

STUDENTS SEEK OUT INSPIRATION FOR SALISBURY'S VISUAL IDENTITY

Design students from Wiltshire College and University Centre took to the city's streets this week to find inspiration for Salisbury's new visual identity, led by international brand consultancy, Heavenly.

Heavenly was appointed by VisitWiltshire on behalf of the city partners leading on the project, in October, following a competitive pitch process which saw the brand agency collaborate with the Creative Arts Department of Wiltshire College and University Centre. This week, more than 80 Foundation Diploma pre-degree Art & Design students were briefed by Heavenly's Managing Partner, Roger Pride, Brand Strategist, Geraint Thomas, and Creative Director, Andrew Griffiths, alongside Course Leaders, Darren Harris, Rob Hemmings and Hannah Cantellow, as well as VisitWiltshire's Marketing Manager, Fiona Errington. Following this, the students headed to Salisbury Cathedral before going into the city centre to get inspiration for their projects. Students, who are studying on the Foundation Diploma prior to applying to university, were briefed to take photos of locations or objects that inspire 'traditional' and 'original', two themes that were identified during the construction of Salisbury's competitive brand positioning, earlier in the year.

The creation of Salisbury's visual identity is led by VisitWiltshire, on behalf of a wider partnership of Salisbury BID, Salisbury City Council, Swindon and Wiltshire Local Enterprise Partnership (SWLEP), Wiltshire Council, Salisbury Cathedral, Salisbury Chamber of Commerce, Salisbury Journal and Salisbury Purple Flag/Night-time Economy Group.

Amanda Snowe, Project Manager at VisitWiltshire, said: "We are delighted that the project has got off to such a great start and look forward to seeing the initial ideas generated by the students. It's wonderful to be able to incorporate young local talent into the process, under the guidance of the brand experts at Heavenly."

Tracey Bullen, Head of Creative Arts at Wiltshire College and University Centre, added: "This is an opportunity for our Level 4 Art and Design Students to participate in a prestigious live project which will encourage an innovative approach to idea generation, enhance their applications to University and provide an excellent showcase for the outstanding work our creative students make at Wiltshire College and University centre."

Roger Pride, Managing Director of Heavenly, said: “Following the briefing this week the young creative talent at Wiltshire College and University Centre are enthused. We know that inspiration can come from many sources and having so many people thinking about the challenge means that we will have a range of ideas to consider. We will be working closely with the college over the coming months to create an identity Salisbury will be proud of.”

NOTES TO EDITORS

About VisitWiltshire

VisitWiltshire is the official Destination Management & Marketing Organisation for Wiltshire representing 600 partners. It is a public/private sector membership organisation. VisitWiltshire's priority is to grow the county's Visitor Economy by raising awareness of the destination and generating additional tourism visits and spend. Wiltshire's Visitor Economy currently generates an estimated £1.5billion and supports over 29,000 jobs.

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