

Lancaster

CONTENTS

03	WELCOME
04	1. THE LANCASTER BRAND – What the Brand Is
05	The Brand Wheel
06	The Lancaster Brand
07	2. THE BRAND COMPONENTS – How it's made up
08	Introducing the Themes
09	Tone of Voice
14	Brand Logo
21	Typography
25	Colour Palette
27	Brand Themes
29	3. THE BRAND IN ACTION – How it looks in practice
30	Destination
33	Sector Specific
38	Product & Operator Specific
41	Online & Social Media
44	GUIDELINES SUMMARY

WELCOME

LANCASTER

Lancaster is our city. It's as vibrant as it is quirky with a captivating past and a cultured present. It's one of England's Heritage Cities. It's a creative city. It's an independent city. It's a city with a great outdoors. It's a city to shout about. It's a city with a big story to tell.

THE LANCASTER BRAND

The Lancaster Brand is built on these values and offers a new look and feel to tell the story. It's made up of:

BRAND GUIDELINES

That's this document, which sets out what the Brand is and how it can be used. It's set out in three parts: 1) What the Brand is; 2) How it's made up; and 3) How it looks in practice.

BRAND TOOLKIT

That's the accompanying website where everything needed to create the Brand can be found. It's available from **marketinglancashire.com/lancasterbrand** and includes the Lancaster Brand Logo, Font, Copy and Images all freely available to copy, paste and download.

The Lancaster Brand is a brand to present the city to its visitors. It's a brand which is both practical and flexible and will continue to grow. For further information or advice on using the Brand, please contact Marketing Lancashire:

Marketing Lancashire
enquiries@marketinglancashire.com
01772 426450

1. THE LANCASTER BRAND

WHAT THE BRAND IS.

A brand is never just about a logo. It's about how something looks and sounds. It's about how it makes you feel. It's about how different things come together to create an individual personality and character. It's about how to bring the story of Lancaster to life in the eye of visitors.

This first part of the Brand Guidelines sets out the Lancaster Brand's Position, Key Attributes and Personality. These are the guiding principles to inform all creative work.



BRAND WHEEL

The starting point for the Lancaster Brand is the Brand Wheel. This gives the Lancaster Brand a clear and consistent set of values throughout every aspect of its communications. From its Brand Essence, to its Key Attributes and Key Messages, to its overall look and feel. Below is a handy reference to explain how the Brand Wheel is made up, before exploring the Lancaster Brand Wheel in detail.

BRAND ESSENCE

The Brand Essence is just that. The essence of the Brand. It's what the Brand seeks to convey in a nutshell.

LOGIC & MAGIC

RATIONAL ATTRIBUTES

These are Lancaster's key assets. The things that visitors most want to see and experience when they visit.

EMOTIONAL ATTRIBUTES

These are Lancaster's unique characteristics that make the city special. It's the type of place Lancaster promises to be.

POSITIONING

POSITION STATEMENT

The Position Statement sets out how Lancaster is positioned as a destination. How Lancaster is seen through the eyes of the visitor when compared to other destinations.

KEY MESSAGES

Lancaster has a lot of different things to be proud of. The Key Messages focus visitors on the most important to remember.

PERSONALITY

The Brand Personality outlines the look and feel of the Brand. From the design of the Brand Logo to the Colour Palette and Tone of Voice. It brings the Logic & Magic and Positioning together and brings the Brand to life.



THE LANCASTER BRAND

And here's the Lancaster Brand set out in detail. This shows how all the parts fit together to make the overall brand, and is something to keep referring back to. These are the guiding principles which underline every aspect of the Lancaster Brand, and should underline every piece of creative work.

BRAND ESSENCE

An authentic vibrant historic city.

LOGIC & MAGIC

RATIONAL ATTRIBUTES

- Lancaster Castle & Heritage Attractions
- Architecture: Fabric of the City & Hidden Spaces
- River Lune: Access to the Lune Valley & walking, cycling, river based activities
- Theatre, Arts, Music, Events & Festivals
- Independent & Quirky: Shopping, coffee, pubs.

EMOTIONAL ATTRIBUTES

- Surprising
- Intimate
- Vibrant
- Cultured
- Belonging & Connected: Sense of Pride, House of Lancaster, Lancaster's story
- Impressive.

POSITIONING

POSITION STATEMENT

One of England's most vibrant historic cities where culture and heritage captivate and inspire visitors.

KEY MESSAGES

- Castle & Heritage Attractions: Architectural ambience, unlocking the city's story
- Vibrant City Culture
- Countryside on the Doorstep.

PERSONALITY

Vibrant with historical reference. This is shown in Part Two of these Guidelines.

2. THE BRAND COMPONENTS

HOW IT'S MADE UP

In this second part of the Brand Guidelines you'll find everything you need to start using the Lancaster Brand. From the Brand Logo, to the Tone of Voice, to the Brand Fonts and Colour Palette. All of these are freely available to copy, paste and download from the Brand Toolkit at **marketinglancashire.com/lancasterbrand**.

INTRODUCING THE THEMES

It's useful at this starting point to introduce some of the Lancaster Brand Themes. These are used throughout the Brand, including in the following section on Tone of Voice.

The Themes are designed to deliver at different levels. There's a brief overview of these below, and you'll see how they look later on in Part Two.

DESTINATION

The following Themes reflect the Lancaster Brand Values and can be used for destination-led marketing campaigns:

City of Heritage

This will strengthen awareness of Lancaster as one of England's Heritage Cities, with the city's heritage Lancaster's strongest Rational Attribute to external visitor audiences.

City of Stories

This will present the Emotional Attributes from the Brand Wheel, creating a distinctive and unique personality for Lancaster to stand out against competing heritage destinations.

SECTOR SPECIFIC

Additional Themes promote sector-specific campaigns at both a destination and operator level. These will promote rational offers which deliver different Lancaster Brand Emotional Attributes.

City of Music

City of Art

City of Great Outdoors

City of Learning

PRODUCT & OPERATOR SPECIFIC

The following Themes will support operator-led activities. These will be especially handy for your leaflets, websites and more. It's not an exhaustive list and will continue to grow over time.

City of Independents

City of Coffee

TONE OF VOICE

A brand is never only about how it looks, how it sounds is just as important. Whether it is a headline on an advert, a piece of body copy on a website or this introduction, a consistent Brand Tone of Voice helps to complete the look and feel of the Brand.

Here are some guidelines on copywriting for the Lancaster Brand, building on the Brand Wheel and starting to use some of the Brand Themes.

TONE OF VOICE

VIBRANT CITY CULTURE

As set out in the Brand Wheel, Lancaster is a vibrant city. It's absorbing and alive, flamboyant yet charismatic. It's no ordinary heritage city.

To reflect this, use active words. Aim to begin copy with a verb so that you're always encouraging your visitors to do, go, see and explore rather than just stating a fact:

- Explore Lancaster Castle...
- Discover a hidden secret...
- Pull up a chair...

Keep your copy light-hearted and easy to read. If you need to relay lengthy factual information, begin with a summary or question so that readers can browse ideas:

Fancy being lured by the River Lune? There's a great outdoors in Lancaster. The famous Crook O' Lune view as painted by Turner is just along the riverside pathway.

INDIVIDUAL & INTIMATE

Lancaster is a place that people feel proud to be part of, where people feel at home. It's a small city offering an authentic experience.

So it's great to talk about how visitors will feel during their experience. Remember the Emotional Attributes in the Brand Wheel and feel free to talk about them. Use emotive adjectives that engage a reader's senses. For example:

- Smell the coffee roasting and you'll know you're in Lancaster...
- Feel the artsy-vibe...
- Fall in love with Lancaster's charm...

SURPRISING

Another Emotional Attribute from the Brand Wheel is surprising. Lancaster is a city full of contrasts and surprises.

Look for a similar element of surprise or contrast when conjuring up copy or concepts that will engage readers. Building on the Lancaster Brand Themes, here are some headlines:

DESTINATION

City of Heritage - Lively Streets, Bygone Footsteps

City of Stories - Old Stories, Happening Times

SECTOR SPECIFIC

City of Art - Creative City, Unique Talent

City of Music - Live Music, City Beat

City of Great Outdoors - Great City, Great Outdoors

City of Learning - Learned Footsteps, City Greats

PRODUCT & OPERATOR SPECIFIC

City of Independents - Quirky Shops, Bags Of Charm

City of Coffee - Smell The Coffee, Spill The Beans

OTHER

Nightlife - Cosy Pubs, Sparkling Times

Food and Drink - Simple Pleasures, Great Tastes

Accommodation - Comfy Beds, Quality Stay

LEXICON

Here's a list of some handy words to describe Lancaster.

	IT IS	IT HAS	ACTION
City of Heritage	Bygone, historic, intriguing, quirky	Charm	Unlock, uncover, discover
City of Stories	Captivating	Intrigue	Uncover, explore
City of Art	Vibrant, creative, artsy flamboyant, individual	Talent, flair, personality, vibe	Take in, check out, don't miss
City of Music	Everywhere, impromptu up-tempo, chilled	Vibe, rhythm, beat	Feel the beat, tap your feet, don't miss, relax
City of Great Outdoors	Picture-perfect, stunning, active	Natural beauty, fresh air	Breathe in, take in head out
City of Learning	Learned, educated	Greats, graduates knowledge	Learn, understand, test yourself, grow
City of Independents	Independent, individual, quirky, traditional, authentic	Charm	Browse, delight in
City of Coffee	Freshly roasted for generations	Wafting aroma	Savour, watch time go by, catch-up with friends, spill the beans
Nightlife	Traditional, friendly, down to earth	Charm, variety	Set out, check out, don't miss
Food and Drink	Traditional, tasty, great quality	Charm, variety, quality, good measure	Taste, try, toast
Accommodation	Quality, award winning	Great beds, quality stay	Rest happy, smile, sleep easy

SAMPLE COPY

Building upon the Guidelines, here's some sample copy to both use and inspire. It's descriptive copy to use in the main body of marketing publications.

VISIT LANCASTER

Learn of old tales from castle prison walls, or take in a play. Follow bygone footsteps along hidden alleyways, or delight in quirky shops. Go to upbeat gigs in old-world pubs, or marvel at the Georgian splendour. Enjoy a great outdoors, or just a great cup of coffee. Get into Lancaster's vibe, fall in love with its charm. Discover one of England's Heritage Cities.

DESTINATION

CITY OF HERITAGE

Unlock castle prison walls or admire Georgian splendour. Lancaster is one of England's Heritage Cities with a big story to tell.

CITY OF STORIES

Uncover bygone tales of illustrious Lancastrians, and feel the very fabric on which the city is built.

SECTOR SPECIFIC

CITY OF ART

Visit a gallery, or take in a play. Be a part of Lancaster's artsy vibe.

CITY OF MUSIC

Feel the beat. Impromptu in the streets, served with Lancaster's home brewed ale, or in a concert hall. There's music everywhere.

CITY OF GREAT OUTDOORS

Discover the view immortalised by Turner and Gray, and see the grandeur of a Grade I listed aqueduct. This city's garden is a secret worth sharing.

CITY OF LEARNING

Be educated at one of England's most acclaimed universities, and follow in the footsteps of learned Lancastrians.

PRODUCT & OPERATOR SPECIFIC

CITY OF INDEPENDENTS

Follow fashion or be unique. Lancaster's designer boutiques and vintage shops offer bags of independent charm.

CITY OF COFFEE

Watch the world go by or spill the beans with friends. You'll know you're in Lancaster when you smell the coffee roasting.

STORIES

The following Stories enhance the Lancaster Brand Themes and bring them to life.

They are a single snap-shot of Lancaster's story to intrigue a reader, and are useful when space is at a premium. As the examples in Part Three show, they can be used to enrich the Brand Essence in many different formats at a destination level.

DESTINATION

CITY OF HERITAGE

Home to England's most infamous witch trial, the alleged Pendle Witches were tried at Lancaster Castle in 1612.

CITY OF STORIES

Known only as 'The Structure,' Lord Ashton built the Ashton Memorial in tribute to his wife and family in 1907.

SECTOR SPECIFIC

CITY OF ART

The Dukes outdoor promenade plays in Williamson Park are the largest event of their kind in the country, and a much-loved family favourite for over 25 years.

CITY OF MUSIC

The scale of the Lancaster Music Festival grows every year, the streets are alive with singing, dancing and merrymaking.

CITY OF GREAT OUTDOORS

Such is the beauty of The Lune Valley, it was painted by JMW Turner and penned by Thomas Gray as 'a perfect landscape.'

CITY OF LEARNING

Gifted by Sir Thomas Storey in 1898, his institute was a centre for innovation and his estate would be the future Lancaster University.

PRODUCT & OPERATOR SPECIFIC

CITY OF INDEPENDENTS

Humbugs is one of the finest old-fashioned sweet shops in the country, it's a much-loved trip down memory lane.

CITY OF COFFEE

The Atkinson's coffee roaster wafts its rich aroma onto the streets of Lancaster, as it has done since Thomas and Jane Atkinson opened the Grasshopper Tea Warehouse in 1837.

BRAND LOGO

Here you'll find the Logo for the Lancaster Brand and the ways in which it can be used.

MASTER LOGO

PORTRAIT

The Lancaster Brand is made up of a unique hand-drawn Logo which celebrates Lancaster's vibrancy and culture.

The version below should be used wherever possible. For colour references see p.26.

The image shows the word "Lancaster" written in a vibrant red, hand-drawn cursive script. The letters are fluid and connected, with a slightly informal, artistic feel. The 'L' is particularly large and bold, while the 'er' at the end has a long, sweeping tail. The overall impression is one of energy and creativity.

SMALL USE LOGO

To keep the Logo legible in all applications, the minimum width is 40mm. Where space is at a premium it can be reduced to no less than 20mm.

40mm Wide

Lancaster



40mm

Minimum Size

Lancaster



20mm

EXCLUSION ZONE

The Exclusion Zone set out below keeps the Lancaster Brand's integrity, particularly when set alongside other logos.

You can use the 'r' to set the space around the Logo at any size.



MONO

On the rare occasions that colour isn't available you can use the Mono version below. Using a solid black rather than a tint of grey ensures the strength of the Brand remains intact.

All the rules regarding Small Use, Minimum Size versions and the Exclusion Zone still apply.



REVERSE

This Reverse version of the Logo can be used widely across all formats and all versions of the Lancaster Brand. Primarily it is used when the Logo is placed on a block of the Brand Red, such as on a banner.

It is also useful when placing the Logo on imagery to give the Brand clarity against busy backgrounds. See examples in Part Three.



Lancaster

SOCIAL MEDIA

When it comes to Social Media, one of the keys to standing out in the crowd is an eye-catching icon.



And here's the main Online and Social Media channels to promote Lancaster:

URL: www.visitlancaster.org.uk

Facebook: [visitlancasteruk](https://www.facebook.com/visitlancasteruk)

Twitter: [@lancastercityUK](https://twitter.com/lancastercityUK)

[#lovelancaster](#) [#smallcitybigstory](#)

TYPOGRAPHY

The Lancaster Brand's typographic collection reflects the values of the Brand. You'll find the Logo Font detailed here in full, along with a crisp modern Sans-Serif and a classy historical Serif Font.

CALVNIVM

The Calvnivm Font should be used sparingly so as to remain fresh. It's perfect for applications such as on campaign headlines, to give the destination marketing a distinctive look and feel.

A B C D E F G H
I J K L M N O P Q R S T U
V W X Y Z

a b c d e f g h
i j k l m n o p q r s t u
v w x y z

RALEWAY

Chosen for its clear and simple lines, Raleway provides a point of contrast to the Calvnm Font. It is used throughout these Guidelines.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SORTS MILL GOUDY

While Raleway gives the suite of Typography a contemporary edge, Sorts Mill Goudy reflects Lancaster's historic side. Making it great for telling the many stories Lancaster has to offer.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

COLOUR PALETTE

In keeping with the Brand Essence, the Colour Palette for the Lancaster Brand has a vibrant feel with some historical touches.

COLOUR PALETTE

Use the breakdowns here when specifying brand colours.

Pantone refs are for spot colour printing, CMYK for regular print and RGB online.

WILLIAMSON AZALEA

Pantone 2385
C15 M80 Y0 K10
R195 G75 B141

QUAY MEADOW YELLOW

Pantone 7752
Co M10 Y85 K15
R228 G198 B44

LANCASTER BLEND COFFEE

Pantone 7568
C25 M65 Y100 K60
R105 G59 B6

LANCASTER DOLLY BLUE

Pantone 7469
C100 M25 Y0 K50
Ro G83 B127

LANCASTER AMBER 3.6%

Pantone 158
Co M65 Y90 Ko
R238 G115 B38

LUNE VALLEY GREEN

Pantone 7766
C10 M0 Y100 K28
R190 G179 B0

ASHTON TEAL

Pantone 7709
C65 M0 Y15 K20
R64 G163 B184

ROSA OFFICINALIS

Pantone 187
C8 M100 Y79 K28
R170 G17 B36

GEORGIAN SANDSTONE

Pantone Warm Gray 6
Co M10 Y20 K50
R155 G145 B131

ROYAL PURPLE

Pantone 519
C70 M100 Y30 K15
R100 G35 B95



BRAND THEMES

And finally here's the Brand Themes,
bringing together the Themes, Typography
and Colour Palette.

THEMES

Destination Headlines

City of Heritage

City of Stories

Sector Specific Headlines

City of Music

City of Art

City of Great Outdoors

City of Learning

Product & Operator Specific Headlines

City of Independents

City of Coffee

3. THE BRAND IN ACTION

HOW IT LOOKS IN PRACTICE

The third and final part of the Brand Guidelines brings together Parts 1 & 2 to show how the Brand works in practice. It uses mock-ups to show how the different Brand Components can work together for different promotional purposes. This includes different levels of marketing, such as at a Destination, Sector, and Product & Operator level, as well as for Online and Social Media.

DESTINATION CAMPAIGN

At a destination level, or first tier, the Brand's Key Messages put Lancaster on the map. See how the Brand Logo, Themes and Stories work together to bring Lancaster to life.

Images are included in these mock-ups to give an idea of how the different components all come together. You can find the actual destination images in the Brand Toolkit ready to download and use for yourself.





City of Stories

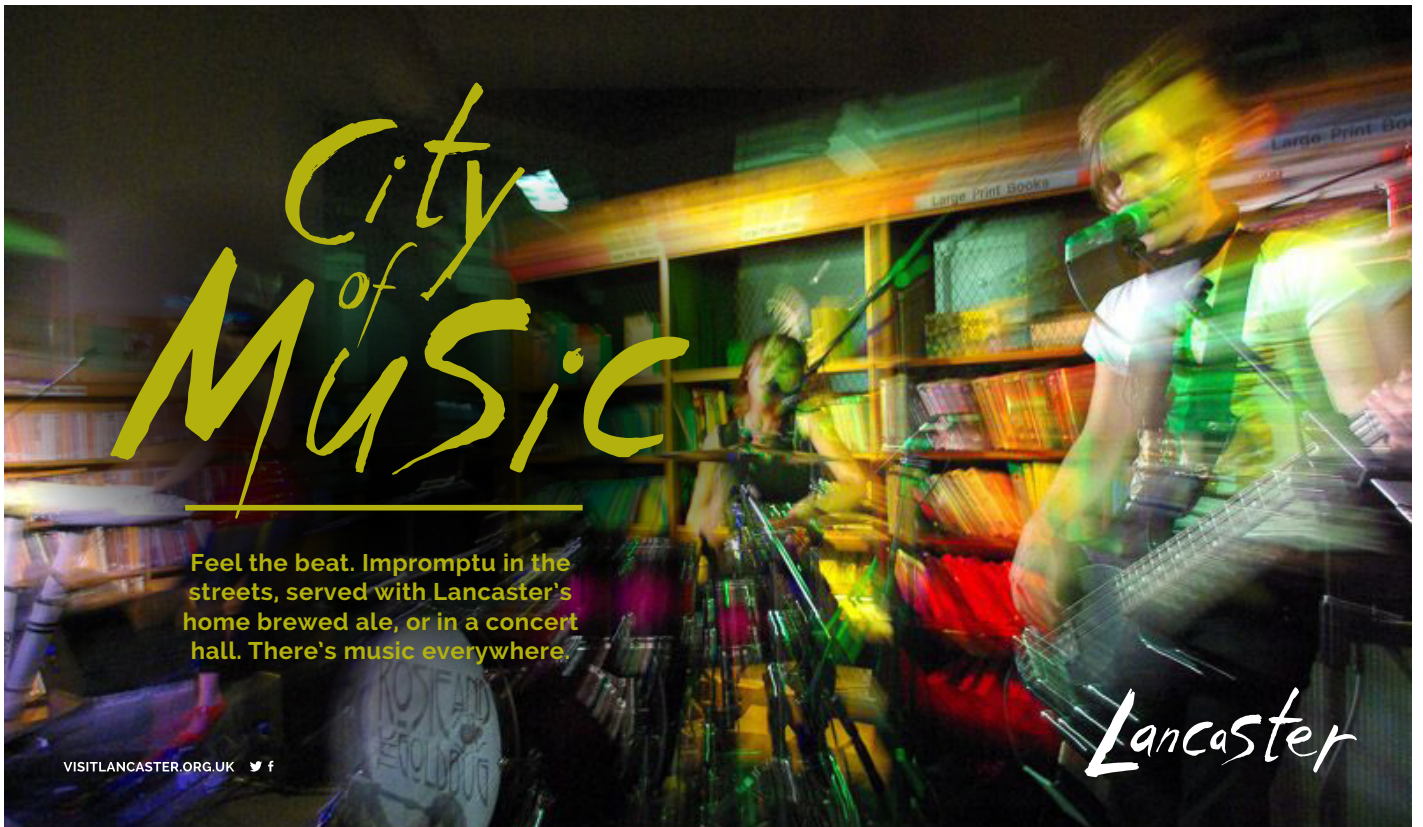
Home to England's most infamous
witch trial, the alleged Pendle
Witches were tried at Lancaster
Castle in 1612.

VISITLANCASTER.ORG.UK  

Lancaster

SECTOR SPECIFIC CAMPAIGN

The second tier of marketing is centred on the key sectors that make Lancaster tick. They bring together the Lancaster Brand Rational and Emotional Attributes that let visitors get to grips with everything the city has to offer.







City of Great Outdoors

Discover the view immortalised by
Turner and Gray, and see the grandeur
of a Grade I listed aqueduct. This city's
garden is a secret worth sharing.

Lancaster

VISITLANCASTER.ORG.UK





PRODUCT & OPERATOR CAMPAIGN

The third tier of marketing opens up the Brand even further. Its inherent flexibility means that it can be used as easily by individual operators, as it can be for sectors with a greater niche offer.



The Atkinson's coffee roaster wafts its rich aroma onto the streets of Lancaster, as it has done since Thomas and Jane Atkinson opened the Grasshopper Tea Warehouse in 1837.

VISIT LANCASTER.ORG.UK





City of Independents

Follow fashion or be unique. Lancaster's
designer boutiques and vintage shops
offer bags of independent charm.

VISITLANCASTER.ORG.UK

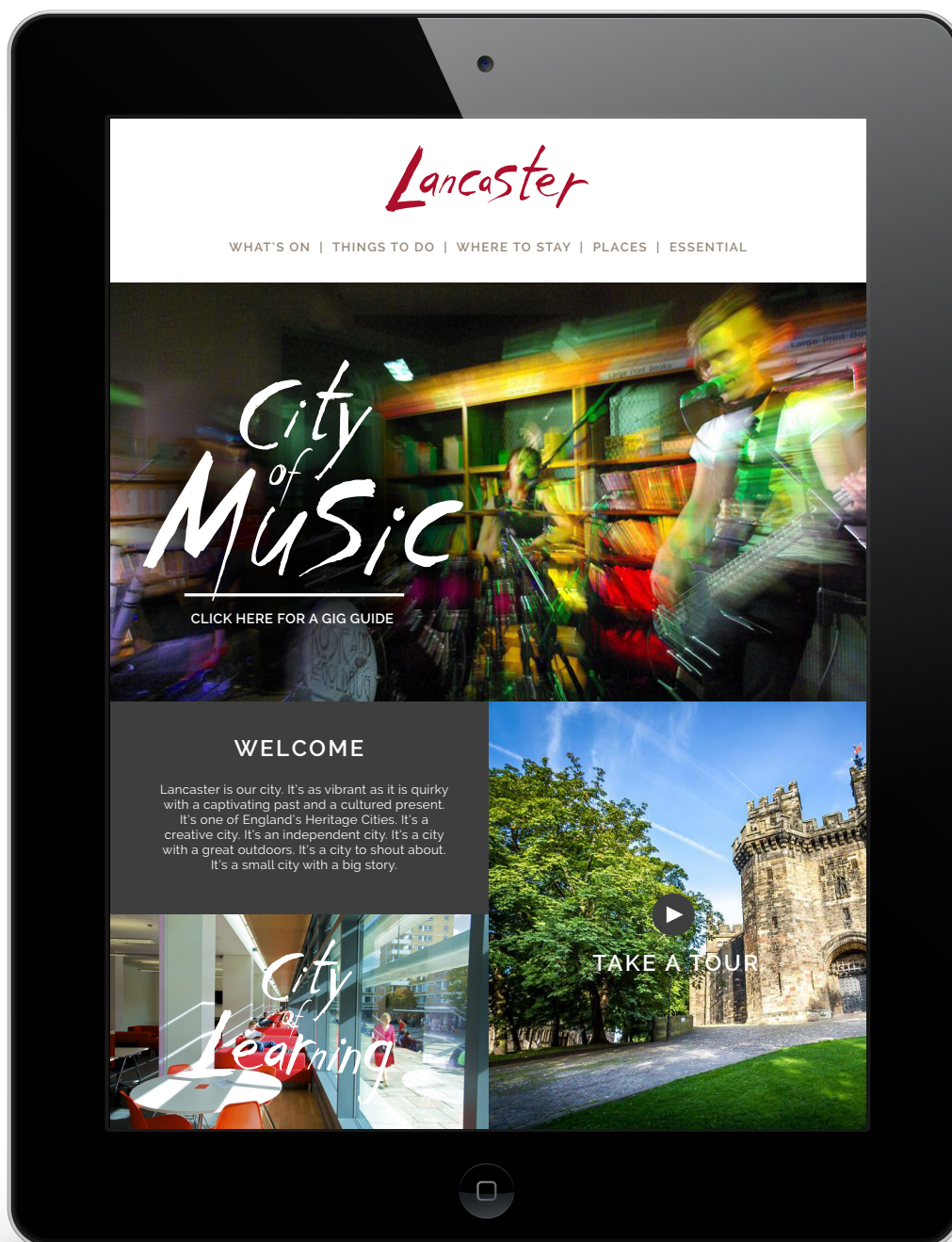


Lancaster

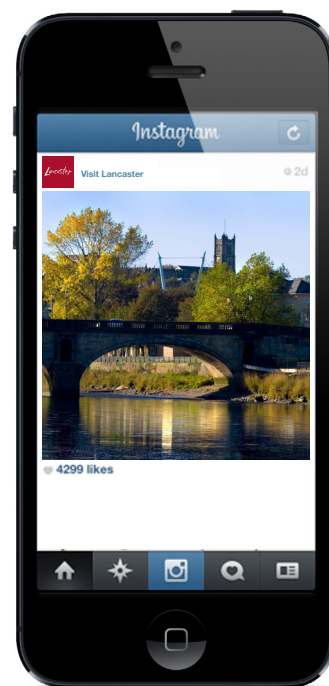
ONLINE & SOCIAL MEDIA

The following examples show how the Brand Themes can translate to online and social media, expanding into further content such as event listings.

ONLINE



SOCIAL MEDIA



GUIDELINES SUMMARY

And finally here's a quick overview and summary of the Lancaster Brand as a handy reference.

All are freely available to copy, paste and download from the Brand Toolkit.

See **marketinglancashire.com/lancasterbrand**.

BRAND LOGO

MASTER LOGO

Lancaster

SOCIAL MEDIA LOGO



HEADLINES & SAMPLE COPY

DESTINATION

CITY OF HERITAGE

Unlock castle prison walls or admire Georgian splendour. Lancaster is one of England's Heritage Cities with a big story to tell.

CITY OF STORIES

Uncover bygone tales of illustrious Lancastrians, and feel the very fabric on which the city is built.

SECTOR SPECIFIC

CITY OF ART

Visit a gallery, or take in a play. Be a part of Lancaster's artsy vibe.

CITY OF MUSIC

Feel the beat. Impromptu in the streets, served with Lancaster's home brewed ale, or in a concert hall. There's music everywhere.

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PRODUCT & OPERATOR SPECIFIC

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TYPOGRAPHY

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abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CALVNIVM

A B C D E F G H
I J K L M N O P Q R S T U
V W X Y Z

SORTS MILL GOUDY

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

a b c d e f g h
i j k l m n o p q r s t u
v w x y z

COLOUR PALETTE



WILLIAMSON
AZALEA

Pantone 2385
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QUAY MEADOW
YELLOW

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Co M10 Y85 K15
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LANCASTER
BLEND COFFEE

Pantone 7568
C25 M65 Y100 K60
R105 G59 B6



LANCASTER
DOLLY BLUE

Pantone 7469
C100 M25 Y0 K50
R0 G83 B127



LANCASTER
AMBER 3.6%

Pantone 158
Co M65 Y90 K0
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LUNE VALLEY
GREEN

Pantone 7766
C10 M0 Y100 K28
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Pantone 7709
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ROSA
OFFICINALIS

Pantone 187
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SANDSTONE

Pantone Warm Gray 6
Co M10 Y20 K50
R155 G145 B131



ROYAL PURPLE

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C70 M100 Y30 K15
R100 G35 B95

CAMPAIGN



ONLINE & SOCIAL MEDIA

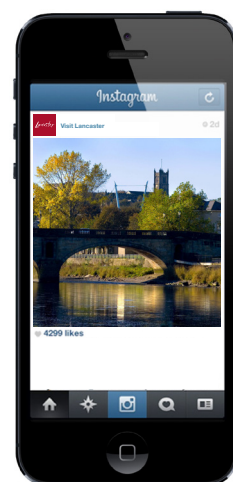
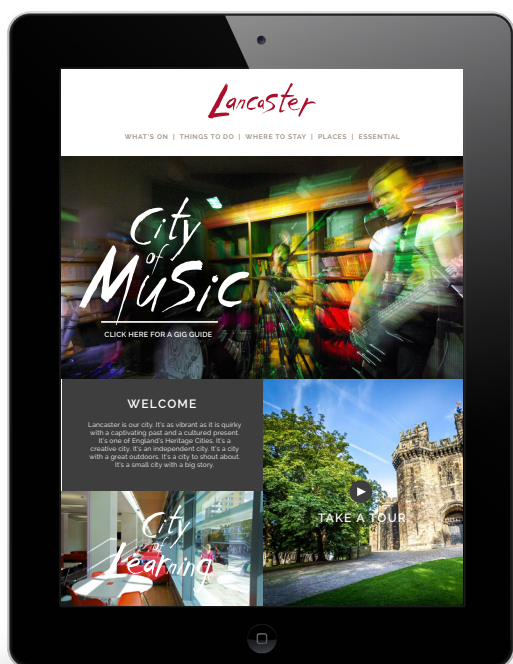


IMAGE CREDITS

- P31 Lancaster Skyline, NWDA
- P32 Lancaster Castle, Dan Tierney
- P34 Music Event, Jonathan Bean
- P35 Williamson Park Walkabout Theatre, Dan Tierney
- P36 Crook O'Lune, John Sparks
- P37 Lancaster University Campus, Lancaster University
- P39 Atkinson's of Lancaster, Atkinson's
- P40 Independent Shopping, Jonathan Bean

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CREATIVE

cairn
marketing consultancy



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