

Broadstone Town Council Brand Strategy and Logo

1. Brand Purpose

To create a recognisable, trusted, welcoming identity for Broadstone Town Council that reflects Broadstone's character, strengthens its community connection, and ensures consistency across all communication channels.

The brand should feel:

- Community-focused
- Professional and trustworthy
- Friendly and approachable
- Rooted in Broadstone's identity and history
- Modern but timeless
- Consistent across all communication channels

The goal of the branding and logo is to ensure that residents of Broadstone instantly recognise that the communication channel is via Broadstone Town Council.

2. Broadstone Branding Foundation

Broadstone has qualities that should shape the visual identity and tone of its branding and logo.

The Broadstone's brand should reflect Broadstone's character, historical relevance and community importance.

Green and Leafy

- Woodland character
- Trees and open spaces
- Nature and wellbeing

Village Feel

- Friendly
- Neighbourly
- Welcoming
- Family-oriented

Connected Community

- Events
- High street/local businesses
- Clubs, parks and shared spaces

Historical Significance

- Heritage imagery
- Historic industry and traditions
- Landscapes
- Landmarks

Broadstone Town Council Representation

- Credible
- Transparent
- Organised
- Reliable

The brand should avoid feeling:

- Cold or bureaucratic
- Overly corporate
- Political
- Overly formal or inaccessible

3. Brand Statement

Do we want to use a 'strap line' on certain publications and communications?

Potential options;

- ***Serving Broadstone and supporting the community.***
- ***Rooted in community, growing together.***
- ***At the heart of Broadstone.***
- ***Growing a connected Broadstone.***
- ***Your community, your council.***

The language should subtly reinforce growth, community, roots and Broadstone.

4. Visual Identity Direction

The visual identity should balance:

Friendly	Professional
Warm	Trustworthy
Community-led	Organised
Welcoming	Authoritative
Green/natural	Clear and modern

5. Colour Palette

A nature-inspired palette could work particularly well.

- **Broadstone forest leafy greens:** A rich heritage green for trust, growth, and the environment. Fresh, community-focused and modern.
- **Earth toned and autumnal browns:** natural browns to connect to the local environment evoking nature and sustainability.
- **Soft Sage:** Warm, approachable neutral, friendly and inclusive.
- **Stone/Light Warm Grey:** For professionalism and accessibility.
- **White:** For clarity and clean layouts showing transparency, professionalism and is easy to read.

6. Logo Direction

Rather than only a crest-style logo we could consider another theme.

Option A: Tree Symbol

Representing roots in community, growth, stability, green spaces and generations within the community.

Option B: Leaves within a Community Circle

Representing community inclusion, unity and community participation

Option C: Broadstone Landscape Identity

A subtle combination of trees, historical significance, green space, village character.

The Broadstone Town Council logo must work on multiple levels including:

- ✓ On social media profiles (i.e. Facebook, Instagram etc)
- ✓ Printed and digital documents (i.e. agendas, minutes)
- ✓ Signage (i.e. 'use our loo')
- ✓ Surveys
- ✓ Black & white photocopies
- ✓ Newsletters

Community Input: Competitions run via the library for local residents, through clubs (Scouts / The Art Society) and via schools for children (Broadstone First/ Middle, Springdale First School and Corfe Hills) could help unite the community in choosing the Broadstone logo theme. People will feel heard, listened to and included in the design.

7. Typography (Typeface, Font, Lettering, Calligraphy, Graphic Design) for all Communications

Highly readable for:

- Older residents
- Accessibility compliance
- Forms and documents

Must work well in:

- PDFs
- Council agendas, minutes, documents
- Website and social media platforms
- Consultations/ surveys

Potential:

- *Left justified is the most accessible for text body.*
- *Calibri and Arial fonts are easy to read, warm but still with a degree of formality.*

8. Consistency System

We will need to create a mandatory 'branding' set of guidelines to adopt specific rules.

Logo usage

- spacing
- size
- versions

Colours

Same print colours everywhere.

Fonts

Fixed fonts only.

Templates

Uniform templates for use in the following:

Social Media

- Event announcements
- Consultations
- Meeting agendas and minutes
- Community news and feedback
- Notifications

Documents

- Agendas and minutes
- Reports
- Surveys
- Newsletters
- Consultation forms

Presentation templates

- PowerPoint
- Public meetings
- 'Listening sessions / surgeries'

Print

- Posters
- Flyers
- Noticeboards

Email Signatures

Uniform across councillors and staff.

Need to add a privacy statement at the bottom of email signatures. The same should be used for all of us and maintains consistency.

Potential option;

Confidentiality Notice: This email and any files transmitted within it are intended solely for the individual to whom the email is addressed and may contain confidential or privileged information. If you are not the intended recipient, please notify the sender and permanently delete this email.

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Forms

Consistent layout, typography and language.

Social Media Identity

Every platform should immediately feel recognisable.