BRIGHTON HUB

OUR BRAND GUIDELINES

THE
CONTENTS

THIS
DOCUMENT

The aim of this document is to outline the proper use of the Brighton Hub brand and should inform how you make decisions when creating visual elements and forms of communications.

Note — this document should be used in combination with the placemaking strategy report which outlines the steps required to turn the Brighton Hub into a truly unique offering.

OUR
NARRATIVE

This is a place for business. For dirty hands and oil pans. Coffee grinds and open minds. We've got room for big wheels and big thinkers too. A place where city and country can connect to exchange trailer loads, ideas and maybe a cuppa or two. There's hustle and bustle, but space to stop, rest and drink in the view. This has always been a place for business, but now it's also a place for you.

OUR BRAND VALUES

These values should serve as a guide for how the properly communicate the Brighton Hub brand.

Each value will serve as marker for us to sense check our decisions against. From how we choose typefaces, commission photography and write content they will serve as a guide as we develop the brand and its assets.

OUR BRAND VALUES

OPEN AND WELCOMING

In contrast to how a lot of people view the site, we should endeavor to create an open and welcoming brand. Historically reserved for heavy industry, we will open the gates and invite businesses and customers of all types to call Brighton Hub home.

Visually we will embrace white space and allow our brand elements room to breathe on the page. The brand system will serve as a platform for content and stories about the industrial estate.

OUR BRAND VALUES

PEOPLE FOCUSED

When its all said and done, it's the people and businesses that bring life to Brighton Hub. Whenever possible we should champion and celebrate the diverse range of people that conduct business at Brighton Hub.

We should develop photography that includes people to give a human face to the brand and dispel the myth that the industrial estate was only a place for dirty industries.

OUR BRAND VALUES

EVOLVING

Like the estate itself our brand should never feel static, and instead should evolve and grow over time to meet the ever changing needs of Brighton Hub and its residents.

As new business come to call Brighton Hub home, the brand should have the flexibility to incorporate their needs into the visual language and leverage the unique stories that they have to offer.

OUR BRAND VALUES

WITH DIRECTION

Our brand should always be leading the conversation with clarity and conviction. It should lead and direct people through the estate and our communications.

We should endeavor to provide clear and relevant information in how we communicate and always provide clear indications of where to go next.

Visually this can also inform our graphic system, leveraging the concept of giving directions to further develop our visual language.
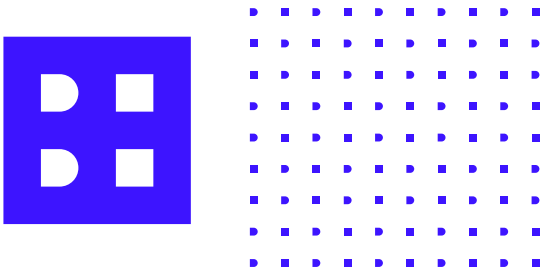
BRAND
TOOLKIT

OUR BRAND
TOOLKIT

Logo lockup

BRIGHTON HUB

Brand mark & graphic device

Typography

Alliance No.2 Medium

Luna Light

Photography

Brand Colours

Iconography

BRAND
ELEMENTS

LOGO LOCKUP

Our logo lockup is made up of two elements. Our brand mark and our word mark. They can be displayed along side each other as pictured, or can be used as individual elements to create expression and depth in our visual system.
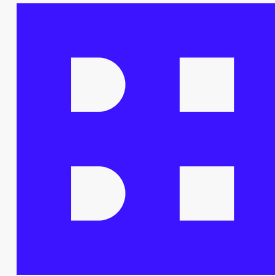
Word mark

BRIGHTON
HUB

Brand mark

Negative

BRIGHTON
HUB

BRAND MARK

Our brand mark can be used in three ways. When it needs to stand alone we can use the contained version. When overlaid on photography or used as a background element underneath text (like the cover of this styleguide) we use the open version. Finally when we want to create texture we can use the pattern version of our word mark (this version features heavily on our wayfinding).
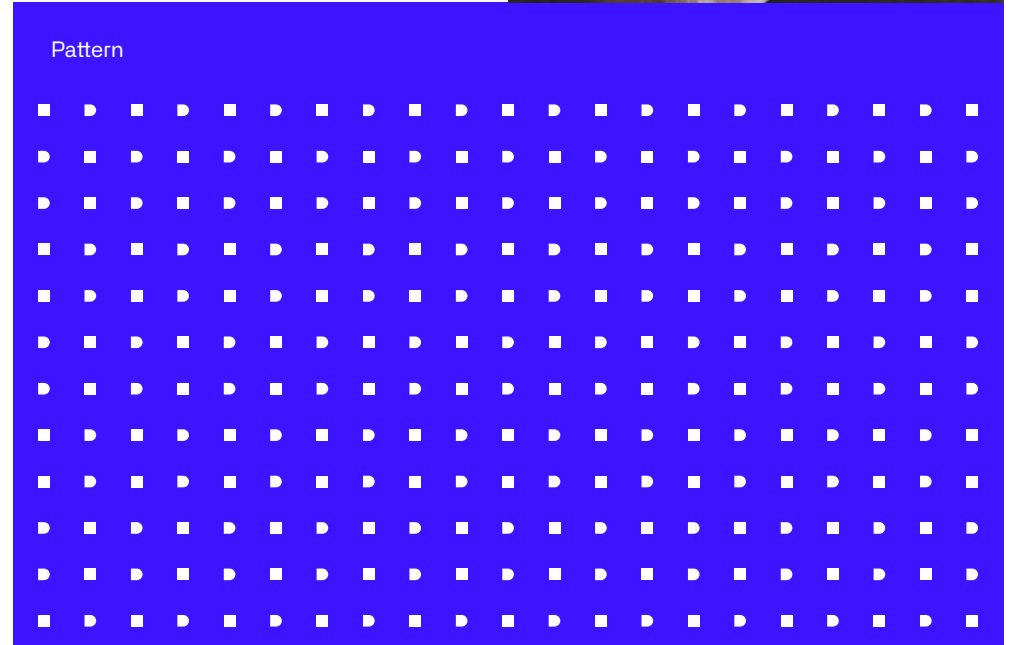
Contained

Open

Pattern

WORD
MARK

Our word mark can sit along side our brand mark or can stand alone when required. It should always appear in uppercase with the word Brighton being set in Alliance No.2 Medium and Hub set in Luna Light. The word mark should always appear left aligned but can be rotated to sit vertically if required.

Positive

Alliance No.2 Medium

BRIGHTON
HUB

Luna Light

Negative

BRIGHTON
HUB

BRIGHTON
HUB

OUR TYPOGRAPHY

Our brand makes use of two type families, Alliance and Luna. Alliance does the heavy lifting for the brand and can be used for headlines, supporting and body copy. Luna should be reserved for headlines and used sparingly to add expression to our messaging. Examples of how Luna should be used can be found throughout this document and in the "Bringing it all together" section.

Headlines

Alliance No.2 Medium

AaBbCc
123456
.,&@!

Headlines (Expression)

Luna Light

AaBbCc
123456
.,&@!

Supporting and body copy

Alliance No.2 Regular

AaBbCc
123456
.,&@!

OUR
COLOURS

Our brand consists of three colours. Our primary colour is Bright Blue and should appear to some degree on every piece of communication we create. This will help to establish Brighton Hub as a recognisible brand both on and off-site. Black and white are our secondary colours and should be used to add contrast against our primary Bright Blue.

Note — Final print colours still TBC following print test and consultation with suppliers.

BRIGHT BLUE

RGB   61 20 255
HEX   #3d14ff
CMYK   100 70 0 0
PANTONE   Reflex Blue C (TBC)

BLACK

RGB   0 0 0
HEX   #000000
CMYK   20 20 20 100
PANTONE   Black C

WHITE

RGB   255 255 255
HEX   #FFFFFF

OUR PHOTOGRAPHY

Where possible we should use photography in our communications. Care should be taken in selecting the right image for each application. Further we should capture photos of real business owners and staff on site as they go about their daily work. Photos should feel natural, not staged and in the moment. Note that photography used in this document is rights free but not of people who work in Brighton Hub.
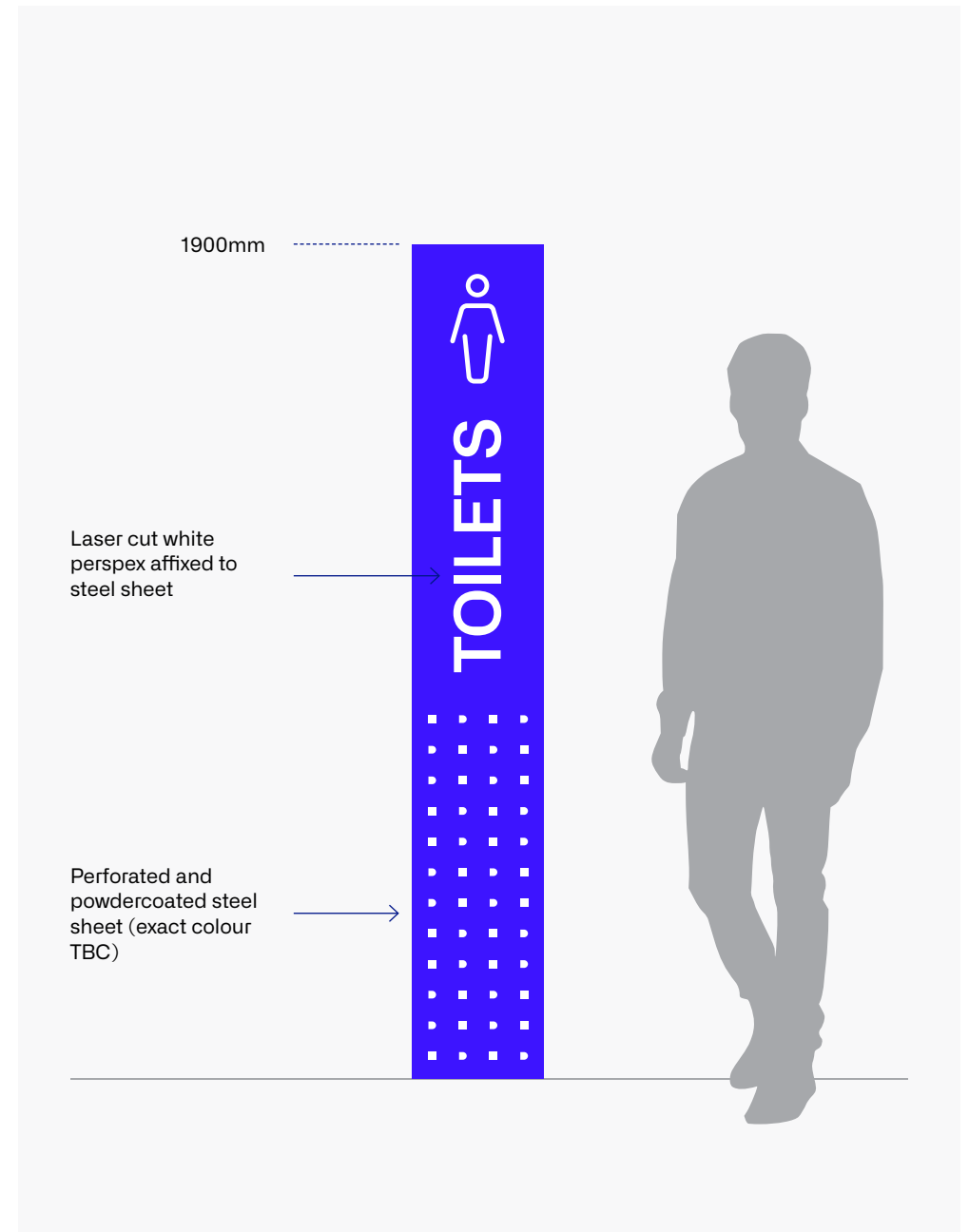
OUR
ICONS

Our icons should be used for wayfinding througout Brighton Hub. Here you can see the style and weight of the logos. When creating or selecting additional icons for the wayfinding care should be taken to match the style spacing and overall composition of this icon set.

OUR
WAYFINDING

Wayfinding will form an important part of the experience at Brighton Hub. The wayfinding should incorporate three components. A perforated steel sheet, laster cut lettering and laster cut iconography. All signange should be powerded coated in our blue brand colour to establish consistency and recognition across the site.

1900mm

TOILETS

Laser cut white perspex affixed to steel sheet

Perforated and powdercoated steel sheet (exact colour TBC)
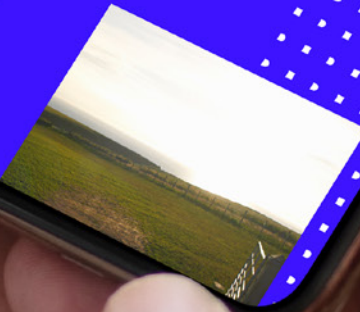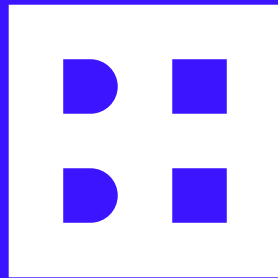
BRINGING
IT ALL
TOGETHER

TOILETS

WELCOME TO THE BRIGHTON HUB

Discover more

www.brightonhub.com.au