

**communicating the Hemel Hempstead
story:**

your visual language

themes

chapters of the story

areas of focus

competitiveness and distinctiveness

direction of travel

the place for business and commerce

live, work; not just London commute

start ups

one business offer, centre and edge

post Covid opportunity

business narrative

Garden Community

location, location, location

knowledge economy, higher skills

creatives and creative industry

energise the ambassadors

university presence?

HH not just Maylands

not just logistics

shared workspace, repurpose buildings

clear, shared strategy on who to attract

a vibrant destination for enterprise

develop a cultural product, offer
link to liveability, local working
vital for post Covid opportunity
focus on night-time economy
public space strategy
event and animation strategy
hub for visitors to the area
exploit the London link

link to film and creative industry
best value place to live
best place to grow a family
affordable
growing but green
a community of communities
Snow Centre, XC, parks, leisure centre
curate the experience

enhance your well being in Hemel

High Street

centre/centred

Old Town

Chilterns, countryside

Garden Community

active travel

Maylands

walking, cycling focus across the area

Berkhamsted and Tring

leisure facilities

London

creating a heart and an experience

HH communities

public transport links

being the centre of a wider experience

the living, leisure and working HH

water, green as part of the High Street

a holistic business offer

where connections matter

big idea

big idea

what you are about
what you stand for
what you believe in

clarity, consistency, self-awareness

**an emotive, 'strategic signature' and
statement of intent**

town centre transformation

work/live opportunity

Garden Community

new town re-invented

activating the place

new way of living

Garden Community principles

focus on green spaces

Apsley, Two Towns

growing a life, career, family, in yourself

cultural and leisure hub

repurposing the place

Hemel Hempstead, Berkhamsted, Tring; a connected future

a centre for business growth; Maylands and town centre

a natural choice for liveability

new and existing communities growing together

ambitious, aspirational, achievable

a shared confidence and boldness to do things differently

growing a fresh new future

where life is greener

marketing strapline:

where life is greener

big idea:

growing a fresh new future

themes:

a vibrant destination for enterprise

enhance your well being in Hemel

where connections matter

what is a visual language

a visual way of telling your story

'glue' that holds together the story and photography

flexible, from 'full on' to watermark

designed for stakeholders to use

a way of involving places and organisations

for existing and new activity

what are the communication priorities?

growing place

somewhere I want to be

modernity

vibrant

green

aspirational



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HEMEL HEMPSTEAD'S TOOLKIT

VISUAL EXPRESSION EXAMPLES



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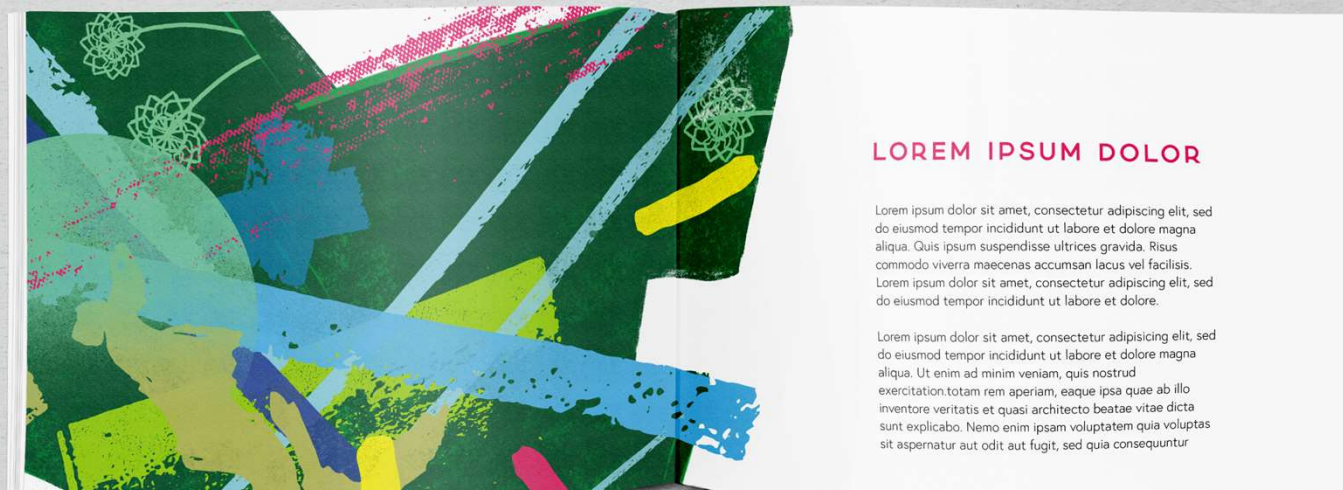


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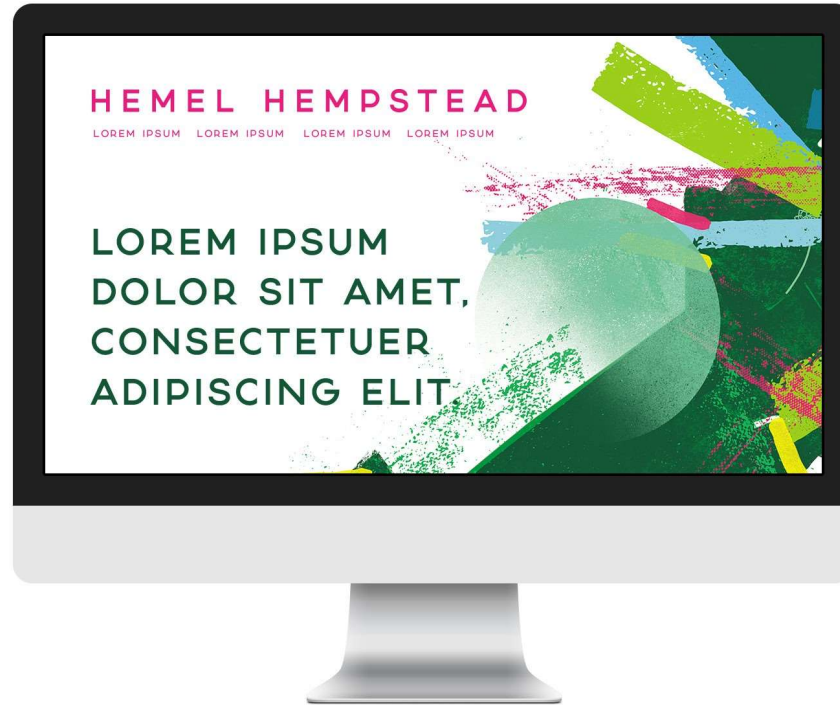
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VISUAL EXPRESSION EXAMPLES



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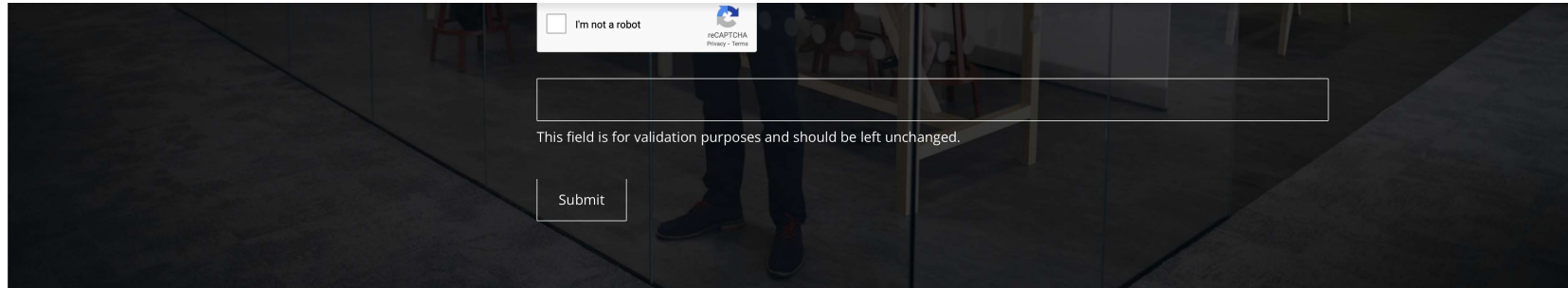
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PARTNERS



A green banner containing contact and navigation information. On the left is the IQ Hertfordshire Innovation Quarter logo. Next to it are contact details: a phone icon with "+44 (0) 7767 481440" and an email icon with "adam.wood@hertfordshirelep.co.uk". Below this is the address: "Hertfordshire Local Enterprise Partnership, One Garden City, Broadway, Letchworth Garden City, Hertfordshire, SG6 3BF". In the center is a vertical navigation menu: "Home", "About us", "Commercial Space", "Community", "Contact". On the right is another vertical navigation menu: "News & Events", "Sectors", "Sustainable Travel", "Privacy Policy", "Terms & Conditions". To the right of these menus are social media icons for Twitter, LinkedIn, and Instagram. The background of the banner features a faint illustration of a hand holding a pen over a document.

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