



The concept in a nutshell:

The logo takes the 'Broad' part of the town's name literally, stretching it to underline the wide range of ages and (to a lesser degree) ethnicities of the people who live here.

Things I considered:

- What makes Broadstone special is people, not things
- References to Wallace or Castleman are a bit regressive
- The logo should have a long shelf life
- The silhouettes should be photographs of local people, not stock shots
- Rendering each letter in a different colour looked nice but would invite accusations of 'wokeness'
- Green represents the town's wide open spaces

Things worth pointing out:

- I'm not a designer!
- The images are for illustrative purposes only
- I'm not a typographer, either. I chose Helvetica for legibility
- The 'town council' part could potentially be rendered in a 'handwriting' font to convey warmth and humanity





The tree represents growth for our town's businesses as well as Broadstone's woodlands and natural environment. Surrounding the tree are four interconnected figures representing residents of all ages and backgrounds, reflecting the inclusive and community focused role of the Town Council. The landscape underneath the tree represents Broadstone's open spaces and nearby woodlands, and the blue colour represents our town's connection to Dorset council and the glimpses we get of the sea and Poole Harbour. The circular design is to convey unity, partnership and continuity, and illustrate how the Town Council brings people together to support and improve our community. I hope you consider it to represent Broadstone Town Council : )



I particularly like the first one with the wording but it needs to add the words 'Town Council'



BROADSTONE  
TOWN COUNCIL

## BROADSTONE TOWN COUNCIL LOGO

- **Bespoke 'B'**  
Creates a unique identity for Broadstone.
- **Oak leaf**  
Represents heritage, strength, longevity and the town's natural environment.
- **Landscape & path**  
Inspired by Broadstone Heath, symbolising connection, community and shared journeys.
- **Natural colour palette**  
Reflects woodland, heathland and open green spaces.
- **Timeless design**  
Modern yet respectful of Broadstone's history, designed to remain relevant for many years.

Honouring our heritage, connecting our community and building our future.







I have done a tree with BTC in Writing on my own design because Broadstone is a greener place.



# BROADSTONE TOWN COUNCIL

WORKING TOGETHER FOR  
A BETTER BROADSTONE



# BROADSTONE

— TOWN COUNCIL —

OUR COMMUNITY • OUR FUTURE



**THE MONKEY PUZZLE TREE**  
A distinctive and much-loved landmark at the entrance to The Broadway and a proud symbol of Broadstone.



**THE WATER TOWER**  
A recognisable landmark and a symbol of Broadstone's identity and heritage.



**THE RAILWAY HERITAGE**  
Honours Broadstone's railway history and the vital role it played in our development.



**BLACKWATER STREAM**  
The lifeblood of our town and a reminder to protect our environment for future generations.

The Broadstone Town Council logo brings together four defining elements of our town: our natural environment, our most recognisable landmark, our railway heritage and Blackwater Stream. Enclosed within a traditional shield, the design symbolises stewardship, civic pride and our commitment to protecting Broadstone's heritage while supporting its future.