

Brand Guidelines



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WELCOME

Ellon

Ellon is our modern market town, vibrant and quirky with a captivating historic past, full of community spirit and friendliness. This is our Ellon Life.

The Ellon Brand

The Ellon Brand is built on those values and offers a new look and feel to tell the story and present the town to its visitors. It's a brand which is both practical and flexible, and will continue to grow. Its made up of:

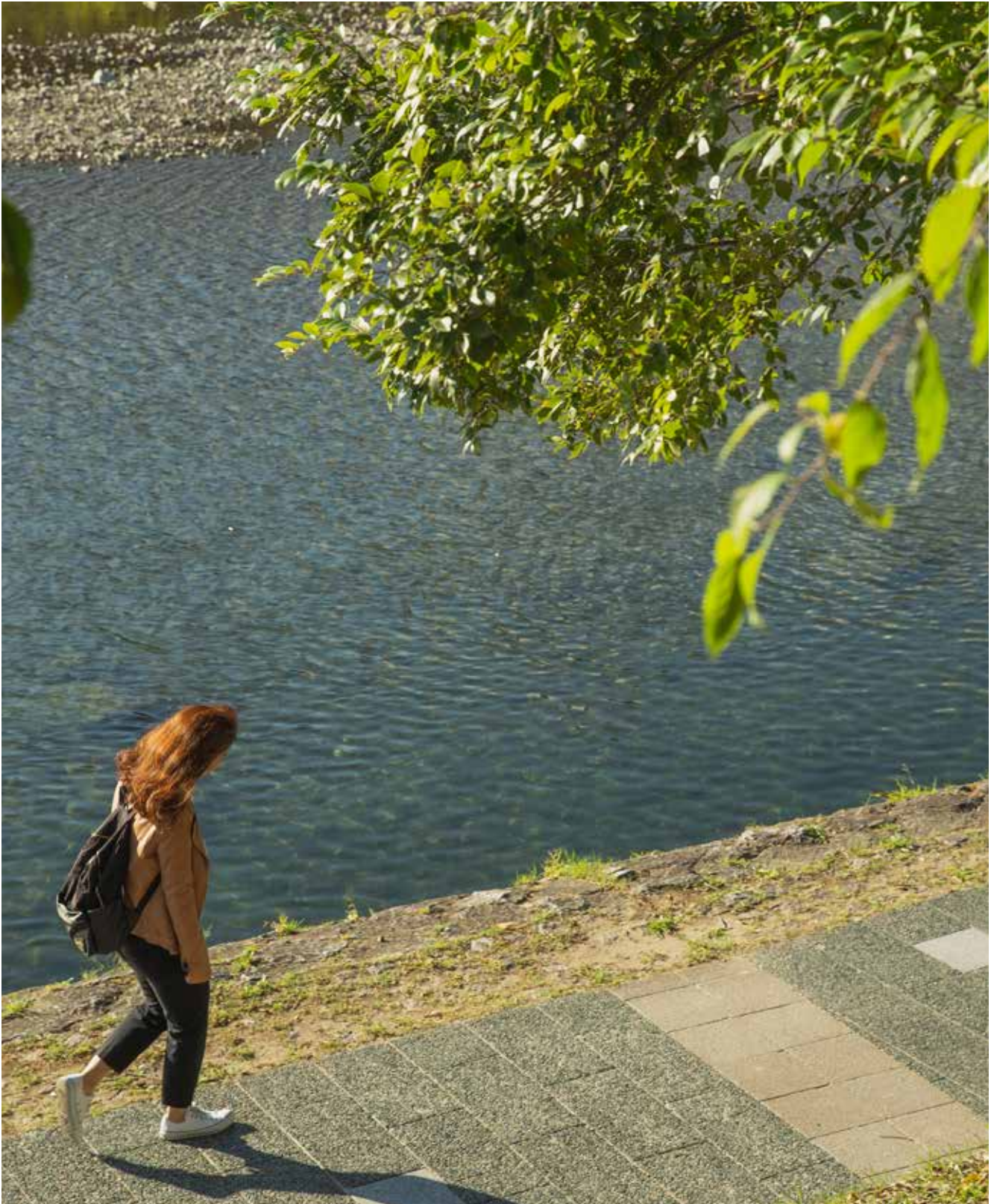
Brand Guidelines

That's this document, which sets out what the Brand is and how it can be used. It is set out in three parts: 1) what the Brand is; 2) How it's made up; and 3) How it looks in practice.

Brand Toolkit

That's this accompanying website where everything needed to create the Brand can be found. It's available from www.ellon.life and includes the Ellon Brand Logo, Font, Copy and Images all available to copy, paste and download.

For further information or advice on using the Brand please contact:
enquiries@ellon.life.





BRAND WHEEL

What the Brand is

A brand is never just about a logo. It's about how something looks and sounds. It's about how it makes you feel. It's about how different things come together to create an individual personality and character. It's about how to bring the story of Ellon to life in the eye of visitors.

The first part of the Brand Guidelines sets out the Ellon Brand's Position, Key Attributes and Personality. These are the guiding principles to inform all creative work.

Brand Wheel

The starting point for the Ellon Brand is the Brand Wheel. This gives Ellon a clear and consistent set of values throughout every aspect of its communications.

Essence

The Brand Essence is just that. The essence of the Brand. It's what the Brand seeks to convey.

Attributes

Rational Attributes are Ellon's Key Assets. The things that visitors most want to see and experience when they visit. Emotional Attributes are Ellon's unique characteristics that make the town special.

Positioning

The positioning statement sets out how Ellon is positioned as a destination. How Ellon is seen through the eyes of the visitor when compared to other destinations.

Personality

The Brand Personality outlines the look and feel of the Brand. From the design of the Brand Logo to the Colour Palette and Tone of Voice. It brings the Attributes and Positioning together, and brings the Brand to life.

ELLON BRAND

Ellon Brand in detail

These are the guiding principles which underline every aspect of the Ellon Brand and should underline every piece of creative work.



Essence

Vibrant Modern Market Town
(local references on pages 11-13)

Positioning

Ellon is a Modern Market Town with a captivating community spirit and heritage to inspire visitors.

Rational Attributes

Ellon Castle Gardens
Local Heritage Attractions
River Ythan
Countryside and Nearby Beaches
Access to Walking, Cycling, Horse Riding, Golf, Swimming and Fishing
Ellon Events Programme
Independent and Quirky Shopping and Hospitality
Famous Food and Drink Brands
Vibrant Market Town

Emotional Attributes

Community Spirit
Friendliness
Intimate
Vibrant
Independent
Peaceful
Nice Environment



BRAND COMPONENTS

How it's been made up

In this second part of the Brand Guidelines you'll find everything you need to start using the Ellon Brand. From the Brand Logo, to the Tone of Voice, to the Brand Fonts and Colour Palette. All of these are freely available to copy, paste and download from the Brand Toolkit at www.ellon.life/toolkit

THEMES

Introducing Themes

The Ellon Life Theme is designed to deliver different levels to the Ellon Brand, these will be especially handy for your leaflets, websites and more.

Ellon Life

The following Theme's topics reflect Ellon Brand Values

Heritage - Aimed to strengthen awareness of Ellon as a town with heritage

Stories - Presents the Emotional Attributes from the Brand Wheel, creating a distinctive and unique personality for Ellon to stand out against competing towns.

Sectors - Promote sector-specific campaigns

Business - Themes will support operator and business-led activities

Destination - Aimed to strengthen awareness of destinations within the locality of Ellon

Leisure - Promote activities in and around Ellon

TONE

Tone of Voice

As set out in the Brand Wheel, Ellon is a Modern Market Town with its captivating community spirit and heritage. To reflect this, use active words.

Aim to begin copy with a verb so that you're always encouraging your visitors to do, go, see and explore rather than just stating a fact:

- Explore Ellon Castle...
- Discover a hidden secret...
- Pull up a chair...

Keep your copy light-hearted and easy to read. If you need to relay lengthy factual information, begin with a summary or question so that readers can browse ideas:

- Fancy being lured by the River Ythan?
- There's great outdoor activities in Ellon.
- Have you walked along the riverside pathway?

Emotional Tone (Attributes)

Ellon is a place that has community spirit, where people feel at home. It's a small town offering an authentic experience.

It's really positive to talk about how visitors will feel during their experience, refer back to the Emotional Attributes in the Brand Wheel. Use emotive adjectives that engage a reader's senses. For example:

- Smell the coffee roasting and you'll know you're in Ellon...
- Feel the craft beer-vibe...
- Fall in love with Ellon's high street...

Emotional Tone (Ellon Life Theme's)

Examples of how to bring Emotional Tone into Ellon Life Theme topics.

Heritage - Lively Streets, Ruins from a Bygone age

Stories - Old Stories, Happening Times

Sectors - Simple Pleasures, Great Tastes, Bags of Charm

Business - Quirky Shops, Quality Stays, Cosy Pubs, Relaxing Brews

Destination - Great Town, Mysterious Gardens, Best Beaches

Leisure - Beach Gallops, Catch of the day, Hole in One

Ellon Life in practice

Building upon the Guidelines, here's some sample copy, to use and inspire for marketing purposes.

High-Street

Follow fashion or be unique. Ellon's boutiques and quirky shops offer bags of independent charm.

Destination

Learn of old tales from castle garden walls, follow bygone footsteps along the River Ythan, or taste the delights from Ellon's Farmers Market.

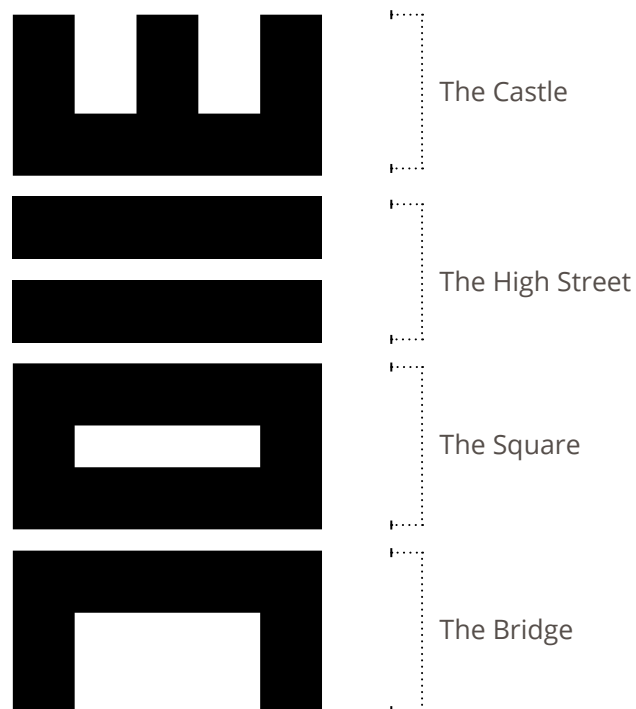
LOGO

Here you'll find the Logo for the Ellon Brand and the ways in which it can be used. The Ellon Brand logotype is available as and EPS and PNG at www.ellon.life/toolkit.

Master Logo

The Ellon Brand is made up of a unique hand-drawn Logo which celebrates Ellon's unique landmarks. The version below should be used wherever possible. Using a solid black rather than a tint of grey ensures the strength of the Brand remains intact.

The logo can be Reversed to White, primarily it is used when the Logo is placed on a block of darker colour or on imagery to give the Brand clarity against busy backgrounds.



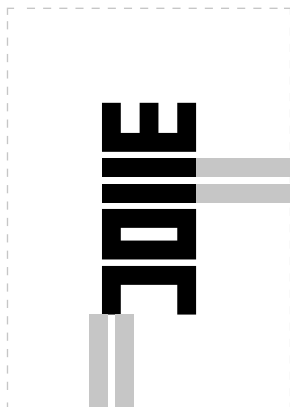
Small Use Logo

To keep the Logo legible in all applications, the minimum width is 8mm.



Exclusion Zone

The Exclusion Zone set out below keeps the Ellon Brand's integrity, particularly when set alongside other logos. You can use the '=' to set the space around the Logo at any size.



Logo for Social Media

When it comes to Social Media, one of the keys to standing out in the crowd is an eye-catching icon.

Here's the main Online and Social Media channels to promote Ellon:

URL: www.ellon.life

Facebook & Instagram:
@ellonlife

Hashtag: #ellonlife

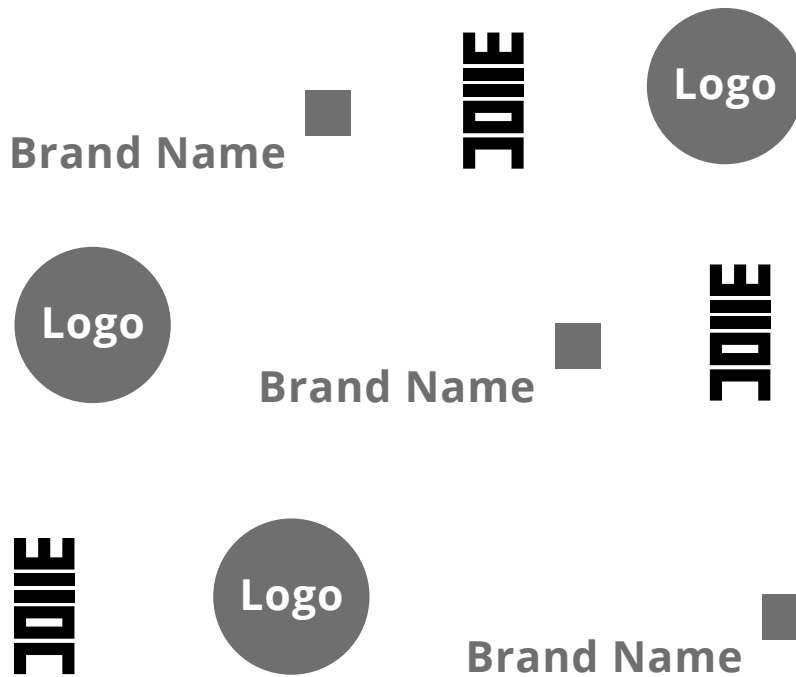


Reversed



Master Logo - Collaboration

Where the Ellon Brand logotype appears in a line or matrix of other logos, the minimum width of 8mm and the minimum gap should be maintained with the baseline aligned to the bottom of logotypes as shown here.



Poster Headline



Brand Name



ELLON

Large Format - Secondary Logo

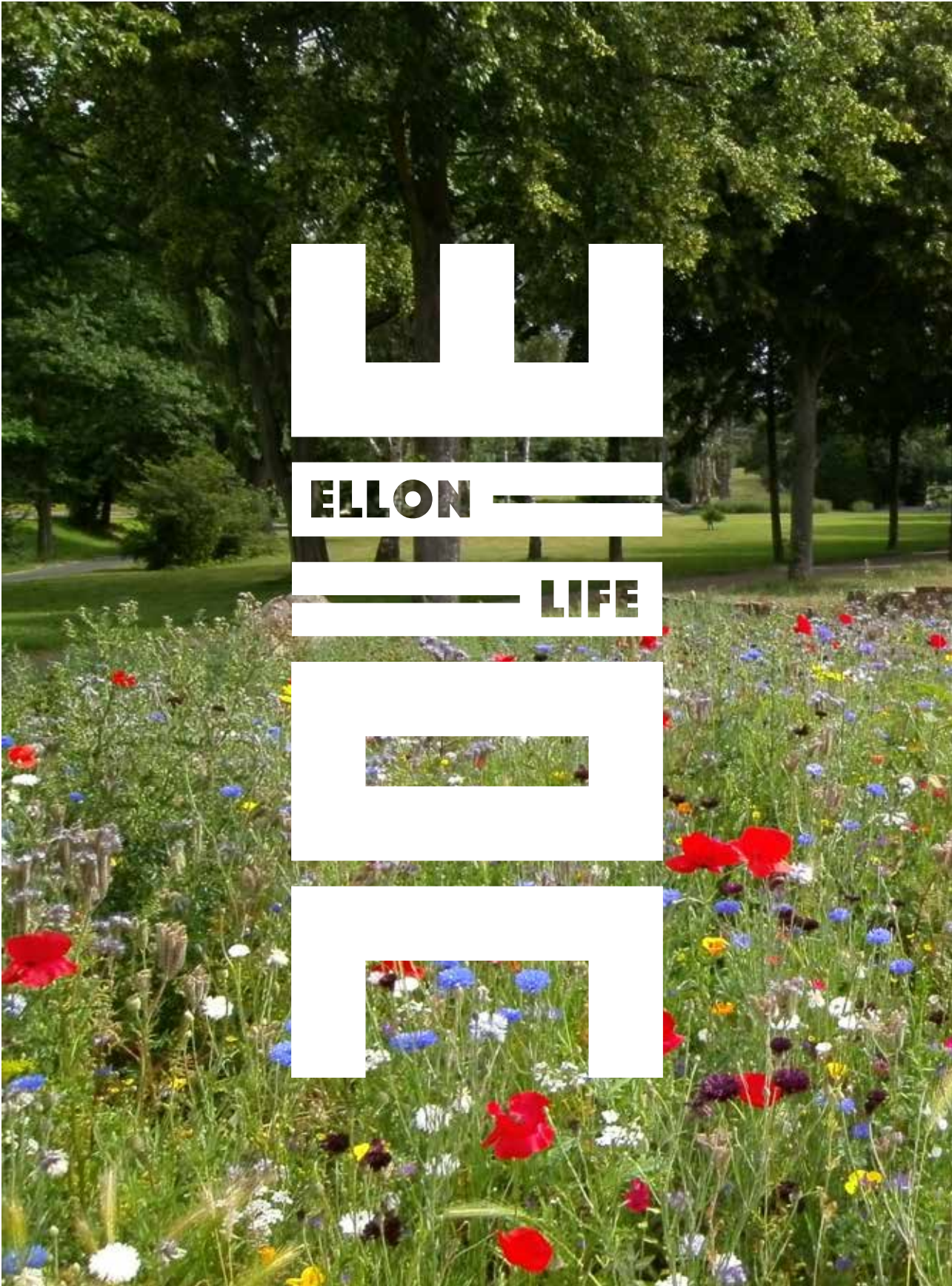
When using the logo in a large format the Ellon Life Brand Campaign can be incorporated. Using a solid black rather than a tint of grey ensures the strength of the Brand remains intact. The Secondary logo can be Reversed to White, primarily it is used when the Logo is placed on a block of darker colour or on imagery to give the Brand clarity against busy backgrounds.

Minimum Size

To keep the Logo legible in all applications, the minimum width is 30mm.



30mm



TYPOGRAPHY

Ellon Life

Chosen for its clear and simple lines, Dunbar Low provides a complimentary style to the straight lines of the logo. It is the main headline font and should be used throughout the Ellon Life Campaign.

Dunbar Low

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

0123456789&@%().,.

To download a copy of the font visit:

<https://fontshub.pro/font/dunbar-download>

Essonnes

While Dunbar Low gives the suite of Typography a contemporary edge, Essonnes reflects Ellon's historic side. Making it great for telling the many stories Ellon has to offer.

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789&@%().,

To download a copy of the font visit:
<https://fontshub.pro/font/essonnes-download>

Open Sans

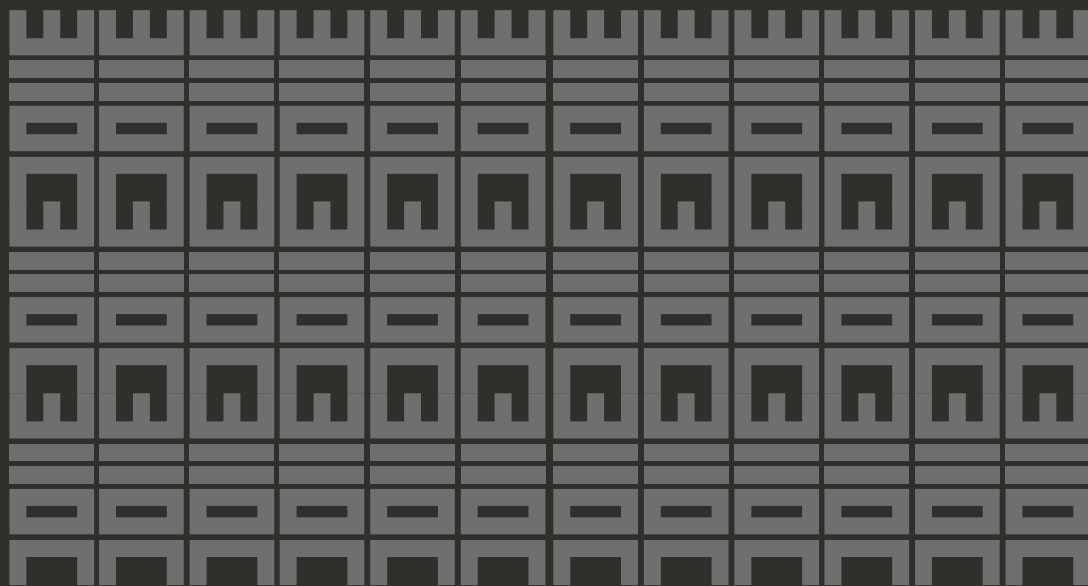
Open Sans has a light natural friendly appeal and has been used throughout these Brand Guidelines

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789&@%().,

To download a copy of the font visit:
<https://fonts.google.com/specimen/Open+Sans>

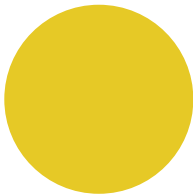
PATTERN

The logo's when placed into repetitive structure can be adapted to create a unique Repeat Pattern. The pattern can be explored to create decorative elegance to Ellon branded apparel, wrapping paper, branded sellotape, bunting or other usages.



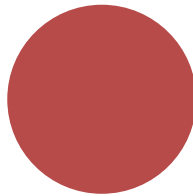
COLOUR

Use the breakdowns here when specifying brand colours. Pantone references are for spot colour printing, CMYK for regular print, RGB and HRef for online.



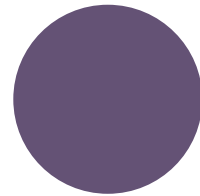
Summer

#e6c926
R:230 G:201 B:38
C:13 M:16 Y:90 K:1
Pantone: 605U



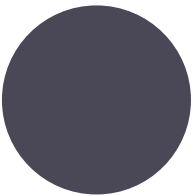
Lipstick Red

#b64b49
R:182 G:75 B:73
C:22 M:79 Y:64 K:12
Pantone: 200U



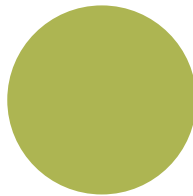
Heather

#645275
R:100 G:82 B:117
C:67 M:69 Y:31 K:16
Pantone: 7680U



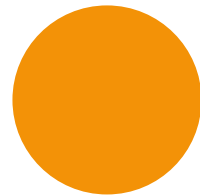
Blue Dime

#4a4857
R:74 G:72 B:87
C:73 M:66 Y:47 K:33
Pantone: 5395U



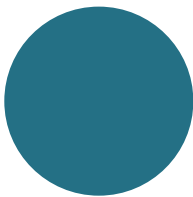
Leaf Green

#acb553
R:173 G:181 B:82
C:39 M:16 Y:79 K:2
Pantone: 583U



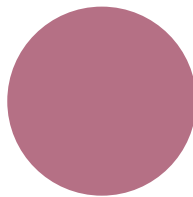
Cheddar

#F39200
R:249 G:146 B:7
C:0 M:50 Y:97 K:0
Pantone: 1375U



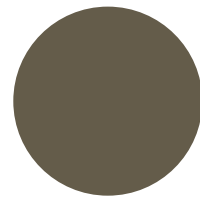
Dusky Cyan

#247085
R:36 G:112 B:133
C:82 M:38 Y:34 K:18
Pantone: 634U



Purple Pink

#b57085
R:181 G:112 B:133
C:27 M:62 Y:29 K:9
Pantone: 7647U



Nature

#645c4a
R:100 G:92 B:74
C:52 M:47 Y:61 K:42
Pantone: 448U

PHOTOGRAPHY

The photography is a core part of telling Ellon's story; the following guiding principles and images shown, help achieve a consistent look and feel across any future commissions, or when selecting images from existing sources.

Composition

People are at the heart of any place

- A portrait should be taken straight on, in front of an interesting background.
- Be authentic
- Capture objects as they are arranged
- Capture people as they naturally look, they should be going about their business

Ellon and its surrounding landscapes are crucial and unique

- The subject should be taken straight-on
- Detail shots compliment wider shots and reveal the hidden gems of detail that people may miss in their everyday lives.
- It's okay to show all weathers and seasons
- The photography should capture the sounds, smells, and feelings of being there



Stock Photography

When choosing free resources

For reasons of practicality, time, budget or because you may wish to make use of existing resources, commissioned images may be supplemented with some collated from existing sources.

In order to ensure all campaign materials are consistent and on-brand, it is important to only select photographs that feel like they are part of the brand. Free images can be obtained from websites such as;

- www.pexels.com
- www.unsplash.com

Copyright

Photographs, illustrations and other images will generally be protected by copyright as artistic works. This means that a user will usually need the permission of the copyright owner(s) if you wish to use them. For further guidance visit: <https://www.gov.uk/government/publications/copyright-notice-digital-images-photographs-and-the-internet>





DIGITAL ELEMENTS

The following examples show how the Brand Themes can translate to online and social media.

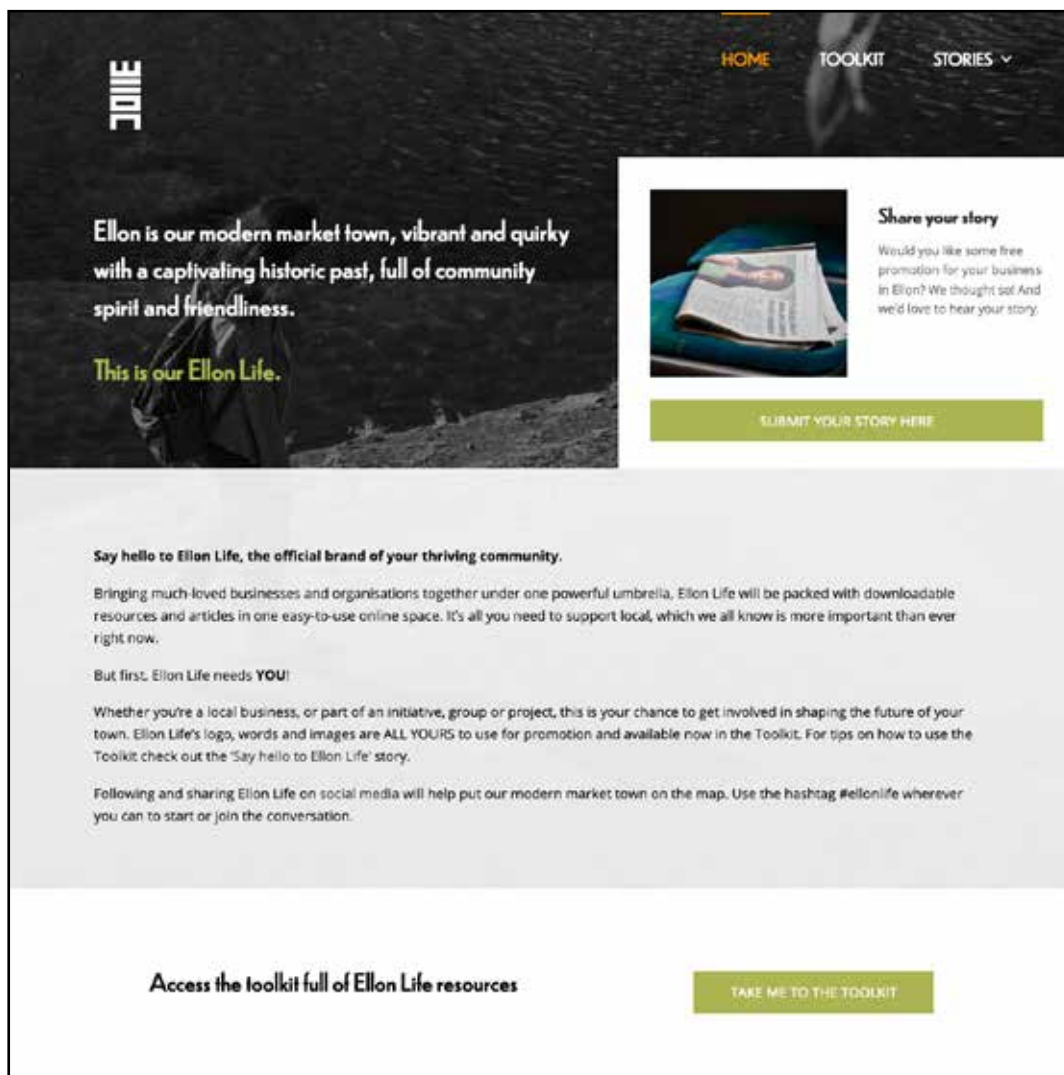
URL: www.ellon.life

Facebook and Instagram: @ellonlife

Hashtag: #ellonlife

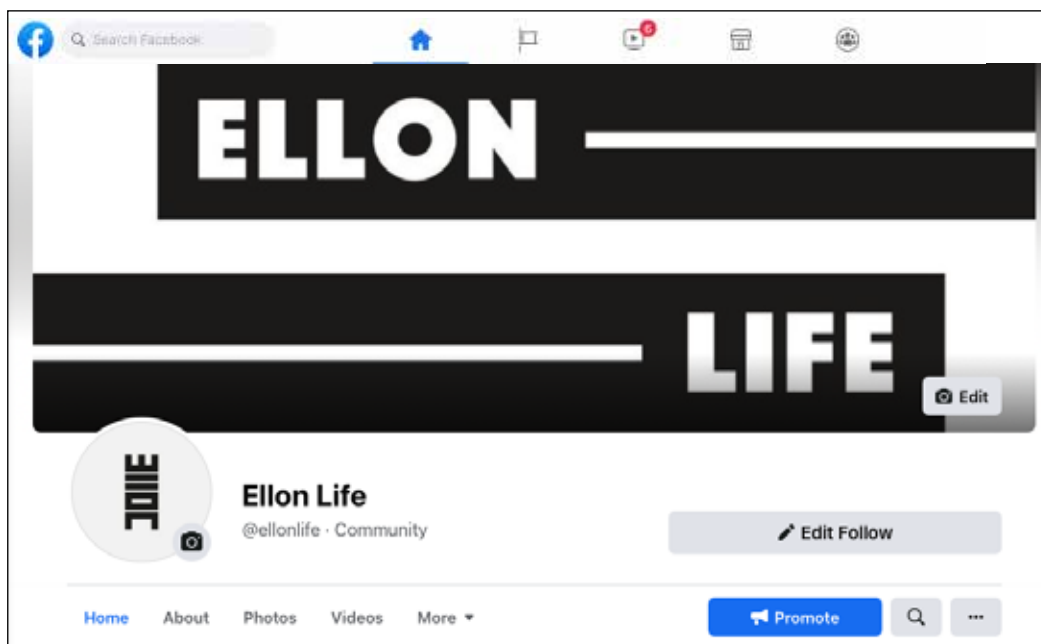
WEBSITE

The Ellon Life website (www.ellon.life) is not only a mechanism to host the brand toolkit, it's a home for all of Ellon's great stories.



SOCIAL MEDIA

Facebook @ellonlife is the main channel used to promote Ellon's stories, case studies, images etc. All posts require the Hashtag #ellonlife, supporting hashtags such as #ellon, #Aberdeenshire #Scotland are advisable. Complementary hashtags can also be utilised along with tagging locations, sponsors, brands, people, businesses and more.





Social Story Post

The following examples show the style template for the Ellon Life Stories. Each story is supported with a short facebook post. The business will be 'Tagged' and supported with hashtags. Readers will be encouraged to read the full story on Ellon Life website.

ELLON LIFE

enquiries@ellon.life

www.ellon.life

Part of the Ellon Phoenix Fund and Aberdeenshire Council Support Local Campaign