



Branding of Bournemouth

Part 3

BRAND TOOLS
AND IMPLEMENTATION





9 : Photography

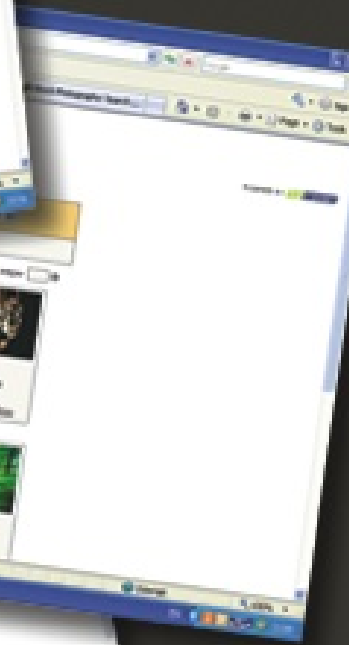
Strong, vibrant photography is key to demonstrating what Bournemouth has to offer and what Bournemouth is about.

The photo library is available to Tourism businesses in membership of Bournemouth Tourism for use to promote Bournemouth.

Please visit the link shown to the right, where you can then download images from a wide choice online.

<http://imagelibrary.bournemouth.co.uk>

You will now be able to browse and use a number of images. Please credit all images to Bournemouth Tourism. These images are only to be used in the promotion of Bournemouth as a tourism destination and not for commercial purposes or benefit.



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Why do we need a logo?

The Bournemouth Tourism logo is one of our most valuable marketing assets.

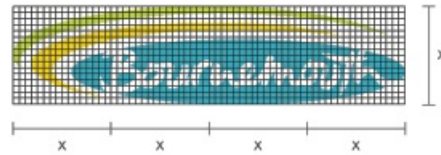
Why?

Because it acts as a signature, authenticating and validating any marketing material, service or product as representing the true values and qualities of the Bournemouth holiday experience.

This guide has been produced to ensure that we get maximum leverage and power from our logo and to ensure that its impact is not diminished by misuse.

1

Do NOT attempt to reproduce any element of the logo (2021) where it is not possible, for example when the logo is being traditionally signwritten. Signs are available in electronic format by filing in the logo request form on page 15. Hand-copied logos are also available.



4

Proportion zone

One of the aspects of any Bournemouth holiday is obviously the invigorating sea air. Similarly, the Bournemouth logo itself should also be allowed space to breathe. It must free-standing and of sufficient distance from other graphics or text. The recommended distance is about half the overall height of the logo, as shown in the diagram.

Minimum size

Do not use the logo smaller than 20mm wide as it will fill in and is illegible.



5

As the logo has evolved over time, it has become a symbol of the town and its spirit. It represents and underpins the values of the many faces of Bournemouth Tourism. So, it is not broken why be left? The decision to change the Bournemouth logo was a difficult one, but we listened to our brain as well as our heart.

The brain

The rationale behind the old 'beachball' logo is pretty sound. The blue represents the sea, the yellow represents the beaches, the green represents the parks and gardens and also Dorset as a whole. The aim for the sea, beach and gardens part Bournemouth facing east whereas it actually faces predominantly south, towards the sun!

Of course all logos sit better on some colours than others but technically, the old logo is difficult to see. It must always be placed on a white or very light background or else it becomes difficult to read. It can be used in white on a dark or patterned background but loses all of its colour identity.

The fact that the 'beachball' logo is nearly centred above the script, but not quite, has also proved difficult to position correctly on different



2

The heart

For Bournemouth to continue to be seen as Bournemouth's holiday heart, regardless of age groups, it cannot afford to be seen to be behind the times.

There is a clear move in all aspects of fashion, architecture and design for cleaner, bolder, uncluttered lines and a more contemporary feel. The old logo now seems a little busy with slightly glossy colours.

The solution

Fortunately there was no need to throw the baby out with the bath water!

The colour of sea, beach and gardens is still sound and has been switched to a more sophisticated sea. The 'Bournemouth' script has been retained but placed inside an oval to ensure legibility in all circumstances. The colours have been heightened up to be more Mediterranean and Caribbean, less English Channel. The overall look is cleaner, simpler and contemporary, less beachball, more surfboard.

This new logo should set us our signature for many years to come and should be implemented on a changing old for new basis.



3



10 : The Bournemouth logo

The Bournemouth Tourism logo is one of our most valuable marketing assets.

Why do we need it?

Because it acts as a signature, authenticating and validating any marketing material, service or product as representing the true values and qualities of the Bournemouth holiday experience.

To ensure that we get maximum leverage and power from our logo and to make certain that its impact is not diminished by misuse, Bournemouth Tourism have produced a Logo Guidelines document that sets out in detail exactly how - and how not - to use the logo.

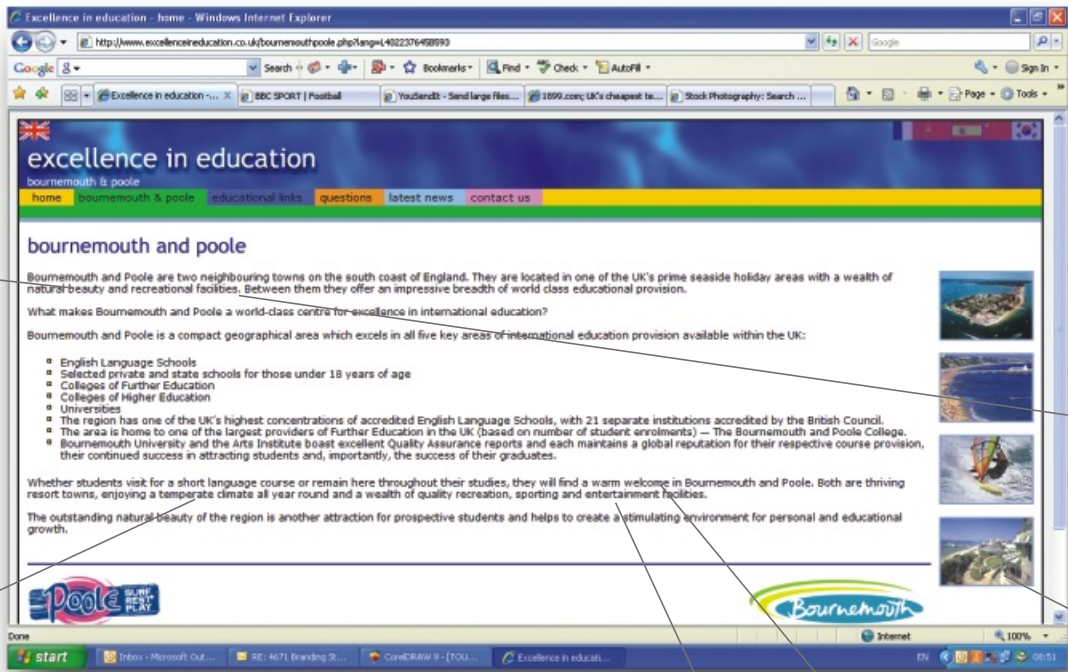
Bournemouth Tourism has only one logo - although it is available in several formats.

Do NOT attempt to create your own version of the logo EXCEPT where this is unavoidable, for example when the logo is being traditionally signwritten. Logos are available in electronic format by filling in the logo request form within the Logo Guidelines document. Hard copy logos are also available.

The document explains how the logo should be used in various applications, with detailed information on permissible sizes, protection zones and full CMYK and pantone colour breakdowns.

To request your free Logo Guidelines document, please contact the Bournemouth Tourism PR Team on 01202 451747.





Beauty

Warmth

Different experiences

Beauty

Different experiences

Warmth



11 : How the brand values are being applied

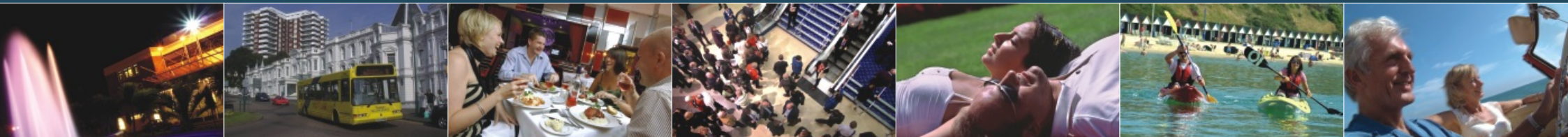
Bournemouth's brand values are already being very effectively applied by many of the businesses reliant on promoting the town as a destination of choice to both domestic and global audiences.

A combination of carefully chosen words and images interspersed throughout advertising, brochures, web pages and all other promotional media help build a perceptual model of Bournemouth in the minds of our diverse target markets.

Consistency in - and repetition of - the key words, backed-up by a variety of strong, vibrant photography from Bournemouth Tourism's extensive image library, is the key.

The words shown in the montage facing 5 : Brand Values in this document (an excerpt of which is shown above) illustrate the type of language suggested - with key attributes "Warmth", "Beauty" and "Different Experiences" backed-up by a number of supporting buzzwords and soundbites.

Without being over-proscriptive, a selective use of clean, modern and friendly typefaces underpins this application of brand values - with a preference for the Futura (in which this document has been set) and Helvetica font families. Where possible, it is recommended to adhere to just one font (in various weights and sizes) within any given publication.



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