Royal Leamington Spa

TOOLKIT

2. INTRODUCTION TO THE TOOLKIT

Royal Leamington Spa is a unique and individual town. Full of independent shops and businesses, it supplies its residents and visitors with a sophisticated, cultured and plush experience.

The eclectic visual expression illustrates all the niche things Royal Leamington Spa has to offer, from its Georgian architecture to its stylish boutiques and trendy coffee shops. The visualisation of silk and other rich materials reflects the towns posh surroundings and each animated ribbon emphasises Royal Leamington Spa's great location and its accessibility to the North and South of England.

3. THE BIG IDEA

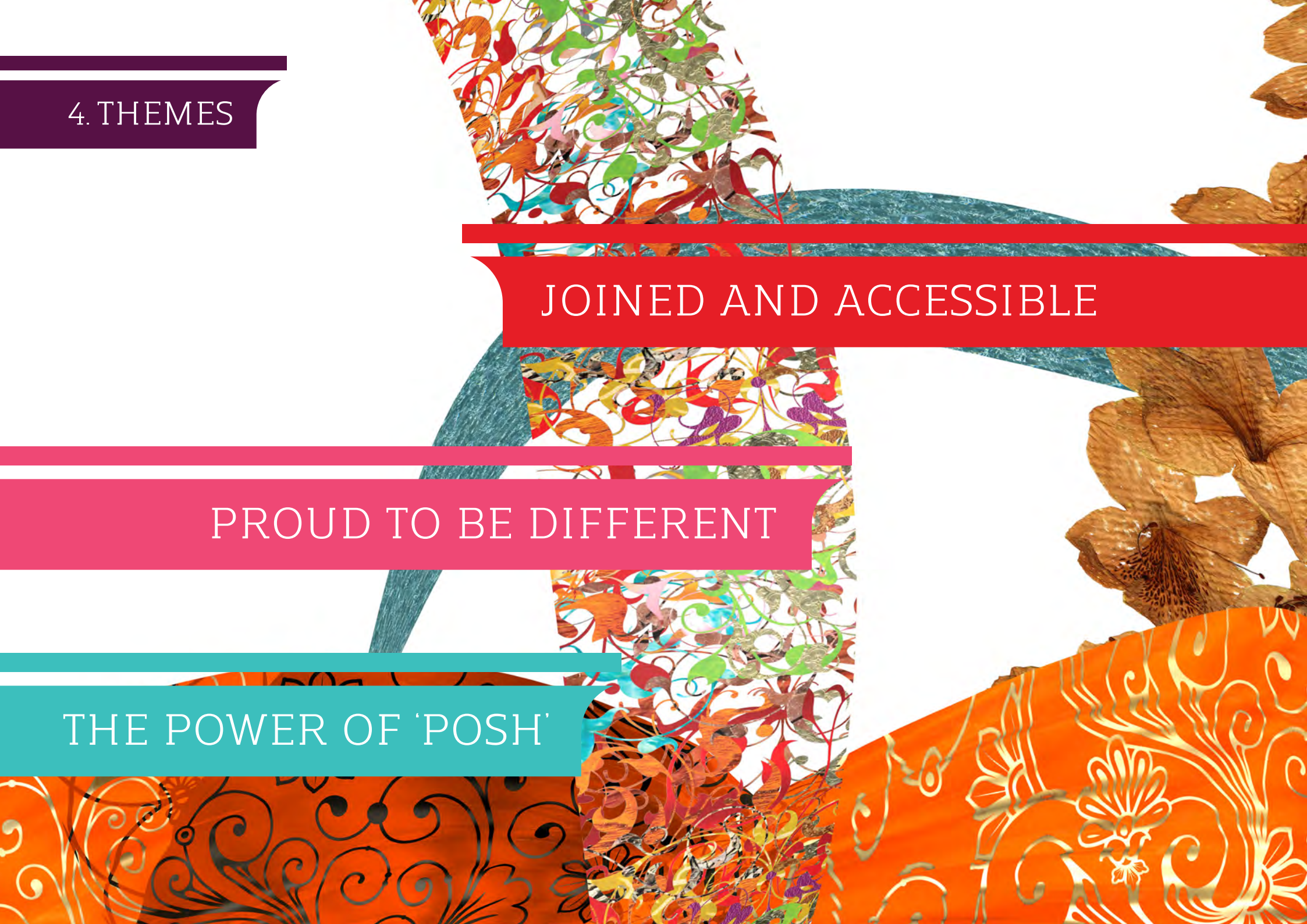
When communicating the new Royal Leamington Spa story we need to reflect its big idea: The sublime regal experience. We need to highlight what's special about the place, and in particular the themes, which are stated on the next page.

We also need to consider these core values at the heart of the place and need to make sure we are communicating them in an innovative way to reflect the aspirations of the evolving town. Royal Leamington Spa is sophisticated and elegant, brimming with unique experiences and assets. This should be reflected in the use of its rich and animated new visual expression.

ROYAL LEAMINGTON SPA:

THE SUBLIME REGAL EXPERIENCE

4. THEMES



JOINED AND ACCESSIBLE

PROUD TO BE DIFFERENT

THE POWER OF 'POSH'

5. INTRODUCING THE RLS IDENTITY

PRIMARY

You must always use the full-colour identity where possible, (please refer to the colour palette to see which colours can be used for the primary identity on page 13.)

The typographic option should always be used alongside the Royal Leamington Spa graphic language which has been provided (see pages 11-14 for more details.)

The exception to this rule is when the identity needs to be produced at small scale (below 40mm in height) therefore the secondary identity is not appropriate and the primary identity should be used without graphic language. For example, if the logo needs to be embroidered on to a T-shirt or placed on a badge.

SECONDARY

The secondary option, should only be used when it is not suitable to use the graphic language. For example a t-shirt with a printable area that is not full bleed. Under no circumstances should the secondary identity be used with another piece of graphic language.

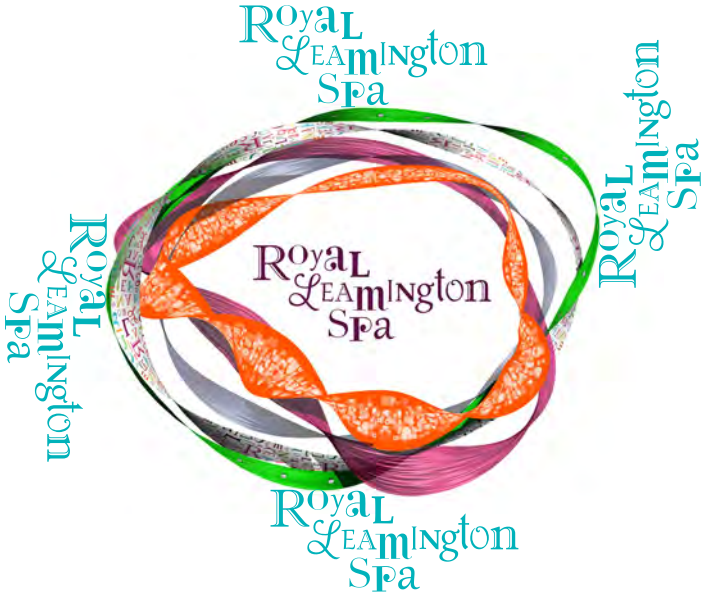
The full colour logo must always be used in full colour publications, on a white background. Please note the colour of logo type colour cannot be changed when using the secondary identity.

Min. height 40mm

GREYSCALE

When colour is not an option, or there are cost restraints, the greyscale visual identity may be used. You should used this identity for uses where the document will be photocopied.

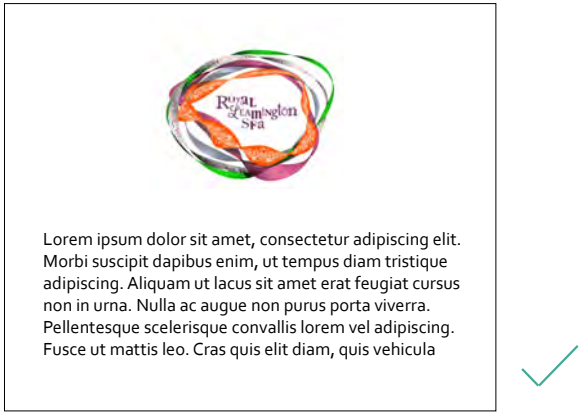
6. CLEAR ZONE

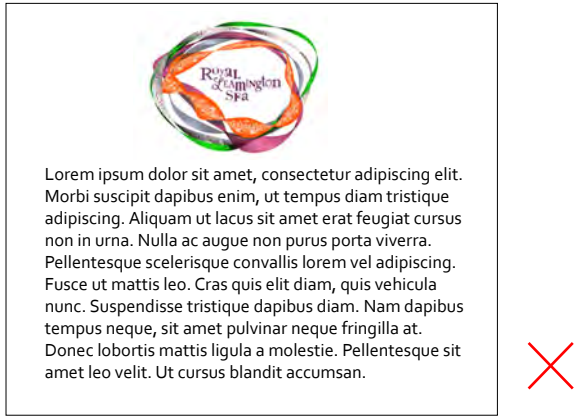


When using the primary identity (without the graphic language) please keep a clear area equivalent to the height of the capital ‘R’.

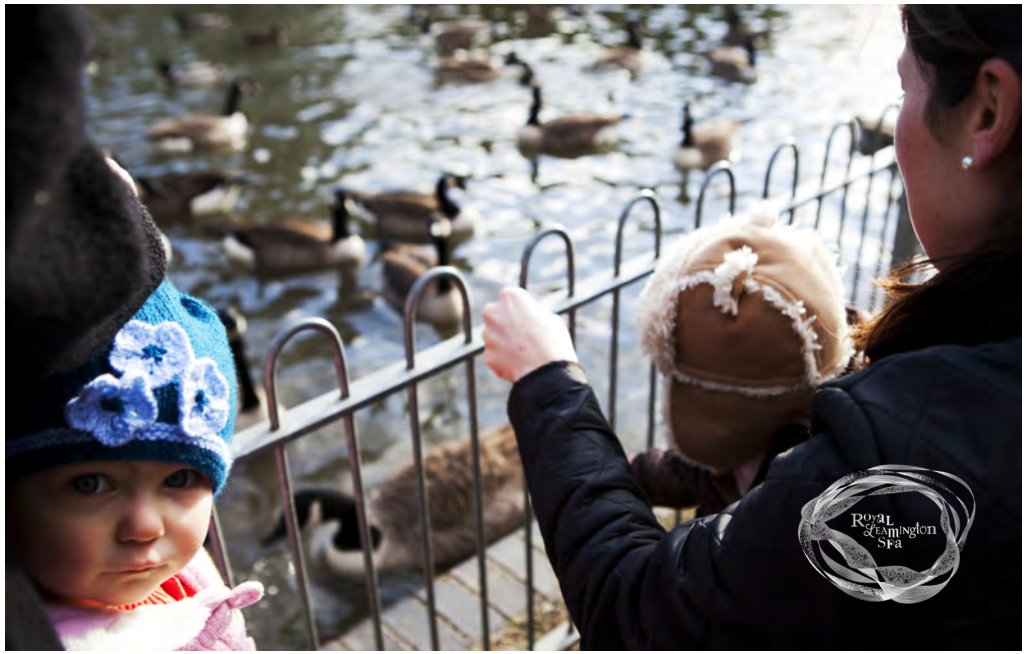
When using the secondary identity please keep an area equivalent to the height of the Royal Leamington Spa letters.

Please see the examples for correct and incorrect placement in the clear zone.





7. USING THE WHITE IDENTITY OVER PHOTOGRAPHS



You may use the white identity
over photographs as shown above.

You may place the identity in any corner.
Please choose the area with most space in
the image to ensure that the identity is legible.

8. IDENTITY DO'S AND DONT'S

Please note these rules apply to all versions of the identities

IDENTITY DO'S

DO use the full colour visual identity

DO use the all black visual identity on a white background

DO use the all white visual identity on colour backgrounds

DO use the all-white visual identity on background images

IDENTITY DON'TS

DO NOT change the proportions

DO NOT skew or rotate

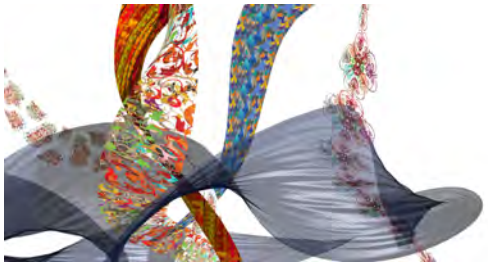
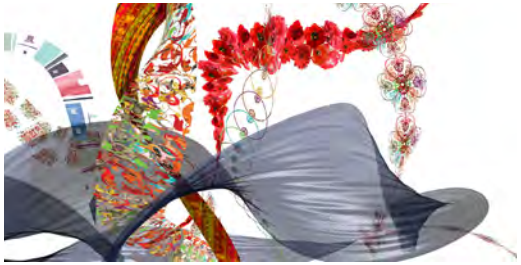
DO NOT use the visual identity over images that are too busy

DO NOT use the all-black or full colour identity over single colour backgrounds

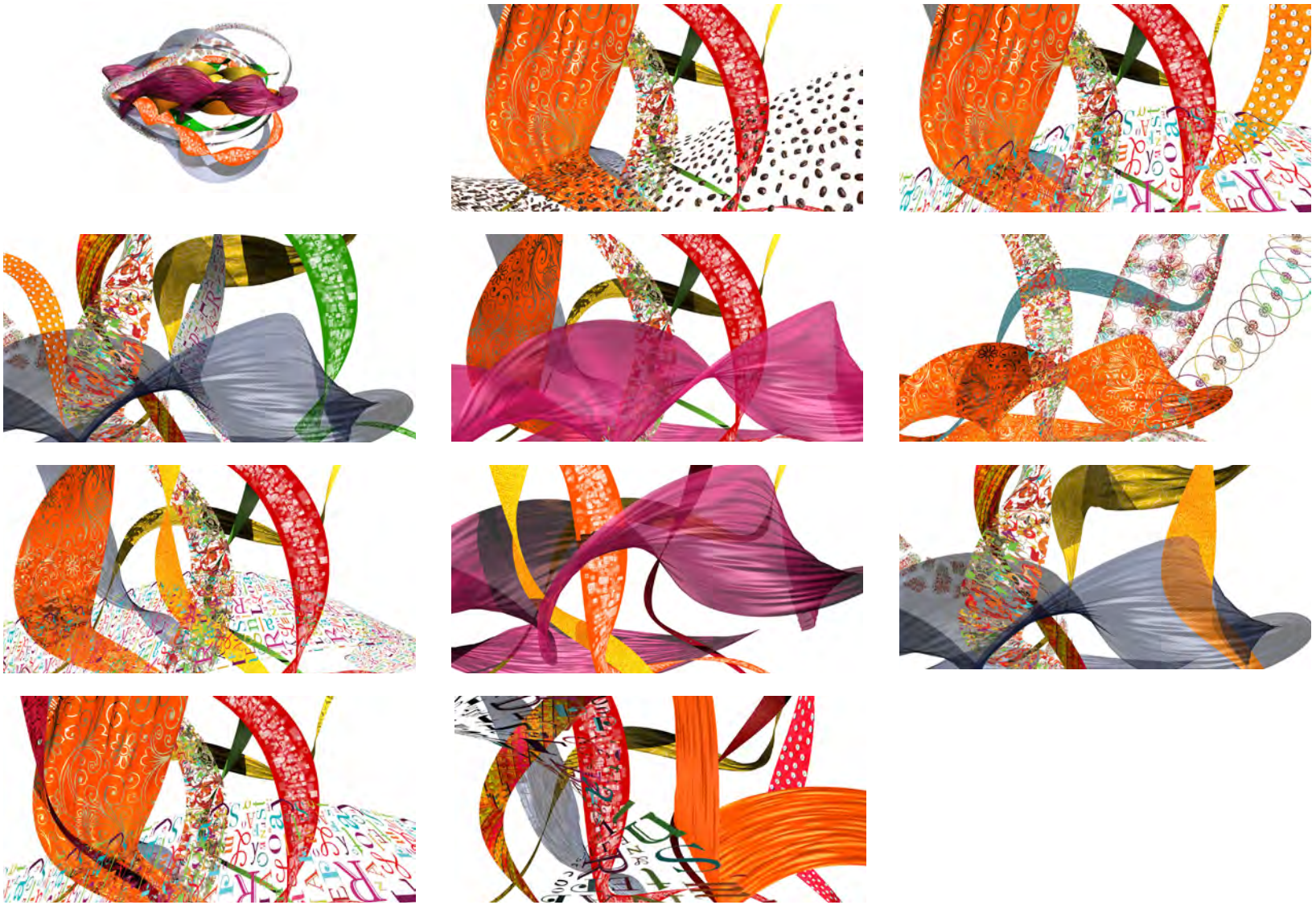
DO NOT use the identity over images or colours with little contrast to the identity.

9. INTRODUCING THE GRAPHIC LANGUAGE

This graphic language that has been created is place specific and is a primary tool for Royal Leamington Spa's visual expression. We reccommend treating the language as illustrations, using the whole image with full bleed. Cropping is allowed, however please respect the language's rich and intricate details and its dynamic compositions. Under no circumstances should the designer try and create their own language. Please see 'Using the Graphic Language' on page 13.

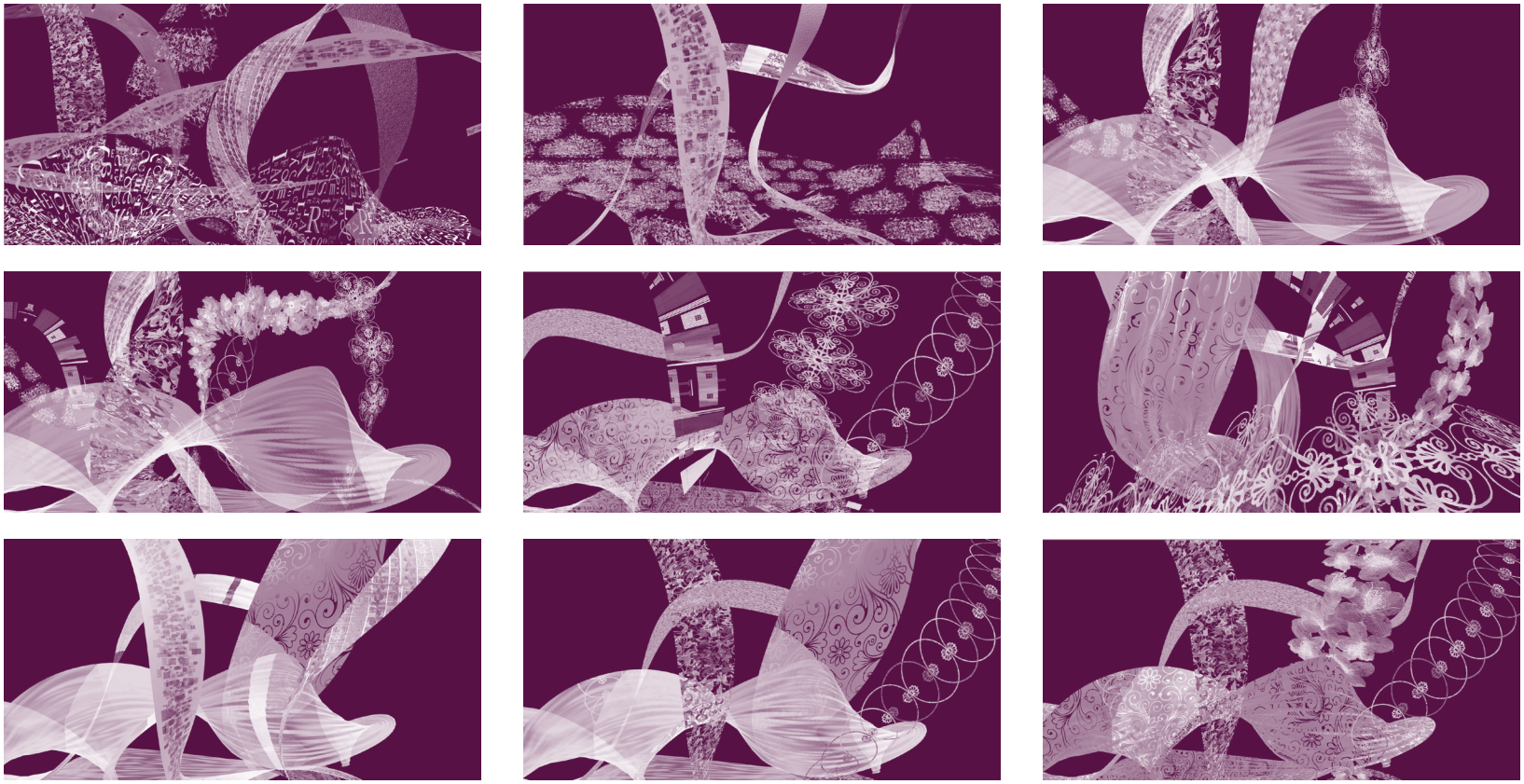
10. INTRODUCING THE GRAPHIC LANGUAGE



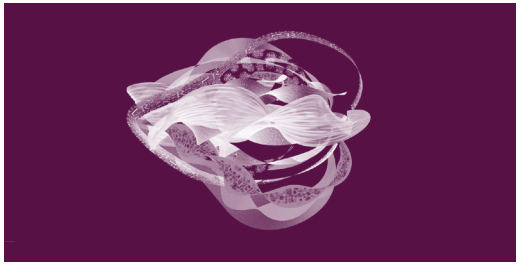
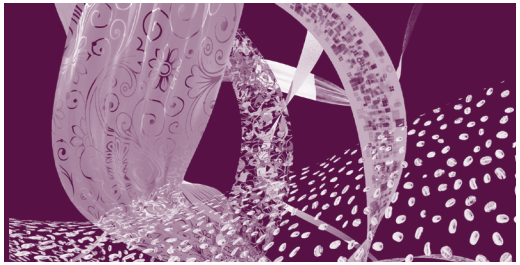
11. INTRODUCING THE WHITE GRAPHIC LANGUAGE

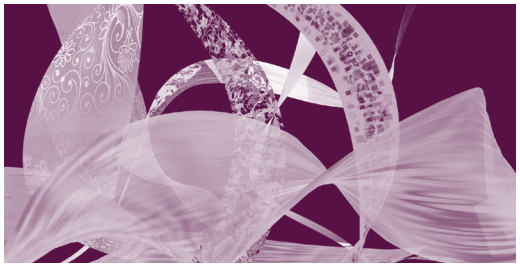
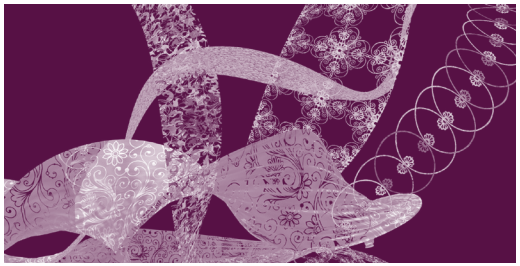
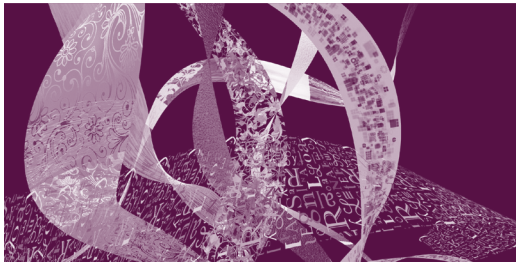
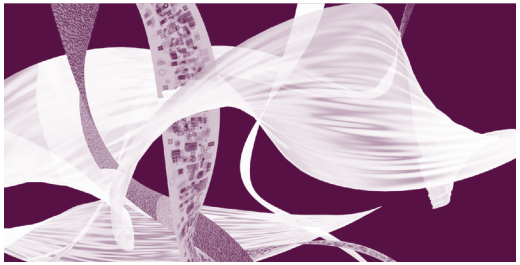
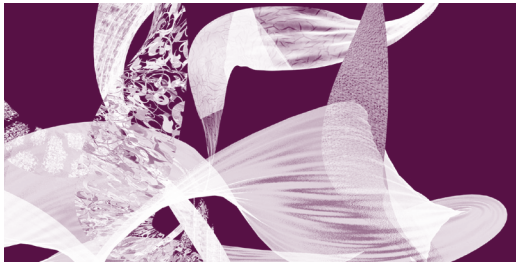
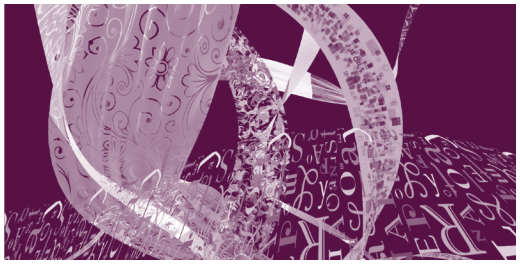
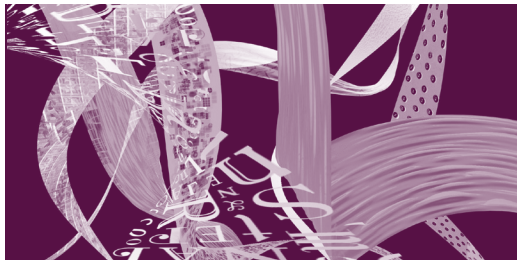
Also provided in the toolkit is a set of white graphic language with transparency. This is ideal for use over solid colour or photography.

Please see ‘Using the Graphic Language’ on page 13.

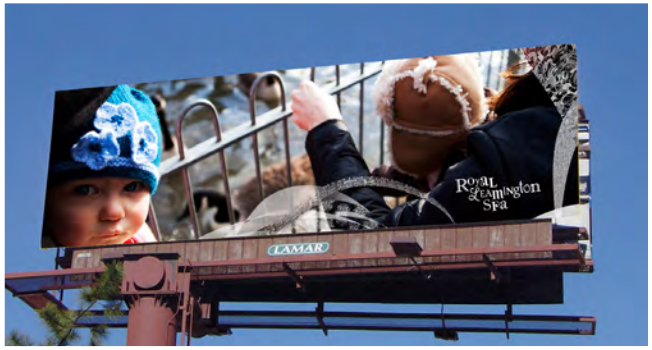


12. INTRODUCING THE WHITE GRAPHIC LANGUAGE

13. USING THE GRAPHIC LANGUAGE



14. COLOUR PALLETTE

This is the Royal Lemington Spa colour palette, you must never use an unspecified colour. Please use a variety of colours wherever possible. When choosing a colour for the identity please use a colour which is complementary to the chosen graphic language.

Pantone Spots	CMYK	RGB	Colour of text when placed on top	Use for primary identity
Pantone 3105 C	C43 M0 Y12 K0	R138 G212 B223	WHITE	NO
Pantone 3125 C	C83 M0 Y21 K0	R0 G181 B204	WHITE	YES
Pantone 320 C	C100 M0 Y31 K7	R0 G160 B175	WHITE	NO
Pantone 3282 C	C100 M0 Y46 K15	R0 G149 B143	WHITE	NO
Pantone 362 C	C70 M0 Y100 K9	R73 G169 B66	WHITE	YES
Pantone 376 C	C50 M0 Y100 K0	R141 G198 B63	WHITE	NO
Pantone 383 C	C20 M0 Y100 K19	R178 G187 B30	WHITE	YES
Pantone 397 C	C10 M0 Y100 K11	R213 G209 B14	WHITE	NO
Pantone 7402 C	C0 M6 Y30 K0	R255 G236 B188	BLACK	NO
Pantone 143 C	C0 M35 Y85 K0	R251 G176 B64	WHITE	YES
Pantone 021 C	C0 M53 Y100 K0	R247 G142 B30	WHITE	NO
Pantone 173 C	C0 M69 Y100 K4	R232 G109 B31	WHITE	YES
Pantone 485 C	C0 M95 Y100 K0	R238 G49 B36	WHITE	NO
Pantone 1797 C	C0 M100 Y99 K4	R227 G27 B35	WHITE	NO
Pantone 1817 C	C0 M90 Y100 K66	R111 G18 B0	WHITE	NO
Pantone 1807 C	C0 M100 Y96 K28	R181 G18 B27	WHITE	NO
Pantone 186 C	C0 M100 Y81 K4	R227 G24 B55	WHITE	YES
Pantone 198 C	C0 M78 Y33 K0	R241 G95 B124	WHITE	NO
Pantone 239 C	C11 M79 Y0 K0	R215 G90 B161	WHITE	YES
Pantone 240 C	C18 M94 Y0 K0	R202 G48 B146	WHITE	NO
Pantone 249 C	C40 M100 Y0 K28	R126 G12 B110	WHITE	YES
Pantone 262 C	C45 M100 Y0 K55	R86 G0 B78	WHITE	YES
Pantone Black C	C0 M0 Y0 K100	R0 G0 B0	WHITE	NO

15. INTRODUCTING THE TYPEFACES

ROYAL LEAMINGTON SPA

PROUD TO BE DIFFERENT

Body font: Regan Slab Regular

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 0123456789!@£$%^&*()_+{}:"|<>?

Web font; Helvetica

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 0123456789!@£$%^&*()_+{}:"|<>?

The typeface for the Royal Leamington Spa expression is Regan Slab Regular.

You may need to purchase this, we suggest the URL below.
http://www.myfonts.com/fonts/northernblock/regan-slab/regular/

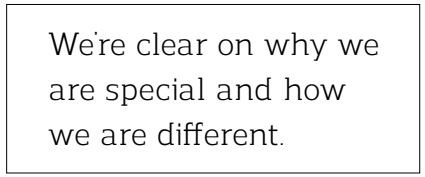
When writing headlines and subheadings upper case should be used.

For body text Regan Slab should also be used in normal sentence case.

The only exception to these rules is when the font is not available, such as in PowerPoint or online applications. In these cases you may use Helevetica.

16. TYPE DO'S AND DON'TS

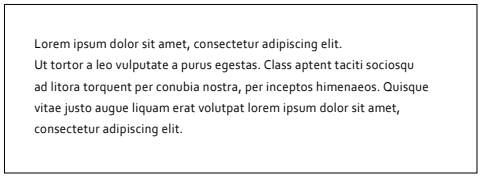
TYPE DO'S



DO use spacious leading (line spacing) On headings and sub-headings you must use leading that is equal to one third of the point size. For example 12pt type would require 16pt leading.

DO use few words and large type size in upper case for headlines. One or two line headlines are allowed.

DO use Regan Slab Regular for sub-headings. Use smaller type size than the main heading. Sub Headings must be left aligned and unjustified.

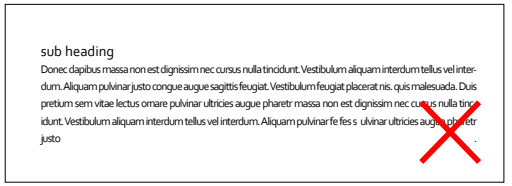


DO left align text. Body type is unjustified, has regular kerning and spacious leading. Font is Regan Slab Regular, structure is clear.

TYPE DON'TS

DO NOT use leading which is too small.

DO NOT use lowercase or sentence case for headlines.



DO NOT justify text. Body type here is too small, kerning is too small, single words are widowed at the end of the paragraph and the structure is unclear.

17. PHOTOGRAPHY

Most importantly photography for the place should reflect the concept 'Royal Leamington Spa: the sublime regal experience' and the supporting themes.

In Royal Leamington Spa 'posh' is everything so whether that's buildings or people they need to look stylish, splendid and well cared for!

This is a place of significance that has 'grandeur', so things should feel imposing, big and special – wide angle views, a camera on the ground including the sky. Celebrate the majesty of the place.

But details matter too. Whether that's a slightly differently designed bin in the park, a piece of architectural design, a cake, cocktail or a shop interior. Highlight the ornate details; for example railings in the foreground, making the photograph unique to Royal Leamington Spa.

This is a place that glorifies in being independent from its shops to its attitude. So minimise mainstream shops, brands indeed anything. Celebrate the unique or special shops, cafes, bars and restaurants – their signs and window displays. Sitting alongside the idea of independence is 'quirky' so highlight the unusual – the restaurant with produce on the pavement, an amazingly eccentric shop display or people with a unique dress style.

Royal Leamington Spa is always about people enjoying and treating themselves – eating, drinking, shopping, more shopping, walking around looking smart, staring at the buildings. A photograph without at least one person should be a rarity!

18. PHOTOGRAPHY

IMPOSING

POSH

INDEPENDENT

GRANDEUR

SMART

UNSTAGED

BEAUTIFUL

SPECIAL

ATMOSPHERIC

UNIQUE

ANIMATED

19. EXAMPLES

20. EXAMPLES

21. EXAMPLES

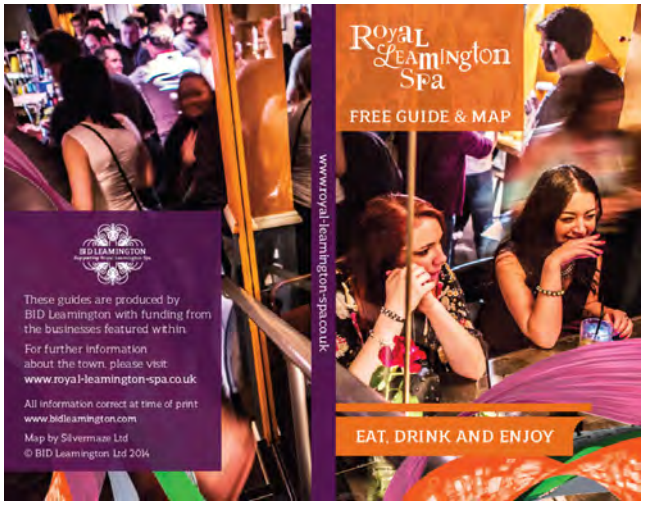
See what's new in...
Royal Leamington Spa
Revisit your favourites and also see what's new in Royal Leamington Spa this Spring.
There's a fantastic selection of new and interesting stores in the town centre, ideal for all your favourite items; from fashion and food to beauty, gifts, health and home services.
Take a stroll around town to reveal a wealth of fabulous surprises in Royal Leamington Spa.
Visit www.royal-leamington-spa.co.uk
Follow us on:
BID LEAMINGTON

Make Mother's Day extra special in...
Royal Leamington Spa
With its truly unique combination of independent boutiques and high street stores, Leamington town centre holds an eclectic mix of unique and gorgeous gifts that will delight that deserving lady.
Treat her to a luxurious pamper package, a scrumptious lunch or a beautiful bouquet from one of Royal Leamington Spa's award-winning florists.
Visit www.royal-leamington-spa.co.uk
Follow us on:

For a beautiful, relaxing shopping experience
Royal Leamington Spa
Visit www.royal-leamington-spa.co.uk
Follow us on:

22. EXAMPLES

Royal Leamington Spa
FREE GUIDE & MAP
www.royal-leamington-spa.co.uk
These guides are produced by BID Leamington with funding from the businesses featured within.
For further information about the town, please visit:
www.royal-leamington-spa.co.uk
All information correct at time of print
www.bidleamington.com
Map by Silvermaze Ltd
© BID Leamington Ltd 2014
HOME AND SERVICES

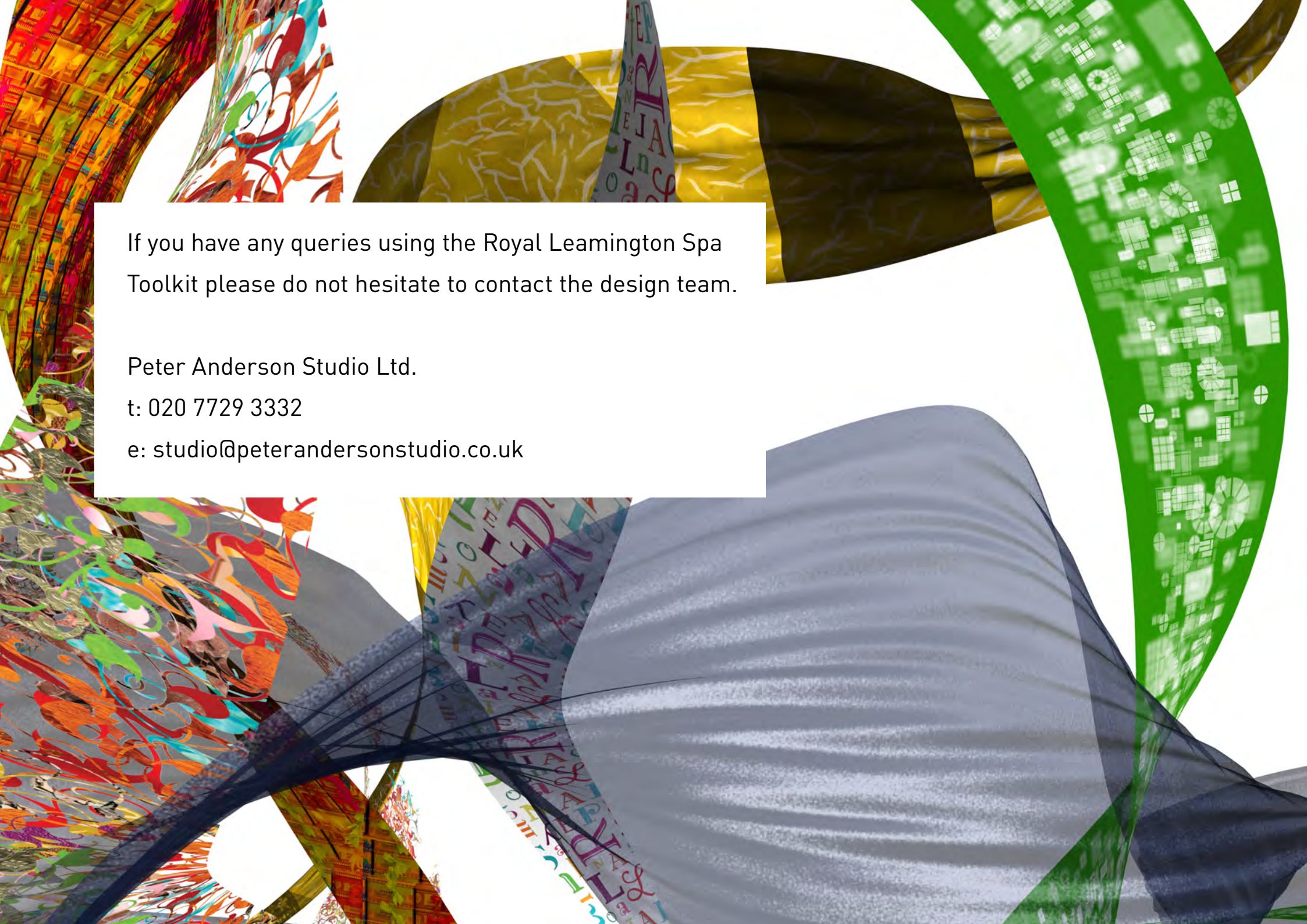

Royal Leamington Spa
FREE GUIDE & MAP
www.royal-leamington-spa.co.uk
These guides are produced by BID Leamington with funding from the businesses featured within.
For further information about the town, please visit:
www.royal-leamington-spa.co.uk
All information correct at time of print
www.bidleamington.com
Map by Silvermaze Ltd
© BID Leamington Ltd 2014
EAT, DRINK AND ENJOY

Royal Leamington Spa
FREE GUIDE & MAP
LATE NIGHT LEAM

Royal Leamington Spa
FREE GUIDE & MAP
www.royal-leamington-spa.co.uk
These guides are produced by BID Leamington with funding from the businesses featured within.
For further information about the town, please visit:
www.royal-leamington-spa.co.uk
All information correct at time of print
www.bidleamington.com
Map by Silvermaze Ltd
© BID Leamington Ltd 2014
HEALTH AND BEAUTY

Royal Leamington Spa
FREE GUIDE & MAP
www.royal-leamington-spa.co.uk
These guides are produced by BID Leamington with funding from the businesses featured within.
For further information about the town, please visit:
www.royal-leamington-spa.co.uk
All information correct at time of print
www.bidleamington.com
Map by Silvermaze Ltd
© BID Leamington Ltd 2014
SHOPPING

LITTLE BOOK OF OFFERS
Royal Leamington Spa



If you have any queries using the Royal Leamington Spa Toolkit please do not hesitate to contact the design team.

Peter Anderson Studio Ltd.
t: 020 7729 3332
e: studio@peterandersonstudio.co.uk