BRAND GUIDELINES

REMEMBER THEM

West Hill Cemetery

OUR BRAND
WHO ARE WE

Remember them

This is a group project that has been asked to follow a criteria from the brief. We aim to provide a clear message to the West Hill Cemetery and provide clear values to the public of what we are.

Our group has produced two chapel for this project allowing the public to view what the chapels look like in a high quality 3D design. The chapel are interactive allowing the user to see different angles of the chapels.

The purpose of our this is to provide a clear focus of remember and the tone needs to be professional. As it's about West Hill Cemetery the colour scheme is neutral and provides the user with a smart style.

Our aim as a group is to provide the West Hill Cemetery with two different chapel designs that allow the user to see them in 3D. We also aim to provide content that represents who the West Hill Cemetery is.

REMEMBER THEM

OUR LOGOS
WHEN TO USE THEM

BANNER LOGO 1.1

SQUARE LOGO 1.2

The main logo is the stacked logo (1.3) use this logo as much a possible

This logo designs have a border that make sure the layout fits safely. Its important that no other graphics and information can enter the border.
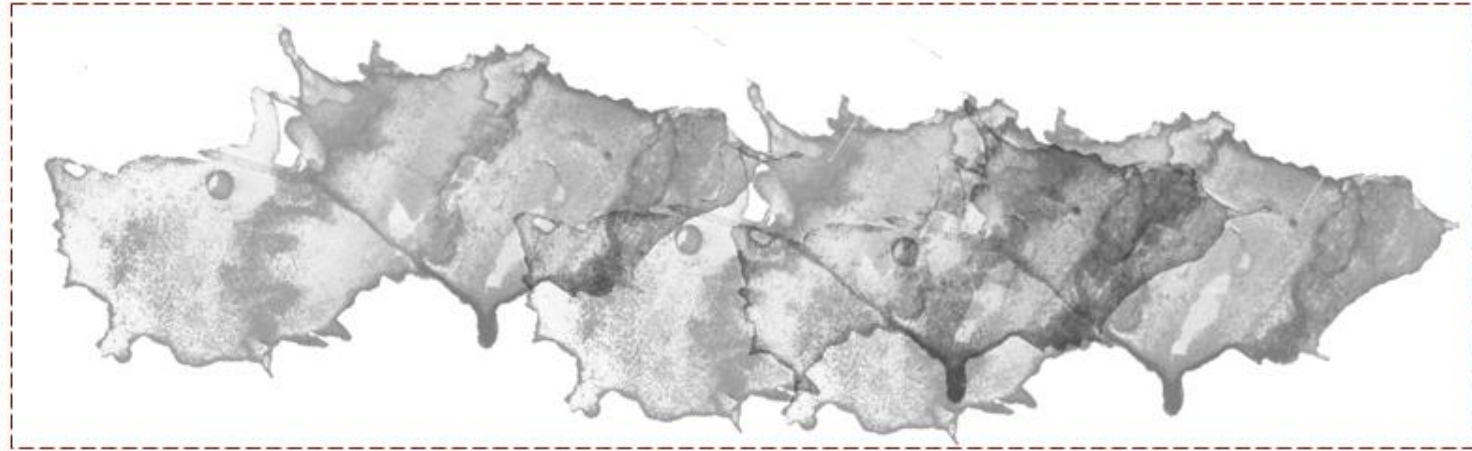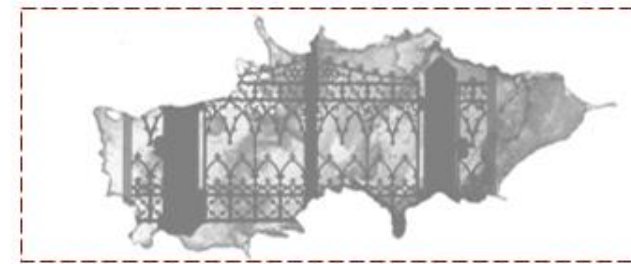

STACKED LOGO 1.3

LAYOUT
BACKGROUND ITEMS

The main background item to use is the logo background filter (1.3) use this background image as much a possible in different layouts

This background items design have a border that to make sure the layout fits safely. Its important that no other graphics and information can enter the boarder. This background items can be placed on a background but no information or graphical content can enter the border.
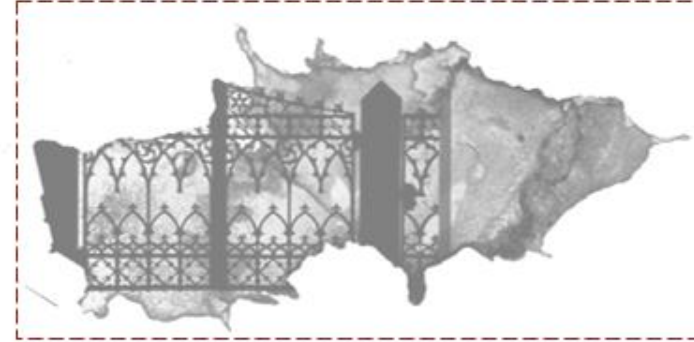
FULL GATE DESIGN 1.1

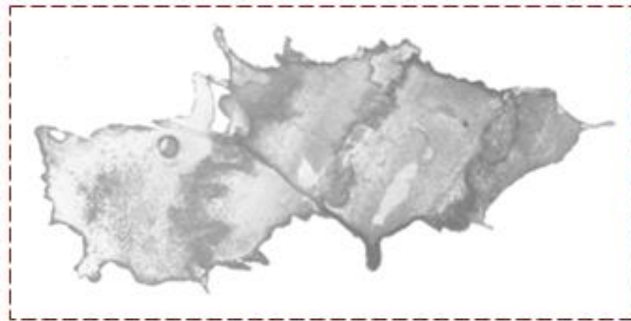HALF GATE DESIGN 1.2

LOGO BACKGROUND FILTER 1.3
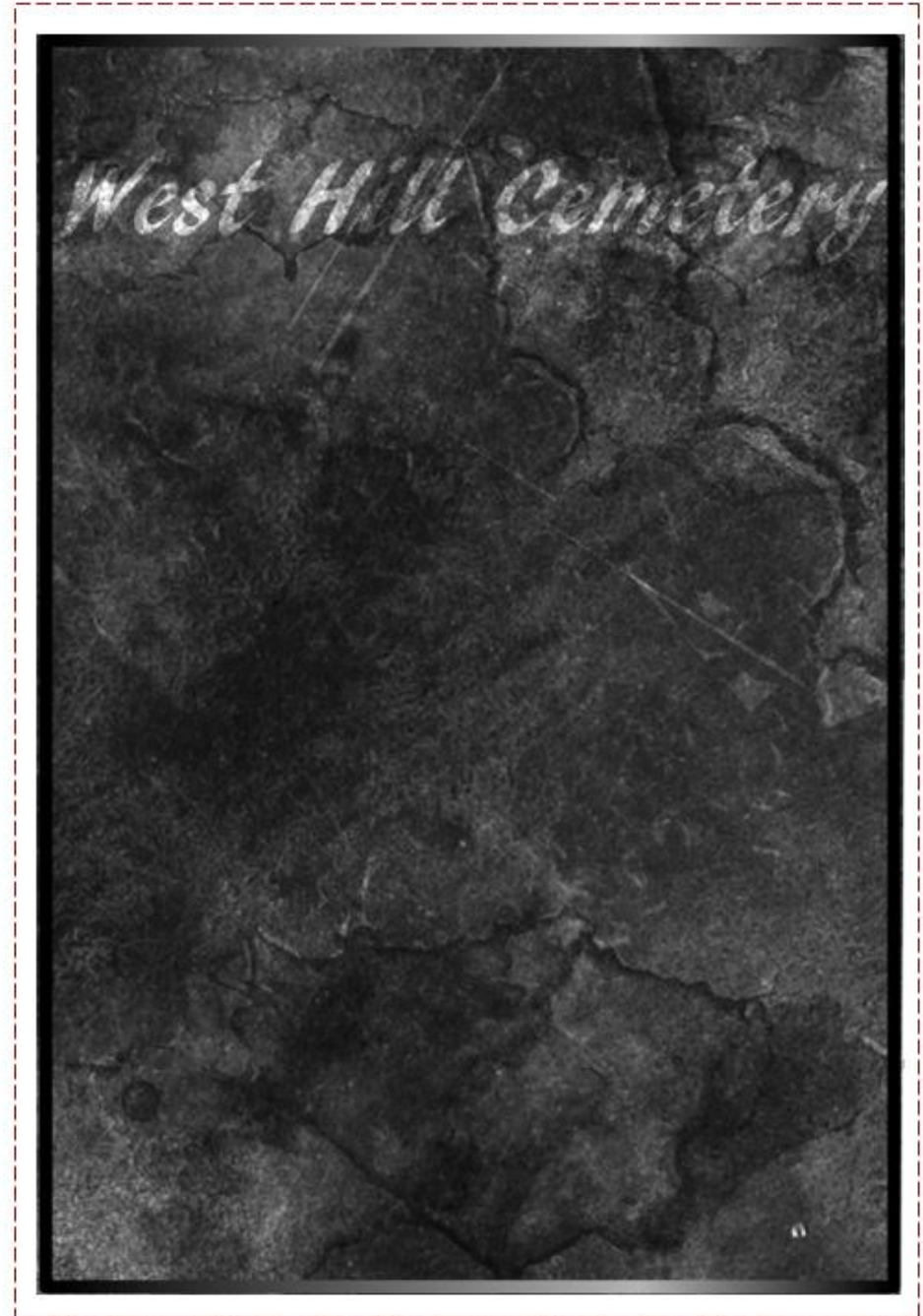
STILL FILTER BACKGROUND 1.4

INFO LAYOUT
REMEMBRANCE TEMPLATE

The main remembrance template is to be used to display historic information for people that have passed about and put away at West Hill Cemetery (1.1)

This background design will be used for the information that is displayed about people that are buried at the cemetery. Its important that the information and image of the person fits inside the frame that is presented.

HISTORIC TEMPLATE 1.1

TEXT TO USE
TYPOGRAPHY

These are the different typography styles that are to be used for the west hill cemetery project.

The font style AR Blanca is to be used as the logo font and the title of the remembrance template. This style is a lot more bolder than the other in order to make it stand out as a title.

The century gothic (head) font is used for original text which displays standard information.

The AR Julian font is used as the main information display font. This font is to be used as much as possible to display background information and content.

The Arial font is only used on the navigation map in order to make it clear what the information is about.

CENTURY GOTHIC (HEAD)

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

AR BLANCA

A B C D E f G H I J H L M N O P Q R S T U V W X Y Z

AR JULIAN

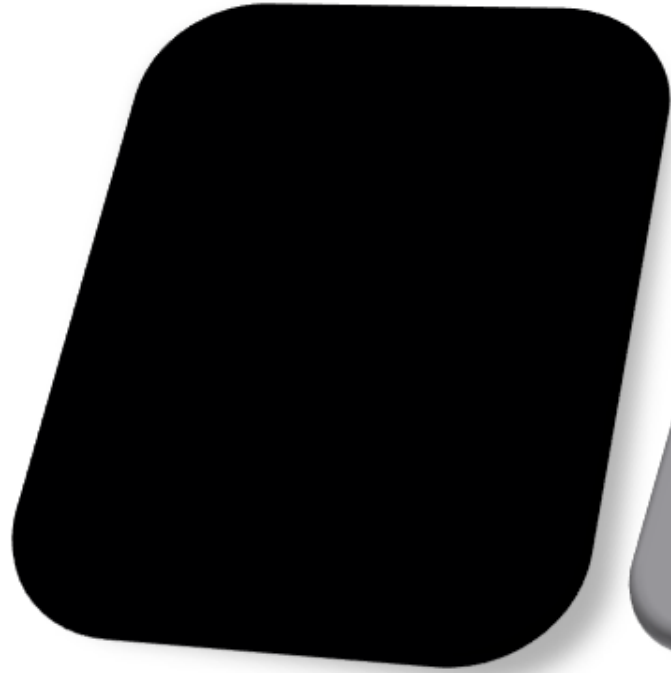A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Arial

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

COLOURS TO USE
COLOUR SCHEME

These are the main colours that are to be used for this project. As this project is about the West Hill Cemetery Project the colours are mainly neutral and of a darker tone. However, there is the option of a gold/yellow colour that can be used to brighten up the design.

RGB Hex
#000001

RGB Hex
#8F8F94

RGB Hex
#FFFDFE

RGB Hex
#FFD23C

OUR BRAND
MORE INFORMATION ABOUT US

Remember them

Its important that you follow these brand guidelines to ensure that everything is represented as a brand. The west hill cemetery project needs a clear identify. This project has been worked on by different groups for the last two years and hopefully this brand and guidelines gives a clear identity.

REMEMBER THEM