
Telling the Regional Brand Story

November 2018



A Source of Inspiration

KENT GARDEN *of* ENGLAND



Let's start at the beginning

- Kent is a wonderful and widely varied County – each of the regions, North, East and West, has its own distinct flavour and offering
- They provide a framework to showcase **the big picture** of each and to enable us all to **tell our story**
- Extensive research conducted amongst a wide range of audiences led us to understand the need to capture the essence of the three regions. These learnings have been used to develop distinctive brand identities that encapsulate the scale of each regional offering
- The purpose of this short document is simply to share how those stories have been developed and the meaning behind each of the three regional identities

The Kent Story

Kent is referred to as 'The Garden of England.' It's a very, very big garden.

And just like any large estate it enjoys enormously varying aspects and areas, patches and plots, light and shade. So many, that it's sometimes hard to work out exactly where one ends and another begins. To understand what each has to offer.

You might say that it's hard to see the wood for the trees (and we have a lot of them, as well as hops, berries, flowers and so much, much more).

At Visit Kent we want visitors to be able to experience everything that each wonderfully different part of our county has to offer.

To see the full picture.



KENT GARDEN *of* ENGLAND

Bringing 'The Big Picture' to life

- We have developed an identity that allows each region to tell it's own story through:
 - strong typography
 - bold visuals
 - high quality photography
- It employs a range of visual content, making it highly adaptable
- It can also accommodate multiple messaging and circumstances
- Most importantly it will have significant standout

Bringing 'The Big Picture' to life

WHERE NATURE BECOMES NAUTICAL



NORTH KENT
GARDEN of ENGLAND

WHERE SPIRES BECOME SHORES



EAST KENT
GARDEN of ENGLAND

WHERE HISTORY BECOMES ROLLING HILLS



WEST KENT
GARDEN of ENGLAND

'The Big Picture' is flexible

WHERE NATURE BECOMES NAUTICAL



NORTH KENT
GARDEN *of* ENGLAND

WHERE SPIRES BECOME SHORES



EAST KENT
GARDEN *of* ENGLAND

WHERE HISTORY BECOMES ROLLING HILLS



WEST KENT
GARDEN *of* ENGLAND

'The Big Picture' used thematically

WHERE NATURE BECOMES NAUTICAL



NORTH KENT
GARDEN of ENGLAND

WHERE SPIRES BECOME SHORES



EAST KENT
GARDEN of ENGLAND

WHERE HISTORY BECOMES ROLLING HILLS



WEST KENT
GARDEN of ENGLAND

The North Kent Picture

- The 'Big Picture' frames the story of North Kent in the following ways:
 - **Personality:** Strong, proud and bold – an hidden gem going through a transformation
 - **Imagery:** Docks and ships, seagulls and sirens, factories and warehouses
 - **Colours:**
 - Grey – to reflect the nautical/industrial heritage
 - Orange – to reflect sunrise/new dawn/regeneration
 - Blue – to reflect the power and energy that flows from the Medway
 - **Typography:** Emphatic, expansive and multi-dimensional (emphasised by the drop-shadow)

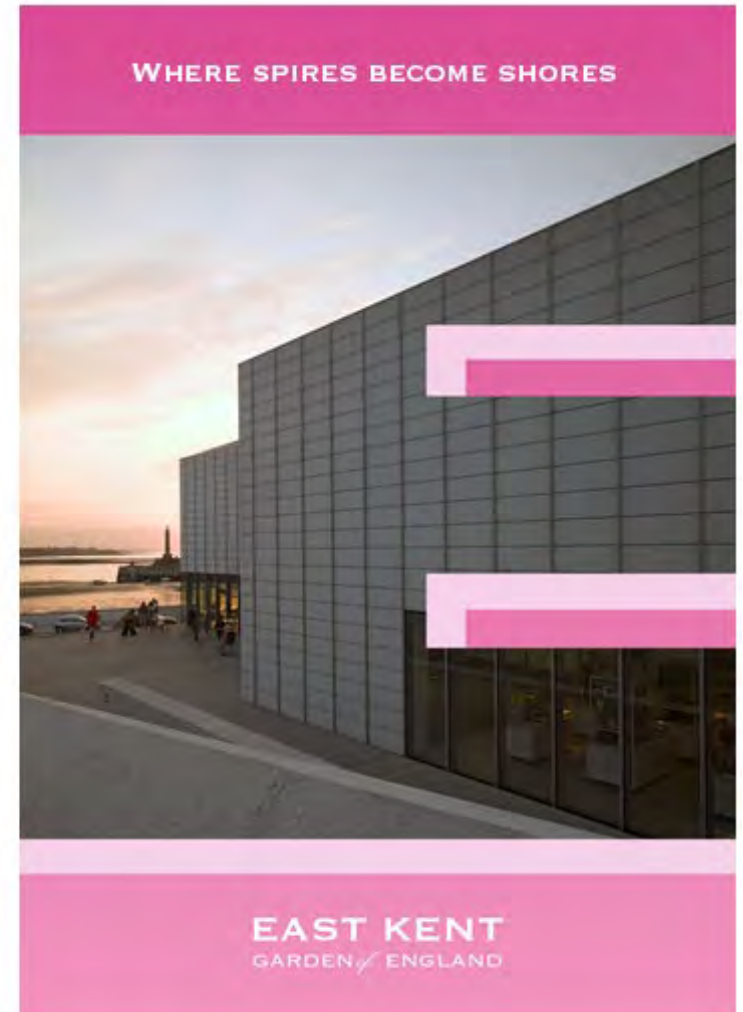
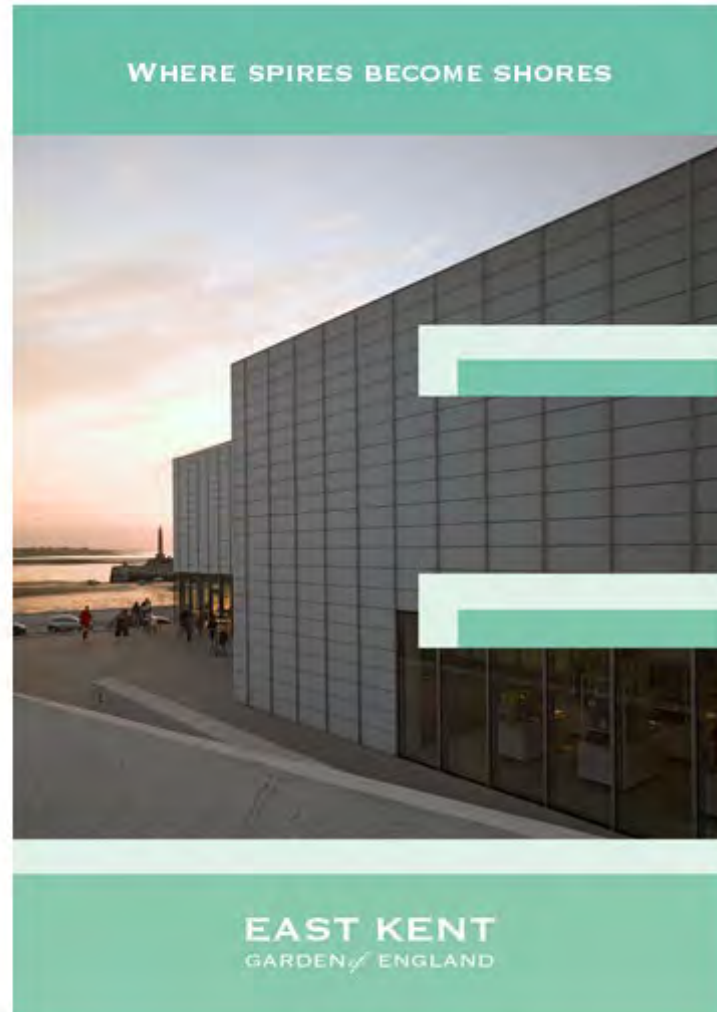
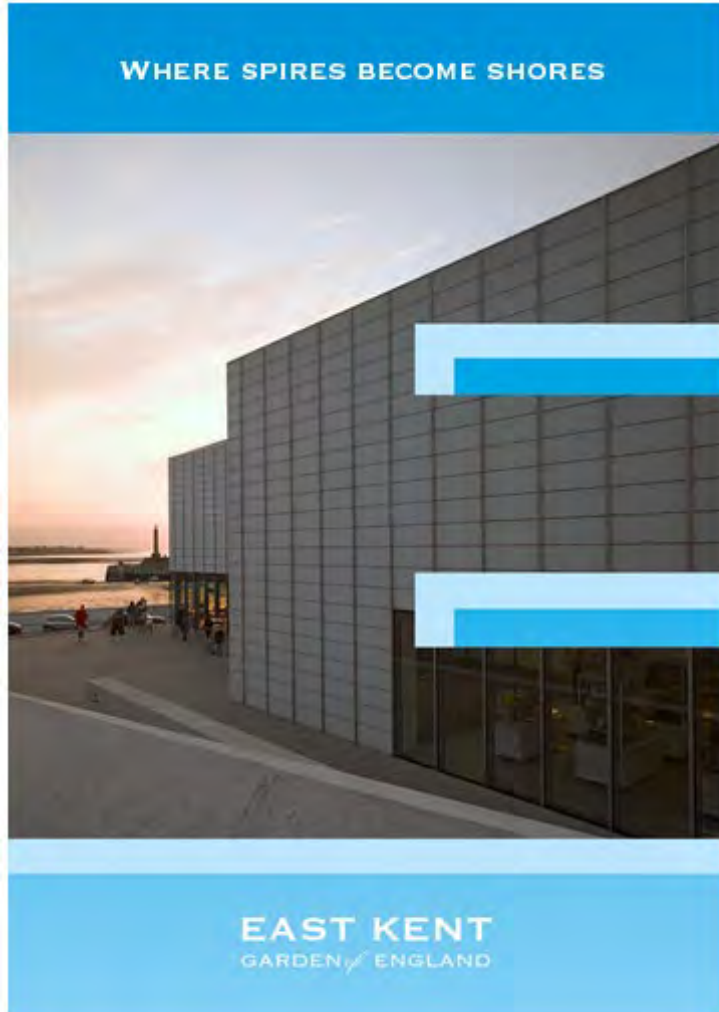
Colour variants for North Kent



The East Kent Picture

- The 'Big Picture' frames the story of East Kent in the following ways:
 - **Personality:** Bright, vibrant, fun – an eclectic and diverse region that embraces the young and the old alike
 - **Imagery:** Riverbanks and beaches, battlements and berries, seafood and spires
 - **Colours:**
 - Blue – to reflect the lure of the sea
 - Green – to reflect the surrounding countryside
 - Pink – to reflect the playfulness and fun of the coast
 - **Typography:** Emphatic, expansive and multi-dimensional (emphasised by the drop-shadow)

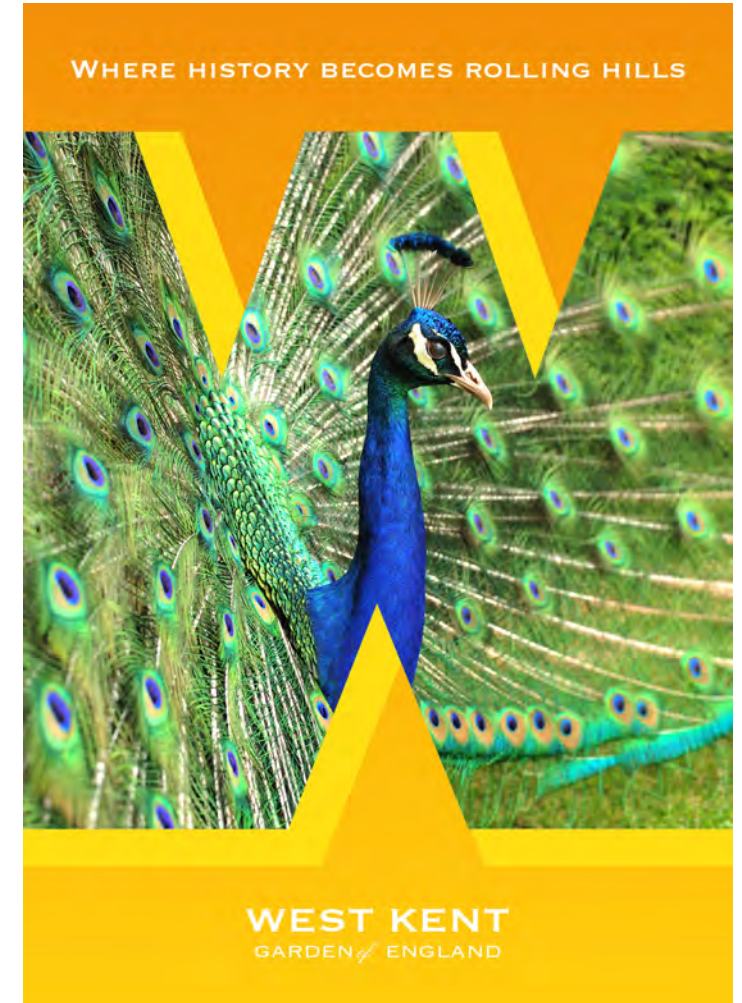
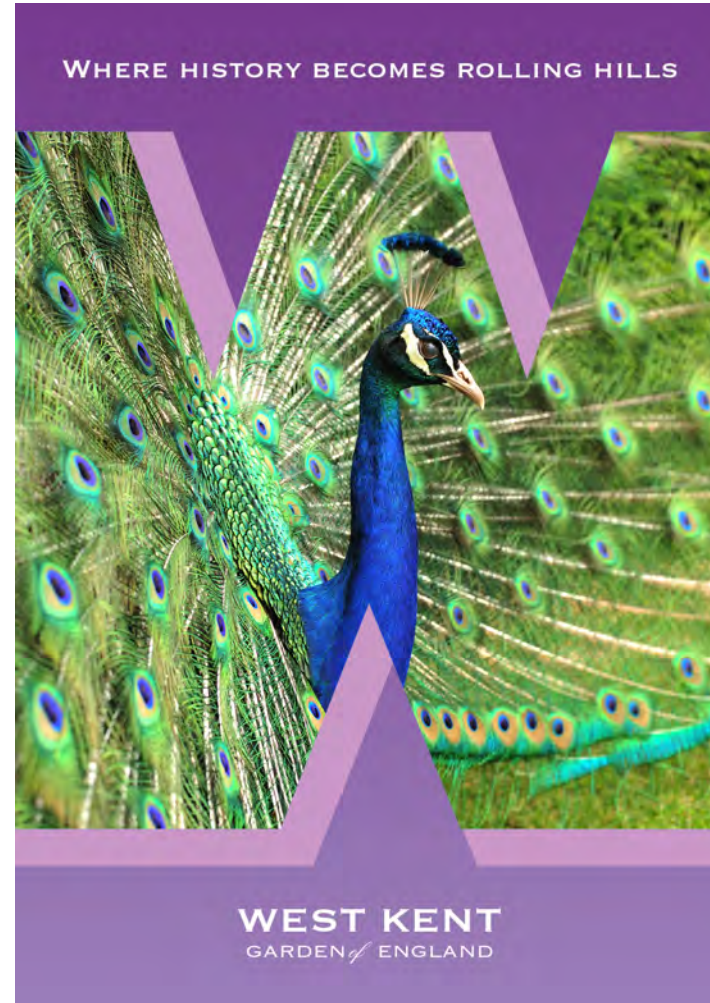
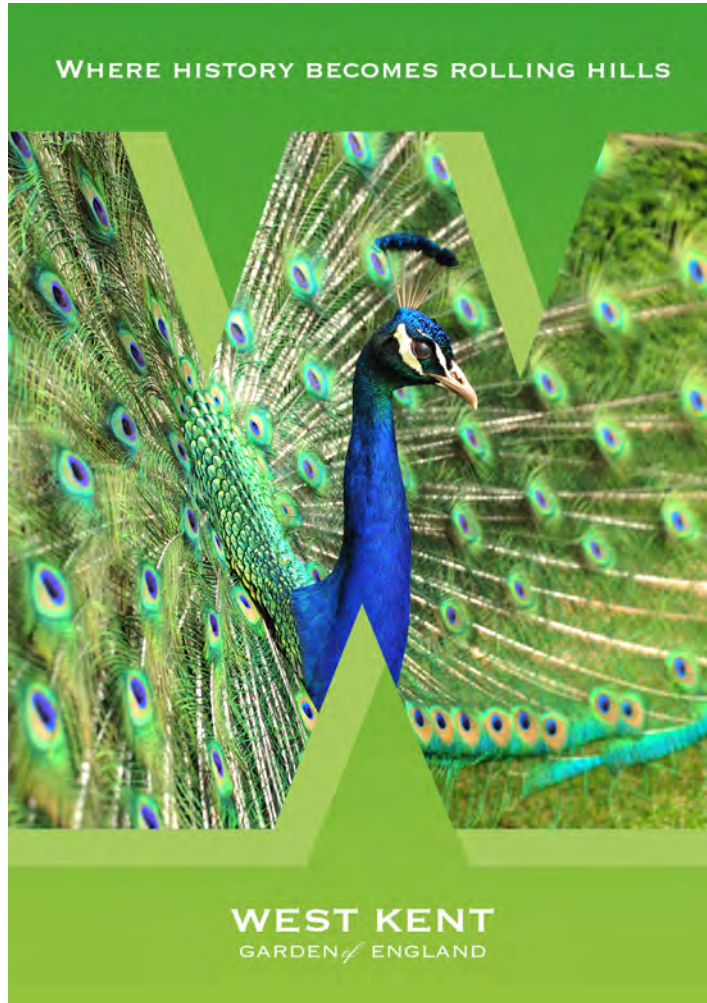
Colour variants for East Kent



The West Kent Picture

- The 'Big Picture' frames the story of West Kent in the following ways:
 - **Personality:** Lush, ripe and nostalgic – a warm and reassuring region with a long history, rich in heraldic associations
 - **Imagery:** Green fields, stately homes, country pubs, castles, churches and cream teas
 - **Colours:**
 - Green – to reflect the wide open spaces and long country walks
 - Purple – to reflect the regal heritage of the estates
 - Amber – to reflect the joys of a sundowner
 - **Typography:** Emphatic, expansive and multi-dimensional (emphasised by the drop-shadow)

Colour variants for West Kent



So what next?

- Following the consultation we will review feedback and make any appropriate amends before the roll-out in the new year.
- We will develop detailed guidelines and a new resource hub where partners will be able to access assets.

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