

Stadt Achim

Corporate Design



Specification of services

Redevelopment of the corporate design, subsequently conception, planning and implementation of all marketing operations and the opening campaign.

Period of performance

Fall 2018 - today

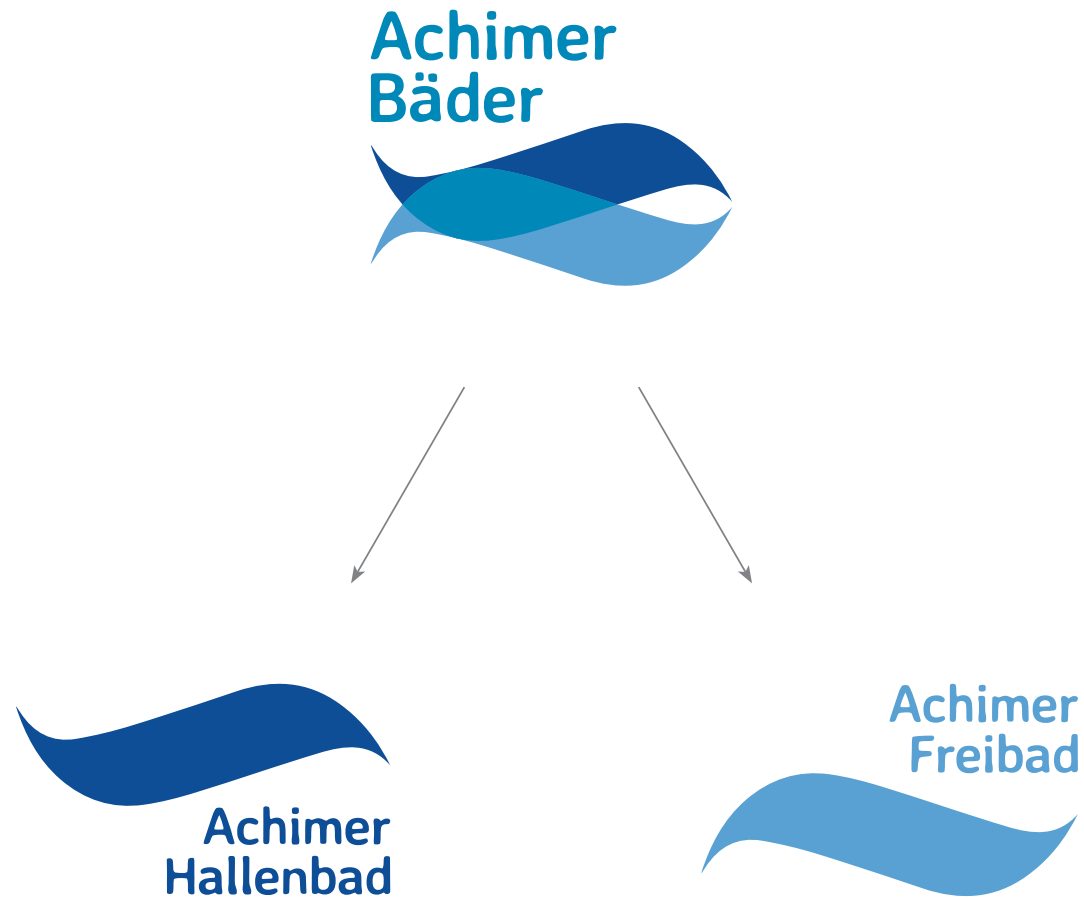
Contract value (€)

approx. 40.000 euro/year

Client / contact person

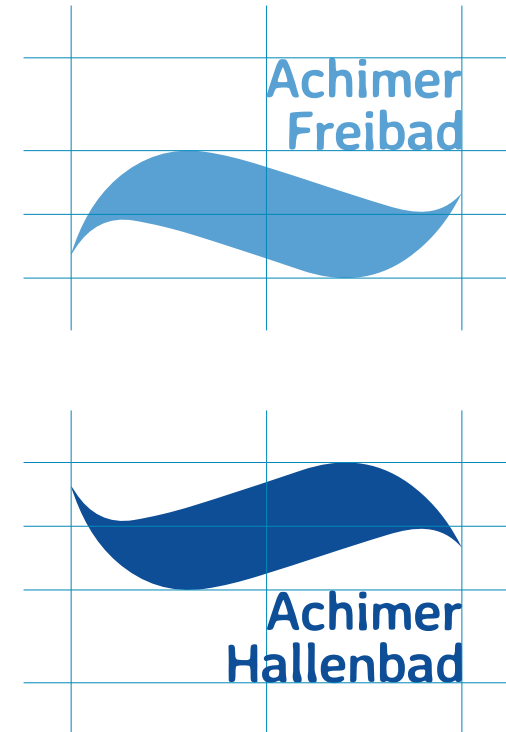
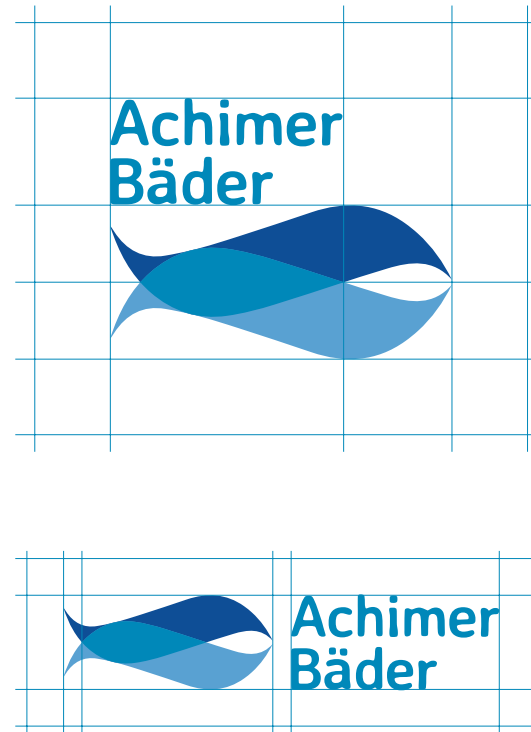
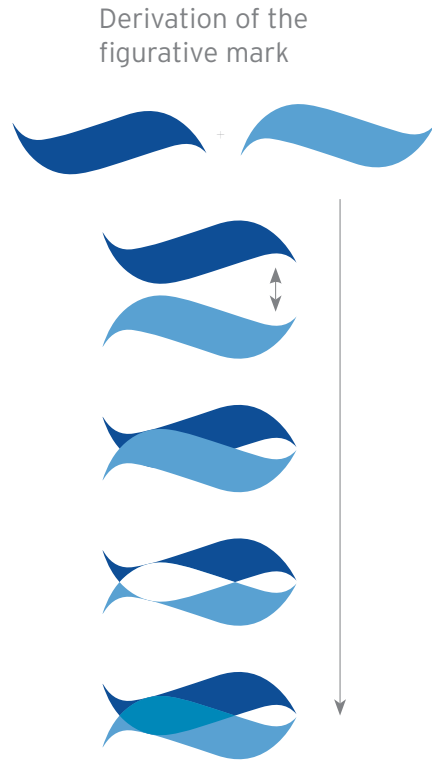
Stadt Achim
FB 3 / Sport & Bäder
Frau Kirsten Jäger
Rathaus - Obernstraße 38
28832 Achim (Lower Saxony)
Germany

The brand Achimer Bäder.
municipal pools of the city of Achim



The municipal swimming pools of the city of Achim together form the umbrella brand 'Achimer Bäder'. It is composed of the two individual brands 'Achimer Hallenbad' (indoor pool) and 'Achimer Freibad' (outdoor pool). This connection is reflected in the mutual umbrella brand logo, as well as the individual logos.

Each brand has its own individual characteristics, which avoids confusing the two pools, but at the same time both individual brands are clearly assigned to the umbrella brand by means of color, typography and design language. The City of Achim can be seen as the patroness of the 'Achimer Bäder'.



The logo of the 'Achimer Hallenbad' is composed of the figurative mark 'wave' and the wordmark 'Achimer Hallenbad'. The wave is positioned like a roof above the text and therefore underlines the character of the indoor pool. The wordmark and the figurative mark are presented in the dark blue of the indoor pool. The logo of the 'Achimer Freibad' is composed of the figurative mark 'wave' and the wordmark 'Achimer Freibad'. The wave is positioned like a meadow below the text and therefore emphasizes characteristics of the outdoor pool. The figurative mark and

wordmark are kept in the bright outdoor blue. The logo of the umbrella brand 'Achimer Bäder' consists of a combination of both individual brands. 'Roof' and 'meadow' combined build the new form of the figurative mark - a fish. At the same time they have a common intersection, which is held in Achim City blue and therefore refers to the city as a connecting element. The figurative mark is complemented by the wordmark 'Achimer Bäder'. The logo exists in a compact and a flat version. For all 'Achimer Bäder' logos the font Averia Sans Libre Bold is used.

PRIMARY COLORS



indoor pool blue
100 / 80 / 10 / 0

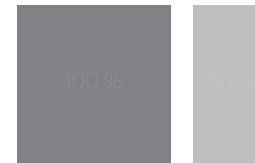


outdoor pool blue
60 / 20 / 0 / 5



Achim City blue
100 / 30 / 15 / 0

ADDITIONAL COLOR



pool grey
0 / 0 / 0 / 60

The color palette of the 'Achimer Bäder' is based on the blue of the city of Achim, which is the connecting element of the two pools which establishes the reference to the city. The Achim City blue is to be used in 100 % only. The dark indoor pool blue represents the season where the pool is mainly visited and stands for its functionality. In contrast, the outdoor pool blue is bright and fresh, representative

of the summer and family-friendly character. For graphical application only the indoor pool blue and the outdoor pool blue may also be used in 50% to distinguish contours on colored surfaces. Additionally there is a pool grey, which may also be used in 50 % opacity.



Averia Sans Libre

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!“\$\$%&/()=?

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!“\$\$%&/()=?

The corporate typeface of the 'Achimer Bäder' is Averia Sans Libre. Its soft letters seem like water, they blur easily and remind of underwater distortion. The Averia Sans Libre (Bold) is used for all headlines or for special highlights such as inter-ferers. For 2-line headlines, the Averia Sans Libre Light opens a second level, if

Lato

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!“\$\$%&/()=?

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!“\$\$%&/()=?

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!“\$\$%&/()=?

necessary in terms of content. As a complementary font, Lato (Light) is used primarily for copy texts. On colored surfaces the Regular cut should be used for better legibility, for highlighting Bold is used.



HEADLINE AVERIA SANS LIBRE BOLD
BOTTOM LINE UNDERLINED

SUBLINE (OPTIONAL)

HEADLINE AVERIA SANS LIBRE BOLD
BOTTOM LINE OPTIONALLY LIGHT

SUBLINE (OPTIONAL)

Derived from the shape of the figurative mark of the logo, one thick and one thin wavy contour line are used. The thickness of the contour of both lines should always be in the ratio of 3:1 (e.g. 6 pt and 2 pt). The color of the thick contour is always Achim City blue, the thin one matches the bath. Headlines are always



written in Averia Sans Libre Bold. Optionally the second line can be used in Light. The bottom line is always underlined over the entire length of the bottom line. The contour thickness of the underline matches the thickness of the font and has rounded edges. Optionally, a subline can be used in the Achim City blue.



	Price	Reduced*
single ticket	3,50 €	1,80 €
10 cards	28,00 €	14,00 €
50 cards	120,00 €	60,00 €
75 cards	165,00 €	83,00 €
100 cards	200,00 €	100,00 €
annual pass**	240,00 €	120,00 €

As an interferer, a bubble with a thick contour in the particular pool color is used, which is always placed in the cut section. In grids, individual lines / columns are separated by grey lines (e.g: 2 pt) with rounded ends. A limiting outer contour is

refrained. Headlines and highlights are used in Averia Sans Libre, regular content in Lato. In addition, the topline contrast the rest of the design by using the Achim City blue.

Icons



locker



light bulb



bubble



ladder



arrow



sun



access



flipflops



clock



drop



glasses



exit



temperature



trash



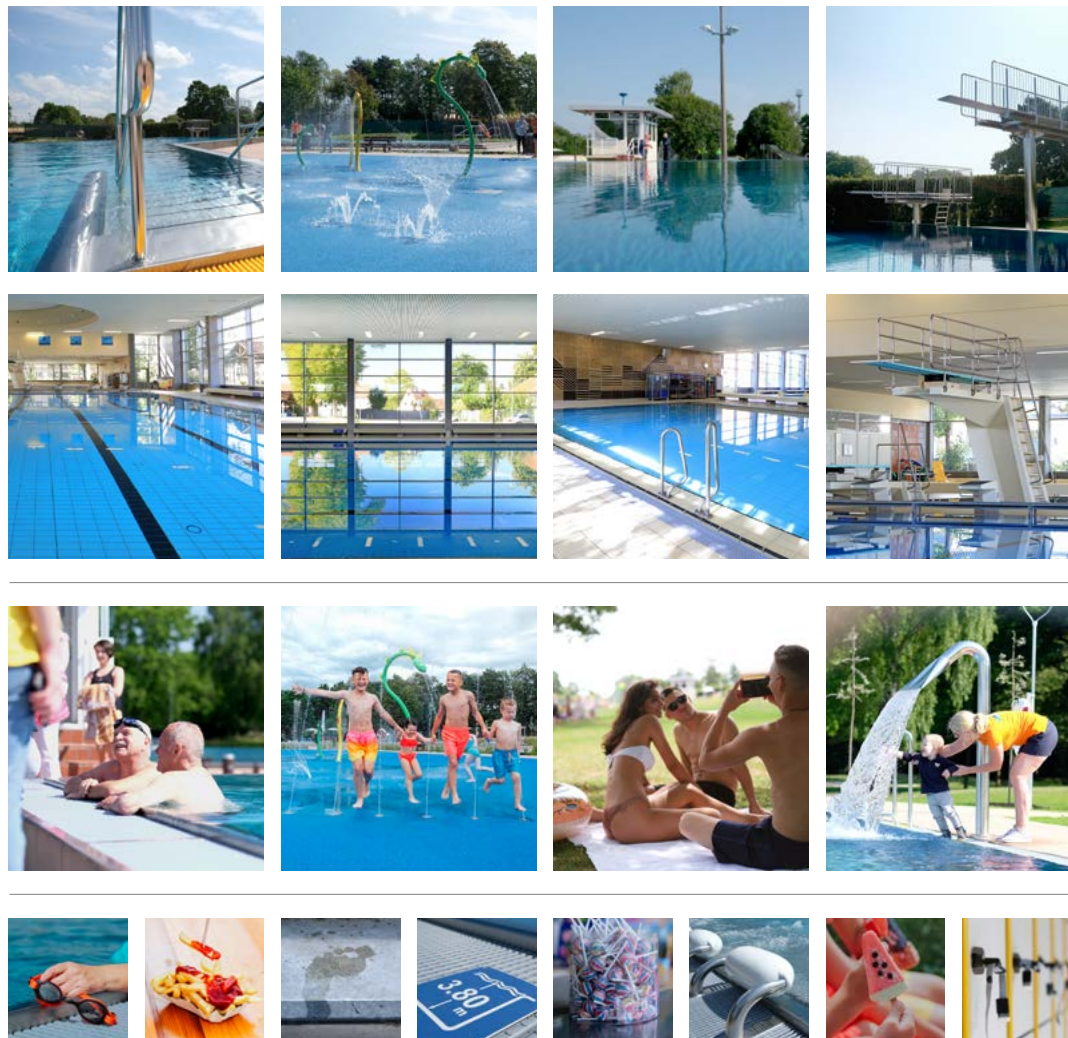
sun 2

...

According to the typeface Averia Sans Libre, the icons of the 'Achimer Bäder' have a handmade character. With their different line weights and small inaccuracies, they bring an easy-going lightness into the appearance and simplify conveying informa-

tion. Icons are allowed to match the particular pool blue or to be used additionally in the Achim City blue. If required the palette can be extended.

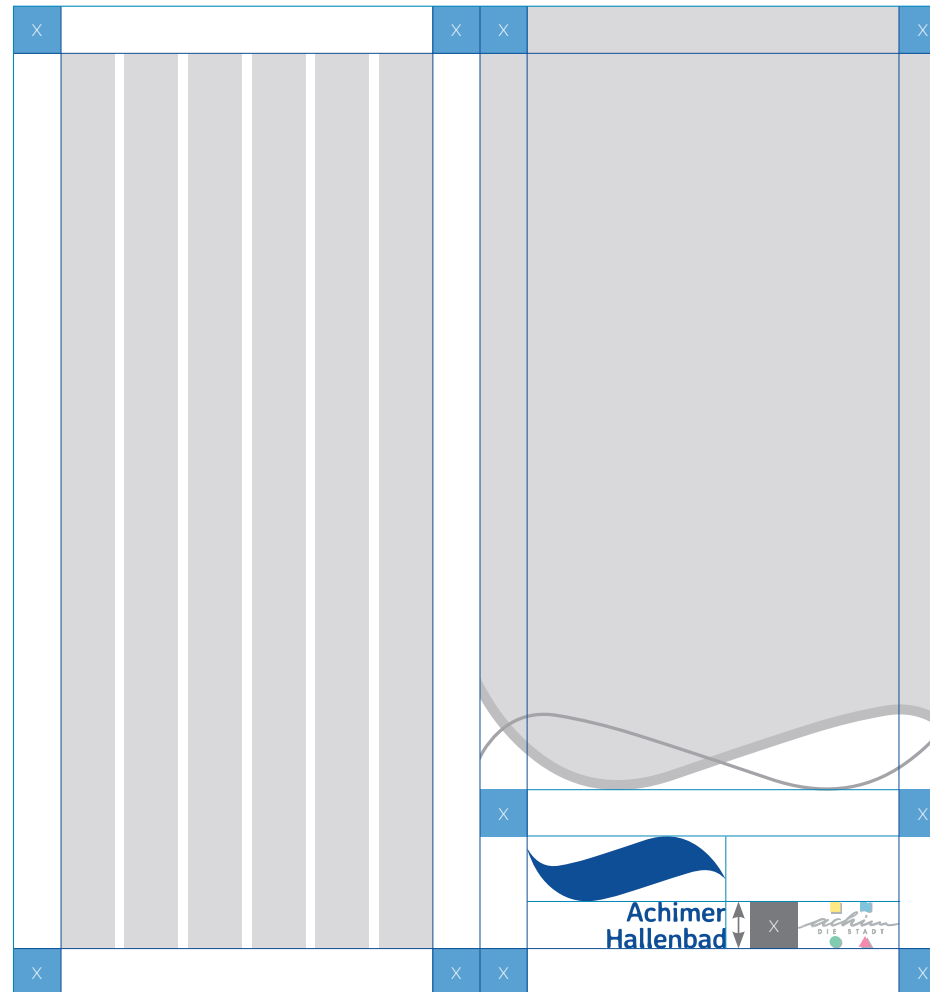
Imagery



The imagery of the 'Achimer Bäder' is bright and modern. The swimming pools of both the indoor and outdoor pool are shown as calm motifs in empty but appealing condition. Images should be taken only in daylight and good weather conditions (outdoor pool). Emotional motifs from real visitors of all ages, as well as the emp-

loyees, authentically bring life to the scene and invite to visit the pool. Detailed shots of the equipment and the food increase the excitement and provide content for the website and print products.

Grid



The layout grid offers a basic orientation of the size ratios for all kinds of applications (especially for print media). It is based on the particular logo of the 'Achimer Bäder'. The font height of the logo (x) defines the space to all edges. 6 columns in portrait format, 12 columns in landscape format stabilize the design. Using the

example of Flyer DIN Lang, the height of the font (X) is 10 mm. Therefore, the peripheral edge also needs to be 10 mm, such as the space between the logo and the rest of the design above the logo. The space between the six columns is always 1/5 of the X-height, in this case 2 mm.

Application on large formats



**NEUERÖFFNUNG 2019
ACHIMER FREIBAD**

**SAMSTAG
18. MAI
11 – 20 UHR**
Erw. 2€ | Kids 1€

Achimer
Freibad

Mehr Informationen: www.freibad-achim.de

**SOMMERLICHER SCHNACK
IM ACHIMER FREIBAD**

**TÄGLICH GEÖFFNET
11 – 20 UHR
FRÜHSCHWIMMEN
MO+DO 6 – 7.30 UHR**
ERW. 2€ | KIDS 1€

Achimer
Freibad

Mehr Informationen: www.freibad-achim.de

Large formats are divided into two areas: the image with a headline, as well as the white footer for logos and URL. The two areas are separated by a wavy contour (derived from the logo), and is connected with a reversed thinner contour. The headline can be right- or left-aligned - depending on the image. The bottom line is

underlined. The interferer in the right cut section can be flexibly filled with content. Its contour must have the same thickness as the thick line and it must be touching both waves.

Application advertisement



In advertisements, a fine contour in the shade of the particular pool is used on the outside across the entire format to stand out against a white background.

For particularly small formats, the main image may also be placed in the interferer.



ACHIMER HALLENBAD

GESUNDHEIT UND SPORT
UNTER EINEM DACH.

Das Achimer Hallenbad bietet seinen Besuchern ein interessantes Kursangebot. 6 Bahnen im 25-m-Becken sowie ein Nicht-Schwimmerbecken. Das sportliche Angebot im hellen und freundlichen Hallenbad wird von Schulen und Vereinen, aber auch von Familien und Sportbegeisterten gern genutzt. **Kommen Sie vorbei!**

PREISÜBERSICHT

EINTRITT.

Einzelbad	3,50 € 1,80 € ermäßigt*
10er Karte	28,00 € 14,00 € ermäßigt*
50er Karte	120,00 € 60,00 € ermäßigt*
75er Karte	165,00 € 83,00 € ermäßigt*
100er Karte	200,00 € 100,00 € ermäßigt*
Jahreskarte**	240,00 € 120,00 € ermäßigt**

* Ermäßigter Eintritt für Kinder und Jugendliche bis zum 18. Lebensjahr, Schüler bis zum 21. Lebensjahr sowie Studenten bis zum 27. Lebensjahr; ALG II-EmpfängerInnen, Inhaber des Verdener Pass, der Niedersächsischen Ehrenamtskarte, Schwerbehinderte, wehrpflichtige Soldaten und Zivildienstleistende.
** Jahreskarten haben Gültigkeit im Hallen- und Freibad Achim, exklusive des Frühschwimmangebotes.

FREIER EINTRITT.

- für die Begleitung von Schwerbehinderten (Schwerbehindertenausweis mit dem Merkzeichen B)
- für Inhaber der Jugendleiter Card (JuLeiCa)
- für Kinder bis zum 4. Lebensjahr

GRUPPENTARIFE.

Geschlossene Gruppen (Schulklassen, Vereine, Organisationen etc.) mit eigener fachlich geeigneter Aufsicht:

- **1 Bahn** pro Übungseinheit (45 Minuten) = 7,50 €
- **Nichtschwimmerbecken** pro Übungseinheit = 12,50 €
- **Hallenbad gesamt** je angefangene Stunde = 50,00 €

Bitte beachten Sie, dass die fachliche Eignung des eingesetzten Aufsichtspersonals im Vorfeld nachzuweisen ist. Erforderlich ist ein Rettungsschwimmabzeichen Silber und ein Nachweis über einen Erste-Hilfe-Kurs, beides nicht älter als 2 Jahre.

Mehr Informationen erhalten Sie bei unserem Team im Hallenbad unter Telefon: 04202 8990 oder per E-Mail an: hallenbad@stadt.achim.de

AUSSTATTUNG HALLENBAD.

- **Sportbecken** 6 x 25 m Bahnen, Wassertiefe 2 m – 4 m, Wassertemperatur 28°C
- **Nichtschwimmerbecken** Wassertiefe 0 – 1,20 m, Wassertemperatur 31°C
- 1 m & 3 m **Sprungbrett**

DENK DRAN:
2 € MÜNZE
ALS PFAND
FÜR DEINEN
SCHRANK.

ANGEBOT KURSE & VEREINE.

z.B. Aqua-Fitness, Babyschwimmen, Schwimmkurse

Anbieterinformationen erhalten Sie beim Bäderpersonal oder unter www.hallenbad-achim.de

ÖFFNUNGSZEITEN:

MO – FR	15 – 20 UHR
SA	15 – 18 UHR
SO	9 – 13 UHR
FRÜH	
MO + DO	6 – 7.30 UHR

ACHIMER HALLENBAD

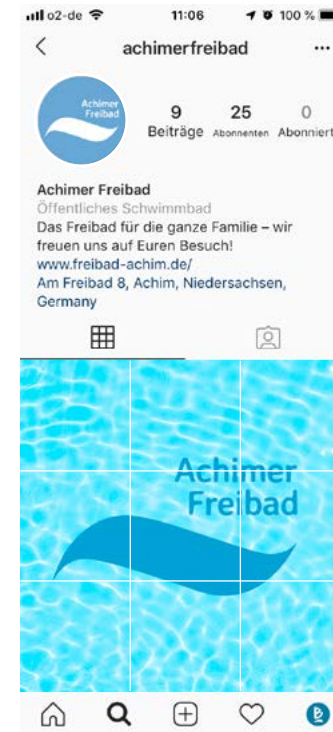
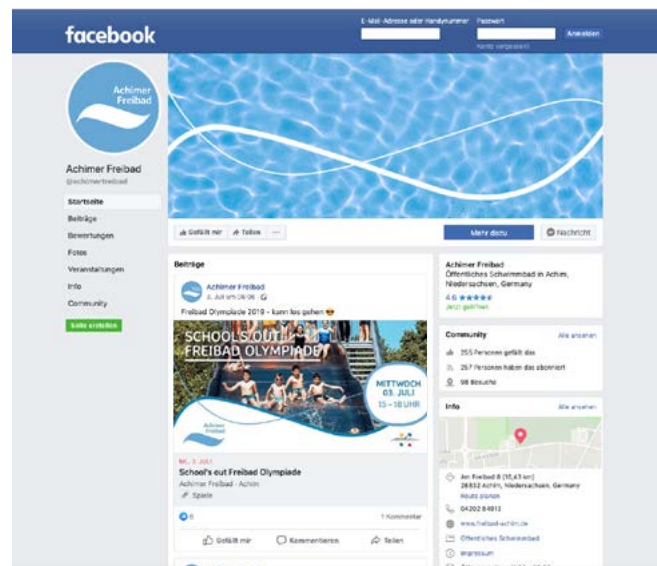
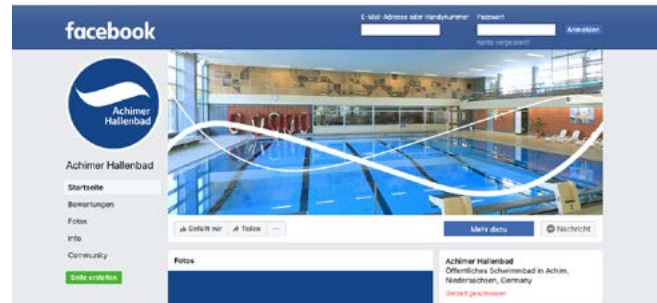
Bergstraße 26 | 28832 Achim
T 04202 8990 | E hallenbad@stadt.achim.de
www.hallenbad-achim.de

Kassenschluss: 30 Minuten vor Schließung
Wasserschluss: 15 Minuten vor Schließung

The title of the 'Achimer Hallenbad' image flyer shows a division both in the motive, and the footer for logos. The division of a page into image and white space is allowed as shown on the left inside page. The background color matches the color of the pool, the thick contour is used in 50 % for contrast. If required icons

are used and images can be placed in the interferer. If several bubbles are used on one page, they must have different contents (image & text). Various bubbles of the same kind are not allowed.

Application Social Media



The 'Achimer Bäder' are represented on Facebook to point out current events and information around the pools. The outdoor pool can also be found on Instagram.

This account serves as presence only and gives visitors the opportunity to mark their location.

Application Merchandise



For the outdoor pool beachflags, water balls and sunshades were produced. If required, further products can be produced. The employees wear t-shirts with the

umbrella brand logo on the back and a small logo on the chest. To make sure that the employees are easily visible, a bright orange was chosen as the basic color.