

HEMEL HEMPSTEAD TOOLKIT



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INTRODUCING THE HEMEL HEMPSTEAD STORY

THE HEMEL HEMPSTEAD STORY IS A FORWARD-LOOKING VIEW OF WHAT HEMEL HEMPSTEAD WILL BE FOR AS A PLACE, ITS DISTINCTIVENESS, AND AMBITION. IT HAS BEEN CREATED THROUGH THE EYES OF ITS STAKEHOLDERS, AND ITS THEMES AND 'BIG IDEA' PROVIDE THE FOCUS FOR ITS PROMOTION AND DEVELOPMENT.

INTRODUCING THE HEMEL HEMPSTEAD VISUAL EXPRESSION

The Hemel Hempstead Visual Expression has been created to reflect Hemel Hempstead's themes and 'Big Idea'. All future activity and communications should be driven by this place story. Hemel Hempstead's Visual Expression is made up of various elements including a unique Visual Language, Visual Identity, colour palette, typefaces and photography. We encourage you to make the widest possible use of this as you apply it across design, for events, in the public realm, as well as in print and marketing collateral etc: in this way you'll create a coherent and consistent sense of place.

The Visual Language is a highly adaptable and evolving system, not just a static logo. In this toolkit we'll show you multiple ways in which the Hemel Hempstead Visual Expression can be used – please always use this guide to retain quality and consistency. Use the spirit found in Hemel Hempstead's 'big idea' to think in a fresh and organic way, celebrating the young saplings and energised entrepreneurs.

HEMEL HEMPSTEAD'S STORY

Our story articulates the distinctiveness, character and opportunities of Hemel Hempstead highlighting what makes us special, what we have to offer and why we should be on your list! This overarching story consists of themes which are pillars and chapters of the story and a 'big idea' which is the emotional purpose of the place. They represent what needs to be focused on for Hemel Hempstead to prosper. The theme areas combine elements that are already important in the area alongside the potential of the place and lesser-known ingredients of the Hemel Hempstead experience.

A VIBRANT DESTINATION FOR ENTERPRISE

Hemel Hempstead has always been a prime business location and the focal point is Maylands Business Park, home to over 650 businesses employing over 20,000 people. The town is a beacon for business, attracting businesses looking to relocate but also encouraging entrepreneurs to establish themselves in the centre and surrounding area.

Given that people want more affordable, non-city dependent work options where accessibility to countryside as well as London is possible, this must place Hemel Hempstead in a great position to be the place for business and commerce.

ENHANCE YOUR WELLBEING IN HEMEL

Leisure and space have always been part of the design DNA of Hemel Hempstead and people are still benefitting from these initiatives today. The award winning Water Gardens are a fabulous and iconic feature of the town centre, creating an enticing environment for locals and visitors to enjoy.

Hemel Hempstead is also incredibly green, from the spaces between housing to the much used and highly regarded parks. The town has the spaces, opportunities and latent talent to deliver a cultural renaissance which will not only benefit residents but help it develop as a visitor hub for the wider area and attractions.

WHERE CONNECTIONS MATTER

Hemel Hempstead is the heart and hero of the wider place, but it can't function, grow and thrive without ensuring it develops in a unified way, pulling together the New Town, Old Town, Maylands, the Garden Communities, the ward communities and the Two Waters and Apsley area.

The town will be reaching out to strengthen within, it has the opportunity to be the centre, the destination that's part of a wider experience, which means building strong relationships with and optimising the benefits from Hertfordshire, the Chilterns, nearby airports, waterways and London.

HEMEL HEMPSTEAD: GROWING A FRESH NEW FUTURE

The opportunities presented by repurposing the High Street; the quirkiness of the Old Town; the success of Maylands; the amazing green and blue infrastructure; the potential of the Garden Communities; the regeneration of Two Waters and Apsley and the relationship with London places Hemel Hempstead in an enviable position.

Hemel Hempstead: where life is greener

**THE BIG IDEA
AND THEMES**

**HEMEL HEMPSTEAD:
GROWING A FRESH NEW
FUTURE**

**A VIBRANT DESTINATION
FOR ENTERPRISE**

ENHANCE YOUR WELLBEING IN HEMEL

WHERE CONNECTIONS MATTER

CREATIVE STRATEGIC DIRECTION

FRESH

GROWTH

OPPORTUNITY

CENTRE OF A WIDER EXPERIENCE

VIBRANT

QUALITY

GREEN

BLUE

CONTEMPORARY

CONNECTED

HEALTH AND WELLBEING

BUSINESS LIKE

CELEBRATORY

ATTRACTIVE

SURPRISING

SPACE

HEMEL
HEMPSTEAD'S
VISUAL
LANGUAGE

INTRODUCTION TO THE VISUAL LANGUAGE

Hemel Hempstead's Visual Language reflects and expresses various elements of the place story. It is not designed to literally communicate the themes and 'big idea' but to create a 'feeling' about Hemel Hempstead, due to this it must not be amended in any way. The fact that different people take different emphasis from, and see different things in the Visual Language, is what it's trying to achieve; there are no rights and wrongs in any of these perceptions.

The Visual Language is bold, contemporary and fresh signifying a place of growth and opportunity. It reflects and celebrates a quality living environment dominated by green and blue experiences and great leisure facilities both in the centre and surrounding area. It symbolises the fantastic business climate created there and highlights how the place is reaching out to and exploiting wider relationships.

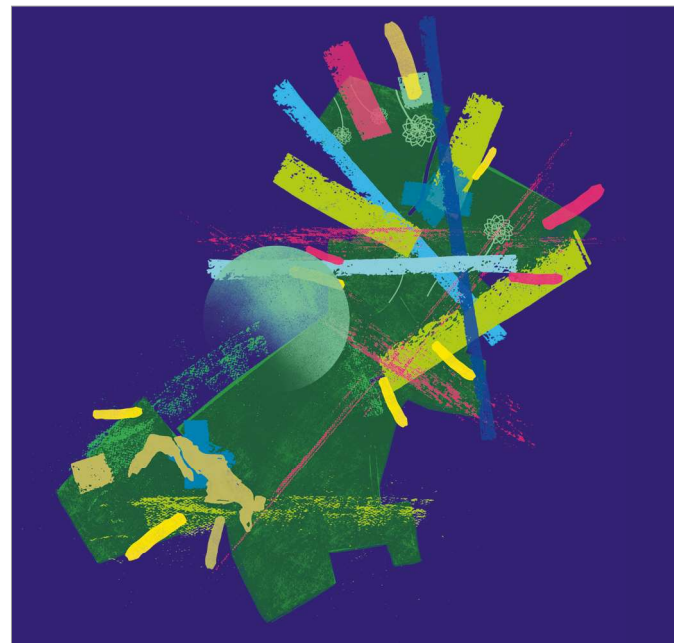
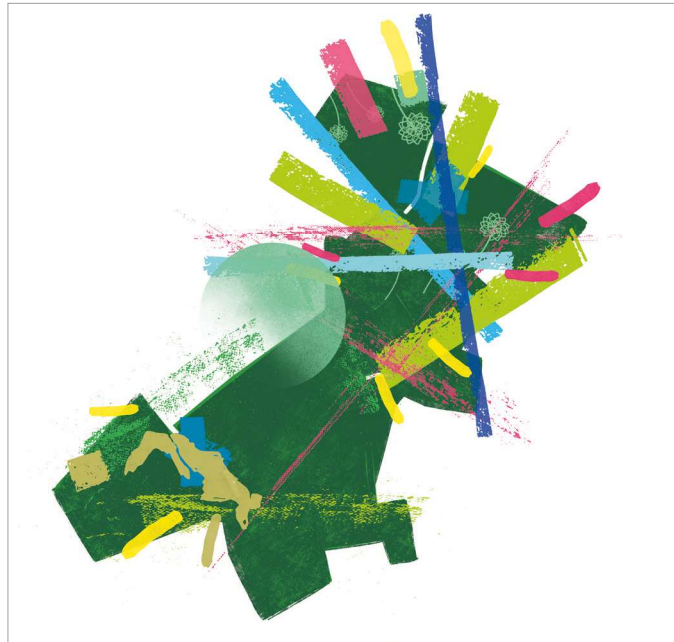
VISUAL LANGUAGE FORMS

The Visual Language suite comprises of two forms that offer variety when designing layouts. The next few pages will provide an outline on how to apply the Visual Language.

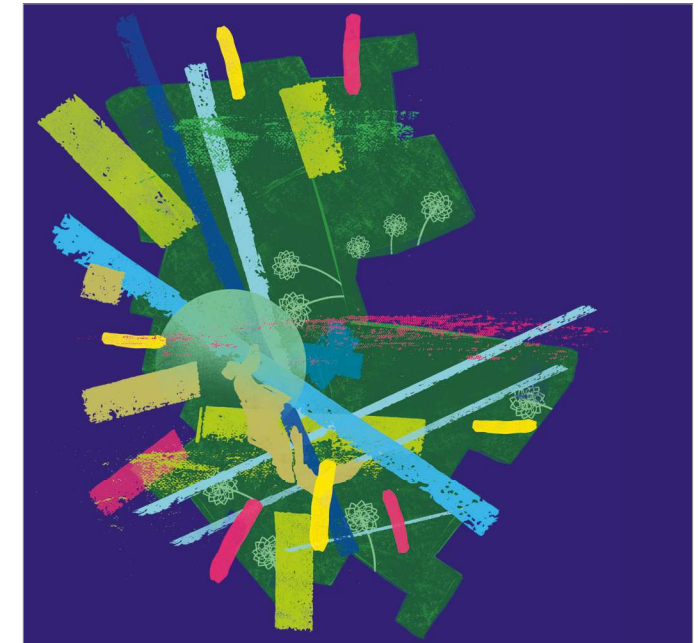
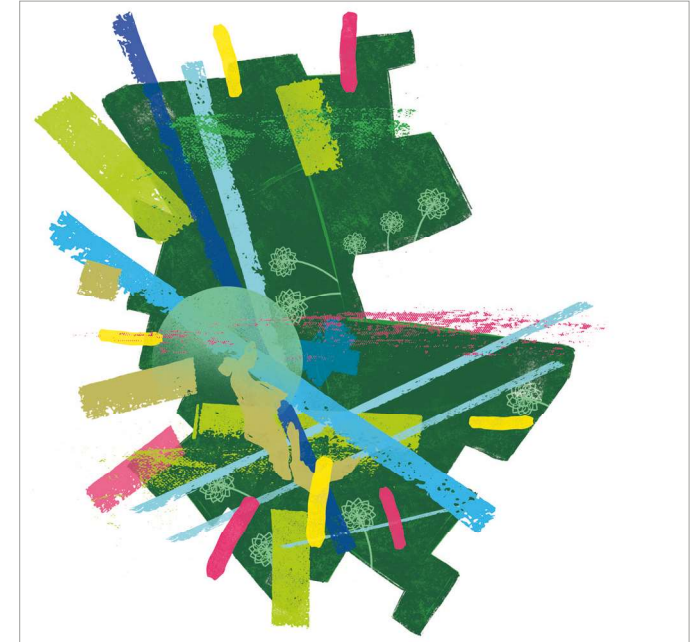
All of the guidelines apply to both forms of the Visual Language.

For applications that focus on business and investment the Visual Language is to be used on PANTONE 2735C. The Visual Language should not be used on any other colour.

VISUAL LANGUAGE



VISUAL LANGUAGE FORMS



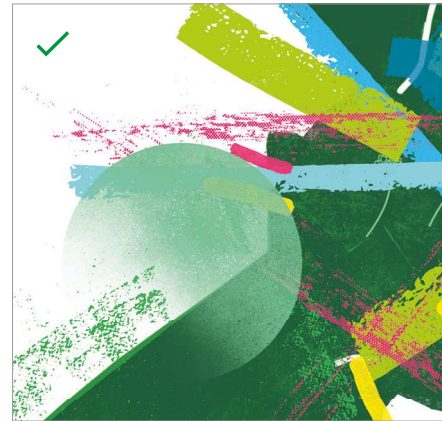
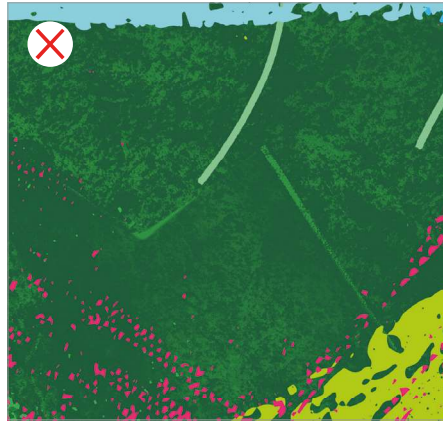
USING THE VISUAL LANGUAGE

The Visual Language cannot be used in its entirety.

Scale is an important part of applying the Visual Language. Please do not scale the Visual Language down to a size where it does not have a key presence on the page, or scale up to where the form is completely lost, without stretching or distortion.

The Visual Language can be rotated.

The Visual Language can be used over photography ensuring the Visual Language does not obscure the focal point of the photograph.

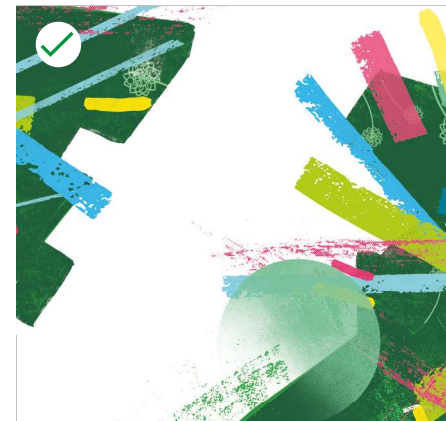
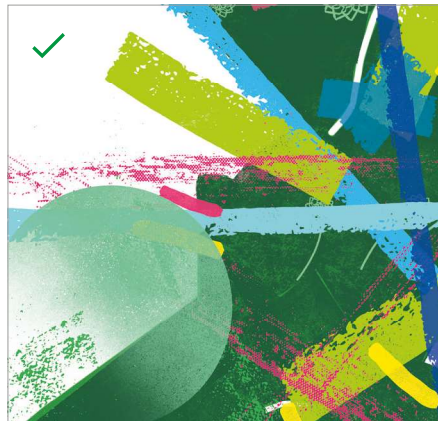


USING THE VISUAL LANGUAGE

The Visual Language must naturally flow into the page layout from the edge of the design, avoiding the hard edges of the Visual Language asset itself.

Both of the Visual Language forms can be used on the same layout however cannot overlap each other.

Type can be typeset over the Visual Language taking legibility into account.

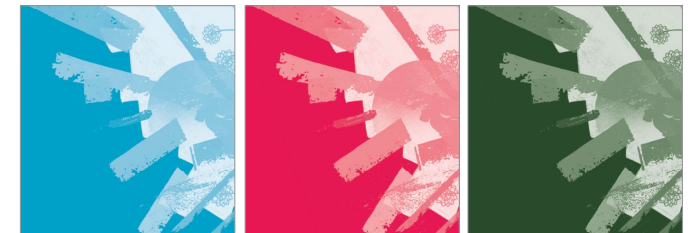
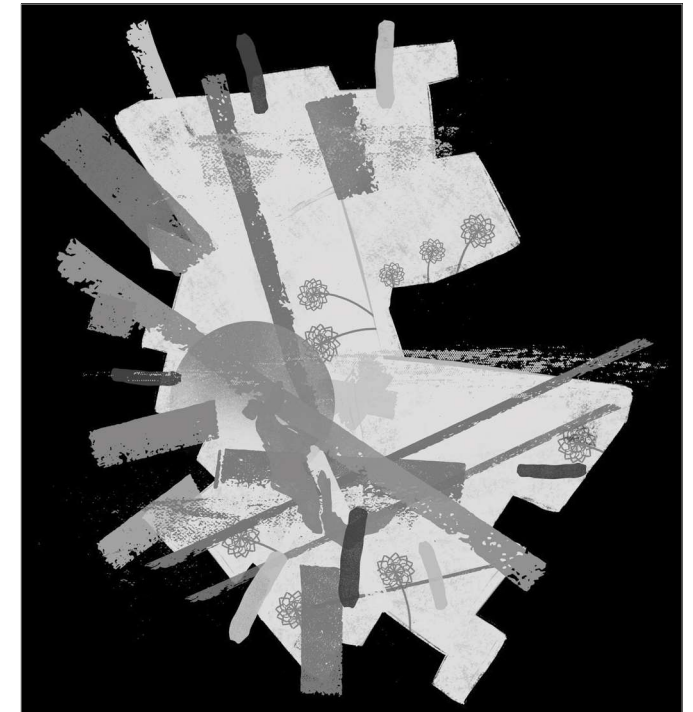
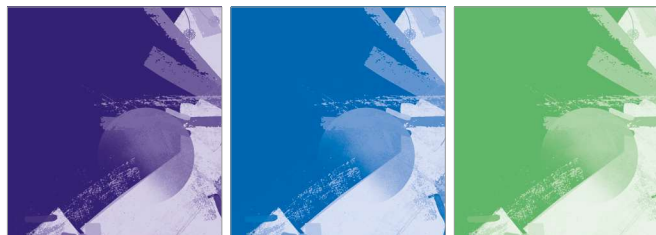


HEMEL
HEMPSTEAD'S
WHITE
VISUAL
LANGUAGE

WHITE VISUAL LANGUAGE

The Visual Language forms have been supplied in a white-out form. The White Visual Language is particularly useful when applying over photography or used, in part, over an output which already has a strong visual presence, and a subtler link to Hemel Hempstead is required i.e. association with partner brands.

All rules for the Visual Language apply to the White Visual Language unless stated here. The White Visual Language can be used over photography. The White Visual Language can also be used over any colour from the Hemel Hempstead colour palette. If using the White Visual Language with partner brands, the White Visual Language may be used with the respective partner brands colour palette.



HEMEL HEMPSTEAD'S VISUAL IDENTITIES

MAIN VISUAL IDENTITY

The Main Visual Identity is used when a more traditional logo is required.

The Main Visual Identity can only be used on white.

The Main Visual Identity cannot be used alongside the Visual Language.

The Main Visual Identity has been provided in a stacked form for usage when the clear zone cannot accommodate the horizontal form.

The Main Visual Identity can be used with a partner brand although it still must only be used on white.

The Main Visual Identity should be at least 20mm high. The Stacked Main Visual Identity should be at least 45mm high.

Main Visual Identity



Stacked Main Visual Identity



20 mm Main Visual Identity minimum height (not to scale)



45mm Stacked Main Visual Identity minimum height (not to scale)

SIMPLIFIED VISUAL IDENTITY

The Simplified Visual Identity has been provided only for use with the Visual Language or when full colour printing is not applicable i.e. embroidered on a t-shirt.

The Simplified Visual Identity can use colours from the Hemel Hempstead colour palette and be used over colours from the Hemel Hempstead colour palette ensuring legibility is taken into account.

The Simplified Visual Identity cannot be amended in any way apart from colour changes.

The Simplified Visual Identity should be at least 10mm high. The Stacked Simplified Visual Identity should be at least 20mm high.

Simplified Visual Identity

HEMEL HEMPSTEAD

Stacked Simplified Visual Identity

HEMEL
HEMPSTEAD

HEMEL HEMPSTEAD

10 mm Simplified Visual Identity minimum height (not to scale)

HEMEL
HEMPSTEAD

20mm Stacked Simplified Visual Identity minimum height (not to scale)

WHITE VISUAL IDENTITY

The Main Visual Identity has also been provided in a white-out form.

The White Visual Identity can be used over colours from Hemel Hempstead's colour palette and can be used over photography.

The White Visual Identity can also be used with a partner brand and the partner brands respective colour palette.

The White Visual Identity cannot be used alongside the Visual Language or the White Visual Language.

The White Visual Identity should be at least 20mm high. The Stacked White Visual Identity should be at least 45mm high.

White Visual Identity

HEMEL HEMPSTEAD

Stacked White Visual Identity

HEMEL
HEMPSTEAD

HEMEL HEMPSTEAD

20 mm White Visual Identity minimum height (not to scale)

HEMEL
HEMPSTEAD

45mm Stacked White Visual Identity minimum height (not to scale)

HEMEL VISUAL IDENTITY

Only use the HEMEL Visual Identity when communicating to an internal audience. In all other cases, use the HEMEL HEMPSTEAD Visual Identity.

All rules for the relevant Hemel Hempstead visual identity forms apply to the Hemel only identities as listed on pages 20 – 22.

HEMEL Main Visual Identity



20mm Hemel Main Visual Identity minimum height (not to scale)

HEMEL Simplified Visual Identity



10mm Hemel Simplified Visual Identity minimum height (not to scale)

HEMEL White Visual Identity

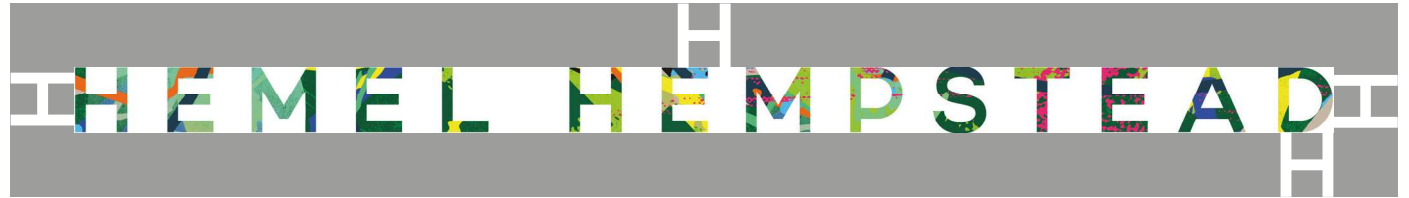


20mm Hemel White Visual Identity minimum height (not to scale)

CLEAR SPACE

The Hemel Hempstead Visual Identity has a clear space and should be at a reasonable size to look its best at all times. The clear space is applicable to the Main Visual Identity, Simplified Visual Identity and White Visual Identity.

Use the height of the 'H' in Hemel Hempstead as a basis for clear space when placing it near any other elements or the edge of a layout.



The height of the 'H' of Hemel Hempstead in the Visual Identity as the minimum clear space



The height of the 'H' of Hemel in the Visual Identity as the minimum clear space

VISUAL IDENTITY DO'S

HEMEL HEMPSTEAD

HEMEL HEMPSTEAD

PARTNER BRAND

✓ DO use the Main Visual Identity over white.

✓ DO respect the clear zone of the Main Visual Identity.



✓ DO use the White Visual Identity over a legible colour from the Hemel Hempstead colour palette.

✓ DO only use the Simplified Visual Identity with the Visual Language.

VISUAL IDENTITY DON'TS



✗ DO NOT change the proportions of the Visual Identity, display at illegible sizes, or place at an angle that's not 90 degrees.

✗ DO NOT use the Simplified Visual Identity without the Visual Language.

HEMEL HEMPSTEAD



✗ DO NOT modify or add to any of the Visual Identity.

✗ DO NOT use the Main Visual Identity over colour.



COLOUR

COLOUR PALETTE

These are the colours of the Hemel Hempstead colour palette and no other colours can be used.

We have provided separate colour palettes for print (CMYK), screen (RGB) and spot colour (Pantone) to make sure the colours are represented correctly in all circumstances.

C:59 M:0 Y:69 K:75
R:54 G:87 B:59
PANTONE 7735C

C:41 M:0 Y:84 K:0
R:164 G:210 B:51
PANTONE 2299C

C:54 M:0 Y:48 K:0
R:119 G:193 B:154
PANTONE 2247C

C:65 M:0 Y:73 K:0
R:0 G:198 B:94
PANTONE 2420C

C:0 M:97 Y:50 K:0
R:224 G:0 B:77
PANTONE 1925C

C:0 M:5 Y:98 K:0
R:247 G:219 B:23
PANTONE 108C

C:6 M:8 Y:35 K:12
R:207 G:196 B:147
PANTONE 4535C

C:14 M:10 Y:85 K:27
R:172 G:159 B:60
PANTONE 618C

C:100 M:97 Y:9 K:1
R:0 G:87 B:183
PANTONE 2935C

C:79 M:2 Y:10 K:11
R:0 G:156 B:189
PANTONE 7703C

C:38 M:4 Y:0 K:0
R:155 G:203 B:235
PANTONE 291C

C:97 M:100 Y:0 K:4
R:46 G:0 B:139
PANTONE 2735C

TYPOGRAPHY

TYPEFACE: HEADERS AND HIGHLIGHT FONTS

Iyannu Heavy is Hemel Hempstead's Headers and Highlight Font.

Headers Typesetting:

For Headers we recommend typesetting Iyannu Heavy in all caps with the tracking set to 125.

Highlight Typesetting:

For lead paragraph or highlight text we recommend Iyannu Heavy be type set in all caps with the tracking set to 125 and generous leading.

Iyannu Thin can be used for business and investment focused applications as a highlight font.

We recommend it is typeset in all caps with the tracking set to 125 and generous leading.

It has a minimum size of 10pt.

You can find the fonts here:

<https://www.myfonts.com/fonts/thirdin/iyannu/heavy/>

<https://www.myfonts.com/fonts/thirdin/iyannu/thin/>

IYANNU
HEAVY

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ? ! % &

IYANNU THIN

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ? ! % &

TYPEFACE: BODY AND SUPPORTING FONT

Body Typeface:

Sen Regular is Hemel Hempstead's Body Font.

It should always be used in regular case with the tracking set at 0.

You can find the typeface here:

<https://fonts.google.com/specimen/Sen>

Supporting Typeface:

In the instances when neither Iyannu Heavy/Thin or Sen Regular is available for use (i.e. external devices) Helvetica Regular is to be used as Hemel Hempstead's supporting font, chosen for its clean design and high compatibility. Iyannu Heavy, Iyannu Thin or Sen Regular should be used where possible to ensure brand consistency.

Sen Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0 ? ! * £ @ % &

Helvetica Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0 ? ! * £ @ % &

PHOTOGRAPHIC CREATIVE DIRECTION

PHOTOGRAPHY AIMS

PHOTOGRAPHY, WHERE POSSIBLE, SHOULD BRING TO LIFE

HEMEL HEMPSTEAD'S THEMES:

- A VIBRANT DESTINATION FOR ENTERPRISE
- ENHANCE YOUR WELLBEING IN HEMEL
- WHERE CONNECTIONS MATTER

AND ITS BIG IDEA:

- HEMEL HEMPSTEAD: GROWING A FRESH NEW FUTURE

PHOTOGRAPHY GUIDANCE

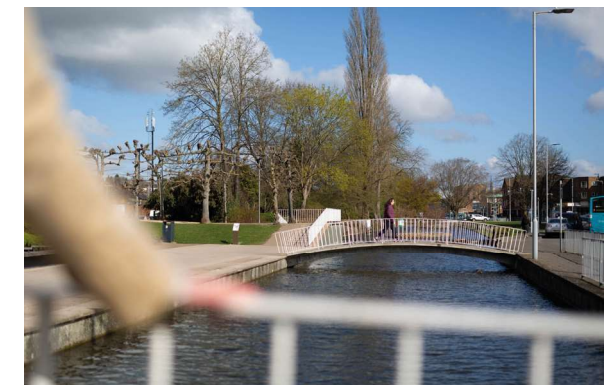
All photography should aim to go beyond simply capturing Hemel Hempstead's assets; images should visually communicate the creative thinking that has been summarised in the 'big idea' and themes.

HEMEL HEMPSTEAD: GROWING A FRESH NEW FUTURE

To help celebrate the 'big idea' all photography should focus on connecting the people, businesses and landscapes which are all coming together to grow a fresh new future. It's important to think of Hemel Hempstead's themes when capturing photography. In all instances try to find locations and opportunities that feel real and animated. The photography should not look staged, should aim to capture people in real moments in a fun and collaborative way and feel confidently modern. Laid out below are some ideas on how to do this.

A VIBRANT DESTINATION FOR ENTERPRISE

In order to tell this part of the story we need to celebrate Hemel Hempstead's business assets as well as its natural assets and the relationship between these two things. This means not only showing the business but framing the businesses within nature. For example, capturing people within their workplaces while showcasing the incredible view they might have behind them. It could also be photographing a business meeting in a countryside setting. Another way to capture the vibrancy is photographing the town centre from the perspective where there's greenery in the foreground, therefore bringing the countryside into the town centre.



WHERE CONNECTIONS MATTER

This part of the story is all about capturing all types of connections. Connections between people and assets, transportation, the physical network from the roundabout to the trains to London, as well as places and settings where businesses and people connect. The aim to capture that crossover. For example, capture the wonderful liveability nature affords, as well as highlighting Hemel Hempstead's impressive work/live story. This should capture not only the countryside as a place to enjoy but also as a place to work. Try to capture businesses, landscapes and activities together, for example someone running, someone walking and on a phone etc.



ENHANCE YOUR WELLBEING IN HEMEL

This part of the story is about celebrating the opportunities that Hemel Hempstead offers, both in terms of its leisure and entertainment facilities and also its hub assets like cafes and evening economy. Try to capture reasons people should locate their business in Hemel Hempstead. It also means looking out and photographing healthy living, people on mountain bikes, running, engaging with their local environment. To spruce these up you might have the background in focus and the foreground blurred with the activity or movement.



When photographing businesses, attractions and countryside locations, we encourage using four different perspectives:

1. Wide lens (bright and full of life),
2. Detail (unique attributes),
3. Abstract (expressing the extraordinary in the ordinary),
4. The brand (always useful for inward investment).

When photographing businesses it's important to showcase the scale of the setting and operation but also focus in on the activities that happen within it.



A library of Hemel Hempstead photography can be found together with the assets for Hemel Hempstead's Visual Expression. These images are separated into two folders; **primary imagery** and **supporting imagery**. Primary images should be used in instances where single or principal images are required, with supporting to be used to improve storytelling and aesthetic.

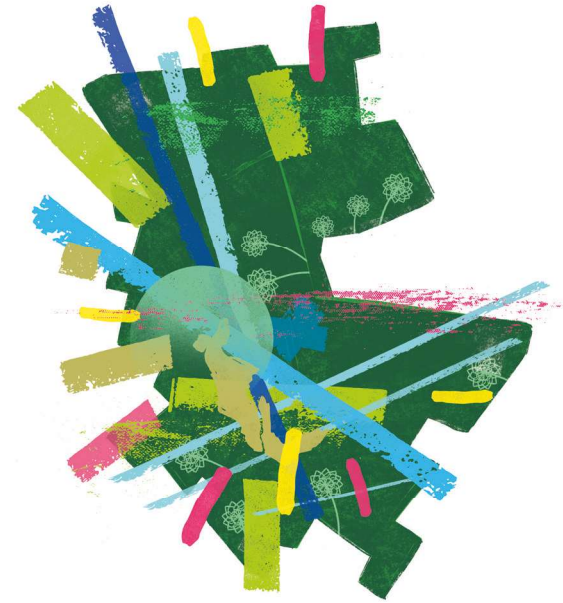


ASSETS

Visual Language

The Visual Language files have been provided in three file formats to allow for both simple applications and lossless professional applications.

- TIFF - Large scale file format for professional application
- JPEG - For easy application
- PNG - For digital applications



White Visual Language

Due to the nature of the White Visual Language two file formats have been provided.

- TIFF - Large scale file format for professional application
- PNG - For digital applications



Main Visual Identity and
Stacked Main Visual Identity

- TIFF - For professional application
- JPEG - For easy application
- PNG - For digital application

HEMEL HEMPSTEAD

HEMEL

HEMEL
HEMPSTEAD

Simplified Visual Identity and
Stacked Simplified Visual Identity

- EPS - For professional application
- JPEG - For easy application
- PNG - For digital application

HEMEL HEMPSTEAD

HEMEL

HEMEL
HEMPSTEAD

White Visual Identity and
Stacked White Visual Identity

- TIFF - For professional application
- PNG - For easy application

HEMEL HEMPSTEAD

HEMEL

HEMEL
HEMPSTEAD

VISUAL EXPRESSION EXAMPLES









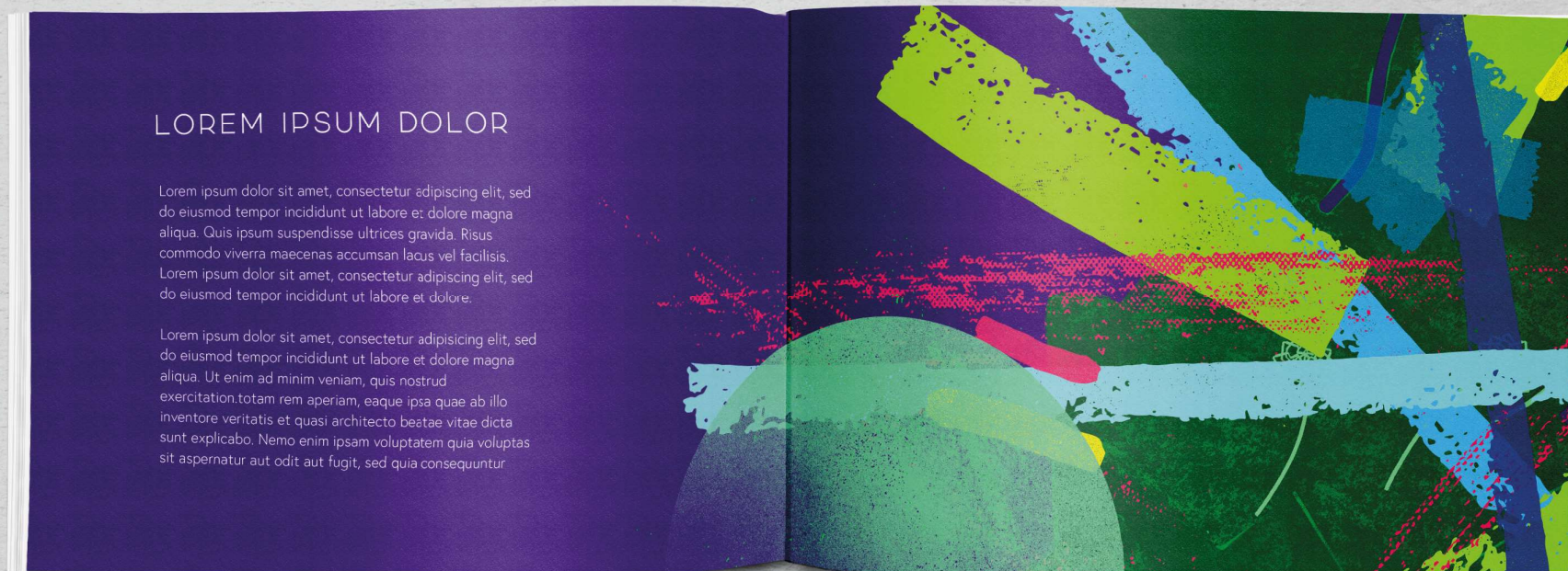






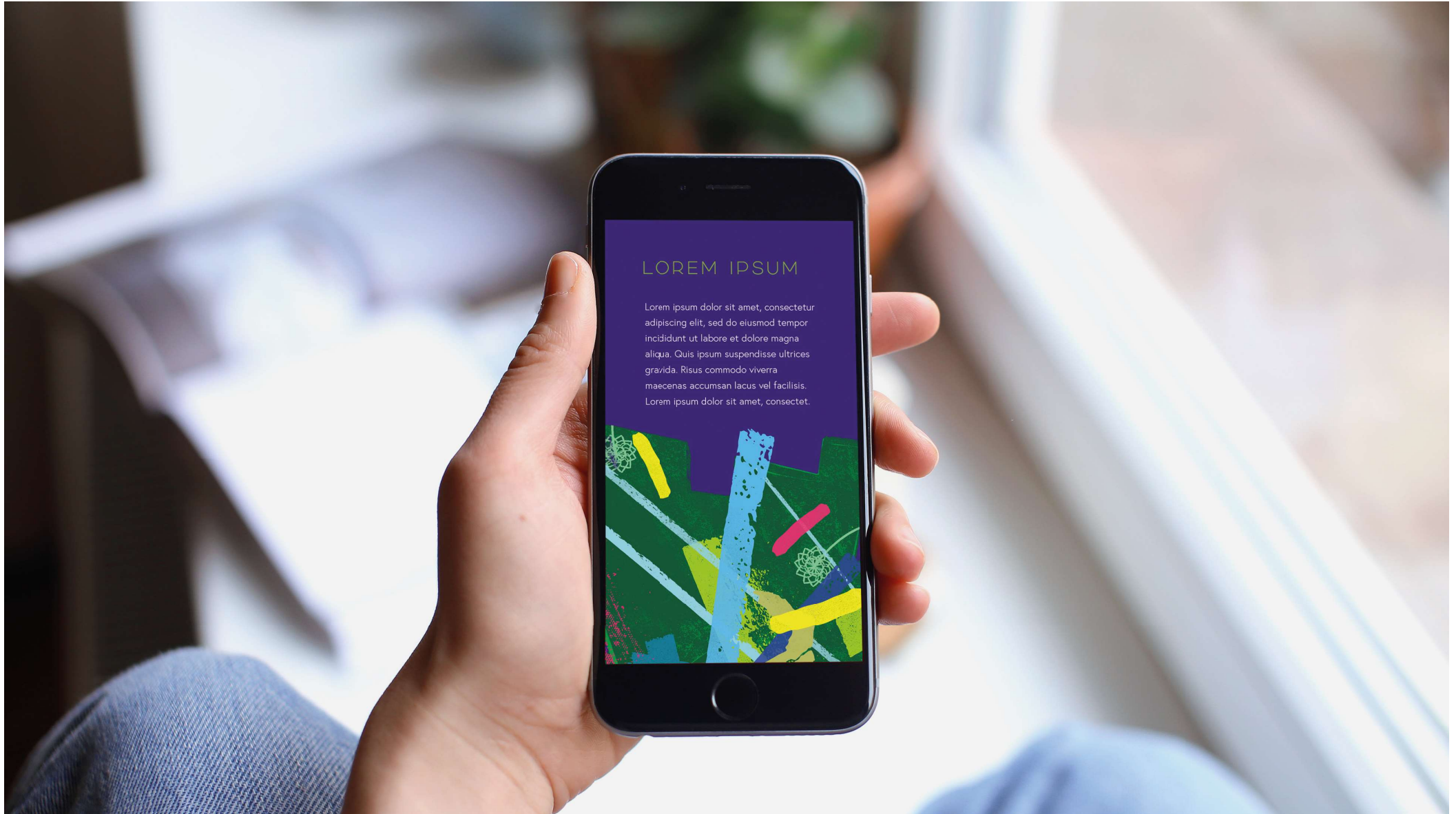














THE OLD TOWN HALL

BOX OFFICE: 01442 228 091 MY ACCOUNT

HOME WHAT'S ON GALLERY SHOP VENUE INFORMATION NEWS ABOUT CONTACT

Covid Update

Winter is Coming, please wear a mask

Click for all the latest Covid safety information at The Old Town Hall

[Read More](#)

WINTER IS COMING

PLEASE WEAR A MASK

THE Cellar CLUB THE OLD TOWN HALL

See it Safely

We're proud to be See it Safely approved by Official London Theatre, and have received the Visit Britain 'We're Good to Go' industry standard mark, so you can feel confident knowing that staff, artists and audiences are always COVID-secure based on the latest government guidelines.

The Society of London Theatres (SOLT and UK Theatres have developed the industry-wide See it Safely mark, so you can feel confident and safe knowing that the venue is COVID-secure and will be following the latest government guidance whenever you see the mark. Find the latest list of approved venues [here](#).

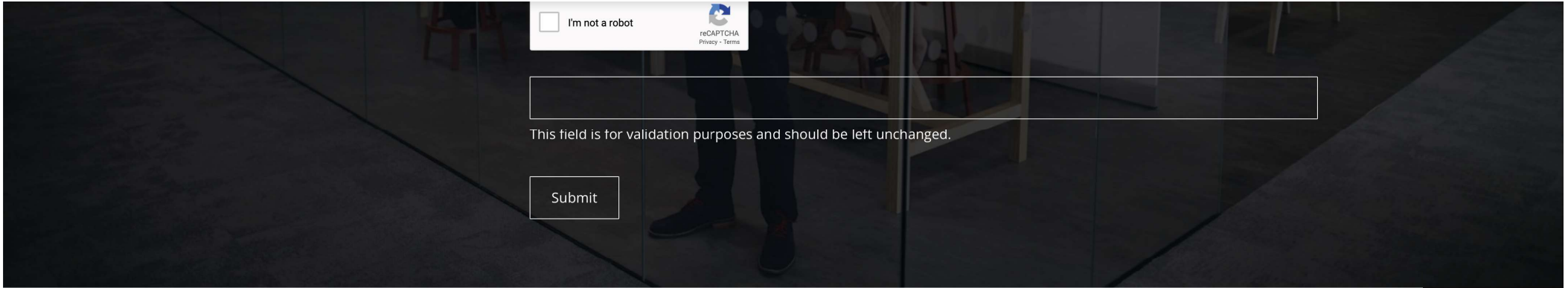
See it safely
#BackOnStage

What's On at The Old Town Hall

Theatre
[View Events](#)

Dance
[View Events](#)

Music
[View Events](#)



PARTNERS



+44 (0) 7767 481440
adam.wood@hertfordshirelep.co.uk

Hertfordshire Local
Enterprise Partnership
One Garden City
Broadway
Letchworth Garden City
Hertfordshire
SG6 3BF

Home
About us
Commercial Space
Community
Contact

News & Events
Sectors
Sustainable Travel
Privacy Policy
Terms & Conditions



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The screenshot displays the West Herts College website. At the top, the navigation bar includes the college logo, contact information (Call Us 01923 812345), and links for Contact Us, Log in, Basket, Course(s), and £0.00. A search bar is also present. Below the navigation bar, a main banner for 'SPRING OPEN DAYS' features the dates 'SAT 05 MAR' for Hemel Hempstead and 'SAT 12 MAR' for Watford, both from 9:30 to 12:30. A central text box encourages booking a place to receive a free hot drink. Below the banner, a grid of promotional tiles includes: 'A LEVELS - NEW FOR 2022', 'SPRING OPEN DAYS', 'NATIONAL APRENTICESHIP WEEK 2022', 'Choose A LEVELS', 'COURSES FOR School LEAVERS', 'BROWSE OUR COURSES Starting SOON', 'Key contact information for students, parents and carers', 'VIRTUAL CAMPUS TOUR', 'APPLY NOW', 'Higher Education apply now for 22/23', 'Skills Knowledge Confidence Job.', 'WEST HERTS COLLEGE FOOTBALL PROGRAMME TRIALS 2022', and 'NEW courses to get you Football Trials 2022'.



A thinkingplace toolkit produced for
Hemel Hempstead
by Peter Anderson Studio

www.thinkingplace.co.uk

