

Fivehead

VILLAGE HALL & PARK

Brand guidelines

One charity. Two places. Three logos.

The circular charity logo speaks for the charity as a whole. The Village Hall and the Park each have their own logo and colour. All three share the same “Fivehead” lettering and the same line drawing style, so they clearly belong to one family. Fivehead Park: Play On is our fundraising campaign, with its own campaign mark.

Fivehead
VILLAGE HALL & PARK

THE CHARITY

Fivehead Village Hall & Park

Letters, board papers, grant applications, fundraising, the 100 Club and anything that covers both places.

PARK GREEN, NAVY AND GOLD · FIVEHEADHALL.ORG

Fivehead
VILLAGE HALL

THE VENUE

Fivehead Village Hall

Hall hire, weddings, parties, classes and groups, performances and meetings.

NAVY AND GOLD · FIVEHEADHALL.ORG

Fivehead
PARK

THE PARK

Fivehead Park

The play area, games court (MUGA), football pitches, outdoor events and Park partnerships.

PARK GREEN, STRIPES AND GOLD · FIVEHEADPARK.CO.UK

LOGO 01 OF 03: **THE CHARITY, FOR ALL**

WEBSITE: FIVEHEADHALL.ORG

Fivehead Village Hall & Park

How we present the charity as a whole: one charity that owns and runs the hall and the park for everyone in Fivehead and Swell.

USE IT FOR	Trustee letters and emails, board papers, grant applications, fundraising, the 100 Club, volunteering and the website footer.
SHOULD FEEL	The warmest of the three, but always credible. A funder should see a well-run charity.
MAIN LINE	Our Village Hall. Our Park. Our future.
COLOURS	Park green is the default charity colour, supported by ink, hall navy and gold.

Fivehead
VILLAGE HALL & PARK



Play On

APPEALS

Help us reopen the play area

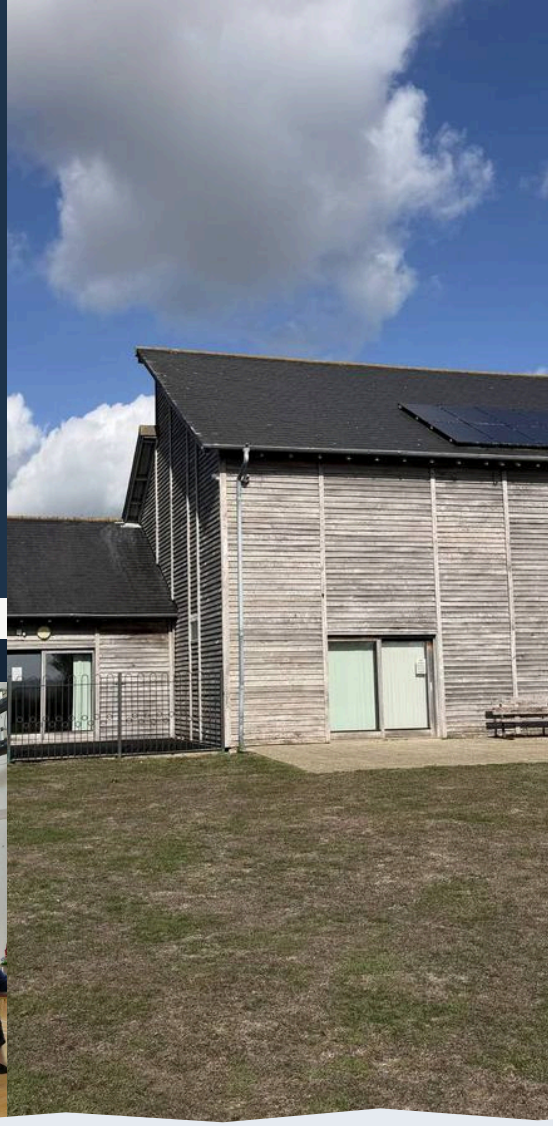
The play area has been closed since August 2025. Appeal headlines use Young Serif so they stand out from everyday news. The appeal is Fivehead Park: Play On.

Our Village Hall. Our Park. Our future.

#15201E	#1D3A2D	#22422F	#1D334A	#C9913F	#F4F1EA	#F7F7F5
INK	PARK GREEN	STRIPE GREEN	HALL NAVY	GOLD	CREAM	PAPER

Fivehead
VILLAGE HALL





LOGO 02 OF 03: **THE VENUE**
WEBSITE: FIVEHEADHALL.ORG

Fivehead Village Hall

The venue side of the charity. A light, high main hall for 120, a committee room with the Matravers Bar and a full kitchen, ready for a caterer. Every booking helps pay for the hall and the park.

USE IT FOR	Hall hire, weddings, parties, classes, groups, performances, meetings, hall posters and the hall pages of the website.
SHOULD FEEL	Polished, warm and welcoming. Smart enough for a wedding, friendly enough for a children's party.
MAIN LINE	A hall for every occasion.
ON BUTTONS	"Book the hall" and "Check availability". Keep "Village Hall" off buttons and use it in headings and text where it helps.

A hall for every occasion. Book the hall.

#142538	#1D334A	#2F4356	#C9913F	#F1F2EE	#F7F7F5
DEEP NAVY	HALL NAVY	LOGO SLATE	GOLD	STONE	PAPER

Fivehead
PARK





LOGO 03 OF 03: **THE PARK**

WEBSITE: FIVEHEADPARK.CO.UK

Fivehead Park

The village's sports and recreation ground. A games court (MUGA) for tennis and basketball, two football pitches used for youth football, a children's play area and a youth shelter, framed by mature trees and historic hedges.

USE IT FOR	The play area, games court and pitches, outdoor events such as the fête, Park signs, partnerships and the Park website.
SHOULD FEEL	Active, outdoor and family friendly. A sports ground, never a field.
MAIN LINE	Play. Kick about. Meet up.
THE STRIPES	The mown lines of a sports pitch. Use them behind the Park logo on banners, signs and the website, in equal widths of Park green and Stripe green.

Play. Kick about. Meet up.

#142924	#1D3A2D	#22422F	#C9913F	#F4F1EA	#C8DCA6
DEEP GREEN	PARK GREEN	STRIPE GREEN	GOLD	CREAM	PITCH LIGHT

CAMPAIGN: **FIVEHEAD PARK: PLAY ON**
WEBSITE: FIVEHEADPARK.CO.UK/PLAYON

Fivehead Park: Play On

#PlayOnFivehead



Fivehead Park: Play On

Fivehead Park: Play On is our fundraising campaign for the Park and Village Hall, starting with the play area.

ALWAYS WITH	The Park logo or the charity logo, alongside them and never in place of them.
THE NAME	Fivehead Park: Play On in full the first time, then Play On. Always a colon, never a dash.
FIRST TARGET	£60,000. Always say the play area comes first.
HASHTAG	#PlayOnFivehead, once on each campaign item or social post. Not needed in a partner badge.
BUTTONS	"Donate to Play On" or "Give to Play On".
COLOURS	Leaf green and Park green lead. Use Ink green text on Leaf green. Pink is reserved for the "Urgent appeal" stamp.

Help us reopen the play area.

#A9D18E	#1D3A2D	#12301E	#22422F	#C8DCA6	#F4F1EA	#C23B67
LEAF GREEN	PARK GREEN	INK GREEN	STRIPE GREEN	PITCH LIGHT	CREAM	APPEAL STAMP

Describe the Park by what is on it, never by how big it is

This is the most important page in the guide. It applies to everything: the website, posters, grant applications, emails, social media and anything we send to councils, utility companies or the Land Registry where we choose the words.

Say USE THESE FREELY

Fivehead Park	The whole outdoor site
Sports ground, recreation ground	Describing the Park in general
MUGA (multi-use games area), games court	The fenced court for tennis and basketball
Football pitches, sports pitches	The two pitches used for youth football
Play area, youth shelter	The children's play area and the shelter
Fivehead Village Hall, the hall	The building. "Book the hall" on buttons
Main hall, committee room, kitchen	The rooms inside the hall
Partner, partnered with, support, supported by	A business or group that works with or supports us

Never say IN PROMOTIONAL COPY

Field, playing field, the field	Say Fivehead Park or the sports ground
Acres, hectares, any land size	Describe the facilities instead
Agricultural, farm, farmland	It is a sports ground, not farmland
Paddock, meadow, pasture, grazing	Farming words, even when meant kindly
Open land, spare land, green space	Makes it sound unused. It is in active use
"Book the Village Hall" on a button	Buttons say "Book the hall"
Sponsor, sponsored, sponsorship	Say partner, partnered with or supported by

INSTEAD OF

The playing field behind the village hall.

WRITE

Fivehead Park, with a games court, two football pitches and a children's play area.

THE ONE EXCEPTION

These word rules do not override accurate terminology or measurements required in legal, technical or application documents.

Three free fonts, one job each

A hall for every occasion.

PLAYFAIR DISPLAY

Main headlines and titles. The elegant voice of the brand. Logo lettering is fixed artwork.

Help us reopen the play area

YOUNG SERIF

Appeals and fundraising headlines only. Use it sparingly so it keeps its punch.

A main hall for 120, a committee room with its own bar and a full kitchen. Book online, day or night, and every booking helps look after the hall and the park.

DM SANS

Everything else: body text, menus, buttons, forms and prices.

All three are free from Google Fonts. **Writing a letter in Word without them?** Use Georgia for headings and Arial for text. It will still look tidy and close to the brand.

HOW WE WRITE

Plain and friendly

Short sentences, everyday words. Write as you would explain it to a neighbour.

Specific, not vague

“A main hall for 120” beats “a spacious venue”. Facts sell the hall and the park.

Confident, not boastful

We are a well-run charity. We do not need exclamation marks to prove it.

UK English

Colour, organise, programme. Dates as 2 November 2026. Prices as £13 an hour.

Honest

Only publish facts, figures and partner names that the trustees have confirmed.

SPELL IT RIGHT

Fivehead, one word

Village Hall & Park, with an ampersand in the name

MUGA, then “multi-use games area” the first time

Fête, with the accent

Give it room, keep it whole

Fivehead
VILLAGE HALL & PARK

Clear space. Leave space around the logo at least the height of the word Fivehead. Nothing else goes in that space.

SMALLEST SIZE

Stacked logos 35 mm wide, side by side logos 40 mm wide, the circle on its own 8 mm. Below 40 pixels on screen, use the supplied simplified circle icon.

WHICH VERSION

White or cream logo on dark colours and photos. Colour logo on paper and white. Use the Hall navy charity version in the Village Hall website footer.

PLEASE DO NOT

Fivehead VILLAGE HALL

× Stretch or squash it

Fivehead VILLAGE HALL

× Swap colours between logos

Fivehead VILLAGE HALL

× Add shadows, outlines or effects



× Put it on a busy photo

FIVEHEAD HALL

× Retype the name in another font

Fivehead PARK | PARTNER

× Put a partner logo beside ours

Use the supplied artwork and keep its lettering, proportions and spacing unchanged. One identity leads: the Hall or Park logo leads its own material, and the charity logo signs off standalone Hall, Park and campaign materials. On websites, the charity logo in the page footer provides the sign-off.

Fivehead
PARK

PARTNERS

Thank partners clearly and generously, but our logo always comes first. Partner logos sit in their own space with a label such as “Supported by” or “Our partners”, never beside our logo in a header and never merged with it.

SUPPORTED BY

PARTNER LOGO

Two websites. One charity.

Each address has a job. fiveheadhall.org is the charity's main website. The Park has its own .co.uk website with room for sport, outdoor events and partnerships.

fiveheadhall.org

THE CHARITY'S HOME

Our main website for the charity and hall hire, with information about the Park.

fiveheadpark.co.uk

THE PARK'S OWN WEBSITE

The Park, outdoor activities, partnerships and Play On, with the campaign and donation page at fiveheadpark.co.uk/playon.

EVERY PAGE FOOTER

Shows the charity logo and Fivehead Village Hall & Park · Registered charity no. 1204704.

SOCIAL MEDIA

/fiveheadhall on Facebook, Instagram and X, and /fiveheadpark for the Park and Play On. Posts follow the same colours, fonts and word rules as everything else.

LOGO FILES

Use the supplied artwork; do not copy logos from this PDF. SVG for websites, transparent PNG for everyday documents, print-ready artwork for printers. Ask hello@fiveheadhall.org for the files.

Fivehead
VILLAGE HALL & PARK

Approved by the trustees
on 2 November 2026

Signature: _____

Version 1.2 · November 2026

EMAIL

hello@fiveheadhall.org
General enquiries, hall hire and brand questions.

accounts@fiveheadhall.org
Invoices, payments and financial enquiries.

press@fiveheadhall.org
Media enquiries.