



Branding Guidelines

January 2010

Introduction

Westerham is a small town in Sevenoaks District, in the west of Kent. Westerham is situated in the valley between the Greensand Ridge and the North Downs and lies within the Kent Downs Area of Outstanding Natural Beauty. The River Darent runs through the town, which was once home to General James Wolfe and Sir Winston Churchill.



Sir Winston Churchill



The Green



Squerryes Court

"Your Westerham, The Future", have been looking at how to enhance the Westerham experience for visitors, thereby increasing the economic return from the tourism market. Research showed that Westerham suffers from a lack of a distinct identity, and the raft of promotional material available has no consistent theme or message.

Why Brand?

- To enable us to concisely communicate Westerham's unique selling points
- To provide a consistent and coherent identity for Westerham to enable the town to sell itself as a destination
- To differentiate Westerham as a destination from its competitors

The Westerham Brand

What Westerham Is....

- Easy to get to, the first real countryside out of London and the start of Kent
- Compact and easy to get around
- Large Choice of things to do, makes a diverse visit
- Visually attractive, pretty, picturesque, with great views
- Things to do day and night, something for everyone

Key Themes

- History & Heritage
- Countryside Access
- Daytime/Evening Entertainment (food / shopping)

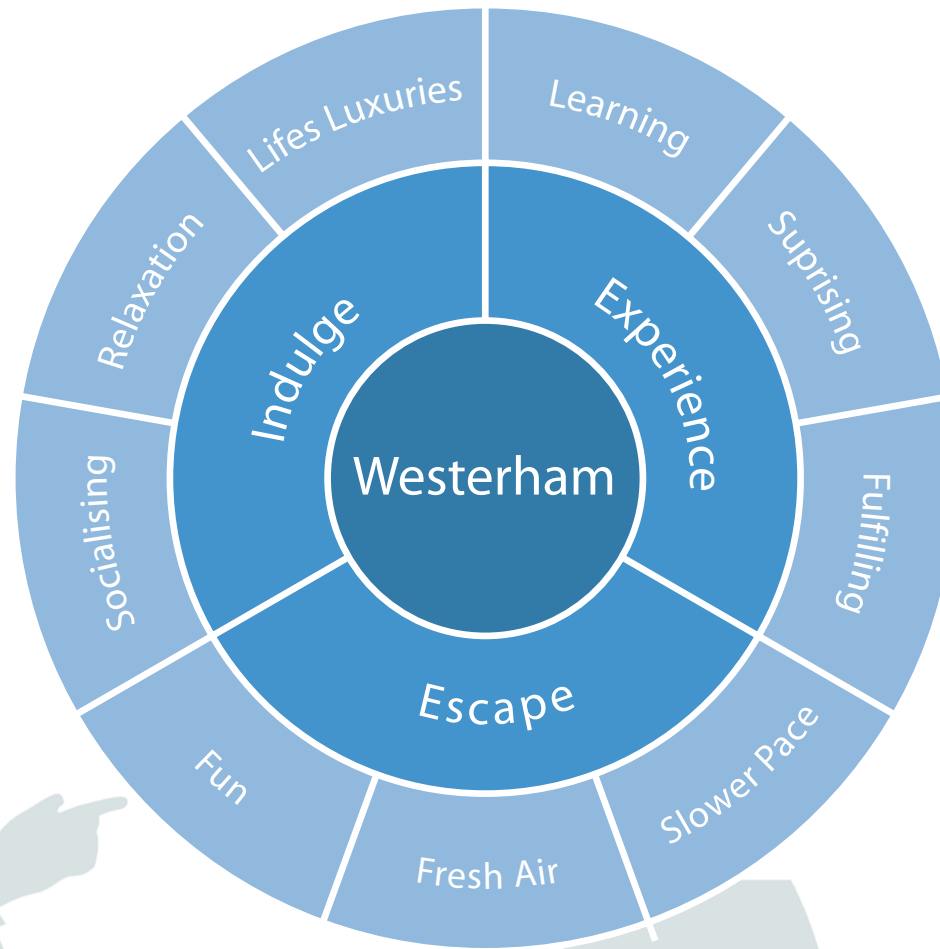
What Westerham Does....

- Easy, straightforward, a non-taxing visit
- Pretty, fresh air, green, a sense of escaping
- Safe, doesn't feel threatening, suitable for all
- Buzz, it has a definite personality, not a soulless clone town, gives a real feeling of being somewhere unique and special
- Fulfilling, with so much to see and do

Brand Personality

- Welcoming
- Laid Back and relaxed
- Eclectic, diverse, and not quite what you would expect
- Traditional but also with a real cosmopolitan feel

Brand Essence



Escape – A different experience, a breath of fresh air, an escape from everyday life

Indulge – Offers a slow pace, somewhere to take time and appreciate life's luxuries

Experience – Lots to see and do, packs a lot in, a really full experience

Communicating the Brand - The Logo

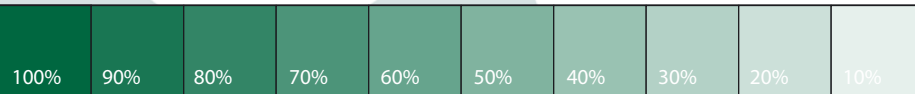


Westerham
Something for everyone

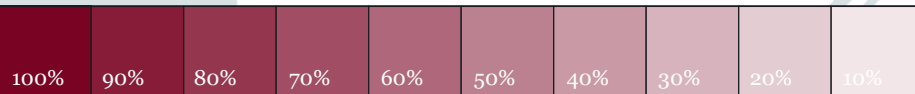


Westerham
Something for everyone

Pantone 3425
C 90 M 33 Y 80 K 27
R 0 G 103 B 64



Pantone 188
C 36 M 99 Y 71 K 43
R 121 G 3 B 34



Where Possible the logo should be used in full colour on a white background.

It may also be reproduced in greyscale for black and white publications and news print, again on a white background.

The Primary colour is Pantone 3425 with a secondary colour of Pantone 188.

Communicating the Brand - The Logo



The logo may be reproduced reversed on black or on other colours, providing they:

- Are dark enough to show the design and text
- Are subtle colours that conform to the heritage colour palette

The logo should not be reproduced on bright colours or on too light colours as the impact of the design is lost.



Communicating the Brand - The Logo



A runaround space of at least the size of the Westerham "W" should be left between the logo and other elements.

The logo should be used to a minimum size of 28mm height by 45mm width.

The logo may be used without the strapline "Something for everyone" but the visual icons should not be used without the word "Westerham" as this gives them context.



Communicating the Brand - Typography



The Logo typeface is James Fajardo.

The secondary typeface is Bliss Regular, this complements the logo typeface by creating contrast.

Body text should where possible be in black, headings or larger text can be in the Westerham Green or Dark Red or other colours from the heritage colour palette.

All of the fonts used as part of the brand are widely available.

James Fajardo

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Bliss Regular

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Communicating the Brand - Images

The use of imagery is just as important as the logo in reflecting the visual nature of the brand. Images should be vibrant, and draw the viewer in. The best images tell a story the inspires the viewer to act.

Images should reflect and communicate the key themes of the brand; heritage, countryside, food & retail. Where possible images should also reflect some of the iconic features of the destination; the green, Churchill, General Wolfe, the surrounding countryside, individual shopping, al fresco dining etc.



Eating Out



Chartwell



Shopping



The Great Outdoors



General Wolfe

We will shortly have an image library available at the Westerham website. Please contact us for more details.

Communicating the Brand - Tone of Voice

The way we talk and the words we choose help us tell our story and convey our message. Our tone of voice is a basic element and is as important as the colours and the images we use.

The way we express ourselves should be enticing, evocative and stimulating, yet reflect the essence of the destination and most importantly come across as friendly and welcoming.

The sample text to the right is a way of introducing Westerham that reflects these ideals.

“Welcome to inspiring history, fresh air, stunning views and great food. Welcome to a different pace of life, a real escape to the country and tradition with a modern twist. Welcome to Westerham.”

Further Information

The Logo is available at the Westerham website in the following file formats:

- Web ready .jpeg in colour
- Web ready .jpeg in black & white
- Web ready .jpeg reversed on Westerham Dark green

- Print quality .eps colour
- Print quality .eps black & white
- Print quality .eps reversed whiteout

The Westerham brand is the copyrighted property of Your Westerham The Future. Reproduction is allowed by businesses, organisations and individuals for the purposes of promoting the town and area of Westerham.

The Westerham Logo was kindly created by HMB Design of Bletchingley and developed through a process of public consultation.

This project forms part of the ongoing work by Your Westerham The Future to improve the economic, social and environmental wellbeing of the town and its surroundings in response to the needs identified in the Market Town Healthcheck process.

This project has been supported by Hidden Britain South East and Westerham Parish Council.

For more information please visit the website at:

www.westerhamkent.org.uk



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