



# WORTLEY HALL

Brand Identity Guidelines



## Our brand guidelines

As Wortley Hall transforms its business, we take this opportunity to better define our identity and brand values for the benefit of our customers and guests.

Wortley Hall's values and heritage will be enhanced by the positive experiences of its visitors and through all forms of brand communication.

These brand guidelines demonstrate how the graphic identity of Wortley Hall can be used, and sets out rules to ensure that it is applied consistently.

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## 1. Our brand today

Wortley Hall has undergone a brand overhaul with the intention of refreshing the image of the venue and the way in which the business presents itself. The brand is changing, developing and growing, whilst still maintaining the political and co-operative heritage that makes Wortley Hall what it is today.

The identity and current brand image of Wortley Hall stems from its history; this heritage is a core element of the brand and will form the foundations of the new and exciting changes being made to Wortley Hall's brand image.

## 2. Mission Statement

Our place in the labour movement history will be continually strengthened by our ability to anticipate the requirements of our customers and provide a quality of service which exceeds their expectations.

### 3. Our values

As a business and as a brand, Wortley Hall communicates specific values through its image and tone of voice.

As a venue currently operating in the hospitality market, Wortley Hall is welcoming, comfortable and hospitable for its guests.

The heritage of the business communicates socialism in action and is representative of the labour movement history. The co-operative management sets the scene for how the business is run. The heritage of the brand reinforces the strong principles of its strength, and political background.

As a business, the brand is determined and corporate, but understands the need for progression and growth.

#### 4. Our design philosophy

Making the most of our history, heritage and values is key to the successful implementation of our new brand guidelines.

Our design philosophy is simple - to create a balanced, calm and empathetic response to all of our communications - large or small.

Throughout, consistency is key and is the responsibility of everyone interacting with the design to ensure that, at all times, and whenever possible, our guidelines are adhered to.

## 5. Our voice

Wortley Hall's tone of voice can subtly direct how the brand is perceived and reinforce the values of the business.

It is vital that the tone of voice of all communications reflect the intentions of the brand.

## 6. Our image

All imagery used should be from the Wortley Hall library. Our images should reflect the quality, variety and values of the venue and the services we offer.

These images are available at:

[www.wortleyhall.org.uk](http://www.wortleyhall.org.uk)

## 7. Our signature

Wortley Hall. Bringing People Together.

For many, the core aspect of Wortley Hall stems from its history and heritage. This will continue to be subtly communicated through the brand's tone of voice.

With the current changes being made, it is important that people should recognise Wortley Hall as being open to these changes; whilst still paying tribute to the brands core values. The venue is a living, breathing and evolving modern business.

The brand overhaul, and the new image which it adopts, will allow Wortley Hall to be more accessible to new and existing visitors.



## 8. Our symbol

The symbol representing Wortley Hall and the brand is the flourish. This is featured on the website and should be present on all forms of printed or electronic communication.

Consistency with the flourish is vital, and when the symbol is made either bigger or smaller, depending on the material it is featured on, it is important to ensure that the symbol is not distorted. The size of the flourish must be altered to scale at all times.

The flourish can be featured as large as is required, but care must be taken to ensure that the overall image of the flourish is not lost. In instances where the flourish is enlarged, it can bleed off the page.

Where possible the logo should appear on an uncluttered background.



## 9. Our logotype

The brand typeface of Wortley Hall should also be consistent across all forms of communication.

'Wortley' should appear in the Avant Garde Demi typeface, and 'Hall' should appear in the Avante typeface.

In most cases a JPG file version of the Wortley Hall logo can be inserted into the necessary document. For instances where this is not possible, care must be taken to ensure that the correct typefaces are used to re-create the logo. If this is not possible, similar typefaces can be used as a substitute.



**WORTLEY HALL**

## 10. Space and size

The logotype must never be redrawn or distorted in any way

Original artwork for the logotype may be obtained at:  
[www.wortleyhall.org.uk](http://www.wortleyhall.org.uk)

At all times, the logotype should be positioned with minimum amount of space surrounding it.

Top and bottom: 50% of height

Left and right: 25% of width

When the logotype is reproduced on photographic or colour backgrounds, consideration should be made to ensure clear visibility.



**WORTLEY HALL**

## 11. Our corporate colours

The Wortley Hall suite of colours is based on the gold of the flourish and can be accompanied by a range of complimentary colours.

Where possible, the gold colour should be printed using a metallic ink. In all other instances a non-metallic version may be specified.



Pantone • 8382 Met  
RGB • 155, 143, 105  
CMYK • N/A  
HEX • #9b8f69



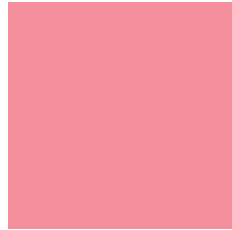
Pantone • 873  
RGB • 166, 154, 112  
CMYK • 30, 30, 60, 10  
HEX • #a69a70



Pantone • 695  
RGB • 198, 124, 129  
CMYK • 0, 50, 28, 20  
HEX • #c67c81



Pantone • 391  
RGB • 161, 168, 033  
CMYK • 13, 0, 100, 33  
HEX • #a1a821



Pantone • 190  
RGB • 238, 140, 157  
CMYK • 0, 55, 22, 0  
HEX • #ee8c9d



Pantone • 308  
RGB • 000, 103, 145  
CMYK • 100, 5, 0, 47  
HEX • #006791



Pantone • 1385  
RGB • 225, 149, 041  
CMYK • 0, 44, 100, 7  
HEX • #e19529



Pantone • 7427  
RGB • 173, 000, 058  
CMYK • 0, 100, 65, 28  
HEX • #ad003a

## 12. Our typography

In communications created using Microsoft Word:

Welcome to Wortley Hall - Arial/ Helvetica Light 10pt

**Welcome to Wortley Hall - Arial/ Helvetica Bold 10pt**

In communications created using professional  
DTP software:

Welcome to Wortley Hall - Humanist 521 Roman 10pt

**Welcome to Wortley Hall - Humanist 521 Bold 10pt**

### 13. Reproduction artwork

By compliance with these brand guidelines, there should always be a common link between every form of print for Wortley Hall. It remains the responsibility of Wortley Hall's management to distribute these resources to all members of staff, and to monitor that the guidelines are applied to all forms of printed or electronic communication.



A series of light-colored, elegant swirls and flourishes that originate from the bottom right and curve upwards and to the left, partially overlapping the text.

Wortley Hall  
Wortley  
Sheffield  
South Yorkshire  
S35 7DB