These guidelines will be of interest to Windmill Hill City Farm staff and any external personnel working on graphic design for the farm. If you have any queries regarding this document please contact:

e info@windmillhillcityfarm.org.uk
	0117 963 3252
The Windmill Hill City Farm
colour palette

These colours have been approved as a suite that are suitable for all farm communications. Primarily they should be used at full strength or as 80% tints. Other tint values are of course permissible if necessary.
For general usage the Windmill Hill City Farm logo is available in colour as well as a greyscale version.

We would prefer that the colour logo is used wherever possible. The greyscale version should be used for black and white applications only.

Please always use the original artwork.

This can be found on: \Saddleback\company\Images\Logos

Alternatively if you are external personnel please contact the member of staff you are working with and they will supply you with the relevant artwork.
The Windmill Hill City Farm logo is available in alternative colour combinations made up from the Farm’s brand colour palette. These are not for general use and need approval from senior management before they may be used.
The Windmill Hill City Farm ‘reversed-out’ logo

In instances when you would like to place the Farm logo over a solid block of colour you may use the ‘reversed-out’ version.

Please always use the original artwork.

This can be found on:
\Saddleback\company\Images\Logos

Alternatively if you are external personnel please contact the member of staff you are working with and they will supply you with the relevant artwork.
The Windmill Hill City Farm logo clear space area

To ensure the prominence and standout of the Windmill Hill City Farm logo it is important to position it within an adequate area of clear space.

The recommended minimum clear space is shown here by using 25% of the logo at its applied size all the way around the logo.

No other design elements should intrude into this area.
The Windmill Hill City Farm logo
minimum size

Please never use the logo at a width that is less than 15mm.
This is equally applicable when it forms part of a farm area device!
The Windmill Hill City Farm logo use on coloured backgrounds

If you want to position the colour logo on a background which is not white or over a picture then we would ask that a version of the logo with a surrounding lozenge be implemented.
The Windmill Hill City ‘Farm Area Devices’

There are a suite of Farm Area Devices to help distinguish and brand the different areas of the farm. These exist both in colour and in greyscale. Either can be used for colour application.

If you want to use other colours in your design that may clash with the Farm Area Device colour for your area then it is recommended that you use the greyscale version of the device.

The devices also exist with surrounding lozenges to help give them more visual weight and presence.

Please always use the original artwork.

This can be found on: \Saddleback\company\Images\Logos

Alternatively if you are external personnel please contact the member of staff you are working with and they will supply you with the relevant artwork.
The Windmill Hill City Farm Area Device’s clear space area

To ensure the prominence and standout of a Farm Area Device it is important to position it within an adequate area of clear space.

The recommended minimum clear space area is shown here by using 25% of the logo part of the device all the way around the logo.

No other design elements should intrude into this area.

The same rule applies to the device when it is encapsulated by a lozenge.
Things we would rather you didn’t do with the logo or farm area devices...

- Don’t try to recreate the logo using another typeface
- Don’t stretch or distort the logo
- Don’t change the colour of the logo unless it has been approved by Farm management
- Don’t outline the logo
- Don’t place the logo on its own over an image or a background colour that isn’t white. (Always use the lozenge version in these instances).
- Don’t stretch or distort the logo
- Don’t add borders around the logo
Windmill Hill City Farm typography

Below are some examples of typographic hierarchies using the brands current house typefaces - Lubalin Graph, 'Take Out The Trash' and Helvetica Neue.

Lubalin Graph and 'Take Out The Trash' should only be used for headings, sub headings and intro paragraphs. Helvetica Neue should only be used for body copy.

These fonts are available from senior management.

Core Brand

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Farm Friends campaign example

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