

WELCOME

**WATFORD'S PLACE BRAND,
NARRATIVE AND STRATEGY.**

Kathryn Robson



PLACE BRANDING

BRAND STRATEGY designed to differentiate a town, city, region or country.

Highlighting our **UNIQUE POSITIONING** and **DISTINGUISHING** features, benefits and strengths to potential Business, Investors, Residents and Visitors.

Objective:

Ensure **Watford** stands out from other places to gain competitive brand equity (*value*).

Brand:

Is what people think, feel, and say about you.



BRAND STRATEGY

- **BRAND HEART** - the core of Watford's brand, its purpose, values, and unique identity
 - PURPOSE
 - VISION
 - VALUES
- **BRAND MESSAGING** – how we talk about Watford, including to our key audiences:
 - Business
 - Visitors
 - Community
 - NARRATIVE
 - VOICE
 - TONE
 - PERSONALITY
 - STRAPLINE
- **BRAND IDENTITY** – visual expression of the brand
 - LOGO
 - COLOUR
 - IMAGERY
 - TYPOGRAPHY



BRAND JOURNEY

During our **brand development journey**, we have come a long way and sought views from across Watford ...

- **BRAND HEART**

- Identified what makes special and different from other places
- Developed our brand purpose, vision and value

- **BRAND MESSAGING**

- Developed an overarching narrative and messages
- Created a strapline
- Working on focused messages for key audiences

- **BRAND IDENTITY**

- Developed a visual identity and colour palette



WATFORD CLOSE-UP

BRAND HEART

Watford is unique. Full of energy, and always ready to challenge preconceptions and the accepted way of doing things.

We are a place that thinks and behaves differently. Believes that anything is possible; has the vision + entrepreneurial spirit to turn ideas into action.

THE VISION

Watford is unique and so are our people. Entrepreneurial and bold, creative and diverse – we are a place with big ideas for today and tomorrow, plus the collective skills and will to make things happen. Together we are building a prosperous and sustainable future that celebrates everyone.

The spirit of Watford is summed up by our vision which shows where we are today, and our aspirations going forward.



WHY IS WATFORD EXTRAORDINARY?

Key themes:

- **We continually strive to deliver big ideas that make us stand out.**
- **We collaborate to create a shared, prosperous + sustainable future.**
- **We love to celebrate our roots + bring people together.**
- **We champion bold values + free thinking.**

A key part of building our unique place brand is to encapsulate Watford's energetic spirit and forward-looking and entrepreneurial approach.



OUR ATTRIBUTES

1. Connectivity and commutability

(our location means travel is easy, sustainable, + connections are fast).

2. Cohesion and community

(strong down-to-earth people who value fair play + welcome diversity).

3. Business and enterprise

(thriving hub; why Global Business, entrepreneurs, creatives choose Watford).

.

4. Lifestyle and choice

(vibrant mix of urban amenities + green spaces enables work / life balance).



BRAND NEXT STEPS

- Finalise our focused messages for key audiences + share with key partners
- Finalise our visual and communication assets for website, social media and campaigns
- Develop our brand toolkit to help others join the Watford Actually



OUR NEW PLACE BRAND

WATFORD



OUR NEW PLACE BRAND

- Our unique logo portrays a mix of what we (Watford) are known for – **business + culture**.
- Styled in a **bold, black corporate** font blended with the letter 'A' in a **contemporary, artistic + edgy** style.
- The eclectic design encapsulates our brand attitude, **entrepreneurial spirit + archetypal** mix (the Magician + the Creator).

WATFORD



OUR NEW PLACE BRAND

ONE WORD:

- Which means 'real' or 'exact' (emphasise a fact)
- *Express* or **convey surprise**: to show a **contrast** with what is **expected** to be **true** and what somebody believes, and to show surprise about this contrast.
- Used to say that something is true, especially when the situation may not be known.
- To **correct someone politely** and introduce a new topic, add to the conversation and change **preconceptions**.



OUR NEW PLACE BRAND

WATFORD
Actually



OUR NEW PLACE BRAND

Our brand positioning suggests the **unexpected**, placing emphasis on the fact that Watford itself is **surprising** and **unusual**.

It sets out to convey the **contrast** between **preconceptions** and the **reality** of what Watford is *'actually'* like as a place to live, visit, work and invest in.

WATFORD
Actually



OUR NEW PLACE BRAND

WATFORD
Actually

**WHERE GREATER
THINGS HAPPEN**



OUR BRAND VALUES

These values are key to helping us show how unique and extraordinary Watford is.

A large, teal-colored letter 'G' with a brushstroke texture, centered within a teal square border.

GROUNDED

A large, blue-colored letter 'E' with a brushstroke texture, centered within a blue square border.

ENERGETIC

A large, green-colored letter 'C' with a brushstroke texture, centered within a green square border.

CREATIVE

A large, yellow-colored letter 'R' with a brushstroke texture, centered within a yellow square border.

RESPECTFUL

A large, purple-colored letter 'S' with a brushstroke texture, centered within a purple square border.

STRONG

A large, pink-colored letter 'G' with a brushstroke texture, centered within a pink square border.

GIVING

Brand values are the guiding principles that shape every aspect of our place brand, from shaping our vision and personality to defining our core messages.



TONE OF VOICE

Our brand **tone of voice** is how we sound and **come across** in our communications.

The words we choose are a vital part of bringing our brand to life, so It's important that we get the **style, mood** and overall **impression** right.

Diverse, Welcoming and Energetic:

Tone of voice

AUTHENTIC

WARM

WELCOMING

Values

G

GROUNDED

G

GIVING

R

RESPECTFUL

E

ENERGETIC



WORD SHOWER

Words



Phrases

21st century living
Exceeding expectations
Somewhere special
Watford? Definitely!
Going places
Experience Watford magic
The Watford effect
Pushing back boundaries
The changing face of Watford
Watford transformed
Best kept secret (inside the M25)
Future-friendly
Confounding expectations
Building a bright future

Phrases

The future is bright
Embracing change
A world of possibilities
Where everything's happening
The full package
No need to go to London – it's all here
If you're not here you're missing out
The whole package
Urban and green
Urban with a warm heart
Punching above our weight
New world – work/life balance
Wellbeing for employees
Quality of life



BOILERPLATE TEXT

Short version

A dynamic hub nestled on London's doorstep, Watford is a breath of fresh air. There's always something happening – and our infectious energy is just one reason why Watford is such a great place to be.

Here people look out for each other and have a zest for life. And there's plenty to do: fresh green spaces, vibrant shopping, and lively events and entertainment bring our streets to life day and night.

There's a feeling of endless possibilities too. Ambition, entrepreneurial spirit and creativity make this an exciting place to work and to do business. From developing new spaces for start-ups and creative enterprises, to state-of-the-art, highly connected facilities for established, top-tier companies: we never stand still.

Watford is a genuinely unique mix of people, businesses and facilities that is united by possibilities and shared opportunities for 21st century living, working, and planning for tomorrow.

Our time is now.

Long version

For over 100 years, Watford has been a dynamic hub of activity nestled on London's doorstep. Success has been possible thanks to an unwavering drive to make things happen. Taking pride in ourselves, building thriving businesses and desirable places to live, bringing prosperity to all.

That spirit continues to this day and can be seen everywhere, from our modern business centres and inspiring creative hubs, to our warm welcome, positive outlook and unique sense of community. There is always something happening in Watford – and our infectious energy is one of the many reasons why it's such a great place to be.

Watford's individuality is embedded in the richness of our communities. For those lucky enough to call Watford home, our vitality, accessibility, positivity and diversity helps us all to prosper. This is a place with a varied and naturally enriching lifestyle where people look out for each other and have a zest for life.

There is so much on offer for residents as well as new arrivals and visitors just passing through... Excellent parks and green spaces, plentiful recreation and leisure, plus a fresh and vibrant mix of shopping, events and entertainment that bring our streets to life day and night. It's all part of what makes Watford so special.

There's an energy here that is unique. Ambition, entrepreneurial spirit and creativity are all core to Watford as a place to work and to do business. We've always had the forward-looking approach and 'can do' spirit that makes great things happen; creating the feeling of endless possibilities that makes Watford so different.

This is a place that never stands still. Whether that means developing exciting and accessible new spaces or start-ups and creative enterprises to thrive – or evolving state-of-the-art new facilities for established, top-tier companies. Watford might be a town, but we are proud to have the ambition and heart of a city that continues to exceed expectations.

Watford is a genuinely unique mix of people, businesses and facilities that is united by possibilities and shared opportunities for 21st century living, working, and planning for tomorrow.

Our time is now.



OUR TYPOGRAPHY

Our brand uses one family of typeface: **Raleway**.

Which can be used in the following weights, in upper and lower-case.

Raleway Light
RALEWAY LIGHT

Raleway Regular
RALEWAY REGULAR

Raleway Semi-bold
RALEWAY SEMI-BOLD

Raleway Bold
RALEWAY BOLD



USING IMAGES



WHY IS WATFORD EXTRAORDINARY?

You'll find the answers in this document. Watford has a strong narrative. Let's tell it with confidence. Let's tell it with pride.

As a progressive town that believes anything is possible, it is essential that our new place brand defines our vision, and reflects our guiding principles so that we can engage key stakeholders and partners in a consistent way.

These brand guidelines should steer all of our communications. They offer clarity, consistency and inspiration. Revealing our brand essence - who we are and what we stand for plus our **BRAND VISION** - who we aspire to become.

This simple guide is designed to bring to life our fresh and distinctive new Watford Place Brand identity.

You will also have access to our brand new assets and toolkit, designed to help you use the brand in tandem with your own marketing communications. Everything is designed to help you tell the unique Watford story, in both words and images.

Our new brand story explains what Watford has to offer. It captures the spirit of our place and highlights what will set us 'on the map' beyond the reasons you might already know about.

- It will help set Watford apart from every other place, making us **memorable and recognisable**.
- It is a strategic approach to **building brand equity** and amplifies positive social and economic benefits, and reasons both emotive and functional why people should live, visit, do business, and invest in Watford.
- In time, it will help **alter pre-conceptions** of Watford, **improve and shape our reputation**, as well as **increase civic pride**.

It is essential that our new place brand defines our vision, and reflects our guiding principles.



OUR NEW PLACE BRAND

Working together to champion Watford benefits us all. We present a united and joined-up perspective which showcases what Watford is all about, and enables all of our established brands to complement and enhance each other. The key themes that arise time and again are detailed below.

- We continually strive to deliver big ideas that make us stand out.
- We collaborate to create a shared, prosperous and sustainable future.
- We love to celebrate our needs and bring people together.
- We champion bold values and free thinking.

Discovering what makes Watford No Ordinary Town underpins our brand concept - designed to capture and highlight the spirit and energy of Watford; what it stands for, and what it means to the people who live, work or visit Watford as well as existing and potential investors.

Watford can be described as **A Town United by Possibilities and Shared Opportunities**. This sentiment is key to our overall vision of who we are and what we stand for. We take pride in 'baking differently' and making the impossible, possible. This sentiment connects with our shared slogan, **Unleash our OVER-ARCHING PLACE BRAND POSITIONING STATEMENT**.

Our unique positioning underpins what we (Watford) think, feel and do. It is a way to articulate our character and identity and is driven by the boldness of our heritage. We continually **punch above our weight**, we are a town which has a real sense of community, **defying anything is possible**, and most importantly has the **attitude, aspirations and ambition of a city**.

Our over-arching message conveys the idea of new possibilities and opportunities. It also touches on the idea that you can find everything you might need in Watford. It's **THE WHOLE PACKAGE**, with something for everyone. And that this is a place that people get to need to go to because exciting things are happening.

The aim of our over-arching message is to evoke different ideas and images depending on the audience. We can all develop the stories that demonstrate how we are **EVERYTHING BUT ORDINARY** and why we believe we are **THE PLACE TO BE**. This is how we bring our brand concept to life.



Our images are strong and vibrant. The colours are bright with high contrast. Where possible, the style is reportage and unposed.

