



LETCHWORTH GARDEN CITY

BRAND GUIDELINES 2024

Breathe in
**LETCHWORTH
GARDEN CITY**

SECTION ONE

OUR MARQUE

Our marque uses a combination of different typographic characters to represent the diversity within Letchworth Garden City.

The 'L' symbolises our green spaces with the addition of leaves, the fluidity of the 'G' symbolises our people and their progressive thinking, and the 'C' is made up of unified or joined shapes to symbolise the unity amongst our community.



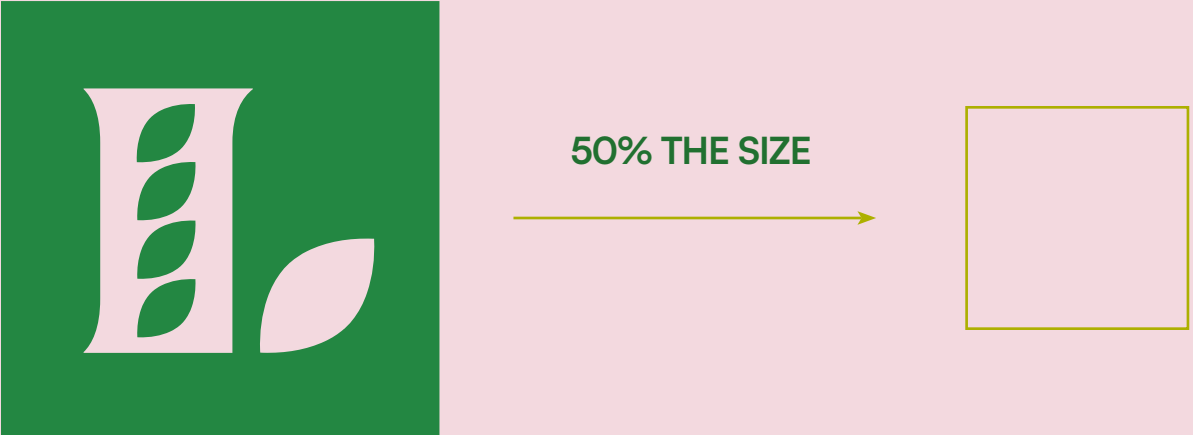
Please refrain from separating the logo. The logo marque and typography should never be used as separate assets. They must always be used together.

NEVER USE THE LOGO MARQUES WITHOUT THE TYPOGRAPHY



NEVER USE THE TYPOGRAPHY WITHOUT THE LOGO MARQUE





Our marque is our first point of recognisability for our brand, so we must use it correctly in every instance. To help we've identified easy-to-apply exclusion zones to allow our marque to breathe.

Please create a square that's half the width and height of the square from within the logo size you want to place, use this to create your exclusion zones.



SECTION TWO

OUR COLOURS

OUR COLOURS | PALETTE

Our colour palette heroes our Forest Green, in honour of our Garden City status, this is teamed with a complimentary Bloom Pink which gives a contrasting warmth.

Our secondary palette is vibrant and bold, with a wide colour range from a zingy Moss Green to striking Cobalt Blue. These can be extended with new colours if necessary.



FOREST

#268741
CMYK (84, 24, 100, 9)
RGB (38, 135, 65)
PANTONE 6173 C



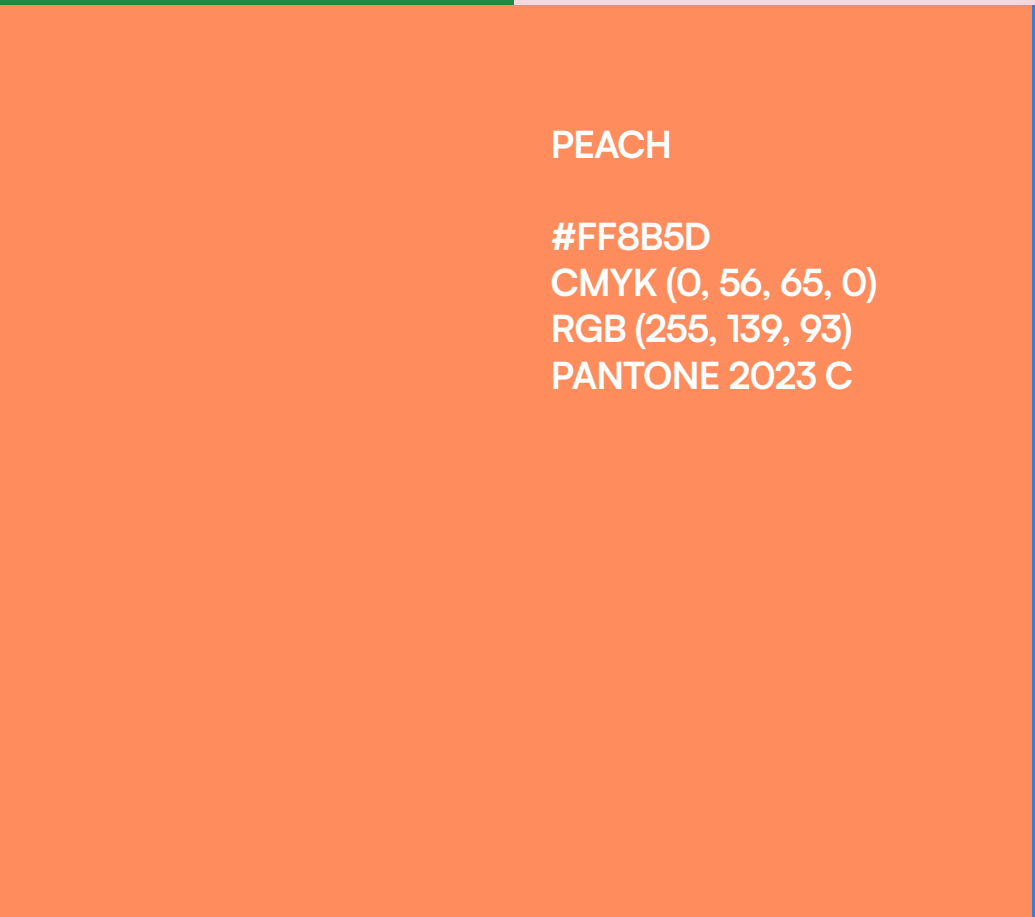
BLOOM

#F5D9DF
CMYK (2, 16, 5, 0)
RGB (245, 217, 223)
PANTONE 705 C



MOSS

#A8AD00
CMYK (37, 18, 100, 1)
RGB (173, 177, 0)
PANTONE 383 C



PEACH

#FF8B5D
CMYK (0, 56, 65, 0)
RGB (255, 139, 93)
PANTONE 2023 C



COBALT

#3080E2
CMYK (76, 48, 0, 0)
RGB (48, 128, 226)
PANTONE 2727 C



**LETCHWORTH
GARDEN CITY**

BLOOM ON FOREST



**LETCHWORTH
GARDEN CITY**

FOREST ON BLOOM



**LETCHWORTH
GARDEN CITY**

BLOOM ON MOSS



**LETCHWORTH
GARDEN CITY**

BLOOM ON PEACH



**LETCHWORTH
GARDEN CITY**

BLOOM ON COBALT

SECTION THREE

OUR TYPOGRAPHY

Our main typeface is Satoshi which can be downloaded [here](#).

This font embodies who we are, using a classic and strong sans serif typeface that's simple enough to cater and represent all, whilst standing the test of time.

SATOSHI

If for any reason the Satoshi font can't be used we have selected a Google font and a system font.

Google font: Plus Jakarta Sans can be used if you can't use Satoshi for any reason. This would come in handy if you need to create a Google document. Plus Jakarta Sans can be downloaded [here](#).

System font: Arial is the chosen system font, this might be needed for assets like email signatures.

Although these are alternative fonts we strongly recommend that the Satoshi font is used where possible.

GOOGLE FONT

PLUS JAKARTA SANS

SYSTEM FONT

ARIAL

Ball Pen

The Ballpen font is used for the 'Breathe in' graphic. This should be used sparingly and the 'Breathe in' message should be the primary use for this font.

THE SCRIPT FONT IS TO BE PRIMARILY USED FOR THIS, BUT WHEN USED WITHIN WRITTEN COPY TO ONLY BE USED FOR 10% OF ALL WRITTEN COPY, E.G. SMALL INTROS, HEADINGS.

→ Breathe in

Our typography combinations carefully balance both modern and traditional, using an all caps style to confidently communicate our headings, whilst using a handwritten font for our tagline.

This handwritten font has been inspired by Barry Parker's own signature, who is known as 'the unsung hero of the Arts & Crafts Movement' and who was chief consultant architect at Letchworth Garden City.



Our tone of voice invites the reader to expand their horizons within Letchworth Garden City, using language that is open, warm and accepting of all.

A PLACE TO BE,
TO BE FREE,
EXPLORE
AND MORE.

Find yourself in Letchworth Garden City, where communities thrive and visits feel full. Where everyone is welcome and everyone is celebrated, with space to grow and be nurtured in, whichever direction you need.



SATOSHI / BOLD / KERNING -30
/ SIZE 113PT / LEADING 90PT



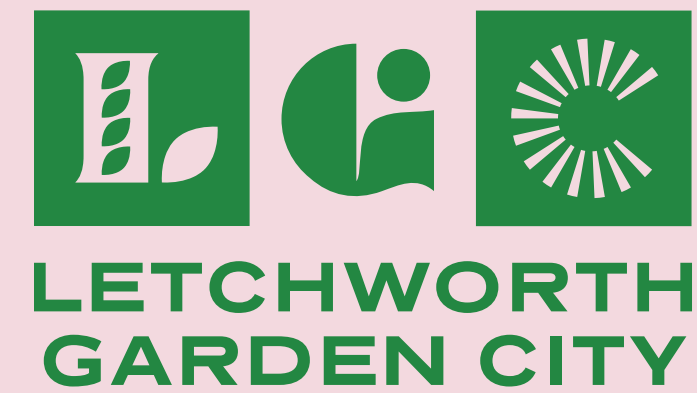
A PLACE TO BE,
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SATOSHI / MEDIUM / KERNING 0
/ SIZE 24PT / LEADING 29PT



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Breathe in



TYPE CAN BE
MOSS ON
FOREST

TYPE CAN BE
BLOOM ON
FOREST

TYPE CAN BE
PEACH ON
FOREST

TYPE CAN BE
BE MOSS ON
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Breathe in
NEW IDEAS
Feel inspired in
Letchworth Garden City.

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Our primary palette allows for the most varied colour combinations within our typography. The combinations are shown here and can be used to create variation across our brand collateral.

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Our secondary colours are more limited in terms of colour combinations, with only Bloom being acceptable across all text variations.

To ensure our messaging is accessible at smaller sizes we'd suggest using these altered versions of our primary palette to create the most contrast for smaller text.

DARK FOREST (FOR SMALL TEXT)

#206F31
CMYK (86, 32, 100, 22)
RGB (32, 111, 49)

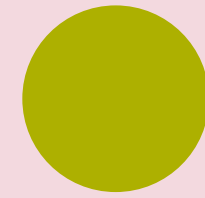
WHITE (FOR SMALL TEXT)

#FFFFFF
CMYK (0, 0, 0,0)
RGB (255, 255, 255)

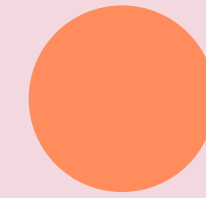
SECTION FOUR

OUR GRAPHICS

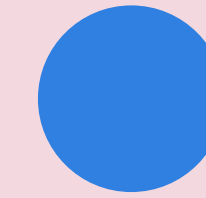
MOSS



PEACH



COBALT



These simplistic graphics purposely focus on an experience, using abstract shapes and repeated pattern to create a unique texture.

These can be flexible in terms of style, drawing inspiration from different cultures, arts & crafts and Letchworth Garden City's own history.

Each graphic would have a secondary colour assigned to it which can help differentiate each area.



NATURE / OPEN SPACES



CULTURE / DIVERSE COMMUNITY



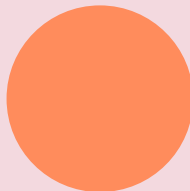
HISTORY / TOWN HERITAGE

MOSS



NATURE / OPEN SPACES

PEACH



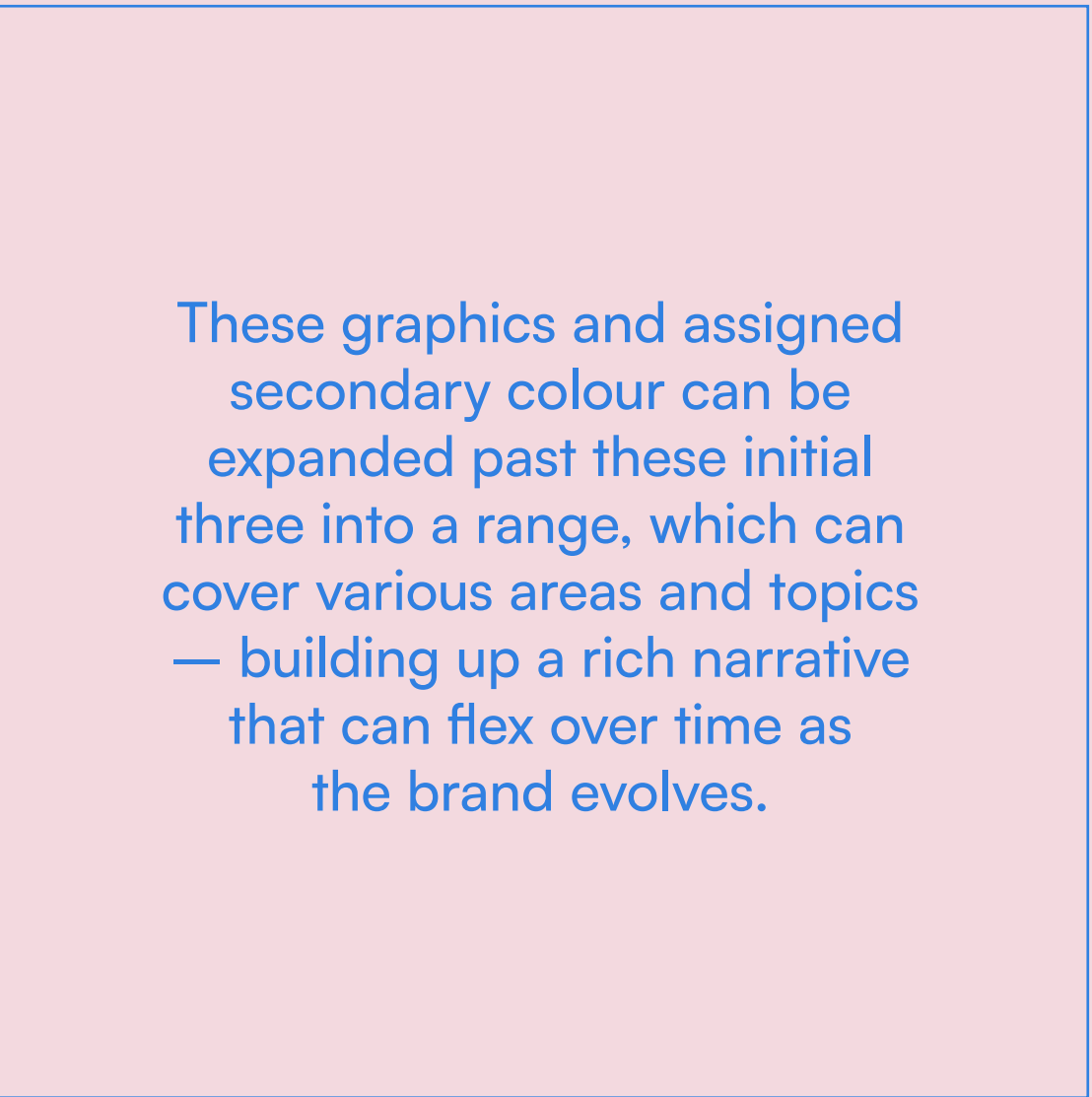
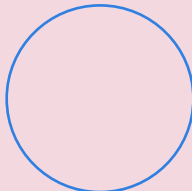
CULTURE / DIVERSE COMMUNITY

COBALT



HISTORY / TOWN HERITAGE

NEW COLOUR



These graphics and assigned secondary colour can be expanded past these initial three into a range, which can cover various areas and topics — building up a rich narrative that can flex over time as the brand evolves.

NEW CATEGORY

SECTION FIVE
IMAGERY

OUR IMAGERY | PHOTOGRAPHY STYLE

LOCATION PHOTOGRAPHY SHOULD ALWAYS CONSIDER CAPTURING WARM LIGHTING AND AIRY SPACES, DURING BOTH DAY AND NIGHT.



Our photography reflects our narrative of absorbing what's around us, by capturing the character of each area and the warmth of the experiences shared with friends and family. Imagery should always be localised, its important to capture the real essence of what Letchworth has to offer.

LIFESTYLE PHOTOGRAPHY WILL ALWAYS BE SHOT IN A POV (POINT-OF-VIEW) STYLE, TO IMMERSE THE VIEWER INTO THE MOMENT ITSELF AND TO TRULY FEEL PART OF THE EXPERIENCE.



For instances where portraits of the local community individuals are used, we have the option to create an illustrated portrait of them using a palette paint style.

This creates a stronger connection between the individual and the creative nature of Letchworth Garden City — visually becoming part of the tapestry and history of the town.

Images of people will require written consent, which gives explicit permission (a) to use their image and (b) use filters to create digitally illustrated portraits.

Adobe Firefly was used to create the Digital illustrated portrait.

[Click here to access Adobe Firefly](#)



FULL COLOUR PHOTOGRAPHIC PORTRAIT



DIGITAL ILLUSTRATED PORTRAIT

SECTION SIX
EXAMPLES

HOARDING EXAMPLE

ARTS
CULTURE
HISTORY
COMMUNITY
NATURE
CREATIVITY
SPIRIT
ACTIVITY
OPENNESS
PIONEERING
INNOVATION
ENVIRONMENT

Breathe in

LETCHWORTH.COM



LETCHWORTH
GARDEN CITY

STREET BANNERS



BILLBOARD

ARUN SAGOO,
LOVING FATHER
& ENVIRONMENTAL
ACTIVIST

“THIS IS MY HOME,
WHERE I FEEL PROUD
TO BE MYSELF.”

Breathe in

LETCHWORTH
GARDEN CITY

The billboard features a portrait of Arun Sagoo, a smiling man with a beard, wearing a light blue hoodie. The background is a soft pink with stylized green and blue leaves. The text is in orange and green, with the quote in large orange letters. The Letchworth Garden City logo consists of three green squares with white icons: a leaf, a person, and a sunburst.

SECTION SEVEN

TONE OF VOICE

How we speak reflects who we are: a place where all can feel welcome and at home, where we encourage community and nurture individual growth. We embody a comforting warmth whilst actively embracing change, championing open-mindedness and different ways of thinking. We're respectful and progressive, honouring our past just as much as our future. We are both leaders and learners, knowing that to come from a place of understanding is the only way we move forwards. We are naturally curious and immerse ourselves in what's around us, absorbing different cultures, technologies, arts and backgrounds, and reflecting these within ourselves — it's what makes us unique and it's the sentiment behind everything we say and do.

If Letchworth Garden City was a person, they would be someone who is always unapologetically themselves and who would champion those around them to be the same.

They'd get excited by new ideas and different opinions, seeing these as opportunities to grow themselves into someone with more depth and wisdom.

Their morals are strong and community based, recognising that we as people are at our best when we accept each other for who we are.

Their inquisitive energy is both endearing and infectious, with a natural ability to make anyone feel at ease in their presence; enabling people to feel comfortable to reveal their true selves.

They create a sense of safety and support, with them you feel more confident at your own ability to achieve personal goals.

With them, you feel uplifted, energised and cared for — they're someone who truly feels like home.

WE ARE:

AUTHENTIC
POSITIVE
HUMAN
PROGRESSIVE
UPLIFTING
CARING
CONFIDENT
SUPPORTIVE
SPIRITED
APPROACHABLE

WE ARE NOT:

FICKLE
FEARFUL
DISHONEST
NARROW-MINDED
JUDGEMENTAL
SELF-INVOLVED
RIGID
CARELESS
APATHETIC
BOSSY

Here are some examples of our messaging. Each message is designed to put the reader into a first person experience, to feel immersed within Letchworth Garden City as if they were there experiencing it.

To do this we use language that speaks directly to the reader, using call-to-action verbs to directly place them within each message.

We then reinforce this experience with descriptive emotive language that can tie both physical place and internal feeling.

What's important is to create messaging that can appeal to both visitors, residents and at times businesses, to ensure all can feel relevant within each message.

**A PLACE TO BE,
TO BE FREE,
EXPLORE AND MORE.**

**FIND YOURSELF AND FEEL
AT HOME, BREATHE IN LIFE IN
LETCHWORTH GARDEN CITY.**

**GROUND YOURSELF
IN OUR GREEN SPACES,
LET YOURSELF GROW.**

**BE A TOURIST OF YOUR
OWN TOWN, FEEL INSPIRED
BY LETCHWORTH GARDEN CITY.**

When our tone of voice works together, we create a certain feeling within our audience. This feeling is one of support, warmth and unity.

We want to come across as progressive location leaders who know the value in individuals and community and how together, we can move the town forwards whilst maintaining that human and grounded side that embodies who we are.

So always balance longer messages with a mix:

01 Start with something that's immersive and emotive, that places the reader in a first person experience.

02 Then support this with more detail within your supporting paragraph.

03 Finish our sign-off and logo combination, underpinning the whole experience.

A PLACE TO BE, TO BE FREE, EXPLORE AND MORE.

01 HEADLINE

02 SUPPORTING
PARAGRAPH

03 SIGN OFF

Find yourself in Letchworth Garden City, where communities thrive and visits feel full. Where everyone is welcome and everyone is celebrated, with space to grow and be nurtured in, whichever direction you need.

Breathe in

