



brand guidelines



Brighton
going places



Brighton is going places

Brighton Council has developed this branding project to assist our local community, businesses and organisations to identify with our region and to provide a marketing and promotional advantage.

The branding says it all. Brighton is certainly *going places*. We have a young and vibrant community, a progressive and determined Council, diverse and innovative businesses and caring and effective community groups and organisations. Importantly, all are determined to succeed.

Brighton is one of the most dynamic and fastest growing municipalities in Tasmania and major developments such as the now completed Brighton Bypass, the Transport Hub, the Brighton Industrial Estate and our major affordable housing project, this growth is set to continue.

This branding does not replace our current Brighton Council brand, but complements it. It can be used by all Brighton businesses and organisations, and will sit alongside our logo on Council material. Council is confident that the Brighton *going places* Brand will be welcomed into the hearts and minds of residents and contribute to a strong sense of identity and civic pride in our municipality and region.

I commend the branding and invite our community to join on this exciting journey. I am sure you will agree that as this branding clearly states, Brighton is *going places*.

Tony Foster OAM
Mayor

“We have a young and vibrant community, a progressive and determined Council, diverse and innovative businesses and caring and effective community groups and organisations.”



Why 'Brighton *going places*'?

Our research and advice from experienced marketing and branding consultants led to the creation of the Brighton *going places* Brand.

A number of options were put forward for consideration, but Council approved Brighton *going places* because it believed it provided the most contemporary and forward-looking fit for our municipality and region.

Brighton *going places* captures the essential qualities of the Brighton municipality and the wider region.

- The words reflect our dynamism and the future view of our leaders and people.
- The Brand logo is a visual representation of our name. It is bold and contemporary.
- The graphic emphasis on the letter 'g' represents how the Brighton roadways act as an important link not only to other places in Tasmania, but also to different aspects of life in Brighton, such as the industrial, rural and residential environment. It is available in three versions – mono, reverse and two-colour representations.
- The tagline '*going places*' is succinct and positive. It says everything about us, our municipality and our region.
- In the colour version, the warmth of the orange used represents the heritage of the area and the importance of community. The grey is representative of the roadways linking the community to other aspects of life in and surrounding Brighton.

The words reflect our dynamism and the future view of our leaders and people.



Work with the Brighton *going places* Brand

The Brighton Council Brand Team would like to work with you to promote our identity and spread our brand message. The brand palette, images, logo and tone of voice have been designed to offer a strong identity for the Brighton region while being flexible enough to complement your own brand.

You can:

- Use the brand for your business, organisation, group, activity or event.
 - Use the colour palette and image library to create a new look and feel for your marketing communications.
 - Use the logo guidelines to develop and enhance your own brand.
 - Help us promote the strengths of Brighton region by linking to the official Brighton Council website.
 - Adopt the Brand and promote it to other businesses, organisations and groups.
- Contribute to our monthly newspaper *Brighton Community News*, sharing your 'brand experiences'.
 - Contact Brighton Council to discuss joint marketing and public relations opportunities.
 - Simply add our logo to your existing promotional materials.
 - Or contact us to discuss how the Brighton going places Brand can work for you.

Using the Brighton *going places* Brand

The Brighton *going places* Brand draws its strength from the people and organisations that embrace it.

The more organisations that use the Brand, the more power it will have to enhance the future of Brighton's businesses, community groups, organisations, activities, events and its people.

We have created a range of three brand logo types and brand colours to suit a variety of needs.

The brand materials are freely available to all, or at minimal cost, as long as

they are used to promote the Brighton municipality and region in some way.

The images can be used across a variety of media and marketing communications. Please review the terms and conditions of using our images.

You only need to contact the Brighton Council and register your organisation or event to obtain the brand materials.

Brand benefits

Adopting the Brighton *going places* Brand can bring many benefits.

We want businesses and organisations throughout the Brighton municipality to enjoy the benefits of adopting the Brighton *going places* Brand. Following are just some of the ways the Brand can highlight Brighton's unique features:

- The *Brighton going places* Brand will position Brighton as a united, dynamic and forward-thinking region.
 - The Brand will be highly visible across the Brighton region and will be recognised throughout Tasmania and beyond.
 - A unified message will reinforce Brighton's distinctive character.
 - The Brand will unite the public, private and voluntary sectors of the municipality into a strong promotional partnership. This unity will deliver synergies, strength and focus to the region's marketing communications, leading to critical mass and economies of scale.
 - A strong, distinctive and widely accepted Brand builds civic pride.
 - Highlighting the unique qualities of Brighton enhances the status and recognition of organisations based here.
- The Brand will contribute to changing perceptions of the Brighton municipality, its businesses, organisations and community.
 - The Brand's use in municipal beautification and economic development projects enhances a sense of place.
 - The Brand will contribute to building a stronger local economy which means better job opportunities, career development and improved infrastructure for residents.



How to use the Brighton *going places* Brand

The Brand guidelines provide information and guidance on how to correctly use the images, colour palette and logo for the Brighton *going places* Brand. They also encompass our Brand values.

Brand elements

Logotype

The Brighton *going places* logotype is the most important element of our visual identity. It is the visual embodiment of the Brand that people will instantly come to recognise and associate with the Brighton region.

The logotype has been especially created for Brighton, so please don't alter it in any way. It must always be reproduced from master artwork that is provided by Brighton Council.

Colour variations

Full colour logo

The full colour logo on a white background is the preferred option.

Reversed logo

The Brighton *going places* logo can appear reversed in white on a solid coloured background.

Mono (black) logo

The Brighton *going places* logo can appear in black on a solid background of reasonable contrast.



Full colour logo



Reversed logo



Mono logo

Minimum size

The Brighton *going places* logo must not appear any smaller than 30mm wide. If the logo is smaller than this, the tag line becomes illegible.



Logo exclusion zone

The minimum clear space around the logo defines the area which no other element must intrude. This allows the logo to have some breathing space and to be easily recognisable by the consumer. The distance is based on the height of the letter 'O' in the word Brighton. When scaled proportionately, this will give the correct exclusion zone at any size.



The fonts

Display font

FS Lola is the chosen display font used in the Brighton *going places* logo.

FS Lola Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

FS Lola Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

The colour palette

Our chosen palette is inspired by Brighton and its surrounding areas. The colours reflect the culture and history of Brighton, as well as the vibrancy and energy of today.

Coated



PMS: 173 CP
CMYK: 0, 82, 94, 2
RGB: 215, 87, 43
WEB: D7572B



PMS: Cool gray 9 CP
CMYK: 30, 22, 17, 57
RGB: 122, 123, 126
WEB: 7A7B7E

Uncoated



PMS: 173 UP
CMYK: 0, 71, 94, 4
RGB: 209, 107, 89
WEB: D16B59



PMS: Cool gray 11 UP
CMYK: 30, 17, 8, 51
RGB: 124, 126, 130
WEB: 7C7E82

Brighton

going places



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