

Brand Guidelines for Partners



THE BICESTER
COLLECTION™

You are a guardian
of our brand



THE BICESTER
COLLECTION™

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Logo

These Logo Guidelines provide a roadmap of The Bicester Collection's visual identity, with designers (and those commissioning design work) front of mind.

They provide clarity for partners who need to swiftly understand our brand architecture and logo application.

If you have any questions about the application of these Guidelines, please email BrandGuidelines@ValueRetail.com

The Bicester Collection Family

Unifying the family whilst
maintaining individuality



BICESTER
VILLAGE



LA ROCA
VILLAGE



LAS ROZAS
VILLAGE



LA VALLÉE
VILLAGE



MAASMECHELEN
VILLAGE



FIDENZA
VILLAGE



WERTHEIM
VILLAGE



INGOLSTADT
VILLAGE



KILDARE
VILLAGE



SUZHOU
VILLAGE



SHANGHAI
VILLAGE

Our Logo: The visual shortcut to our DNA

Our logo is the visual representation of our brand and everything we stand for. It is the symbol of belonging that all members of our global family can draw on.

It is our collective mission to enrich the lives of our guests, our brand partners, our communities and our people. Our logo is a symbol of connection.



**THE BICESTER
COLLECTION™**

The Bicester Collection Logo

Colour

New in 2022, The Bicester Collection logo is the primary mark for The Bicester Collection brand. Its distinctive round silhouette unites our family of Villages around the world.

The Colour logo should be used in all instances, other than where the background colour / image clashes or renders the logo illegible.

Icon



Linear



Stacked



Colour

The colour used in the Collection Colour logo is Bicester Blue, created as a Pantone colour especially for The Bicester Collection.

Colour Values

RGB	3 60 109
CMYK C	100 70 10 40
CMYK U	100 60 0 25

The Bicester Collection Logo

Mono-positive and Mono-negative Logos

These logos should only be used where the
Colour logo is not applicable.

The 'B' icon and halo are always the lightest
objects on the field.

The colour can be changed to complement
the creative layout.

See examples on the next page.

Icon



Linear



Stacked



Mono-positive

Use on light backgrounds where
constraints dictate



Mono-negative

Use on dark backgrounds where
constraints dictate

The 'B' Icon

The Bicester Collection takes its name from our founding Village and unifies the global collection of 11 Villages.

The 'B' icon is the embodiment of the powerful connection between the Collection and each Village.

Graphically, it is inspired by the natural and organic flowing lines seen in our Village icons. The round calligraphic strokes echo the visual DNA of our family as it has grown across the globe; from Europe to China and soon North America.

The circular roundel creates an elegant embrace around the centre signifying the relationships that the brand is built on: between guests, partners, people, communities and the Villages themselves.



Size of the Trademark Symbol (TM)

The Bicester Collection

The Bicester Collection logo is available with three sizes of the trademark symbol (TM).



Large (L)

**THE BICESTER
COLLECTION™**



Medium (M)

**THE BICESTER
COLLECTION™**



Small (S)

**THE BICESTER
COLLECTION™**

At 100%, the size of each logo version has a correctly scaled trademark.

Exclusion Zones

The Bicester Collection

There is a required exclusion zone around the logo for a safety/clear space. This is the equivalent to two stacked 'B's taken from 'Bicester' in the logo as shown opposite.

The above principles should be applied after the logo has been resized to suit the layout.



Logo and Partner Usage

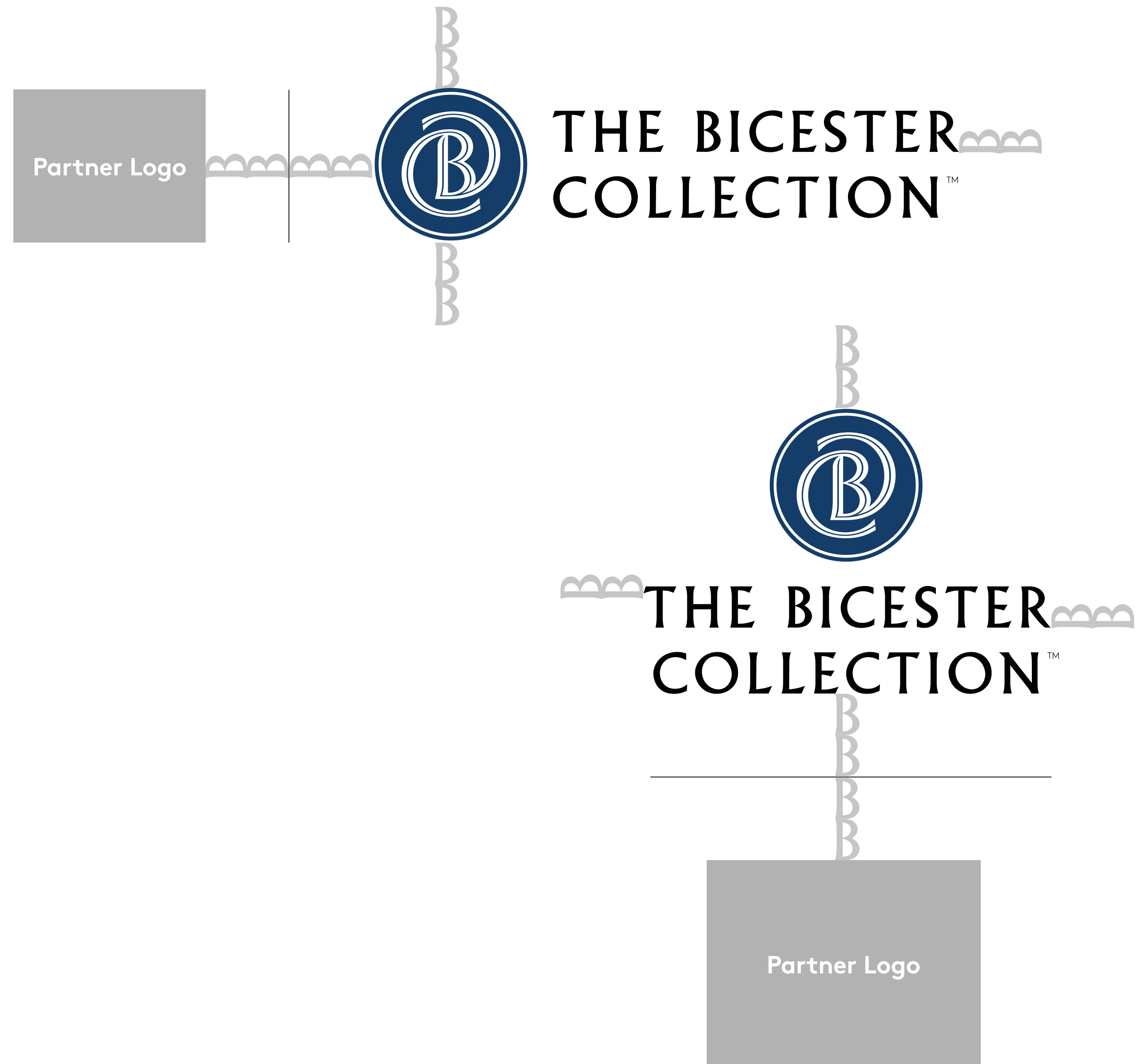
The Bicester Collection

Use the exclusion zone to define the relationship between The Bicester Collection and any other partner logo. Always include a thin dividing line to distinguish our logo from a partner's.

Partner logos should always be of equal weighting to the Collection logo and should never appear to be of greater importance. Where literal size matching is not appropriate, try to balance the overall weight of both logos harmoniously.

There is a required exclusion zone around the logo for a safety/clear space. This is the equivalent to two stacked 'B's taken from 'Bicester' in the logo as shown opposite.

The above principles should be applied after the logo has been resized to suit the layout.



To Avoid

Altering The Bicester Collection logo dilutes the brand message.

Ensure that you use the most up-to-date artwork files to avoid older implementations of the brand.

Never alter the files supplied, recreate the artwork or substitute the fonts.

Please see a few examples on the right of some of the more commonly made mistakes.



The Village Logos

Colour Logo – Stacked

The Village logos are available in two variants – stacked and linear. Use the variant that best suits your application.

The Colour logo should be used in all instances, other than where the background colour / image clashes or renders the logo illegible.



**BICESTER
VILLAGE**



**LA ROCA
VILLAGE**



**LAS ROZAS
VILLAGE**



**LA VALLÉE
VILLAGE**



**MAASMECHELEN
VILLAGE**



**FIDENZA
VILLAGE**



**WERTHEIM
VILLAGE**



**INGOLSTADT
VILLAGE**



**KILDARE
VILLAGE**



**SUZHOU
VILLAGE**



**SHANGHAI
VILLAGE**

The Village Logos

Colour Logo – Linear

The Village logos are available in two variants – stacked and linear. Use the variant that best suits your application.

The Colour logo should be used in all instances, other than where the background colour / image clashes or renders the logo illegible.



**BICESTER
VILLAGE**



**LA ROCA
VILLAGE**



**LAS ROZAS
VILLAGE**



**LA VALLÉE
VILLAGE**



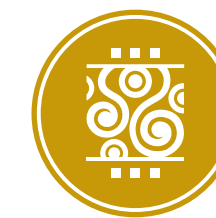
**MAASMECHELEN
VILLAGE**



**FIDENZA
VILLAGE**



**WERTHEIM
VILLAGE**



**INGOLSTADT
VILLAGE**



**KILDARE
VILLAGE**



**SUZHOU
VILLAGE**



**SHANGHAI
VILLAGE**

The Village Logos

Colour Logo – Icon

The Village icons are used for key parts of our brand communication (e.g. social media and architectural features).

Don't use the Village icons in isolation unless referring to the corresponding Village in the same communication.



The Village Logos

Mono-negative Logo – Stacked

This logo should only be used where the Colour logo is not applicable.

The Village icon and halo are always the lightest objects on the page.

Use on dark backgrounds where constraints dictate.

The colour can be changed to complement the creative layout.



The Village Logos

Mono-negative Logo – Linear

This logo should only be used where the Colour logo is not applicable.

The Village icon and halo are always the lightest objects on the page.

Use on dark backgrounds where constraints dictate.

The colour can be changed to complement the creative layout.



BICESTER
VILLAGE



LA ROCA
VILLAGE



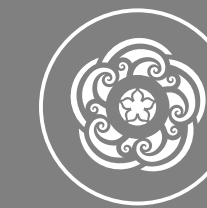
LAS ROZAS
VILLAGE



LA VALLÉE
VILLAGE



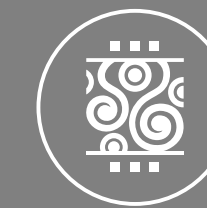
MAASMECHELEN
VILLAGE



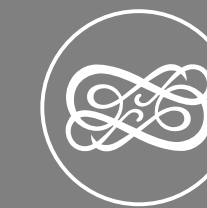
FIDENZA
VILLAGE



WERTHEIM
VILLAGE



INGOLSTADT
VILLAGE



KILDARE
VILLAGE



SUZHOU
VILLAGE



SHANGHAI
VILLAGE

The Village Logos

Mono-negative Logo – Icon

This icon should only be used where the
Colour icon is not applicable.

The Village icon and halo are always the lightest
objects on the page.

Use on dark backgrounds where constraints
dictate.

The colour can be changed to complement the
creative layout.



The Village Logos

Mono-positive Logo – Stacked

These logos should only be used where the Colour logo is not applicable.

The Village icon and halo are always the lightest objects on the page.

Use on light backgrounds where constraints dictate.

The colour can be changed to complement the creative layout.



**BICESTER
VILLAGE**



**LA ROCA
VILLAGE**



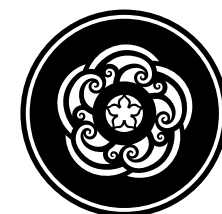
**LAS ROZAS
VILLAGE**



**LA VALLÉE
VILLAGE**



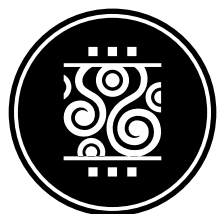
**MAASMECHELEN
VILLAGE**



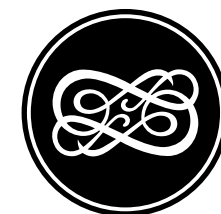
**FIDENZA
VILLAGE**



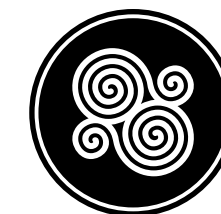
**WERTHEIM
VILLAGE**



**INGOLSTADT
VILLAGE**



**KILDARE
VILLAGE**



**SUZHOU
VILLAGE**



**SHANGHAI
VILLAGE**

The Village Logos

Mono-positive Logo – Linear

These logos should only be used where the Colour logo is not applicable.

The Village icon and halo are always the lightest objects on the page.

Use on light backgrounds where constraints dictate.

The colour can be changed to complement the creative layout.



The Village Logos

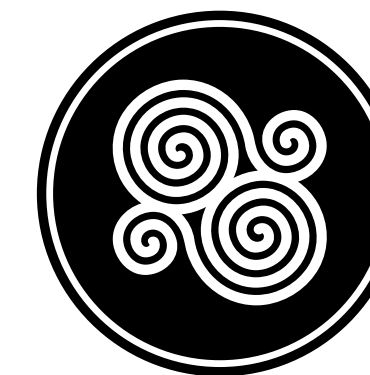
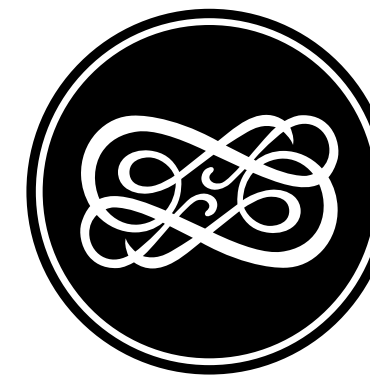
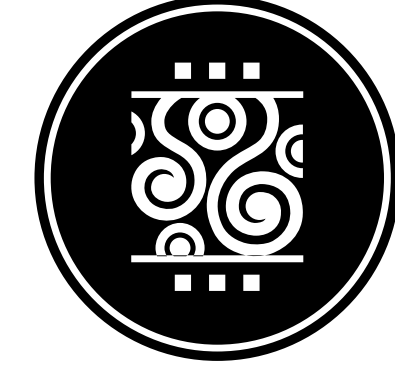
Mono-positive Icon

This icon should only be used where the Colour icon is not applicable.

The Village icon and halo are always the lightest objects on the page.

Use on light backgrounds where constraints dictate.

The colour can be changed to complement the creative layout.



Exclusion Zones

Village Logos

There is a required exclusion zone around the logo for a safety/clear space. This is the equivalent to two stacked 'V's taken from 'Village' in the logo as shown opposite.

The above principles should be applied after the logo has been resized to suit the layout.



Logo and Partner Usage

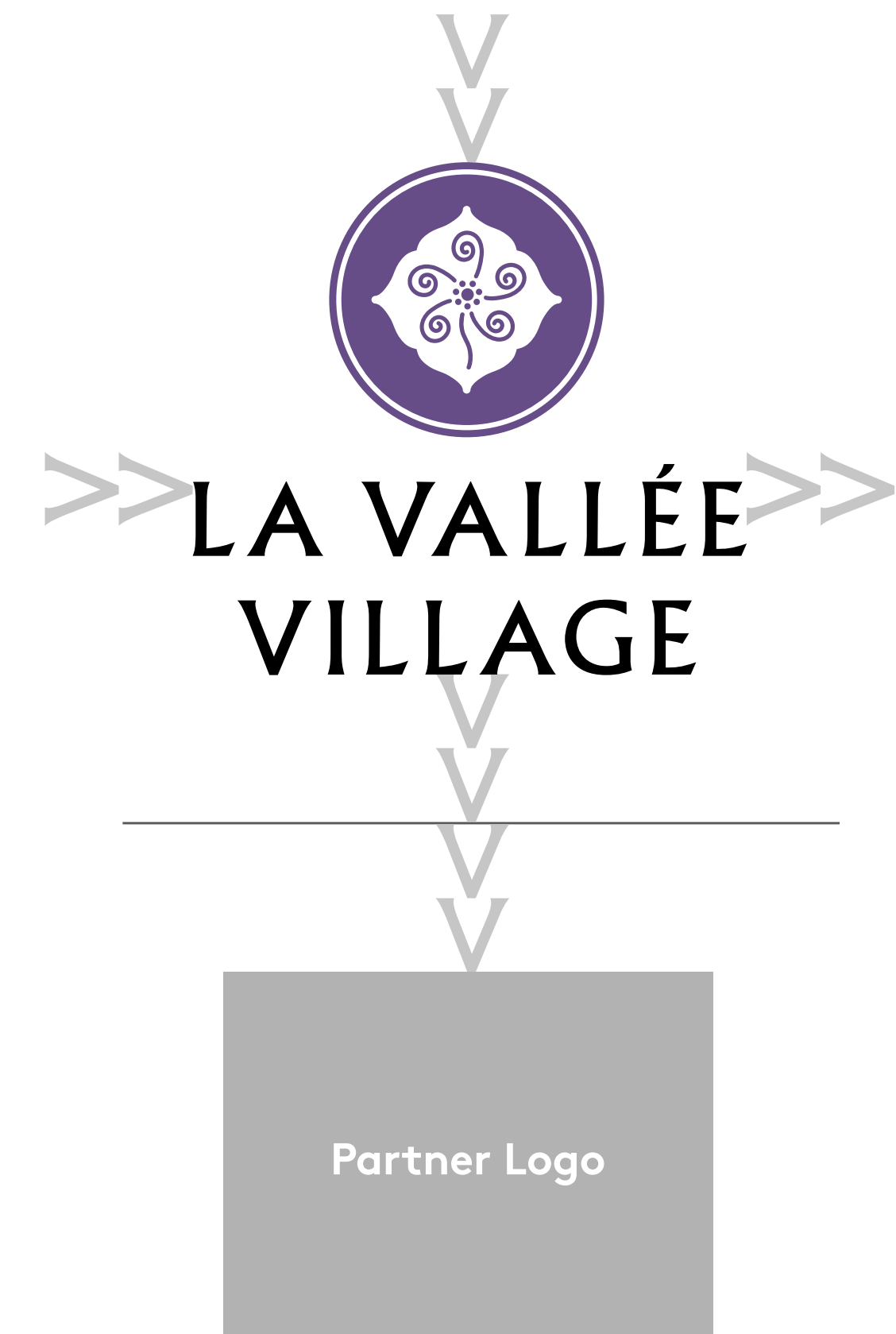
Village Logos

Use the exclusion zone to define the relationship between The Village and any other partner logo. Always include a thin dividing line to distinguish our logo from a partner's.

Partner logos should always be of equal weighting to the Village logo and should never appear to be of greater importance. Where literal size matching is not appropriate, try to balance the overall weight of both logos harmoniously.

There is a required exclusion zone around the logo for a safety/clear space. This is the equivalent to two stacked 'V's taken from 'Village' in the logo as shown opposite.

The above principles should be applied after the logo has been resized to suit the layout.

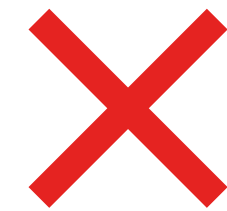


To Avoid

Altering the Village logos dilutes the brand message.

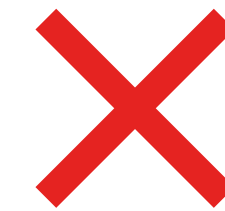
Ensure that you use the most up to date artwork files to avoid older implementations of the brand.

Never alter the files supplied, recreate the artwork or substitute the fonts.



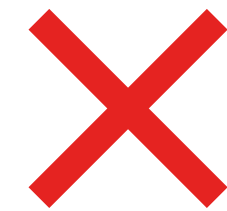
**WERTHEIM
VILLAGE**

DON'T distort the logo



**WERTHEIM
VILLAGE**

DON'T change the font



WERTHEIM  **VILLAGE**

DON'T re-arrange the elements
in the logo



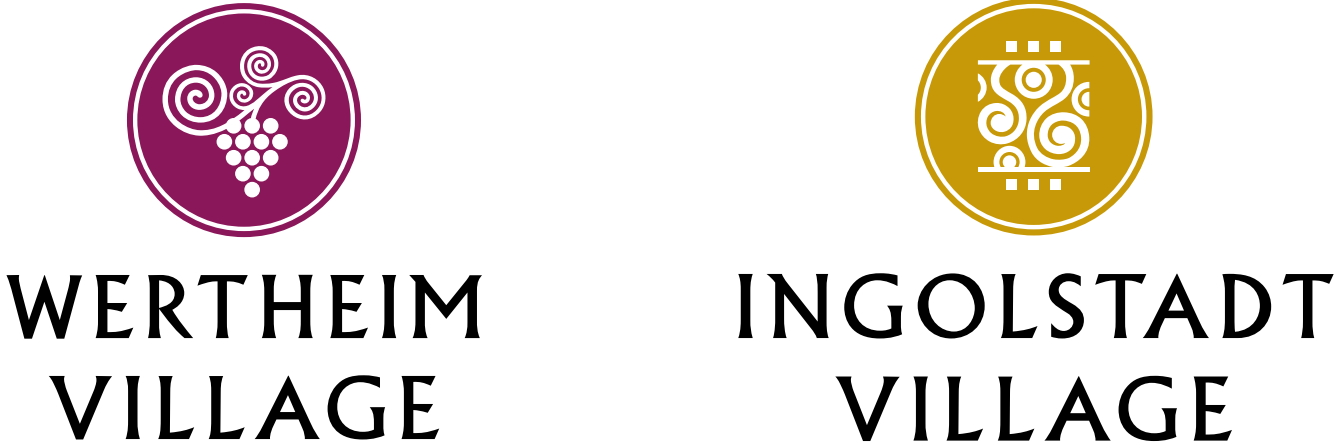
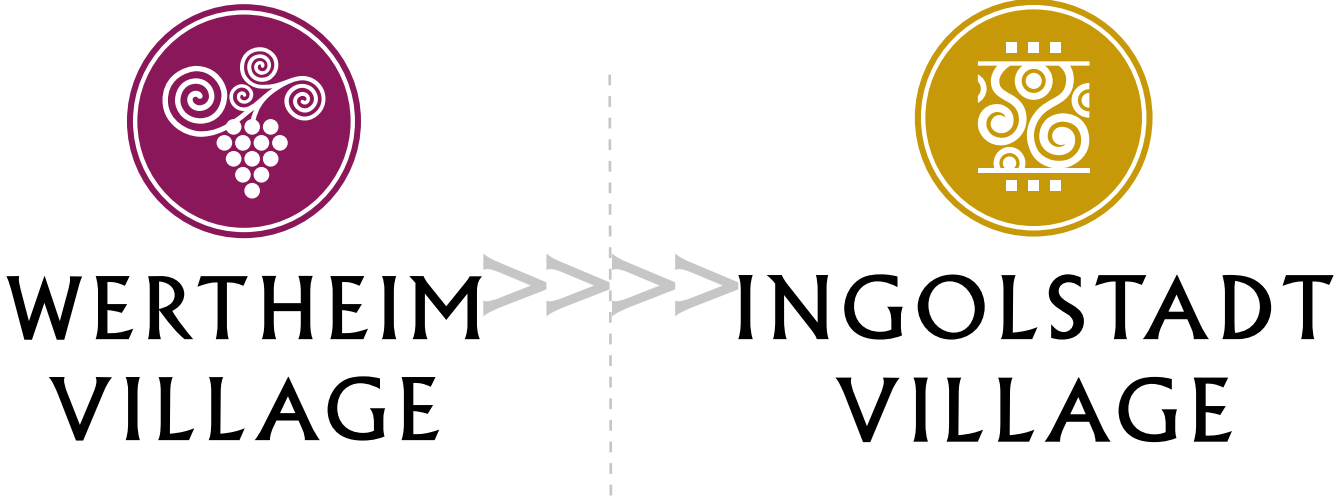
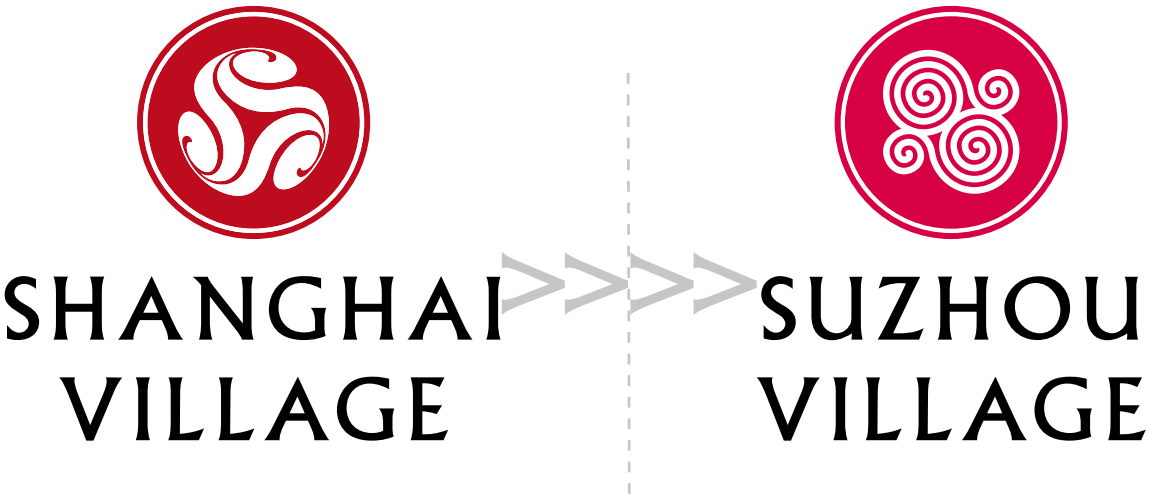
**WERTHEIM
VILLAGE**

DON'T change the colour of the
font when using the Colour logo

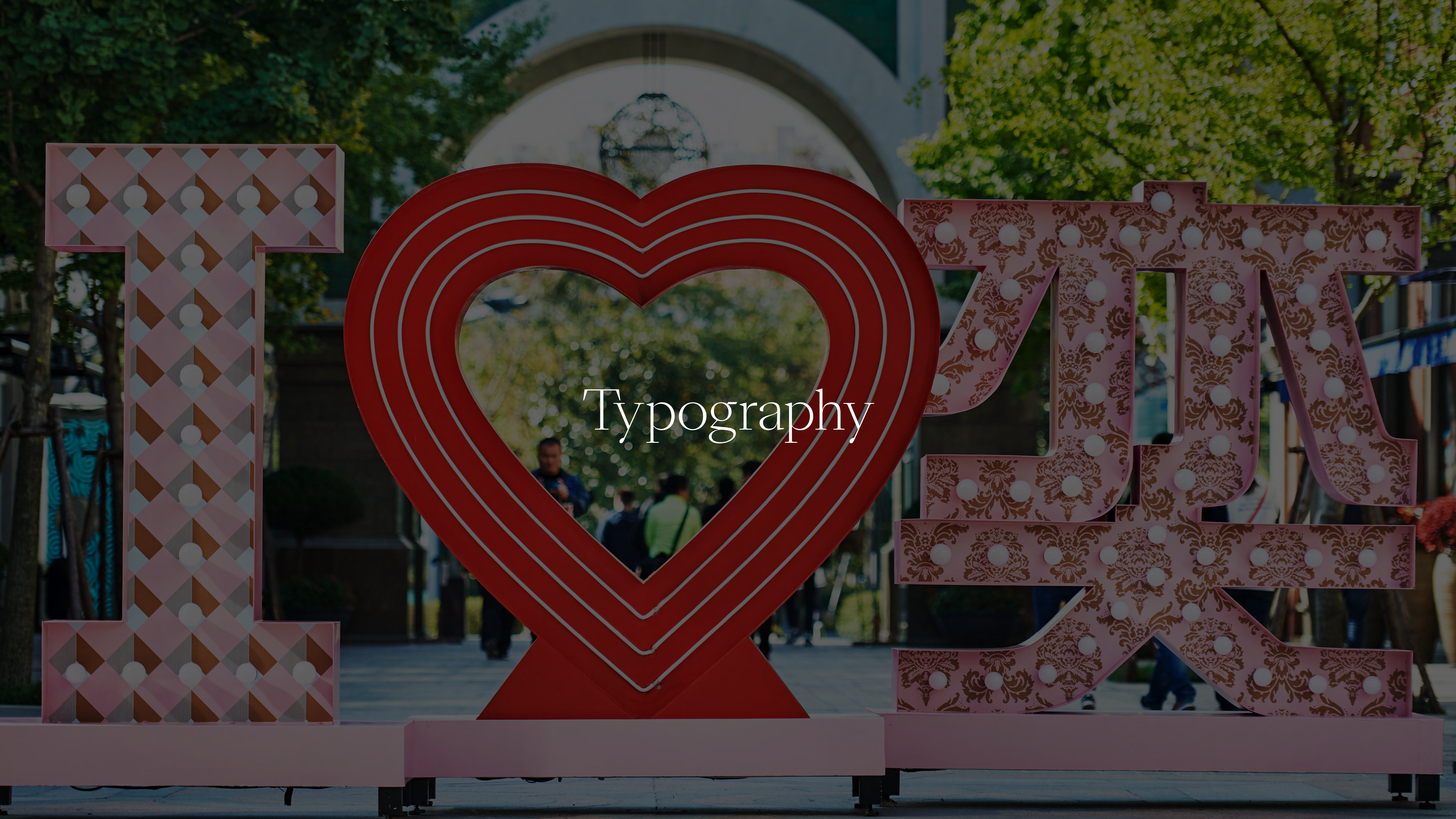
Dual Village

Logos for Spain, Germany, China

When two or more Village logos are used together, please adhere to the exclusion zone principles as referred to earlier in these guidelines.



Typography



Latin Typefaces

Primary typeface

SangBleu Kingdom

SangBleu Kingdom is a sans-serif typeface designed by Swiss Typefaces. The design is classified as a sans-serif but features many serif-like qualities such as the teardrop terminals on the a, c and s, along with a strong contrast between thick and thin strokes. SangBleu Kingdom is available in five weights with matching italics as well as a companion serif version.

SangBleu Kingdom
Light

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

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
! ? £ € \$ & %

Latin Typefaces

Secondary typeface

BrownStd

BrownStd is a minimal geometric sans-serif typeface designed by Aurèle Sack and released through Lineto.

A key benefit is that BrownStd includes several stylistic variants. BrownStd is available in four weights – thin, light, regular and bold – each with matching italics.

BrownStd
Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?!€\$&%

BrownStd
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?!€\$&%

BrownStd
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?!€\$&%

BrownStd
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?!€\$&%

Latin Typefaces

Formatting

This formatting should be used as a guide; it’s scaled to work across A4 marketing materials. Be mindful of the leading when scaling up any of the font sizes.

Headline
SangBleu Kingdom Light

Sub-heading
SangBleu Kingdom Light

Quote
SangBleu Kingdom Light Italic

Body
BrownStd Light

Small Copy
BrownStd Light

Headline

This is a sub-heading

This is a quote

We opened the first Village in Oxfordshire’s Bicester in 1995. There are now 11 Villages in Europe and China, each with its own unique collection of boutiques with savings of up to 60% and more in Europe and up to 80% in China. The Villages are in diverse locations, but our mission has always been the same: to create extraordinary experiences for our guests.

This can be used for dates and additional information such as terms and conditions.

Chinese Typefaces

Primary typeface

汉仪中秀体
Han Yi Zhong Xiu Ti

比斯特购物村系列上海苏州
伦敦巴黎米兰巴塞罗那马德里都柏林
慕尼黑布鲁塞尔法兰克福

Secondary typefaces

思源黑体Bold
Noto Sans SC Bold

比斯特购物村系列上海苏州
伦敦巴黎米兰巴塞罗那马德里都柏林
慕尼黑布鲁塞尔法兰克福

思源黑体Regular
Noto Sans SC Regular

比斯特购物村系列上海苏州
伦敦巴黎米兰巴塞罗那马德里都柏林
慕尼黑布鲁塞尔法兰克福

思源黑体Light
Noto Sans SC Light

比斯特购物村系列上海苏州
伦敦巴黎米兰巴塞罗那马德里都柏林
慕尼黑布鲁塞尔法兰克福

Chinese Typefaces

Formatting

This formatting should be used as a guide; it’s scaled to work across A4 marketing materials. Be mindful of the leading when scaling up any of the font sizes.

Headline
HYZhongXiuTiJ-Medium

Sub-heading
HYZhongXiuTiJ-Medium

Quote / Author
HYZhongXiuTiJ-Medium

Body
Noto Sans Light

Small Copy
Noto Sans Light

大标题

这是副标题

李白诗中写道:"桃花潭水深千尺，不及汪伦送我情。"

上海奕欧来奥特莱斯位于上海国际旅游度假区，毗邻上海迪士尼度假区。作为“比斯特购物村系列”的一员，这里有优美的欧式购物环境、至尊的礼宾服务。目前，已有超过180间精品店铺入驻，汇聚了国际及本土知名品牌，部分产品全年低至2折起，为国内外及上海周边地区的数百万名到访宾客们创造出一个非同凡响的购物天堂。

上海奕欧来奥特莱斯位于上海国际旅游度假区，毗邻上海迪士尼度假区。作为“比斯特购物村系列”的一员，这里有优美的欧式购物环境、至尊的礼宾服务。

Korean Typefaces

Primary typeface

AppleMyungjo
Regular

가나다라마바사아자차카타파하
1234567890!? £€\$&%

Secondary typeface

Noto Sans CJK
KR Light

가나다라마바사아자차카타파하
1234567890!? £€\$&%

Korean Typefaces

Formatting

This formatting should be used as a guide; it’s scaled to work across A4 marketing materials. Be mindful of the leading when scaling up any of the font sizes.

Headline
AppleMyungjo Regular

Sub-heading
AppleMyungjo Regular

Quote / Author
Noto Sans CJK KR Light

Body
Noto Sans CJK KR Light

Small Copy
Noto Sans CJK KR Light

표제

부제 위치

"인용 문구 삽입"

1995년, 저희는 옥스포드셔의 비스터에서 첫 빌리지의 문을 열었습니다. 현재 유럽과 중국 전역에 11곳의 빌리지를 운영 중이며, 각 빌리지의 고유한 부티크 컬렉션에서 유럽 내 최대 60%, 중국 내 최대 80%의 할인을 제공하고 있습니다. 빌리지는 각기 다른 장소에 위치해 있지만, 고객 여러분께 특별한 경험을 선사하고자 하는 당사의 사명만은 동일합니다

이곳은 날짜와 이용약관 등의 추가 정보를 기입하는 데 사용할 수 있습니다.=

Cyrillic Typefaces

Primary typeface

Arno Pro
Regular

АБВГДЕЁЖЗИЙКЛМНОПРСТУ
ФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
1234567890!?!£€\$&%

Secondary typeface

Noto Sans CJK
KR Light

АБВГДЕЁЖЗИЙКЛМНОПРСТУ
ФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
1234567890!?!£€\$&%

Cyrillic Typefaces

Formatting

This formatting should be used as a guide; it’s scaled to work across A4 marketing materials. Be mindful of the leading when scaling up any of the font sizes.

Headline
Arno Pro Regular

Sub-heading
Arno Pro Regular

Quote / Author
Arno Pro Regular

Body
Noto Sans CJK KR Light

Small Copy
Noto Sans CJK KR Light

Заголовок

Подзаголовок

«Цитата»

Наш первый бутик-городок был открыт в 1995 году в Бистере, графство Оксфордшир. Сегодня в Европе и Китае насчитывается 11 бутик-городков, в каждом из которых представлена уникальная коллекция бутиков и предлагаются скидки до 60% в Европе и до 80% в Китае. Бутик-городки расположены в самых разных местах, однако их цель остается единой: дарить незабываемые впечатления нашим гостям.

В этой области можно добавить даты и дополнительную информацию, например правила и условия.

Arabic Typefaces

Primary typeface

Adobe Arabic
Regular

أ، ب، ت، ث، ج، ح، خ، د، ذ، ر، ز، س، ش، ص، ض، ط، ظ، ع، غ،
ف، ق، ك، ل، م، ن، هـ، و، ي
٪؟!٩٨٧٦٥٤٣٢١

Secondary typeface

GE SS Two
Light

أ، ب، ت، ث، ج، ح، خ، د، ذ، ر، ز، س، ش، ص، ض، ط، ظ، ع، غ،
ف، ق، ك، ل، م، ن، هـ، و، ي
٪؟!٩٨٧٦٥٤٣٢١

Arabic Typefaces

Formatting

This formatting should be used as a guide; it’s scaled to work across A4 marketing materials. Be mindful of the leading when scaling up any of the font sizes.

Headline
Adobe Arabic Regular

Sub-heading
Adobe Arabic Regular

Quote / Author
Adobe Arabic Italic

Body
GE SS Two Light

Small Copy
GE SS Two Light

عنوان رئيسي

هذا عنوان فرعي

”هذا نص مقتبس“

قمنا بافتتاح أول فيلاج في بيستر بمقاطعة أوكسفوردشاير في عام 1995.وأصبح لدينا الآن 11 وجهة فيلاج منتشرة في أنحاء أوروبا والصين، وتضم كل منها باقتها الفريدة من المتاجر وتقديم عروضًا للتوفير بنسب تصل إلى 60% وأكثر في أوروبا وما يصل إلى 80% في الصين. تنتشر وجهات الفيلاج في أماكن متنوعة، لكن مهمتنا ظلت ثابتة دومًا، وهي تقوّم على تهيئة تجارب غير عادية لضيوفنا.

يمكن استخدام هذه المساحة لإدخال التواريخ ومعلومات إضافية مثل الشروط والأحكام.

Japanese Typefaces

Primary typeface

Kozuka Mincho
Pr6N EL

あいうえおかきくけこさしすせそたちつてとなに
ぬねのはひふへほまみむめもやゆよりるれろ
わをん
1234567890! ? £ € \$ & %

Secondary typeface

Noto Sans CJK
JP Light

あいうえおかきくけこさしすせそたちつてとなに
ぬねのはひふへほまみむめもやゆよりるれろ
わをん
1234567890! ? £ € \$ & %

Japanese Typefaces

Formatting

This formatting should be used as a guide; it’s scaled to work across A4 marketing materials. Be mindful of the leading when scaling up any of the font sizes.

Headline
Kozuka Mincho Pr6N R

Sub-heading
Kozuka Mincho Pr6N R

Quote / Author
Kozuka Mincho Pr6N R

Body
Noto Sans CJK JP Light

Small Copy
Noto Sans CJK JP Light

表題

これは副題です

これは引用です

初めてのヴィレッジは、1995年にオックスフォードシャーのビスターにオープンしました。現在は個性豊かなブティックが集まった11のヴィレッジがヨーロッパと中国に広がり、ヨーロッパでは最大60%、中国では最大80%の割引がお楽しみいただけます。ヴィレッジは多様なロケーションに位置していますが、私たちのミッションは変わりません。それはお客様に素晴らしい体験をお届けすることです。

このメッセージは、日付や利用規約などの追加情報に使用できます。

A large, dense arrangement of pink and red roses, with some white and yellow-tinted flowers interspersed, forming a heart shape. The roses are tightly packed and cover most of the frame, set against a solid grey background. The word "Colour" is written in a white, serif font, centered over the floral arrangement.

Colour

Bicester Blue

RGB 3 60 109
CMYK C 100 70 10 40
CMYK U 100 60 0 25
PANTONE Bicester Blue
HEX 033c6d

Gold Foil

RGB 186 155 55
PANTONE FOILCO 6629
HEX ba9b37

Digi-Teal

RGB 17 190 193
PANTONE 319U/319C
HEX 11bec2

Dusk Pink

RGB 234 100 120
CMYK U 0 73 43 0
PANTONE 198U/709C
HEX ea6478

Burnt Orange

RGB 225 110 6
CMYK C 0 69 100 2
CMYK U 0 57 99 0
PANTONE 158U/158C
HEX e16e06

Lucky Red

RGB 212 0 50
CMYK C 2 100 85 6
CMYK U 5 96 82 0
PANTONE 186U/186C
HEX d40032



Photography and Film

Film and Photography Principles

We aspire to showcase the regional flavour of the Villages in all their many unique colours and textures, while remaining focused on maintaining the integrity and visual identity of The Bicester Collection™. We achieve this by following these guiding principles.



Observation and Authenticity

From the supple leather of a coveted designer bag to the delicate sheen on a pastel rainbow of dainty macarons, from the intricate sculpting on a roof cornice to the startling flash of a host's red cape, our photography and film should tell compelling visual stories for each of our asset categories, all captured in a genuine, heartfelt moment where the image speaks for itself.



Approachable but Inspirational

Visually, our aim is to capture the essence, variety and vitality of each Village with relaxed, relatable and naturally lit film and imagery that has a premium and aspirational edge. Be it a guest, an influencer or an artist, always tell the human story with energy, warmth and emotion using detail and nuance to complement the narrative.

Film and Photography Principles (Continued)



Light and Colour

- Imagery should be sensitively retouched so that all photographs and films are consistent and in keeping with our brand visual identity
- Natural, outdoor lighting is preferred, and colours should feel rich, vibrant and 'alive'. Do not oversaturate or wash out colours
- Grading of visual assets should be slightly warm in tone, highlights should be clean and bright, and shadows should display depth but should not be overly contrasted
- Use a considered approach to colour to produce timeless images that convey the enduring quality and sophistication of our style offering. Complementary and accent colours should add interest without overwhelming a composition



Composition

- When capturing general images or film, shoot in landscape format but always consider the frame for portrait application
- When shooting for social media, portrait format is preferred (86% of people view their content on a phone)
- Establish the focal point of your shot and what you are aiming to convey. Don't overcomplicate the visual with props or unnecessary extras. Keep it simple and sophisticated



Sound

When creating film, music adds powerful emotional impact, uplifting the visual content and further engaging the viewer.

- Defer to an uplifting, instrumental score. Use lyrics with caution
- Include your proposal for music in your brief and always check licencing and usage rights

If you have any questions,
please email
BrandGuidelines@ValueRetail.com



EUROPE BICESTER VILLAGE **LONDON** | FIDENZA VILLAGE **MILAN** | INGOLSTADT VILLAGE **MUNICH** | KILDARE VILLAGE **DUBLIN** | LA ROCA VILLAGE **BARCELONA**
LA VALLÉE VILLAGE **PARIS** | LAS ROZAS VILLAGE **MADRID** | MAASMECHELEN VILLAGE **BRUSSELS** | WERTHEIM VILLAGE **FRANKFURT**
CHINA SHANGHAI VILLAGE **SHANGHAI** | SUZHOU VILLAGE **SUZHOU**