

Watford Place Brand: Implementation and delivery plan

REF	ACTIVITY AREA	DELIVERY	LINKS
1	Brand narrative and key messages for three target audiences		
	<ul style="list-style-type: none"> Inward Investment / business 	End of July 2023	Economic Development Business partners
	<ul style="list-style-type: none"> Community 	August 2023	Community Network
	<ul style="list-style-type: none"> Visitor 	August 2023	Watford BID Visit Herts Cultural Leaders
2	Brand visual identity		
	<ul style="list-style-type: none"> Refine visual identity Develop 'proof concepts' for 'Watford Actually' 	July 2023	Narrative and key messages
	<ul style="list-style-type: none"> Guidelines 	August 2023	
3	Brand website		
	<ul style="list-style-type: none"> Create website skin 	July 2023	
	<ul style="list-style-type: none"> Planning: Sitemap and Wireframe Creation 	July / August 2023	
	<ul style="list-style-type: none"> Design: Page Layouts, Review 	August 2023	Brand strategy Brand guidelines Visual identity
	<ul style="list-style-type: none"> Content Writing and Assembly 	July / August 2023	Narrative and key messages
4	Brand social media		
	<ul style="list-style-type: none"> Create accounts 	July 2023	
	<ul style="list-style-type: none"> Create visuals / templates 	July 2023	Brand strategy Visual identity
	<ul style="list-style-type: none"> Create initial messaging 	August 2023	
5	Brand images		
	<ul style="list-style-type: none"> Commission photographs 	July / August 2023	Brand guidelines
6	Brand video		
	<ul style="list-style-type: none"> Commission video 	July 2023	
	<ul style="list-style-type: none"> Develop storyboard 	July 2023	Brand guidelines
7	Brand marketing plan to support brand strategy		
	<ul style="list-style-type: none"> Develop marketing plan 	July 2023	

