



# NOTTINGHAM AND NOTTINGHAMSHIRE

## PLACE BRAND TOOLKIT

Nottingham and Nottinghamshire. Great places, fascinating history, and amazing people doing astonishing things.

Any destination which wants to compete in the global marketplace needs those ingredients. Our job is to bring them together and turn them into an identity and brand that enables us to tell a compelling story to the people we want to reach.

That's what this document represents. Landmarks, logos and events matter, but they're only part of the equation. Whether it's lifestyle, leisure or business, people are increasingly tuning in to the experience economy: the wide range of emotions and associations they feel when they spend time – or think about spending time – in a particular place.

Creativity – the bedrock of the experience economy – isn't something you can invent or buy off the shelf. You have to identify, nurture and celebrate the elements which collectively embody the creativity that already exists.

So this new narrative is also a call to arms, because everyone who has a stake in our city and county needs to come together, celebrate those qualities, and promote Nottingham and Nottinghamshire in a clear, consistent and coordinated way.

We have to compete, we have a great story to tell. And there are people who need to hear it.

**Brendan Moffett**

Chief Executive  
Marketing NG



# OUR STORY



## THIS IS OUR STORY

If ever there was a place that has a story to tell, this is it.

There are the legendary tales of Robin Hood – the folklore hero whose disruptive DNA remains present in the pioneering spirit of Nottinghamshire today.

This is the place where Civil War began and ended, where the Mayflower Pilgrims started their journey. It is a place where rebelliousness has given birth to new ways and new worlds.

We've seen mouthy, sporting underdogs turn tables on the European elite, witnessed scientific endeavour that has transformed lives and earned Nobel prizes, we've produced everyday inventions which people take for granted.

We've been disruptive but constructive, evolving from traditional industrial city into a place where digital has been developing for decades and creativity comes in stripes and songs and dishes to die for.

Powerful legends, brilliant businesses, international universities...they're all here. This toolkit tells you how to bring them to life through our visual identity, our narrative. Always use it, always be true to its quality and consistency.







# PIONEERS



## PIONEERING SPIRIT

Lord Byron, DH Lawrence, Jesse Boot and Ada Lovelace. Dr Stewart Adams, Sir Peter Mansfield, and Sir Paul Smith.

Every single one of them has made their mark on the world around us. Every single one of them has done things, made things or created things differently.

And all are from Nottinghamshire.

Byron, like DH Lawrence, was a rebellious creative. Ada Lovelace – Byron's daughter – was a mathematician who worked with Charles Babbage on the idea for the first computer. Dr Adams and Nobel laureate Sir Peter were responsible for medical breakthroughs which have changed lives around the world. Sir Paul defined the trend for classic fashion with a creative English twist.

This reoccurring desire to drive change lives on in a range of businesses and industries which put the Nottinghamshire economy ahead of its time. Life sciences? We've been doing it since the 1950s. The digital economy? For us, it dates back to the 1970s.

Today, we're home to major brands like Experian, Boots, Speedo, Capital One, Paul Smith. The knowledge-driven environment these businesses foster has given birth to a new generation of creative digital enterprises that rank Nottingham as a major centre for tech development and business growth. Entrepreneurial and edgy, creative with an independent streak. Change happens here.





BRAND PROMISE



WE DO THINGS  
DIFFERENTLY

BRAND ATTRIBUTES



WE HAVE A PIONEERING  
SPIRIT AND A DESIRE  
TO DRIVE CHANGE

BRAND  
POSITIONING



WHERE GROWTH  
HAPPENS

## TONE OF VOICE

### We do things differently here

Restless, rebellious, curious and creative. These are the character traits that have defined Nottinghamshire's story. This is our tone of voice.

Whether it's politics, culture, sport or business, our values have always been pioneering, ambitious and challenging. That energetic story should be told in enthusiastic tones. And delivered in powerful, punchy sentences.

Our stories should ask questions, make statements, prompt responses. There should be examples of excellence, empowering tales and success stories brought to life by outstanding people doing inspiring things.

This is a place where history has been made and lives changed by inventive, ambitious, disruptive people and products.

Our past is proud, our present full of potential. So our voice should be confident and contemporary.



## PIONEERING

- We have always done things differently
- We initiate new ideas and ways of doing things
- We are trailblazing new inventions in our incubators and laboratories
- We are unconventional and forward-looking, at the vanguard of future technologies
- We will be at the forefront of the technological change which is transforming the way we work and live
- We have an enterprising and entrepreneurial mindset that is radical and progressive

## AMBITIOUS

- We have a strong sense of purpose and desire for achievement
- We are ambitious for growth so we can create opportunities for our people
- We will foster collaboration between government, education and industry
- We will forge global partnerships in China, India and the US which will open up new possibilities
- We are confident in our ability and through our spokespeople we will have a strong voice at regional, national and international level

## CHALLENGING

- We have a long history of challenging the status quo, from the legend of Robin Hood, to the separatists who informed the American constitution, and the leading academics who have changed the world of medicine
- We will spark debate and question convention
- This spirit is with us today
- Our challenge is always constructive, we want to solve real problems and make the world a better and more interesting place by our actions





## THE NOTTINGHAM BRAND DEVICE

Our brand device is inspired by the precision arrowheads of Robin Hood and the majestic woodland of Sherwood Forest.

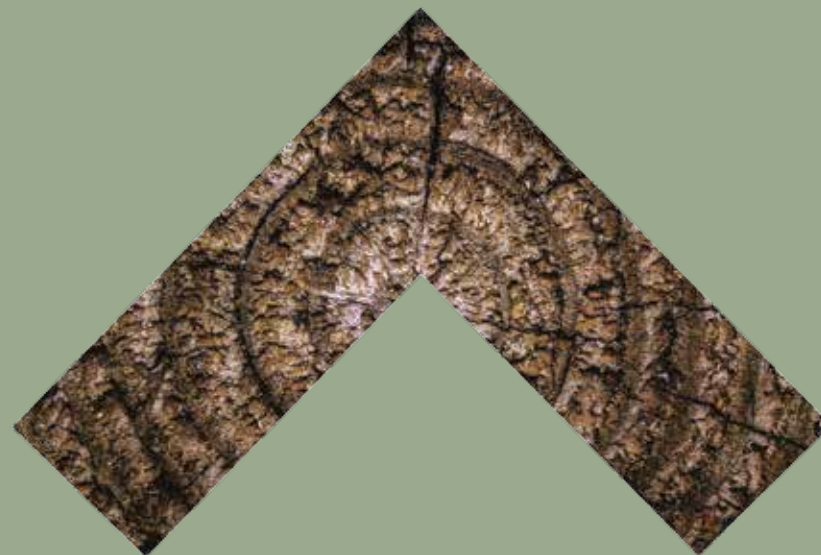
We're always facing upwards, rising to the challenge and looking to explore new ways of driving future growth.

The brand elements are open and collaborative so they can be shared by our partners and evolve into patterns which keep the story alive and fresh. Using textures, photography and colour, the brand device forms a powerful, illuminating window into Nottinghamshire's story.

## NOTTINGHAM - THE PLACE

An eclectic, modern commercial centre which opens out into distinctive and fashionable suburbs, Nottingham is at the heart of a county known the world over as the land of green Sherwood Forest. Renowned for its sport and culture, Nottingham is home to Trent Bridge – the only recognised international sporting stadium in the East Midlands – and theatres and music venues which stage national and international performances.

Located in the English Midlands, the city's focal point is Old Market Square, an award-winning public open space and largest such surviving square in the United Kingdom watched over by the domed grandeur of The Council House. It looks up towards Nottingham Castle, which has majestic views out into a county of rural villages, bustling market towns and ducal estates set amid centuries-old countryside and ancient oaks.



## PRIMARY LOGOTYPE

Nottingham's primary logotype should be used on all collateral concerning Nottingham. It is the visual lead of Nottingham's visual identity which can be applied on a variety of applications from business cards, advertisements, websites, letterheads or when a traditional logo is required. The logotype is Nottingham's stamp that can be distributed to partners brands.



NOTTINGHAM

Min. height 20mm.



NOTTINGHAM



NOTTINGHAMSHIRE



NOTTINGHAM



NOTTINGHAMSHIRE



NOTTINGHAM



NOTTINGHAMSHIRE



## SECONDARY LOGOTYPE

The Nottingham secondary logotype has been supplied specifically for use with partner brands, where a limited amount of space prevents the use of any other use of the visual identity.

NOTTINGHAM

NOTTINGHAM

NOTTINGHAM

NOTTINGHAMSHIRE

NOTTINGHAMSHIRE

NOTTINGHAMSHIRE



THE NOTTINGHAM LOGOTYPE

# NOTTINGHAM

## THE NOTTINGHAM LOGOTYPE

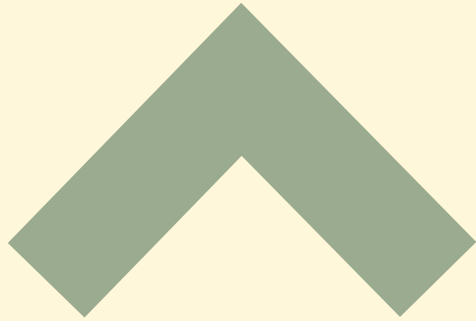
Nottingham's logotype is a combination of the main icon, shown above, with either a set block colour, textures and photography.



THE NOTTINGHAM ICON

## THE NOTTINGHAM ICON

Nottingham's Icon is used as a visual expression that can hold either bold colours or photographic textures, functioning as a viewport into Nottingham's story and varying messages.



THE NOTTINGHAMSHIRE LOGOTYPE

NOTTINGHAMSHIRE

### THE NOTTINGHAMSHIRE LOGOTYPE

Nottinghamshire's logotype is a combination of the main icon, shown above, with either a set block colour, textures and photography.



THE NOTTINGHAMSHIRE ICON

### THE NOTTINGHAMSHIRE ICON

Nottinghamshire's Icon is used as a visual expression that can hold either bold colours or photographic textures, functioning as a viewport into Nottingham's story and varying messages.



# PHOTOGRAPHY





# WE MADE THE WORLD MORE BEAUTIFUL...

Boots developed Protect and Perfect at its Nottingham HQ. it's the only serum which has been independently scientifically proven to work



NOTTINGHAM





# WE REINVENTED THE WHEEL....

You'd still be riding a plain old push bike if Raleigh in Nottingham hadn't invented the Chopper and the BMX Burner



NOTTINGHAM



# WELCOME TO A CITY WITH MORE JOBS AND LESS TRAFFIC...

Nottingham went big on better transport systems,  
as a result the economy has grown with the fastest  
private sector jobs growth outside London



NOTTINGHAM



# WE WERE THE ORIGINAL DIGITAL DISRUPTORS

Back in the early 1970's with the help of a 200 year old local lady, a team of coders in Nottingham put the first customer records onto a computer database. They went on to become global leaders Experian



NOTTINGHAM

# WE WILL MAKE IT BETTER...

Dr Stuart Adams went into a lab on Pennyfoot Street, Nottingham back in the early 1950's... A few years later he emerged with a global breakthrough in pain relief, Ibuprofen



NOTTINGHAM



A background image of Robin Hood in a forest, wearing a brown hooded tunic and holding a bow. The image is overlaid with a pattern of dark brown diagonal stripes.

# WE ARE THE HOME OF THE ORIGINAL FIN TECH DISRUPTOR...

In the 14th Century Robin Hood invented an innovative new model for the distribution of financial services right here in Sherwood Forest...



NOTTINGHAMSHIRE

# WE INVENTED THE RED AND BROWN DEBATE

The original recipe for HP Sauce was invented and developed by Frederick Gibson Garton, a grocer from Nottingham. He registered the name H.P. Sauce in 1895. Garton called the sauce HP because he had heard that a restaurant in the Houses of Parliament had begun serving it.

VS



NOTTINGHAM







# THE WEEKEND STARTED HERE

In 1933, John Boot, the son of Jesse Boot, made the Boot's D10 factory run so efficiently they were able to reduce the working week from 5.5 days to 5 without reducing pay... setting a new industry standard.



NOTTINGHAM





**MARKETING TEAM AT MARKETING NG** | [Marketing@MarketingNG.co.uk](mailto:Marketing@MarketingNG.co.uk)



**CONTACT**