

Basingstoke canal



Brand Guidelines



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About the Guide

This brand guide aims to unify the look and feel of the 32 mile Basinstoke Canal stretch, which runs from Greywell Village in Hampshire to Woodham in Surrey.

It provides guidance and rules for any branded signage and mapping that may be found along the canal as well as printed and digital collateral.

The objective is to provide functional, concise and clear means of navigation and communication throughout the canal that will work together in making everyone's experience of the area enjoyable and effortless.



About the Canal

Construction of the canal began in 1788, opened in 1794. The Canal linked Basingstoke to London allowing materials such as flour, timber and coal to be transported more quickly and cheaply. The Canal was however destined to struggle commercially from the start. There were prosperous periods for the Canal during the construction of Aldershot garrison and of the London to Southampton railway. Once built, however, the railway proved to be an unbeatable competitor. Over the next century the canal slowly fell into a state of dereliction under a series of private owners.

In the mid 1970's Hampshire and Surrey County Councils purchased the derelict canal following a campaign by local residents. These residents formed what is now the Basingstoke Canal Society. This volunteer workforce restored the canal, with the County Councils providing funding and technical back up. The Canal Society still supports projects today and plays an important role in supporting the future of the canal.

The Basingstoke Canal Authority (BCA) was formed by Hampshire and Surrey County Councils in 1990 as the managing agent for the restored Canal.

The BCA employs a team to manage the Canal including Canal Rangers that carry out maintenance of the navigation and the towpath, and ensure the conservation of its wildlife. The Canal has been declared a Site of Special Scientific Interest for its rare aquatic plants and its fantastic habitat for dragonflies.

The Authority manages the balance between recreation and conservation providing a beautiful facility that offers fantastic opportunities for everyone.



Identity Values

The Vision for the Basingstoke Canal is to create a thriving natural environment for wildlife and public enjoyment and a vibrant recreation and heritage resource. Central to the Vision is to create a navigable waterway serving multiple users incorporating water and land based recreation and education activities. The Vision seeks to unlock the potential economic contribution of the Canal and its corridor and also to become a focal point for increased community and volunteer involvement and use. The ambition is to become a well loved, distinctive and well known destination for an extended market including day visitors and tourists attracted to discover and enjoy its peaceful setting and unique character.

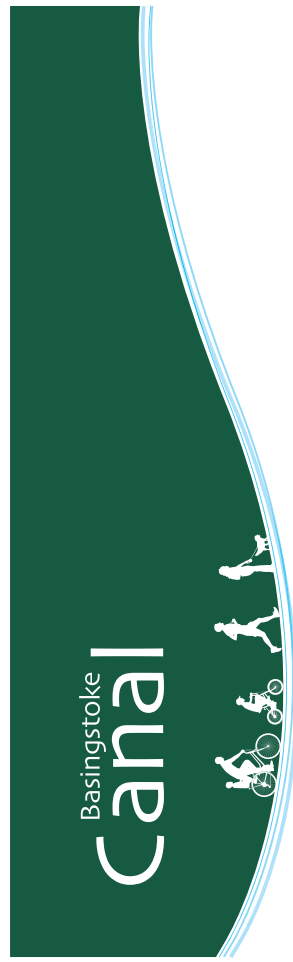
- To provide an identifiable facility that is recognised as being the Basingstoke Canal
- A tranquil environment recognised as improving quality of life for local residents
- To provide a welcoming message and safe environment to visitors
- A desirable place to live close to



Logos: Canal

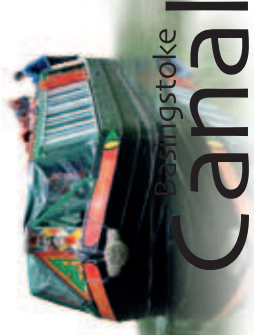
Do's

The correct uses of the logo include white on brand green, green on white and black on white. The logo must be clear and not obstructed by any other element.



Don'ts

Prohibited uses and manipulation of the logo include: colour alteration, rotation, illegible size, cropping and distorting proportion. Also, use of backgrounds that distort the lettering.



Logos: Canal

The Basingstoke Canal logo should have a clear space around it of equivalent of the "Canal" x-height.



Fonts

News Gothic must be used for main text areas in any document or display.

News Gothic Roman The quick brown fox jumps over the very lazy dog.
1234567890!@£\$%^&*)

News Gothic *Italic* *The quick brown fox jumps over the very lazy dog.*
1234567890!@£\$%^&)*

News Gothic Bold **The quick brown fox jumps over the very lazy dog.**
1234567890!@£\$%^&*)

News Gothic Bold Italic ***The quick brown fox jumps over the very lazy dog.***
1234567890!@£\$%^&*)

Skia as well as being used in the main logo also appears in labels for mapping.

Skia Regular The quick brown fox jumps over the very lazy dog.
1234567890!@£\$%^&*)

Arial must be used for anything that involves internal electronic use e.g Power Point presentations, as well as coding for web or email.

Arial Regular The quick brown fox jumps over the very lazy dog.
1234567890!@£\$%^&*)

Arial Italic *The quick brown fox jumps over the very lazy dog.*
1234567890!@£\$%^&)*

Arial Bold **The quick brown fox jumps over the very lazy dog.**
1234567890!@£\$%^&*)

Arial Bold Italic ***The quick brown fox jumps over the very lazy dog.***
1234567890!@£\$%^&*)

Colour Palette

Primary Palette



PANTONE 554
C85 M22 Y77 K69
R29 G92 B66
HEX #1d5c42



PANTONE 5807
C9 M3 Y23 K3
R216 G218 B186
HEX #d8daba

Secondary Palette



PANTONE 349
C91 M12 Y92 K44
R0 G105 B60
HEX #00693c



PANTONE 368
C70 M0 Y100 K0
R105 G190 B40
HEX #69be28



PANTONE 580
C20 M0 Y34 K0
R204 G219 B174
HEX #ccdbae



PANTONE 291
C38 M4 Y0 K0
R160 G207 B235
HEX #a0cfeb



PANTONE 2995
C83 M1 Y0 K0
R0 G169 B224
HEX #00a9e0



PANTONE Pro. Blue
C100 M13 Y1 K2
R0 G136 B206
HEX #0088ce



PANTONE 7687
C99 M79 Y13 K1
R26 G66 B138
HEX #1a428a



PANTONE 3985
C12 M13 Y100 K45
R151 G135 B0
HEX #978700



PANTONE 7752
C19 M26 Y93 K5
R209 G175 B34
HEX #d1af22



PANTONE 7758
C21 M15 Y97 K2
R213 G195 B3
HEX #d5c303



PANTONE 7408
C0 M33 Y100 K0
R242 G175 B0
HEX #f2af00



PANTONE 716
C0 M63 Y99 K0
R236 G122 B8
HEX #ec7a08



PANTONE 160
C16 M67 Y100 K72
R98 G60 B27
HEX #623c1b



PANTONE 7678
C71 M79 Y9 K1
R106 G72 B142
HEX #6a488e



PANTONE 7435
C15 M100 Y21 K51
R130 G36 B78
HEX #82244e



PANTONE Pro. Mag.
C0 M100 Y0 K0
R209 G0 B116
HEX #d10074



PANTONE 485
C0 M96 Y100 K0
R213 G43 B30
HEX #d52b1e



PANTONE 1797
C2 M98 Y85 K0
R196 G38 B46
HEX #c4262e

Imagery Treatment



General pointers:

Images/photographs are mostly rounded. Cut out shapes are advised to reflect the organic nature of the design.

Wildlife imagery

should be limited, it should only support the other photographs and graphic native to the canal and specific locations.

The back-drops are created with a sepia effect and should not compete with the text or the other imagery.

Graphic imagery includes:

- the green and blue wave
- white silhouette figures of people that are mostly placed on the wave
- maps and mapping symbols
- historical drawings, where used they are always set back in the background to add the traditional feel and texture
- visual aid e.g. the white ring to highlight key area

Photographic imagery includes:

- cut out elements such as the kingfisher and the flower
- partly cut out imagery e.g. the boat, where it blends into the background
- photographs placed in a circle
- historical black and white photographs treated in the same way as all the other colour photographic imagery

Signage: Maps



Designed in A2 size (W594× H420mm) and scalable to A1 and A0.

Volupiamus eos sinum
 Vitatur? Oculum vent. Liam, sem sum nadequoque doluptus, cusa conseni malorem dem nesi, ent magnis sedti quatqui aedfiro is evelam san reum nem conuceptas es rem. Ut harci velis que volupd quam veliti, non repitadior lali. Samentim isciunt dolutpa aut eum min re volupiam, ea ille ad est evelam conuceptas es rem. Ut harci velis que volupd quam veliti, non repitadior lali. Sumentim isciunt dolutpa aut eum min re volupiam, ea ille ad est evelam conuceptas es rem. Ut harci velis que volupd quam veliti, non repitadior lali.

Basingstoke Canal Authority 01252 370073 IN AN EMERGENCY CALL 999

Signage: Welcome and Interpretation

Signage: Footpaths

CYCLISTS PLEASE DISMOUNT

dimensions: H100 × W400mm

**CYCLISTS
PLEASE DISMOUNT**

dimensions: H100 × W600mm

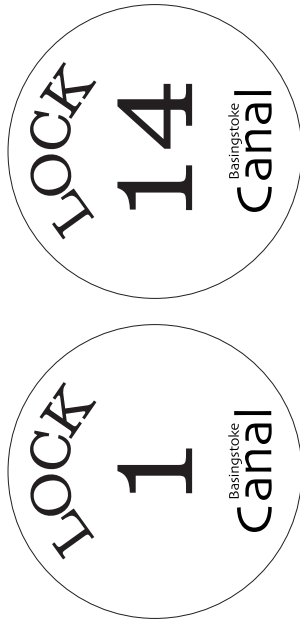
CYCLISTS PLEASE DISMOUNT

**CYCLISTS
PLEASE DISMOUNT**

Signage: Waterways

Lock Numbers

dimensions: diameter 100mm
font: Clarendon BT Light



Lock Flight

dimensions: H190 × W190mm



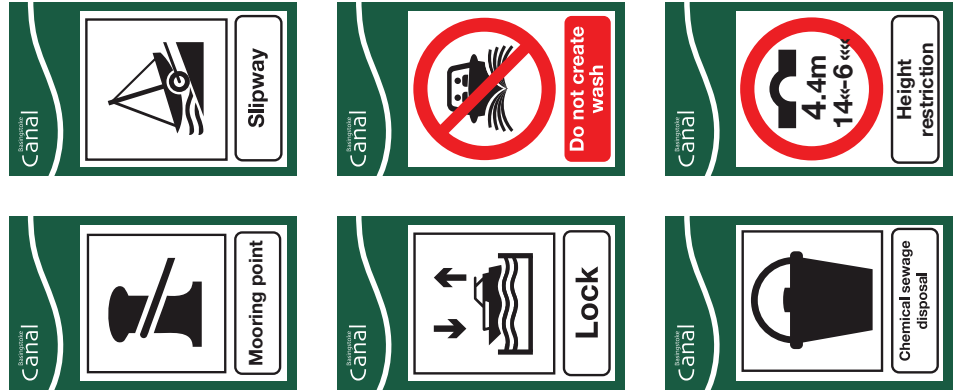
Information

dimensions: H315 × W190mm



Symbols

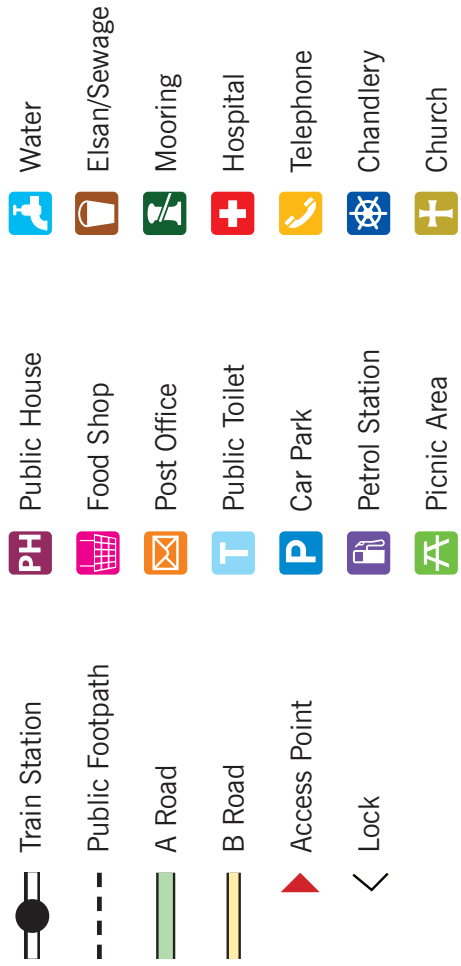
Standard symbols for Inland UK Waterways



Symbols used around footpaths



Symbols used in mapping



Vehicle Livery

Some vehicle branding is already in place and is now used as a reference point to further development in the future.



Contact

Basingstoke Canal Authority

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Surrey
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