

love where you live

Barnsley Council *in the community*

**Brand
toolkit**



Barnsley – the place
of possibilities.



BARNSLEY
Metropolitan Borough Council

**Making Barnsley
a better place to
live, work and thrive.**

Logos

Primary logo with
Barnsley Council.



Primary logo



Primary logo
Single line



Primary logo
Stacked



Primary logo
Square

Logos



Primary logo white text

Primary logo with
Barnsley Council to be used
on purple background.



Primary logo white text
Single line



Primary logo white text
Stacked



Primary logo white text
Square

Logos



Primary logo reversed

Primary logo reversed
with Barnsley Council.



Primary logo reversed
Single line



Primary logo reversed
Stacked



Primary logo reversed
Square

Logos

Primary logo with
Barnsley Council
single colour.



Primary logo single colour



Primary logo single colour
Single line



Primary logo single colour
Stacked



Primary logo single colour
Square

Logos

Secondary logo without
Barnsley Council.



Secondary logo



Secondary logo
Single line



Secondary logo
Stacked



Secondary logo
Square

Logos



Secondary logo white text

Secondary logo without
Barnsley Council to be used
on purple background.



Secondary logo white text
Single line



Secondary logo white text
Stacked



Secondary logo white text
Square

Logos

love where
you live

Secondary logo reversed

Secondary logo without
Barnsley Council reversed.

love where you live

Secondary logo reversed
Single line

love
where
you
live

Secondary logo reversed
Stacked

love
where
you live

Secondary logo reversed
Square

Logos

Secondary logo
without Barnsley Council
single colour.

love where
you live

Secondary logo single colour

love where you live

Secondary logo single colour
Single line

love
where
you
live

Secondary logo single colour
Stacked

love
where
you live

Secondary logo single colour
Square

Typography

Volte should be used across all communications. There is a variety of weights available in this font and it's advised to never use type sized lower than 12pt to ensure accessibility.

Aa

Volte – Light
Volte – Regular
Volte – Medium
Volte – Semibold
Volte – Bold

Kerning (*letter spacing*)


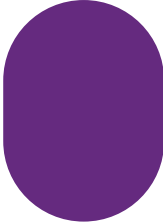
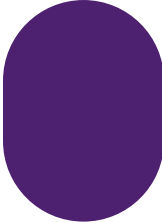








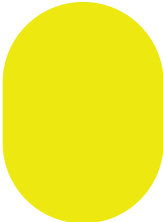
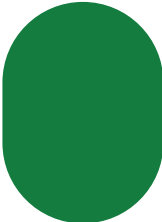






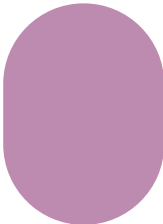



Please pay close attention to letter spacing when using this font. If the below happens make sure you manually tighten the space to keep a consistent balance.

✘ Barnsley
✔ Barnsley

Colour palette

Expanding on the familiar and successful brand colours of Barnsley 2030, the Love Where You Live palette will use the 2030 palette with the addition of the Towns Team colours plus some supporting neutrals.

Providing a well-rounded palette that can adapt for each area and audience.

 <p>C13 M40 Y10 K0</p> <p>R221 G173 B209</p> <p>HEX #ddadd0</p>	 <p>C40 M100 Y10 K0</p> <p>R167 G25 B121</p> <p>HEX #a61878</p>	 <p>C75 M100 Y14 K3</p> <p>R100 G37 B118</p> <p>HEX #632575</p>	 <p>C80 M100 Y10 K20</p> <p>R80 G32 B106</p> <p>HEX #4f1f6a</p>	 <p>C0 M10 Y90 K0</p> <p>R255 G222 B0</p> <p>HEX #ffde13</p>	 <p>C4 M44 Y100 K0</p> <p>R239 G156 B0</p> <p>HEX #ee9c00</p>	 <p>C80 M75 Y100 K0</p> <p>R234 G91 B12</p> <p>HEX #ea5a0b</p>	 <p>C0 M90 Y100 K0</p> <p>R230 G51 B18</p> <p>HEX #e53212</p>
 <p>C30 M0 Y0 K0</p> <p>R188 G228 B250</p> <p>HEX #bce3fa</p>	 <p>C70 M0 Y0 K0</p> <p>R11 G187 B239</p> <p>HEX #0abae</p>	 <p>C100 M90 Y10 K0</p> <p>R40 G53 B131</p> <p>HEX #273582</p>	 <p>C100 M100 Y25 K25</p> <p>R41 G35 B92</p> <p>HEX #28225c</p>	 <p>C0 M45 Y10 K0</p> <p>R244 G169 B190</p> <p>HEX #3a8bd</p>	 <p>C0 M100 Y55 K0</p> <p>R229 G0 B75</p> <p>HEX #e4004b</p>	 <p>C25 M100 Y70 K0</p> <p>R191 G27 B62</p> <p>HEX #betb3e</p>	 <p>C25 M100 Y70 K20</p> <p>R163 G24 B52</p> <p>HEX #a21834</p>
 <p>C10 M0 Y100 K0</p> <p>R242 G229 B0</p> <p>HEX #f2e400</p>	 <p>C90 M30 Y100 K10</p> <p>R0 G114 B56</p> <p>HEX #007238</p>	 <p>C100 M40 Y80 K50</p> <p>R0 G71 B52</p> <p>HEX #004733</p>	 <p>BLACK 10%</p>	 <p>BLACK 25%</p>	 <p>BLACK 50%</p>	 <p>BLACK 90%</p>	 <p>C0 M4 Y5 K0</p> <p>R255 G248 B243</p> <p>HEX #fef7f3</p>
 <p>C0 M0 Y100 K0</p> <p>R230 G0 B126</p> <p>HEX #e5007d Central Area</p>	 <p>C0 M100 Y100 K0</p> <p>R227 G6 B19</p> <p>HEX #c63053 South Area</p>	 <p>C25 M50 Y10 K0</p> <p>R198 G146 B181</p> <p>HEX #c692b5 Dearne Area</p>	 <p>C0 M20 Y100 K0</p> <p>R225 G204 B0</p> <p>HEX #ffcc00 Penistone Area</p>	 <p>C4 M44 Y100 K0</p> <p>R239 G156 B0</p> <p>HEX #ee9c00 North Area</p>	 <p>C40 M0 Y100 K0</p> <p>R229 G0 B75</p> <p>HEX #afca0a North East Area</p>	 <p>WHITE</p>	

Shapes

Love Where You Live has a selection of supporting illustrations that should be used in designs.



Shapes

Energetic, natural
patterns can be used
as backgrounds
across design.



Application example

Designs should be bright and lively, incorporating the illustrations to create a community feel.

