

Bristol Together Launch messaging



Our consumer messaging themes in Phase 1.

Awareness.

Welcoming/inviting visitors back to the BIDs and updating them on the latest things to do.

Overarching message:
Welcome back

Safety.

Giving consumers confidence and reassurance that Bristol is handling the situation well.

Overarching message:
Reassurance

Messages will derive from the above two themes during Phase 1



Example messaging

Awareness.

Welcome back Bristol,
we've missed you.

Long time no see. Welcome back.

Come on in, we're open.

Back in business.

Together again. It's great to see you.

XXX is back in business.

Safety.

Together we've got this.

Getting a little crowded?

There's a park this way

Please keep a safe distance (even
if it means talking a little louder)

Clean hands, safe city.



Launch consumer awareness message

**Welcome back Bristol,
we've missed you.**



How it works for launch

Long form

Suitable for: Consumer-facing emails from BCCBID, BBID, Bristol Shopping Quarter

**Welcome back Bristol,
we've missed you.**

Lockdown's been tough for everyone. And although we're not out of the woods yet, it's time for us to get back to being the City and community we've always been.

Your favourite shops and food options are back, open and safer than ever. Why not pop by and show your support? Plan your visit today.

#BristolTogether
Safely reopening our city.

Medium form

Suitable for: OOH, print, takeover splashes, digital display

**Welcome back Bristol,
we've missed you.**

Your favourite places to shop, eat, drink and meet are back, open and safer than ever. Plan your visit today.

#BristolTogether
Safely reopening our city.

Short form

Suitable for: Social posts

**Welcome back Bristol,
we've missed you.**

#BristolTogether
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Bristol together

Toolkit development



The logo mark variants



Primary logos

Our primary logo is available in both solid and keyline formats and in a white and black options. This set provides good stand out, and flexibility for a wide range of applications.

At smaller sizes the white filled box will offer optimum legibility and will allow our logo to stand out over our core colourful backgrounds.

In video and at larger sizes, the keyline options offer a more refined solution.



Secondary logos

We continue the theme of freedom within our logo mark. Expanding on the stencil principle, we have created vibrant logo set, to be deployed in a variety of colour options. These secondary logo options are designed to inject colour, when we're unable to control the surrounding environment.

These options therefore should only be used in isolation.

Social launch assets



The logo mark in context – outdoor

