

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**



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## 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*



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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**



# THE CREATIVE IN ACTION



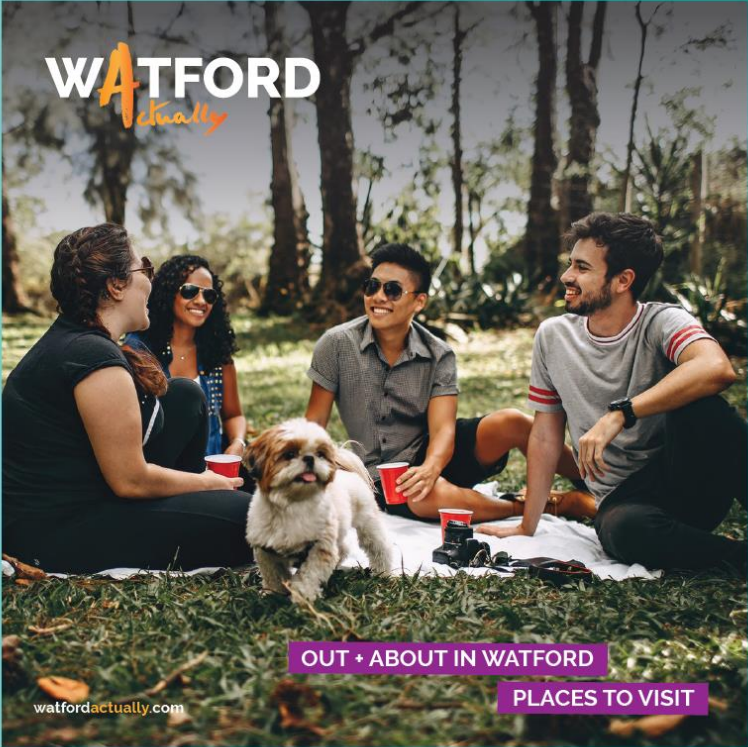


COMMUNITY + VISITORS

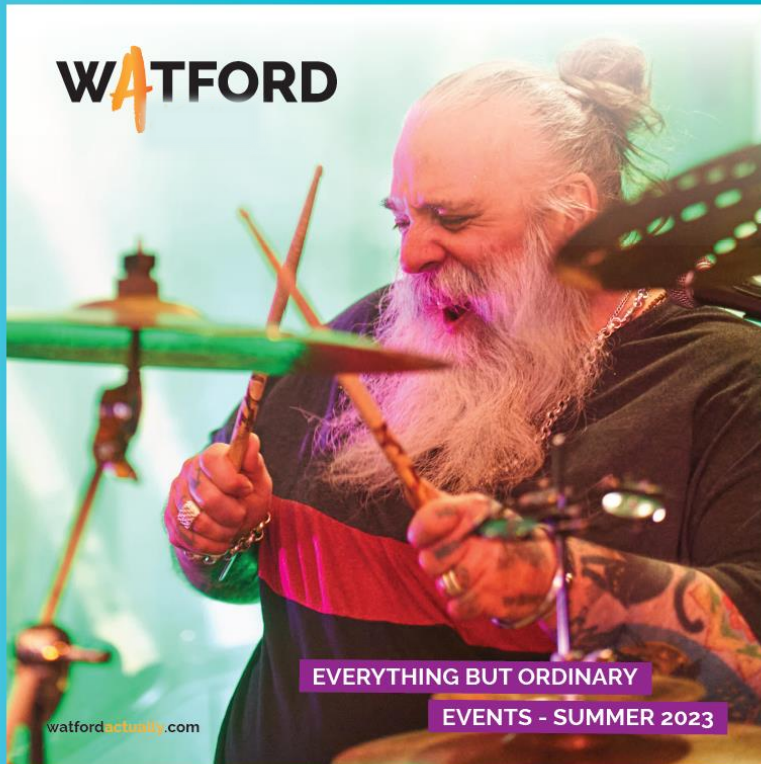




# COMMUNITY + VISITORS



# COMMUNITY + VISITORS







the PLACE 4  
**BUSINESS**

FORWARD LOOKING

• WELL CONNECTED

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**WATFORD**



the PLACE 4  
**OPPORTUNITY**

FORWARD LOOKING

• WELL CONNECTED

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**WATFORD**



the PLACE  
**4** WORK

BUILDING + DEVELOPING  
A THRIVING FUTURE

watfordactually.com

**WA** WHERE GREATER THINGS HAPPEN

the PLACE **4**  
**BUSINESS**

BUILDING + DEVELOPING  
A THRIVING FUTURE

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**WA** WHERE GREATER THINGS HAPPEN







the PLACE  
**4 WORK**

FORWARD LOOKING  
+ WELL CONNECTED

**WA** WHERE GREATER THINGS HAPPEN  
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Love the PLACE  
**4 WORK**

BUILDING + DEVELOPING  
A THRIVING FUTURE

QUALITY FRUIT **WATFORD** Actually  
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