



CAMBERWELL

Visual Identity guidelines

Camberwell is Alive / Camberwell Thrives

Camberwell is bustling with life.

Whether it's our businesses, our restaurants, or our churches, you can expect the buzz of life to flow when you come to Camberwell.

This isn't a quiet hideaway it's a lively and ever-growing place – that faces into whatever comes with a vivacity and life force.

Tone: Energy / Motion / Movement / Dynamism / Defiance

Themes: Diversity / Vibrancy / Bustle / Changing /
Loud / Movement / Transport

Flows of energy / Different types of aliveness /
Water from the Well

Overall approach

Symbol

Logotype

Colours

Imagery

Brick

Typefaces

Our approach

The Well

Name origin

Camberwell appears in the Domesday Book as Cambrewelle.

The name may derive from the Old English Cumberwell or Comberwell, meaning ‘Well of the Britons’, referring to remaining Celtic inhabitants of an area dominated by Anglo-Saxons.

An alternative theory suggests the name may mean ‘Cripple Well’, and that the settlement developed as a hamlet where people from the City of London were expelled when they had a contagious disease like leprosy, for treatment by the church and the clean, healing waters from the wells.

Springs and wells are known to have existed on the southern slope of Denmark Hill, especially around Grove Park.

‘Well’ definition

A shaft sunk into the ground to obtain water, oil, or gas.

Borehole, spring, waterhole, shaft

A water spring or fountain. A place where there are mineral springs

A plentiful source or supply.

Source, supply, wellspring, fount, fountainhead, reservoir, mine, fund, bank, repository, storehouse, treasury

An enclosed space in the middle of a building, giving room for stairs or a lift, or to allow light.

Our approach

The Well

Community / Collaboration / Together / Diversity / Variety

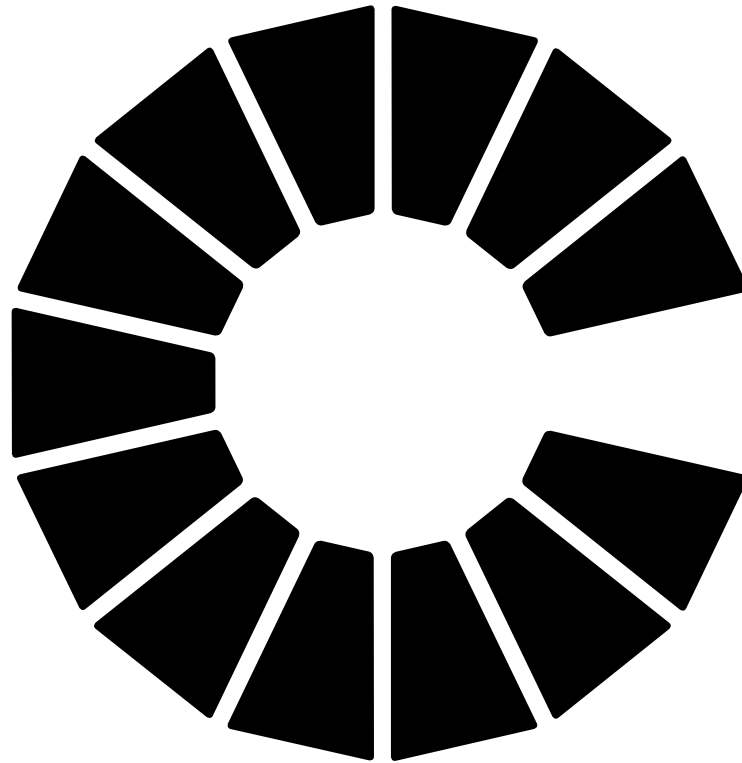
A Centre / Hub

Building Blocks

Holding device for different activities

Symbol

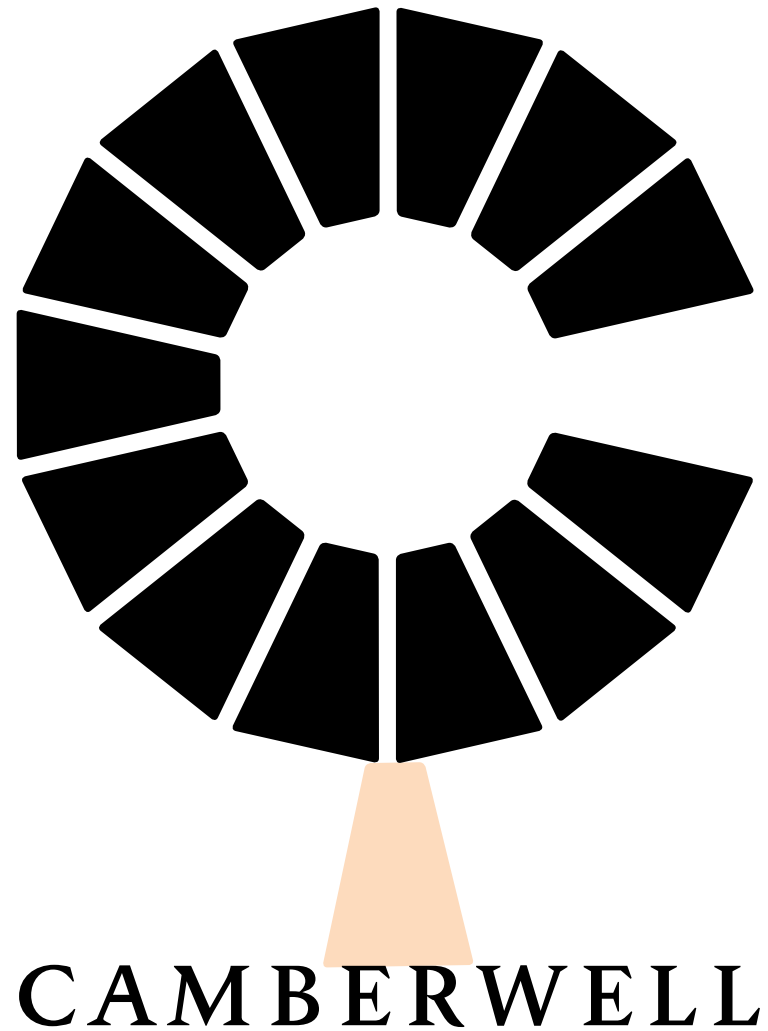
Our symbol is made up of
Camberwell bricks forming a
C and representing the well of
Camberwell.



Logotype

The C can be used on its own or in a lock up with the 'CAMBERWELL' lettering.

The lettering is positioned the length of one brick away from the symbol



Small use logotype

The primary logotype should not be used below 30mm width. Below this the small use logotype should be used to ensure legibility of the 'CAMBERWELL' lettering.

The lettering is positioned the width of one brick away from the symbol



Camberwell bricks

It is possible to add imagery into the bricks that make up the Camberwell symbol.

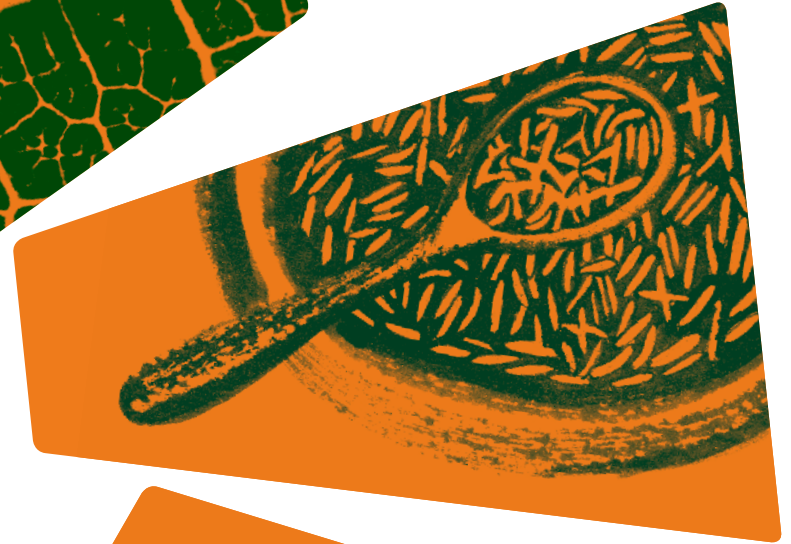
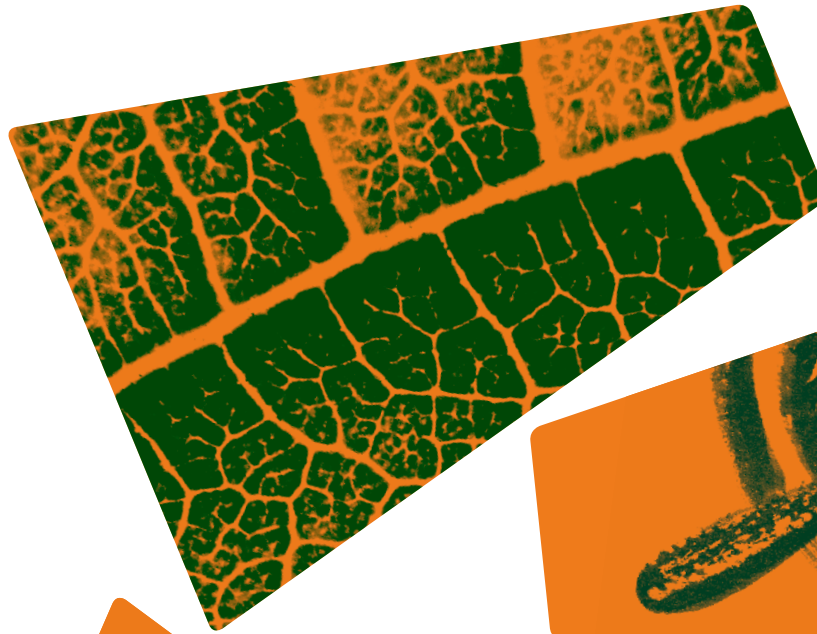
See section on imagery care should be taken with the kind of imagery used,



Imagery

The Camberwell bricks provide a holding space to showcase a variety of imagery, representative of the wider range of things Camberwell has to offer.

Camberwell bricks can be used to create interesting layouts. Vary the angles and positions of the bricks.



Typeface

Our typeface is Pegasus, a distinctive typeface full of character and designed by Berthold Wolpe – a German born calligrapher and designer who taught at Camberwell School of Arts and Crafts.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
! @ £ \$ % ^ & * () , .

Colour

We have a vibrant set of colours which can be used across applications to add energy.

<div>Camberwell Green 1</div> <div>R 0 G 63 B 35</div> <div>C 100 M 56 Y 100 K 47</div>	<div>Camberwell Red 1</div> <div>R 252 G 59 B 11</div> <div>C 0 M 85 Y 92 K 0</div>	<div>Camberwell Red 2</div> <div>R 210 G 88 B 47</div> <div>C 13 M 75 Y 86 K 3</div>	<div>Camberwell Orange</div> <div>R 233 G 80 B 14</div> <div>C 0 M 79 Y 100 K 0</div>	<div>Camberwell Orange 2</div> <div>R 239 G 123 B 27</div> <div>C 0 M 61 Y 94 K 0</div>
<div>Camberwell Green 2</div> <div>R 0 G 150 B 64</div> <div>C 100 M 0 Y 100 K 0</div>	<div>Camberwell Green 3</div> <div>R 81 G 175 B 61</div> <div>C 70 M 0 Y 95 K 0</div>	<div>Camberwell Green 4</div> <div>R 143 G 197 B 72</div> <div>C 51 M 0 Y 85 K 0</div>	<div>Camberwell Turquoise 1</div> <div>R 38 G 160 B 142</div> <div>C 77 M 12 Y 52 K 1</div>	<div>Camberwell Turquoise 2</div> <div>R 74 G 187 B 193</div> <div>C 66 M 0 Y 28 K 0</div>

Colour

The C symbol can be coloured
in 2 shades of the same colour to
reinforce the impression of bricks.



Colour – with imagery

When placing imagery within the Camberwell bricks we use the darkest green (Camberwell Green 1) on any of the other colours.



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