

# Salisbury Visual Identity

## Overall Scores and Ranking

- Route 4 “Original Foundation” scored highest and was also ranked 1<sup>st</sup> the most times
- Route 1 “The Spire” scored the lowest and was ranked bottom the most times
- Route 2 “Symmetry” scored the 2<sup>nd</sup> highest
- There was support for all routes.
- Routes 1 and 4 were the most polarizing
- Opinions on Route 4 changed during discussion

Option	Total Score	# Top	# Bottom
	104	9	22
	139	14	8
	121	9	12
	147	19	9

# Salisbury Brand Positioning

1.0 This is Salisbury

2.0 Verbal Identity

3.0 Visual Identity

4.0 Applications

5.0 Help & Guidance

1.1 Brand Model

1.2 Positioning

1.3 Pillars

1.4 Values

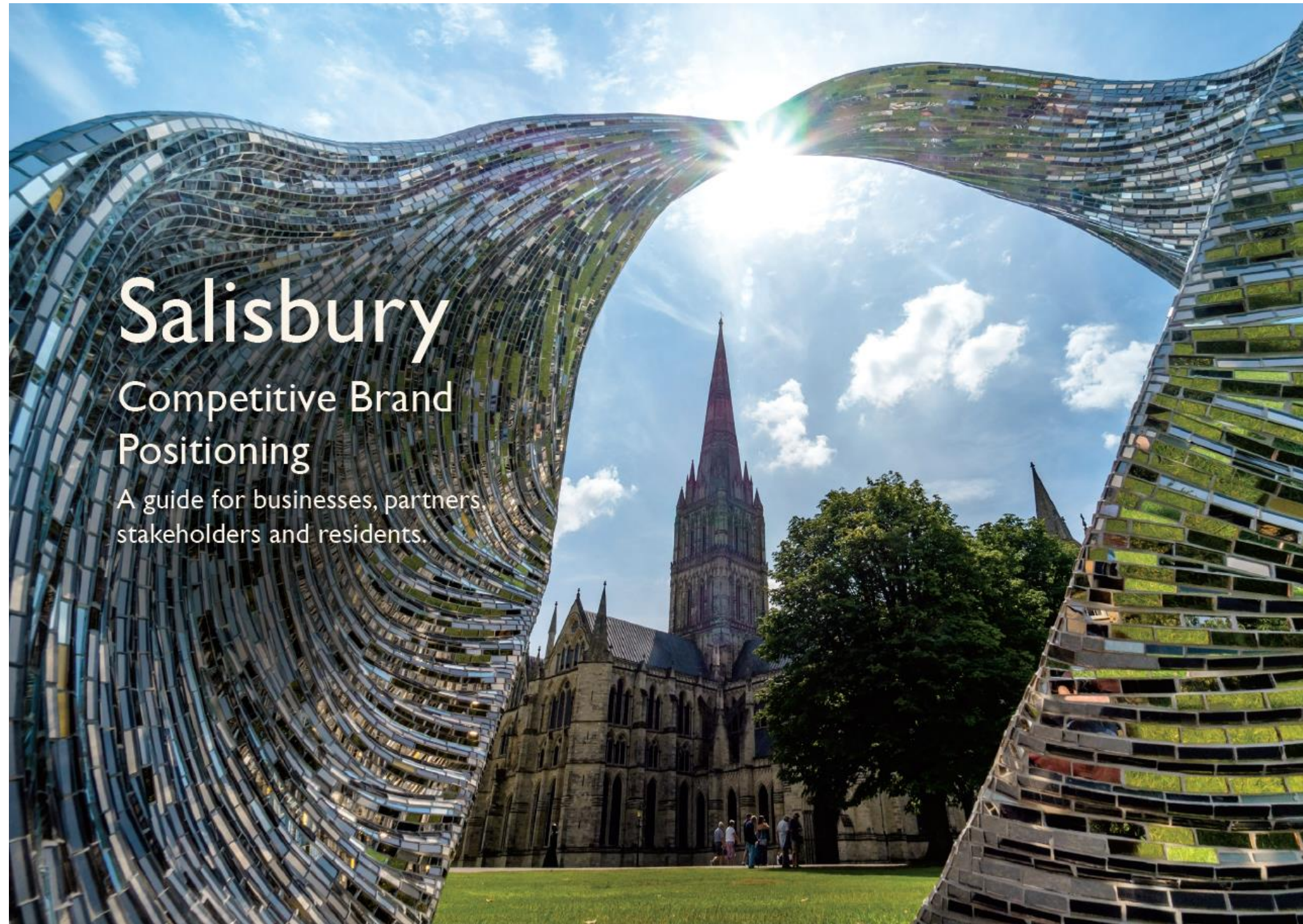
## 1.2.2 Positioning

Traditional Original lies at the heart of the new brand. An idea that reflects the rare mix of the old and the new which sets us apart. We are a city steeped in traditions. Traditions born across the centuries. Traditions that we hold dear and make us feel at home. Yet we are also a city that cherishes original thinking. The ideas that will help Salisbury become a mediaeval city fit for the future, will create the traditions of tomorrow.

**This is Salisbury a  
beautiful heritage  
city, with an eye  
on the future.**



# Salisbury Brand Positioning



Salisbury

Competitive Brand  
Positioning

A guide for businesses, partners,  
stakeholders and residents.



# Salisbury Brand

1.0 This is Salisbury

2.0 Verbal Identity

3.0 Visual Identity

4.0 Applications

5.0 Help & Guidance

3.1 The Identity

3.2 Logo

3.3 Colour Palette

3.4 Typography

3.5 Grid System

3.6 Graphic Elements

## 3.1 The Identity



The new identity for Salisbury has been developed with the help of young talent at Wiltshire College. Guided by tutors, students on the Foundation Art and Design course came up with a range of thoughts and ideas for a place identity for the city. All of this provided inspiration for a series of identity options which were tested amongst various organisations and individuals with an interest in the city.



**From something old.  
To something new.**



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## 3.2 Logo

The new Salisbury marque is inspired by the skills and features that provide the very origins of the city. Stonemasons formed the stones that built the city, they were chiselled and crafted to create beauty and balance. These angular characteristics informed the shape of each of the letters in the marque. And each letter reflects a part of the story of Salisbury.

The letters comes together to create a contemporary and original marque. A marque that reflects the ambition and creativity of Salisbury.

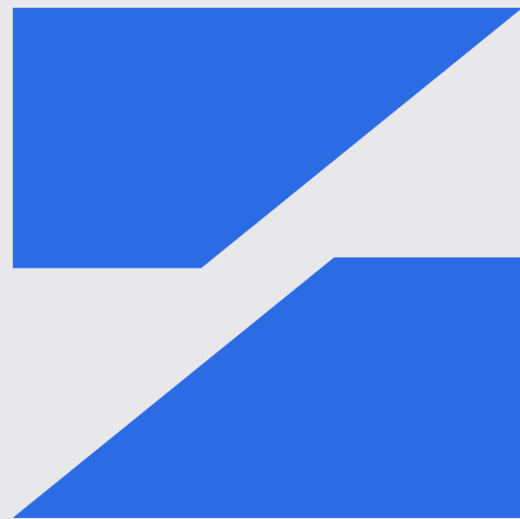


# Salisbury Brand

Each shape reflects patterns seen throughout Salisbury

## 3.2.1 'S' Shape

Our S reflects the patterns created by the Wiltshire College students inspired by the Chequers planning layout of medieval Salisbury.



## 3.2.2 'A' Shape

An abstract A, echoing shapes at the New Art Centre Sculpture Park.



## 3.2.7 'R' Shape

Inspired of the RAF roundel on the wings of the "Secret Spitfires" built in Salisbury in WW2.



## 3.2.8 'Y' Shape

Formed of the pillars and arches at the Cathedral.



# Salisbury Brand

## 3.6 Graphic Elements

The graphical elements are taken directly from the core mark. Using all of the letter shapes, we have created multiple graphical elements which can stand alone, or combine to create new shapes.

The shapes can also be used to create patterns, hold copy, bring imagery to life and interact within environments.





# Salisbury Brand

## Examples





# Salisbury Brand

## Examples





Version 01  
October 2020

# Salisbury Brand Guidelines