



Banchory

THE PLACE TO BE

BRAND
GUIDELINES

zusi

INTRO

Banchory is a town with rich historical and cultural roots. However, it also has a vibrant, diverse, active and growing community.

As the town continues to expand and grow, there is a danger of the identity of the town becoming fractured and dispersed.

The artistic duo DUFI were commissioned to create “a recognisable creative brand identity for Banchory” to reinforce the community’s core values and give a unified outlook for the future.



Detail of the Banchory Provost Chain
circa early 20th century
courtesy of Banchory Museum

TERNAN PAST & PRESENT

It is essential that the brand highlights Banchory and the best way to do this is to focus on its unique selling points. The artists looked at various aspects of its history and heritage and eventually decided to focus on its beginnings as a recognisable settlement.

St. Ternan was a Pict who travelled Europe in the 6th century before founding the college or "Banchor" on the banks of the River Dee believed to be close to the present day graveyard below the East Church.

The new college didn't just bring religion but taught and nurtured new agricultural techniques, put much emphasis on culture, art and good craftsmanship, on learning and education - all elements that helped the town to prosper, thrive and develop.

Until 1975 the town was known as Banchory-Ternan and evidence of Ternan's impact is seen in the name of its sports clubs, churches and even in the school crest.

From its early beginnings Banchory has been a place of people coming together, with all their cultural and religious diversity, as a community. Banchory is still a thriving and diverse community and one that is proud of its history.

There is great merit in the fact that the characteristics and values that Banchory cherishes and strives for today are ones that run deep down to the establishing roots of the town.



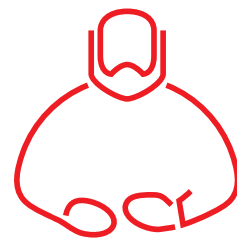
ICON CONCEPT & DEVELOPMENT

While exploring logo concepts that capture the keywords selected from the consultation, DUFI began to realise that Ternan represented a lot of the core values that they wanted to capture in the new brand for Banchory:

Diversity
Community
Prosperity
Education
Culture
Nurture

“We realised that these simple but important aspects of life could be represented in an iconic way, with each element of the icon representing key aspects of the concept and rationale.”

A new contemporary icon based on the traditional St. Ternan imagery associated with Banchory was designed to create an easily reproducible marque for use in multiple locations and formats.



TERNAN
community
culture



STAFF
productivity
prosperity



BOOK
education
diversity



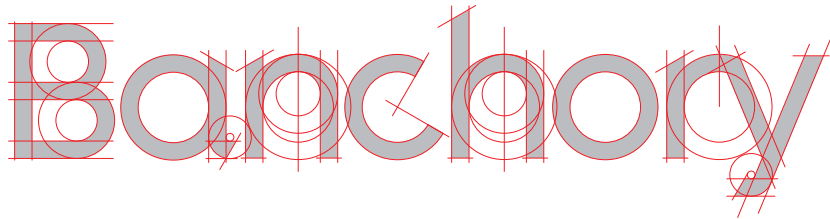
RIVER
environment
nurture

FONT DEVELOPMENT

DUFI have developed a new font for the Banchory brand. The font designed needed to be confident and bold, yet elegant and welcoming.

Starting with Raleway, a free & open-source font, a new font was created. Each of the characters were redesigned and developed to reflect some of the calligraphic characteristics of the uncial script commonly used in Ternan's era.

The font has also been designed to work across a wide range of locations and media.



Word marque development

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z

Banchory Raleway Bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z

Banchory Raleway Light



Banchory

THE PLACE TO BE

THE LOGO

This is the Banchory logo. It represents Banchory's core values.

The brand marque consists of the St. Ternan icon, the word marque and a strap line. These three elements should always sit together in the above orientation.

USING THE BRAND

Banchory is a town with rich historical and cultural roots. However, it also has a vibrant, diverse, active and growing community.

This brand has been designed to help reinforce this strong identity and promote Banchory as it continues to grow.

For the brand to be most effective it is important to keep the usage of the logo clear and consistent. The following guidelines will help to do that.

Don't chop it!

Please don't attempt to re-create the logo, cut bits off, alter the placement or type.

Don't squash it!

When scaling the logo, please take care not to stretch or squash it.

Don't shrink it!

We know you might need the space, but please don't make the logo too small.

Don't crowd it out!

Fresh air is good, isn't it? Please give the logo a little space to breathe. There is a frame around the logo, please don't let anything else fall within this space.

Don't leave it in the shade!

There are black and white/knockout versions of the logo. Please use the one that gives plenty of contrast in order for the logo to look its best.

In short, please just show a little love!



Min of 35mm (print)
or 100px (web)



LOGO VERSIONS

The brand marque can be used in various colour schemes and palettes but must be used in conjunction with chosen colours (see **COLOUR PALETTE**).

This ensures we keep a constant strong visual identity that will work well in multiple locations and formats.

PRIMARY VERSION (Black Only)

Do not reverse black logo - please use white/knock-out.

ALTERNATIVE VERSION (White/Knockout)

To be used on black/coloured background.



COLOUR VERSION (White on Colour)

These are examples of how the colour palette could be utilised to create impact in other forms.



Amethyst



Fuschia



Lavender

STRAPLINE LOCK-UPS

There were a lot of submissions for new straplines for Banchory. A summary of the proposals gathered showed there was a strong sense of rootedness, of belonging and attachment to place. A strong sense of just being. It became obvious that this sense of place should be integral to the final branding.

The principal strapline that was selected encapsulates this sentiment while remaining dynamic and flexible. The strapline can be adapted to add emphasis and highlight particular characteristics of Banchory. A shortlist of focused straplines was created in collaboration with core members of the community.

These lock-ups extend the visual identity system and should not be manipulated or reconfigured. The focus of each strapline should always appear in upper-case Banchory Raleway Bold.

THE PLACE TO BE
INSPIRED

THE PLACE TO BE
TOGETHER

THE PLACE TO BE
ACTIVE

THE PLACE TO BE
OUTDOORS

THE PLACE TO BE
CREATIVE

THE PLACE TO BE
ENTERPRISING

THE PLACE TO BE
SHOPPING

THE PLACE TO BE
CULTURED

COLOUR PALETTE

The Banchory logo has been designed to be black or knocked out in white.

However, there is a limited colour palette, arranged in swatch sets, to be used to compliment and reinforce the brand. These are based on the colours selected by the public in the Drop In Studio.

The colour palette is provided in two versions.

CMYK - for all four (full) colour print.

RGB - for all on-screen use (includes web etc.)

All values are given in percentages.



Amethyst

50, 80, 0, 35 (CMYK)
100, 55, 115 (RGB)

Heather

10, 90, 0, 0 (CMYK)
220, 60, 150 (RGB)

Lavender

20, 30, 0, 5 (CMYK)
190, 170, 200 (RGB)



Sapphire

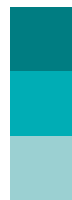
100, 75, 0, 35 (CMYK)
0, 55, 120 (RGB)

Sky

100, 40, 0, 0 (CMYK)
0, 125, 200 (RGB)

Cornflower

35, 15, 0, 5 (CMYK)
125, 185, 220 (RGB)



Turquoise

95, 0, 35, 35 (CMYK)
0, 125, 130 (RGB)

River

95, 0, 35, 0 (CMYK)
0, 175, 180 (RGB)

Spruce

30, 0, 15, 5 (CMYK)
155, 210, 210 (RGB)



Emerald

100, 0, 100, 35 (CMYK)
0, 120, 60 (RGB)

Forest

100, 0, 100, 0 (CMYK)
0, 165, 80 (RGB)

Willow

35, 0, 35, 0 (CMYK)
160, 205, 175 (RGB)

LOGO USAGE

The logo is provided in multiple formats. Please ensure that the correct logo is used for the final output.

For Microsoft Office programs:

- Use files ending with .JPG or .PNG
- PNG files have a transparent background.

For faxes and black & white photocopying:

- Please use the 'Solid Black' logo.

For professional printing, sign writing and finishing:

- Please use files ending with .EPS

INFORMATION

For more information regarding this branding, or for additional logo files please contact:

DUFI ART Ltd | www.DUFI-ART.com

