

**MELKSHAM TOWN COUNCIL**

**MEETING OF FULL COUNCIL**

**27/ September/ 2021**

***Brand Redesign***

**Briefing from the Head of Communications**

1. Please find attached the proposed new brand, with logo examples.
2. Working with Sam Bryant, of Jam Box Media, I have worked towards achieving a simple and recognizable brand for MTC which also offers the organisation some flexibility to adapt the design depending on the occasion/seasonal event.
3. The core of the logo is based around the silhouette of the Town Hall – which runs through each version of the logo shown within the pack. The goal was to find something that residents would link to ‘Melksham’ without even needing words. Not only is the TH a beautiful building, it is a community focal point too – so it made sense to incorporate it into the design.
4. The logo can be presented in simple corporate form or within a crest, shrouded in greenery/river/fields.
5. Colour schemes across all logos can be changed.
6. Final page shows very quickly put-together examples of fun, ‘seasonal’ versions of the logo that could be mocked up at short notice.
7. We look forward to engaging with the public and listening to councillors’ views before the brand is finalised.

**Melksham Town Council**  
Proposed new brand -  
logo designs

**Corporate  
Logo Version**



**Melksham**  
**Town Council**



**Melksham Town Council**  
Proposed new brand -  
logo designs

**Corporate**  
**Logo Version Mock up**



**Melksham**  
**Town Council**



Melksham Town Council  
Proposed new brand -  
logo designs

Corporate  
Logo Version Mock up



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**Melksham**  
Town Council



**Melksham**  
Town Council

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**Melksham Town Council**  
Proposed new brand -  
logo designs

**BLUE RIVER**  
**Logo Version**

**Featured Colours**



**MTC Blue**  
CMYK: 78, 42, 0, 0  
RGB: 53, 128, 195  
HEX: 3580c3



**MTC Blue**  
*85% tint*



**MTC Blue River logo Concept**



**Melksham Town Council**  
Proposed new brand -  
logo designs

**Parks & Rec  
Logo Version**

**Featured Colours**



**MTC Green**  
CMYK: 78, 42, 0, 0  
RGB: 53, 128, 195  
HEX: 3580c3



**MTC Green**  
*85% tint*



**MTC Parks & Rec logo Concept**



**Melksham Town Council**  
Proposed new brand -  
logo designs

**BLUE RIVER**  
Logo Version  
Variations

**Featured Colours**



**MTC Blue**  
CMYK: 78, 42, 0, 0  
RGB: 53, 128, 195  
HEX: 3580c3



**MTC Green**  
CMYK: 78, 42, 0, 0  
RGB: 53, 128, 195  
HEX: 3580c3



**MTC Dark Gray**  
CMYK: 78, 42, 0, 0  
RGB: 53, 128, 195  
HEX: 3580c3



**MTC Blue**  
85% tint



**MTC Blue**  
15% tint



**MTC Blue River logo variations**



**Melksham Town Council**  
Proposed new brand -  
logo designs

**PARKS & REC**  
**Logo Version**  
**Variations**

**Featured Colours**



**MTC Green**  
CMYK: 78, 42, 0, 0  
RGB: 53, 128, 195  
HEX: 3580c3



**MTC Dark Gray**  
CMYK: 78, 42, 0, 0  
RGB: 53, 128, 195  
HEX: 3580c3



**MTC Dark Gray**  
*95% tint*



**MTC Green**  
*25% tint*



**MTC Green**  
*15% tint*



**MTC Parks & Rec logo variations**





**Melksham Town Council**  
Proposed new brand -  
logo designs

**PARKS & REC**  
**Festive Crests**

## MTC Festive logo variations

