

**BRAND  
AWARENESS**

# WORCESTER'S BIG PARADE

A Wild in Art event being brought to Worcester by St. Richard's hospice to inspire, entertain, revitalise and support local economies and deliver a wider range of economic, social and cultural benefits.

In this document you will find useful information on how to use the Worcester's Big Parade brand.

## WHAT WE STAND FOR

For over 30 years St. Richard's Hospice has been an integral part of the Worcestershire community, providing free specialist palliative care for patients living with life-limiting illnesses and supporting their loved ones. We were very keen to bring a project to the county that would inspire civic pride across the generations and showcase the very best the county has to offer.

Worcester's Big Parade is about partnerships. It aims to bring together the business and creative sectors with the local communities and Schools in the county, to celebrate the character and creativity of the area and its cultural identity. Every visual representation of our brand, internally and externally, must instil this message and vision.



## OUR LOGO

It is important that we take ownership of our brand so that it is instantly recognisable to our artists, the public and our sponsors.

It is vital that we consistently apply it to everything that we do in order to retain its strength. We have a primary logo and secondary colour-way which can both be used.



Primary colour-way



Secondary colour-way

## Minimum Size and Proportion

To maintain maximum legibility, it is essential our logo is never reproduced:

- Smaller than 20mm in height.
- The width should always be proportional to the 20mm in height.



## Exclusion Zone

We want to reassure our sponsors and audience by ensuring we greet them or leave them with a positive reinforcement in the form of our brand. This means that our logo must always be the first item positioned on any collateral.

To protect the clarity of our logo we ensure there is a defined clear space (the exclusion zone) surrounding our brand. This is proportionally scaled to the height of the larger elephant in the logo.

# OUR BRAND. DO'S & DON'TS

For our brand to remain consistently strong, it is important that we retain the integrity of our branding and do not alter it in anyway other than identified in this document.\*

## 1 & 7. Recolour

Do not change the colours of our logo to anything other than the colours referred to in this document.

## 2 & 6. Remove & Rotate

Do not rotate, rescale or remove aspects of our logo.

## 3. Distort

Do not stretch or distort our logo. When resizing it must be proportionally scaled.

## 4. Low Resolution

Do not use our logo in a low resolution. If you require a high resolution file please contact the Marketing Team.

## 5. Encapsulate

Do not place our logo in a badge, shape or stamp.

## 8. Effects

Do not stylize our logo with shadows, bevels or other effects. To achieve greater contrast between the logo and its background please use the primary or one colour logo.

## 9. Outline

Do not outline our logo or aspects of our logo.

## 10. Alter

Do not alter the fonts within our logo lock up or try to recreate them. Contact the Marketing Team for any logo types you may require.

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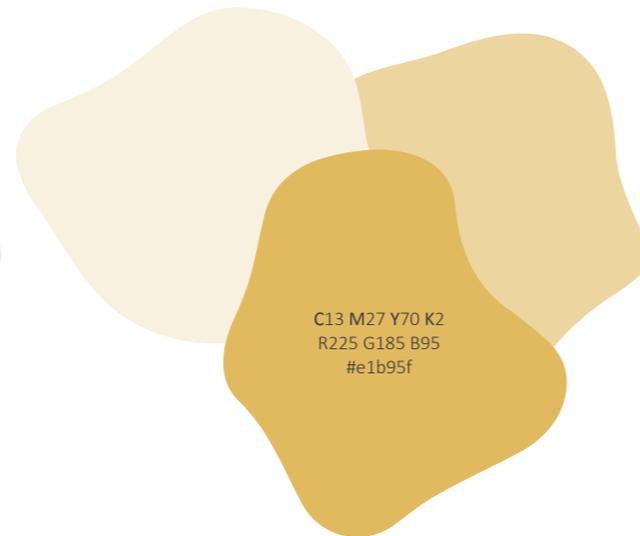
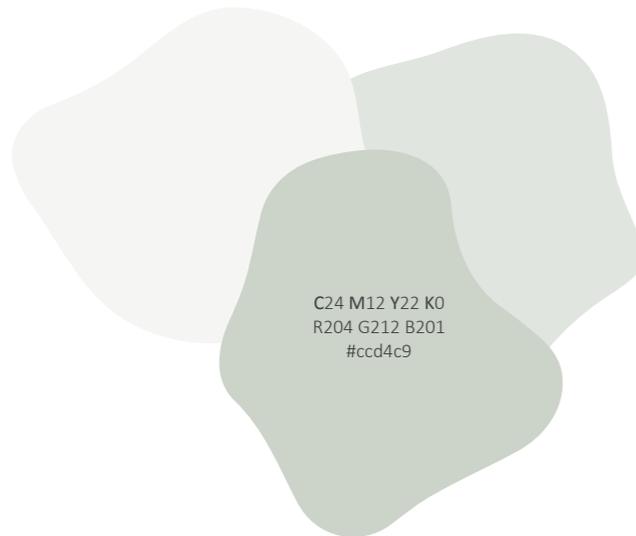
10



\*We understand there may be instances in which edits outside of the above may support a campaign. Please note that any edits, amends or alterations to the logo that are not described in this document will need to be approved by the Marketing team.

## PRIMARY COLOURS

Our primary colours are to be used in key areas and for our logo. They can be used at 100%, 60% and 20% tonal values. These colours should be used for our logo, if the contrast is appropriate, otherwise a one colour option should be used. The tonal values should only be used when there is a need for sufficient contrast between the object and the background.



## ONE COLOUR

A one colour version of the logo is available in black, midnight blue, bright orange, and white which can be used to communicate our brand should the primary logo not work.



## OUR PATTERN

We have created our pattern from organic shapes and using the primary colours of the brand. They are open to interpretation and manipulation with your creative. They can be used as backdrops, placeholders or callouts to highlight your message or copy.

## OUR ELEPHANT

These wonderful, unique-looking animals with their characteristic trunks, large, floppy ears and wide, thick legs, are popular across cultures and there is no other animal with a similar physique. They say an elephant never forgets and we want to make sure after visiting Worcester's Big Parade, you never forget a Worcester elephant or, importantly, how elephants continue to be endangered. We have chosen the Asian elephant as our sculpture to highlight they are an endangered species and to raise awareness that the biggest threat to elephant populations is the ivory trade, as the animals are poached for their tusks. At Worcester's Big Parade HQ, we believe only elephants need elephant tusks!

## USING THE RIGHT FONT

The consistent use of our font within all of our documents enables our audience to have an immediate recognition of our strength and brand.

### POPLESS SERIF

This is our primary font, used for headers and subheaders

### HIGHFLIER

This is our font used for the logo of Worcester's Big Parade. It can also be used in lowercase for works associated to children

### ADELLE PE

This is our primary font, used for all body copy. Using the right weight (e.g. bold or regular) will be dependent on the type of materials being produced.

## I AM A BOLD SUB-HEADER AT 18PT.

I am body copy at 10pt and at 90% tint so as softer on screen and in print.

I am a copyright statement at 8pt

I am the small print, I am not as important as the message we are trying to get across to you but I am here for reference and 5pt as a minimum and bold for legibility.

## Softening our font colours

100% black can sometimes be too harsh on a page that has a lot of copy, for this reason we use 80% black on large areas of text.

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When Adelle PE can not be used Arial regular and **bold** may be used as a substituted font.

**For further information on our brand please contact  
the Worcester's Big Parade team.**

**Tel: 01905 763963 please ask for Tricia Cavell, Fundraising Director**

   **Worcesters Big Parade**



**St. Richard's  
Hospice**  
CARING FOR LIFE  
Reg. Charity No. 515668

