

# Forest of Dean Market Town Style Guide



Presented by Forest of Dean District Council and Flying Geese



In February 2024, Forest of Dean District Council commissioned Bristol based consultancy company Flying Geese, to further understand the community sentiment, challenges and opportunities of our four forest market towns: Cinderford, Coleford, Lydney and Newent.

We spoke to around 1,000 people across the district through an online survey, in-person street surveys, stakeholder interviews, visits to schools, sports clubs and grass-roots organisations – we even ran a primary school art competition for children to create a collage and help develop the visual representation of their local market town.

From this research, Flying Geese have produced a Style Guide of colours, stylescapes, fonts and photography – to be gifted back to the communities who helped us create it. The purpose of the Style Guide is to ‘make it easy’ for people to promote and talk about their towns and encourage community cohesion through colour, inspiring collaboration and co-creation. It should be noted that the Style Guide is only one output of the consultation, and the research is being used for various other FODDC strategies and reports.

Thank you to everyone who has given time to participate in the consultation, and special thanks to the town councils and FVAF (Forest Voluntary Action Forum) who helped us reach communities across the district.

**Colour**

# Core Colours

These are the main Forest of Dean brand colours to be shared across all four towns.



Dappled Sunlight  
RGB: 234, 214, 56  
CMYK: 13, 9, 85, 0  
HEX: #ead638



Rust Red  
RGB: 187, 70, 44  
CMYK: 20, 81, 86, 10  
HEX: #bb462c



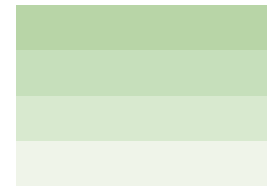
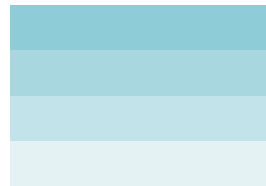
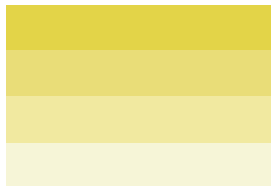
Recharge Blue  
RGB: 159, 208, 220  
CMYK: 42, 4, 14, 0  
HEX: #9fd0dc



Pasture Green  
RGB: 197, 216, 169  
CMYK: 29, 4, 42, 0  
HEX: #c5d8a9

# Tints










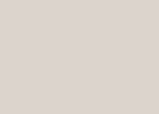







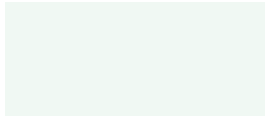
100%  
75%  
50%  
20%



# Town Colours

Where appropriate, the four towns of the Forest of Dean have their own core colours, made up of a primary colour, an accent colour, and two supporting colours.

For town-specific projects, lean on these colours more than others.

	Primary	Accent	Supporting colours		
<b>Cinderford</b>					
	Dappled Sunlight RGB: 234, 214, 56 CMYK: 13, 9, 85, 0 HEX: #ead638	Forest Brown RGB: 115, 77, 45 CMYK: 37, 59, 78, 46 HEX: #734d2d	Evergreen RGB: 48, 64, 27 CMYK: 77, 50, 98, 58 HEX: #30401b	Moss Green RGB: 131, 188, 45 CMYK: 56, 0, 98, 0 HEX: #83bc2d	Free Roaming Sheep RGB: 243, 245, 219 CMYK: 7, 0, 20, 0 HEX: #f3f5db
<b>Coleford</b>					
	Rust Red RGB: 187, 70, 44 CMYK: 20, 81, 86, 10 HEX: #bb462c	Autumn Leaves RGB: 233, 141, 55 CMYK: 6, 52, 84, 0 HEX: #e98d37	Leaf Green RGB: 111, 140, 48 CMYK: 62, 27, 98, 10 HEX: #6f8c30	Ochre RGB: 195, 171, 126 CMYK: 24, 28, 53, 8 HEX: #c3ab7e	Light Ochre RGB: 227, 220, 214 CMYK: 13, 13, 16, 0 HEX: #e3dcd6
<b>Lydney</b>					
	Recharge Blue RGB: 159, 208, 220 CMYK: 42, 4, 14, 0 HEX: #9fd0dc	Boar Brown RGB: 87, 68, 63 CMYK: 50, 58, 55, 55 HEX: #57443f	Wood for the Trees RGB: 85, 102, 58 CMYK: 66, 40, 83, 32 HEX: #55663a	Free Roaming Sheep RGB: 243, 245, 219 CMYK: 7, 0, 20, 0 HEX: #f3f5db	
<b>Newent</b>					
	Pasture Green RGB: 197, 216, 169 CMYK: 29, 4, 42, 0 HEX: #c5d8a9	Iron Ore Stream RGB: 233, 179, 55 CMYK: 9, 31, 85, 1 HEX: #e9b337	Dark Sky RGB: 51, 52, 47 CMYK: 68, 57, 61, 67 HEX: #33342f	Silver Birch RGB: 245, 250, 246 CMYK: 5, 0, 5, 0 HEX: #f5faf6	

# Universal Colour Palette

In addition to the town colours, this colour palette is encouraged to be used for any creative or promotional work across the district. It is designed to give infinite colour combinations and complimentary palettes.



Dark Sky  
RGB: 51, 52, 47  
CMYK: 68, 57, 61, 67  
HEX: #33342f



Leaf Green  
RGB: 111, 140, 48  
CMYK: 62, 27, 98, 10  
HEX: #6f8c30



Lichen  
RGB: 185, 172, 44  
CMYK: 31, 22, 92, 6  
HEX: #b9ac2c



Harbour Blue  
RGB: 70, 191, 224  
CMYK: 65, 0, 10, 0  
HEX: #46bfe0



Storm Water  
RGB: 185, 111, 44  
CMYK: 22, 59, 89, 12  
HEX: #b96f2c



Evergreen  
RGB: 48, 64, 27  
CMYK: 77, 50, 98, 58  
HEX: #30401b



Ochre  
RGB: 195, 171, 126  
CMYK: 24, 28, 53, 8  
HEX: #c3ab7e



Dappled Sunlight  
RGB: 234, 214, 56  
CMYK: 13, 9, 85, 0  
HEX: #ead638



Free Roaming Sheep  
RGB: 243, 245, 219  
CMYK: 7, 0, 20, 0  
HEX: #f3f5db



Traffic Red  
RGB: 233, 87, 56  
CMYK: 1, 77, 79, 0  
HEX: #e95738



Pasture Green  
RGB: 197, 216, 169  
CMYK: 29, 4, 42, 0  
HEX: #c5d8a9



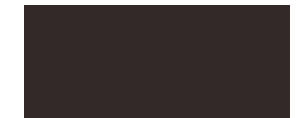
Blankets of Bluebells  
RGB: 90, 126, 191  
CMYK: 70, 47, 0, 0  
HEX: #5a7ebf



Boiler Suit Blue  
RGB: 54, 88, 164  
CMYK: 87, 67, 0, 0  
HEX: #3658a4



Forest High School  
RGB: 130, 65, 146  
CMYK: 60, 84, 0, 0  
HEX: #824192



Heritage Brown  
RGB: 61, 48, 45  
CMYK: 57, 62, 58, 69  
HEX: #3d302d



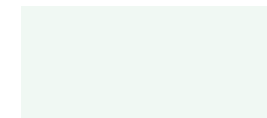
Wood for the Trees  
RGB: 85, 102, 58  
CMYK: 66, 40, 83, 32  
HEX: #55663a



Wild Garlic  
RGB: 151, 195, 58  
CMYK: 49, 0, 91, 0  
HEX: #97c33a



Iron Ore Stream  
RGB: 233, 179, 55  
CMYK: 9, 31, 85, 1  
HEX: #e9b337



Silver Birch  
RGB: 245, 250, 246  
CMYK: 5, 0, 5, 0  
HEX: #f5faf6



Boar Brown  
RGB: 87, 68, 63  
CMYK: 50, 58, 55, 55  
HEX: #57443f

**Type**

# WELCOME

To our font collection

COMBINING TRADITION

& TIMELESS STYLES TO

Work together

MARCH  
2024

or separately



# CINDERFORD

Make it happen



Type inspiration



**BARLOW CONDENSED EXTRABOLD, UPPERCASE FOR HEADERS**

**And Semibold for subheaders**

# COLEFORD

## QUALITY & artisan

Type inspiration



CRUSHED FOR HEADERS

**BARLOW CONDESNED EXTRA BOLD**

Original Surfer for alternative headers

<https://fonts.google.com/specimen/Crushed>

<https://fonts.google.com/specimen/Barlow+Condensed>

<https://fonts.google.com/specimen/Original+Surfer>

# LYDNEY

## BREATHE AND RECHARGE

01 MAY 2024

Type inspiration



TAHOMA REGULAR, UPPERCASE FOR HEADERS

**TAHOMA BOLD, UPPERCASE FOR SUB HEADERS**

COURIER FOR FEATURES AND NUMBERS

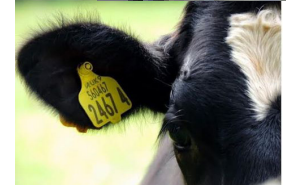
Tahoma and Courier are system fonts, widely available

# Newent

CONNECTIONS & BOUNTY



Type inspiration



**Germania, sentence case for headers**

**BARLOW CONDENSED BOLD, UPPERCASE FOR SUBHEADERS**

<https://fonts.google.com/specimen/Germania>

<https://fonts.google.com/specimen/Barlow+Condensed>

**Styles**

Stylescapes

# CINDERFORD

**CINDERFORD**

**MAKE IT HAPPEN**

Swigons  
RGB: 48, 84, 27  
CMYK: 77, 50, 98, 58  
HEX: #334E19

Forest Brown  
RGB: 118, 77, 45  
CMYK: 37, 55, 75, 49  
HEX: #774E2D

Must Green  
RGB: 131, 108, 45  
CMYK: 56, 5, 96, 0  
HEX: #856E24

English Heritage  
RGB: 238, 224, 58  
CMYK: 13, 5, 92, 8  
HEX: #A98533

**KARLOW CONDENSED EXTRA BOLD AND SCRIBED**

**LIVE, WORK, CREATE.**

**STRENGTH**

Closest to the Forest, Cinderford embraces outdoor adventure and sporting pursuits. With its "Make it Happen" sentiment, industry and creative arts, Cinderford shows how close-knit grass roots communities can be brought together when united in common interests.

**Cinderford's heart**  
Make it happen

**Cinderford's strength**  
Art & Crafts and Outdoor Adventure

**Cinderford's active life**  
Team Sports

**We Can Do It!**

**MAKE IT HAPPEN**

**GO EXPLORE**

**WORK TOGETHER**

# Stylescapes

## COLEFORD

**CRUSHED**  
Original Sulfur  
BARLOW CONDENSED EXTRA BOLD

Knows for its Artisan quality and sentiment, Coleford's preservation of historical buildings, infuse the streets with a unique charm. Coleford demonstrates how local artists, festivals and events bring communities together.

**Coleford's heart**  
Quality And Artisan

**Coleford's strength**  
Festivals & Events and Tourism

**Coleford's active life**  
Walking and Cycling

London Home In Coleford  
**SMALL BATCH**

**CYCLE ROUTE**

We believe in **CRAFTSMANSHIP and CREATIVITY**  
Strong communities are built on thriving businesses, provision for all ages and the celebration of creativity.

**OUTDOOR JAZZ FESTIVAL**

**COLEFORD**

Rust Red  
RSD: 202, 76, 44  
CHFC: 26, 35, 96, 52  
HEX: #B85C2C

Leaf Green  
RSD: 111, 140, 48  
CHFC: 52, 27, 96, 18  
HEX: #66C033

Autumn Leaves  
RSD: 235, 141, 95  
CHFC: 6, 55, 84, 8  
HEX: #E6C077

Olive  
RSD: 195, 171, 126  
CHFC: 24, 26, 52, 8  
HEX: #C8A076

Stylescapes

# LYDNEY

**LYDNEY**

TAKE TIME TO RECHARGE

MARCH 2024

LYDNEY'S HEART  
Breathe and recharge

LYDNEY'S STRENGTH  
Shopping and Living History

LYDNEY'S ACTIVE LIFE  
Relax and stroll

Lydney's connection to water offers restoration. Its green spaces, boating lake and coast facilitates a moment to recharge. The working docks and railway demonstrate how traditional todes are scenorial to the working life of today.

TANDRA REGULAR  
 TANDRA WILD  
 HARRISON  
 BRADSHAW 104A 105B 107C  
 R08: 034, 206, 220  
 C081: 82, 8, 14, 17  
 H01: #59009  
 104A 105B  
 R08: 47, 65, 67  
 C081: 80, 98, 99, 99  
 H01: #52418  
 104A 105B 107C  
 R08: 08, 382, 38  
 C081: 80, 40, 82, 82  
 H01: #53863  
 104A 105B 107C  
 R08: 243, 245, 218  
 C081: 11, 3, 32, 17  
 H01: #51818

LYDNEY JUNCTION

HiPS  
CENTRE, GALLERY & HOME STORE

NEXT TRAIN THIS PLATFORM

12 11 10 9 8 7 6 5 4 3 2 1

Two elderly women walking together, one in a white coat and one in a green hoodie, carrying a basket.



Stylescapes

# Newent

**Newent**  
ROOTED IN COMMUNITY

**Relevant Diner**  
REG: 197, 216, 189  
CMYK: 25, 4, 42, 8  
HEX: #C58A9F

**Just One Stream**  
REG: 223, 176, 55  
CMYK: 5, 31, 85, 1  
HEX: #69D337

**Dark Sky**  
REG: 54, 52, 47  
CMYK: 68, 37, 51, 67  
HEX: #333431

**Silver Birch**  
REG: 245, 250, 240  
CMYK: 5, 6, 9, 8  
HEX: #F5E6E0

**Germania One**  
**Barlow Condensed Bold**  
tallonia regular

**Shambles Village**

**Rooted**

Renowned for its rich agricultural heritage, farm to table sentiment and care of its 17th Century buildings, Influenced by the Cotswolds and Cheltenham, Newent showcases the bounty of locally grown produce.

- ▶ **Newent's heart**  
Connections and Bounty
- ▶ **Newent's strength**  
Holistic Health and Homegrown bounty
- ▶ **Newent's active life**  
Working outdoors

NEWENT  
GLoucester 8%  
DYMOCK 3%  
LONDON 112%

# Stylescapes

**CINDERFORD**

**MAKE IT HAPPEN**

**STRENGTH**

**We Can Do It!**

**GO EXPLORE**

**WORK TOGETHER**

**BARLOW CONDENSED EXTRA BOLD**

**LIVE, WORK, CREATE.**

**Cinderford's heart**  
Make it happen

**Cinderford's strength**  
Art & Crafts and Outdoor Adventure

**Cinderford's active life**  
Team Sports

**COLEFORD**

**CRUSHED**

**BARLOW CONDENSED EXTRA BOLD**

**Original Starter**

**Quality And Artisan**

**Coleford's heart**  
Quality And Artisan

**Coleford's strength**  
Festivals & Events and Tourism

**Coleford's active life**  
Walking and Cycling

**Small Batch**

**OUTDOOR JAZZ FESTIVAL**

**CYCLE ROUTE**

**COLEFORD**

**LYDNEY**

**TAKE TIME TO RECHARGE**

**MARCH 2024**

**LYDNEY'S HEART**  
Breasts and rebirth

**LYDNEY'S STRENGTH**  
Shopping and Living History

**LYDNEY'S ACTIVE LIFE**  
Fishes and boats

**LYDNEY JUNCTION**

**HiPS**

**NEXT TRAIN**  
THE PLATFORM

**Newent**

**ROOTED IN COMMUNITY**

**Germania One**  
Barlow Condensed Bold

**Shambles Village**

**Rooted**

**NEWENT**  
DYMOCK 3 1/2  
LONDON 112

**Hevent's heart**  
Connections and Beauty

**Hevent's strength**  
History, Health and Homegrown Beauty

**Hevent's active life**  
Walking outdoors