

COLOURFUL PAST
BRIGHT FUTURE



Cathedral Quarter

WESTGATE GLOUCESTER

BRAND TOOLKIT

V4 OCTOBER 2020

Gloucester
City Council
Transforming Your City



Funded by
Historic England

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Introduction

Cathedral Quarter

The Cathedral Quarter project aims to create an increased sense of place and civic pride, positioning Westgate Street as an historic gem.

Local people and businesses will have more positive perceptions of their historic buildings. Visitors will spend more time and money in the city centre through an increased and improved offer. People of all ages will better understand the historical significance of Gloucester. Ultimately, this historic environment will become valued for its exciting economic, cultural and health and wellbeing benefits.

This Toolkit

Use this toolkit as guidance on how to communicate the Cathedral Quarter brand. The brand is our spirit and can be communicated in various ways; using our logo, our colours and our tone of voice.

Take inspiration from the examples in this toolkit and have fun expressing our brand using the elements and assets here.

Our priority is to communicate the idea that Cathedral Quarter is rich in history and architecture, with a vibrant community and exciting businesses. It's an enjoyable place for people to spend time together in the city.

Brand elements



Our Logo

The full colour logo is the graphic in combination with the logotype.

Our logo should be used in colour wherever possible. It can be used against a very pale coloured background too (as shown on cover page).

The logo is available in various formats including **JPEG**, **PNG**, **PDF** and **EPS**.



Cathedral Quarter

WESTGATE GLOUCESTER

Our Logo



A black version is available when needed. For example if it is to sit amongst other logos and they're all black.

There is not a white out version available.



Sometimes, you may need to use the logo without the 'Westgate Gloucester' part. For example, if being used at a small size where the text would become illegible.



Ideally the logo should never be used at a size smaller than 35mm in width, as demonstrated here.

Usage



Use the height and width of the 'Q' as your minimum amount of clear space around the logo. Keep copy and other logos outside this area.

Always use the logo as supplied.



Don't rotate, skew, squash or stretch the logo. Don't use drop shadows or any other styles. Don't use without logotype or alter the text. Don't use off-brand colours or colours which make it hard to recognise. See Colours section

In Partnership

Use this lockup version of the logo and layout/order when using with funding partners. (See example on back page).

Historic England have clear and helpful advice on the use of their logo on supported projects. [You can find all the details here.](#)

When used separately from the logo, the funders' logos should be visible and either underneath the logo or to the bottom right of the layout (as shown on the cover).



Strapline

The strapline gives more context to the name. It says it's a project combining a rich heritage with exciting plans for the future.

The strapline should be used where the full graphic language is used. It doesn't need to be next to the logo but it should be on any materials showing the logo and visual language. Ideally the strapline is in the turquoise and sits near the coloured dome.

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Visual language

There are two versions of the language to use, colour and monochrome.

The main colour version is always sandwiched by the buildings which sit at either end of Westgate Street. Do not alter the colours of the buildings.

Silhouettes of people enjoying Westgate street are used as part of the visual language only. They represent a cross-section of the audiences the project aims to benefit and give a bustling feel to the visual identity.



The mono version can also be split to wrap the logo as shown on the cover.

Visual language

The visual language can be flexible. Different elements can be played with to make graphic features that add to the overall identity. For example, see the section breaks in this document and here, which pull out a couple of the buildings in the language.

The visual language elements have been supplied as part of the toolkit but they can also be mixed up.

The cathedral only appears in the logo and the full colour visual language, it shouldn't be highlighted in the enlarged pull outs.

Title here

Body copy here Lor
audit alitat ipsamus
saeribus et, es a
dolorae id ulloruntius
aut aut verupti reicias.



Title here

Body copy here Lor
audit alitat ipsamus
saeribus et, es a
dolorae id ulloruntius
aut aut verupti reicias.



The visual language can sit outside the grid and holding devices.

Graphic devices

The graphic style from the architectural illustrations in the visual language lends itself well to creating distinctive holding devices for copy. Irregular shapes subtly reflect the perspective and angles found in the buildings along Westgate Street. This works particularly well when used alongside photography.

Headings and blocks of copy can be shown in these coloured holding shapes which themselves can overlap, as they appear to in the logo mark, creating more depth to layouts.

Ensure one side of the graphic device is straight.

Corners can be changed around



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BACKGROUND

Fonts

Main headings should use Niveau Grotesk Bold. It is available free through an Adobe subscription or can be [purchased here](#) for up to five computers to use.

The font for body copy and subheadings in print and online is Noto Sans JP. This family includes a variety of weights but we would recommend the listed weights. These allow for flexibility.

Noto Sans JP is part of the Google Fonts family and is free to [download here](#).

For more details and instructions on how to download and use [Google Fonts](#) click here.

USE NIVEAU GROTESK BOLD FOR HEADINGS

It can be in upper or lower case

Use Noto Sans JP Bold for subheadings

Use Noto Sans JP Regular for body copy like this. Que lit et occaect aquibeaqui odignim oloreris exerita dem quatum culpa cor alit volupta tiusda que porrovite susda nis aboris voluptatur aspicabo. Bisinte natur magnis ut et acernatia eliqui dit re exceatibus qui nimet omnisim endis del mi.

Use Noto Sans JP Bold for emphasis like this lorem.

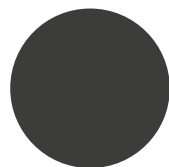
"Pull out quotes can be in Noto Sans JP Light at a larger size than body copy."

Colours

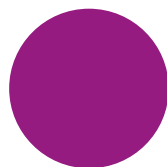
Our colour palette is bright and vibrant with a mix of vivid and darker tones. Only use approved colours from the Cathedral Quarter palette. Never use any unspecified colours.

Use more than one colour overlapped to create a sense of vibrancy and variety, however do so with a sense of minimalism and style.

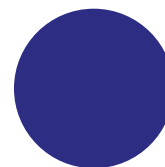
Brights are more suitable for campaigns and dark colours are ideal for corporate applications. However, any of these colours can be used but please be mindful of legibility.



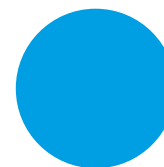
C0 M0 Y0 K90
R60 G60 B59
HEX 3d3d3c



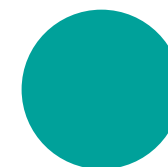
C50 M100 Y0 K0
R149 G27 B129
HEX 951b81



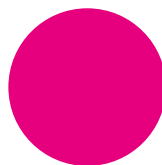
C100 M95 Y5 K0
R45 G46 B131
HEX 2d2e83



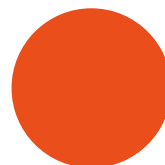
C100 M0 Y0 K0
R0 G159 B227
HEX 009fe3



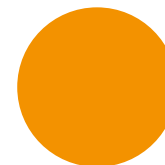
C80 M10 Y45 K0
R0 G161 B154
HEX 00a19a



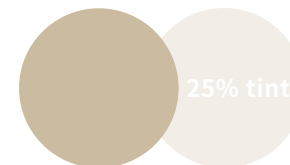
C0 M100 Y0 K0
R230 G0 B126
HEX e6007e



C0 M80 Y95 K0
R233 G78 B27
HEX e94e1b



C0 M50 Y100 K0
R243 G146 B0
HEX f39200

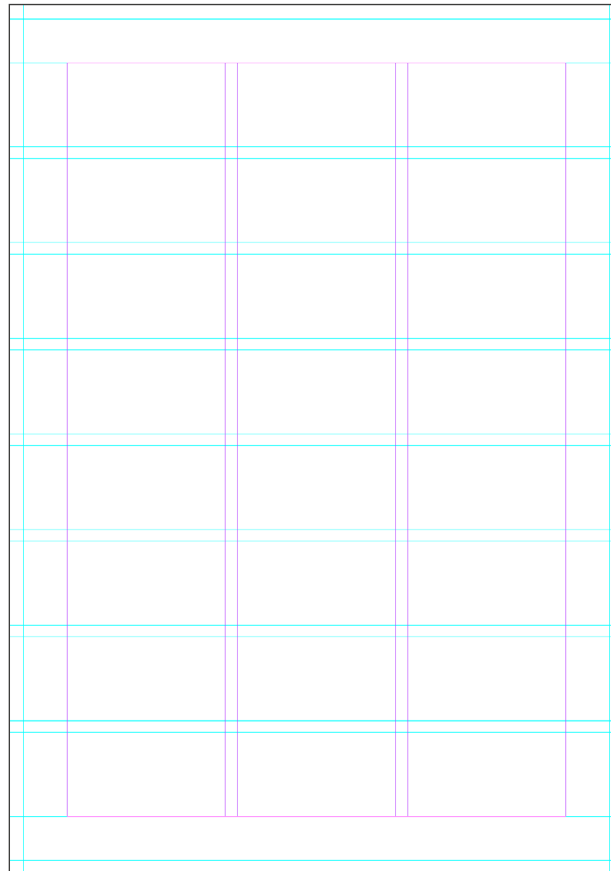


C25 M25 Y40 K0
R203 G187 B160
HEX cbbba0

Grids

When creating a layout, always use a grid to ensure consistency and clarity across materials. The templates in the toolkit all use a grid to help guide the design.

Here's an example of the grid used for an A4 poster.

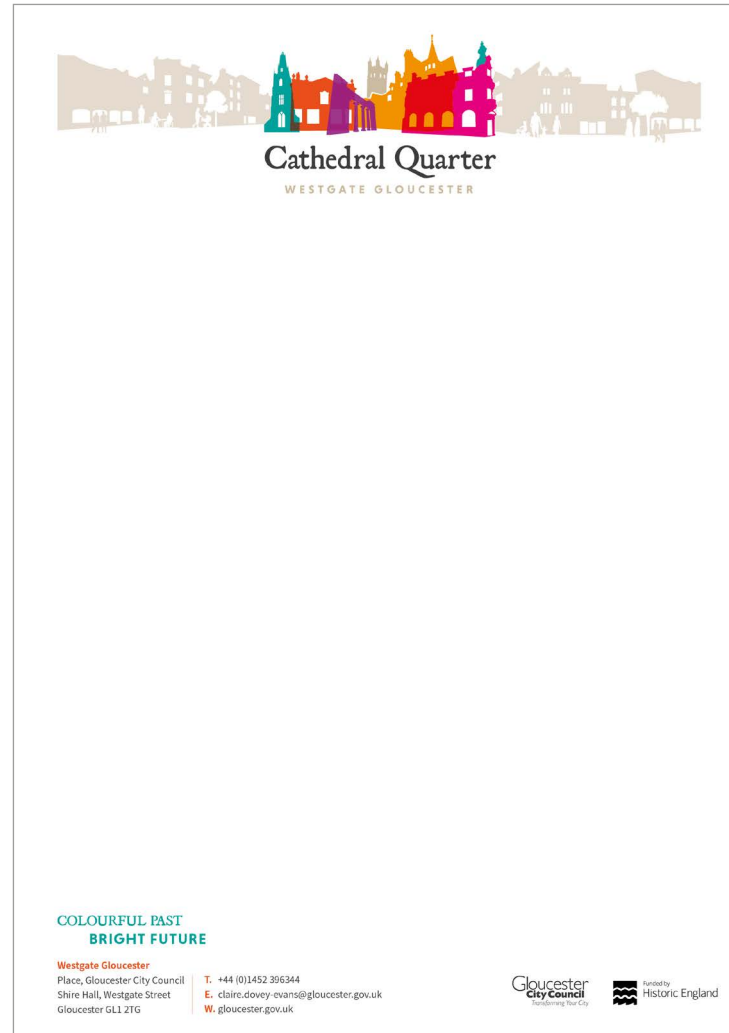


The toolkit



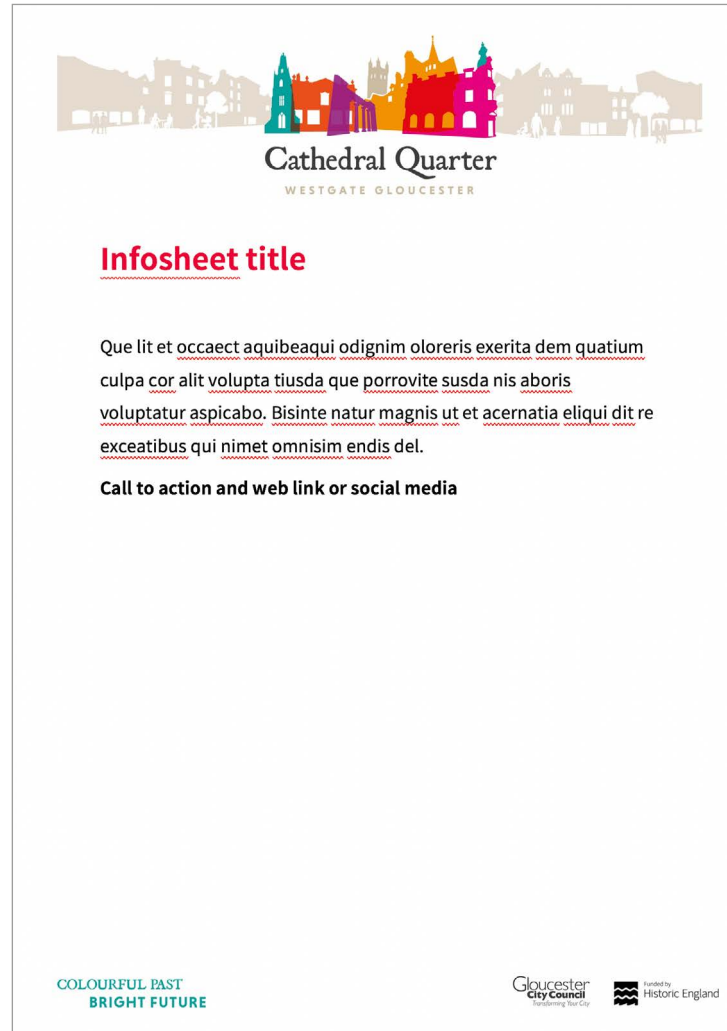
Stationery

Compliments slip and letterhead.



Information sheet

A Word template has been created, for use where a letterhead isn't suitable, that can be used to give project information as necessary.



Leaflet

Example of leaflet for the project.



The Cathedral Quarter project is a heritage-led regeneration scheme for the Westgate Street area of Gloucester, as shown on the plan within this leaflet.

The project is funded by Gloucester City Council, Historic England and supported by many community partners through the Cathedral Quarter Partnership.

The project will last until March 2024. It is anticipated that all grant offers will be made within the first 3 years.

Grant Application Process

- Initial meeting held with the Cathedral Quarter Project Officer to discuss eligibility and the extent of works.
- Prospective applicant appoints agent/architect to prepare specification of works for the grant application and for seeking the required permissions.
- Draft specification of works submitted to Cathedral Quarter Project Officer. Risk assessment prepared. Necessary statutory permissions obtained.
- Once agreed with the Cathedral Quarter Project Officer, the specification is submitted for tender.

For further information

Contact the Cathedral Quarter Project Officer at Gloucester City Council:
Claire.dovey-evans@gloucester.gov.uk
01452 396344

Westgate Gloucester
 Place, Gloucester City Council
 Shire Hall, Westgate Street
 Gloucester GL2 2TG

HERITAGE-LED REGENERATION GRANT SCHEME
 Information for applicants

Once tenders are received and preferred contractor chosen, the application for grant is submitted.

Subject to approval of the application for grant and availability of funding, grant is awarded and authority given to commence works

Applicants will be given support and advice at all stages of the process, to ensure a successful outcome, however they will have to agree to the process of application and the terms and conditions of the grant offer.

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Cathedral Quarter
 WESTGATE GLOUCESTER

Gloucester City Council Historic England

What will the Cathedral Quarter project do?

The scheme will support improvements to the quality of the heritage buildings in and around Westgate Street, address any inappropriate alterations and encourage new uses for historic buildings. Grants will be offered towards:

- Restoring authentic architectural details and materials to the frontages of historic buildings
- Bringing vacant floor space back into beneficial use, including the conversion of upper floors

Please note that routine maintenance to properties is not eligible for grant assistance.

Who can apply?

Not all properties within the zone can be supported under the Cathedral Quarter scheme. In order to maximise the benefit to the overall area, several key buildings have been identified as priorities for assistance, based on their historic importance, interest, current poor condition and potential for positive impact on the conservation area.

Alongside these physical improvements, the Cathedral Quarter project will also deliver a series of events and activities to celebrate the history of Westgate and to help property owners and residents become involved with the conservation aims of the project.

These may include training to improve conservation skills, and the development of resources to promote knowledge and appreciation of Westgate's heritage. These activities will be available to property owners, professionals, community groups and anyone interested in making a difference to the Westgate area of the City.

This does not exclude other historic properties within the zone from applying. We strongly recommend an informal discussion with the Cathedral Quarter Project Officer at the outset, in order to establish eligibility and potential for grant. To be eligible to apply you must be either the freeholder of an older property within the zone, or a leaseholder with an unexpired interest of no fewer than 10 years.

Professional Advice

The grant recipient will be required to engage a competent professional, (i.e. an Architect (RIBA), from our preferred list, who is experienced in working with listed and older buildings. They will work with you to develop plans and proposals for your property and take the plans through planning and listed building consent where required. They will also need to engage other specialists (structural engineer, quantity

Surveyor for e.g.) as required, draft a detailed specification for the works, invite tenders, put a construction contract in place, inspect the works while in progress, certify the completion of works and authorise payments.

This work will be eligible for grant assistance at the same rate as the main grant. The grant application is relatively straightforward and should be familiar to the agent you appoint.

Eligible Works

Grant assistance will be made available for:

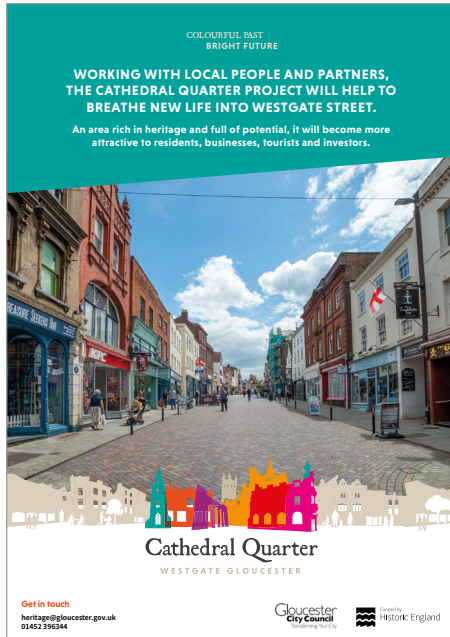
- Structural repairs, both internal and external
- Reinstatement of lost external architectural detail
- Conversion of vacant floor space, but only in association with external works
- Professional fees
- Environmental enhancement
- Repairs to the external fabric of the building
- VAT (where it is not reclaimable by the applicant)
- Work should use traditional methods and materials respecting the character of the building and of the conservation area.

CATHEDRAL QUARTER HIGH STREET HERITAGE ACTION ZONE

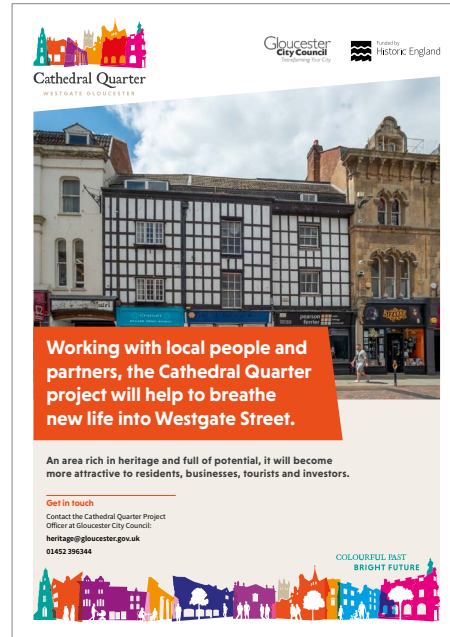
Posters

To set poster styles and two empty belly posters.
Each has option with Lottery Fund logo also.

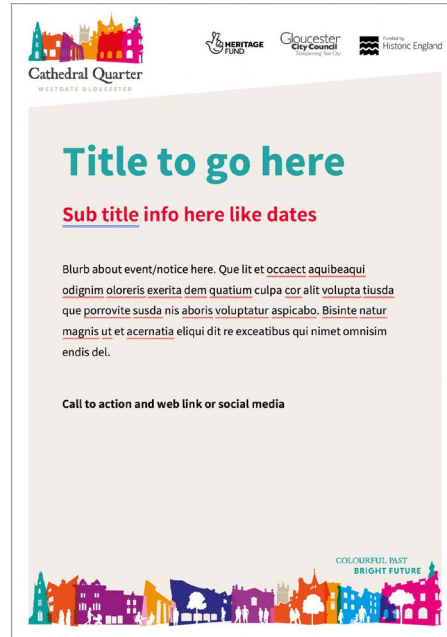
The font used in the empty bellies is Noto Sans.



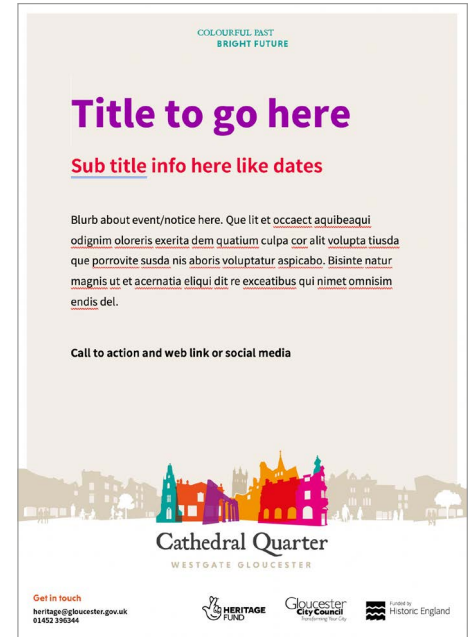
Set poster 1



Set poster 2



Empy belly 1



Empy belly 2

Flyer

Two A5 flyers have been designed based on the posters.

There are options with and without the Heritage Fund logo.



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WESTGATE GLOUCESTER

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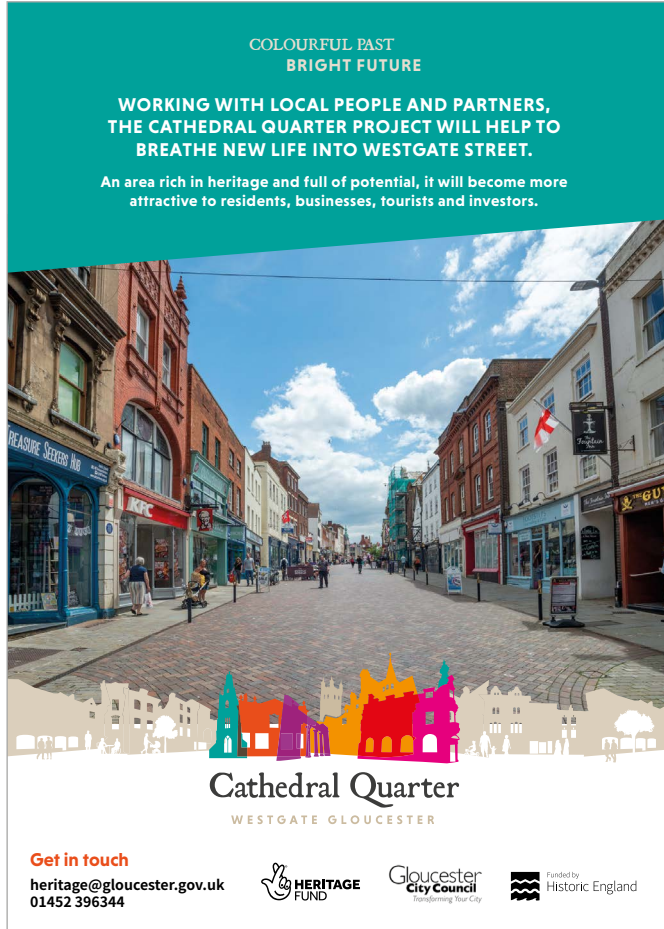
Working with local people and partners, the Cathedral Quarter project will help to breathe new life into Westgate Street.

An area rich in heritage and full of potential, it will become more attractive to residents, businesses, tourists and investors.

Get in touch
Contact the Cathedral Quarter Project
Officer at Gloucester City Council:
heritage@gloucester.gov.uk
01452 396344

 **Cathedral Quarter**
WESTGATE GLOUCESTER

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**WORKING WITH LOCAL PEOPLE AND PARTNERS,
THE CATHEDRAL QUARTER PROJECT WILL HELP TO
BREATHE NEW LIFE INTO WESTGATE STREET.**


An area rich in heritage and full of potential, it will become more attractive to residents, businesses, tourists and investors.

Cathedral Quarter
WESTGATE GLOUCESTER

Get in touch
heritage@gloucester.gov.uk
01452 396344

 **HERITAGE FUND**

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Newsletter

A selection of headings and a footer have been created which can be used for Mailchimp headings.



1



2



3

Banners

Pull up banner set



Banners

Feather banners
for events

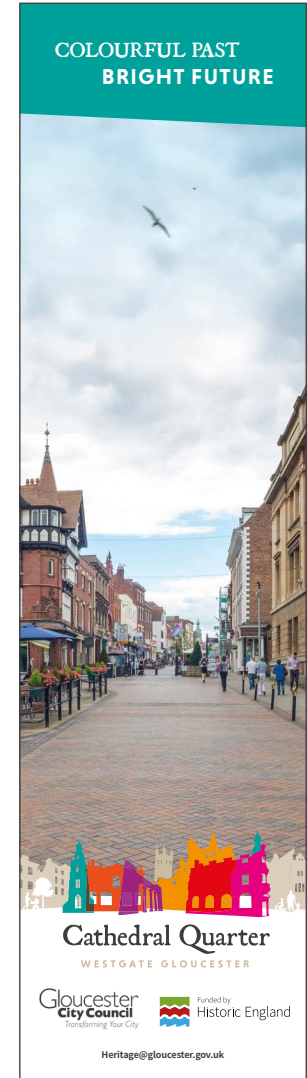


Scaffold banners,
two options.

Horizontal



Dimensions 3000x800mm



Vertical

Interpretation panel

As part of the project launch, several interpretation panels were produced. These follow a template design which can be flexible for future panels.

4 WESTGATE STREET

Hidden histories



Cathedral Quarter
WESTGATE DISTRICTS

Following the Norman invasion of 1066, Westgate Street gradually became the most prominent commercial street and marketplace in the city. It was to remain so for several hundred years.




26 Westgate Street now, interior Medieval window (top centre) and rediscovered woodwork detail (bottom centre) Undercroft at the Fleece Inn Hotel

Some of the street's oldest buildings are hidden behind later facades

Many of the buildings you see today along the street date from the 15th century or later but have been developed and redeveloped over the centuries. A great example is the Fleece Inn. The undercroft of the Fleece Hotel dates from the 12th century when it was probably built as part of a merchant's property. The timber framed building above is 15th century with a 16th century extension. The building has been further added to and changed over the 18th and 19th centuries.

Another exceptional building along Westgate Street is number 26 which is a late 15th century timber-framed merchant's house, greatly enlarged and remodelled in late 16th century. It is an exceptionally fine building which is one of the most substantial timber-framed merchants' houses to have survived in any English town. The house was the Hall of the Grocer's Guild in the 18th century and used as the Judges Lodgings in the early 19th century.



26 Westgate Street east elevation

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5 WESTGATE STREET

A thriving marketplace



Cathedral Quarter
WESTGATE DISTRICTS

What may surprise many people who know Westgate Street, is how crowded the street used to be. The street was such a popular location for catching passing trade that buildings began to be built in the middle of the street.




Westgate Street in the Middle Ages Gloucester Cross circa 1735

There used to be a row of buildings in the middle of the street.

By the 16th century these buildings included two Churches (Holy Trinity and St Mary de Grace), and the King's Board. According to tradition, the King's Board was given to the town by Richard II, and may originally have been a preaching cross, but was in use as a butter market by 1580. The high cross was built on the main crossroads where the four gate streets meet in the centre of Gloucester by the mid-13th century. This was a sizable structure – over 34 feet high and covered in statues of kings and queens.

All of these fascinating structures were cleared away over the course of the 18th century. Various improvement acts were undertaken to clear obstructions from what was after all, a major road. By the end of the 18th century both churches and all the buildings had been removed. Some remains of the King's Board do survive and are now located in Hillfield Gardens along London Road, as part of a garden summerhouse.

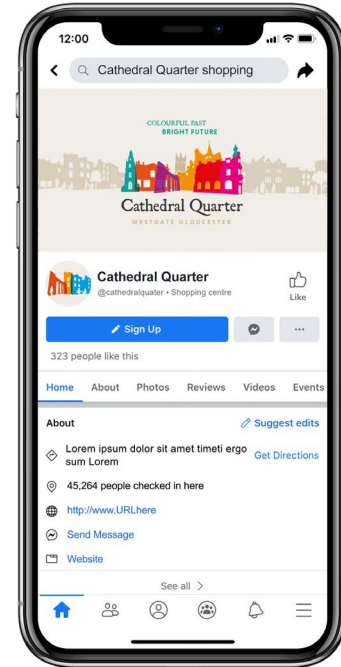
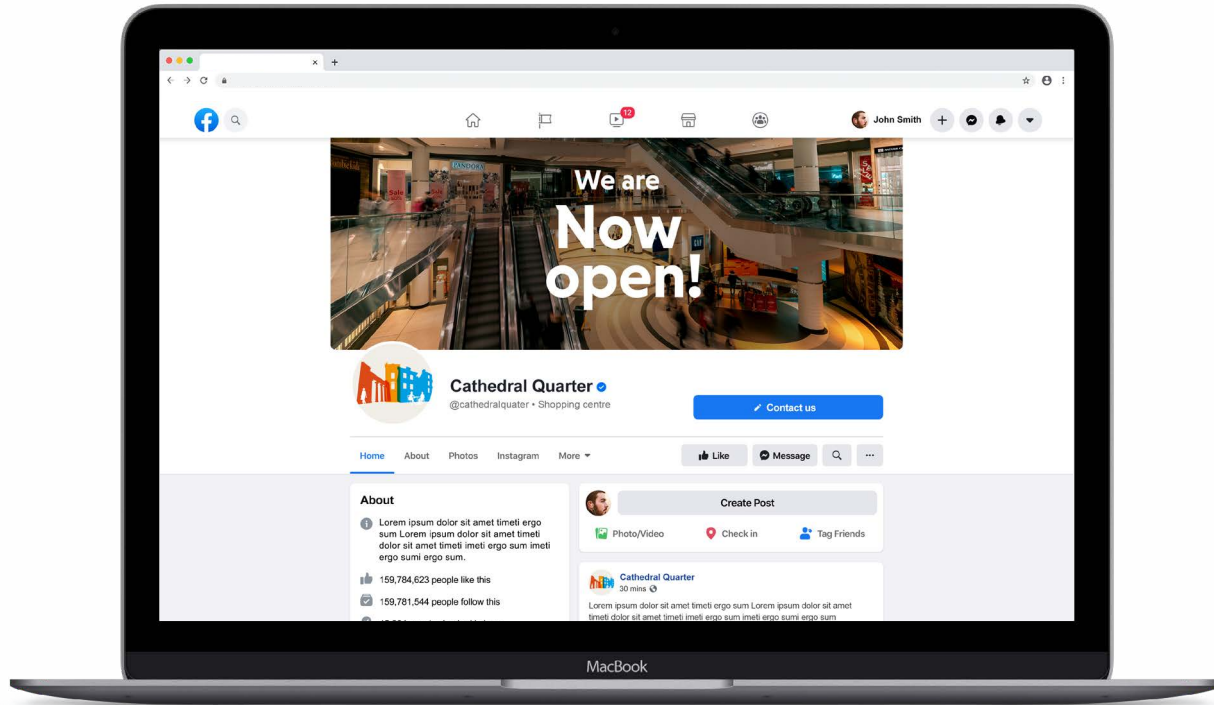
COLOURFUL PAST
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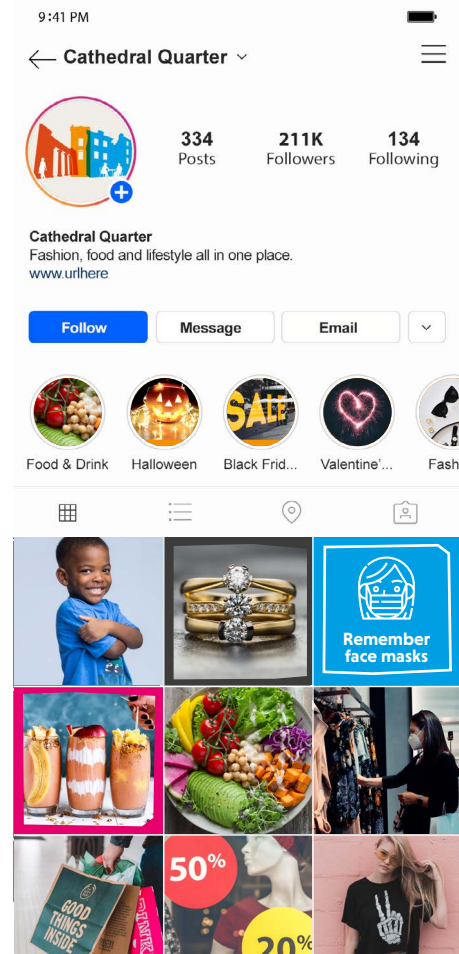
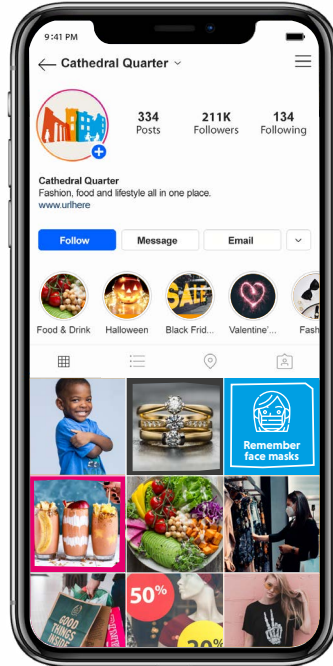



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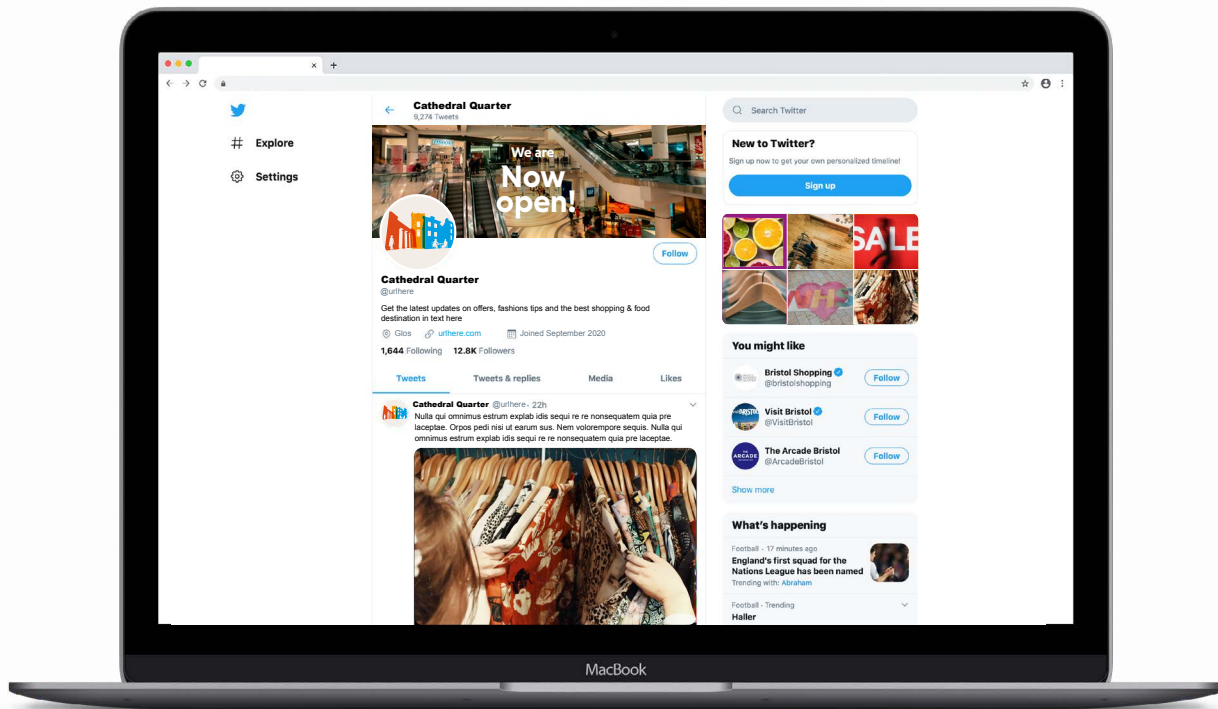
Facebook



Instagram



Twitter



Social media

Recommended Facebook image sizes, 2020:

Facebook profile picture size: 180 x 180px
Facebook cover photo size: 820 x 462
Facebook link image size: 1200 x 630
Facebook image post size: 1200 x 630
Facebook event image size: 1920 x 1080
Facebook video size: 1280 x 720
Maximum Facebook video length: 240 minutes
Facebook ad size: 1200 x 628
Facebook video ad size: 1280 x 720
Facebook Story ad size: 1080 x 1920
Facebook group cover image size: 1640 x 922
Facebook messenger image ad size: 1200 x 628

Recommended Instagram image sizes, 2020:

Instagram profile picture size: 110 x 110px
Instagram photo sizes: 1080 x 1080 (square), 1080 x 566 (landscape), 1080 x 1350 (portrait)
Instagram Stories size: 1080 x 1920
Minimum Instagram video sizes: 600 x 600 (square), 600 x 315 (landscape), 600 x 750 (portrait), 600 x 700 (Carousel video dimensions)
Maximum Instagram video length: 60 seconds
Minimum Instagram image ad size: 500 pixels wide
Instagram photo thumbnails: 161 x 161
Instagram ads size: 1080 x 566 pixels (landscape), 1080 x 1080 pixels (square)
Instagram IGTV video size: 1080 x 1920

Recommended Twitter image sizes, 2020:

Twitter profile picture size: 400 x 400px
Twitter header size: 1500 x 500
Twitter post image size: 1024 x 512
Twitter card image size: 1200 x 628
Twitter video size: 720 x 720 (square), 1280 x 720 (landscape), 720 x 1280 (portrait)
Maximum Twitter video length: 140 seconds
Twitter ad size (image): 800 x 428
Twitter ad size (video): 720 x 720 (square), 1280 x 720 (landscape), 720 x 1280 (portrait)

Tip:

We recommend using square and vertical formats when posting on Facebook and Instagram (both organic and paid). Why? Because this maximizes the space you take up in the feeds as most people use their phone to browse through these channels.

We hope you find this toolkit useful.

If you have any queries or require any assets, please contact:

Claire Dovey-Evans

Cathedral Quarter Project Officer

E heritage@gloucester.gov.uk

T 01452 396344



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