



Branding of Bournemouth

Part 2

BRAND
DEMONSTRATION





8 : Brand demonstration

The three pillars to Bournemouth's brand values emanate from the identification of the essence of Bournemouth.

This section illustrates how the use of the brand values and essence of Bournemouth is translated and articulated through imagery and text.

The Essence of Bournemouth:

Warmth

Beauty

Difference experiences



Warmth combines the key elements of our mild, sunny and warm climate and joins them together with the friendly, welcoming and happy feelings experienced when people visit the town.

Climate
Friendly
Feel good factor
Warm welcome
Happy
Year-round
Sunny
Heat
Mild



Warmth : Functional values



Mild



Sunny



Welcoming



Year-round



Welcoming



Mild



Heat



Sunny



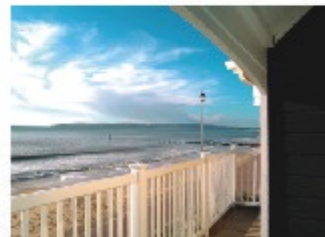
Year-round



Welcoming



Heat



Mild

"A warm welcome awaits you."

"Enjoy relaxing by the beautiful blue water and sun-kissed shoreline."

Suggested font families to work within Bournemouth brand specifications include: Helvetica, Futura and Stone.

For logo guidelines, branding advice and access to the Bournemouth Tourism photo library, contact our PR Team on 01202 451747.

Warmth : Emotional values



Welcoming



Friendly



Happy



Feel good Factor



Feel good Factor



Friendly



Welcoming



Happy



Happy



Welcoming



Feel good Factor



Feel good Factor

"Situated on the sunny South Coast of England, Bournemouth is a year-round cosmopolitan resort."





Bournemouth is beautiful, with its attractive, compact town centre and relaxing, lush open gardens leading to miles of golden beaches and stunning vistas across the bay.

Green
Clean
Blue flags
Luscious
Outdoors
Year round
Climate
Relaxing
Re-discover



Beauty : Functional values



Year-round



Climate



Outdoors



Clean



Blue flags



Green



Climate



Year-round



Climate



Outdoors



Clean



Green

“Not only does the beach create the perfect back drop for a fresh stroll but the award-winning gardens have a secret hideaway filled with special flora and fauna and something different to see and experience in every season.”

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Beauty : Emotional values



Re-discover



Relaxing



Lush



Re-discover



Re-discover



Lush



Re-discover



Relaxing

"The lush deciduous and evergreen trees..."

"Re-discover the charms of the breathtaking Dorset coastline offering everything from picturesque harbours, long sandy beaches, dramatic cliff top formations, hidden coves and rock pools."



Relaxing



Re-discover



Relaxing



Lush

Different Experiences

Bournemouth is a cosmopolitan, vibrant resort offering our visitors an amazing choice and variety of things to do - from active pursuits, evening entertainment, cultural activities and relaxing pastimes to international business, conferencing and education.

- Diversity
- Entertainment
- Culture
- Quality
- History
- Cosmopolitan
- Friendly
- Lively
- Party
- BoMo



Different Experiences : Functional values



History



Culture



Entertainment



Diversity



Culture



Entertainment



Culture



History



Quality



Quality



Diversity



Culture

“Bournemouth offers something for everyone in its top entertainment venues.”

“No matter when you visit Bournemouth, there’s always lots to see and do in and around the town.”

“Bournemouth’s cosmopolitan vibe and evening entertainment offer makes for an enjoyable night out.”

Different Experiences : Emotional values



Party



BoMo



Lively



Quality



Friendly



Quality



Cosmopolitan



Friendly



Lively



Party



Lively

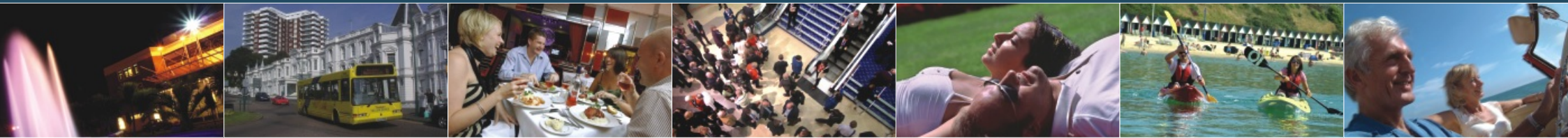


Quality

"Bournemouth has consistently won awards for the quality, safety and cleanliness of its seven golden miles of beach"

"Every section of Bournemouth's beach offers a different experience so whether you want to enjoy a range of water sports, enjoy plenty of family attractions at Pier Approach or simply relax with a good book there is a bit of beach with your name on it".





Bournemouth Tourism
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