



Paisley Community Toolkit

sprucethebruce.com



Brand Elements

The images and colours shown are for illustration purposes only, and are intended to illustrate a desired style and effect, not to define a specific product or colour palette, and are not intended to serve as working drawings or templates for production.

Keywords

Energy

Artistic

Groovy

Eclectic

Unconventional

Free Spirited

Rivers

Materials

With the clear vision of preserving the historical design elements, whilst making way for the future, the material lists have been divided into 2 categories, Heritage Materials and Artistic Materials. The combination of these 2 material types can be seen on page 38 and 39.

Historical Materials

The majority of Paisley's downtown historic buildings have a general material list of brick and painted wood.

They are primarily multi-level with wood and glass on the ground level with brick and glass on the upper levels. It is suggested that façade renovations, or historical construction, continue with these materials.

Brick



Painted Wood



Artist Materials

There should not be restrictions on the materials that are used for new façades. Each piece can be individually looked at leveraging up-cycled materials wherever possible. The following are some options for materials:

Upcycled Material
(wherever possible)

Bright Painted Wood



Ceramics



Plastic



Rope / Yarn



Heritage Colour Palette

Paisley has a proud and strong history and it is paramount that it is respected and maintained.

This heritage colour palette is based on muted colours that work in harmony with historical materials such as brick and stonework.

When applying to a façade, consider the heritage materials (colours) as a foundation to contrast the bright “Artistic Colour Palette”.

Note: This palette is not limited to these sample swatches.

Heritage Palette



Artistic Colour Palette

To give Paisley a standardized palette (like we normally would) would be very “un-Paisley” of us. Instead, Paisley’s colour palette will be more conceptual and a state of mind.

The primary Paisley colour palette is based on many historical movements that represented freedom, art and independence.

The secondary colour palette is essentially any colour that is bright with deep saturation levels. These colours are bright and bold and offer an opportunity to alert travellers that something special is going on in Paisley. The artistic palette is even more impactful when contrasting with the heritage palette.

Note: All colour swatches are for example only - the secondary palette is not limited to these sample swatches.

Primary Artistic Palette



Secondary Artistic Palette



Façade Example

Artistic Swatches

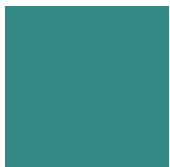
orchard purple



bright lavender



teal



Historical Swatches

tan



Façade Example

Artistic Swatches

royal purple



lavender indego



aqua



Historical Swatches

light brown



Typography

Athelas -Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Swiss721BT - Roman Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Swiss721BT - Bold Condensed

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890**

Logo Design

Paisley's logo stands out from the mainstream as it demonstrates the vibrant artistic nature of the community. A village that is truly inspired by the energy of the two converging rivers it pays tribute to its heritage, the rivers and the creative arts.



Logo Minimum Size

To ensure the effectiveness of the logo in developing Paisley's brand, there are minimum size standards for use. The minimum size for print applications should be 1 inches wide. In web applications, the minimum size is 90 pixels wide.



1 inches



90 pixels

Please Do Not

Do not skew or compromise
the shape of the logo



Do not change the font



Do not change colours



Do not change the size of
portions of the logo



Do not add text

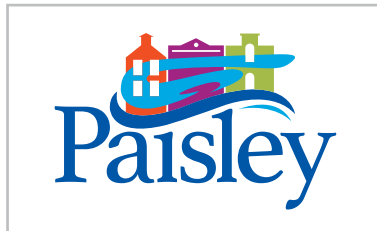


Do not use portions of the
logo on their own



Logo Colour Variations

Colour Version



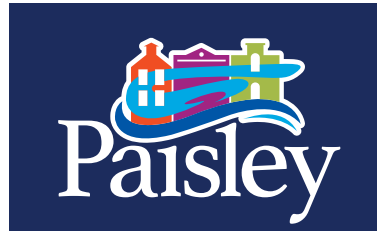
Colour version of the logo are the preferred application, and should be used when the background of the application is light in colour.

Grayscale Version



Grayscale version of the logo can also be used when grayscale has been requested and when the background of the application is light in colour.

Colour Reverse Version



Colour reversed version of the logo should be used when the background of the application is a dark colour.

Black Version



Black colour version of the logo is to be used when only one colour of the logo can be used in the application.

Public Art (Benches)

Paisley has the opportunity to treat all of its public assets as pieces of art. The template for this should be to have no template - no standardised benches.

The only direction that should be followed is that each piece is remarkable and serves people's needs to lead them to spending more time in Paisley.



Public Art (Murals)

Murals are a way to transform a standard building into something extraordinary. These examples show that a variety of styles can work together to create a traffic stopping experience.

Paisley has a high number of available walls for murals to create an authentic destination.





Public Art (Trash Cans)

Trash cans are often seen as a necessary evil and not much attention is paid to their presentation. Paisley has the opportunity to create art from even the most mundane public assets to create an interesting streetscape.



Public Lighting (Let's Spotlight Paisley)

Lighting can be used to quickly turn the mundane into an exciting canvas that will get the attention of visitor travelling through town.



Credits

Acknowledgements

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