

**Weston-super-Mare**  
Identity guidelines



June 2020

# Weston-super-Mare

## Brand guidelines

The logo consists of the letters 'WWSM' in a bold, dark blue, sans-serif font. The letters are stylized with sharp, pointed ends. The 'W' and 'M' are composed of solid blocks, while the 'S' is a solid block with a white negative space cutout. The letters are set against a solid orange background.

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The image shows the letters 'WSM' in a large, bold, dark blue font. The letters are highly stylized with sharp, angular shapes. The 'W' is composed of three vertical strokes with pointed tops and bottoms. The 'S' is a solid, rounded shape with a white negative space cutout. The 'M' is composed of two vertical strokes with pointed tops and bottoms, connected at the base. The overall style is modern and geometric.

# OUR BRAND

- 1.1 Introduction 04-05
- 1.2 Positioning 06-07
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# 1.0

Our brand identity has been created alongside the people of WsM, to create a unified, coherent personality and character that may represent our town's values, offers and ambitions.

These guidelines are written to help build a place identity that is unmistakably Weston.

Guides should not be seen as final solutions, but rather as 'foundation stones' to build on and expand, as every job is unique.

WESTON  
IS FOR  
SEEKING  
BALANCE

More more more. Does everything have to be about more? It's a con. We've been tricked. More won't make you happy. There's more to life than more. You have a choice to stop chasing more and focus on the things that matter: family, friends, community and health.

Walk to work, cycle your kids to school, run on the beach and in the woods. Work hard then relax. Work from home with a view of the sea. Find affordable office or studio space. Kite surf, sea swim, explore the countryside. Work-life balance is not some unreachable nirvana. It's right here in Weston.

These values are how WsM creates a coherent place identity — promoting life in WsM to tourists, potential residents and giving pride of place to our locals.

Authentic  
Balanced  
Free-spirited  
Grounded  
Optimistic



When we communicate as WsM, to both locals and tourists, remember that the tone of our communications is integral to how we are perceived as a place.

Try to think about our values and promise for our tone of voice when writing copy. Remember to keep it proud and playful, i.e. many things could be marked 'super'.

WEST OF  
THE REST  
QUIT THE  
RAT RACE  
SUPER  
HEROES

- 2.1 Primary logo 16-17
- 2.2 Secondary logo 18-19
- 2.3 Clearspace 20-21
- 2.4 Scale 22-23
- 2.5 Placement 24-25

OUR  
LOGO

2.0

Our primary logo is the most visible element of our identity. A universal signature across all WsM media. A guarantee of quality that unites our Town's offerings.

The consistent use of the logo ensures visitors and locals are aware of the town's support, whilst recognising official events with clarity.



WSM

Our secondary logo may only be used where the full 'Weston-super-Mare' is needed in application, and should not replace the primary logotype in our usual brand communication.

**WESTON SUPER MARE**

To protect the clarity and visual integrity of our logo, we have defined a safe clearspace.

In most uses, such as page margins, 0.5W is the ideal minimum clearspace around our logo. No elements may encroach this area with the exception of page margins.

When paired with external logos or as a sponsor, our logo should always have at least 1W clearspace around the whole logo.

1W — Recommended clearspace

0.5W — Minimum clearspace



Align the scale of our logo to the format of each document. This allows the logo precedence on a page and separates it from any texts.

1/5

WSA WSA WSA WSA WSA

1/3

WSA WSA WSA

1/2

WSA WSA

1/1

WSA

When positioning our logotype on a document, we always place it at the top and bottom margins. Left, right or center.



- 3.1 Super Stencil 28-29
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- 3.7 Icons 40-41

TYPO-  
GRAPHY

3.0



Super Stencil is a bespoke typeface that has been designed to reflect our values and add a distinctive look to all WsM communications.

Always type with SuperStencil in UPPERCASE, typing in lowercase is only for enabling our icon glyphs, and will not work as typography.

For more information about enabling icons please see section 4.2.

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  
1 2 3 4 5 6 7  
8 9 0 ← ! ? : ) \*

Basis Grotesque is our secondary typeface, used for body and display texts in all applications.

Basis Grotesque is available to purchase from [colophon-foundry.org](http://colophon-foundry.org)

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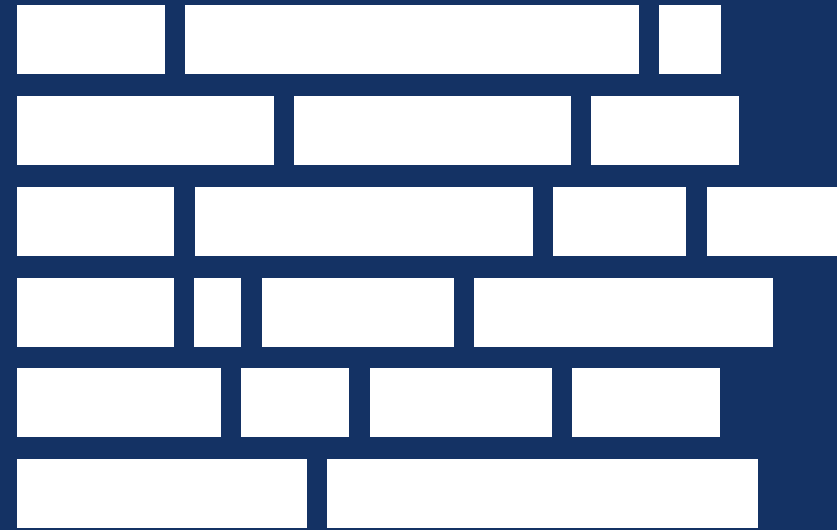
**Basis Grotesque Black**  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmn**  
**opqrstuvwxyz**  
**0123456789**

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**Basis Grotesque Medium**  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmn**  
**opqrstuvwxyz**  
**0123456789**

Our typography is always ranged left. This provides the eye with a clear starting point for each line, helping readability.

Remember to balance the 'ragged edge' on the right side, ensuring a neat and legible block of text.



When pairing typography together, ensure a clear definition between each individual type size.

To ensure optimum hierarchy between various levels, keep to only 3-6 sizes per document, this helps keep things clear and consistent.

These examples serve as a guide only, every job needs it's own analysis.

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**HEADING**  
**85/70PT**

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**Subheading 32pt**  
**Quote 32pt**

**Body heading 15pt**

**Body text 15pt**

**Caption 12pt**

SuperStencil should be only be used as top-level section headers.  
—Don't overdo it.

When multiple sub-titles are needed in a sequence, or used in longer titles over approx 15 words, replace with Basis Grotesque.

## WSM: THE SEASIDE HEART OF NORTH SOMERSET

Welcome to the official destination website for the original British seaside resort of Weston-super-Mare on the north Somerset coast.

Steeped with Victorian history and dominated by a long stretches of glorious beach, Weston-super-Mare is the perfect gateway to all the attractions that Somerset offers. Why not spend a beach holiday in Weston-super-Mare?

We're ideally situated to explore the whole North Somerset area including the picturesque town of Clevedon with its iconic Grade I listed Pier and Portishead, where you can unwind and dine out by the vibrant marina. Why not venture further afield; and take a trip from Weston to any of the many iconic tourist spots including Glastonbury, Wookey, Cheddar or Wells?

Visit Weston-super-Mare oversees the running of our award-winning Visitor Information Centre, located at the heart of all the fun - right on the seafront. This website is designed to help you plan your ideal visit, whether you're visiting for a hours or a few days we've got ideas a-plenty to help you plan your perfect trip.

So, are you ready? Okay, let's get

## WEST OF THE REST

The seaside heart of North Somerset.

Welcome to the official destination website for the original British seaside resort of Weston-super-Mare on the north Somerset coast.

Steeped with Victorian history and dominated by a long stretches of glorious beach, Weston-super-Mare is the perfect gateway to all the attractions that Somerset offers. Why not spend a beach holiday in Weston-super-Mare?

The original british seaside resort of WsM.

We're ideally situated to explore the whole North Somerset area including the picturesque town of Clevedon with its iconic Grade I listed Pier and Portishead, where you can unwind and dine out by the vibrant marina. Why not venture further afield; and take a trip from Weston to any of the many iconic tourist spots including Glastonbury, Wookey, Cheddar or Wells?

Visit Weston-super-Mare oversees the running of our award-winning Visitor

When writing out Weston-super-Mare in SuperStencil, use our primary logo, found in the font glyphs.

Ensure ligatures are turned on to when using SuperStencil to automatically apply our logotype when typing 'WsM'.

In longer texts written in Basis, either WsM or Weston-super-Mare is allowed, ensure consistency in upper and lower case use.

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**WSM: THE SEASIDE  
HEART OF NORTH  
SOMERSET**

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**THE ORIGINAL  
BRITISH SEASIDE  
OF WsM!**

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**Welcome to WsM, the original British seaside resort  
of Weston-super-Mare on the north Somerset coast.**

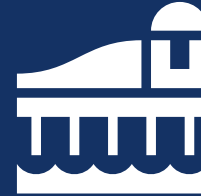
When paired with iconography, ensure appropriate scaling to allow the icon to stand out and avoid clashing with the title.



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**BEACH**

5 minutes walk



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**GRAND PIER**

7 minutes walk



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**MUSEUM**

15 minutes walk



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**WOODS**

20 minutes walk

# ICONS

- 4.1 Construction 44-45
- 4.2 Glyphs 46-47
- 4.3 People 48-49
- 4.4 Places 50-51
- 4.5 General 52-53

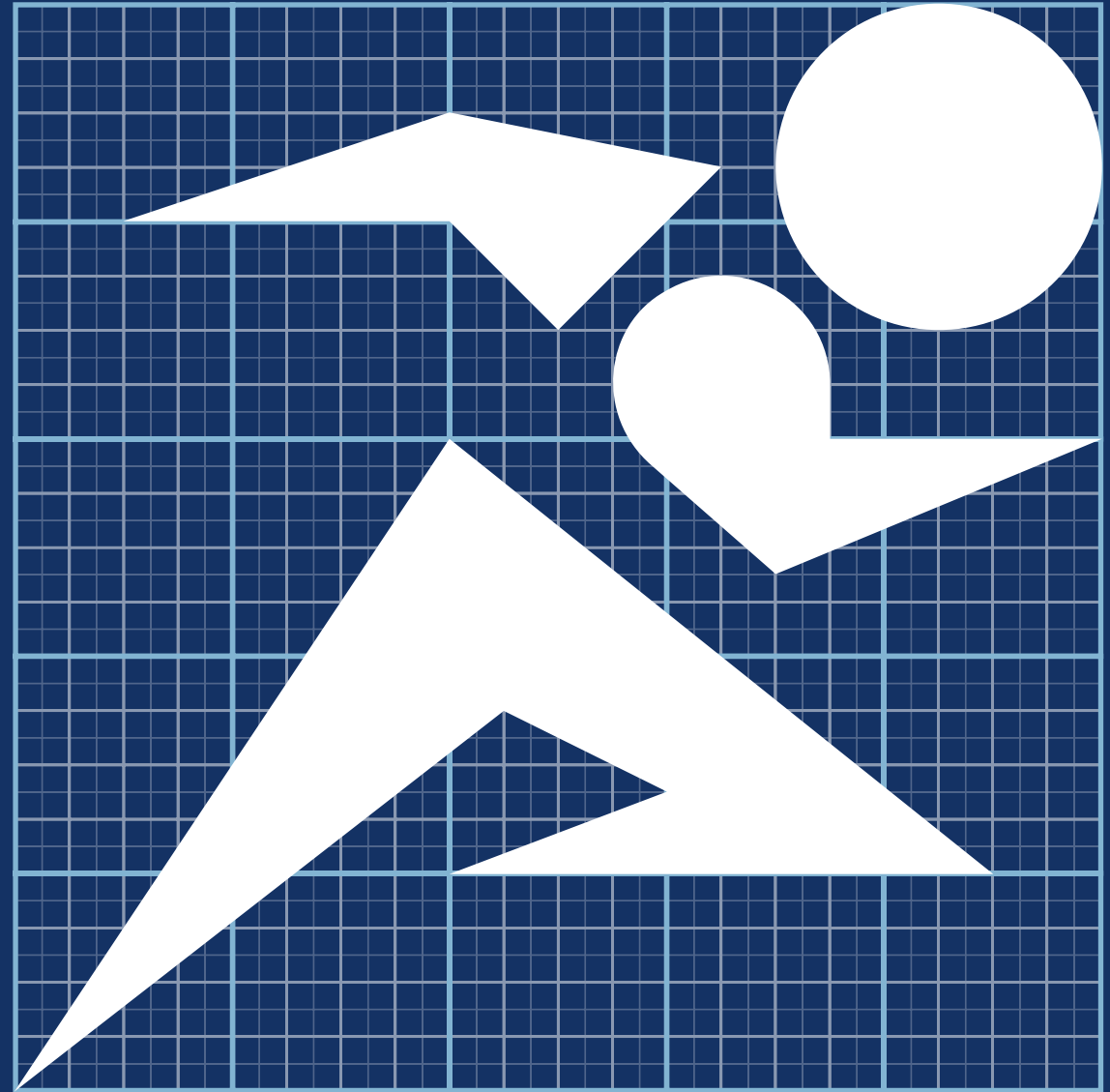
# 4.0



Our icons are created on a 40x40 grid, designed with stencilling in mind.

Align content to the 5x5 grid to ensure icons have consistent ratio and scale.

Stencils always carry standalone shapes, with solid space surrounding each shape. If in doubt, imagine the shapes of the icon as holes in a sheet of paper.



All our icons feature as glyphs in our font, SuperStencil.

To access all icons, simply type each name listed in the following pages using SuperStencil in lowercase, the icon should appear instantly. If no icon appears, ensure you have ligatures enabled.

In Word 2010 or newer for Windows, press Ctrl-D to open the Font dialog box, and select the Advanced tab. Check the option to “Use Contextual Alternates,” then set Ligatures to “All,” and click OK.

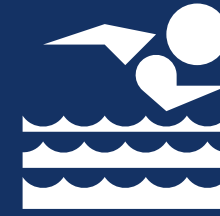
CAF



# People



walk



swim



cycle



play



active



skate



tidy



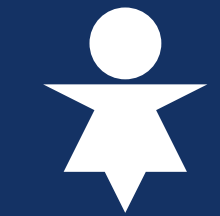
work



learn



gent



lady



access

# Places



beach



woods



pier



museum



church



home



amusements



gig



theatre



park



castle



ironage

# General



wellness



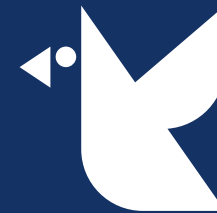
footprint



green



library



outdoor



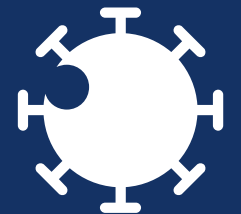
wild



boat



travel



covid



cafe



pub



gala

# COLOUR

5.1 Primary <sup>56-57</sup>

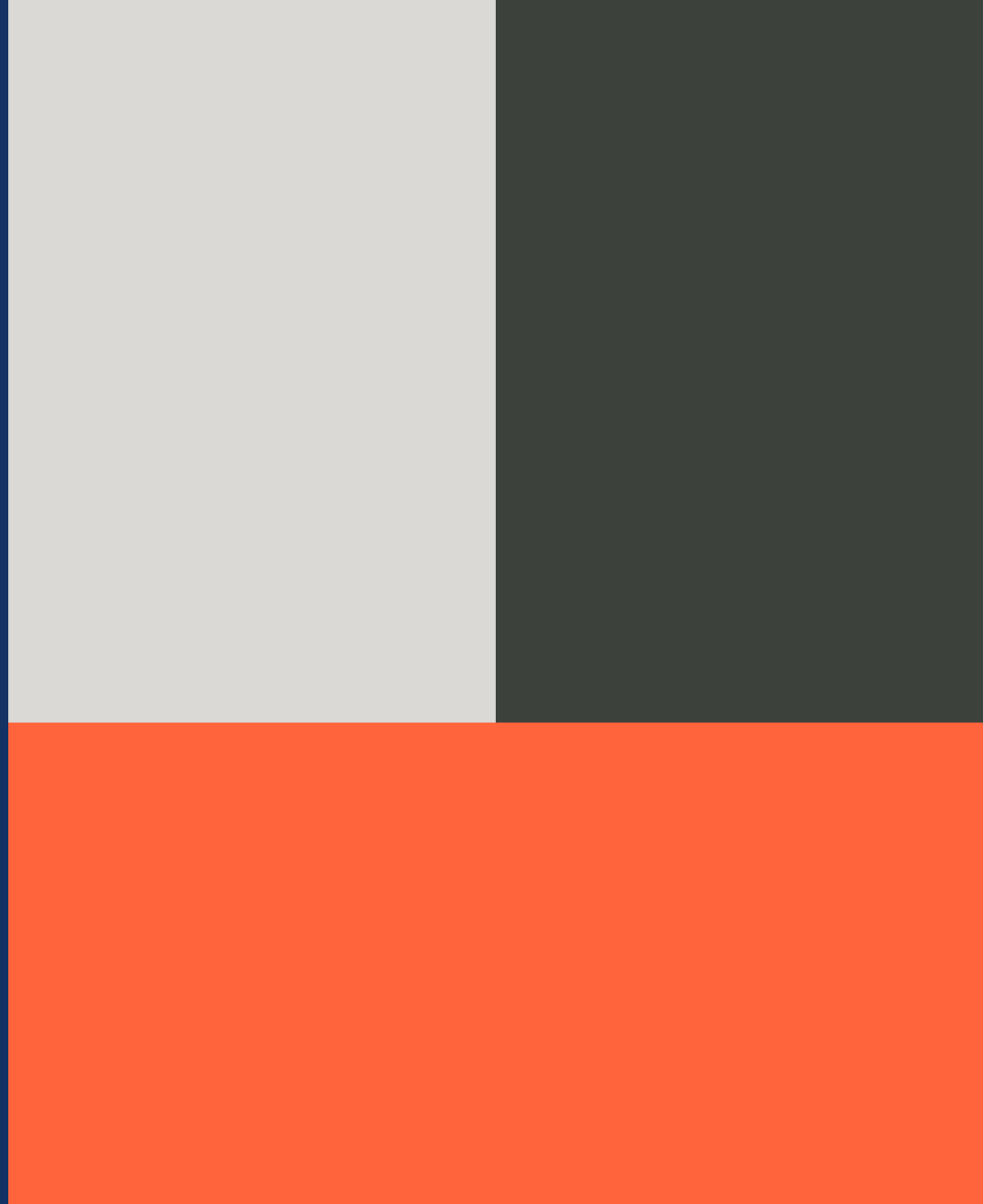
5.2 Secondary <sup>58-59</sup>

5.3 Values <sup>60-67</sup>

# 5.0

Our primary colour palette consists of four colours. We try to avoid black in all instances, instead using Marine Blue or Slate Grey.

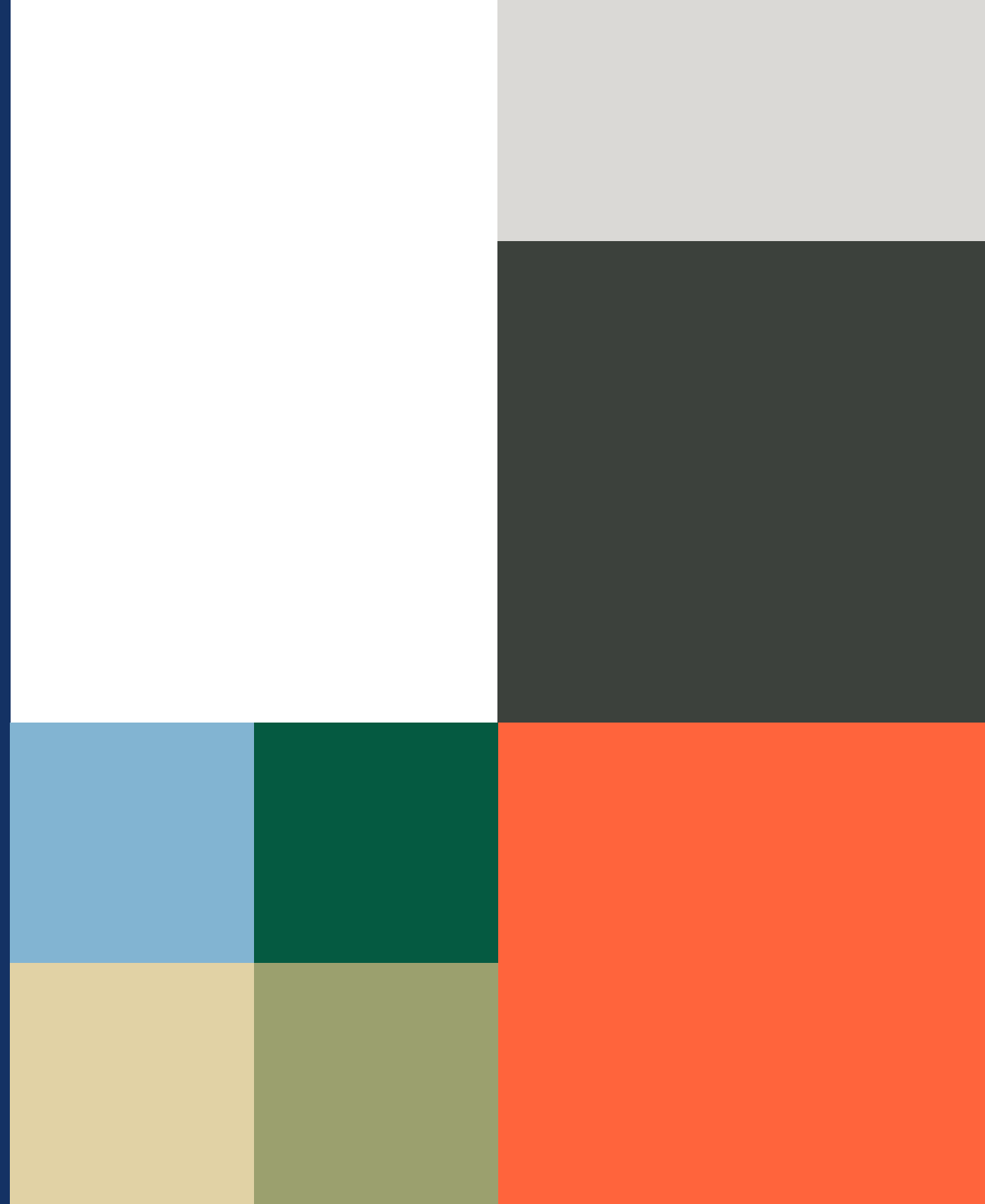
Our primary accent colour, Signal Orange is useful in instances where information needs to pop.



Our secondary palette is useful when more colours are necessary, for instance in charts or illustrations.

Note the ratios of colour on this page, our primary palette still has precedence over the secondary colours, to help maintain clarity towards our brand palette.

In this ratio, primary colours cover over 80% of the document area.





Pantone 281  
RGB: 20/50/100  
CMYK: 100/85/5/36

80%

60%

40%

20%

Pantone 2121  
RGB: 130/180/210  
CMYK: 51/21/0/0

80%

60%

40%

20%

Pantone 561

RGB: 5/90/65

CMYK: 84/20/58/54

80%

60%

40%

20%

Pantone 5777

RGB: 155/160/110

CMYK: 26/9/56/20

80%

60%

40%

20%

Pantone 1645

RGB: 255/100/60

CMYK: 0/63/75/0

80%

60%

40%

20%

Pantone 7500

RGB: 225/210/165

CMYK: 3/5/26/2

80%

60%

40%

20%

Pantone 432

RGB: 60/65/60

CMYK: 65/43/26/78

80%

60%

40%

20%

Pantone Cool Gray 1

RGB: 218/217/214

CMYK: 4/3/6/7

80%

60%

40%

20%