

Bovey Tracey is Open and Welcoming

Welcome to Bovey Tracey

A new, friendly, inclusive logo for Bovey Tracey



Let's start to create a visual identity for Bovey Tracey. People may say:

“Yes, that's Bovey Tracey”



A new, friendly, inclusive logo for Bovey Tracey

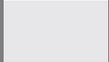


- It's an artistic heart
 - Friendly and welcoming. Bovey Tracey is open and alive for business. It says: "Love Bovey Tracey". The 'paint-brushed' heart hints at Bovey's craft and art pedigree. Purple is known to represent craftsmanship.
- It's an embracing wrap
 - The wrapping banner is reminiscent of a welcoming hug. We have a wonderful community here and visitors are welcome. We're inclusive and want everyone, including all businesses, to feel included and represented.
- It's bright and vibrant
 - Distinctive, eye-catching and memorable, yet representative of Bovey as a whole, the logo commands attention.

Colours:



 RGB: 104,84, 156

 RGB: 231,231, 233

 RGB: 141,185, 53

- Green and Purple are carefully considered selections. Subsidiary use of grey is used to represent the granite of the moor and of our architecture.
- **GREEN**  RGB: 141, 185, 53
 - **Bovey is known for the outdoors. Green represents:** The outdoors and outdoor activity. Mill Marsh Park, Parke Estate and Dartmoor are significant reasons why people visit Bovey Tracey.
 - **Green is recognised to signify:** Ecology awareness, sustainability, food and independence.
- **PURPLE**  RGB: 104, 84, 156
 - **Purple represents:** Dartmoor heather and links Bovey Tracey firmly to Dartmoor.
 - **Purple is recognised to signify:** Quality and craftsmanship.
- FONT = Troye, by craftsupplyco



This is not:



- It's not a Town Crest; we have one of those.
- It's not meant to be a literal representation of the history or architecture or geography of the town.
- We considered using a specific theme, such as craft, or artisan, or food, or hospitality, but each of these either prevents it being inclusive, or requires flexibility to create multiple versions.

This is new, interesting and identifiable



- **Representative**

- It has to represent the whole town and community.
- The heart is welcoming, personal and says the town is open for business.

- **Inclusive**

- You can use your own imagery or wording alongside the logo to be specific. E.g. to shout Craft or Artisan Food.

- **Memorable**

- The colours represent many of the reasons why visitors come to Bovey – the outdoors, the variety and the community as well as independence and sustainability.

Where can I get it?



- We will store it alongside the town website
- You can collect the files yourself when the page is live