



Broxtowe
Borough
COUNCIL

Leisure & Culture Visual Identity

The Journey



Leisure & Culture
Broxtowe Borough Council



INVESTOR IN PEOPLE

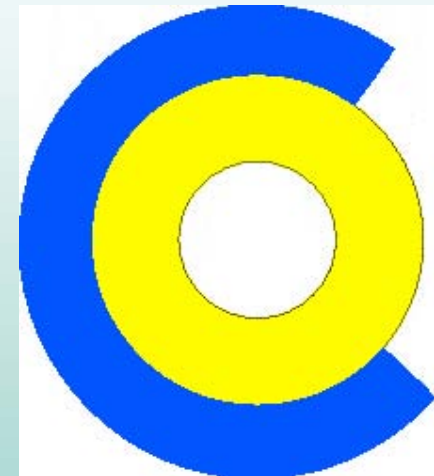


The Beginning

Logos

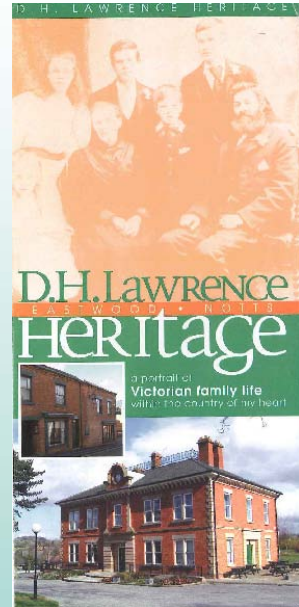
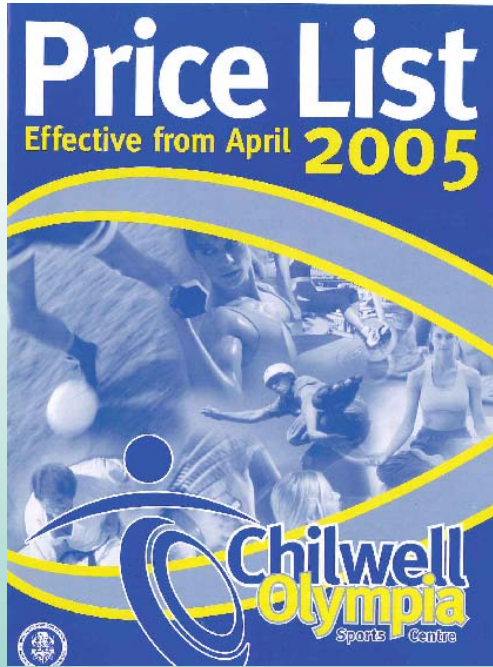
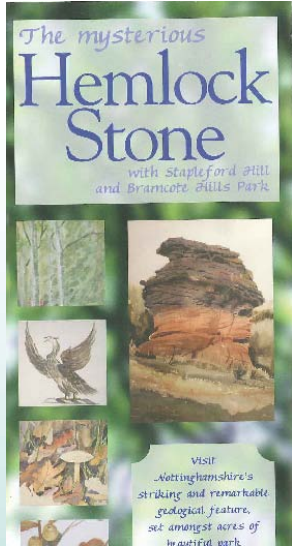


Newdigate Street, Kimberley,
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www.broxtowe.gov.uk



Before the Style Guide

Publications



Rebrand

	Arts & Events Broxtowe Borough Council
	 <i>J.H. Lawrence</i> HERITAGE
	Bramcote Leisure Centre
	Chilwell Olympia Sports Centre
	Eastwood Community Sports Centre

	Kimberley Leisure Centre
	Broxtowe Sport Broxtowe Borough Council
	Parks & Open Spaces Broxtowe Borough Council
	Twinning Broxtowe Borough Council
	Vitality Live, grow and develop
	Vitality Referral

	Leisure & Culture Broxtowe Borough Council
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Rebrand

Logos



Rebrand

The Corporate Style

Back of Publications

PARTNERS
 Broxtowe Sports are delivering these activities in partnership with the following clubs:

- Attleborough Tennis Club
- Eastwood Community Sports Centre (Basketball)
- Festival Tennis Club
- Kimberley Leisure Centre (Hockey)
- Kimberley Recreation Club
- Priory C&L Football Club (Girls Section)
- Stapleford Netball Club

Unfortunately not everyone who is interested will be selected for the final day on Saturday 8 July 2006.

However we hope that if always a few people will be selected that they will contact Broxtowe SC on 01773 770100 or e-mail: community@broxtowe.gov.uk




Contact us at:

Eastwood Community Sports Centre,
 Mansfield Road, Eastwood, Notts NG16 3EB
 Telephone: 01773 770100 Fax: 01773 771122
 E-mail: eastwoodcsc@broxtowe.gov.uk
 Website: www.broxtowe.gov.uk

Image Collage 28mm square
 Where there is substantial room on the reverse of any promotional leaflet/flyer, a selection of 4 images can be used. They are to be spaced 5mm apart from each other.

Logo depth 30mm deep
 Please refer to the Logo guidelines (see page 4) for any information on how to follow these guidelines.

Contact us text 10pt interstate regular, 13pt leading
 Prefix text 10pt interstate bold, 13pt leading

Image banner 26mm deep
 The image banner is always used within every piece of artwork. It has a white strip which runs over the top of this. The position of this is to remain consistent throughout.



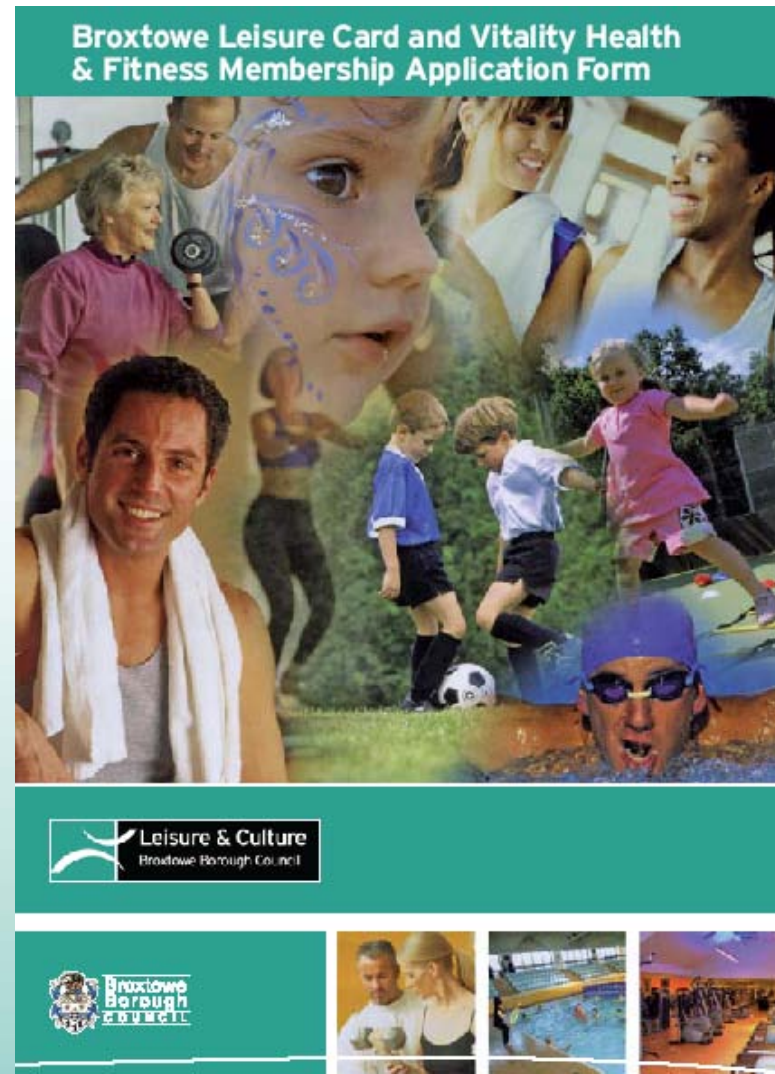
Identity Guidelines

- Logo dimensions and exclusion zones
- Type face
- Size of banners
- Photos
- Colour specification
- Logo usage

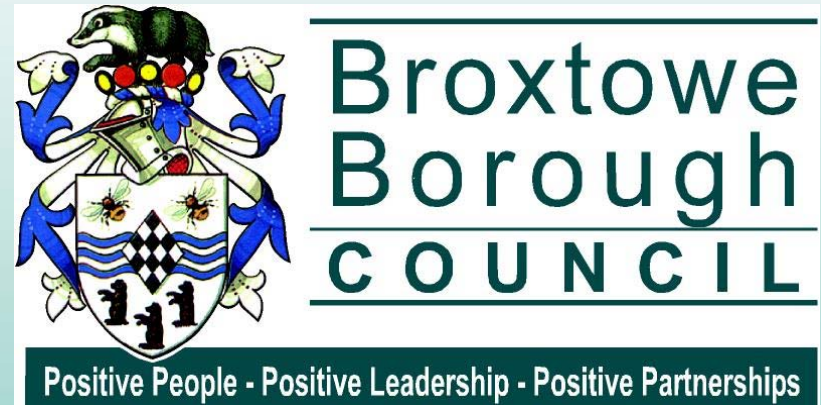


Example Publications

Leisure Card Application Form



Broxtowe Borough Council New Corporate Style Guide





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Positive People - Positive Leadership - Positive Partnerships

The Wave



Broxtowe
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Visual Identity Guidelines

- Wave Logo Banner
- DL Leaflet
- A5 Template
- A4 Template
- A3 Template
- Sector Logos – Pantone Colours and Usage
- Name Badges
- Sector Signage
- Power Point
- Sector Stationary

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INVESTOR IN PEOPLE



Riding the wave



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t: 01773 770 099 f: 01773 713 509 e: sport@broxtowe.gov.uk www.broxtowe.gov.uk



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Visual Identity Guidelines

Leisure and Cultural Services Visual Identity basic guidelines



OCTOBER 2009



Leisure & Culture
Broxtowe Borough Council

