondary colour palette of the Barnsley town centre brand.

You can also see some examples of possible colour combinations. Feel free to use different combinations as long as it is accessible and the colour contrast is high enough.


## PRIMARY COLOURS



**Charcoal**  
R. 13 G. 11 B. 35  
C. 100 M. 94 Y. 50 K. 75  
HEX #0D0B23




**Tangerine**  
R. 255 G. 122 B. 77  
C. 0 M. 64 Y. 68 K. 0  
HEX #FF7A4D



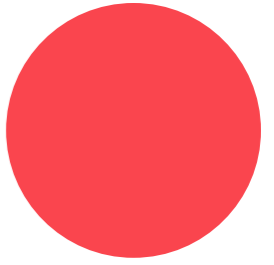
**Clear Sky**  
R. 19 G. 118 B. 179  
C. 85 M. 45 Y. 7 K. 0  
HEX #1376b3



**Sea Grass**  
R. 8 G. 130 B. 73  
C. 86 M. 23 Y. 87 K. 9  
HEX #088249

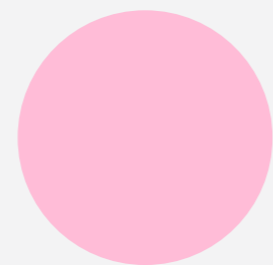


**Grape**  
R. 105 G. 85 B. 161  
C. 70 M. 72 Y. 0 K. 0  
HEX #6955A1

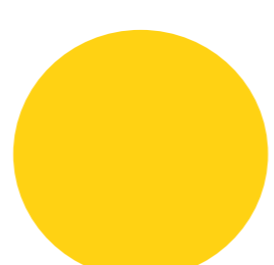


**Global Red**  
R. 250 G. 69 B. 78  
C. 0 M. 83 Y. 60 K. 0  
HEX #FA454E


## SECONDARY COLOURS



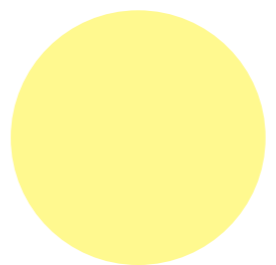
**Candy Floss**  
R. 255 G. 188 B. 215  
C. 0 M. 37 Y. 0 K. 0  
HEX #F6BAD6



**Saffron**  
R. 255 G. 210 B. 19  
C. 0 M. 17 Y. 91 K. 0  
HEX #FFD213

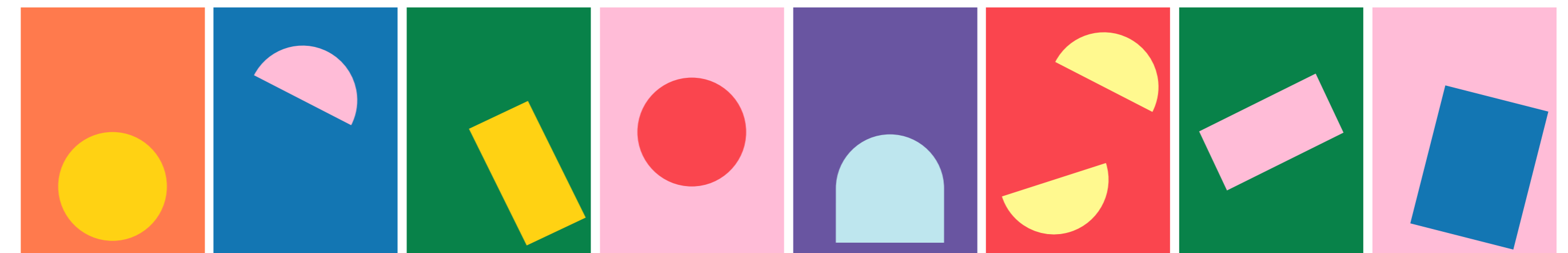


**Powder Blue**  
R. 190 G. 230 B. 238  
C. 29 M. 0 Y. 9 K. 0  
HEX #BEE6EE



**Canary**  
R. 255 G. 249 B. 143  
C. 5 M. 0 Y. 53 K. 0  
HEX #FFF98F

## COLOUR COMBINATIONS - EXAMPLES



## THE B PATTERNS

We have a suite of patterns around the silhouette of the 'B' ident. You can use these patterns and lines on your marketing materials however you want, just make sure there's enough colour contrast.

You could use these patterns as transitions within animations, as single panel slides within multi-slide carousels, or to add emphasis or action to a photo or video.





**TYPEFACE**

**HEADLINE TYPEFACE**

ROC GROTESK COMPRESSED MEDIUM (AVAILABLE IN ADOBE FONTS)

**WE DON'T SEE BOUNDARIES.  
WE SEE POSSIBILITIES.  
WE DO IT OUR WAY. WE ALWAYS HAVE.**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

LEAGUE GOTHIC SEMI-CONDENSED (ALTERNATIVE TYPEFACE)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

**BODY TYPEFACE**

SOFIA PRO REGULAR (AVAILABLE IN ADOBE FONTS)

We don't care where you're from,  
just that you're here now.  
In our town you'll find space for everyone.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

LEXEND REGULAR (ALTERNATIVE TYPEFACE)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## KEY MESSAGES AND TEXT TO USE

Here are some key messages that you can use in marketing, reports, correspondence to customers, presentations, social media, media interviews and conversations with people.

You can take the key messages and convert them into a version appropriate to your channel.

### PRESS RELEASES OR NEWSLETTERS

- Culture, shopping, people, adventure. Barnsley is jam-packed with unique and eclectic experiences. A place to discover, where you can find a bargain, discover a hidden gem, or simply have a great time. The town centre has something for everyone, and it's waiting for you. Make it yours, in Barnsley town centre.
- Make memories at the Glass Works. Make a first impression over drinks at The Market Kitchen. Make a night of it at The Civic. Or just make time for a slow saunter round The Cooper Gallery. From ballet to hip-hop, fine dining to street food. Whatever you want... make it yours. The people and the place are inseparable.

### MAKE IT YOURS

The headline key message for the whole brand is 'Make it yours'. This should feature prominently in marketing and communications materials and creative campaigns. You can edit the 'Make' headline for your organisation or marketing, for example 'Make a difference', 'Make a splash', 'Make memories', 'Make yourself at home', 'Make it special' etc.

Please note headline messages should always begin with "Make" for consistency. To fit the punchy, conversational tone of the brand, we recommend keeping headlines as short as possible. They should be a minimum of two words

### SOCIAL MEDIA

- There's never been a better time to experience Barnsley town centre for yourself.
- Barnsley town centre. Make it yours.
- Our town centre is where we come together, to work, play, and explore.
- Bargain hunter or fun seeker, culture vulture or night owl. Whatever you want to do, try, or be... it's waiting for you in Barnsley. Time to come and experience it for yourself.

# THANK YOU FOR READING

We hope you love the town centre brand and feel excited about using it.

We want this brand to be used by as many people as possible. If there's anything you think is missing, or you need any help with using it, please email [communications@barnsley.gov.uk](mailto:communications@barnsley.gov.uk).