

BRAND GUIDELINES



WHAT IS A BRAND?

At VisitBrighton we think a 'brand' is all the things that spring to mind when you hear the name of that brand. Our job is to promote Brighton to visitors. We want them to think all the right things when they see the Brighton name, see a photo or read a post on social media. And that's what these guidelines are about.

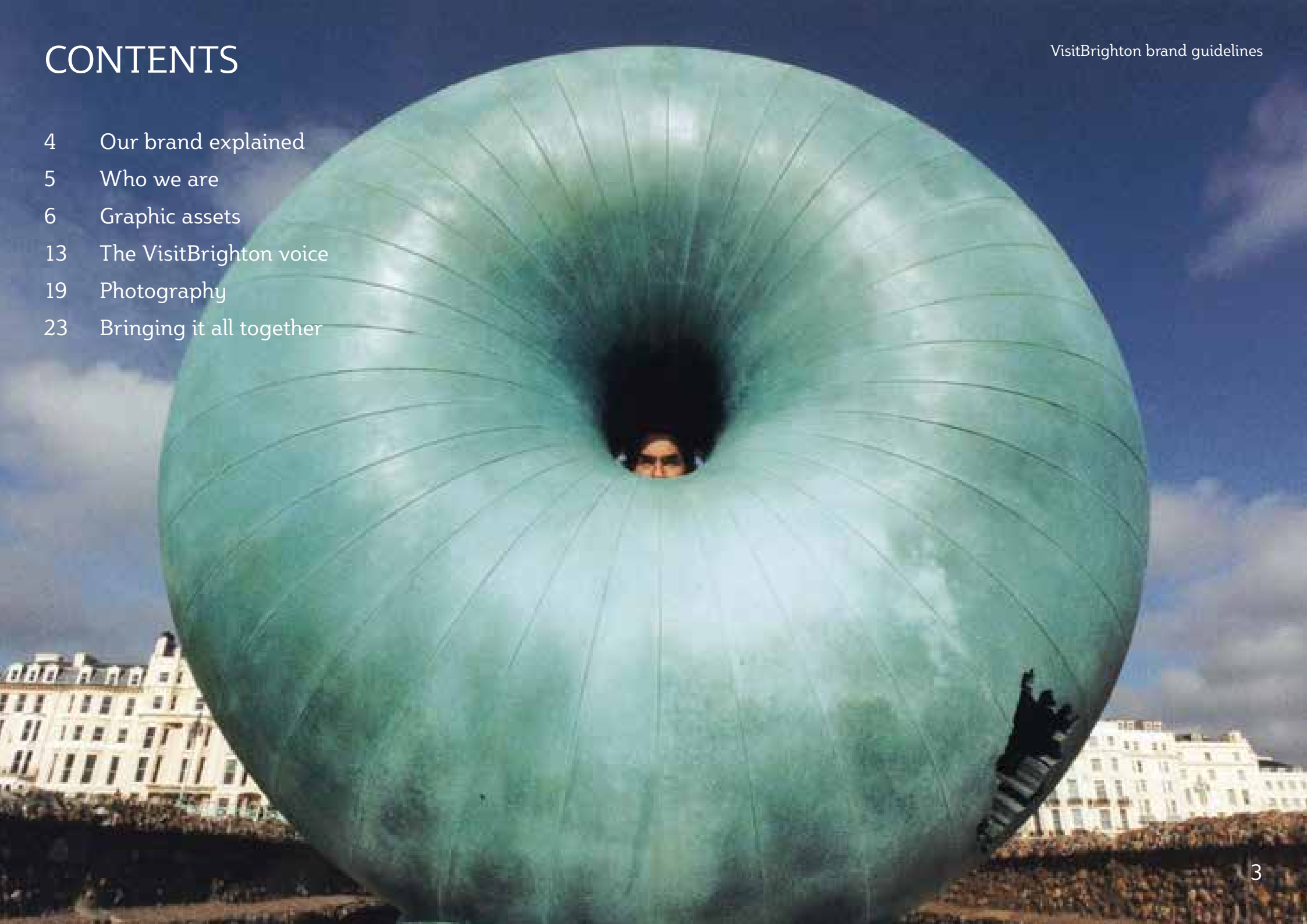
We have worked with a lot of you to get your input on defining the Brighton brand for visitors. All of us have a vital role in promoting the Brighton brand to visitors, via the images we use, the words we write, and the things we say. These guidelines give an example of how it can be done.

We hope you find them useful.



CONTENTS

- 4 Our brand explained
- 5 Who we are
- 6 Graphic assets
- 13 The VisitBrighton voice
- 19 Photography
- 23 Bringing it all together





In a nutshell
'A free-thinking city'

In a sentence

A creative city with a blend of modern culture and exotic architecture, sea and countryside, and a distinctive free-spirited atmosphere you won't find anywhere else.

WHO WE ARE

We are creative

Brighton is an inspiring and forward-thinking city in which the arts, business, culture and opportunity for learning thrive.

We are European

Brighton is a cosmopolitan meeting place with international recognition and broad appeal.

We are free

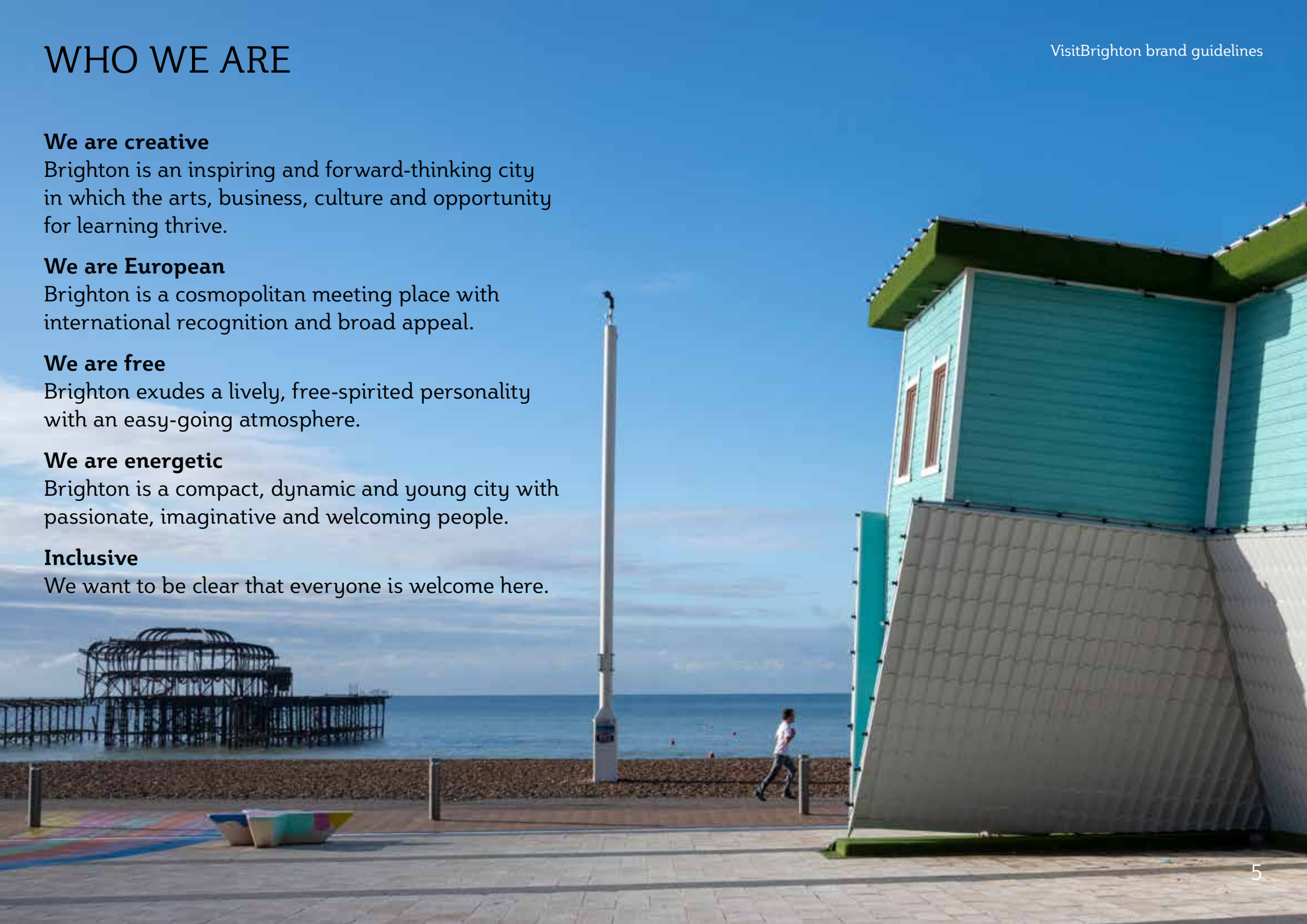
Brighton exudes a lively, free-spirited personality with an easy-going atmosphere.

We are energetic

Brighton is a compact, dynamic and young city with passionate, imaginative and welcoming people.

Inclusive

We want to be clear that everyone is welcome here.



GRAPHIC ASSETS

The graphic assets that make up the VisitBrighton brand are the logo, colours and fonts. In this section we'll show you how to use them.

The VisitBrighton logo has been designed for specific usage by VisitBrighton and its partner organisations. It represents Brighton as a free-thinking city.

The logo for VisitBrighton is a stylized, handwritten-style text. The word "visit" is in a light blue color, "Brighton" is in a purple color, and "on" is in a pink color. The letters are rounded and connected, giving it a friendly and approachable feel. There are three small, dark purple circular icons above the letters 'i', 'r', and 'i' in "Brighton".

visitBrighton

VISITBRIGHTON LOGO

Logo exclusion area

The logo exclusion zone is based on the measurement of the height of the letter 'n' in the logo. This should be kept clear of any other graphics.

Minimum size

The logo should never be used any smaller than the sizes shown opposite. Our preferred minimum size, where no space restrictions apply, is 40mm.



Logo exclusion area



40mm

Minimum size



Logo exclusion area



40mm

Minimum size

CORRECT USAGE

Full colour logo for use on all applications that support 'full colour' printing. This version should also be used for all web and interactive applications.

On certain occasions – or where black is the only printing colour available – a black version of the logo can be used on a white background.

When printing is limited to one colour, our preferred usage is the white logo on a coloured background. The logo should never print in any colour other than full colour, black or white.

On a photographic background, use the white logo version – always ensure that the logo is positioned where it is clear and legible.

The logo 'visitBrighton' is displayed in its full color version. 'visit' is in blue, 'Brighton' is in pink, and the 'i' in 'Brighton' has a black dot.The logo 'visitBrighton' is displayed in black on a white background. The 'i' in 'Brighton' has a black dot.

INCORRECT USAGE

1. Do not print the logo as a tint.
2. Do not place the logo in any shape, panel or badge.
3. Do not support the logo with any words.
4. Do not stretch or change the shape of the logo.
5. Do not use a colour other than the ones specified.
6. Do not place the logo onto a background colour that makes it illegible.
7. Do not place the logo onto a pattern.

1



2



3



Customer Services

4



5



6



7



Headline typography

To reflect our modern and friendly brand, we use

Plume Ad for all headline text.

Typography on printed documents

It is very important that Plume is used for all body text of printed items. Never change any part of the typeface by condensing or expanding text. As a general rule avoid using special effects such as shadows and underlining. In all designed materials, make sure leading (the space between the lines in the paragraph) is always at least that of the typeface +2pts. Sub headings should be Plume Bold, body text should be Plume Regular.

Plume is a good example of a clear and legible typeface. In line with RNIB legibility guidelines, we recommend a minimum type size of 12pt in all documents.

Wow!

Plume Ad

Free-thinking city.

Plume Bold

Welcome to Brighton.

Plume Regular

Example sub heading

Example body text, commodo con vullamet la faciliq
uismod ming eniamet at, sed mincili quamconse vullam alit
dolorem zzrit ad doluptatum velent wisis nulla faccummy
num et, vel dolesequisim iliscipis exer iure dolorero odit
lorper iure tin ea aut dolobor peraesequis dionse ver sim
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Plume Regular

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890

Plume Bold

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890

Primary colour palette

Our vitality as a destination is communicated through our colours: magenta, cyan, purple and black. This is a colour palette to be used as a background on literature applications, or they can be used to highlight a specific element in a design.

All four colours reflect the personality of Brighton as a brand. They have been specifically chosen to represent the colours of our city:

Cyan: sea and sky, calming

Purple: royalty, sophistication and spirituality

Magenta: culture, health and femininity

Black: stylish and timeless

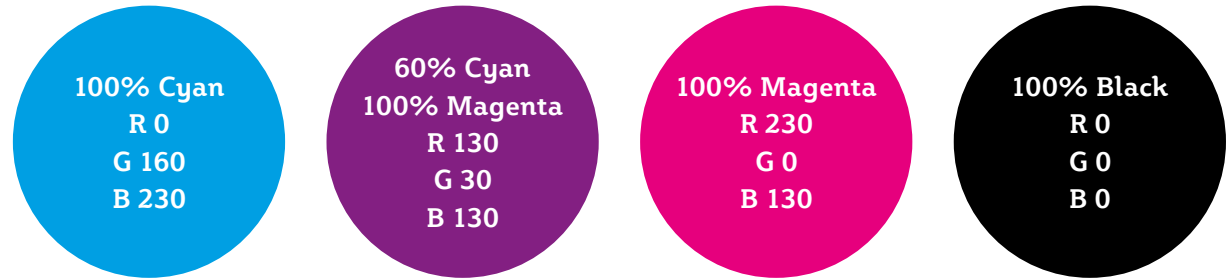
Colour gradient

A gradient of Cyan to Magenta can be used.

Secondary colour palette

The secondary colour palette can be used to support the primary colour palette.

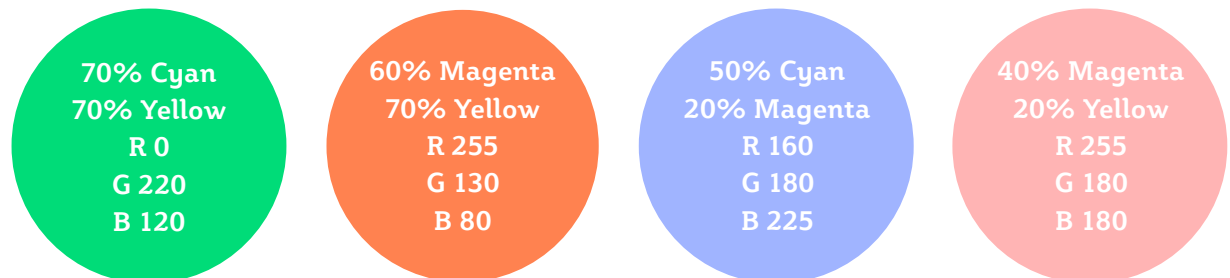
Primary colour palette



Colour gradient



Secondary colour palette



THE VISITBRIGHTON VOICE

What we say and how we sound is an important part of our brand identity. In this section we'll introduce you to our tone of voice and give you some pointers on how to write for VisitBrighton.

In aiming to attract more visitors to our city, we need to explain what makes Brighton such a wonderful, unique place. But we need to do this with a light touch, rather than going in for the hard sell. We need to talk about Brighton in a tone of voice that reflects the city's personality, while avoiding cheesy clichés, overdoing the sales speak or stating the obvious.

Mind your language

The way we talk to people is crucial. We want to get closer to people by being informal, friendly and direct. All our messages, particularly headlines, should get straight to the point in expressing what's in it for the reader. This should be expressed in a single, distinctive voice.

Our tone of voice is always:

Energetic

We want to get people as excited as we are about Brighton.

Informal

Talking to people as we would with a friend over a coffee.

Personal

Talking to people as if they are a friend, a relative or a colleague.

Direct

Cutting out jargon, speaking plain English and getting to the point.

Free-thinking

Being proud to say it our way, and happy to be ourselves.

Inclusive

We want to be clear that everyone is welcome here.

Individuals not 'categories'

Our audience can be divided into various groups – ie, events organisers, conference delegates; groups of friends looking for fun; couples on romantic weekends; day trippers heading for the beach; students. But what they all have in common is basic human needs – the need to unwind, the need to eat and drink, the need to stay somewhere comfortable, the desire to explore, or the desire to tell others what they discovered or what an amazing time they had.

Studying markets and pigeonholing people into various types can often have an adverse effect. Just because someone loves reading prize-winning literary novels doesn't mean they're not also a keen fan of reality TV shows. Or someone who's passionate about skydiving might be way less adventurous with what or where they choose to eat. So we shouldn't assume that just because someone is coming to Brighton for a specific reason (a conference/Pride/a sporting event), they won't be interested in doing other, completely different things while they're here.

I'm talking to you – yes, you!



The challenge is to sound like you're talking directly to one person, ie a friend or colleague. If you concentrate too much on trying to address everyone, you can end up sounding homogenous and bland. Imagine you're talking to a friend over coffee – someone who's never been to Brighton or perhaps only visited briefly, years ago – and giving them advice on where to go and what to do.

You're welcome



The last thing to bear in mind is inclusivity. Brighton prides itself on being an open-minded place where everyone is welcome, no matter what their race, religion, sexual orientation, physical/neurological abilities or gender identity. We want Brighton to be known as somewhere where you can relax and be yourself.

Do aim to sound warm, friendly and informal, yet professional and knowledgeable.



Do use contractions, ie: it's instead of it is, you're instead of you are, etc. It makes the writing more fluid and less formal. For example:

-  "If you are looking for somewhere to eat, there is no shortage of restaurants."
-  "If you're looking for somewhere to eat, there's no shortage of restaurants."



Do back up claims with facts.

-  "The Duke of York is one of the oldest cinemas in the world."
-  "The Duke of York Picture House opened its doors in 1910 and is the oldest cinema in continuous use in the UK."



Don't sound cheesy or salesy.

-  "Our soothing, welcoming atmosphere has been carefully designed to make guests feel as calm, relaxed and refreshed as possible."
-  "Our aim is to make you feel welcome and relaxed from the moment you arrive."



Don't be too general or obvious.

-  "Why not grab an ice cream at the beach?"
-  "Fancy an ice cream? Try Marrocco's, Gelato Gusto or Boho Gelato."

Don't use meaningless statistics.

-  "There are over 600,000,000 pebbles on Brighton Beach."
-  "Over 40% of Brighton & Hove is national park."

Don't use stereotypes.

-  "LGBTQ visitors will love the naturist beach."
-  "If you're comfortable sunbathing in your birthday suit, you might enjoy the naturist beach."

Example of a fictional blog post that has the wrong tone of voice



This week we are pleased to welcome Jo Blogposts from Silver Clouds Gift Shop as our guest blogger.

Silver Clouds Gift Shop is situated in the North Laine in close proximity to Infinity Foods. Silver Clouds sells art by local artists as well as hand-crafted and organic gifts that are hypoallergenic and gentle on the skin. Use of chemicals and animal testing is avoided at all costs. Upon entrance to our atmospheric gift shop you will be greeted with a warm welcome. Choose from a wide variety of hand-crafted, organic gifts at reasonable prices. You can also find local art here from a wide variety of local artists.

(Written in the third person, too formal, sounds like a dry presentation, lacks warmth and personality.)

Example of a fictional blog post that has the right tone of voice



This week we are pleased to welcome Jo Blogposts from Silver Clouds Gift Shop as our guest blogger.

I opened Silver Clouds Gift Shop in the heart of the North Laine back in 2010. Originally Silver Clouds was just going to be a gift shop, selling organic beauty products and hand-crafted gifts. But being an artist myself, as I've become more involved with the local art community, I've found myself selling locally-made art as well as gifts. Supporting local artists and promoting chemical- and cruelty-free products is something I feel passionate about, and I'm thrilled that my customers feel the same way! Me and my friendly Beagle, Arthur (who is usually at the shop with me), hope you'll drop in on your next visit to the North Laine.

(Written in the first person, warm and friendly, personal, informative, light-hearted.)

PHOTOGRAPHY

The images we use to represent Brighton are a key part of our identity. In this section you'll see a selection of images from our own archive and we'll talk about the quality of photo that works best for us.

Our photographic style represents who we are as a destination brand – creative, European, free and energetic. As a general rule of thumb, our images are caught in the moment. They show Brighton as a desirable destination and a city that's on the move.



Creative

Brighton is an inspiring and forward-thinking city in which the arts, business, culture and opportunity for learning thrive.

European

Brighton is a cosmopolitan meeting place with international recognition and broad appeal.

Free

Brighton exudes a lively, free-spirited personality with an easy-going atmosphere.

Energy

Brighton is a compact, dynamic and young city with passionate, imaginative and welcoming people.

PHOTOGRAPHY

Use photography to reflect the places and people of Brighton & Hove: young, old and diverse while avoiding stereotypes. Introduce energy through subject matter, photography style and crops. Remember that 'real' doesn't have to be grim. Avoid images that feel depressing. A sense of optimism is important.

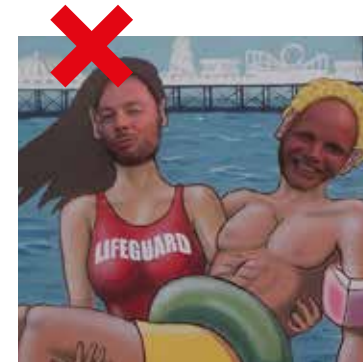
People shots should not feel staged. Show business people as people although they might be at work. The quality of the observations make the images interesting and real. In an ideal world, pictures of Brighton should either include a well-known landmark or be typically identifiable as Brighton, eg. a hint of the sea, blue sky, Regency architecture etc.



PHOTOGRAPHY

Please do not...

- use bad quality shots, overcast and dull images
- use images with anti-social behaviour associations
- use staged images that look fake
- use images with a downmarket feel
- use images that are out of focus
- use images that look bleak and empty
- use images with bad lighting quality



BRINGING IT ALL TOGETHER

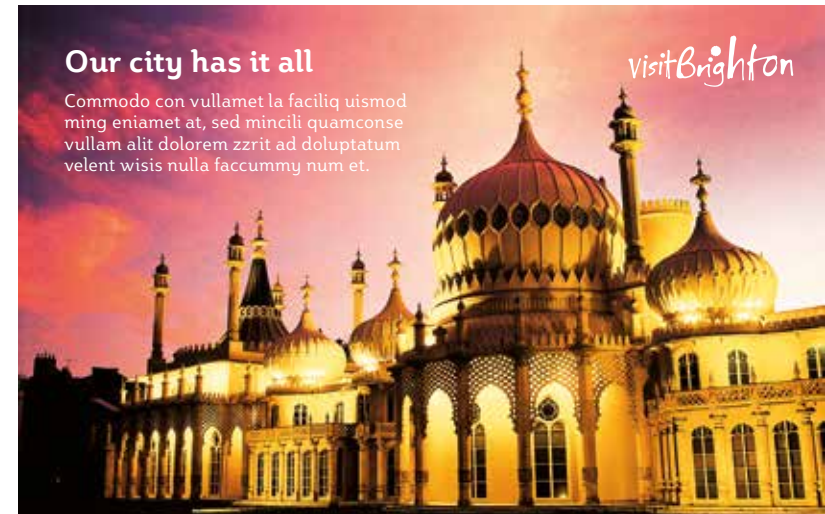
In this final section we'll show you some examples of brand communications that use our logo, colours, fonts and tone of voice. Our brand assets are very flexible and can be combined to create many different styles.



visitBrighton

Experience the spirit of Brighton

Commodo con vullamet la faciliq uismod ming eniamet at, sed mincili quamconse vullam alit dolorem zzrit ad doluptatum velent wisis nulla faccumy num et.



visitBrighton

Our city has it all

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visitBrighton

We're a foot-friendly city

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visitBrighton

We have a green heart

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Experience the spirit of Brighton

visitBrighton

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visitBrighton