

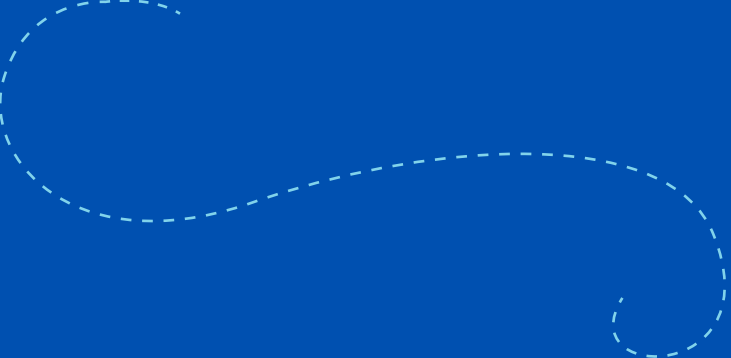
Start ▶



FALMOUTH

*Discover
our brand*

Brand Guidelines

A white dashed line graphic that starts as a horizontal line on the left, curves upwards and then downwards, ending in a small loop near the text.

Falmouth is a real place. A place where the sea has formed the fabric of our personality. The people who have touched Falmouth have helped create our vibrant culture and our dedicated craftsmen have built a working passion that will last.

Our brand has been created in the spirit of Falmouth. These guidelines exist to help keep it consistent, relevant and vibrant.

Our values

Our **brand values** are what we stand for. They reflect the true spirit of Falmouth. Use them as a benchmark for all brand communication. If what you're doing embodies these values, it's on brand.

Creative

Falmouth is an inspiring place. A place where creative people live, learn and work. A cultural, lively town of artisan crafts and festivals.

Genuine

Falmouth is real. Working heritage has given birth to an honest, genuine and real texture to life here today.

Alive

Falmouth stimulates the senses. A diverse, beautiful landscape, with unexpected views to discover. An exciting, happening capital of culture, entertainment and nature.

Passionate

Historically Falmouth's maritime industry was about craftsmanship, skill and dedication. Today in business, education, crafts and even the environment this committed dedication is still at its heart.

Our brand core

Falmouth has everything Cornwall has to offer in one place. Maritime heritage, watersports, shops, bars, restaurants, beaches and gardens. That complete Cornwall experience is embodied in our **brand core** of 'the spirit of the sea'.

It sums up what makes Falmouth Falmouth. It's used as a strapline under our logo or can be used as a main headline (when using the primary logo without a strapline).



Our logo



This is our logo. It represents Falmouth's brand values and spirit. It consists of the **Sail Marque** and the **Word Marque**.

The **Sail Marque** is an abstract representation of the famous Falmouth Working Boats. Their distinctive striped topsails are unique to the area. The colourful layered sails reflect the energy, diversity and vibrancy of the town.

The **Word Marque** is a strong, robust piece of typography that should always sit with the Sail Marque in the above orientation.



Logo versions



Primary marque



Mono marque

Other colour versions:



Solid marque

Other colour versions:



Primary marque (reversed)



Mono marque (reversed)



Solid marque (reversed)

There are three ways that our logo appears. Each one can be reproduced in the colours indicated.



Strapline variants

In most cases there will be a need to communicate to particular audiences what Falmouth offers in a positioning statement or strapline. There are two versions:



Spirit strapline

On communications targetting people visiting, staying or living in Falmouth the 'Spirit' logo should be used.



BID strapline

When communicating what the Business Improvement District body is delivering or has delivered then the 'BID' logo should be used.

Protecting our logo

Our logo will be the most visible element of the Falmouth brand so it's important to keep its usage clear and consistent.



← 40mm →

← 220px →

Minimum sizes

So our logo is always clear and legible try and keep its size above the minimum sizes.

The rest is common sense

Protecting the logo also means:

No distorting

No changing elements

No rearranging

No recreating

(master artwork is available)

Clear space

Our logo needs space to breathe so try not to let graphic elements or type into the clear space.

The clear space uses the height of the Sail Marque as a parameter around the word marque within the logo. The measurement at the left hand side of the sail marque should be made from the dark blue topsail outwards.



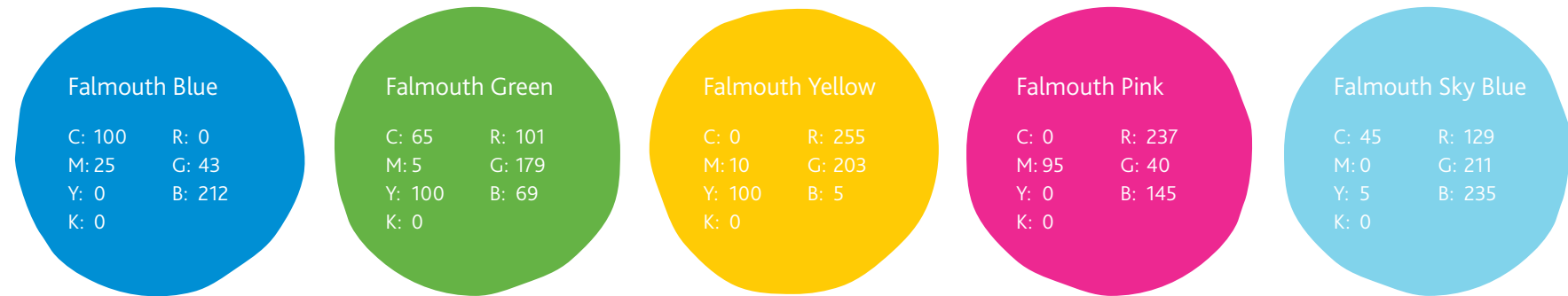


Colours

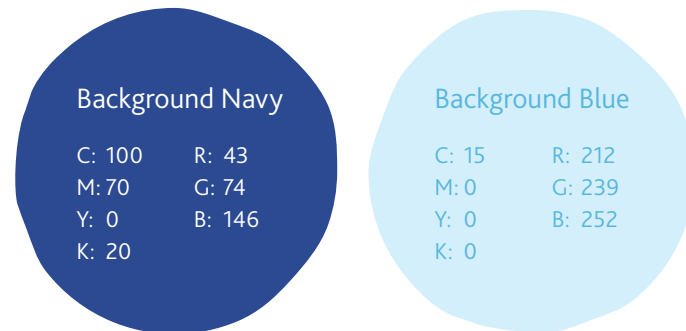
Our colours reflect our vibrancy and bring our brand to life. The colours on the left come from the Sail Marque and should be used with the sail shapes (see elements) and in backgrounds.

The colours on the right should be used to help emphasise the other vibrant colours and act as backdrops or support colours.

Main colours



Secondary colours





Typography

Typography visually communicates the spirit of our brand in words. Our word marque is set in Bliss 2 and it's also our main type family. The usage is quite flexible. Caps can be

used for main headlines to mirror the word marque or equally in sentence case for delivering 'spoken messages'. Bliss 2 should also be used for all body copy.

Our main typeface

Bliss2

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Regular italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Light italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Listen to the waves

LISTEN TO
THE WAVES

Listen to the waves

Listen to the waves

Listen to the waves

Listen to the waves

@!£2

Oyster
Festival

14th – 17th
October



Typography

To help express our brand values in a more human way we also have a handwritten font called Brisa. It can be used to create a real sense of Falmouth in pull-out quotes,

introductions and straplines. If something needs to be expressed with more emotion, use Brisa. But not for copy under 12pt.

Our script typeface

Brisa

listen to the waves

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

@!?

*Brisa
alternates*

listen to the waves

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

@!?



Design elements

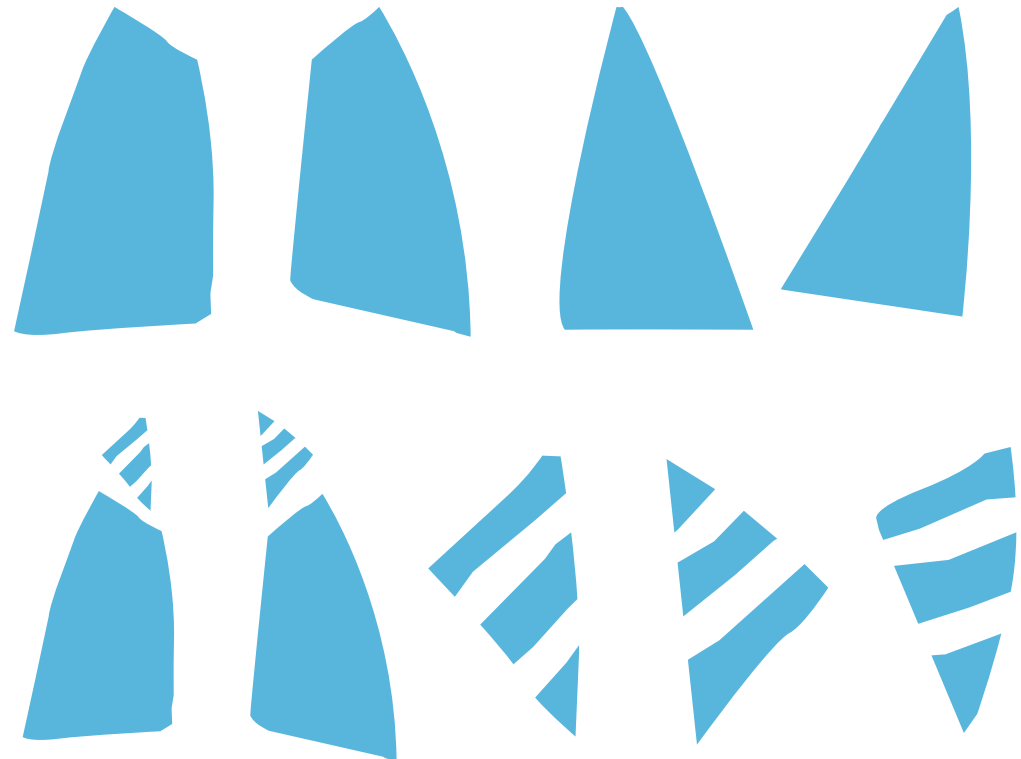
Certain design elements can be used to ensure that all brand communications visually embody the values and spirit.

The Sail Forms

The most 'uniquely Falmouth' visual element to our brand are the Sail Forms within the Sail Marque. They represent our values and spirit and can be used in expressive ways.

They can be scattered to bring emphasis to sections of information, used as large abstract crops or be used in a more illustrative way to express themes.

When using the sail shapes always use files from the sail shapes in the supplied master artwork and not the logo. Use the sail shapes inDesign library or .ai files from the master artwork disk rather than recreating the shapes. Changing the colour of the sail shapes is fine, use any colours apart from the support / backdrop colours (see colours).



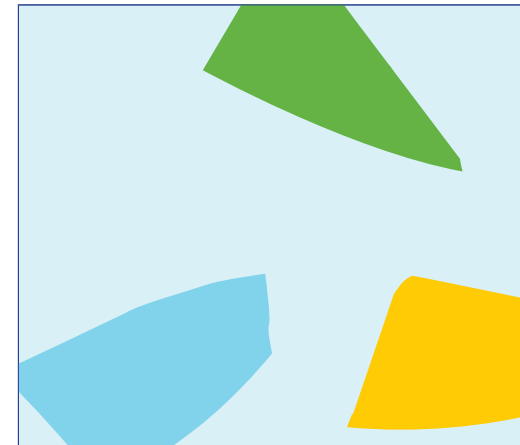
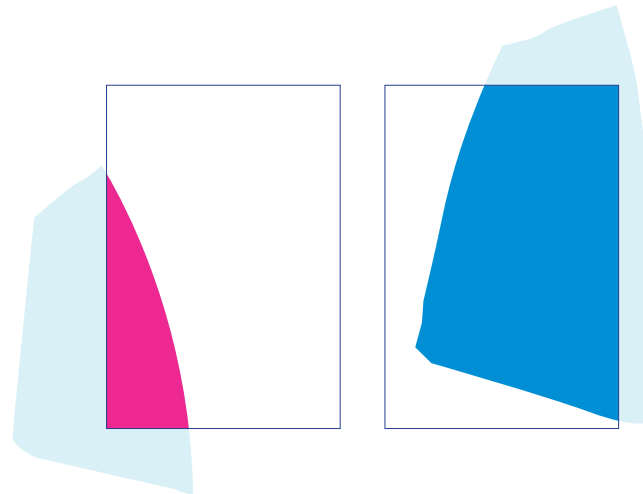
Design elements

Using the Sail Forms

Large abstract crops

When using large abstract crops use interesting but simple sections of the sails that don't conflict with other elements on the page.

Images can be dropped inside the large crops, as long as the image retains its clarity and composition.



Multiplying

To keep the use of the shapes true to the sail marque use them as multiplied layers over each other. Never multiply more than three colours together at one time though, this keeps the design less confused and messy.



Scattered usage

'Scattering' the shapes as a backdrop to a layout can also help to reflect creativity and diversity. However, try not to repeat colours or shapes.

Design elements

Using the Sail Forms

Illustrative use

Sometimes there will be a need to be more expressive with the Sail Forms when communicating themes.

Keep the compositions clear and simple. They can also be used with photography to add an essence of the our brand spirit.





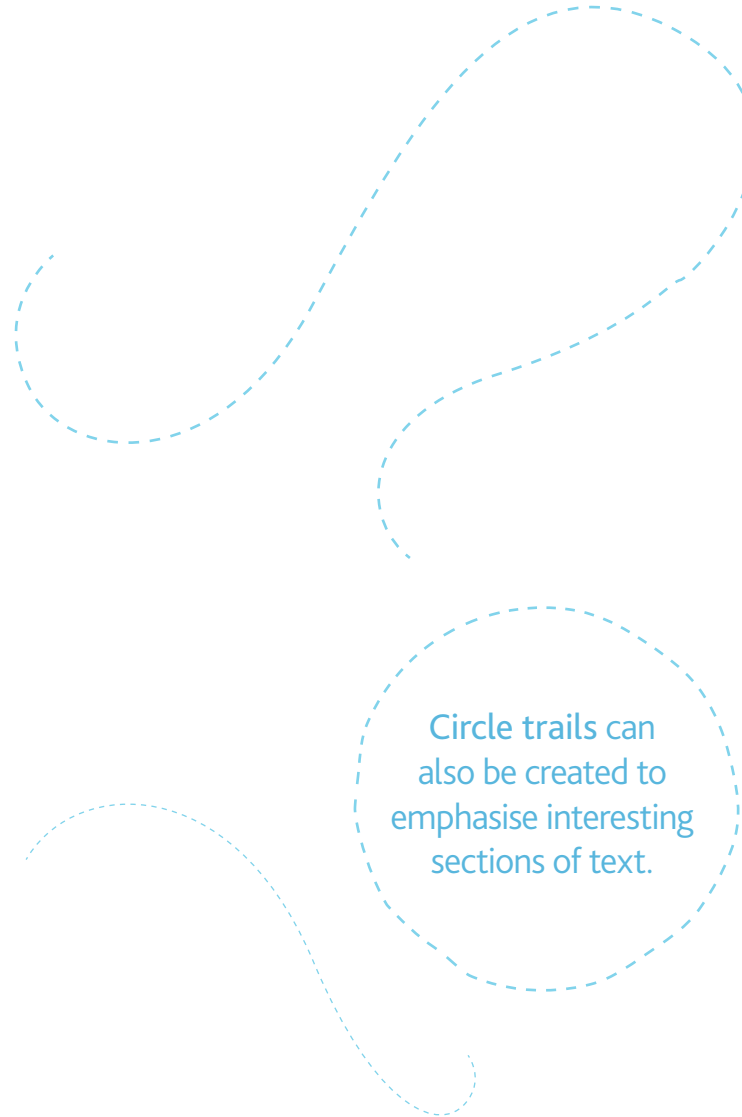
Design elements

Discovery Trails

To bring adventure and intrigue to communications these Discovery Trails can be created to lead the eye around the page or to highlight points of interest.

They are easy to create, the less perfect the better. draw a path with a wave from one area of the page to another and then add a slight tail at the end, maybe the tail can curl around a letter, a picture or highlight a piece of typography.

Set the line weight to 1pt for larger trails and 0.5pt for smaller trails. The colour of the trails should be sky blue or white.



Circle trails can also be created to emphasise interesting sections of text.

Round flashes

Within busy layouts these round flashes can be used to bring hierarchy to information. Text and/or icons can go inside the round shapes but not photography



Imagery

Imagery is very important in expressing what Falmouth truly has to offer. That's why its style, content and composition needs to be correct.

Photography style

As there is so much to see and do in Falmouth the range of imagery that we use is diverse. When choosing imagery ensure that the photography is of the highest standard. Where possible, unexpected crops or angles add intrigue. Vibrancy and contrast help to add colour and passion to communications.

Images should never look posed and people should always be captured while enjoying one of Falmouth's many highlights.

Cropping and layout

Our image frames always have a cut-out feel as if roughly cut with scissors and images have a scattered arrangement. However, images should never be rotated.

Cut-outs

To reflect the diversity in busy design layouts, some images can be cut-out. The cut-out images should be iconic and reflect a unique aspect of Falmouth. However, people should never be cut out.





Imagery

Iconography

Icons should be simple and universal. Where possible add personality to the icons. The icon can also be used as a graphic within communication so the information design is seamless throughout a visitor's stay.



Bus



Ferry



Cycle path



Taxi



Train



Toilets



Disabled access



Parking



Tourist information



Hospital



Church



Library



Restaurant



Café



Retail



Supermarket



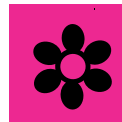
View point



Beach



Leisure facility



Garden



Walks



Bowling



Watersports



Golf



Pier or slipway



Historic interest



Art Gallery



Museum



Event area



Theatre



Cinema



Playground

Examples: Map leaflet – outer





Tone of voice

Tone of Voice is how we communicate to people. The words we use send clear signals about us, showing our audience the values that we stand for and what we represent as a town. This should be expressed in a consistent and distinctive voice.

We challenge our audiences to discover something new. Whether it's a new experience or a new fact. We do this through the following useful guidelines.

*Challenge
Discovery*



Our values: Creative

Our tone of voice style: Vibrant and Inventive

We are: A free-thinking and resourceful town which is a hub of creativity. We use language to capture peoples imagination and inspire new views. As a historic centre of communication, we are not afraid to challenge perceptions or do things differently. Our headlines are bold, and exciting.

We are not:
Aloof or Pretentious.

Our values: Alive, Passionate

Our tone of voice style: Enthusiastic and Passionate

We are: Proud of our rich heritage. We are passionate about the town, which we convey through our language with enthusiasm. Our headlines show that we are a living and breathing town, offering more than just a tourism destination. We aim to stimulate people's senses and communicate the diversity of the town and region.

We are not: Old-fashioned,
Bland or Unemotional

Our values: Genuine

Our tone of voice style: Honest Warmth

We are: Straight talking and honest. We don't overcomplicate things - using language to clarify not obscure. As a harbour town we pride ourselves on creating a welcoming atmosphere for everyone. We speak in a personal manner as if we were speaking to a friend, relative or colleague.

We are not: Exclusive or Impersonal.



	Falmouth Harbour, Port and Marina	Events in Falmouth	The Arts
Basic copy (not on-brand)	Falmouth has prospered as a port for over 400 years and today the town has retained its maritime importance as the start and finish of many a transatlantic voyage and race, and hosts international sailing events as well as national championships and local sailing events and regattas. The port boasts the third, deepest natural harbour in the world, and offers wharves for visiting cruise liners, marina and berthing facilities for the yachtsman and tuition and hire facilities for those new to watersports.	Falmouth has a exciting events calendar which includes the Falmouth International Shanty Festival (17th – 19th June) through to Falmouth Oyster Festival (14th to 17th October).	The arts are well catered for in Falmouth with venues offering a varied year round programme of entertainment from theatre, music, drama, talks, lectures and exhibitions to antique fairs and band concerts. The art gallery for the town and is one of the leading art galleries in the South West, housing a permanent collection of works by major British artists.
Our tone of voice (on-brand)	A Truly Welcoming Port A town steeped in rich maritime history, Falmouth has been a welcoming port for over 400 years. Today Falmouth plays host to a variety of visiting vessels and international sailing events year round, all taking advantage of the harbours status as the third deepest in the world and world-class facilities.	An Eventful Schedule From sea shanty singing (International Sea Shanty Festival 17th-19th June) to oyster gulping (Falmouth Oyster Festival 14th-17th October), Falmouth's vibrant events calendar is an eclectic, year-round celebration of old and new.	Discover Our Creativity A University town set within spectacular scenery, Falmouth has always been a hub of artistic creativity within Cornwall. Those seeking cultural thrills are well catered for with a year-round schedule of lectures, theatre shows, exhibitions and bustling music scene. Falmouth's art gallery holds a collection of works by major British artists and is one of the leading galleries in the South West.
Characteristics	<ul style="list-style-type: none"> • A welcoming and inclusive headline. • A grabbing first clause. • Direct reference to maritime heritage, and its present. • Concise, modest tone 	<ul style="list-style-type: none"> • Exciting, bold headline • Dynamic, descriptive first sentence • Explicit use of 'vibrant' 	<ul style="list-style-type: none"> • Use of 'Discover' in Headline. • Sets a challenge to reader. • Emphasis of core attributes creates context for those unaware of town. • Words like 'thrill' and bustling' suggest vibrancy.

Challenge
Discovery



Contribute

Our brand is organic and we want to help it grow and expand for the future. We would like to invite you to contribute and help make the Falmouth brand as real and relevant as possible. Please send any ideas or thoughts on the Falmouth brand to the details below.

All artwork is available on request.

Richard Wilcox

Falmouth BID Manager

Email: richardwilcox@falmouth.co.uk

Tel: 01326 313553