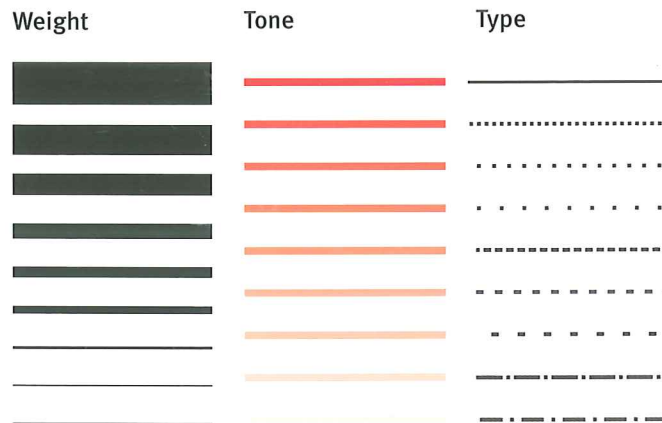


3.1.8 Line weights/types

Lines can also represent paths, movement or links. A hierarchy of lines can be established by:

- width
- tone
- type.

The width of such lines can be used to represent the level of activity along a particular route. The tone of a line can be depicted by colour or shade and used to depict significance or emphasis. The type of a line – the relative interval of solid and space – can be used to depict levels of confidence or the provisional or conditional nature of what is depicted.



3.1.9 Logo

Logos are used to brand projects, organisations and products and to create a unique, consistent image. They should be easily identified and act as a memorable signature. They can play a vital role in marketing and promoting urban projects. However abstract, they should in some way reflect or respond to the subject. Those responsible should ensure that it cannot be misinterpreted, confused with another or offer opportunities for misuse. Logos are generally created from type and/or symbols.



The type describes the organisation through its company name and strap line. The graphic mark/symbol represents the four main bridges that cross the Great River Ouse in Bedford and the colour blue is used to represent water.



The graphic mark/symbol represents the physical structure of Oxford City Centre divided into quarters and the West End quarter is further sub-divided, symbolised by the bright magenta against the neutral stone colour of historic Oxford. The modern typeface and bright colours used throughout the branding help to communicate the forward-looking development proposals.