

# Shaping the future

A guide to using the  
campaign for partners in  
the city's regeneration



## Introduction

### **Regeneration of the city is one of the council's main priorities.**

The **regeneration strategy**<sup>1</sup> and the **Shaping the Future of Portsmouth**<sup>2</sup> group are major steps forward.

The campaign will help show residents Portsmouth has a story to tell – the city is regenerating, and key players are working together and sharing a common vision.

The campaign aims to show we are positive and passionate about developing Portsmouth, and to inspire residents to act as advocates for the city and its continuing regeneration.

- The shaping campaign is not a brand or a new look for the council or the city, it is simply a way of promoting regeneration and conveying the idea that regeneration projects, whoever is behind them, are part of a coherent narrative.
- Partners in the public and private sectors are encouraged to support the campaign by using the imagery on appropriate regeneration projects.
- The campaign is designed to be used on infrastructure projects – such as roads and buildings.

The campaign has already been adopted for projects including the Burrfields Road bridge/Copnor Road improvements (*Shaping our roads*) and development in Somerstown (*Shaping Somerstown*).

## Who can use the campaign?

**Any of the council's partners in the city can use the campaign to promote work that supports the regeneration of Portsmouth.**

## Suitable projects

**The campaign is adaptable. It could encompass plans for a revitalised city centre, local street improvements, new housing, or new landmark buildings.**

Projects are suitable for the campaign as long as they contribute to the regeneration of the city by enhancing its infrastructure.

Ideally projects should be large-scale and significant.

If you would like to discuss using the Shaping campaign as part of your project in the city, please get in touch with us on 9268 8073.

**If you are contributing to regenerating the city, you are encouraged to use this campaign**

## What does the campaign look like?

**The primary campaign strapline is a visual representation of the group's objective.**

It should be used prominently alongside your own logo.

The main version is *Shaping the future*. More specific versions include:

- Shaping Portsmouth (group logo)
- Shaping our city centre
- Shaping Somerstown
- Shaping our housing
- Shaping our roads

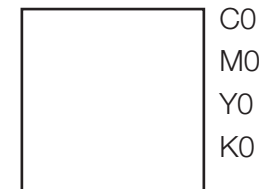
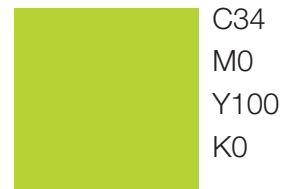
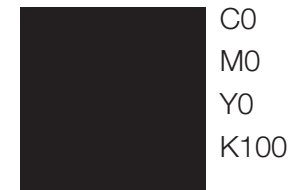
The primary campaign colours are blue, green, black and white.



Shaping the future



Shaping the future



**Always use the campaign imagery alongside your own logo.**

## Using the campaign graphic

Only use the graphics provided.

Do not stretch or squash the graphic

Shaping the future



Do not separate the graphic elements

Shaping the future



Do not recolour the graphic

Shaping the future



Do not create your own variations

Shaping the future of Hampshire



Do not alter the graphic in any way

Shaping the future



Do not add to the graphic

We are Shaping the future



Do not tint or lighten the graphic

Shaping the future



Do not add drop shadows or special effects

Shaping the future



## Using the campaign graphic

### Clear space

Allow enough clear space around the graphic for it to be seen clearly.



## Examples of use



**WATERSIDE**

**OPEN 2014**

*Shaping* the future

**64 unit shopping centre**  
with restaurants and leisure facilities

**DEVELOPER**  
BUILDING FOR SUCCESS

[www.adeveloper.com](http://www.adeveloper.com)




**Portsmouth**  
CITY COUNCIL

*Shaping* our roads

Improving road safety

40

[www.portsmouth.gov.uk](http://www.portsmouth.gov.uk)



**Portsmouth**  
the **great** waterfront city

*Shaping* the future

A strategy for growth and prosperity in Portsmouth



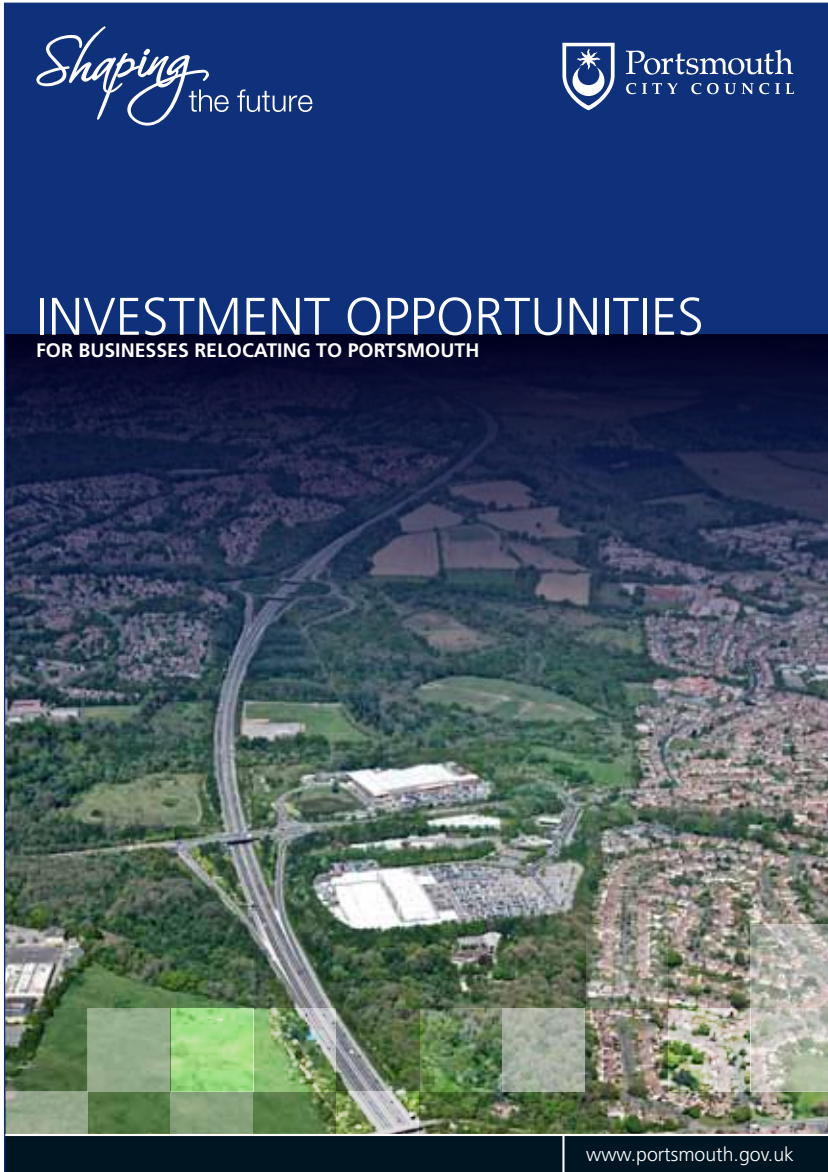
# Retail units to let

Three new units available soon at this location

For further details contact Sophie Naëssens on 023 9283 4262

[www.portsmouth.gov.uk/business](http://www.portsmouth.gov.uk/business)

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*Shaping* the future

Portsmouth CITY COUNCIL

# INVESTMENT OPPORTUNITIES

FOR BUSINESSES RELOCATING TO PORTSMOUTH

www.portsmouth.gov.uk

This graphic features a dark blue header with the 'Shaping the future' logo and Portsmouth City Council crest. Below the header is a large aerial photograph of a city landscape with a highway interchange. The text 'INVESTMENT OPPORTUNITIES FOR BUSINESSES RELOCATING TO PORTSMOUTH' is prominently displayed in white. At the bottom, the website URL 'www.portsmouth.gov.uk' is provided.



*Shaping* Portsmouth

Portsmouth the great waterfront city

Home About Us Business Leaders Group City Brand Development Group Education & Skills Business & Enterprise Events

### Welcome to Shaping the Future of Portsmouth



**Shaping the Future of Portsmouth** is a strategy for economic growth and prosperity which has inspired the formation of a broad coalition of businesses, university and city council. This group of like-minded businesses and public organizations formed the Business Leaders Group and four targeted work streams which provide the goodwill, time and financial pledges to start the transformation of Portsmouth.

This is a temporary website to show work in progress.

### 3 Responses to Welcome to Shaping the Future of Portsmouth

Partners

- IBM
- integritie
- ebp education business PARTNERSHIP
- Deer Park Alpha Think, Create, Enjoy www.deerparkalpha.org
- PREMIER MARINAS
- Southern Enterprise Alliance
- Propernomics
- partners

This screenshot shows a website layout for 'Shaping Portsmouth'. It includes a navigation menu, a main heading, a photograph of a police car, a paragraph of text, a note about the website's temporary nature, and a list of partner organizations.

## Directory

### Contact corporate communications for:

- advice and guidance on the use of the campaign

### Corporate communications

Portsmouth City Council, Civic Offices, Guildhall Square, Portsmouth PO1 2AL

Tel: 023 9268 8073

Email: [communications@portsmouthcc.gov.uk](mailto:communications@portsmouthcc.gov.uk)

### Contact the PCC graphic designers for:

- design and artwork
- advice and guidance on the use of the campaign
- supply of logos

### Graphic design

Portsmouth City Council, Civic Offices, Guildhall Square, Portsmouth PO1 2AL

Tel: 023 9268 8651

Email: [design@portsmouthcc.gov.uk](mailto:design@portsmouthcc.gov.uk)

### Contact PCMI for:

- sign advice and guidance
- printing, manufacturing and Installation of signs

### PCMI Signs and much more...

85 Northern Road, Cosham, Portsmouth PO6 3EP

Tel: 023 9232 2828

Email: [sign.sales@gov.uk](mailto:sign.sales@gov.uk)

## References

1. [www.portsmouth.gov.uk/yourcouncil/18369.html](http://www.portsmouth.gov.uk/yourcouncil/18369.html)
2. [www.shapingportsmouth.co.uk](http://www.shapingportsmouth.co.uk)



Corporate communications  
Portsmouth City Council  
Civic Offices  
Guildhall Square  
Portsmouth  
PO1 2AL

Tel: 023 9268 8073

Email: [communications@portsmouthcc.gov.uk](mailto:communications@portsmouthcc.gov.uk)