

Kirkbymoorside

Logo & Visual Identity Revamp



Kirkbymoorside Logo & Visual Identity Revamp

Brief

We have been asked to revamp the town's logo and visual identity, creating a modern, clear, and dynamic design that reflects the town's forward-thinking vision. The updated identity will be used across signage and other public-facing materials, enhancing the town's presence and encouraging growth while maintaining a welcoming and accessible feel.

Considerations

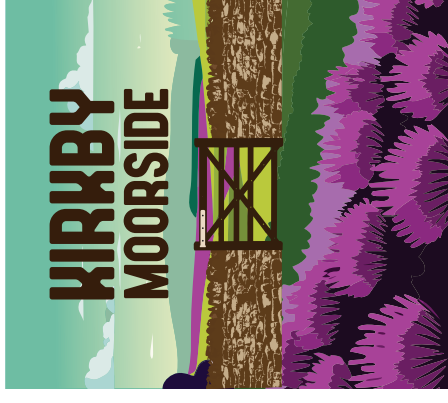
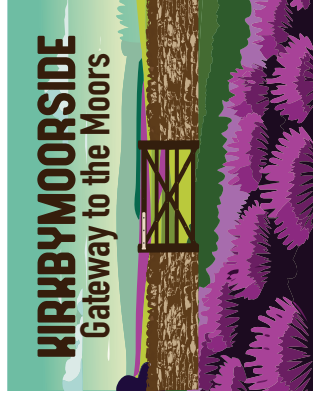
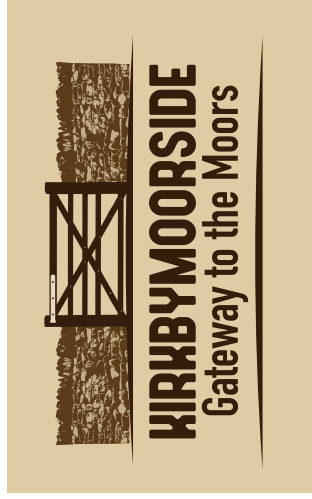
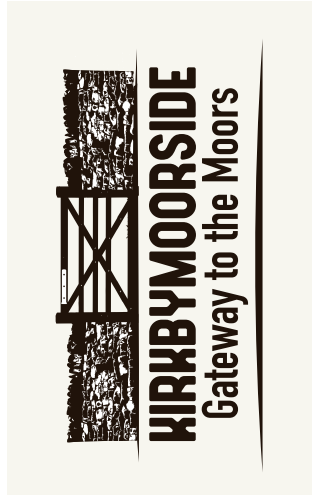
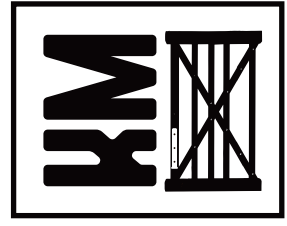
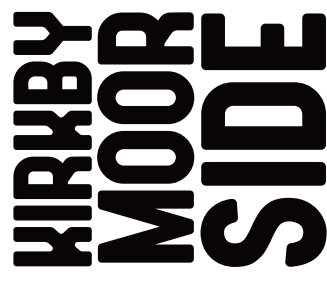
We were asked to incorporate specific visual elements that reflect the town's setting and identity. These included the use of green and purple to symbolise the surrounding heather and moorland, ensuring a strong connection to the local landscape. Additionally, we were asked to include the diamond brace field gate, a prominent feature on the A170 roundabout, which plays a key role in positioning Kirkbymoorside as the "Gateway to the Moors."

Brand Language

Kirkbymoorside has traditionally been abbreviated to "KMS" for practical reasons, given the length of the town's full name. However, through research and generational insight, it has become apparent that Millennials and Gen Z often associate "KMS" with digital slang, commonly used online to mean "Kill Myself."

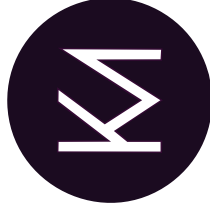
While frequently intended in a playful or sarcastic manner, the phrase also carries significantly darker mental health connotations, making it inappropriate for a civic or public-facing identity.

In light of this, we recommend adopting "KM" as a more suitable and thoughtful abbreviation—both for use in the icon logo and for internal shorthand, such as in meeting minutes or council communications.





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GATEWAY TO THE MOORS



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