

APPENDIX 5

Hayling Island Seafront Colour and Font

It is common practice in developing a sense of place to create a palette and a language of identity for consistent application. A series of elements have been developed to help create an identity for Hayling Island seafront. To achieve true cohesion, this needs to take into account a number of physical and digital mediums, such as:

Print & design

Web content

Public realm

(from buildings and skate parks to benches and signage)

NEXT STEPS / GUIDELINES

- Establish a set of design principles on how these colours and fonts can be used
- Work with Council services to identify opportunities to use colours and fonts including Season 22
- Work to further develop the branding



Listed below are examples of such output, which will be rolled out over time across Hayling Island seafront:

- Establishment of set of design principles to be adopted across the council services for Hayling Island Seafront
- We will work with partners such as Norse to look for opportunities to roll out thematic elements
- Any opportunities will be in line with planned works (i.e. we are not looking to repaint everything it is just when opportunities arise)
- Season 22 will use this approach to any marketing
- Work to further develop the branding