



bhlive

our corporate identity
at-a-glance

version 1.0 july 2016

brand guidelines



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visual identity

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best practice and reference
gallery, creative applications
of our identity

our strategy

what BH Live stands for
and the thinking behind our
visual identity



our strategy

We want to be the UK's leading leisure and event operator - a social enterprise that designs and builds engaging experiences to inspire people and enrich lives.



profit for purpose

We deliver a wide range of services that impact people, communities and the region.

We innovate and promote active lifestyles, cultural events and the sharing of knowledge and ideas across the business spectrum. All to further our social purpose.

This is the guiding principle that defines our brand and drives everything that we do. Our visual communication needs to express this everywhere people see our name.

- 
1. **Encourage more people to take part in physical activity** – by providing leisure facilities to encourage active communities and improve health and wellbeing.
 2. **Attract bigger entertainment audiences** – with a diverse range of cultural and artistic events that appeal to a wide variety of tastes.
 3. **Deliver economic benefit to the region** – by hosting major conferences, exhibitions and events that benefit the local, regional and international economy.

our values

In tune, in touch and here for good. Our events, hospitality, and health and wellbeing services reach and touch everyone.

Regardless of where or how you meet us, you can count on the best experience from a brand you trust.



our personality

We are a friendly, up-beat, confident organisation focused on creating opportunities, inspiring people and enriching lives.

Our social objectives underpin everything we do. We want to get more people active and enjoying cultural events. We want more promoters and event organisers to place their events in our venues, to benefit the local economy. Behind our vibrant, contemporary brands lies a creative, motivated team of individuals working together to make a difference.



We set our standards
high and are determined
to succeed




ambitious



We want to motivate people to lead better lives and, as a social enterprise, aspire to be the leader in our field

inspiring

A chef with a beard, wearing a white shirt and a dark striped apron, is focused on a task. A large, intense flame rises from a grill in front of him, partially obscuring his face. The background is a blurred kitchen setting.

We need to be
quick off the
mark to respond
to change with a
constant stream of
products and
services that are
relevant and fresh

dynamic



**We are constantly
looking for new ways
to inspire and delight
customers by creating
amazing experiences**

creative



**We open up
energising spaces
that make getting
active something
we can all do. And
create a rich variety of
cultural experiences
accessible to all**


inclusive



We aim to deliver experiences that build a lasting impression on customers, and leave them always wanting more



impressive



Everything we do and
say is for real – we
mean what we say

genuine



**We have the
people, know-how
and partnerships
to give continued
support to customers
and communities**

connected

live the brand

the many faces of BH Live



live the brand

However good we look on the outside, it's what's inside that counts.

All of us must behave in a way that's consistent with our brand values, or the customer will simply not believe it. We're all in this together. Every time we talk to a customer. Every time we talk to each other, we either build on BH Live's brand or we work against it.



live the brand

To a Terrace café customer

We offer:

Quick, friendly service with a smile;
great coffee and tasty snacks;
highest standards in food quality
and hygiene; relaxed, convivial
atmosphere, indoors and out.

They say:

“Really friendly staff, great menu choice and fast service. There’s a nice feel about the place that works whether I’m meeting a client for breakfast or catching up with a friend for a natter.”



live the brand

To a BH Live Active member

We offer:

Value for money, friendly service, top-notch equipment, great choice of centres and activities, and professional health and wellbeing advice.

They say:

“I know that whichever BH Live Active centre I go to, it’s always the same feel-good experience. I’m not a major fitness fanatic, but I’m never short of motivation here. Friendly receptionists, healthy eating and professional trainers make it easy for me to stick to my goal.”



live the brand

To a concert promoter

We offer:

Great publicity, sold out event, professional crew, flexible seating plans, superb lighting and equipment

They say:

“Bournemouth is a must-have on our tour. Everything goes off without a hitch. Great publicity – tickets usually sell out well in advance. Plenty of tech muscle to help unload, set up, take down and reload.”



live the brand

To a conference delegate

We offer:

Smart, professional and dynamic environment, ideal to meet, learn and network with others operating in the sector. Serious business destination with lots to see and do outside the event.

They say:

“I got exactly what I came here for. I learned a lot, and there was a lot of healthy debate during the presentations. The best thing of all was being able to hook up with colleagues and kick ideas around. And we can do that anywhere, in the café, around town and even on the beachfront. Food’s good too.”



live the brand

To an event organiser

We offer:

Good PR support, professional in-house co-ordinating team, high levels of attendance and engagement, fast return, and extra value from destination-based experience, incentive and team building packages.

They say:

“Bournemouth is a great place to do business. Has quite a buzz in terms of innovation and creativity. Lots of venue choice. Great service package - one call does it all, from accommodation and catering through to signposting, pre-show delegate packs and reception. Love the after-show and the beach yoga.”



live the brand

To someone coming to see a show

We offer:

Top venue for top-performing acts. Arena performances in the comfort of a smaller, indoor venue, with lots of parking nearby. Nice bar. Shows always start on time.

They say:

“Bands seem to up their game here. If Bournemouth International Centre's on my band's tour, then that's where I'll go to see them. So much nicer and more intimate than a stadium. Great atmosphere, great sound, perfect view from anywhere, friendly staff and a fast bar.”



live the brand

To a BH Live employee

We offer:

Excellent employment package, dynamic environment, interest and variety. Job security and career development. Social enterprise culture.

They say:

“ Really friendly place to work. Lots of variety and fun too. Feels like I’m doing something worthwhile, giving something back to the community, and learning a lot too. I like it here.”



rules and tools

a guide to our identity assets and
visual specifications basic elements



rules and tools

We are BH Live. That's our brand.

It promises customers the same, positive experience wherever they meet us.

So everything we do and say needs to be on brand.
Live the brand.



rules and tools. our brand

Our corporate identity and the organisation we belong to.

Whenever we're talking to customers, we are BH Live.

Within this identity, we use three different names to make it easy for customers to understand the kind of experience they can expect.

bhlive

family themes

bhlive**active**

...encompasses all that we do to get more people active and enjoying the benefits of a healthy lifestyle. It could be anything from swimming, roller skating and high ropes adventure to classes, gym workouts, club sports or yoga sessions on the beach.

You don't have to be in a leisure centre to get a bhliveactive experience.

bhlive**events**

...expresses our offer in cultural events, conferencing and exhibitions. Whether we're talking to consumers or businesses, we always strive to deliver the extraordinary experience that brings customers back for more.

bhliveevents delivers economic benefit in the region through business tourism and enriches peoples lives with dynamic, cultural experiences.

bhlive**hospitality**

...expresses our offer in banqueting, fine dining, events and retail catering. It adds an extra dimension for customers and gives us an edge over competitors in the event space. You can get a bhlivehospitality experience almost everywhere in our network of venues and centres.

See separate guidelines for the Terrace branding.

rules and tools. bhlive logo

The logo has a clean, classic and elegant feel. It is designed to reflect our status and brand positioning.

Logo colourways

Pantone 300

C: 86 M: 59 Y: 0 K: 0

R: 41 G: 106 B: 179

Black, or White out of a dark colour.

bhlive

bhlive

bhlive

Logo clear area

Use the 'b' to create the clear area. No other items such as headlines or graphics are allowed in this area.

Reversed out

The logo can be reversed out of a coloured background or image.



rules and tools. primary colour palette

Primary palette

This is the corporate BH Live blue. The primary colour palette should be used for corporate materials including stationery, digital and print materials, signage, presentations and livery. 20%, 40% and 70% tints can be used. Avoid using other tints where possible.

<div>corporate blue</div> <div>p300</div> <div>C86-M59-Y0-K0</div> <div>R41-G106-B179</div>	<div></div> <div>p2995</div> <div>C100-M0-Y0-K0</div> <div>R0-G255-B255</div>	<div></div> <div>p375</div> <div>C46-M0-Y100-K0</div> <div>R148-G213-B0</div>	<div></div> <div>p254</div> <div>C50-M100-Y3-K0</div> <div>R146-G38-B139</div>	<div></div> <div>p1495</div> <div>C0-M55-Y100-K0</div> <div>R241-G135-B0</div>	<div></div> <div>p807</div> <div>C0-M100-Y0-K0</div> <div>R253-G53-B196</div>
<div>70%</div>	<div>70%</div>	<div>70%</div>	<div>70%</div>	<div>70%</div>	<div>70%</div>
<div>40%</div>	<div>40%</div>	<div>40%</div>	<div>40%</div>	<div>40%</div>	<div>40%</div>
<div>20%</div>	<div>20%</div>	<div>20%</div>	<div>20%</div>	<div>20%</div>	<div>20%</div>

rules and tools. primary colour palette

Family themes

We operate across three distinct business lines. While these brands are can operate standalone, they make more impact when they are together. In this instance, our unifying identity is BH Live.

bhlive

bhlive

p300
C86-M59-Y0-K0
R41-G106-B179

bhlive

bhlive

p2995
C100-M0-Y0-K0
R0-G255-B255

bhlive

bhlive**active**

bhlive**active**

p1495
C0-M55-Y100-K0
R241-G135-B0

bhlive**active**

bhlive**active**

Our leisure business focusing on getting more people, more active. We deliver these via our venues (both leisure centres and venues e.g. BIC) – we are BH LIVE

bhlive**events**

bhlive**events**

p807
C0-M100-Y0-K0
R253-G53-B196

bhlive**events**

bhlive**events**

Our entertainment and conferencing business focused on enriching lives and delivering economic benefit to the region. Includes BH Live Tickets – we are BH LIVE

bhlive**hospitality**

bhlive**hospitality**

p254
C50-M100-Y3-K0
R146-G38-B139

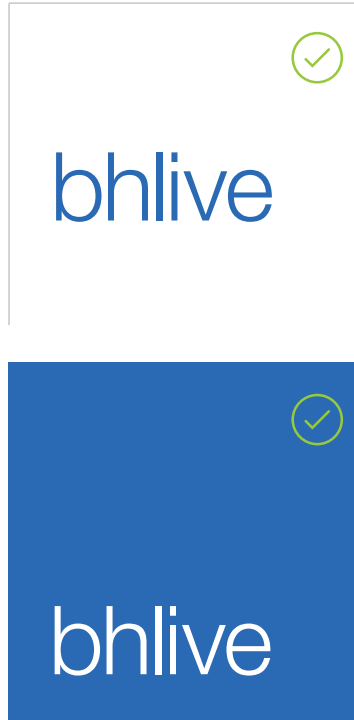
bhlive**hospitality**

bhlive**hospitality**

Our catering business focused on retail, via the Terrace Café brand, and banqueting for our corporate and conferencing customers – we are BH LIVE

rules and tools. logo do's and don'ts

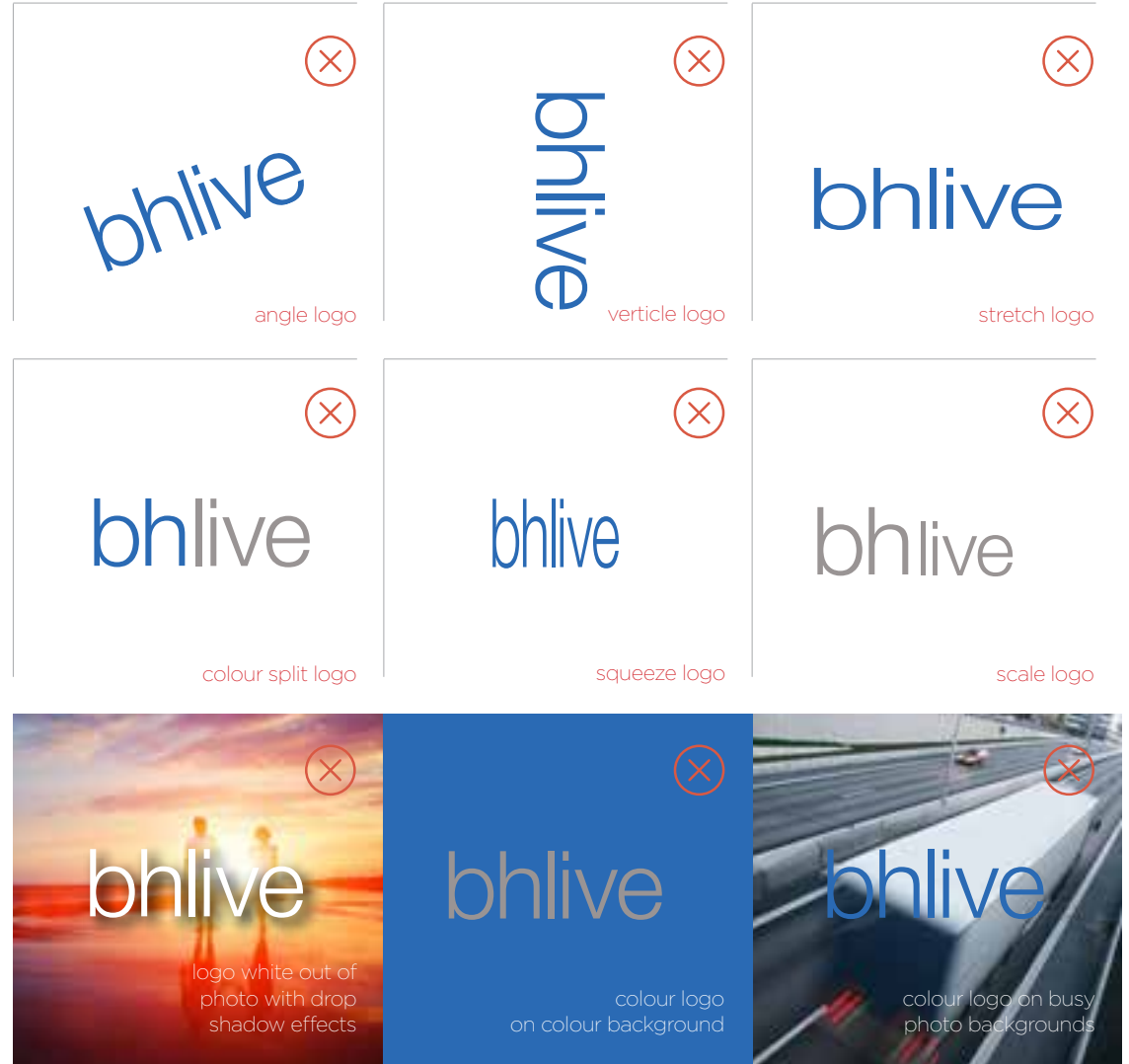
logo do's



The BH Live Logo should be displayed (see left), using the correct Pantones or CMYK/ RGB swatches.

- Don't warp or stretch the logo.
- Don't change the logo's orientation.
- Don't crop the logo in any way.
- Don't recreate any elements of the signature mark or replace them with something else.
- Don't use scanned or photographed copies of the Logo. Use the original files.
- Don't apply shadows, glow effects, or outlines to the logo.
- Don't apply any filters or textures to the logo.
- Don't change the logo's colours.
- Don't use the logo on busy photographs or patterns.
- Don't use the logo on colours with poor contrast or similar colours.
- Don't place text or shapes within the clear space boundary.
- Don't replace or re-create any part of the logo.
- Don't create your own logo or modify existing logos.

logo don'ts



rules and tools. the Gotham typeface family and substitute fonts

Readability

The Gotham typeface family has large, open counters, a relatively large x-height and character shapes that are obvious and easy to recognise. It consists of a wide range of weights, allowing for small and digital use without degradation.

Headlines and display			Text and body copy		
Gotham Extra Light	Gotham Bold	Gotham Black	Gotham Extra Light	Gotham Light	Gotham Book
Gotham Extra Light	Gotham Bold	Gotham Black	Gotham Extra Light	Gotham Light	Gotham Book
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ <small>Gotham Extra Light</small>			abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ <small>Gotham Bold</small>		
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ <small>Gotham Light</small>			abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ <small>Gotham Black</small>		
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ <small>Gotham Book</small>					
For internally produced materials and for the web			abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ <small>Arial Regular</small>		
Arial Regular	Arial Regular	Arial Bold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ <small>Arial Bold</small>		

applying the brand

best practice and reference
gallery, creative applications
of our identity





bhlive

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t: 01202 456400
m: 01234 567890

Bournemouth International
Centre, Exeter Road,
Bournemouth, BH2 5BH

bhlive.org.uk

Peter Gunn
Chief Executive

bhlive

our social objectives

encourage more people to
take part in physical activity

attract bigger entertainment
audiences

deliver economic benefit

applying the brand
stationery

applying the brand stationery

bhlive

Bournemouth International Centre,
Exeter Road, Bournemouth, BH2 5BH.
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bhlive

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Exeter Road, Bournemouth, BH2 5BH.
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with compliments

bhlive

our social objectives

encourage more people to take part in physical activity
attract bigger entertainment audiences
deliver economic benefit

bhlive

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bhlive

our social objectives

encourage more people to
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attract bigger entertainment
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BH Live is a Company Limited by Guarantee and registered Charity. Charity No: 1138311. Company No: 07092012. VAT Reg No: 108 2248 37.
BH Live (Enterprises) Ltd. is a Private Company Limited by Shares and a wholly owned subsidiary of BH Live. Company No: 07175626.
Registered Office: Bournemouth International Centre, Exeter Road, Bournemouth, BH2 5BH. Registered in England and Wales.

[illegible][illegible][illegible]

applying the brand
posters



applying the brand bhlive active promotional campaign



Pop up
banner

Gym & Swim <small>Unlimited use of the gym and swimming facilities.</small> £27 Monthly £295 Annual	Dual <small>Unlimited use of the gym, swimming, spa facilities and class timetable for you and a friend or partner.</small> £60 Monthly £660 Annual	Corporate <small>Unlimited use of the gym, swimming, spa facilities and class timetable.</small> £27 Monthly £295 Annual
Junior (14-17 yrs) <small>Unlimited use of the gym, swimming and class timetable. Proof of full time education required.</small> £20 Monthly £220 Annual	Gym, Swim and Classes <small>Unlimited use of the gym, swimming, spa facilities and class timetable.</small> £33 Monthly £365 Annual	Student/Senior/Off Peak <small>Use of the gym, swimming, spa facilities and class timetable.</small> £24 Monthly £265 Annual

Pyramids
Activity Programme
January - June 2016

membership packages
We provide a range of membership packages for you to enjoy a healthier, more active lifestyle.

bhliveactive.org.uk/join/#portsmouth
02393 200330

bhlive**active**

A5 Leaflet

bhlive**active**

gym, classes, swim & spa

From only £24*
per month
and no joining fee

Join
bhliveactive.org.uk/join/#portsmouth

Call
02393 200330

*Price per month based on 12 month Direct Deal Membership. Terms and conditions apply.

A1 Poster

bhlive**active**

1 membership 4 centres

From only £26*
per month
and no joining fee

Join
bhliveactive.org.uk/join/#bournemouth

Call
01202 055550

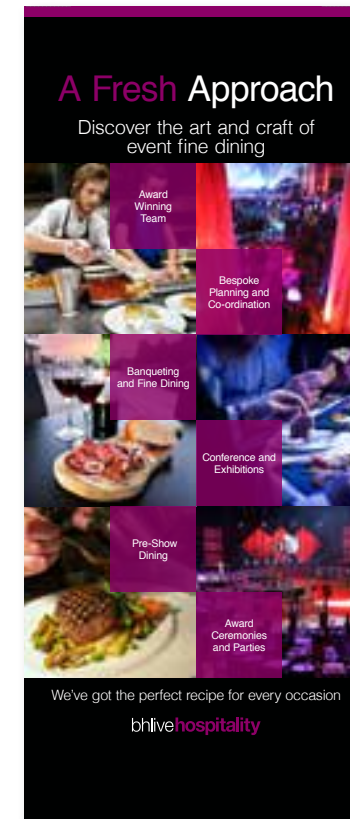
*Price per month based on 12 month Direct Deal Membership. Terms and conditions apply.

Exterior signage

applying the brand queen's park wall graphics



applying the brand bhlive hospitality pop up banners

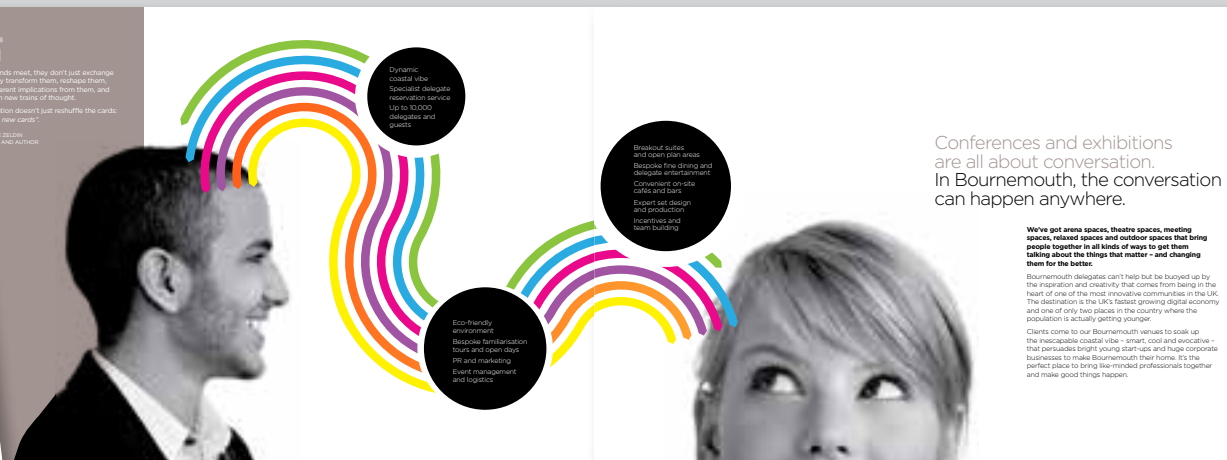


applying the brand bic conference venue guide



“When minds meet, they don’t just exchange facts; they transform them, reshape them, draw different implications from them, and engage in new trains of thought. Conversation doesn’t just reshuffle the cards; it creates new cards.”

— MICHAEL ALLEN, HISTORIAN AND AUTHOR



Let’s eat

Business events are about the discovery, discussion and debate of ideas and strategies that shape the future, and creating opportunities for that to happen anywhere. It makes the social side of events as important to get right as the formal. A chance meeting or renewed acquaintance over coffee or dinner could spark an idea that changes lives, stop a crisis in its tracks or produce the next big thing.

Ice breakers, deal makers and table talk are all about food, service, ambience and buzz. The more wow factor you put in, the more wow and engagement you’ll get back from your delegates.

Every day, we’re serving drinks and light refreshments to speakers, exhibitors and delegates from our Terrace bars, cafés and carts. And every event brings with it a new challenge to test our hospitality team and show just how much we bring to the party.

Exciting and original menu design, with fine ingredients chosen for flavour, looks, quality and sustainability. Created with passion. Served with style.

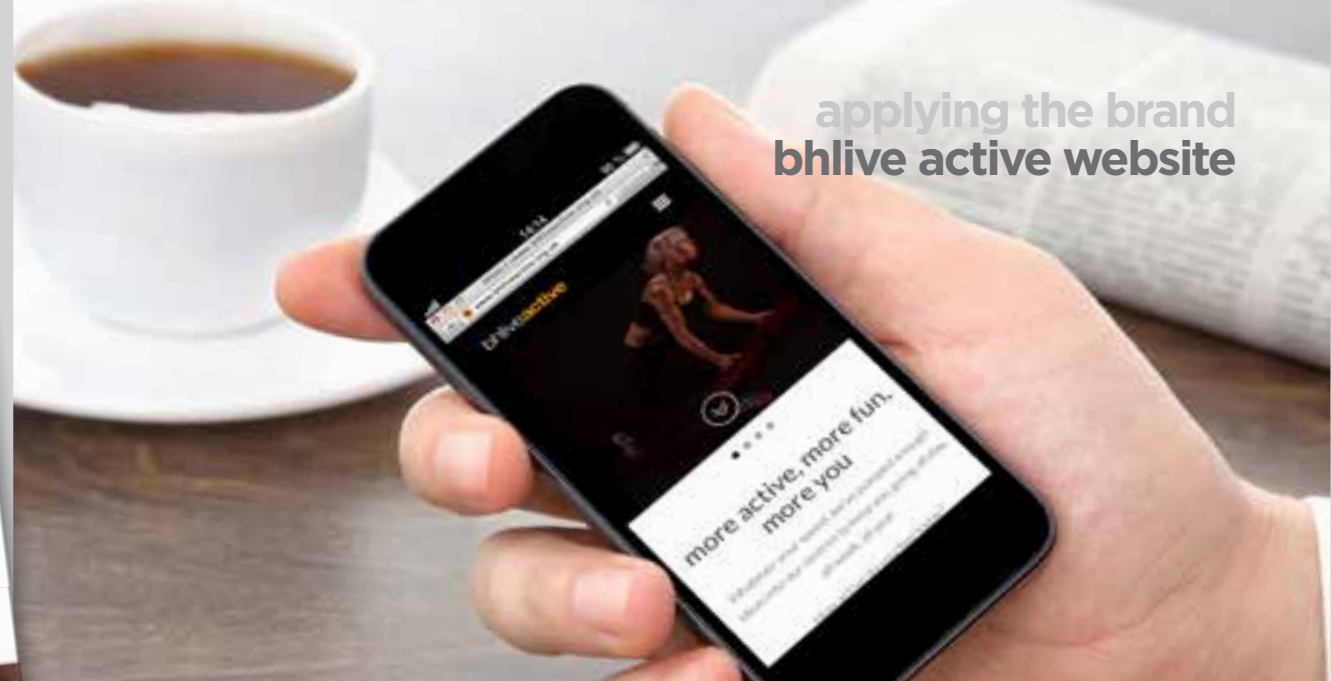
Original menus, food stations and tablescapes, from vintage black-tie to outlandishly quirky, and everything in between.



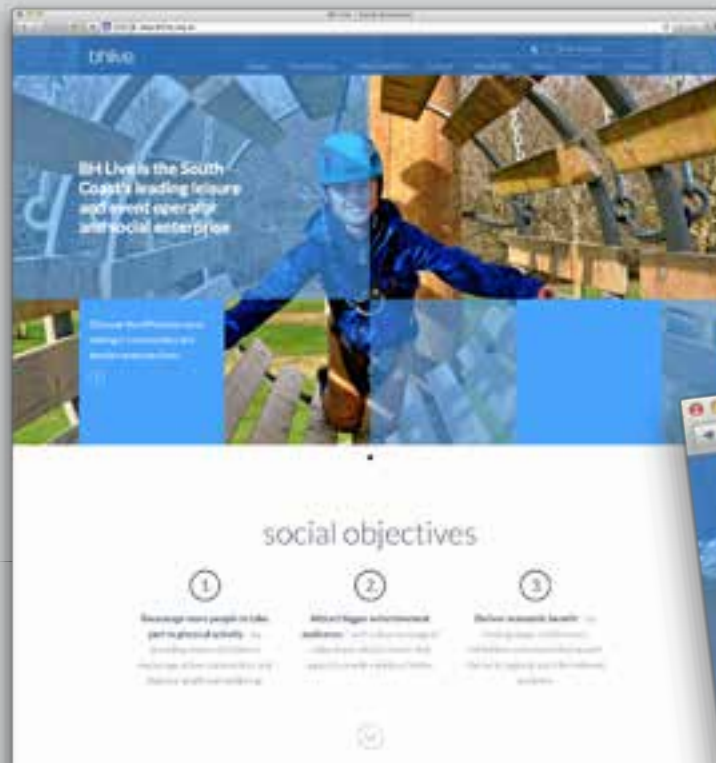
“We just move in for the week and make it our own. Everything looks, feels and even smells like Lush. It’s the perfect place to bring our international team for launches and special events like our 20th birthday and Fight Animal Testing campaign.”

Amanda Taylor
Lush Fresh Handmade Cosmetics





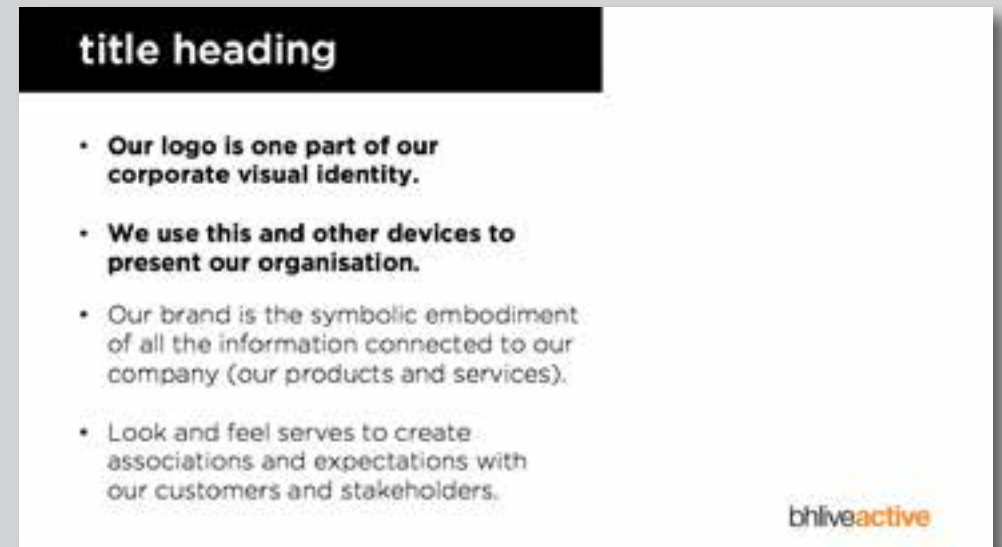
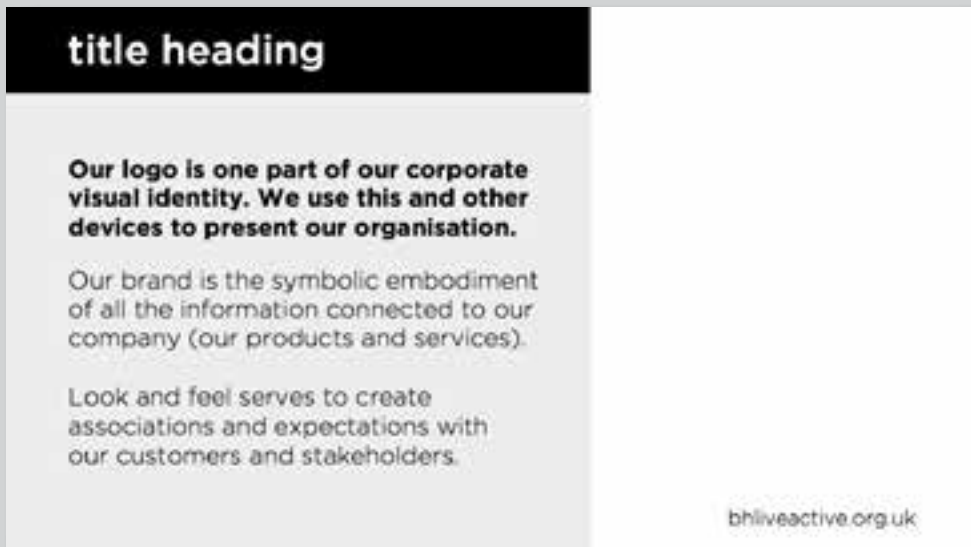
applying the brand bhlive corporate website





applying the brand

powerpoint




applying the brand
powerpoint templates

title heading

Our logo is one part of our corporate visual identity. We use this and other devices to present our organisation.

Our brand is the symbolic embodiment of all the information connected to our company (our products and services).

Look and feel serves to create associations and expectations with our customers and stakeholders.




bhliveactive.org.uk

title heading

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bhliveactive.org.uk

bhlivehospitality



heading can go here

sub-heading can go here

matt goode


head of marketing

may 2016

bhlive



bhliveevents



heading can go here

sub-heading can go here

matt goode

head of marketing

may 2016

bhlive



applying the brand
powerpoint templates



**applying the brand
powerpoint templates**

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bhlive

bhlive.org.uk

title heading

We deliver services across three distinct business lines. While these consumer-facing brands operate standalone, they do not represent a business unit or entity.

Our brand family uses active wording that means something to the customer. We are bhlive.



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“Amet consectetur adipiscing elit. Donec nec urna id velit posuere convallis eu quis massa. Quisque consequat ante in varius tempor”.

bhlive.org.uk

title heading

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bhlive**active**
bhlive**hospitality**
bhlive**events**

bhlive.org.uk

applying the brand
powerpoint templates



bhlive

For further
information please
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