



FOLKESTONE AND HYTHE

BRAND TOOLKIT

folkestoneandhythe.co.uk



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WEATHER IS A
THIRD TO
PLACE AND TIME



WELCOME...

...to Folkestone, Hythe and Romney Marsh, a place unlike anywhere else.

From our people to our places, the Folkestone and Hythe district is extraordinary. All types of people, from artists to musicians, innovators to educators come together here; enjoying our miles of stunning coastline, a world-class cultural scene and fantastic connections to Europe and the rest of the UK.

We want to bring together all this special place has to offer and communicate it far and wide – inviting people to come and experience it with us.

This toolkit is a resource for anyone to use when talking about Folkestone and Hythe. By speaking with one voice, we can raise the profile of the district and contribute to the area's ongoing success.

1.0

BRAND STORY

1.1 The time is now

So, what is it about Folkestone and Hythe? Put in the simplest of terms, it's extraordinary.

This is a place that delights and surprises. Where you can tuck into fish and chips next to a Tracey Emin artwork or go on safari on the Kent savannah. A place where anything is possible – from being able to work on the beach, or commuting to London in under an hour (or flexing between the two.)

The district blends coastal cool with urban vibe and rural adventures, allowing people to choose the pace of life they want. Its people are passionate about where they live and work – and it's easy to see why.

A key UK centre for the creative and digital industries, Folkestone and Hythe has built a reputation for innovation with a growing cultural scene that has helped to drive the area's growing stature as THE place to live, work, invest and visit.



2.0

CAMPAIGN OVERVIEW

2.1 Extraordinary

Folkestone and Hythe - Experience the Extraordinary is a place brand campaign by Folkestone & Hythe District Council, promoting what it means to be part of the district now and in the future.

We have sought to capture the district's strengths and aspirations into one unified voice that tells the world what makes this area so special. We listened closely to what residents, businesses and organisations already involved in the district's story had to say, backed by further quantitative analysis to test existing perceptions. We used this information to guide the creation of this new place brand.



3.0

CAMPAIGN RATIONALE

3.1 Why does the district need a campaign?

The place brand brings together all the elements that contribute to the district's story in as simple a way as possible and then share those key messages to the world – from investors and decision makers to visitors yet to discover the area.

We share the goal of wanting the district to prosper, to reach new audiences and build engagement; to share the successes, places and people that make the area stand out from the rest; the investment that shows the momentum and the great things to come.

To build a stronger profile, we need a clear story of Folkestone and Hythe.



4.0

CAMPAIGN PILLARS

Our campaign content is founded upon four campaign pillars – those who already, or want to, **live, visit, work** or **invest** in the district. Each pillar tells its own story and highlights the elements of the district that will appeal to each audience, helping us to be consistent with our message.

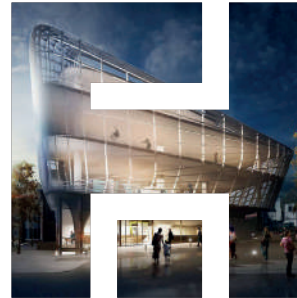
Live



Work



Invest



Visit





LIVE

Good quality of life, without compromise - whether you love to live in the town, country or by the coast.

Period character homes, do-er uppers, brand new homes in housing developments including Princes Parade in Hythe, Martello Lakes near Romney Marsh – average property prices across the district are 60% cheaper than London.

With the UK's most sustainable garden town Otterpool Park at the planning stage, close to the M20, direct rail links to London and within minutes of Eurotunnel Le Shuttle's Folkestone terminal, the district is one of the UK's most attractive property locations.

Added to this, an appealing variety of independent shops and cafes can be found in Hythe and

Folkestone's Creative Quarter, big brand retailers at Bouverie Place in Folkestone town centre and Park Farm retail park.

At leisure, people can take their pick – walking the dog along the beach or on the Marsh, see a show or play at The Quarterhouse, grab a coffee in Hythe, take the kids to the Lower Leas Coastal Country Park play area.

There's added family appeal owing to high achieving grammar schools, academies and college education for young people living in the area – including Folkestone School for Girls and The Edge School of Creative and Business at Folkestone College.



26 miles
of heritage
coastline



£252 million
annual tourism
boost to economy



Top 30 places
to live in the UK



1.4 million
nights stayed
by visitors

WORK

As a place to work, Folkestone and Hythe approaches things creatively.

The area is home to around 4,000 businesses – large and small, with commercial rents up to 60 per cent lower than London. This makes Folkestone and Hythe an excellent business location, whether it be start-ups like Romney Marsh Brewery or for big name brands such as Saga, Holiday Extras and Church & Dwight – with room to grow.

Folkestone's renowned Creative Quarter was launched in 2002 and today it is home to a thriving collection of artists' studios and creative businesses.

Its success has made the area a key location in Kent for the creative and digital industries with the success of companies like Sleeping Giant, Cognitive Media and Progress ensuring Folkestone and Hythe are leading the industries of tomorrow.

These quality jobs and the quality of life of working by the coast are compelling. Flexible working is a

core part of what the district has to offer whether that is co-working at The Workshop or Digital: Glassworks, splitting time between London and home working or simply running your business from home.

If planning consent is given, a major new garden town at Otterpool Park will seek to offer a modern template for how people live today, with the latest technology in place to give future residents the flexibility to work how they want and stay connected.

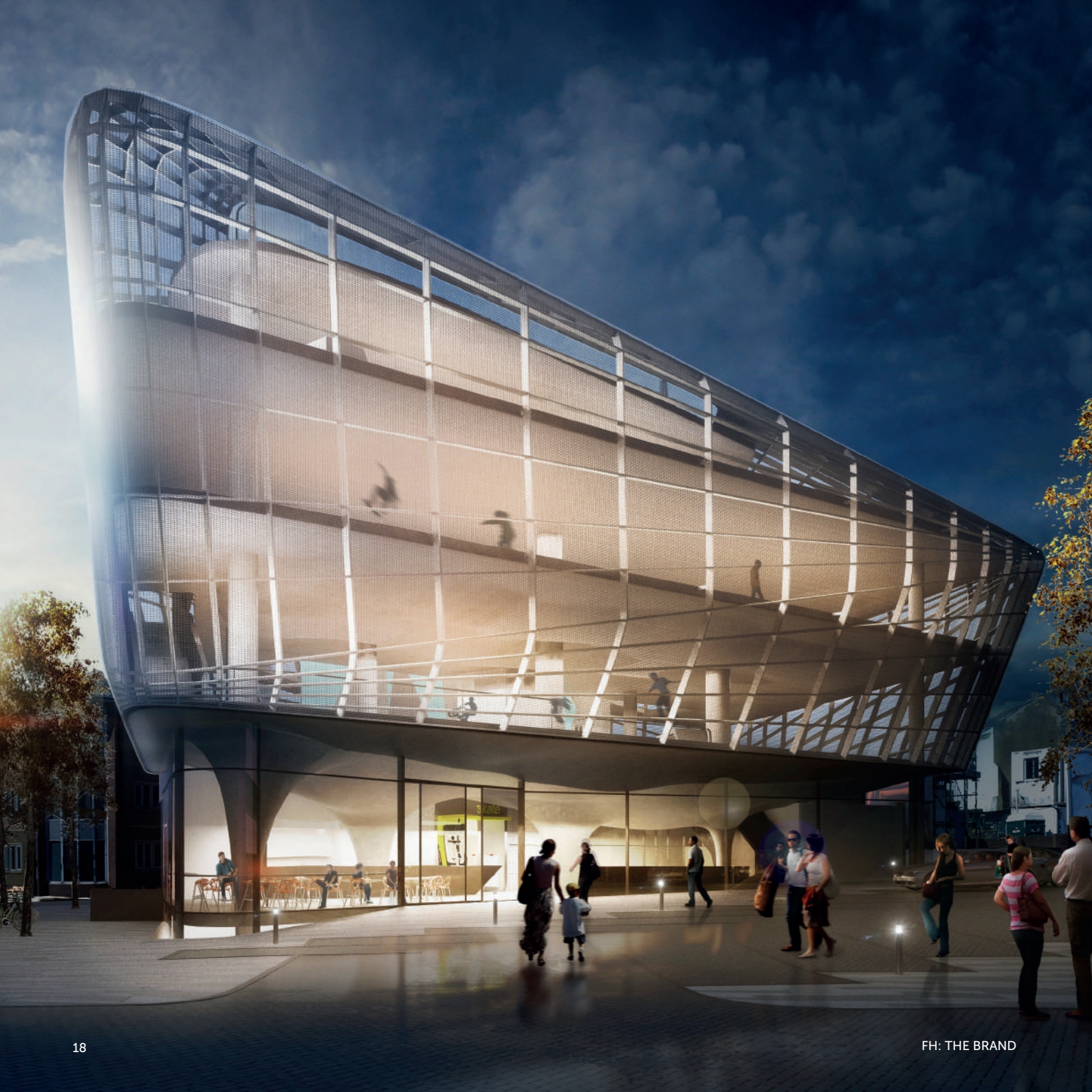


4,000
businesses



54 minutes
from Folkestone
to St Pancras





INVEST

Investment by Roger De Haan has been both a catalyst and a sign of commitment, and developers are recognising the opportunity of this highly accessible and attractive location.

Housing developments coming on stream include Otterpool Park garden town which will deliver up to 10,000 homes over 30 years, 1,200 homes at Shorncliffe Heights on the edge of Folkestone, Martello Lakes close to Romney Marsh and Princes Parade in Hythe. Investment to infrastructure including improvements to the M20 junction 11a.

Investments over two decades has helped to drive millions of pounds into the district, from the

regeneration of Folkestone Old Town to the transformative Folkestone Harbour Arm. The Roger De Haan Charitable Trust, together with acclaimed local architect Guy Hollaway, has brought a world class skatepark to Folkestone, which is the world's first multi-storey Urban Sports Park.



Higher rate
of economic
growth than the
Kent average



300+
creative
businesses

VISIT

The fourth most visited town in Kent, Folkestone together with historic Hythe and evocative Romney Marsh has undoubtedly helped create one of Kent's unmissable destinations. The high-speed rail link draws visitors from London and 252,945 people travel on the Southeastern London – Folkestone service annually.

In 2017 tourism contributed £252m to the district's economy generated by 4.7 million trips to the area, boosted by events such as the internationally recognised Folkestone Triennial arts festival that since 2008 has attracted some of the biggest names in the world – from Antony Gormley to Yoko Ono.

This has left a unique cultural legacy that sees visitors come to view the collection of public art. Richard Woods' six cartoon coloured 'Holiday Homes', Tracey Emin's Baby Things, Lubaina Himid's Jelly Mould Pavilion. 2021 heralds the fifth Folkestone Triennial; the largest exhibition of newly commissioned work presented in the UK.

There's always something going on; the Folkestone Book Festival, the Hythe Festival, JAM on the Marsh.

Sandy beaches, Folkestone Harbour Arm, historic Hythe, Port Lympne wild animal reserve and hotel, the RSPB Dungeness Nature Reserve and the Royal Military Canal have put the area on the tourism map. The Romney, Hythe and Dymchurch Railway is also an important link running along the coastline and connecting communities from Hythe to Dungeness.

There's a good choice of accommodation to suit all tastes and budgets. Hotels like Hythe Imperial, the stylish Relish townhouse and the Clifton Hotel with its Marco Pierre White restaurant. There are pubs with rooms, seaside apartments, boutique B&Bs and camping pods. Not to mention the food...Mark Sargeant's Rocksalt, Griggs of Hythe, Loaf in Sandgate, and the internationally influenced street food along Folkestone Harbour Arm.



35 minutes
from Folkestone
to Calais



150,000
annual travellers
on RHDR



5.0

10 core themes have been developed to outline the district's strengths and allow them to be communicated consistently.

BRAND NARRATIVE



**Extraordinary
& diverse**



**Creative &
digital**



**People &
places**



**Coast &
country**



**Connected &
distinct**



**Real &
authentic**



**Arts &
culture**



**Big skies
& sunsets**



**Food &
festivals**



**Fresh air
& wildlife**



5.1 Extraordinary & diverse

Where else can you work on the beach, visit the UK's only desert and go on safari in Kent's very own savannah? Where else can you choose to live by the sea, on the slopes of the North Downs or enjoy splendid isolation in one of the country's most unique and wildlife-rich landscapes, Romney Marsh?

5.2 People & places

Vibrant Folkestone with its creative spirit and growing cultural scene; historic Hythe full of history with the Royal Military Canal and Martello Towers and on to the villages with a charm all their own and the unique landscapes of Romney Marsh.

People make a place from people powering the district's creative transformation like Roger De Hann and Alastair Upton to local artists capturing the diverse landscapes of town and country, and street food vendors on the Harbour Arm.

5.3 Connected & distinct

With the Eurotunnel Le Shuttle terminal on its doorstep and regular HS1 services to and from the capital, this district is one of the best-connected locations in the UK, within an hour of London and 35 minutes to Calais.

High speed broadband is essential in the ambition to see Folkestone & Hythe as the best place to start a new business and the council aims to have rolled out high speed broadband in rural areas by 2023.

5.4 Arts & culture

Designers and filmmakers; musicians and dreamers; artists and makers. The district is waiting to be explored, from cool cafés to watch-the-world-go-by bars, performance spaces and modern venues.

This isn't just one place with a creative scene. This is Kent's creative coast after all, including a new sculpture park set up by The IMOS Foundation on Romney Marsh to the beautiful murals in New Romney.

5.5 Food & festivals

The district is linked by the diversity and variety of events and attractions that take place. The Folkestone Triennial returns for its fifth outing in 2021 adding to a valuable legacy of permanent art in the town.

Other go to events include Charivari Day Carnival, The Hythe Festival, JAM on the Marsh, Cheriton Light Festival and the Folkestone Book Festival.

5.6 Creative & digital

The district is home to one of the South East's fastest growing centres for creative and digital businesses, with its heart in the Creative Quarter. Folkestone's cultural heart.

The Glassworks and The Workshop, offering flexible workspace of all sizes that are perfect for start-ups, freelancers and SMEs in the creative and digital technology sector.

5.7 Coast & country

The landscape of Folkestone & Hythe district is a place of contrasts from the North Downs escarpment, to open savanna at Lympne and mesmeric Romney Marsh with its amazing light, long views and sense of splendid isolation.

It's then on to the sea, with 26 miles of shingle and sandy beaches to free the mind, leading to the unique landscape of enigmatic Dungeness, the UK's only desert. All this space to breathe, think, play and escape comes for free. This is a place where life comes first.

5.8 Real & authentic

Folkestone and Hythe doesn't need the 'hard sell' to show what an extraordinary place it is.

A real place, real history, real people and a very real future ahead of it.

Talk to people living and working here, visit the many attractions, the special places that call it home.

We've based this campaign on real and authentic stories – they speak for themselves.

5.9 Big skies & sunsets

What could be better than a location on the sunniest coastline in the UK? Work or study during the day and be down on the beach, on your bike, meeting and eating with friends and colleagues within minutes.

A bracing walk along the ridge of the North Downs or the long views of Romney Marsh, this is THE place for calm reflection, and quiet contemplation of a better quality of life.

5.10 Fresh air & wildlife

With huge skies, fresh sea air, unspoilt marshes, a coastal nature reserve and more, the district is an absolute gift for nature lovers.

Marvel at the 1,000 hectare RSPB Nature Reserve at Dungeness - mile upon mile of shingle, fresh water, grassland and meadow habitats. Romney Marsh Visitor Centre is our tip for an introduction to the area. It's not just native wildlife, there's also the 600 acre Port Lympne Reserve safari park.

6.0

BRAND PERSONALITY

Welcoming and upbeat.

Creative and cultured.

Confident and real.

Innovative and inspiring.

Cool and indie.

Diverse and distinct.

7.0

Our logo is the most critical and recognisable element of our brand. Its consistent and thoughtful application is the cornerstone of a strong visual identity.

OUR LOGO

7.1 The Folkestone & Hythe Logo

The logo makes clever use of negative space to create an 'FH' symbol that unifies the district. The logo marque uses a single line which symbolises a journey of discovery and experience, whether it's live, work, invest or visit.

This brand marque can be styled in various ways using colour, texture, patterns and imagery - it has versatility. It will become a recognisable icon that will reflect the place and can be owned and applied by partners, staff, stakeholders, businesses and residents.





7.2 Using the Folkestone & Hythe Logo

The primary logo should be used the majority of the time - if the campaign is mentioned, use the the logo with tagline (see page 32 for more information). The marque can be used as a graphical element (see using using the brand section on page 48).

[Share your email address](#) to access the full set of brand assets.

Each logo design is available as PNGs, EPSs, JPEGs and SVGs in CMYK (for print) or RGB (for screen).

Primary logo



Logo with tagline



Marque



 **FOLKESTONE
AND HYTHE**

 **FOLKESTONE
AND HYTHE**

 **FOLKESTONE
AND HYTHE**

 **FOLKESTONE
AND HYTHE**

 **FOLKESTONE
AND HYTHE**

 **FOLKESTONE
AND HYTHE**

7.3 Campaign taglines

'Extraordinary' is a word that was expressed frequently at our engagement workshops and is a word used to describe something, or someone as very unusual or remarkable and references the distinctive nature of the district.

Primary tagline: Experience the extraordinary

'Experience' is a call to action, encouraging participation and communicating the authentic nature of the district that welcomes and inspires you.



Secondary tagline: Extraordinary places. Extraordinary people

The diversity of 'Places & People' are the core of what defines the district and there are extraordinary examples to be discovered if we tell people about them.



Photo credit: Strange Cargo





7.4 Logo spacing

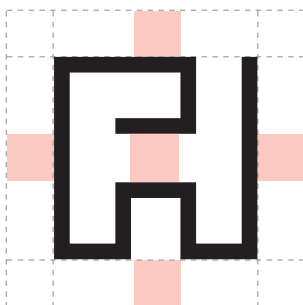
To make sure the logo is used consistently please make sure the below spacing guidelines are followed. The purpose of having a fixed clear space around the logo is to retain and protect its visual integrity and clarity.

The specified clear space also provides a gauge for the minimum distance our logo can be from borders and edges (whether graphical or physical).

Primary logo



Icon



7.5 Examples of improper uses

Do not alter or include any additional type/titles/effects/fonts with the logo. Do not use any other colours or orientations other than the ones stated in '7.2 Using the Folkestone & Hythe Logo' on page 30.

Do not scale or skew the logo away from its correct ratio



Do not display at irregular angles or rotations



Do not use non-brand colours. See page 42 for colour palette



Do not put text or elements within the safe zone specified



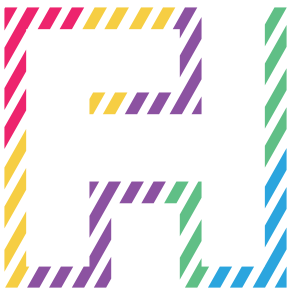


7.6 When can I modify the logo?

There should never be a case where you need to modify the primary logo except for resizing. However, we are inviting the Folkestone & Hythe community to make their own marques.

- ✔ Use images from the district.
- ✔ Use static imagery as well as video (see page 51 for details).
- ✘ Do not use indecent / offensive images.

FH icon examples



7.7 FH pillars

There are dedicated photographs for each of the place pillars (Live, Work, Invest and Visit). These should be included where possible in any print or digital collateral. Do not alter the orientation of images used.

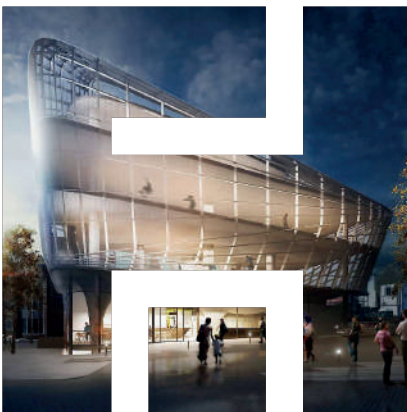
Live



Work



Invest



Visit



8.0

Typography is a powerful tool to express our brand. It combines our visual identity and verbal identity to reflect who we are, what we say and how we say it.

TYPOGRAPHY

8.1 Print and digital typeface

The brand font is 'Fira Sans' which should be used on any print collateral, marketing materials and content pieces such as infographics.

FIRA SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@£\$%^&*()_+



8.2 Primary typeface

'Fira Sans' is a Google Font and is the primary sans serif font to complement the logo. There are no limitations of weight usage, however using Black and Regular is preferred where possible. For use with all digital ad printing collateral. When 'Fira Sans' is not available we use 'Arial'.

Regular / *italic* (main body text)

Medium / *italic* (standfirst)

Semi Bold / *italic* (important information)

Bold / *italic* (sub-heading)

Black / *italic* (headings and titles)

Weight - Regular to Black

8.3 Secondary typeface

'Arial' is the secondary sans serif font and should only be used when the primary font 'Fira Sans' is not available.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@£\$%^&*()_+

8.4 Typeface examples

**Titles, 35pt, Fira Sans, Black,
42pt leading.**

Sub headings, 16pt, Fira Sans, Bold, 19pt leading.

When needed, lead-in paragraphs can be set at 14pt size, Fira Sans medium and 18pt leading. It leads in to content with a clear point to build upon. Text should always be left aligned.

Body copy to be 10pt, Fira Sans regular with 14pt leading.

Important information can be highlighted using semi bold font (not for headers).

Underline should be used on links but not on other text.

9.0

Our colour palette is rich, vibrant and universal, it is inspired by the landscape, art and spirit of the district.

COLOUR PALETTE



9.1 Colours

The colour profile CMYK and pantone should be used on any print collateral. RGB should be utilised on digital. Please note, results on materials and stock types will vary.

Lead colours



Pantone 2627 C

CMYK 87/97/28/26
RGB 55/24/81



Pantone 7656 C

CMYK 48/85/9/4
RGB 127/60/125



Pantone Neutral Black C

CMYK 63/52/51/84
RGB 7/0/0

Lead colours

Our core colour is purple. It should be used on all communications.

Supporting colours

This palette should be used sparingly. Each pillar has its own dedicated colour.

Live | **Work** | **Invest** | **Visit**

Supporting colours



Pantone 2727 C

CMYK 80/46/0/0
RGB 78/124/221



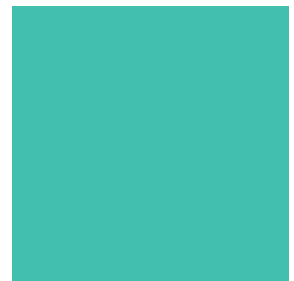
Pantone 219 C

CMYK 6/92/3/0
RGB 191/28/127



Pantone 136 C

CMYK 0/32/83/0
RGB 241/189/74



Pantone 3258 C

CMYK 66/0/40/0
RGB 122/193/176

10.0

Photography should be curated to feel cohesive and consistent with the brand. The brand image library will evolve throughout the lifespan of the project.

VISUAL IDENTITY



10.1 How to pick an on-brand image

A picture tells a thousand words and is a powerful tool to communicate our brand; they can depict our inspirations and aspirations for the district and capture the extraordinary.

FH imagery should adhere to the following principles:

1. Capture real life



Good example

The subjects have been captured without them being aware of the photographer.

2. Have a clear focus



Good example

A single focal point as well as an understated elegance.

3. Be extraordinary



Good example

Capturing something out of the ordinary makes for a memorable image.



Bad example

This photograph feels very staged and unnatural.



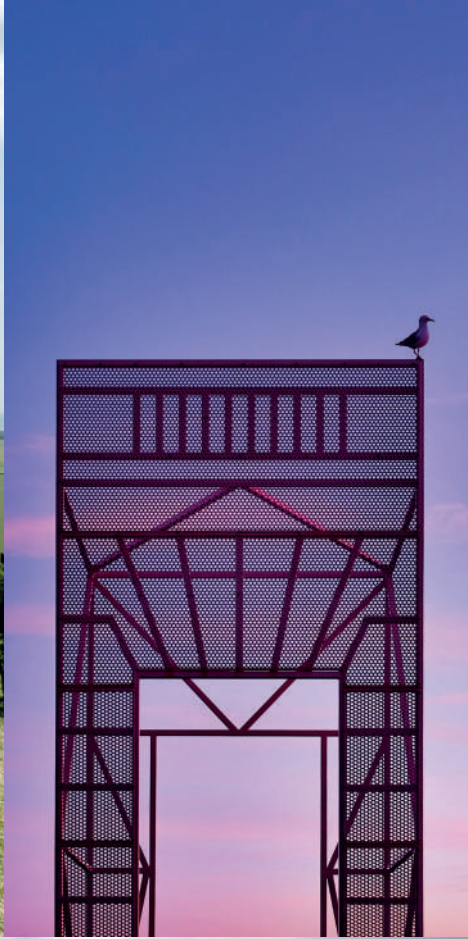
Bad example

Lack of focus means that the viewers eye fails to be drawn to one area and the image is less engaging.



Bad example

Image is uninspiring and forgettable.





11.0

Here are some examples of how our brand identity can be applied across a range of materials and platforms.

USING THE BRAND

11.1 General rules

- ✓ Logo - appropriate brand logo use - find out more on page 28



- ✓ Typeface - appropriate use of typeface across print and digital - find out more on page 38

Fira Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@£\$%^&*()_+

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@£\$%^&*()_+

- ✓ Colours - use assigned brand palette - find out more on page 42



- ✓ Imagery - source out of the ordinary, local, upstaged photographs - find out more on page 44



11.2 Pattern

The brand marque can be used as a repeat pattern across print and digital collateral. Do not repeat the outlined icon as this may produce an inappropriate pattern. Images and media from the district can be placed within the solid marque.



Do not repeat the outline marque.



Repeat using the outline and solid marque. Use imagery.



11.3 Digital

Videos

Videos are a powerful tool to communicate our brand; they give us the ability to capture real and inspiring people, as well as places within our district. Video is more engaging than static imagery and can be used to highlight the call to action. All video content should feel authentic and creative. Avoid any shots that look too staged and contrived.

✓ When using the outline marque sit the video **behind** icon.



✓ When using the solid marque sit the video **within** icon.



When filming, ensure two cameras are being used simultaneously. This ensures multiple angles captured, creating a more engaging and dynamic piece. Furthermore, capturing an ample amount of B-Roll footage to help provides context.

Download our animation and feel free to use it in presentations, on your social media or refer to our facts in speeches and meetings.

Hashtags

Primary: #FolkestoneAndHythe, #FHThePlace, #FHLive, #FHWork, #FHInvest, #FHVisit, #FHStories

Campaign specific: #Experience[location], ie #ExperienceHythe. #ExtraordinaryPlaces #ExtraordinaryPeople



11.4 Print

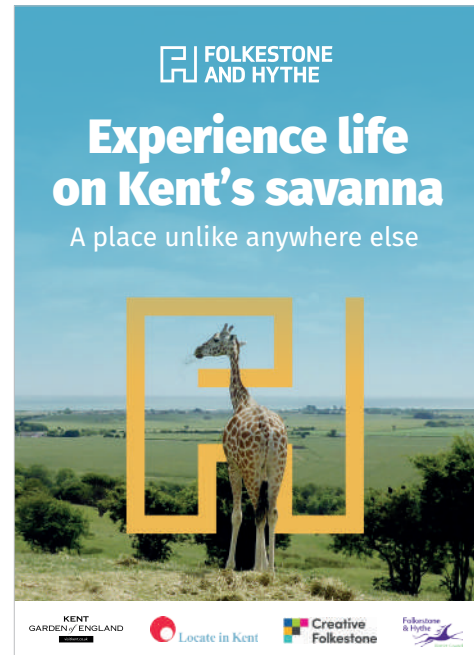
There should never be more than one FH logo on a page. Multiple logos dilute the strength and impact of the Folkestone & Hythe Identity.

Equal partnership

The partners' logos should appear in a line with the Folkestone & Hythe brand. If there are a large number of partners, it may not be possible to fit all the logos on the front cover – it might look better to list them on the first page or back cover of the communication. A neutral visual style should be used, where neither the FH nor the other partner organisations' individual identities dominate.

Lead partnership

If the place brand is the lead partner and the other organisations are supporting partners, the FH logo should be given dominance, as well as other branding elements such as colours and fonts. The supporting partners' logos should be placed along the bottom of the page.

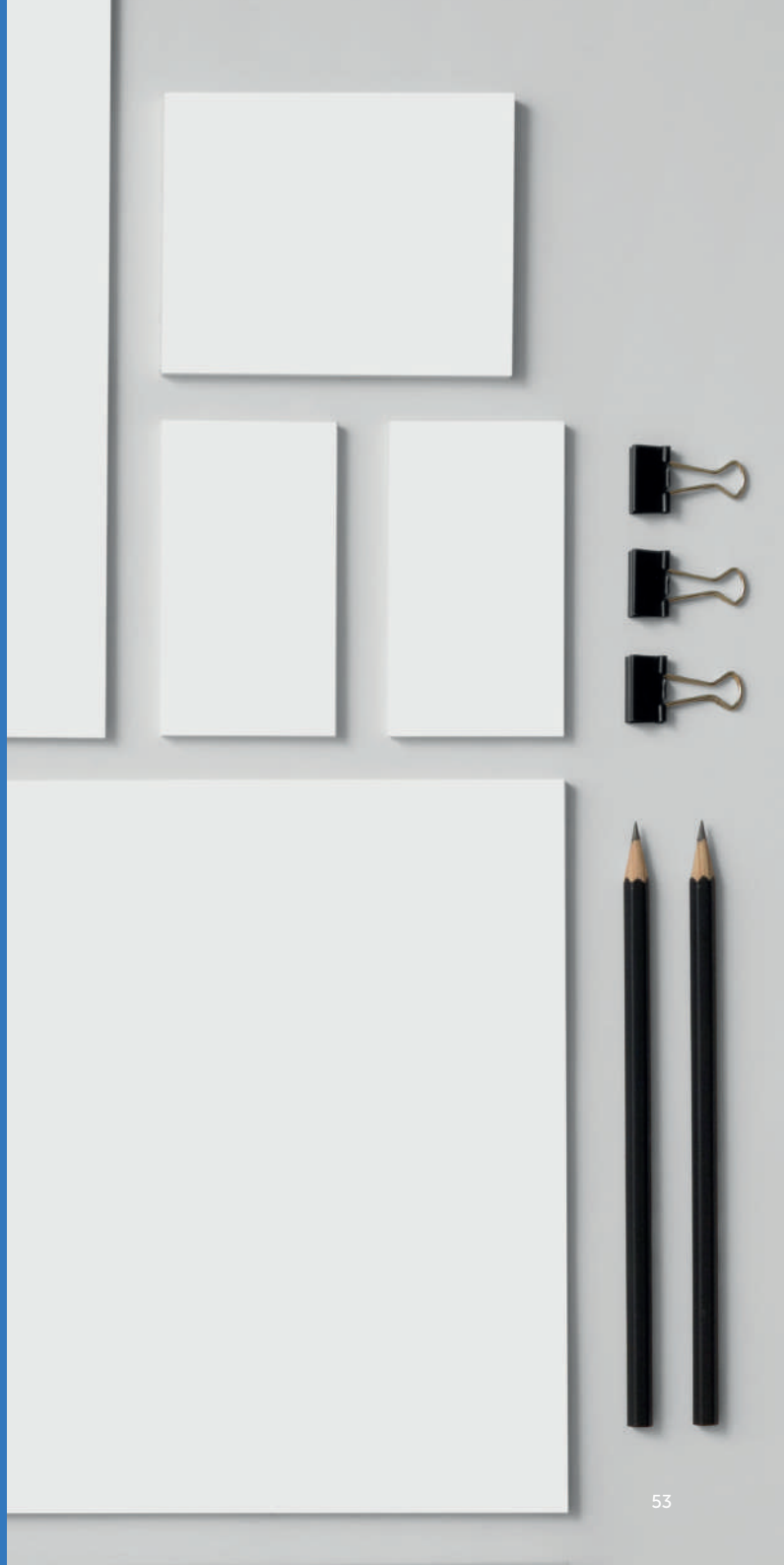


Materials and finish

Carefully chosen materials and products are an opportunity to translate our personality into the real world through physical properties. Good quality materials show that we take pride in our brand.

Consideration should be given to reducing the environmental impact of our printed materials – digital versions are our preference and printing should be kept to a minimum.

Paper stocks that reduce environmental impact take preference, and we should always look to use **FSC (Forest Stewardship Council)** accredited materials. Any use of plastic must be minimal and justifiable. Longevity of printed materials must also be considered.



12.0

HOW YOU CAN HELP

12.1 Spread the word

If you or your organisation would like to show your support for the FH campaign, then please use the logo on your marketing materials.

Place branding is all about shouting out about what makes a place attractive – the more the news can be spread the more people will be aware of the location and have Folkestone & Hythe front of mind when considered.

Include Folkestone and Hythe in project names, hashtags and every type of communication
#BeExtraordinary

12.2 Tell your story

We are always looking for ways to show off Folkestone, Hythe and Romney Marsh.
Do you have an extraordinary story to share with us?
Drop an email with some details across to:
communications@folkestone-hythe.gov.uk

12.3 Brand partners

Folkestone and Hythe District Council is responsible for implementing and managing this strategy and roll-out, working in collaboration with Folkestone.Works.

 **FOLKESTONE
AND HYTHE**

Folkestone
& Hythe

District Council

[folkestoneandhythe.co.uk](https://www.folkestoneandhythe.co.uk) | @FHextraordinary  

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