

St. Ives

## CORE LOGO

St. Ives Brand identity information

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### WHAT IS A BRAND?

- our personality
- who we are
- what makes us unique

**These guidelines have been developed to provide clear information regarding the use of the St. Ives logo and branding assets. They have been put together to ensure that a consistent identity is achieved for St. Ives on all communications.**

St. Ives' uniqueness cannot be conveyed by a standard font. Its rugged coastline and narrow cobbled streets, its wide appeal and stunning scenery, are some of the countless reasons to visit.

St. Ives is full of opportunities to stir the senses, through the crafts, music, food and stunning geographic location. Our research and development started with a hand-drawn script logo.

Feedback given was in favour of this, but we needed to make sure we appealed to business to business as well as business to consumer. To do this, the structure of the logo was neatened up. The result is a simple but unique, enough to cover all business practices in St. Ives.

These guidelines will help ensure consistency by providing standards and specifications for the use of St. Ives' corporate identity in a variety of situations. It should be followed for all printed and multi-media communications, from stationery, forms, websites, publications to signage.

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St. Ives

## CORE LOGO IN REVERSE

St. Ives Brand identity information

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**There will be some occasions where the St. Ives logo will sit against a dark background.**

### White out

When white out is used, the logo and text is inverted to white as shown. This form of the logo must only be used against background colours strong and dark enough to hold enough contrast to maintain legibility.

The St. Ives logo should be used in colour whenever possible.

These standards are intended to be tools and guidelines that enable us to maintain a consistent voice to the public. Please refer to this when developing any internal or external communications using the St. Ives identity. Take care using our guidelines - if we communicate as one we can have greater impact.

Visually speaking, it is one of the most valuable assets we own. Therefore, it should not be altered under any circumstances. To maximise its impact, please use only approved master reproduction art and follow the standards and specifications outlined here.



## ALTERNATIVE VERSIONS

St. Ives Brand identity information

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**The logo mark can work in many ways to help convey the wide variety of options that St. Ives has to offer.**

### The primary logo

In this primary form it is two tone blue, which signifies the sea that surrounds us.

### The secondary logo

The secondary logo works well in black or reversed out of an image or photograph.

### The events logo

The events logo is to give an event its own identity. The block colours can be chosen by the organisers to represent their event.

The primary logo features the text "St. Ives" in a rounded, script-like font. The "St." is a darker shade of blue, and "Ives" is a lighter shade of blue. A small dot separates the two parts.

Primary Logo

The secondary logo features the text "St. Ives" in a dark grey or black version of the same rounded, script-like font. A small dot separates the two parts.

Secondary Logo

The events logo features the text "St. Ives" in a multi-colored version of the rounded, script-like font. Each letter is a different color: 'S' is pink, 't' is teal, 'I' is yellow, 'v' is purple, and 'es' is blue. A small red dot separates the two parts.

Events Logo

## SEASONAL VERSIONS

St. Ives Brand identity information

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The seasonal appeal of St. Ives needs to be encouraged and promoted, this strengthens our decision to produce a seasonal set of logotypes

Businesses can elect to use these logotypes when marketing is needed to push or encourage business out of season. For example, short winter breaks.

The Spring logotype features the word 'St. Ives' in a light pink, rounded, sans-serif font. A dark blue wave graphic is positioned behind the 't' and 'I', extending under the 'v' and 'e's.

Spring

The Summer logotype features the word 'St. Ives' in a dark green, rounded, sans-serif font. A dark blue wave graphic is positioned behind the 't' and 'I', extending under the 'v' and 'e's.

Summer

The Autumn logotype features the word 'St. Ives' in a golden-brown, rounded, sans-serif font. A dark green wave graphic is positioned behind the 't' and 'I', extending under the 'v' and 'e's.

Autumn

The Winter logotype features the word 'St. Ives' in a light purple, rounded, sans-serif font. A dark blue wave graphic is positioned behind the 't' and 'I', extending under the 'v' and 'e's.

Winter

## LOGO AND IMAGES

St. Ives Brand identity information

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The logotype can be used in conjunction with images either as white with an opacity setting or the image can fill the logotype to create unlimited unique colour options..



St. Ives

## LOGO ELEMENTS

St. Ives Brand identity information

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The join in the 'S' and the 't' creates an icon symbolic of a wave and when flipped our other infamous trademark the seagull.

These icons can be used across print & web platforms as either patterns, abstract shapes as shown in the business card and letterhead and can also be used on their own when promoting products of and from St. Ives.

For example: a mark on the bottom of a ceramic piece, or food packaging.

Wave icon



Seagull icon



### LOGO IN USE

St. Ives Brand identity information

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An example of the logo in use on a digital marketing newsletter.



Standard  
Newsletter

SUMMER HAS ARRIVED IN ST IVES

Read Story



Porthminster Kitchen reveals its new look with their launch on thursday. Book tickets now before they all go!



Follow on social media-



Events  
Newsletter



FESTIVAL SEASON IS UPON US!

Read Story



Foodies, music lovers, culture vultures and holiday makers head to St Ives in the masses for the festival season.



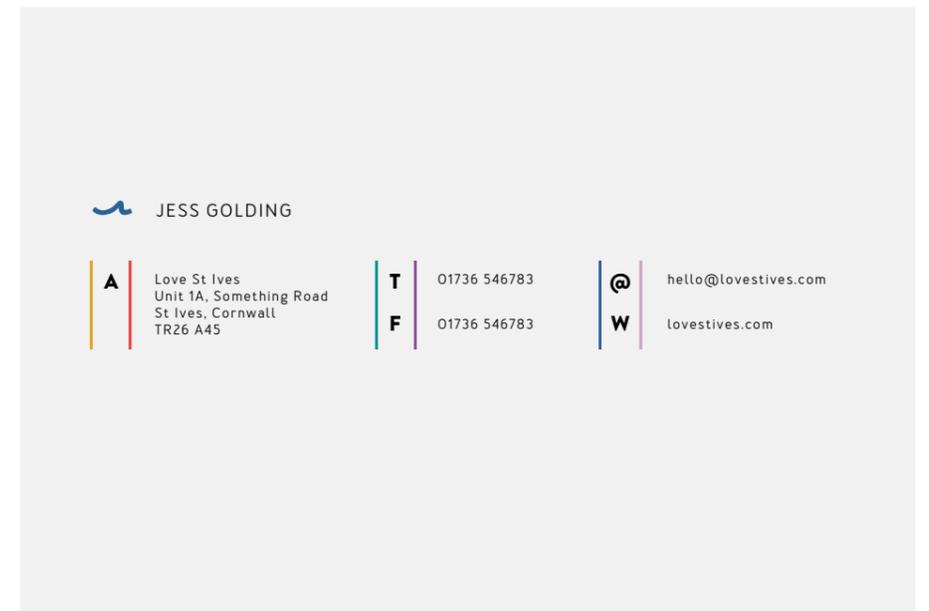
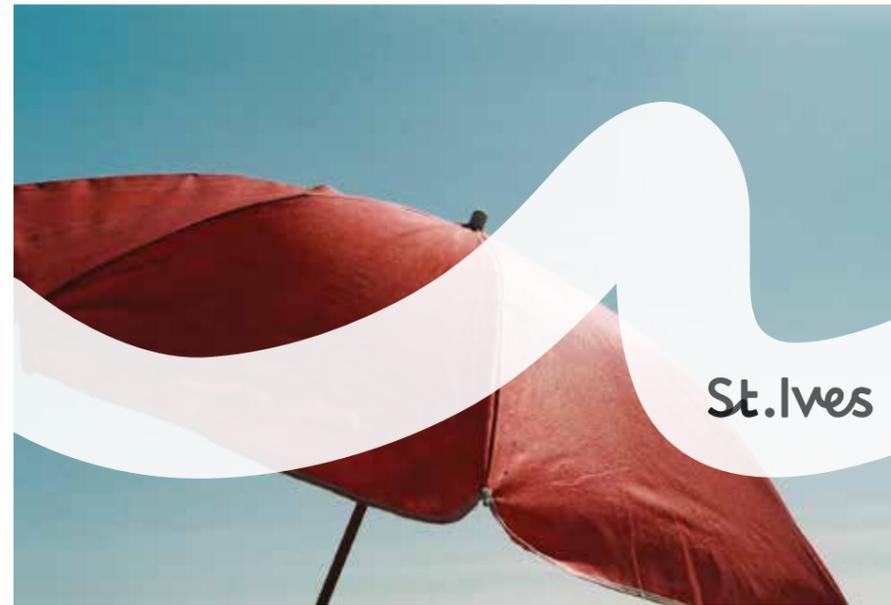
Follow on social media-



## LOGO IN USE

St. Ives Brand identity information

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An example of the logo in use on a business card.

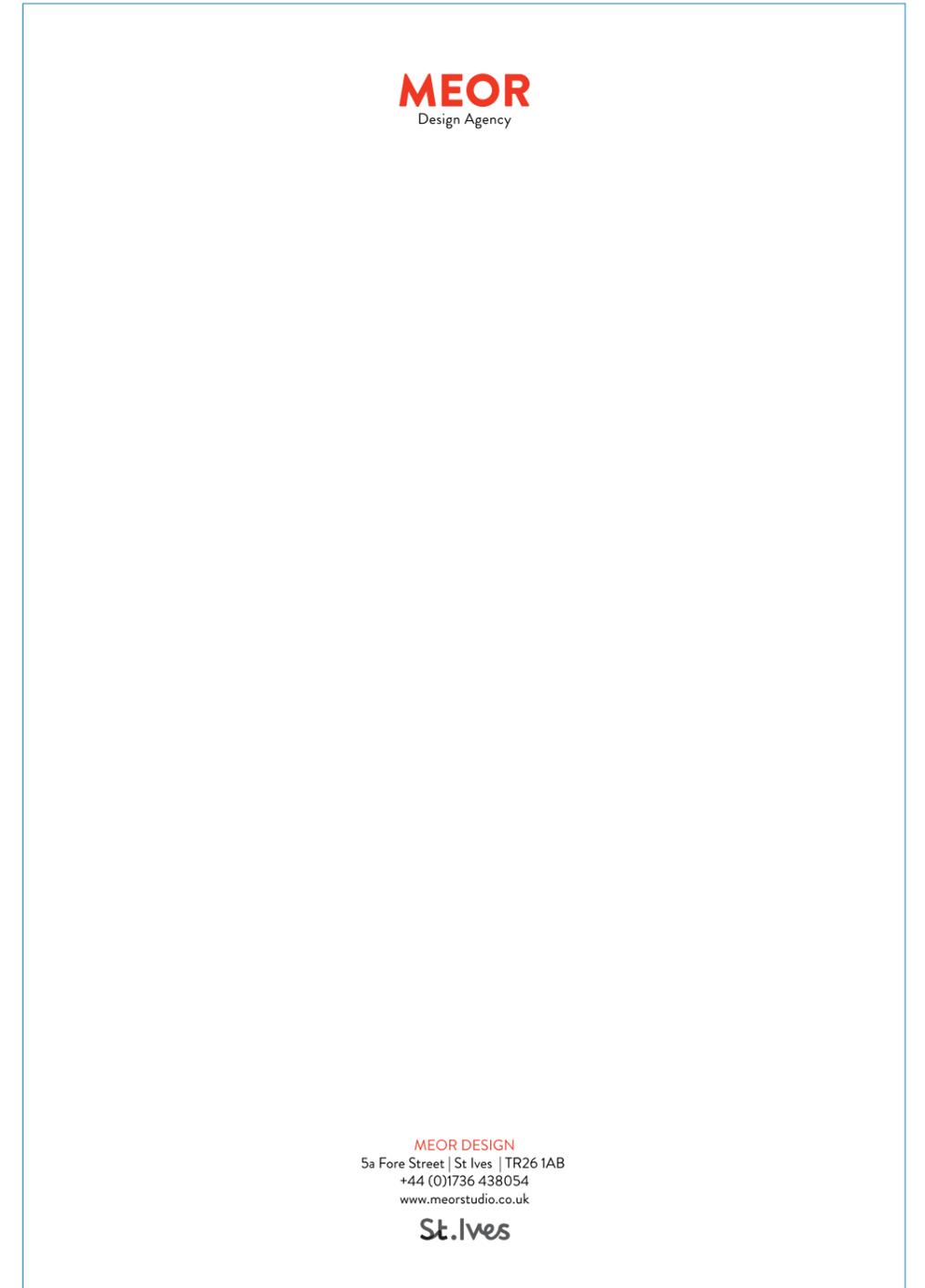
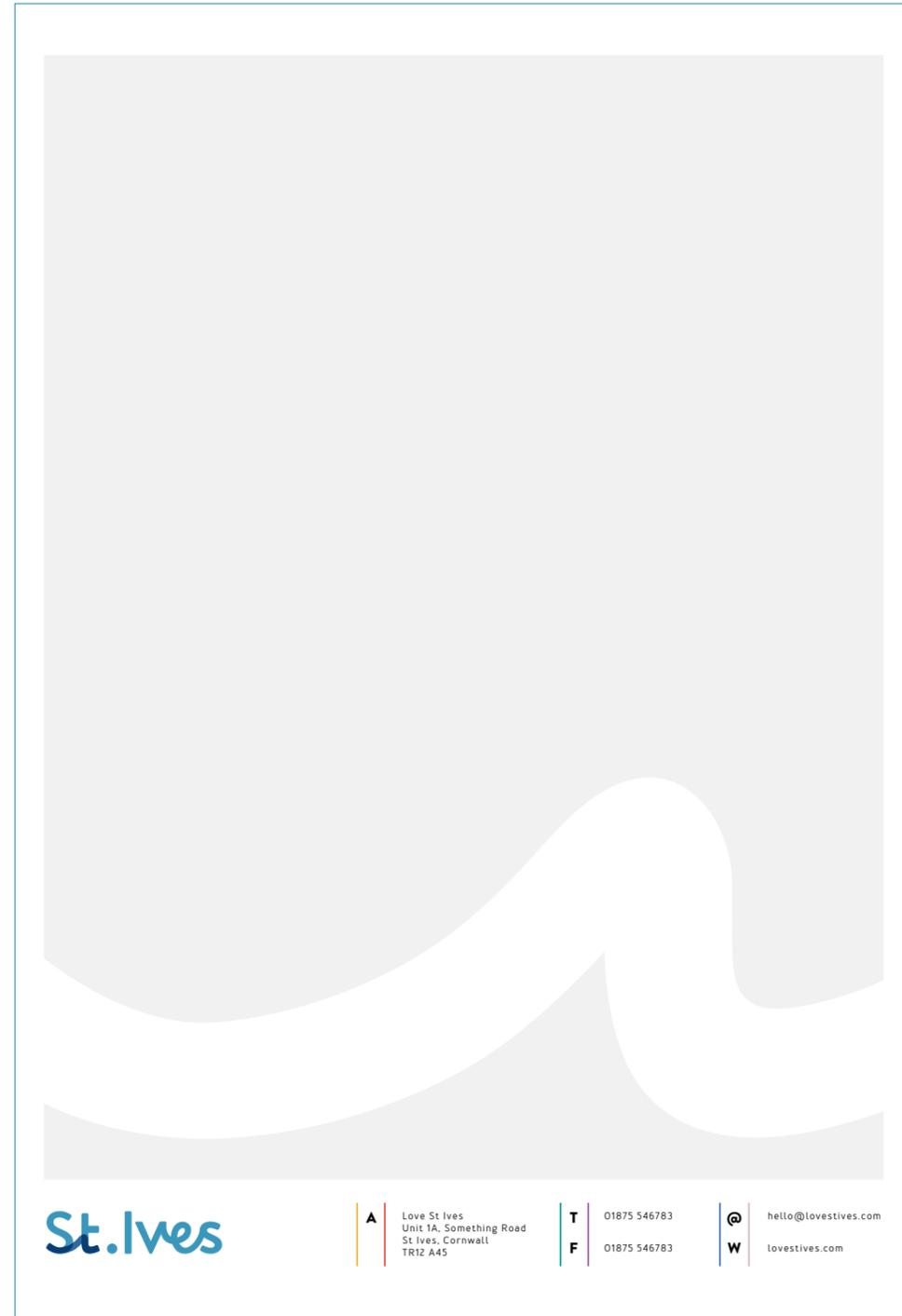


## LOGO IN USE

St. Ives Brand identity information

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An example of the logo in use on a letterhead.



## LOGO IN USE

St. Ives Brand identity information

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An example of the logo in use on an advert and a small acrylic sign.



**St. Ives**  
Business Improvement District

**BID MANAGER**

A talented professional required to deliver projects during the next 4 years in St. Ives town centre. Applicants will need a successful record of managing complex projects, working in private and public sector

partnerships, financial management, marketing, events and be an excellent communicator.

Please visit the St. Ives Bid website for an application pack. [www.stivesbid.co.uk](http://www.stivesbid.co.uk)



Planting supported by  
St. Ives businesses

**St. Ives**

## PRIMARY COLOUR

St. Ives Brand identity information

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The St. Ives colour palette is bold and vibrant, making up the single colour used in the St. Ives logo. The consistent use of this colour defines and reinforces our distinctive character and should be used on all communications and promotional materials.

When monochrome is used, then all elements are to be 100% blue using the PMS Pantone colour. This form of the logo must only be used against background colours light enough to hold enough contrast to maintain legibility.

## BLUE

### PANTONE PMS

SOLID UNCOATED - 7703 U

SOLID COATED - 7459 C

**CMYK** 69 19 0 27

**RGB** 57 151 186

**HTML** #3997ba

## SECONDARY COLOUR

St. Ives Brand identity information

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The St. Ives colour palette is bold and vibrant, making up the single colour used in the St. Ives logo. The consistent use of this colour defines and reinforces our distinctive character and should be used on all communications and promotional materials.

When the blue monochrome is used, for example in signage, then all the elements are to be depicted using spot colours to maintain the actual colour. This form of the logo must only be used against light background colours in order to hold enough contrast to maintain legibility.

### DARK BLUE

#### PANTONE PMS

SOLID UNCOATED - 661 U

SOLID COATED - 7683 C

**CMYK** 72 34 0 39

**RGB** 44 103 156

**HTML** #2c679c

## FULL COLOUR PALETTE

St. Ives Brand identity information

The St. Ives colour palette is bold and vibrant, making up the two colours used in the St. Ives logo and the four secondary colours. The consistent use of these colours defines and reinforces our distinctive character and should be used on all communications and promotional materials.

We have enlisted the standards of the Pantone Matching System (PMS), which is a universally recognised colour matching system based on lithography printing inks.

The colour palettes include specific spot colour references for both coated and uncoated paper stocks (please note that these numbers may differ due to the way inks appear on different stocks) and process match breakdowns (CMYK) for printing applications with limited budgets. Also included are RGB equivalents for use in word processing and presentation software as hexadecimal equivalents for emitted light and web applications.

When monochrome is used, then all elements are to be 100% blue. This form of the logo must only be used against background colours light enough to hold enough contrast to maintain legibility.

| PRIMARY COLOUR                    | SECONDARY COLOUR                | SPRING COLOUR                   | SUMMER COLOUR                   | AUTUMN COLOUR                   | WINTER COLOUR                    |
|-----------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|----------------------------------|
| <b>PANTONE COATED</b><br>7459 C   | <b>PANTONE COATED</b><br>7683C  | <b>PANTONE COATED</b><br>686C   | <b>PANTONE COATED</b><br>555C   | <b>PANTONE COATED</b><br>7564C  | <b>PANTONE COATED</b><br>7660C   |
| <b>PANTONE UNCOATED</b><br>7703 U | <b>PANTONE UNCOATED</b><br>661U | <b>PANTONE UNCOATED</b><br>679U | <b>PANTONE UNCOATED</b><br>341U | <b>PANTONE UNCOATED</b><br>124U | <b>PANTONE UNCOATED</b><br>7660U |
| <b>CMYK</b><br>69C/19M/0Y/27K     | <b>CMYK</b><br>72C/34M/0Y/39K   | <b>CMYK</b><br>0C/21M/8Y/15K    | <b>CMYK</b><br>99C/0M/22Y/54K   | <b>CMYK</b><br>0C/34M/81Y/16K   | <b>CMYK</b><br>6C/12M/0Y/36K     |
| <b>RGB</b><br>57R/151G/186B       | <b>RGB</b><br>44R/103G/156B     | <b>RGB</b><br>216R/171G/198B    | <b>RGB</b><br>1R/118G/92B       | <b>RGB</b><br>215R/141G/40B     | <b>RGB</b><br>154R/144G/164B     |
| <b>HEXADECIMAL</b><br>#3997ba     | <b>HEXADECIMAL</b><br>#2c679c   | <b>HEXADECIMAL</b><br>#d8abc5   | <b>HEXADECIMAL</b><br>#01765c   | <b>HEXADECIMAL</b><br>#d78d28   | <b>HEXADECIMAL</b><br>#9a90a4    |
| <b>BLUE</b>                       | <b>DARK BLUE</b>                | <b>SPRING</b>                   | <b>SUMMER</b>                   | <b>AUTUMN</b>                   | <b>WINTER</b>                    |

## SCALE

St. Ives Brand identity information

**Guidelines for logo usage, minimum sizes and suggested sizes. The integrity of the logo must be respected at all times. Never recreate or modify in any way. Always use the approved electronic file.**

### Minimum Size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.

The logo should never be smaller than the sizes shown opposite. Our preferred minimum size, where no space restrictions apply, is 3.5cm wide.

Minimum clear space is the smallest distance allowed between the logo and the edge of a page, the edge of an image, or body copy; maintaining it at all times ensures prominence and legibility.



## SPACE AND POSITION

St. Ives Brand identity information

**The logo will be the most visible element of the St. Ives brand. Its usage must be clear and consistent at all times. The integrity of the logo must be respected at all times. Never recreate or modify in any way. Always use the approved electronic file.**

### Exclusion Zone

The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. At the diagram indicates, the 'exclusion zone' is equal to that of the height of the 'wave' in the logo.

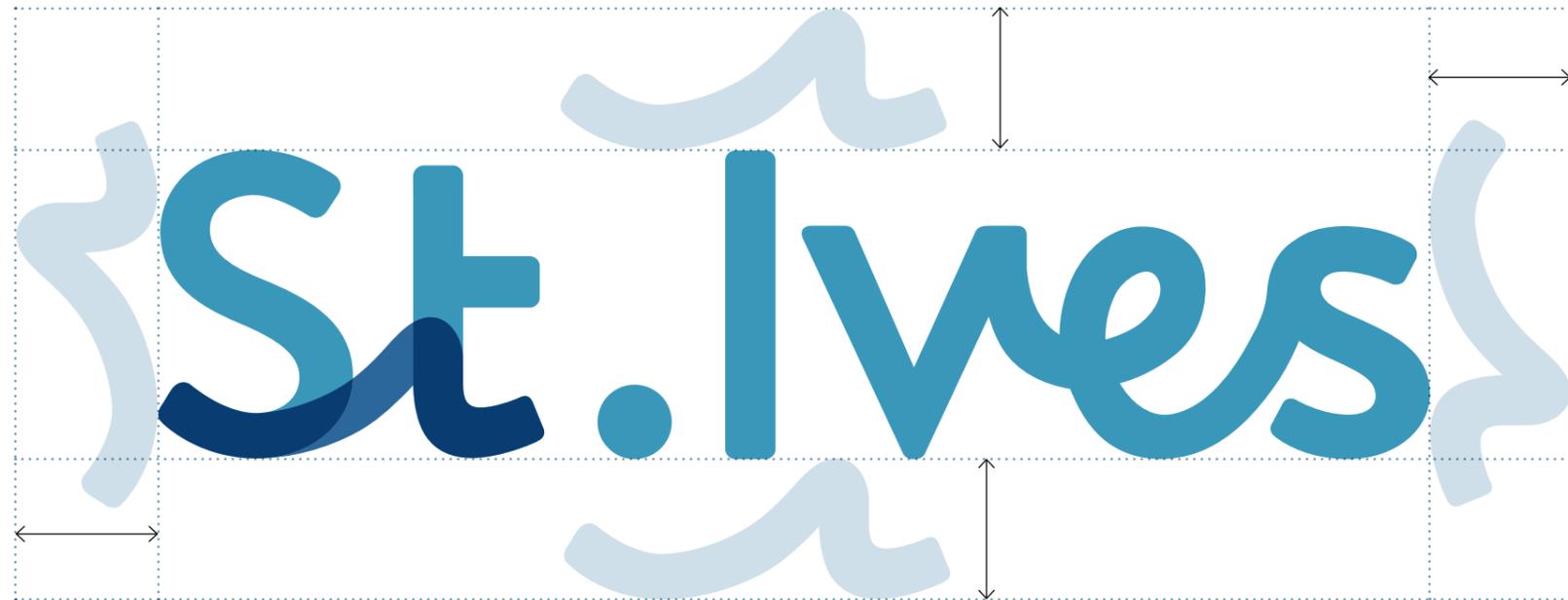
### Protective Space

Always maintain the minimum protective space around the logo to maintain clarity and to provide maximum impact.

Our logo needs space to breathe. Using the element of the wave, the space should never be less than the height of the wave on every side of the logo.

- **Do not** change the colour of the logo.
- **Do not** stretch the logo or position it in an impossibly small way.
- **Do not** distort the logo
- **Do not** change elements
- **Do not** rearrange
- **Do not** recreate

(master artwork is available on request)



Do not stretch the logo vertically or horizontally

~~St. Ives~~

~~St. Ives~~

Do not use colours that are not in the colour palette

~~St. Ives~~

## FONT PACKAGE

### Primary Font

#### MERLO

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Typography is a crucial element of the visual identity. Using our brand typefaces consistently makes St. Ives highly recognisable. It pulls together St. Ives' communications and makes them more distinctive.

**Merlo** has been selected for its versatility and legibility for large amounts of body copy. It offers many weights and styles which provide a large amount of design flexibility for all graphic communications.

The integrity of the font should be maintained at all times. No vertical or horizontal scaling, no added stroke, etc.

### MERLO

#### LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Hello

#### REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Hello

#### MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Hello

## PHOTOGRAPHY

St. Ives Brand identity information

**Photography is another key component in the creation of successful brand communications. Design, typography, writing, and photography all work together to define the St. Ives brand. It should be used to show a unique, unexpected and surprising perspective of St. Ives.**

Photography style should reflect the brands values and identity and remain consistent. As a general rule of thumb, our images are caught in the moment. Style should be considered for quality, composition and well thought-out imagery. Images should convey emotion, good feelings and the enjoyment of being in St. Ives.

Photography of businesses and the shopping streets should always give the impression of busy, 'hustle and bustle'. Don't show empty streets.

Seasonal images are key. It's okay to show empty beaches but try and get imagery of someone making the most of it.

Show the variances in weather, not as a negative but as a positive thing. Bellowing cumulonimbus clouds out at sea offer drama over the endless shots of crystal clear blue skies, which are usually portrayed.



Photographer: Ruairaidh Monies



Photographer: Ruairaidh Monies



Photographer: Nick Pumphrey



Photographer: Ruairaidh Monies

## PHOTOGRAPHY

St. Ives Brand identity information

**Photography is another key element of the brand guidelines. It should be used to show a unique, unexpected and surprising perspective of St. Ives.**

Photography should communicate one or more of the elements of our corporate identity. Images should be thought-provoking and inspiring; warm with an element of vibrancy creating a sense of place.

People shots should not feel staged. Show business people as people although they might be at work. The quality of the observations make the images interesting and real.

When using colour with photography, the use of colour should always feel complementary to the image. To achieve this, choose a colour from the full palette that is closest to the dominant colour in the selected photograph.

- **Do** use colours that complement photographs or backgrounds, and control the use of colour.
- **Do** use interesting crops.
- **Do not** use images or models that look staged or posed.
- **Do not** use images that are not distinctly St. Ives.
- **Do not** recolour images or scale them in an unnatural way.



Photographer: Merryn McCabe



Photographer: Merryn McCabe



Photographer: Merryn McCabe



Photographer: Ruairaidh Monies

## ILLUSTRATION

St. Ives Brand identity information

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**To build upon our corporate identity elements, a series of illustrations can be developed to help reflect St. Ives' specific elements.**

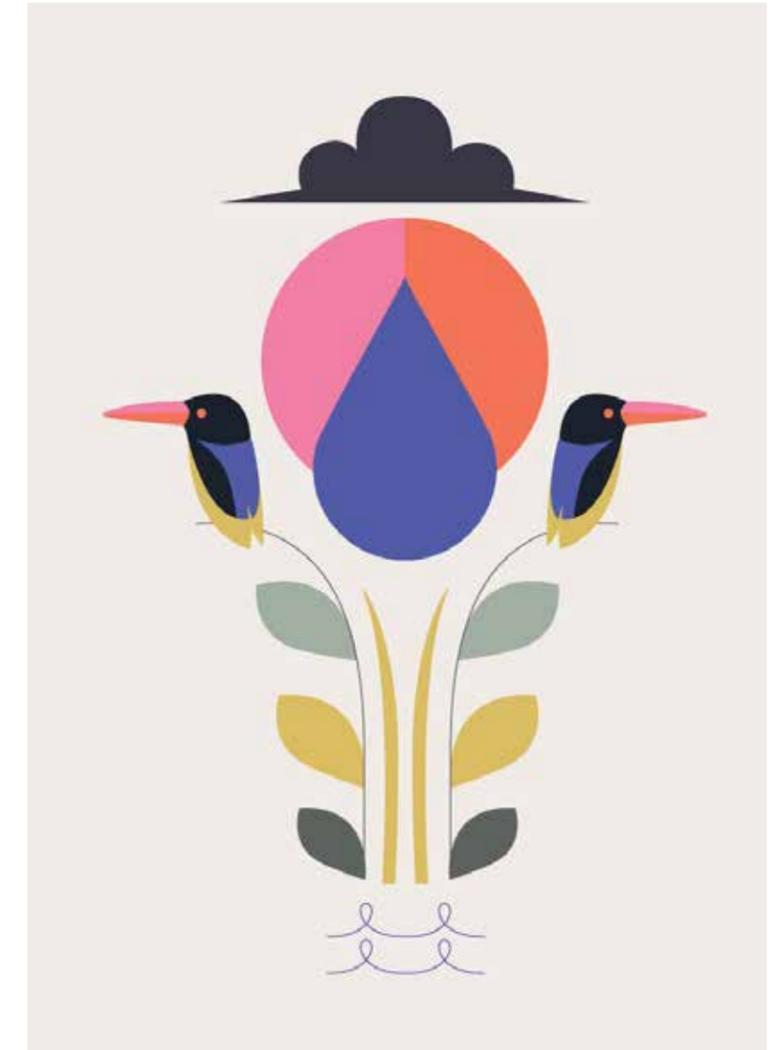
Where possible illustration will be carried out in the studio by a member of Meor to suit the clients needs.

Illustrators may be commissioned depending on the job and the style required by the client. Meor will endeavour to find the most suitable illustrator for the job working within the clients budget.

Infographics can be produced to use throughout the town using this style.

Commissioned illustrators

Vicki Turner



## HOW WE SEE OURSELVES

St. Ives Brand identity information

**The way we talk to people is crucial. We want to get closer to people by being informal, friendly and direct. All our messages, particularly headlines, should get straight to the point in expressing what's in it for the reader. This should be expressed in a single, distinctive voice.**

To bring the St. Ives brand to life, we need to understand what it is like, what it cares about and the experience that consumers have when they engage with it.

Businesses in St. Ives should try to communicate the specific feel for life we all value living in such a beautiful part of the world.

Since foreign vessels first took shelter in our bay, St. Ives has always been a welcoming town. For centuries people have sought a meaningful connection to our distinct environment. For inspiration, local traders need only look back to our recent history when as a tiny fishing village in the 1960s we were transformed for a few dazzling years into an international colony of modern art rivalling New York and Paris.

We must show that our once distant and forbidding location still has the power to cultivate resourcefulness and innovation now. This thriving spirit is reflected in our work and in our lives. We're a small town on the picturesque English Riviera, a paradise bathed in Mediterranean light. We are a close-knit town who knows itself.

Who's not afraid to think big.  
This is our heritage.

## Tone of Voice

We should engage people by being inclusive, personal, honest, plain speaking, relatable and informal, but above all, friendly. We should try to embody the best human qualities of togetherness. Celebrate diversity while always remembering, true quality is timeless.

### Strap Lines that could reflect St. Ives as an enticing place to visit:

St. Ives - the unique light of the South West

St. Ives - where memories are made for generations

Experience the best of Cornwall in St. Ives

Come early to avoid the rush (*spring*)

*(picture of an empty beach on a sunny day in March)*

St. Ives - the bay, the harbour and the beaches (*summer*)

*(picture of a packed beach on a sunny day)*

Wind down and explore at your own pace (*autumn*)

*(picture of someone walking through the alley ways)*

Snuggle up and let the drama unfold (*winter*)

*(couple in front of fisherman's cottage fireplace watching a storm out at sea)*

## BRAND VALUES

St. Ives Brand identity information

**A brand is a promise to its audience, stating what it does, how it does it and its benefits. It is also, therefore, a rallying call to the people that deliver the brand as to what they have to do to in order to fulfill that promise.**

Successful brands are not stories or identities invented or plucked from the air. Rather, they capture the essential truth about an organisation, often manifest through people, process, products and place.

St. Ives is at a very important time in its development. From ancient fishing village to artistic haven, to number one UK holiday beach resort, St. Ives is a place that has always embraced change. St. Ives embodies constant creation and reinvention because it knows itself. It also has a strong core identity based on a deep understanding of our environmental setting.

This makes St. Ives a very attractive destination for visitors from near or far who seek out that connection to the land and the mysteries of the endless sea that surrounds us. It can be said that St. Ives is no longer just a summer holiday town. Out of season, we offer a more personal, richer experience and the town's emerging new independent businesses reflect this. Bespoke tradesmen, design companies, architects, clothes shops and some of the finest restaurants in the region embody a new dawn for St. Ives. We are becoming a year round, 365 day place to flourish. To know St. Ives is to know yourself. The time is right to come and see what we have to offer.

## Inspiration

St. Ives thrived when some of the greatest creative minds of the 20th Century realised their passion. Barbara Hepworth, Ben Nicholson and Bernard Leach were mavericks, progressive free thinkers and geniuses in their chosen fields. Nothing is more provocative than someone with a good idea and the belief to prove it.

## Invigorating

Granite cliffs, sea spray in your face. With the ebb and flow of the tides, feel the relentless rhythms of life. St. Ives allows you the courage to be imaginative, to change for the better, to be at one with ourselves.

## Sensory

Not just the world class food, or the rolling crash of the waves, St. Ives is defined by the peculiar quality of its light. It is known as the brightest place in Britain due to the town being completely surrounded by water. The sea then acts as a giant reflector bouncing the light back into St. Ives. The miles of golden sand only intensify the effect.

## Connectivity

To know where you are going is to know where you've been. St. Ives has always been the cobbled lanes, the maze of fishermans' cottages, the squawk of seagulls. This will never change. Keep grounded, embrace the constant.

## Life-reaffirming

St. Ives is an escape, a haven, an aspirational place to feel connected. The friendly local atmosphere in St. Ives only reaffirms our faith in human nature.

## Uniqueness

St. Ives has a distinctive energising character all of its own. Whether it's during the height of the summer or a dramatic winter storm, quite simply there is no place like it.



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Brand Logos are available by request.  
Email: [info@meorstudio.co.uk](mailto:info@meorstudio.co.uk)  
[www.stivesbid.co.uk](http://www.stivesbid.co.uk)