

Annex 1

Farnham Town Council Brand Guidelines

Visual Identity February 2025



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➤ Introduction

These guidelines define the basic elements of the Farnham Town Council brand and visual identity. The following guidelines are intended for anyone responsible for producing any form of visual communication.

Farnham Town Council's logo is a symbol of trust, quality, credibility and success. A trusted brand builds lasting relationships and fosters loyalty with its audience. Custodians of Farnham

Town Council's brand have a responsibility to treat it with the greatest of respect and to deliver consistently on the promises with which it is associated.

This will be more important than ever during and after local government reorganisation. With reorganisation resulting in decision-makers becoming more remote from the people they serve, Farnham Town Council has an opportunity to assert its role as the effective and influential voice for Farnham and to provide a way for the electorate to stay engaged with democracy.

About Farnham Town Council

Farnham is a bustling market town in South West Surrey. There is a strong sense of community spirit and the town is often named as one of the best places to live in national surveys.

South West Surrey has 16 elected councillors who represent eight wards and a population of around 42,000 people. The Council provides many services for its residents which include managing allotments, open spaces and cemeteries, a community events

programme, Farnham in Bloom and much more.

Farnham Town Council strives to be the influential and effective voice for Farnham bringing together the views of all organisations working for the good of the town and enhancing the well-being of all the community.

Information about Farnham Town Council's services can be found at www.farnham.gov.uk

> Logo.

The purpose of Farnham Town Council's logo is to act as a unique symbol that represents the council's brand identity, values, and purpose. The logo acts as a distinct visual marker which helps people quickly associate with Farnham Town Council's services, and values.

These guidelines help to ensure that the logo is consistently used across various mediums and touchpoints.

> Logo.

Farnham Town Council's logo is designed to be identifiable and memorable. It is a combination of a graphic symbol together with the Council's logotype.

The colour version should be used wherever possible.

The white out version and mono versions are for use on dark backgrounds or where there is limited colour usage.



> Logo. Co-branding logos

Farnham Town Council values the huge contribution made by local organisations and volunteers in helping it deliver services.

Farnham Town Council has a suite of co-branding logos to recognise projects or services which are delivered in collaboration or partnership or which have been facilitated through funding from Farnham Town Council.

Supported by



Sponsored by



In partnership with



An initiative of



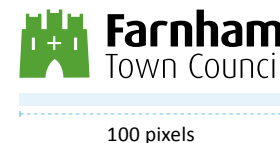
➤ Logo. Clear space and sizing

For consistency and clarity, Farnham Town Council requires there to be a minimum clear space around its identity.

This is calculated by the width and height of the lower case 'n' in the logotype.

The minimum print size of the logo is 35mm width.

The minimum desired web size of the logo is 100 pixels width.



> Logo. Incorrect use

Correct use of the logo is vital for achieving a consistent and professional appearance of Farnham Town Council's brand.

Here are some examples of unacceptable logo usage.

DO NOT change the colour of any part of the logo from the approved brand colours.



Do not distort (squash or stretch) the logo.



DO NOT re-position any elements of the logo.



DO NOT add any additional elements to the logo.



DO NOT place the logo over busy images or background



➤ Logo. The Crest

The crest is only for use by Farnham Town Council for civic occasions and on documents of an official capacity.

Examples of such documents include: agendas, official reports or meeting minutes of meetings, invitations and Mayoral civic documents.

For maximum visual impact, the clear space surrounding the logo must be equal to at least the height of the castle motif from the centre of the heraldic crest.

No visual element, text or edge of the page should intrude on this space.

For identification purposes, the Farnham Town Logo should appear alongside the crest.

Occasionally, an external organisation will ask to use the crest as part of their branding. A modified version of the crest has been created for such requests. Permission for an external organisation to use the crest in this way can only be granted by the Town Clerk or Full Council.



= The size of the castle motif inside the heraldic logo

> Logo. Family

The logo has been adapted to create a number of sub-brands for specific services or events.

World Craft Town and the Literary Festival have their own unique identities.

If these logos are used to brand an initiative that is principally funded by Farnham Town Council, the Town Council logo should be used as well.



> Typography.

The primary typeface of Farnham Town Council is Calibri. It is a popular sans-serif family with subtle rounded corners.

It is available as a free download on Google Fonts, and is specially developed for screen and desktop use.

The Calibri family should be used on all internal and external documents. It is available on Apple and Microsoft platforms.

Calibri supersedes Gill Sans and Dax as the official typeface of Farnham Town Council.

Main headings | Sub-headings | Body copy

Calibri

Bold

Regular

Italic

Light

abcdefghijklm

nopqrstuvwxyz

1234567890

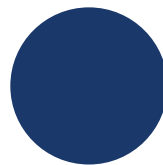
%@£&

> Colour.

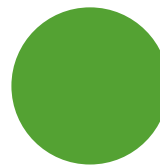
Colours are more than just a visual aid because colours convey emotions, feelings and experiences.

Colours are fundamental to Farnham Town Council's brand identity, so it is important that the colours appear consistently.

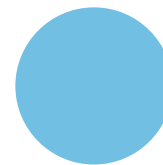
Primary Palette



FTC Blue
Pantone 294c
C100 M82 Y27 K19
R0 G5 B121
HEX #003366



FTC Green
Pantone 369c
C71 M11 Y100 K1
R85 G165 B28
HEX #669933



FTC Light Blue
Pantone 2985c
C53 M0 O K9
R85 G197 B23
HEX #66ccff

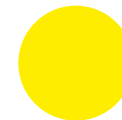
Secondary Palette



FTC Purple
Pantone 682c
C38 M84 Y23 K
R162 G65 B118
HEX #a24176



FTC Orange
Pantone 1495c
C0 M59 Y89 K0
R240 G128 B41
HEX #f08029



FTC Yellow
Pantone Yellow c
C0 M0 Y100 K0
R255 G237 B0
HEX #ffed00



FTC Grey
Pantone 447c
C0 M0 Y0 K90
R60 G60 B59
HEX #3c3c3b



FTC Crest Green
Pantone 554c
C85 M40 Y80 K45
R28 G81 B55
HEX #1c5137

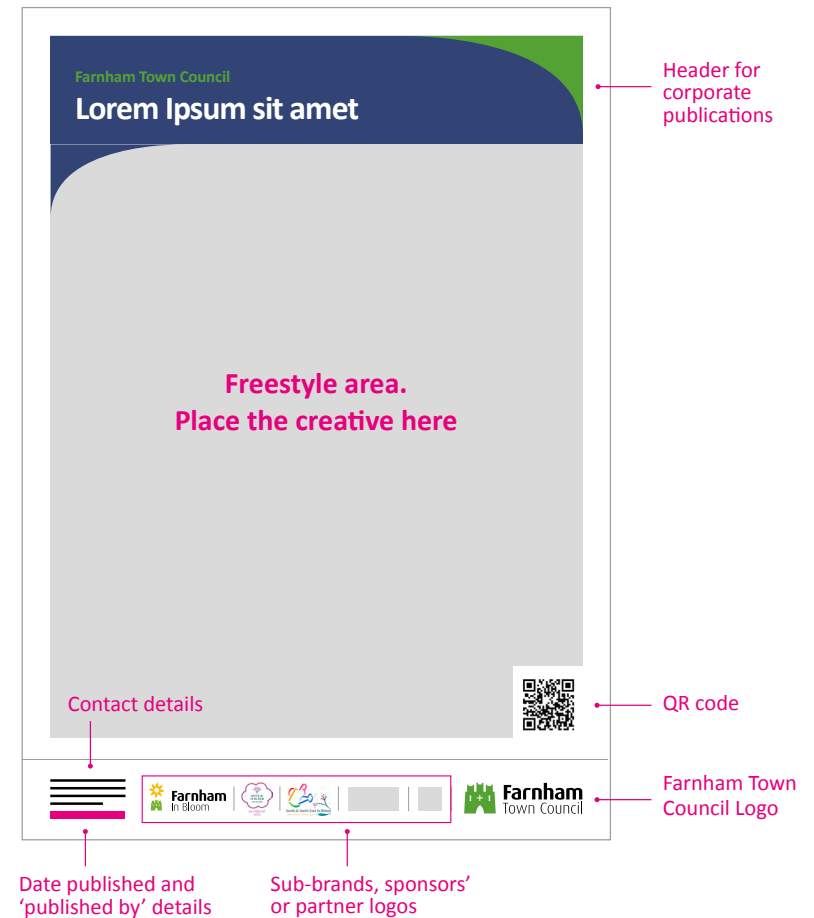
Collateral.

Logo & elements positioning

As custodians of taxpayers' money, for the purposes of accountability, it is vital that services and events are clearly branded with the Farnham Town Council logo. Similarly, Principal and Gold sponsors should be given clear and consistent prominence on marketing collateral associated with the event they are sponsoring. Following the general rules below will help to keep consistency across a range of different collateral.

- Farnham Town Council's logo should always be placed at the bottom right.
- Sub-brands, sponsors' or partner logos should appear to the right.

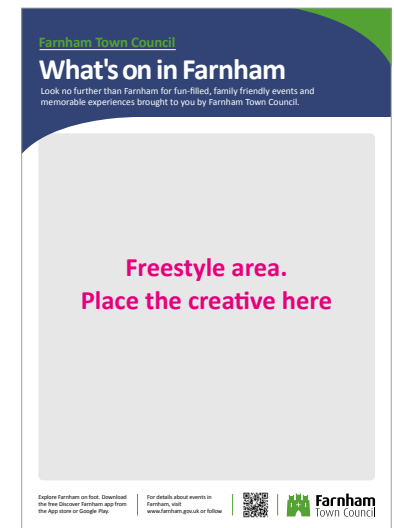
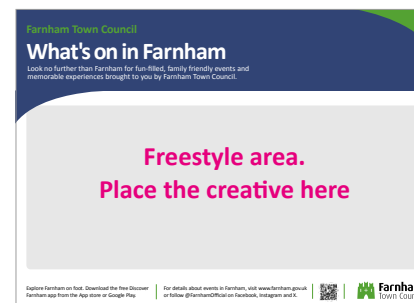
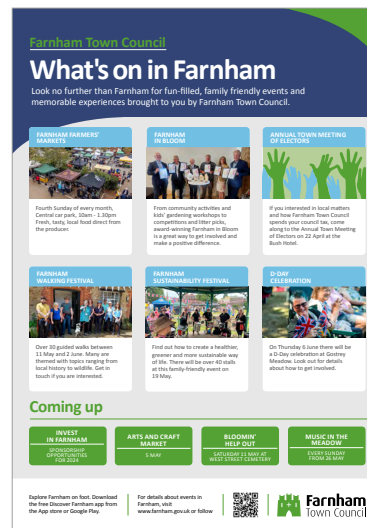
- Contact details should be placed to the far left.
- Corporate publications should adopt the blue/green header.
- The grey area is freestyle.
- The most important information should appear 'above the fold' so it can be seen when the finished item is displayed in a leaflet holder / magazine rack etc.
- QR codes should be placed at the bottom right, above the logo
- Date published and 'published by' details should be placed at the bottom far left of the creative
- Do not include the name of the designer or printer unless they are a sponsor.



Collateral. Advert templates

From time to time, Farnham Town Council will advertise in third party publications.

To ensure consistency and brand recognition, the design should follow the layout of these templates.



Collateral. Email signature

The email strip is an opportunity to communicate important and useful contact information as well as highlighting Farnham Town Council's achievements.



Iain Lynch

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www.farnham.gov.uk

facebook@farnhamofficial

twitter@farnhamofficial

instagram@farnhamofficial

Mayor 2024-2025: Cllr Brodie Mauluka

Deputy Mayor: Cllr George Murray

- England's First World Craft City 2020
- National Britain in Bloom Gold Awards 2024, 2022, 2019, 2017.
- Best UK Town and City Centre 2024 and 2019.

- BALI National Landscape Awards 2023 (with Landform Consultants)
- Hale Chapels' Garden – Regeneration Project under £500k
- Winner Council of the Year 2021 - National Association of Local Councils (NALC) Star Council Awards

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Farnham Town Council. Brand Guidelines 2025.

communications@farnham.gov.uk ● www.farnham.gov.uk