



Official brand guidelines for
the great waterfront city

Standard version

Welcome to the great waterfront city

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What is a brand?

In Portsmouth we think of our 'brand' as all the associations that spring to mind when you hear the word 'Portsmouth'. Our job is to promote Portsmouth to visitors and investors alike, so we want them to think all the right things when they see the word 'Portsmouth', see photos or read an article about our city. Getting people to think positively about Portsmouth and updating people's perceptions of our city is what these guidelines are all about.

All of us play a vital role in promoting the Portsmouth brand to both internal and external audiences. Through the words we write, the images we use and the things we say, we have the opportunity to project a consistent and a positive view of our city and invite people to see Portsmouth, the great waterfront city, from a new angle.

Standard version

This version of the Portsmouth, the great waterfront city (PGWC) brand guidelines is the standard version. If you work for Portsmouth City Council, please use the PCC specific version. It contains information on how to use the PGWC brand alongside PCC's own logo and branding.

Our brand explained

In a sentence

Portsmouth is a waterfront city surrounded by the sea which has shaped its history and its culture for centuries, a modern city that is a breath of fresh air, a distinctive culture with edge and attitude, pride and passion.

In a few words

‘Putting the **great** into Portsmouth’

What we stand for

Global

Portsmouth has a new and enjoyable cosmopolitan culture offering markets, festivals, music, dining and events in this reawakened city of the sea.

Recognition

Portsmouth is emerging as a new and exciting city, with a vibrant waterfront economy. We are earning new respect and admiration.

Enthusiasm

We are enthusiastic and passionate about our great city and our heritage. We are proud of the part Portsmouth has played in the nation’s history and the part our family and friends have played and continue to play in our story. We look forward to a future built upon our enthusiasm for our city and our determination to succeed.

Ambition

We are ambitious for our city and ourselves, working to raise our collective expectations and aspirations.

True

We are proud, independent and full of spirit. Portsmouth is real, true to itself and unpretentious.

Success breeds success

Successful places attract new investment and create continuous positive outcomes.

Places can be branded like products and services. Place branding aims especially at increasing the attractiveness of a place. Branding is not just loose marketing activities, but holistic strategic development that influences the whole place.

Place branding brings added attraction to a place.

A branded place makes people aware of the location and connects desirable associations. For Portsmouth we need to identify our combination of unique attraction factors that make us different from our competitors and helps make Portsmouth GREAT.

If you or your organisation would like to show that you are part of making Portsmouth GREAT and want to support the Portsmouth brand awareness, then please use the logo on your marketing materials.

See page 14 for new logo versions available from 2024

The great waterfront logo



Portsmouth logo

All of us have a vital role in promoting the Portsmouth brand. Our logo is our consistently applied shorthand representing the Portsmouth brand promise.

Logo typeface

The great waterfront city logotype is a specially commissioned typeface called 'Pompey'.



Regular white-out logo

For legibility it is sometimes necessary to use the white-out version of the logo as shown opposite.

The star and the word 'great' must remain in colour, unless reproduced in one colour only or used on a green background.



Mono logos

When the palette colours are not available the mono logo can be reproduced in black or white.

The great waterfront logo

Logo exclusion area

To create the maximum visual impact of the logo, a clear space needs to be maintained around it in which no other type or image must appear.



Minimum size

The logo can be increased or decreased in proportion but the minimum size it can be used is 25mm wide.



Logo usage

Correct logo usage

To create a consistent and positive view of Portsmouth that can be readily recognised by consumers and residents alike, it is vital to use the logo in the correct way.

Incorrect logo usage

Our logo should never be redrawn, re-created, distorted, or changed in any way. For more advice contact the design team at PCC by emailing design@portsmouthcc.gov.uk

Correct logo usage



Incorrect logo usage



Squashed horizontally



Squashed vertically



Angled or rotated



Alternative colouring



Without strapline



Difficult to read or illegible

Colour palette

Portsmouth colour palette

Our character as a city can be communicated through the colours we use. We are proud and passionate about our city that offers a compelling mix of vitality and heritage on the waterfront.

The chosen colour palettes reflect this.

The names of the palettes are for reference only and each colour within any of the palettes will complement other colours in the same range.

Primary palette



Stone

Pantone 424
CMYK: 30/20/19/60
RGB: 108/111/112
HEX: 6C6F70



Zest

Pantone 382
CMYK: 34/0/100/0
RGB: 190/214/0
HEX: BED600

Colour palette – additional colours

Pompey pride



Pantone 300
CMYK: 99/51/0/0
RGB: 0/101/189
HEX: 0065BD



Pantone 302
CMYK: 100/49/12/58
RGB: 0/65/101
HEX: 004165



Pantone 2587
CMYK: 60/71/0/0
RGB: 130/75/176
HEX: 824BB0



Pantone Black 6
CMYK: 100/79/44/93
RGB: 17/28/36
HEX: 111C24

Waterfront city



Pantone 5285
CMYK: 49/43/5/16
RGB: 134/131/164
HEX: 8683A4



Pantone 634
CMYK: 100/13/10/40
RGB: 0/104/144
HEX: 006890



Pantone 5487
CMYK: 53/16/31/50
RGB: 98/125/119
HEX: 627D77



Pantone 623
CMYK: 37/4/23/10
RGB: 157/188/176
HEX: 9DBC00



Pantone 7536
CMYK: 11/13/30/32
RGB: 170/185/166
HEX: BEB9A6



Pantone 5767
CMYK: 32/11/76/37
RGB: 137/143/75
HEX: 898F4B

Passionate about Portsmouth



Pantone 513
CMYK: 58/99/0/0
RGB: 142/37/141
HEX: 8E258D



Pantone 3275
CMYK: 94/0/53/0
RGB: 0/178/153
HEX: 00B299



Pantone 166
CMYK: 0/78/100/0
RGB: 224/82/6
HEX: E05206



Pantone 638
CMYK: 89/0/9/0
RGB: 0/175/216
HEX: 52C6E2



Pantone 360
CMYK: 64/0/80/0
RGB: 97/194/80
HEX: 61C250



Pantone 226
CMYK: 0/100/2/0
RGB: 207/0/114
HEX: CF0072

Examples of use

If you are engaged in promoting Portsmouth to attract visitors, investment or spend to the city then you can use the great waterfront city branding on your marketing materials.

Usage categories

There are three ways of using the great waterfront city branding. These are shown in the examples on this and the next page.

- the great waterfront city as lead brand
- third party (such as Spinnaker Tower, Historic Dockyard etc.) branding with great waterfront city endorsement



The great waterfront city as lead brand

The great waterfront city logo is used on its own as this advert promoted Portsmouth as a visitor destination to people outside of the city.

Examples of use

Your branding with great waterfront city endorsement

This poster is an example of you might like to use the logo on your own promotional materials.



Expanding the brand

Rationale for the development of the Portsmouth, the great waterfront city brand.

The existing brand has been in place since 2008. It is used in all Visit Portsmouth marketing promotion and widely around the city for example on items such as lamp post banners, wayfinding, transport signage, Millennium Promenade panels and associated guidebooks etc.

A decision was made to look at ways to refresh the brand, while maintaining its integrity. The aim being two-fold – to encourage wider take-up across the city's tourism businesses and to better recognise and promote Portsmouth's wide offer.

In discussion with tourism partners, an evolution of the brand with a defined suite of words to use as well as the existing 'great' was agreed.

The agreed suite of words are:

adventurous, ambitious, creative, cultural, great, historic, proud, seafaring and vibrant.

Tourism businesses in Portsmouth are encouraged to use any of the new brand variations, which include the original 'great', as works best for their business or activity. The brand guidelines need to be adhered to at all times and only the agreed words are to be used.

It would be helpful if you can make us aware of usage so that we can track how successful this refresh is – please keep us up to date and also direct any brand queries to

tourism@portsmouthcc.gov.uk.



Contacts

If you need further information on anything in this document, please contact one of the following:

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