



time for
Worthing

Logo Usage Guidelines

Brand Mark



Time for Worthing

The Worthing Brand Mark (logo) is a clean, simple and confident location identifier. It supports our ambition to create unity and pride within the community, build greater exposure and encourage a shared sense of ownership.

The Brand Mark is designed to show Worthing as a dynamic, progressive and inclusive town, which is demonstrated in the flexible ways in which it may be used. The logotype has an open, welcoming and friendly character style that's easy to read at any size.

Third-party usage

The Brand Mark has a variant for use by third parties (*e.g. businesses, independent tourism projects, charities and ambassadors*). Its purpose is to assist brand advocacy and promote awareness of the shared vision.

There are two versions of the 'engagement line': for those seeking to display their support for brand Worthing (*below left*); and those wishing to acknowledge assistance they've received (*below right*).



Brand Mark

Location awareness

A subtle variation of the Brand Mark used to promote Worthing to a wider geographical audience who may not be aware of Worthing or where it's located within the UK.



Clear space

An area of minimum clear space around the Brand Mark has been established to ensure that it is never crowded or obscured by other elements such as type, imagery or other brand marks. No other elements must appear within this clear space.

The clear space shown here is the minimum that should surround the logo: please allow more wherever possible

To calculate the clear space, add the height of the 'o' from the logotype on all four sides of the Brand Mark shape to create the boundary zone.



Minimum size

To maintain clarity of the logo it should not be reproduced any smaller than the minimum size shown here, which is 20mm as measured from the lower-right corner to a straight line down from the upper-left corner.



Brand Mark

Variations

The Brand Mark, Third-party and Location awareness logo versions are made available in a variety of brand approved colourways. Each colour variation has a specific name.

You must not create your own colour version, but instead select the most appropriate logo for your particular communication requirement.

The consistency of correct logo usage is vital to maintaining a cohesive brand identity.



There are 12 Vibrant colour options



There are 12 Together colour options



There are 2 Brand colour options



There are 2 Metallic colour options

Brand Mark – Vibrant Colours



Highdown



Cissbury



Broadwater



Lido



Marine



Pinter



Sunshine



Beach Hut



Wilde



Steyne



Pier



Denton

Brand Mark – Together Colours



Teville Stream



Brooklands



The Gallops



Montague



Waterwise



Promenade



Dome



Candyfloss



Beach House



Tarring



Heene



Offington

Brand Mark – Brand Colours



Chalk



Lamp Post

Brand Mark – Metallic Colours



Splashpoint



Mackerel



Visual Language – Logo Usage Guidelines