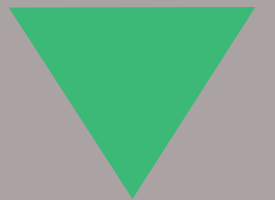


exeter

brand

identity

guidelines



A stronger
city identity,
for the benefit
of the many
people who:



Live in Exeter



Visit Exeter



Work in Exeter



Stay in Exeter



Study in Exeter



Play in Exeter

Our City

Exeter was first occupied around 250BC. The latest figures estimate the city population at 125,000 people, with a further 330,000 people living within the travel-to-work area.

For over 2000 years, Exeter has thrived as a well-connected community set in beautiful surroundings. Today, Exeter is a welcoming and stylish city strengthened by its heritage and its closeness to nature.



**Exeter is a city
where people
come together
to make good
things happen.**

**A city filled
with stories —
old, new
and yet to
be written.**

**A city that
supports
creativity and
inspires new
beginnings.**

Identity

Master artwork is available from all of the Exeter partners that are using the new identity. Please ensure that you obtain the latest version and never try to create it yourself.

Our identity provides a distinctive yet flexible foundation to help us promote our city. Different partners will use it in ways that are specific to their needs, but the core identity remains constant and should not be altered.



The core identity consists of 3 main elements – the 'Exeter' wordmark, an 'EX' avatar for social media and the 'Start Here' graphic device for signposting opportunities.

exeter ex

start here ▼

Wordmark

Various partners will use the new identity in different ways depending on their needs. The core wordmark remains constant and should not be altered.

Uses negative space to accentuate and amplify the letter x (which phonetically is the first syllable in the word Exeter). This provides visual interest while retaining simplicity and strength.



Thanks to its simplicity, the wordmark will reproduce easily in many different colour combinations, as long as sufficient contrast is retained.

exeter

Avatar

Reduces our wordmark down to its most essential components, the letters e and x. It is designed to work at small scale and especially in social media for avatars.

'EX' provides a link back to our surrounding areas (the postcode prefix), and phonetically it links to the River Exe, the source of so much of Exeter's influence and importance over the years.



The avatar becomes a strong unifying device for all the partners who share the job of building our brand. Colour becomes the vehicle to differentiate between them.



Start Here.

'Start Here' reflects our desire to help people get more from their time in the city.

This is less of a strapline and more of a call to action, a chance to signpost or introduce various activities, events, places and opportunities.



We use the triangles (taken from the avatar) at different scales and orientations to act as pointing devices or bold supporting graphics.



start here ▼



Colour / Imagery

The identity is designed to offer plenty of flexibility in its use of colour, enabling various campaigns and partners to create distinctive materials that feel individual while connecting back to the core identity.

Different partners utilise colour & imagery in different ways, depending on their needs and the needs of their audience. Please refer to the specific guidelines created for the partner you are working with.

Visit Exeter

Primary palette



Supporting palette



In Exeter

Primary palette



As new partners start to use the identity, additional palettes will be created to meet their needs. These are examples of palettes currently in use, and not an exhaustive list.

In use. Examples

You are encouraged to use the Exeter brand in interesting and creative ways. If you have created something that you'd like to show off in future editions of these guidelines, please feel free to share it (contact details at the end).

The visuals on the following pages were created to demonstrate how the brand might work in application — as such they are not actual items, but hopefully will provide some useful inspiration.



EXETER CATHEDRAL

COME IN
AND ADD
YOUR BRICKS
TODAY

SUPPORT
THE
**BIG
LEGO®
BUILD**

FOR EVERY £1 DONATED
A BRICK CAN BE ADDED
TO OUR 300,000 BRICK
SCALE MODEL.

#BIGLEGOBUILD

start
here

exeter-cathedral.org.uk

 EXETER CATHEDRAL





exi

start here ▾



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Visit Exeter
is the official
tourist board
for the city.

**Our mission is:
To tell Exeter's
story brilliantly.
To inspire and
inform visitors.**

To help boost
visitor numbers.

To make Exeter
a leading visitor
destination.

Exeter

core assets

There are a number of partners using the new Exeter wordmark. You'll need to refer to the master guidelines as well as these supplementary ones (that are specific to Visit Exeter).

Please refer to the master guidelines for more details on the core assets, including:

- **Wordmark**
- **Start Here**
- **Avatar**
- **Usage**



The core identity consists of 3 main elements — the 'Exeter' wordmark, an 'EX' avatar for social media and the 'Start Here' graphic device for signposting opportunities.

exeter **ex**

start here ▼



We use the triangles (taken from the avatar) at different scales and orientations to act as pointing devices or bold supporting graphics.



start here ▼



Our Logotype

The identity has been carefully designed, you should never try to redraw or recreate it.

We have a specific Visit Exeter logotype, adapted from the core wordmark. This can be used in place of the Exeter core wordmark, but the two should never be used in the same field of vision.



The logotype encourages visitors to immerse themselves in all that the city has to offer.

visit
exeter



Exclusion zone.
The exclusion zone defines an area around the logotype that should be kept free of all text or graphic elements.





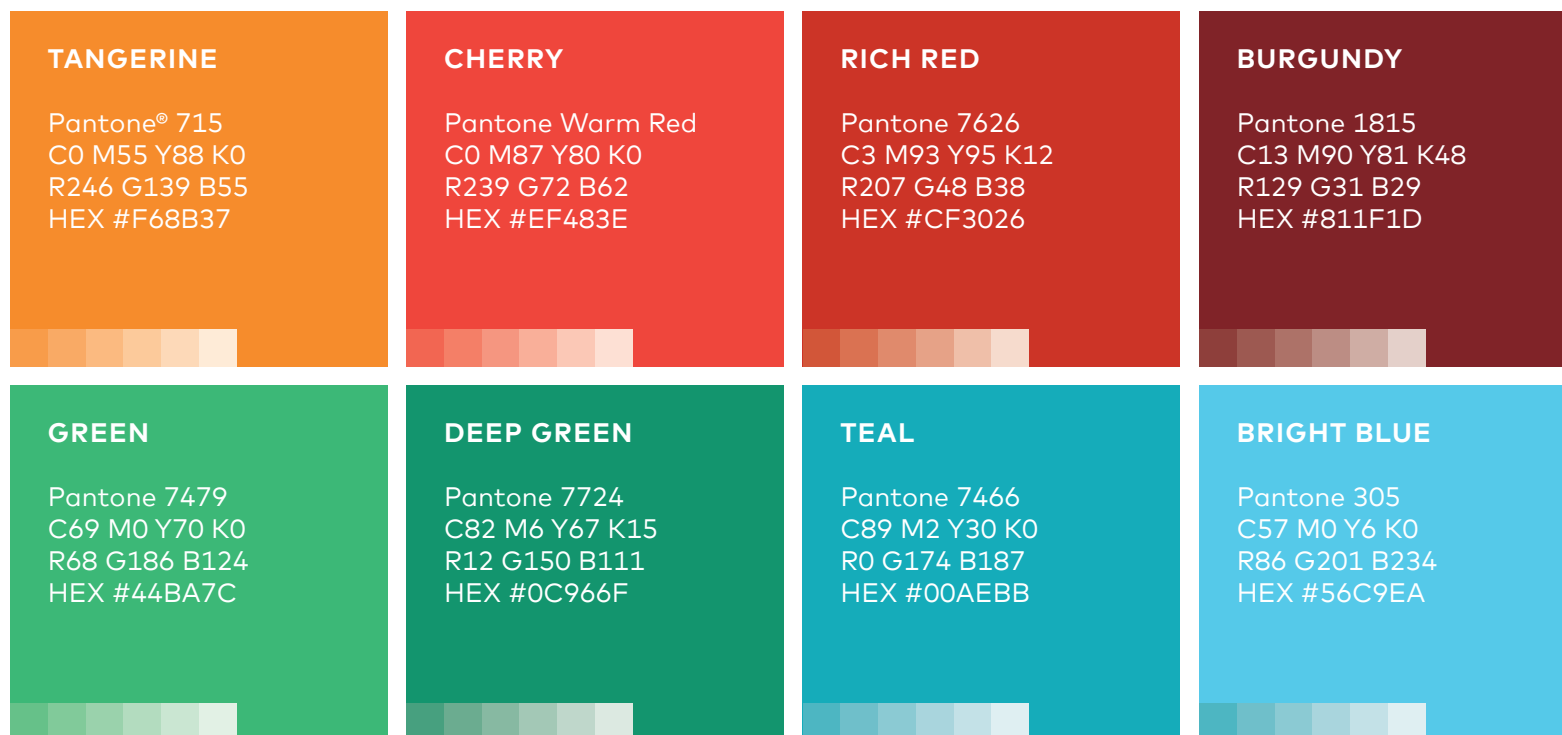
Our Colours

If you're unsure which colour would work best for the identity, see if there's one that fits well with the colours in your imagery.

The colour palette consists of 8 primary colours and 8 supporting secondary colours, plus black and white.

Primary

This palette can be used on its own, it is the core palette for reproducing the logotype.



Secondary

This palette should only be used in a supporting capacity, in conjunction with one of the primary colours.



Our Type

Digital Communications.
Where the brand typefaces
are not available (eg Email
or internal Word documents),
please revert to Arial.

There are two typefaces that we use in our communications - FF Mark is used for large and bold type whenever impact or emphasis is required. Univers is used for all supporting type where readability (for body copy) is required.

FF Mark has real presence,
especially at larger sizes.
It's available to buy at
Fontshop.com

Big words
FF Mark

Light

Regular

Bold

AaBbCbDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

1234567890#@£€%@*()_+<>:;!

Univers is a classic font
that pairs well with
FF Mark. It's available
to buy at Linotype.com

Tiny words

Univers

Light

AaBbCbDdEeFfGgHhIiJjKkLlMm

Regular

NnOoPpQqRrSsTtUuVvWwXxYyZz

Bold

1234567890#@£\$%&*()_+◊;:!

Do

We've avoided having too many rules, it's more about what you can do than what you can't.

KEEP THINGS SIMPLE
USE HIGH QUALITY IMAGES
WRITE LIKE YOU SPEAK
MAKE IT FEEL PERSONAL
HELP PEOPLE TO DO MORE
CELEBRATE OUR UNIQUE STRENGTHS
KEEP YOUR AUDIENCE IN MIND
BE SOCIAL (AND SOCIABLE)
ASK FOR HELP!

Don't

By investing in and protecting our brand we maximise its value and positive impact on the world.

**REDRAW MASTER ARTWORK
(ONLY USE THE ORIGINALS)
OVERCOMPLICATE THINGS
USE JARGON OR BUSINESS-SPEAK
BE DULL OR BORING
BE ARROGANT OR OVERPROMISE
COMPARE US TO OTHER PLACES
GET INVOLVED IN ARGUMENTS**



Our Imagery

The best images are genuine and spontaneous, connecting our amazing city with the people who come here to experience it.

Our use of photography is straightforward and informative, designed to show off Exeter in its best light to people who may be unfamiliar with the city.







In use. Examples

If you've created something using our brand that you're proud of, we'd love to see it.

A growing collection of communications and materials that connect our brand to our audiences in inspiring and creative ways.

Visit Exeter
Brand Identity Guidelines

Visit Exeter Identity
In Use. Guide Cover.









Further Help?

If you need any assistance using the Visit Exeter brand identity, please contact the Exeter City Council Economy and Tourism team at XXXX

The Visit Exeter brand identity was designed by Believe in®. All technical queries, feedback and suggestions are gratefully received. Thank you.

exeter@believein.net
www.believein.net