

Silverstone Village logo and identity

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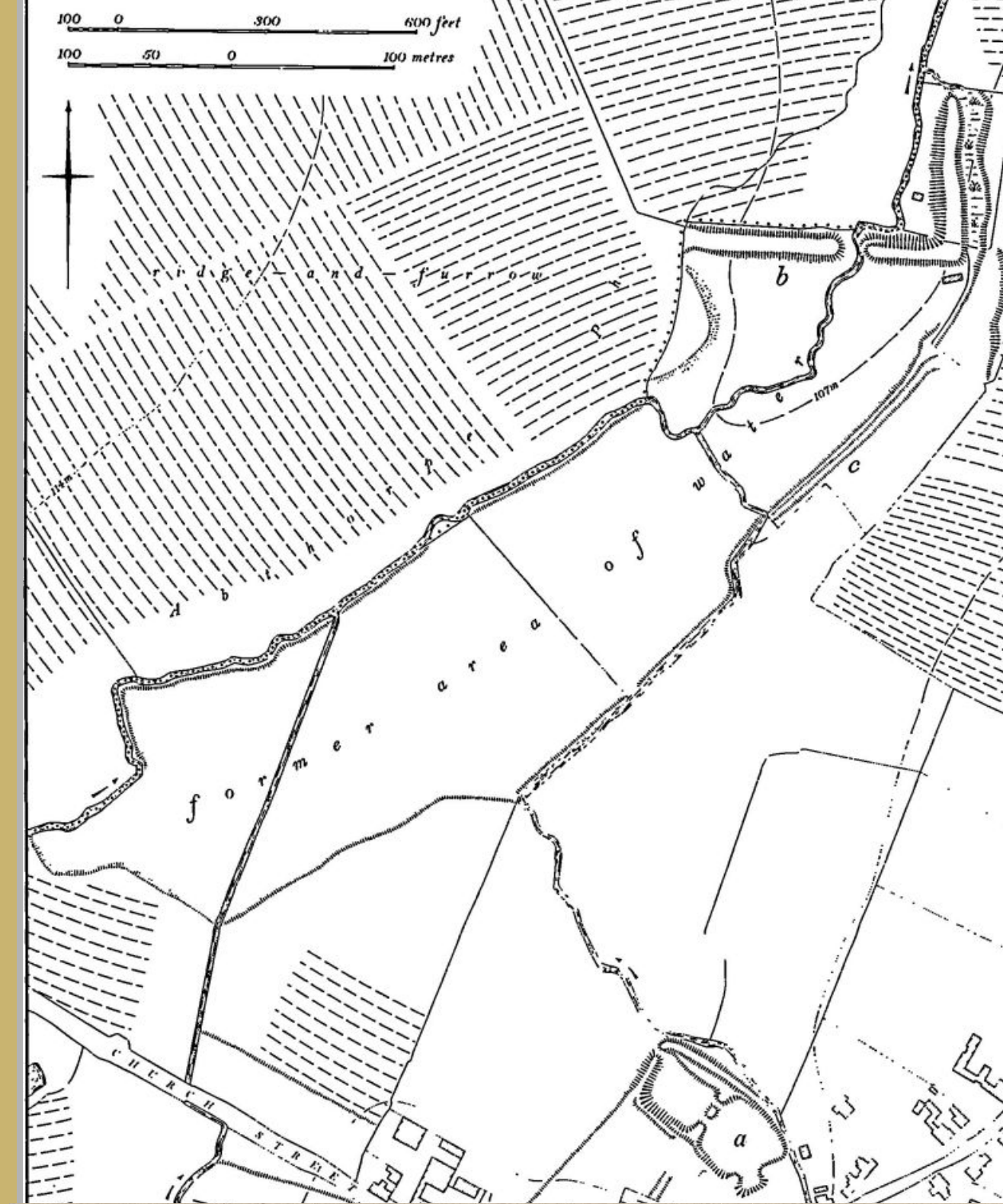
Evolution, without revolution



To generate an identity for the Silverstone Parish Council that could reflect the history, the heritage and the community of a town whilst taking them one step towards the modern era.

As primary objective is was also crucial to separate Silverstone from the Formula One association, as the town is much more, than just a racing circuit.

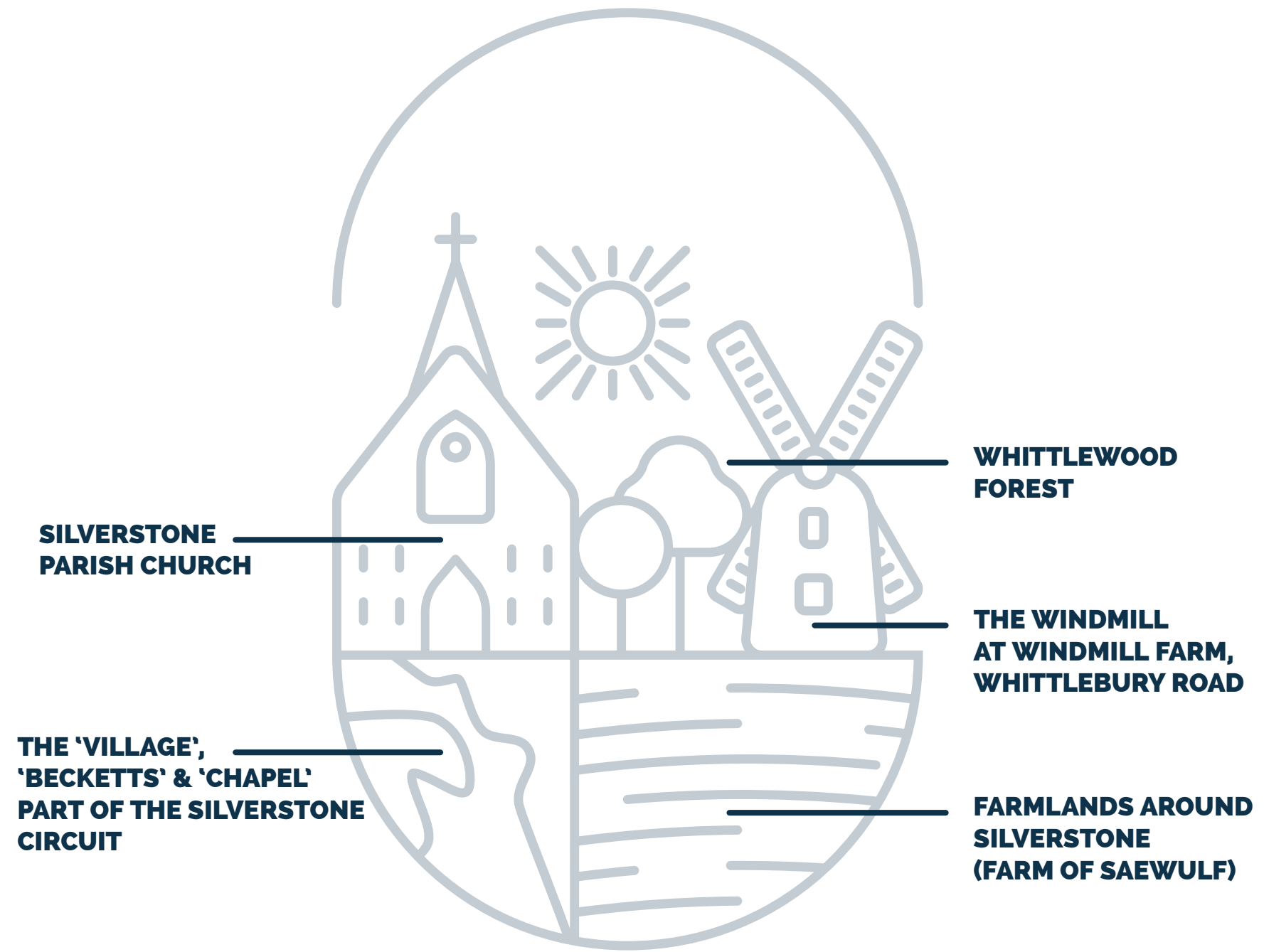
After hundreds of hours of research, Silverstone's history was an open book.





SILVERSTONE VILLAGE

PARISH COUNCIL



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Typography

In 1870-72, John Marius Wilson's Imperial Gazetteer of England and Wales described Silverstone like this:

SILVERSTONE, a parish, with a village, in Towcester district, Northampton; 4 miles SSW of Towcester, and 7 NNW of Buckingham r. station. It was the place where Richard I., in 1194, met William of Scotland; and it has a post-office‡ under Towcester.

Typography



Raleway, designed
by Matt McInerney.



A display face and the download features both old style and lining numerals, standard and discretionary ligatures, a pretty complete set of diacritics, as well as a stylistic alternate inspired by more geometric sans-serif typefaces than its neo-grotesque inspired default character set.

Colour

Wisdom, royalty, harmony.

Colour

Royal Blue



CMYK: 95, 75, 45, 45

RGB: 25, 49, 73

HEX: #193149

Blue, the colour of wisdom.
Keywords: security, stability,
loyalty, confidence & trust.

Gold



CMYK: 20, 20, 65, 5

RGB: 211, 187, 110

HEX: #D3BB6E

Gold, the colour of prestige.
Keywords: succes, achievement,
luxury, wealth & royalty.

Beige



CMYK: 5, 10, 25, 0

RGB: 244, 233, 203

HEX: #F4E9CB

Beige, the colour of work.
Keywords: dependable, conservative,
flexible, tranquility & harmony.

Subtle, but eye-catching. Modern, but respecting traditions and the heritage of town Silvertone.

Applications



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Silverstone Parish Council
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www.silverstonevillage.org

Introduction and requirements

A letterhead is the heading at the top of a sheet of paper, heading usually consists of a name and an address design, and sometimes a background pattern.

The term "letterhead" is often used to refer to the whole sheet of paper with a heading. Many companies and individuals prefer to use a word processor or the software application. This generally includes the same information as pre-printed stationery but without the design, and sometimes a background pattern.

A letterhead is the heading at the top of a sheet of paper, heading usually consists of a name and an address design, and sometimes a background pattern.

The term "letterhead" is often used to refer to the whole sheet of paper with such a heading. Many companies and individuals prefer to create a letterhead template in a word processor or the software application. This generally includes the same information as pre-printed stationery but without the additional costs involved.

A letterhead is the heading at the top of a sheet of letter paper (stationery). That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern.

Best Regards,
John Smith



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Cllr. John Smith
Chair of the Finance Committee

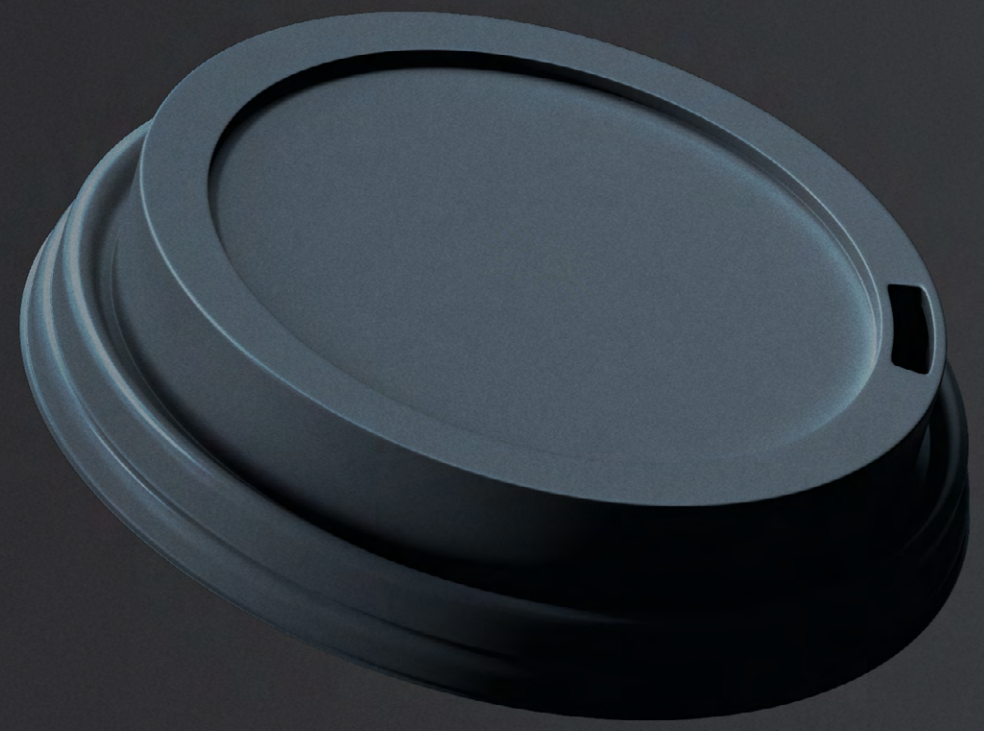
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Thank
you



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