

A PLACE BRAND FOR ANDOVER

Brand Guide

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“It all starts with the realisation that all encounters with the [place] takes place through perception.”

Michalis Kavartzis

From City Marketing to City Branding, 2004

Places don't make brands, they are brands.

Your brand is the mental image people hold about your place. Creating a place brand means taking control over that image – enhancing and shaping it.

Why is place brand important?

PLACE BRAND 101

Let's get something straight right away: places don't need brands, places are brands. Your brand is the mental image that people hold about your place. That already exists - but place branding allows you to gain control over it.

HOW IT WORKS?

Your target audiences already hold associations and opinions about you. These may be closely aligned, wildly diverse, close to the truth or way off.

The task isn't to concoct a new brand, but to understand the core associations and opinions of your target markets, to measure the gap between what people think now and how you want to be perceived in the future – and then work out how to consistently, collectively and persistently move your current place perception in the desired direction.

So, the holy grail of place branding is for places, and the partners in them, to adopt the behaviours of well-managed brands – rather than focus on merely presenting themselves as brands.

Successful towns, cities and regions seek to influence how people perceive them through actions not words. They galvanise and guide partners and communities through shared identities and values.

The values aim to combine the essence of a place with aspiration, using existing assets and strengths in a strategic way.

SO WHAT'S THE AIM?

Define an honest (but aspirational) set of shared values and common goals that give focus to a place and its people and sets it apart from other places

To:

- Guide and enhance perceptions
- Influence and enhance lived experience

By:

- Encouraging cohesive 'on brand' behaviour and collective action
- Making decisions which are true to the essence of the place
- Sending a consistent and united message

Why is place brand important?

The effect on the town's profile and reputation.

Influencing perceptions; increasing recognition; creating desire and demand; and instilling confidence and excitement

Moving Andover's current place perception in the desired direction - activating the town's identity and positively influencing its reputation.

Place shaping influence that underpins and strengthens the values and essence of Andover and enhances the special / distinct qualities of the town.

i.e. Building civic pride - making local residents feel good about Andover; attracting new people to live and work in the town; driving economic growth and attracting further investment; retaining

How did we define the place brand?

Research & Engagement

For a place brand to be effective, it's vital that it's based in fact, with built in aspiration.

This is about uncovering what already makes Andover special, and identifying goals for the future.

We get there through research, engagement and consultation. For this project the engagement, consultation and surveys were carried out between October 2021 and February 2022.

- Over 20 individuals interviewed
- 4 sector-specific group workshops
- Youth workshop
- Participants covered a wide range of sectors including local government, regional agencies, regeneration and place-making, culture, heritage & tourism, retail, business, community, third-sector and ecclesiastical, education and environment.
- 193 successful responses to a field survey, with sample covering those who live, work in and visit the area. The age profile skews towards younger people, whose views are essential for future planning and development.
- Andover Vision session attended by c.40 members.
- Masterclass attended by c. 60 midway through the process to encourage collaboration on narrative development

Please see the Place Brand Insights Report for the full results and analysis.

What? The Opportunity

Successful towns, cities and regions are known for something.

Something for their community to feel proud of; something to contribute towards and cherish. Something deep-rooted; the defining essence of who they are and what they represent - not flash-in-the-pan promotion or marketing campaigns. They seek to influence how people perceive them through actions not words. They galvanise and guide partners and communities through shared identities and values.

“Over the long term, places with strong, distinctive identities are more likely to prosper than places without them. Every place must identify its strongest, most distinctive features and develop them or run the risk of being all things to all persons and nothing special to any.”

Robert Merton Solow, Nobel Prize Winning Economist

CASE STUDIES

Examples of how a place brand can help guide and enhance perceptions and influence / enhance lived experience.

THE PEOPLE, BUSINESS, ORGANISATIONS, ATTRACTIONS & EVENTS OF YORK

CORE VALUE 1

Making history every day

CORE VALUE 2

Prioritising human experience

CORE VALUE 3

Pioneering with purpose

YORK

THE STORY

York is abundant with cultural history and beautiful built heritage and has learnt from its past how to build better futures. When we make plans for our city, we reflect and build on these stories and are always driven to consider how *today's actions will impact future generations*.

THE STORY

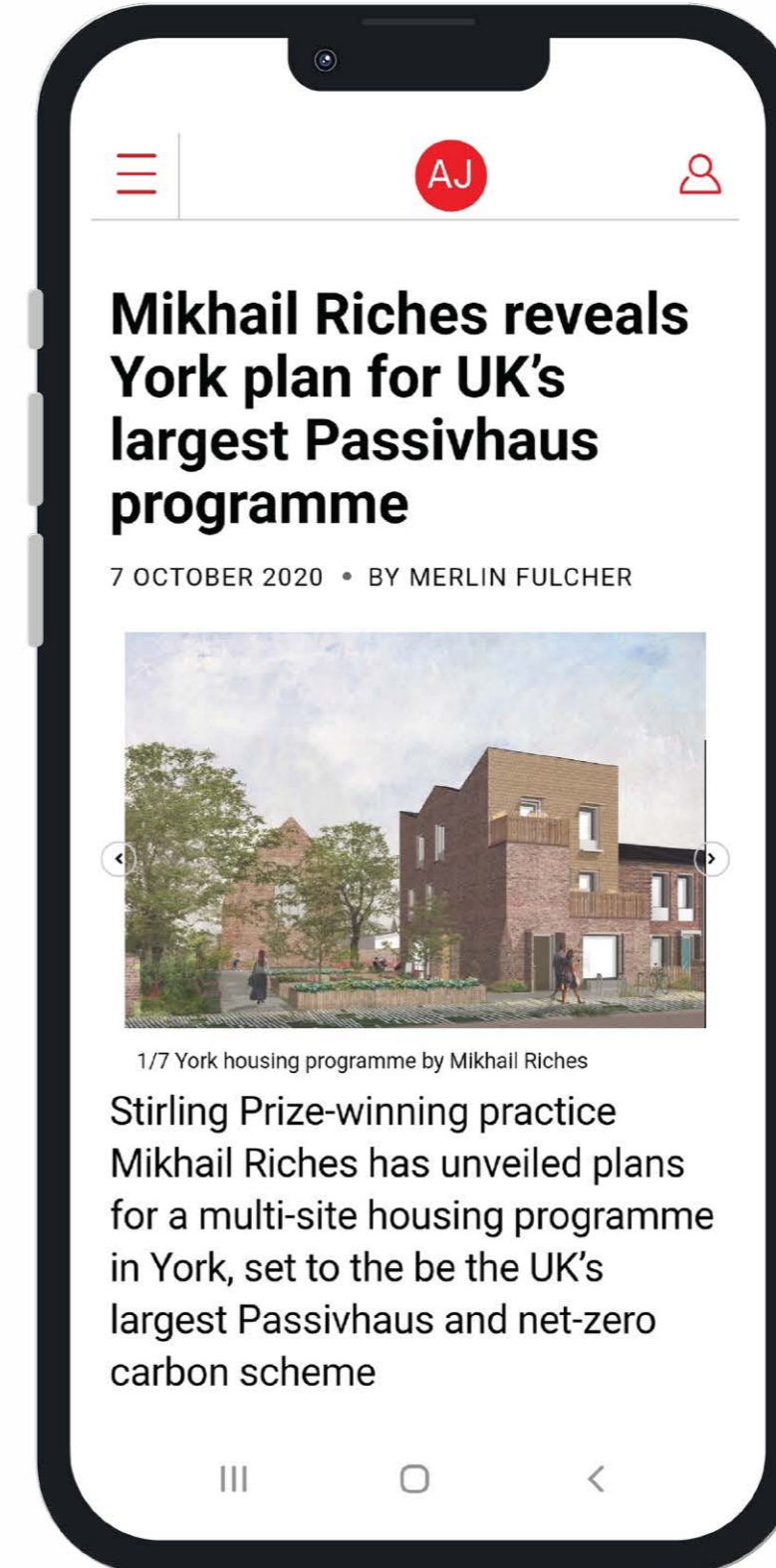
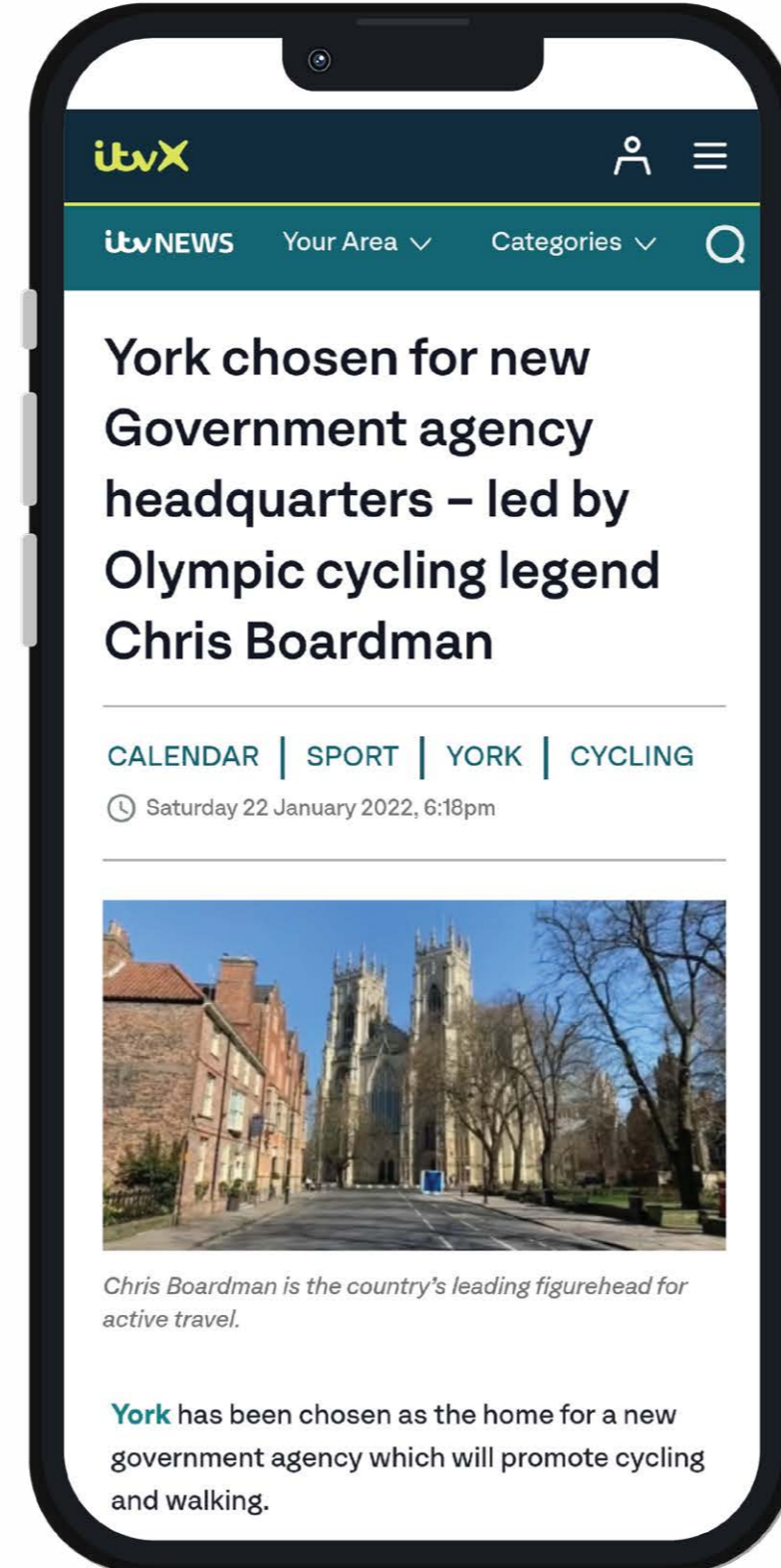
York is a city on a human scale; large enough to have ambitious goals and provide opportunities for everyone and intimate enough that *every person can make their mark*. We are working together to create fair, compassionate and welcoming communities where collaboration and social vision spark grassroots action.

THE STORY

In York we lead the way, innovate and experiment with *a common purpose – to make lives better* at home and around the world. We have bold ideas and form local, national and international partnerships to help bring these human-centred ambitions to life.

What? Case Study: York

Small actions can snowball. A single idea can create a groundswell of positivity.



What? Case Study: Blackburn

Blackburn has more makers than almost any other place in the country, with double the national average employed in the manufacturing sector - so we thought it was about time people knew about it...

2014 - Blackburn is Open

A community led initiative which provided subsidised 'make and trade' space for designer-makers and craftspeople, a temporary cinema, and programme of events in the town centre.



2015 - The Making Rooms
Retrofit of a vacant town centre property accommodate studio space, creative accelerator and Fab Lab' combining advanced manufacturing equipment with traditional craft processes including 3D printing, laser cutting, electronics, CNC machining, pottery, sculpture and screen printing,

2016 - The National Festival of Making
The aim was simple; to showcase Blackburn as the powerhouse of British manufacturing, The National Festival of Making explores and celebrates the present day diversity, range, scale and skills of UK-based making and creating. In November 2022 we were delighted to receive the news that the festival had been selected as one of Arts Council England's National Portfolio Organisations for 2023-2026.



2016 - Community Clothing
In 2015 Patrick Grant (of Sewing Bee fame) took over the 160-year-old clothing manufacturer Cookson & Clegg in Blackburn, saving it from closure. In 2016 he founded Community Clothing with a simple vision; make exceptional quality everyday clothes, make them from the best natural materials in fantastic British factories,



2019 - adidas SPEZIAL
An exhibition from adidas SPEZIAL featuring over 1,000 pairs of adidas footwear, as well as the launch of a new Blackburn SPZL trainer inspired by /

What? Case Study: Blackburn

Small actions can snowball. A single idea can create a groundswell of positivity.



THE ANDOVER BRAND VALUES

A reminder of the Andover values.
Each of the core values is accompanied
by their own story and a set of key words which add
context and help to define their meaning.

Value 01

STRENGTH IN CONNECTION



Positive interdependencies | A model of collaboration | Building on existing networks | Reaching out to the hinterlands | A prime location

Andover is more than just the town centre. This core is undergoing significant changes, and the purpose of these is to bring benefit to everyone on a much wider scale.

When we zoom out from the high street we see the real totality of our place - from the Domesday book to new developments and out to wider Hampshire: all of this is Andover.

This is place that's really accessible by rail and road, and that too enables us to be physically connected to the bigger picture.

As a modern market town, we embrace the societal trend towards localism whilst incorporating our neighbours and businesses from the wider region to think bigger and form our own ecosystem, strengthening the bonds for a localised circular economy.

Our existing networks for health, business and creativity are part of our strength as a place - here, we know that collaboration and connection are the key to success.

Key words from consultation:

Outward-looking | Accessibility | Collaborative working | Open for business | Neighbourly | Connectivity | Investment | Collaboration

Value 02

EVERYTHING ON OUR DOORSTEP



The simple things in life | Heritage, culture and environment | Enviaible assets | Homegrown talent | Local enterprise

Andover's beautiful natural surroundings are a strong foundation on which we can build a brilliantly connected, vibrant and healthy place.

This is a small modern market town that contains all the essential ingredients to enable healthy, happy lives. Friendly folk, engaged communities, access to green space, a feeling of safety, affordable living, physical connectivity, culture and creativity - creating an atmosphere of collaboration, support and localism.

We take pride in these features and we're also proud of our local businesses, always supporting our homegrown talent, but we also have the potential / raw materials to reach out, make connections and grow in all directions - across the region.

A walkable place that's working on its town centre to make the most of its assets - across places and people.

Key words from consultation:

Passionate individuals | Open for business | Neighbourly | River | Jobs | Unpretentious | Affordable | On the up | Home

Value 03

A BREATH OF FRESH AIR



Crystal clear water | Access to nature | A focus on wellbeing | Outdoor lifestyles | Plenty of surprises

Fresh air and open space bring clarity. We need space to breathe, to think, to grow. Andover is perfectly poised to tap into the wider wellbeing and green living agenda and we're ready to reveal our hand and make the most of what we have.

Andover means 'over water' - the river is its reason for being, and yet for many visitors our crystal clear chalk stream is a big surprise, which gives opportunities for our people to spend quality time in the great outdoors, with the wellbeing benefits of being close to nature.

We've got more surprises in store with cultural experiences, industrial strengths and fantastic heritage stories; you just have to scratch beneath the surface to uncover them.

Our communities, businesses and people are ready to stand up, get involved and make things happen for positive change in our town and the wider region.

It's time to take some big steps forward - so let's do it through a lens of social progress, environmental benefit and wellbeing for all - protecting our natural environment and enhancing our built environment to become an exemplar 21st century market town.

Key words from consultation:

Beautiful countryside | Surprisingly pleasant | Outdoor-ey | River | Free to breath | Unspoil (by accident) | Green | Regenerating

THE PEOPLE, BUSINESS, ORGANISATIONS, ATTRACTIONS & EVENTS OF ANDOVER

CORE VALUE 1

Strength in connection

CORE VALUE 2

Everything on our doorstep

CORE VALUE 3

A breath of fresh air

Andover

THE STORY

As a modern market town, we embrace the societal trend towards localism whilst incorporating our neighbours and businesses from the wider region to think bigger and form our own ecosystem. Our existing networks for health, business and creativity are part of our strength as a place - here, we know that collaboration and connection are the key to success.

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CORE VALUES

BRAND FILTER

This brand filter is a tool to put the values to work.

PUTTING THE VALUES INTO ACTION

Quality place branding enables better decision making and encouraging cohesive 'on brand' behaviour and collective action that shapes people's perceptions of your place by sending a consistent and united message.

The brand filter is a useful tool for hands on place brand management.

It turns the values from a set of ideas into a decision making framework. It enables better decision making.


It can be used to inform, inspire and then test any ideas, initiatives or interventions.

The brand filter helps you to measure any proposed idea or activity directly against the values. So no matter the task at hand – from town-wide development to community support; from procurement to PR – you can determine how well the proposal supports and promotes the Andover values, and therefore the aims of the town as a whole

It helps to ensure that activation is relevant to the place brand narrative and meaningful to local people.

The filter should be used in collaborative sessions rather than in isolation. It's a tool to spark discussion and inspire creative thinking.

USING THE BRAND FILTER:

- 
- 01_ Brings clarity to decision making**
 - 02_ Fosters innovation**
 - 03_ Encourages creative and meaningful thinking**
 - 04_ Provides clear common goals**
 - 05_ Ensures that actions at any level in any organisation can play a role in positively shaping the town's future**

Introducing the brand filter

The core values work as guidelines to determine to what extent any activity is 'on brand' for Andover. When any activity is proposed, these values should all be applied as 'filters' to determine to what extent they communicate the narrative.

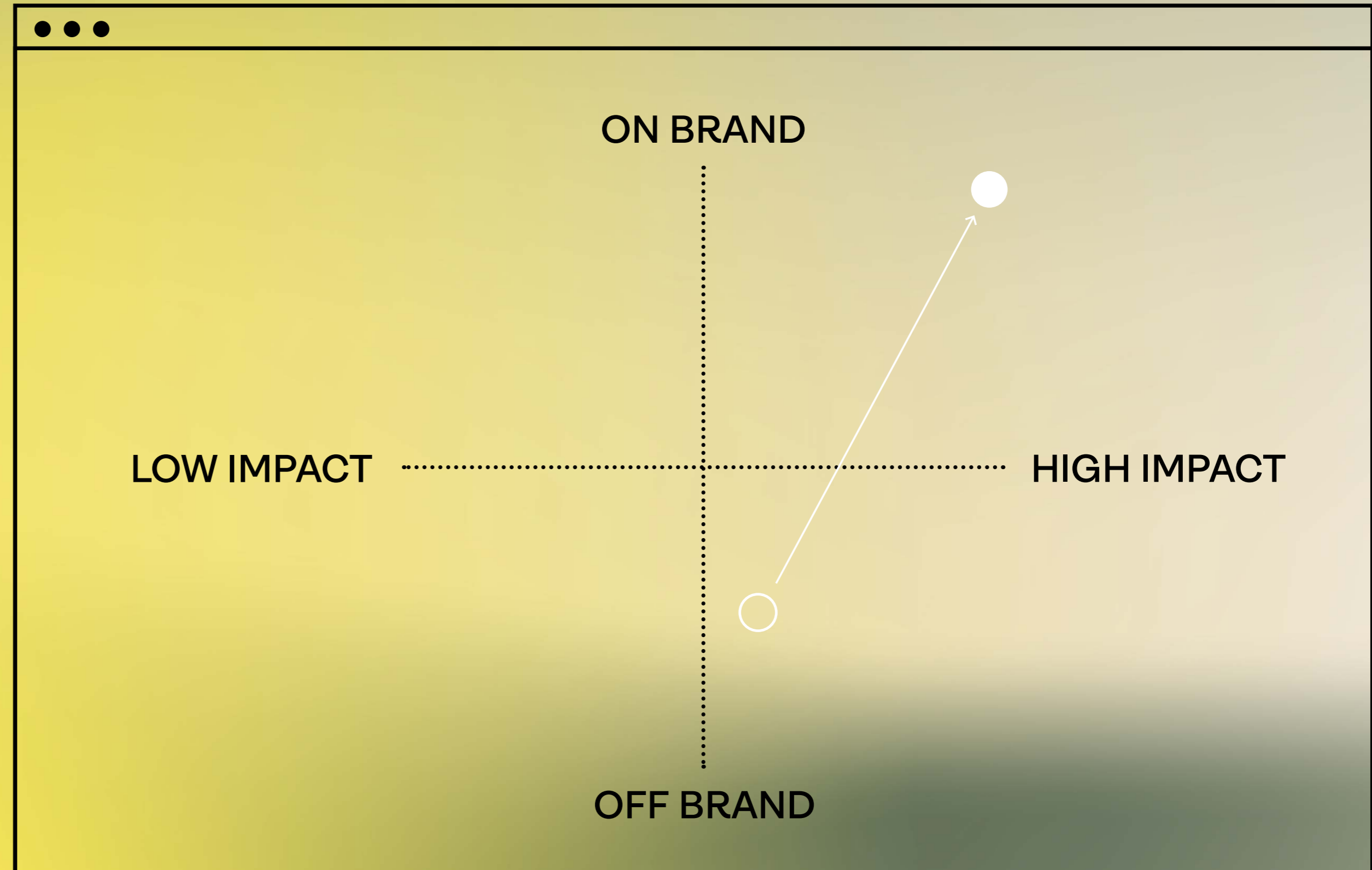
The brand filter is a tool to help assess how much your organisation or activity are most likely to express Andover's values and how well it communicates them to others.

It will help you to determine what is worth doing, and how best to do it, and you can then use the findings to identify actions that will make you, or your idea, more 'on-brand'.

Our method enables you to work out how 'on brand' and 'impactful' your actions could be – actions scoring highest on these will be the best route to creating a distinctive, cohesive and united place.

There are two methods that the brand values filter can be used to test:

- **Individually** – Considering each of the three values independently. This is the best approach when testing a single item, idea, initiative.
- **Collectively** – Considering the three values as a set. A useful approach when testing multiple items, ideas, initiatives that benefit from comparison.



PUT THIS IN ACTION BY:

01_ Use it to inform decision making - to make sure all actions and initiatives are authentically and uniquely 'Andover'

02_ Use it as the basis for new initiatives (including strategy, place promotion and place marketing) – to tell the Andover story even louder

03_ Testing existing initiatives against it – to ensure all activity across Andover is communicating the same message

01_ Put the values into action by using the brand filter to inform decision making

02_ Plot your activities according to how 'on-brand' and 'how impactful' your activities are

03_ Facilitate discussions about the assessments

04_ Consider decisions and plan actions to become more 'on-brand' and/or more impactful

05_ It is up to the participating organisations to consider how much of what they do 'should' demonstrate Andover's values

Introducing the brand filter

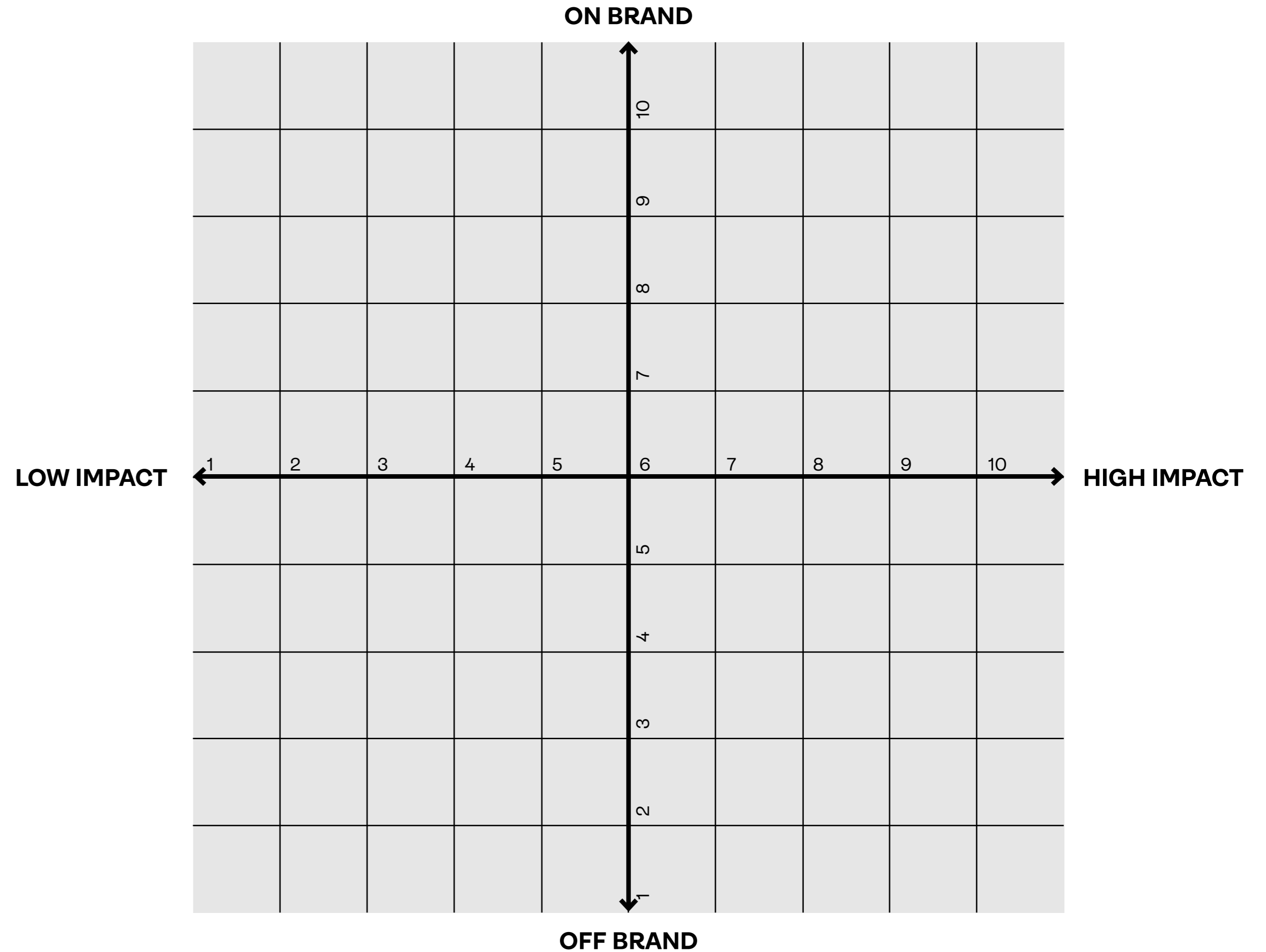
The brand filter method enables you to work out how 'on brand' and 'impactful' your actions could be.

The better an activity expresses a core value, the more it will contribute to guiding Andover's image in the desired direction

When assessing a proposed activity or initiatives, you need to ask yourselves honestly and critically as to how much it is:

- **On brand:** How much does the activity embody and amplify the brand values?
- **Impactful:** the extent to which it shapes how Andover is seen by the world?

Actions scoring highest on both criteria will be the best route to creating a distinctive, cohesive and united place.

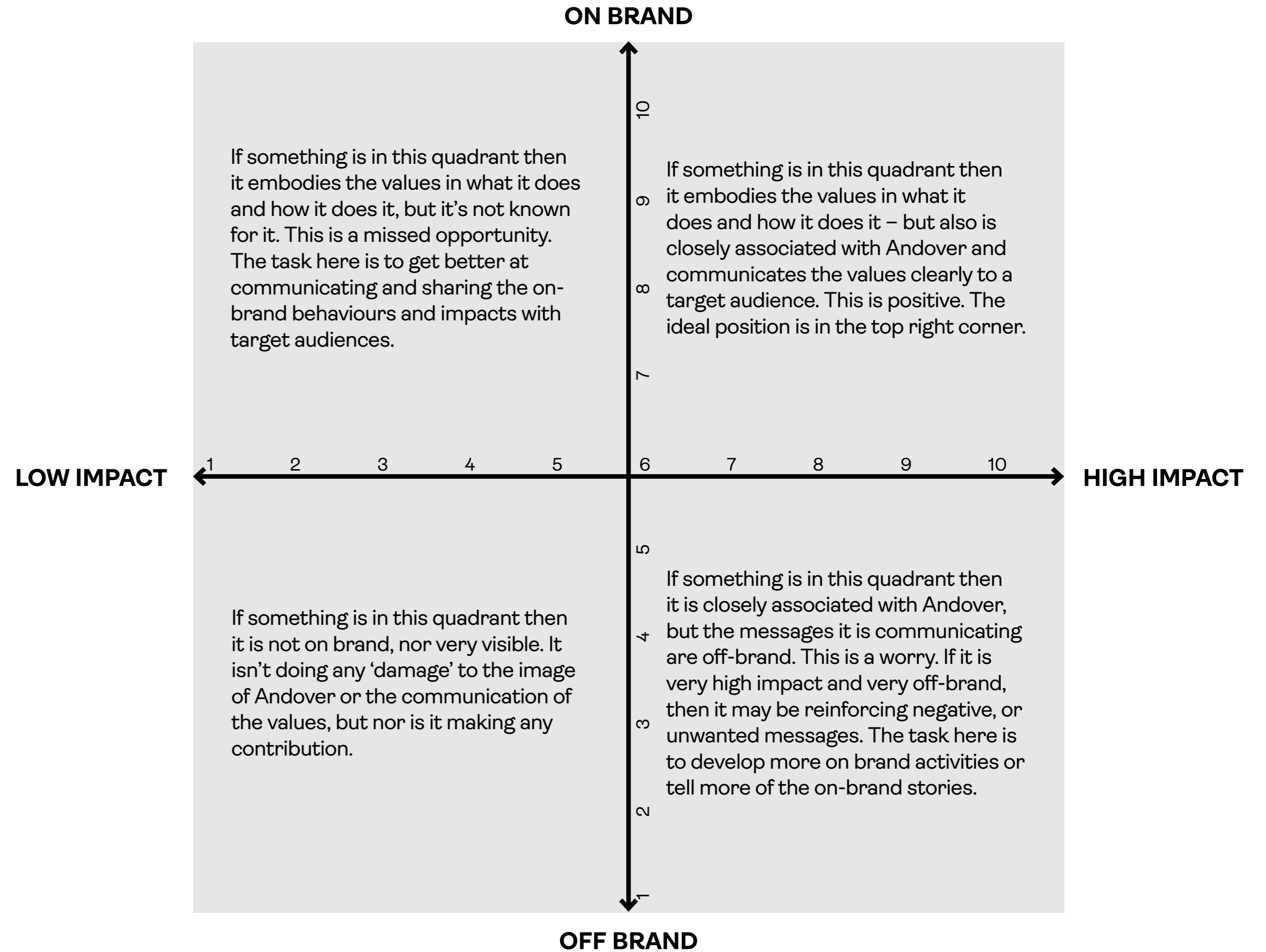


How to use it

Once we've made our assessments, we'll consider:

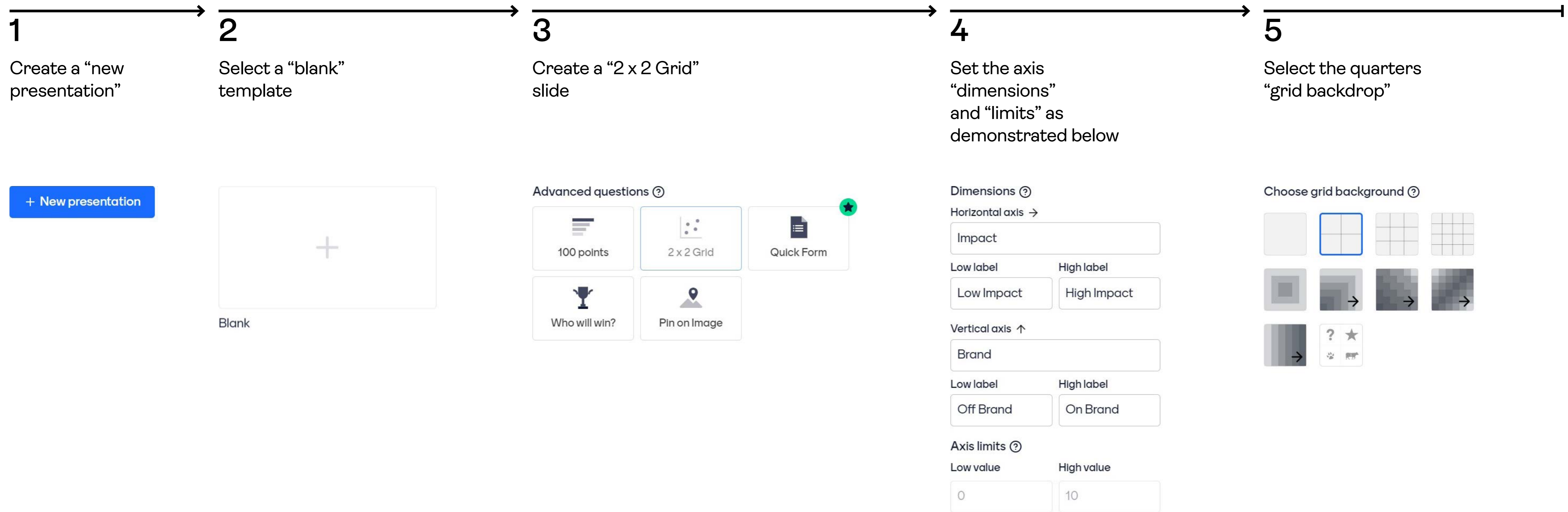
- Why they have been assessed this way?
- Does everyone agree?
- Are there values-based behaviours and impacts which you weren't aware of?
- What actions could be taken to make these more 'on brand' and/or more 'impactful'.

It's important to note that the perception of Andover's values can vary depending on personal preferences and individual experiences. Different people may find different meaning based on their unique qualities and the aspects they value most. Nuance and debate are important in the interpretation and activation of the brand values.



Setting up a brand filter

Creating a brand filter for use in your organisation couldn't be easier. Simply register for a free [Mentimeter](#) account and follow these simple steps:



Values in Practice

Translating ‘The Andover Values’ into guiding principles for projects, initiatives and activities that can influence

Many different types of items, ideas and initiatives can be tested against the framework, from the big stuff to the small stuff - almost anything, in fact.

Values in Practice

Translating 'The Andover Values' into guiding principles for regeneration and development projects.

Theme

What does this mean in practice for regen and development?

Strength in connection

- Prioritise human experiences – connection to nature and to each other. Think about everyone who interacts with the place / building from occupants to passers-by. How can the development bring joy into their experience?
- 'Connectivity' in urban design terms can relate to: creating strong connections to the surrounding area; clear hierarchy of streets and green routes that prioritise pedestrians and cyclists, and support social cohesion – i.e. is development designed to invite interaction, encourage connections with other people, foster stronger community ties, building social capital, reduced inequalities, and a prosperous local economy that works for everyone.
- Think bigger when it comes to partnerships – who can and should be involved in this? Who could benefit locally, who can help bring 'a breath of fresh air'?
- Liven up public consultation processes – think outside the box to engage better and with hard-to-reach audiences. How can engagement be more fun, more creative, more Andover?
- Take opportunity for local skills development in planning, design and construction.

Everything on our doorstep

- Deliver spaces and services that: allow people to access more of their daily needs closer to home; enable people to work together, make things, earn their own living, trade, generate employment and keep the money in the local economy; attract and stimulate enterprise and economic vitality.
- Apply the principles of a '15-minute city'. Market towns can aim to provide essential services, amenities, and opportunities for residents within a 15-minute walk or bike ride. Consider how development can promote compact, walkable neighbourhoods with diverse offerings / experiences, that enhance liveability, reduce the need for long commutes, and foster a sense of community?
- Prioritise the use of locally sourced eco-friendly materials and construction methods to deliver a low carbon scheme and help stimulate the local economy and skills.

A breath of fresh air

- A strong commitment to sustainability that offers a breath of fresh air both literally and figuratively. Respect and celebrate Andover's beautiful natural environment by prioritising low impact development and energy efficient buildings that minimises waste, harm to the environment and enhances biodiversity.
- Be brave and proactive – consider how development brings vitality, or a refreshing change to the situation or environment. Diverge from the norm – go beyond the expected, think boldly to have a transformative impact. Take progressive and purposeful actions - always consider sustainability, ethics, responsible businesses, social inclusion, health, well-being.
- Leading the way in social and environmental progress - working to create fair, compassionate and welcoming communities where collaboration and social vision spark grassroots action.
- Reflect the unique character and charm of a market town without being pastiche - respecting market town heritage but firmly focused on the future. This applies not just to architecture, but materials and methods used in construction.

Values in Practice

Translating 'The Andover Values' into guiding principles for press releases.

Theme

What does this mean in practice for press releases?

Strength in connection

- Connect copywriting to real life issues and initiatives. Find the humour and playfulness in things. The topic might be serious, but how a message is delivered doesn't have to be. It's part of being relatable to / connecting with our audiences.
- Talk with transparency, honesty, authenticity and in a really straightforward manner that connects directly with audiences.
- Engage strongly with audiences using personal pronouns (you and we).

Everything on our doorstep

- Emphasise accessibility and self-sufficiency - essential services, amenities, and opportunities. for residents within a 15-minute walk or bike ride - within a localised area.
- Reference the range of assets (cultural, leisure, lifestyle, health etc) as well as easy access to green space, which will serve to boost the quality of living in the area. This might include diversity / mix of housing, workplaces, shops, schools, healthcare facilities, and recreational spaces are within close proximity etc.
- Where relevant try to reference active, healthy lifestyle, sustainability, organic food, and alternative transportation methods.

A breath of fresh air

- Every single public facing communication should position Andover as a welcoming, opportunity town – talk about potential, ambition, growth and excitement for the future.
- Copywriting that is engaging, rejuvenating, pleasantly different from what you are used to, and capable of leaving a lasting impression on the audience.
- Copy that is characterised by its refreshing and invigorating nature – i.e. combining natural beauty with an independent and progressive atmosphere.
- Breaking away from conventional or mundane writing styles, injecting a sense of novelty and vitality into the text. Captivating readers with innovative ideas, creative expression, and a unique perspective that stands out from the norm.
- Talk about creative thinking, new ideas and initiatives and diverging from expectations – i.e. a refreshing change from the fast-paced modern world with its compact size, pedestrian-friendly streets, thriving independent scene, and a strong sense of community.
- Mention small quirky details and interesting facts alongside the necessary information.
- Use tone of voice to bring fun and enthusiasm into releases and build character.

Values in Practice

Translating 'The Andover Values' into guiding principles for events and festivals.

Theme

What does this mean in practice for events and festivals?

Strength in connection

- Nurturing and connecting Andover's three key assets - nature (chalk river, green space, fresh air and wildlife), heritage (built environment, inspiring stories and market town history) and our people (who bring diverse perspectives, skills and ambition).
- Prioritise community events, festivals, and cultural activities, that bring people together, create space for cultural exchange, and promote social cohesion.
- Programming that reflects the strong sense of community that market towns foster due to their historical roots and ongoing role as a gathering place.
- Offering routes into work, opportunities for local suppliers and face-to-face contact.
- Consider the opportunities for events in Andover to connect with / respond to trends and societal issues– i.e. cost of living, education and future skills, climate emergency, localism and social value, ethics and provenance, health and wellbeing.

Everything on our doorstep

- Opportunities to showcase local talent, independent businesses, makers, creatives close to home – i.e. events that provide affordable opportunities for new businesses to set up and grow, make it easier for young people and new traders to access trading opportunities; support local enterprise from diverse backgrounds; and drive social value.
- Linking to Andover's historical legacy as a market town and a place to exchange goods and services – i.e. events that always deliver an element of trade and commerce, that attract both local residents and people from surrounding rural areas who came to buy and sell goods.

A breath of fresh air

- Events that offer something unexpected, something for the soul, something for all the family – i.e. celebrating Andover's natural beauty with an independent and progressive atmosphere.
- A hive of commerce, culture and culinary activity – something for everyone - independent, original and artisanal.
- Fun activities that encourage participative activity that is rooted in transformation and not just transaction – i.e. innovative ideas, creative expression, and unique perspectives that stand out from the norm.
- Events that provide more eco-friendly and ethical choices to consumers with an emphasis on craft and artistry, and the way things are made, wherever possible by local businesses.
- And quite simply events that get people outdoors and enjoying Andover's brilliant natural environment.

Tone of Voice & Copywriting Guide

Tone of Voice guidelines will help you create confident, approachable messaging that goes hand-in-hand with Andover's values and personality.

The aim is to communicate in the simplest way possible, so a broad range of people can understand exactly who you are and what you can offer them.

WHAT IS TONE OF VOICE?

Our tone of voice is how we communicate our personality to our audiences. It's the kind of language we use and the words we choose – whether we're writing or speaking.

WHY DOES IT MATTER?

The way we speak influences how people think and feel about our place, so it's essential to get it right. If we want all of our audiences - from residents to visitors to investors - to really understand who we are and what we stand for, then we need to communicate with them in the right way.

WHEN DO WE NEED TO THINK ABOUT IT?

Always! Tone of voice (or personality) matters for every single communication opportunity that we have with our audiences – from websites and press releases to social media messaging, emails, and face-to-face interactions. Because it's such a big part of how our place is perceived, paying attention to personality and tone of voice should be an important part of the brand rollout process.

Tone of Voice: Personality

By embodying these personality characteristics in the copywriting and tone of voice, the brand can effectively enhance its communication and connect with the target audience.

1_ Enthusiastic - Infuse copy with joy and energy, showcasing a genuine passion for the town and its offerings. Convey excitement and optimism about the experiences, talents, and opportunities within the market town.

Associated words: relax, family-friendly

2_ Playful - Inject a playful and light-hearted tone when appropriate, adding a touch of fun and surprise to the brand's communication. Use humour, wordplay, or creative expressions and injecting a sense of novelty and vitality into the text to engage and entertain the audience..

Associated words: play, fun, creative

3_ Independent - Something a bit different from other Hampshire market town offers; an alternative to the mainstream and proud of it.

Associated words: different, independent, original

4_ Refreshing - Demonstrate a forward-thinking perspective, highlighting the town's commitment to innovation, sustainability, and continuous improvement. Emphasize the market town's evolving nature and its dedication to staying relevant and progressive. Talk about creative thinking, new ideas and initiatives and diverging from expectation.

Associated words: new, exciting, fun, experience

Tone of Voice: Language

Plain English

The Plain English Campaign's language rules help brands avoid unnecessary jargon and clunky phrasing that can confuse or alienate people. Referring to these rules will encourage consistency and an accessible voice across all communications – no matter who you're talking to.

- 1_** Whilst communications need to be professional, they don't need to be as formal as council communications might be - this is an opportunity to use a friendlier tone.
- 2_** Be clever with the turn of phrase rather than relying on multisyllabic words. If you can't say what you want in simple terms, try rearranging the sentence.
- 3_** Use everyday English whenever possible, avoiding jargon and acronyms.

Language

The language you prioritise should align with the brand's values and the principles outlined in the tone of voice guide. It should engage, inspire, and create a connection with the audience. Aim to:

- 1_** Engage more strongly with audiences using personal pronouns ("you", "we", "us" and "our") and active verbs to foster a sense of unity and inclusivity within the community. Using inclusive pronouns builds a relationship with your audiences and makes communications feel more down to earth, accessible and friendly.
- 2_** Inspire the audience with aspirational messaging that motivates them to explore, engage, and make the most of what the market town has to offer. Use uplifting language and stories that ignite a sense of possibility and encourage personal growth.
- 3_** Be informative and knowledgeable, providing valuable insights and details about local businesses, events, landmarks, and heritage stories. Deliver information in a clear and concise manner, empowering readers with useful and relevant content.
- 4_** Demonstrate empathy by understanding the needs, aspirations, and concerns of the target audience. Show sensitivity towards their experiences and emotions, addressing them with compassion and understanding.

Tone of Voice: Brand Themes

The focus of communications messaging for Andover should emphasise and reinforcing the values of a modern market town.

Localism:

Celebrates and champion the local community, its values, and its unique identity. Emphasize the town's distinctiveness, local businesses, traditions, and the sense of belonging to create a connection with residents and visitors.

Collaboration & Connection:

Promotes collaboration, inclusivity, and a sense of togetherness. Encourage dialogue, engagement, and participation within the community, highlighting joint efforts and shared achievements.

Homegrown Talent:

Showcase and supports the talents, creativity, and innovation of local individuals and businesses. Recognize their contributions and inspire pride in the town's homegrown talent, whether it's artists, entrepreneurs, or cultural figures.

Happy & Healthy Lives:

Promote positivity, well-being, and a balanced lifestyle. Encourage a focus on physical and mental health, active living, and the pursuit of happiness within the town's community.

Fresh Air & Open Space:

Highlight the town's natural beauty, open spaces, chalk stream and the importance of fresh air and nature. Inspire an appreciation for the environment and an understanding of the town's commitment to preserving green spaces.

Wellbeing & Green Agenda:

Reflects the town's commitment to well-being and sustainability. Encourage practices that promote personal and environmental health, such as eco-friendly initiatives, sustainable living, and responsible consumption.

Surprises In-store:

Spark curiosity and excitement, inviting residents and visitors to discover unexpected delights and hidden treasures within the town. Create a sense of anticipation and adventure by highlighting unique experiences and surprises in-store

Heritage Stories:

Honours the town's heritage, history, and cultural stories. Celebrate the past while showcasing the town's evolution, inviting residents and visitors to connect with the rich heritage and learn about its narrative.

Photography Style Guide

The imagery we use is just as powerful as the stories we tell.

WHAT IS A PHOTOGRAPHY STYLE GUIDE?

A photography style guide aims to define the criteria and visual treatment when creating or commissioning photography (and film) for Andover.

WHY DOES IT MATTER?

Great photography is the foundation of the place brand communication and an essential part of communicating the Andover brand values.

WHEN DO WE NEED TO THINK ABOUT IT?

Always! In today's age of image obsessed culture, photography can do more than simply "sell" brand Andover; it also says something about its personality, reinforces the fundamentals, increases visibility and shape the perceptions and perspectives of our many audiences.

Photography Style Guide: Brand Themes

Photography has the power to visually communicate the essence of a modern market town, portraying Andover's independence, vibrancy, and liveability through images that capture the unique aspects, energy, and spirit of the community.

Localism:

Showcase the unique essence of Andover by capturing and its independent spirit, its local flavour, highlighting its people, culture, landmarks, and events. Feature the local independent businesses, products, and talents that contribute to the town's character and can convey a sense of entrepreneurship, innovation, and self-reliance.

Collaboration & Connection:

Capture images that portray a sense of community and togetherness. Showcase people engaging in collaborative activities, community events, and social interactions, emphasising the spirit of cooperation and connectedness. Document and showcase the vibrant events and festivals taking place in the town. By capturing the energy, colours, and excitement of these events, photography can convey a sense of vibrancy and dynamism. These images can demonstrate that the town is a lively and happening place, attracting people and creating a vibrant atmosphere.

Homegrown Talent:

Highlight the creativity and achievements of local artists, musicians, artisans, and entrepreneurs. Capture their work in a way that showcases their skills and contributions to the town's vibrant cultural scene.

Happy & Healthy Lives:

Photograph scenes that depict the town's residents engaged in active, joyful, and healthy lifestyles. Capture images of people participating in outdoor activities, sports, leisurely pursuits, and enjoying the town's amenities to enhance the perception of liveability and an active community.

Fresh Air & Open Space:

Highlight the town's natural beauty, open spaces, chalk stream and the importance of fresh air and nature. Inspire an appreciation for the environment and an understanding of the town's commitment to preserving green spaces. Convey a sense of tranquillity, serenity, and a connection with nature.

Wellbeing & Green Agenda:

Showcase Andover's natural beauty, green spaces, parks, and scenic landscapes. Emphasize the importance of fresh air, nature, and open spaces in promoting well-being, relaxation, and rejuvenation. Highlight the town's commitment to sustainability, environmental consciousness, and the promotion of a healthy lifestyle. Capture images of eco-friendly practices, renewable energy sources, green architecture, and sustainable initiatives.

Surprises In-store:

Capture the unexpected and delightful elements of the town, such as hidden gems, unique events, quirky landmarks, or charming details that might surprise and intrigue visitors. Encourage curiosity and exploration.

Heritage Stories:

Photograph the town's historical sites, landmarks, and cultural heritage, paying homage to its roots and traditions. Highlight the architectural beauty and unique features including the charming streets set against the River Anton. Showcase the stories and artifacts that contribute to the town's rich history and evoke a sense of pride and appreciation and enhance the perception of a vibrant and visually appealing place to visit.

* Encouraging residents to share their own photographs and stories can contribute to a diverse and inclusive representation of the town.

Photography Style Guide

The Art of Storytelling

Reportage photography documents / captures a moment in real time - conveying the real experience of Andover citizens and visitors in a candid and unobtrusive style.

- 1 _** Giving a storytelling feel to the photography as if the viewer is experiencing life through the eyes of Andover citizens / visitors.
- 2 _** Documentary style that captures the essence of everyday life in Andover - the small, fleeting moments of people and their experiences / activities.

Principles

Ultimately, the chosen style or treatment should align with the brand values and the desire to for Andover to be known as a modern market town, aiming to convey a sense of independence, vibrancy, and liveability through visual storytelling.

Choose photos carefully, thoughtfully and compassionately; always ensuring photography portrays guests and the town in the most positive light.

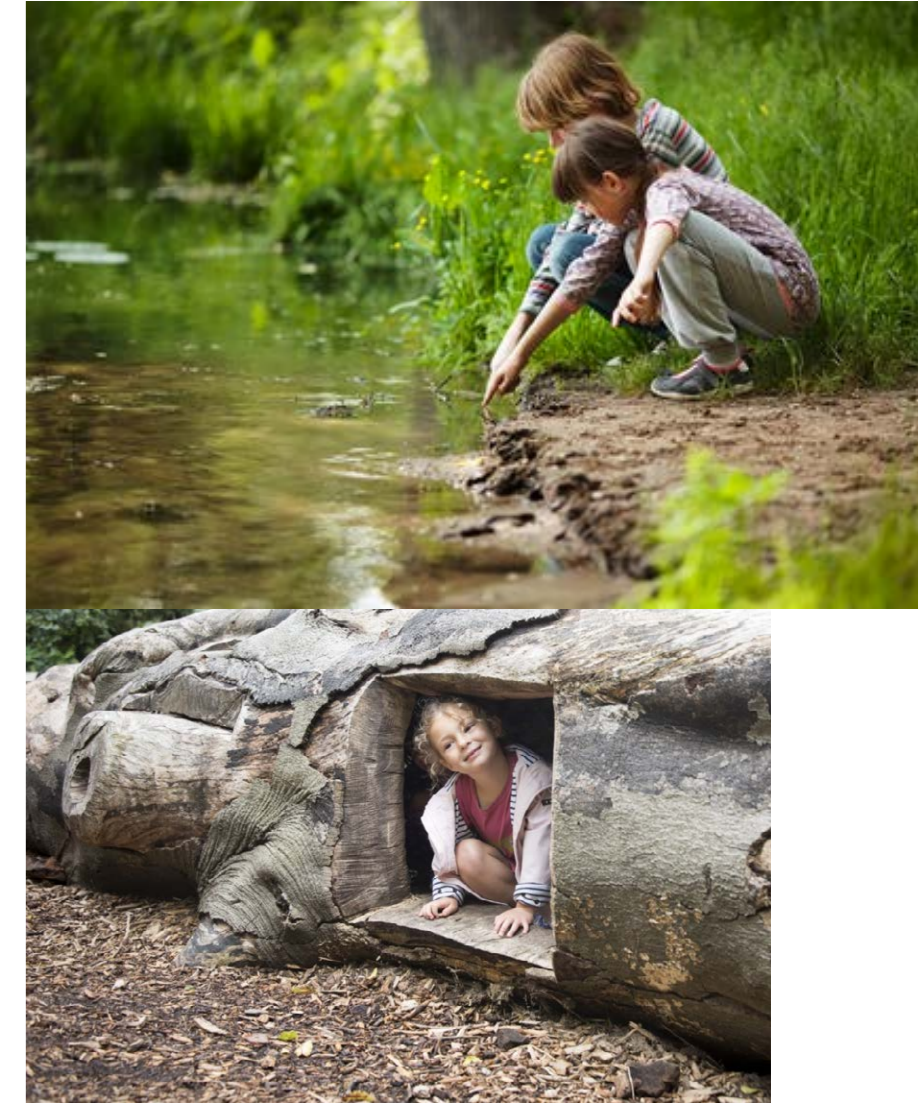
When sourcing or commissioning photography the style should be simple and uncomplicated. Shots should always be bright with good levels of contrast. Always use good quality pictures with a nice colour balance. All photos used should be of high resolution (at least 1000 pixels wide). Grainy or lower quality photos should not be used even if the content itself is good.

Variety and inclusivity are important. We want everyone to be equally represented through our imagery. It is critical that the photos we use do not portray anyone negatively. A simple rule is to always ask yourself, “Would I be happy to be portrayed this way?”

We encourage photography:

- Shot in a variety of weather conditions, times of day and types of light to paint a fuller story. Honesty is key so photos don't all need to be in beautiful blue skies.
- To explore details as much as the whole / bigger picture – i.e. wide-angle lens recording the complete spatial context and exploring details up close with intricate details that can include depth of field and soft focus.

Photography Style Guide: Moodboard



A PLACE BRAND FOR ANDOVER

Brand Guide