



Brand Guidelines 2025

Hello! Thank you for downloading our assets pack. The following couple of pages give some rough outlines for how best to use the files included and how we want our brand to be represented.

The next couple of pages will be broken up into:

- tone
- fonts
- colours
- logos
- extra bits

and that's it!

Thanks again for your interest in working closely with The Victoria Hall. We look forward to seeing you at your event soon!

The Victoria Hall team

Note

By using our logos, and brand identity you agree to adhere to our terms and conditions of use, as stated in the last pages of this document. Actions taken by you, the user, that lead to a damaging of the Victoria Hall brand will be followed up and investigated.

In all our public facing content, we strive to maintain a friendly and uncomplicated tone. Why use 3 words when 1 will do?

As our main goal is to communicate information effectively to a range of people we keep language direct and straightforward. Don't faff around with pointless information, just convey what is needed, highlight the main points and give the whole thing space to breathe.



SOCIAL BALLROOM & LATIN DANCING 2025

Friday Night Dancers!

No booking necessary, just turn up. The dances are freestyle Ballroom and Latin.

Friday 17th October
7.30pm
£7.50 on the door

FRIDAY NIGHT
7:30 - 10PM

 **Victoria Hall**

Century Gothic Bold (Bold heading)

Century Gothic Regular (Friendly information)

Century Gothic Bold (Important details)

The same applies to all written documents, website, how-to guides, etc.

Typography



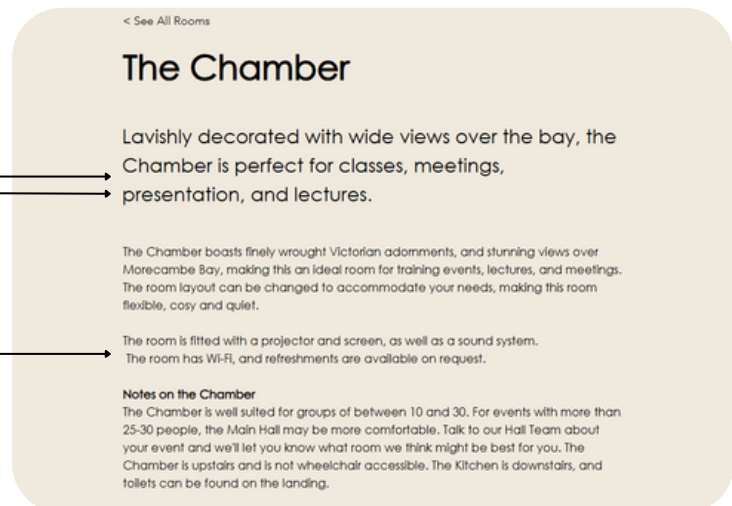
The core font family used for The Victoria Hall is Century Gothic.

Century Gothic Bold is used for heading while Century Gothic Regular and Light are used for body text. Font size is the main factor in determining hierarchy; titles should be BIG, and body text small.

Century Gothic Bold
(Bold heading)

Century Gothic Regular
(medium sub heading)

Century Gothic Regular
(small body)



If using Canva, the font to use is '**Glacial Indifference**', again using the same hierarchy ideas (Big titles, smaller info, important info in **bold**). If you don't have access to either, then a basic font like Helvetica will do the job.

The main philosophy of writing is to give the text room to breathe, and put important information in **bold**, such as the title or price of an event.

Typography



The layout for typography is fairly loose, but should adhere to something similar to the below (sizes are examples):

All text left aligned

1. Bold heading (36 pt)
2. Subheading (20 pt)
3. Body text (16pt)

< See All Rooms

1. **The Chamber**


2. Lavishly decorated with wide views over the bay, the Chamber is perfect for classes, meetings, presentation, and lectures.

3. The Chamber boasts finely wrought Victorian adornments, and stunning views over Morecambe Bay, making this an ideal room for training events, lectures, and meetings. The room layout can be changed to accommodate your needs, making this room flexible, cosy and quiet.

The room is fitted with a projector and screen, as well as a sound system. The room has Wi-Fi, and refreshments are available on request.

Notes on the Chamber
The Chamber is well suited for groups of between 10 and 30. For events with more than 25-30 people, the Main Hall may be more comfortable. Talk to our Hall Team about your event and we'll let you know what room we think might be best for you. The Chamber is upstairs and is not wheelchair accessible. The Kitchen is downstairs, and toilets can be found on the landing.

Use large paragraph breaks between paragraphs. Let the text take up space. In short, Big titles, succinct language, plenty of space around, and paired with large images.



History
In 1877 the Grange Urban District Council purchased a plot of land at the point where Main Street becomes Station Street from James Japson. This plot contained Laurel House (an old lodging house) and a bakery, gardens and grocer's shop - which jutted out into the road. These were all demolished, removing a bottleneck, and allowing the hall to be built with a slightly curved front.

The Public hall was formerly opened by Alderman J W Little, former Mayor of Barrow in Furness with the inaugural lecture being given by Miss Mary Walsfield: a talk entitled "North Country Songs". She did not complete her talk having abandoned it half way through (allegedly because of the effect of paint fumes). The talk was given a few days later free of charge.

The Victoria Hall Today
Today, The Victoria Hall is run by Grange-over-Sandwich Town Council, who also manage the Grange Fell and Teesbarrow allotments.

The

Logos



These are the Primary Victoria Hall logos:



The larger logos are used on bold public facing content like posters, events, and documents.

The smaller 'stamp' logo is used as a sort of signature, where the formality of the full logo isn't required (upper right of this document).

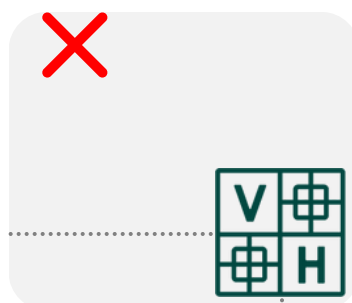
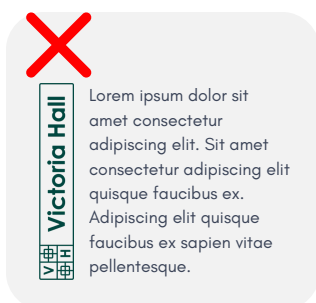
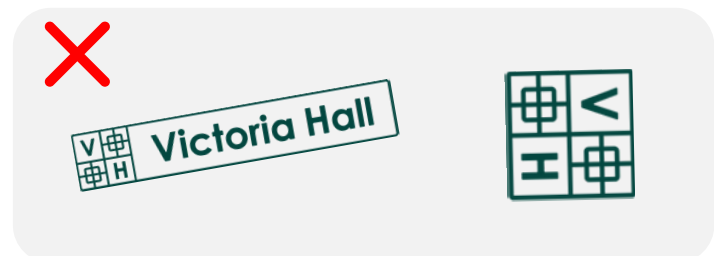
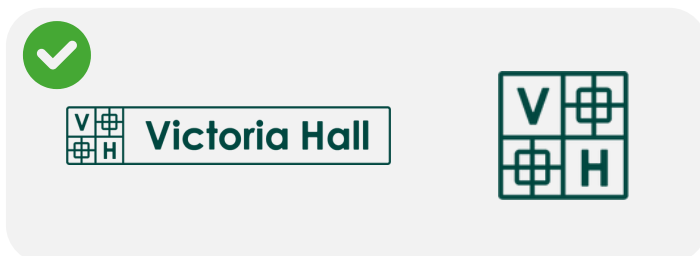
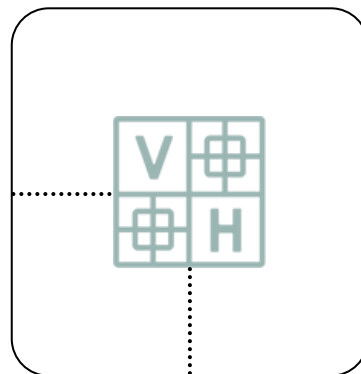
There's a social media variant for Facebook and Instagram profile pictures (below). This can also be used as a 'stamp' if the full logo isn't required.



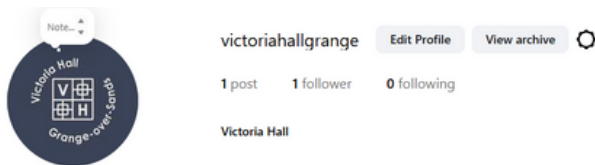
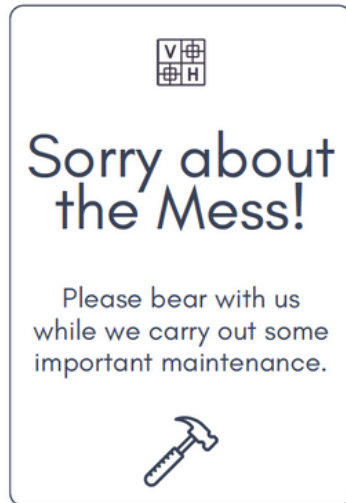
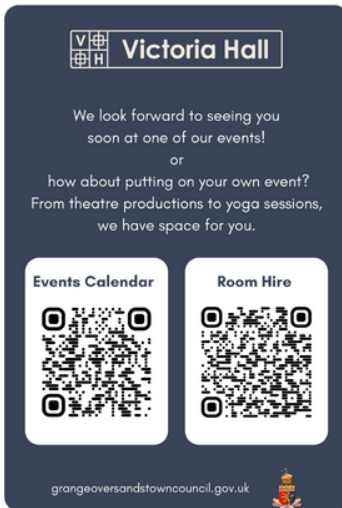
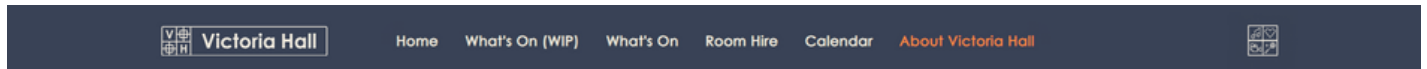
Logos



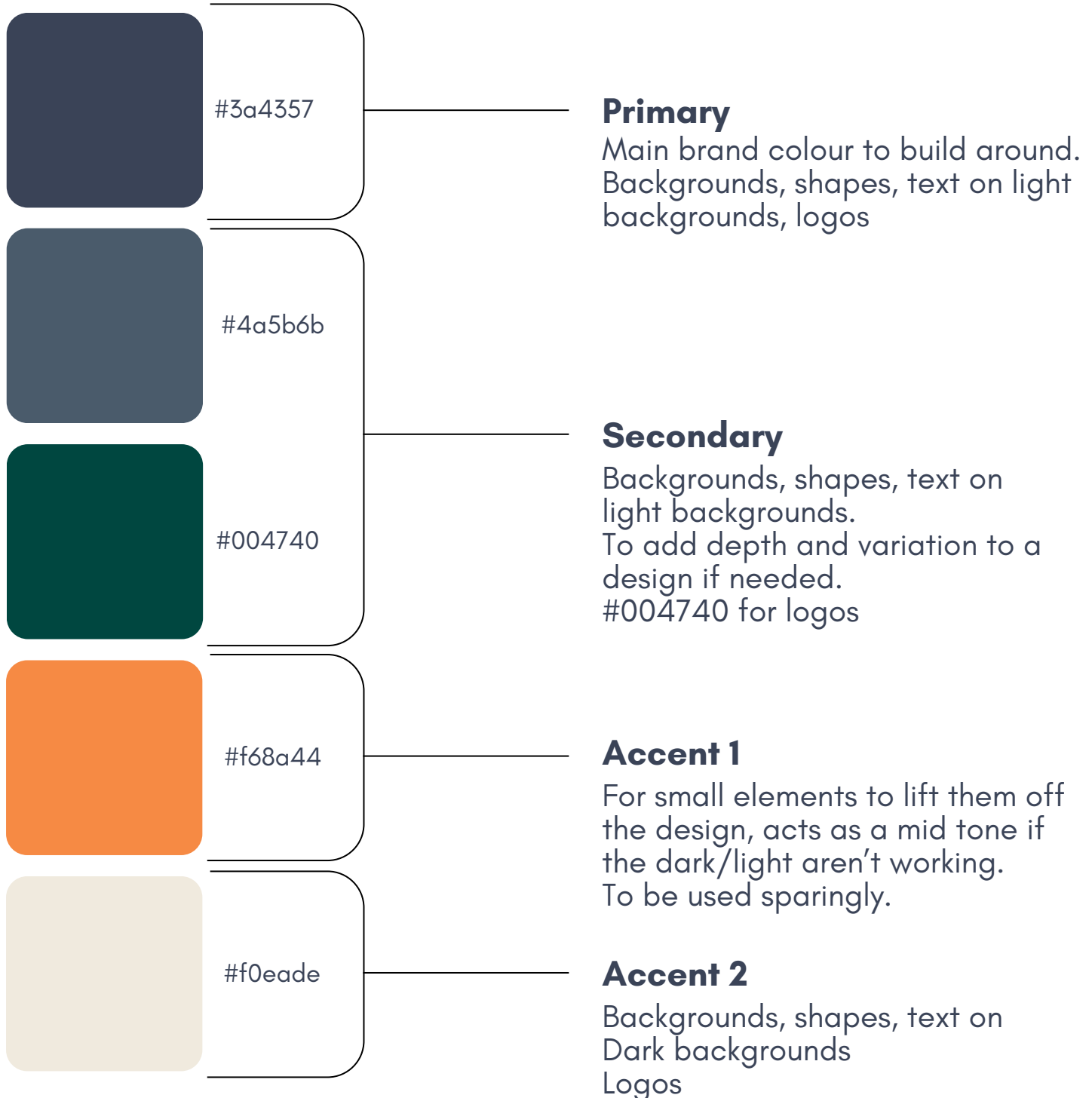
When placing the logos, consider the context and spacing.
Give the logo plenty of room to breathe.
Make sure it's visible on the background.



Logos examples



These are the brand colours:



Note

In general we try to lean away from pure black and white to soften the overall look. This isn't always practical (e.g. printing on white paper) so it's fine to use black/white if more convenient, as long as the overall feel is maintained.

Colours



A rough guide of what colours to use



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Primary colour combination

Blue and white. Good for Headers, banners etc.



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Primary colour combination

White and Blue. Used for large blocks of text and a neutral background.



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Secondary colour combination

A darker alternative for less important information and to break a page up.



Lorem ipsum dolor sit amet consectetur adipiscing elit. Dolor sit amet consectetur adipiscing elit quisque faucibus.

Secondary colour combination

A darker alternative to break a page up.



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Tertiary colour combination

Rarely used, for impact, banners, stand out info. White can also be used for gentler effect if still legible.



Lorem ipsum dolor sit amet consectetur adipiscing elit. Dolor sit amet consectetur adipiscing elit quisque faucibus.

Over Image

Add light drop shadow to content, and colour hue to background image.

Note

In general we try to lean away from pure black and white to soften the overall look. This isn't always practical (e.g. printing on white paper) so it's fine to use black/white if more convenient, as long as the overall feel is maintained.

Colours Examples



Victoria Hall

What's On at Victoria Hall in October

Autumn is here! come and hide from the rain at our events and classes.
Music, yoga, film, education, theatre and more!



Victoria Hall

Home



'Thelma and Louise' (15)
VHSG presents Classic Cinema at the Vic
Sunday October 12th
7pm

Meek housewife Thelma joins her friend Louise, an independent waitress, on a short fishing trip. Their weekend getaway turns into a desperate escape from the law after they become fugitives. 1991 classic film starring Geena Davis, Susan Sarandon, Harvey Keitel and Brad Pitt.

Watch the trailer here: [Trailer](#)

[More Info](#)

What's On

Music, drama, lifestyle, sports classes, and more.

See our full calendar of events here.

[See What's On](#)

Main Hall

The stunning main hall can seat up to 288 people and is perfect for film, dance, theatre and fitness events.

Capacity - 288

[Read More](#)

The Chamber

Lavishly decorated with wide views over the bay, the Chamber is perfect for classes, meetings, presentation, and lectures.

Capacity - 30

[Read More](#)



Car

Grange is 20 minutes from the M6 (junction 36) and A65, via the A590.
The Victoria Hall's address is: Main Street, Grange-over-Sands LA11 6DP

The nearest car park is Main Street Car Park LA11 6DY



Train

Grange is well-connected to the main line and a regular train service runs between Barrow and Lancaster, with some direct trains from Manchester Airport.

Visit National Rail for times and prices.



Bus

An hourly service during the day (fewer at weekends) between Kendal and Barrow passes through Grange.

You can use [Traveline](#) to check bus times or the service provider.



Cycle

Grange is on the Walney-to-Wear cross country cycle route - and is accessible from the east on quiet lanes and cycle paths.

More info on the Walney-to-Wear cycle route can be found [here](#).

Terms & Conditions



Terms and Conditions

Agreement

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If you have any questions or would like to report inappropriate use of any Victoria Hall materials, please contact:
halladmin@grangeoversandstowncouncil.gov.uk



Thanks for reading!

If you have any questions please
e-mail the Victoria Hall team at:
halladmin@grangeoversandstowncouncil.gov.uk