

COLWYN BRANDING

VCA



COLWYN BAY BACKGROUND

The need for place branding was identified in the Colwyn Bay Town Centre Investment Plan. Learning was also taken from the Abergele Place Plan Team who have successfully developed branding. Place branding was included in Imagine Colwyn Bay's activity plan, funded through the National Lottery Heritage Fund Great Place Scheme.

October

We released the brief via open call out seeking to commission; A bilingual brand identity which represents the distinct communities of Old Colwyn, Colwyn Bay and Rhos on Sea - the Bay of Colwyn. The branding will be used throughout all three towns on gateway signage and will be a way of visually uniting all three communities.

November

VCA a design agency based in Rhos On Sea was awarded the commission based on their local and national experience of developing place branding.

November / December

Initial conversations and consultations took place with the Community Place Plan and Town Teams with community, business, 3rd sector and public sector representation. The purpose of the teams is to improve the economic physical and social aspects of the area by identifying, agreeing and then addressing priorities, via the adoption of a local Community/Place Plan

We looked at successful place branding schemes for other towns and the groups expressed their preferences, giving VCA an initial direction. Clear themes emerged in these conversations: Nature, heritage, architecture old and new.



COLWYN BAY LOOKING BACK HISTORY & HERITAGE

VCA researched the history and heritage of the area, pulling together photographs, showing the evolution of the Bay of Colwyn. VCA then encouraged their designers, (all based locally) to go out and photograph what makes the area unique and distinctive. The Community Plan team also contributed to these images.







COLWYN BAY NOW ARCHITECTURE & DEVELOPMENT

January / February

We expanded this engagement through an open call out via social channels and through groups and organisations. This gave the community the opportunity to contribute photographs that they felt represent the area with the themes - Icon, Shapes, Colours, Old and New, which had arisen via the initial development consultation. Despite the Covid-19 restrictions this methodology allowed us to capture a snapshot of the Bay of Colwyn in the here and now, and showed us what was unique and important to residents.

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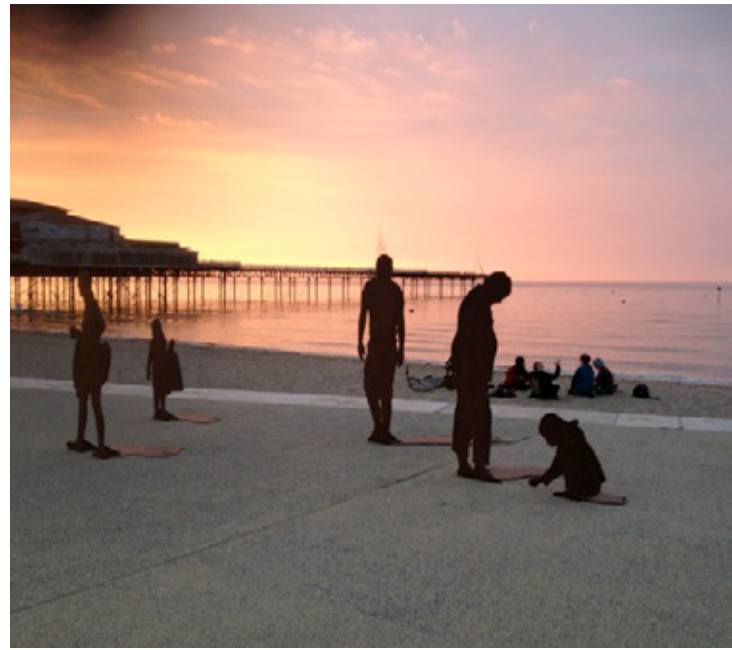


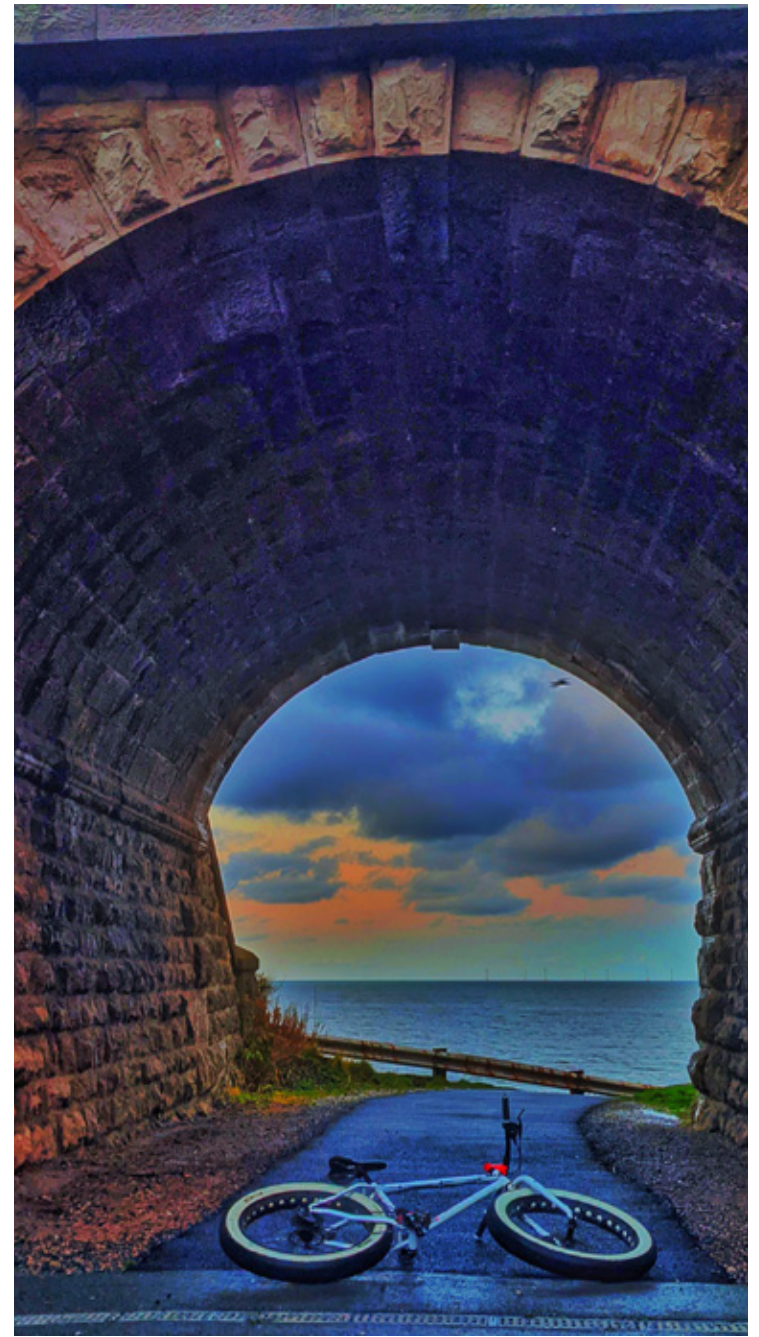
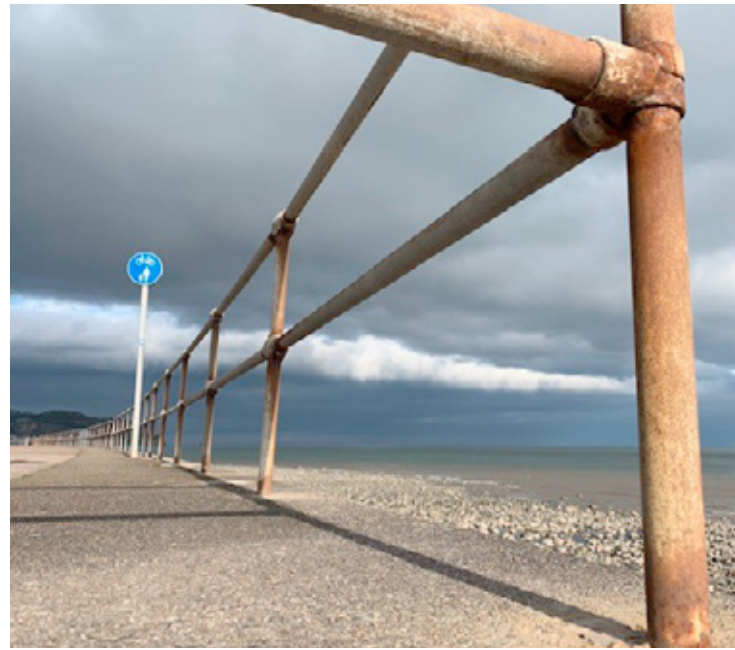
COLWYN BAY A CLOSER LOOK

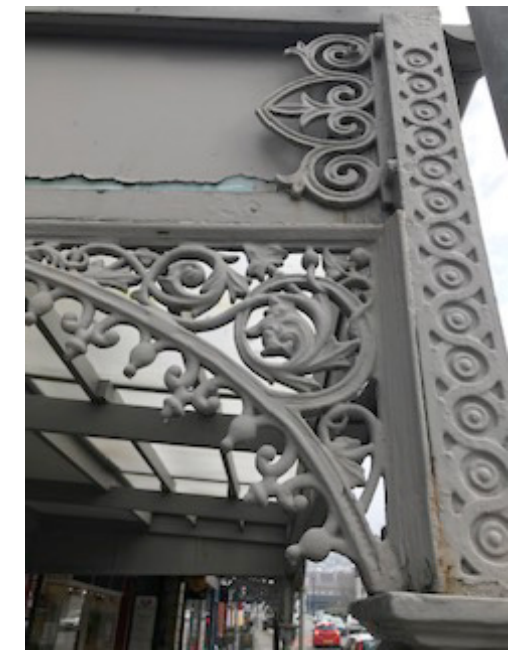
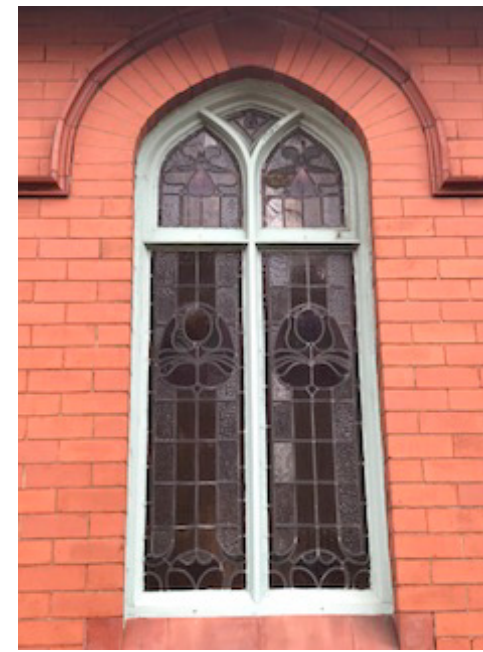


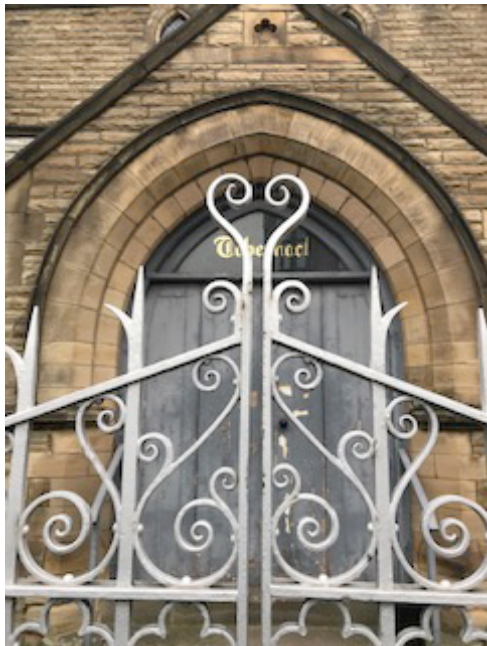
COMMUNITY STEERING GROUP & CONSULTATION











MY WELSH TOWN BY THE SEA YSGOL ST JOSEF'S

March

Local school children contributed drawings which they felt represented their 'Town by the Sea', which again gave us more ideas of how we could represent the Bay of Colwyn.

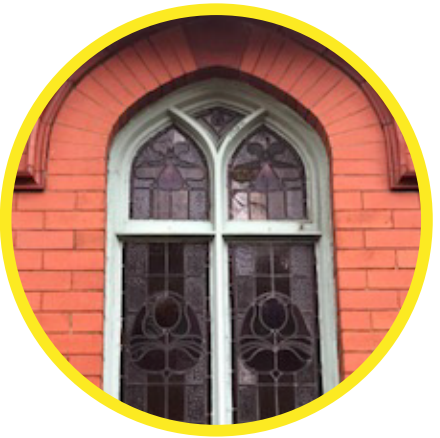
VCA



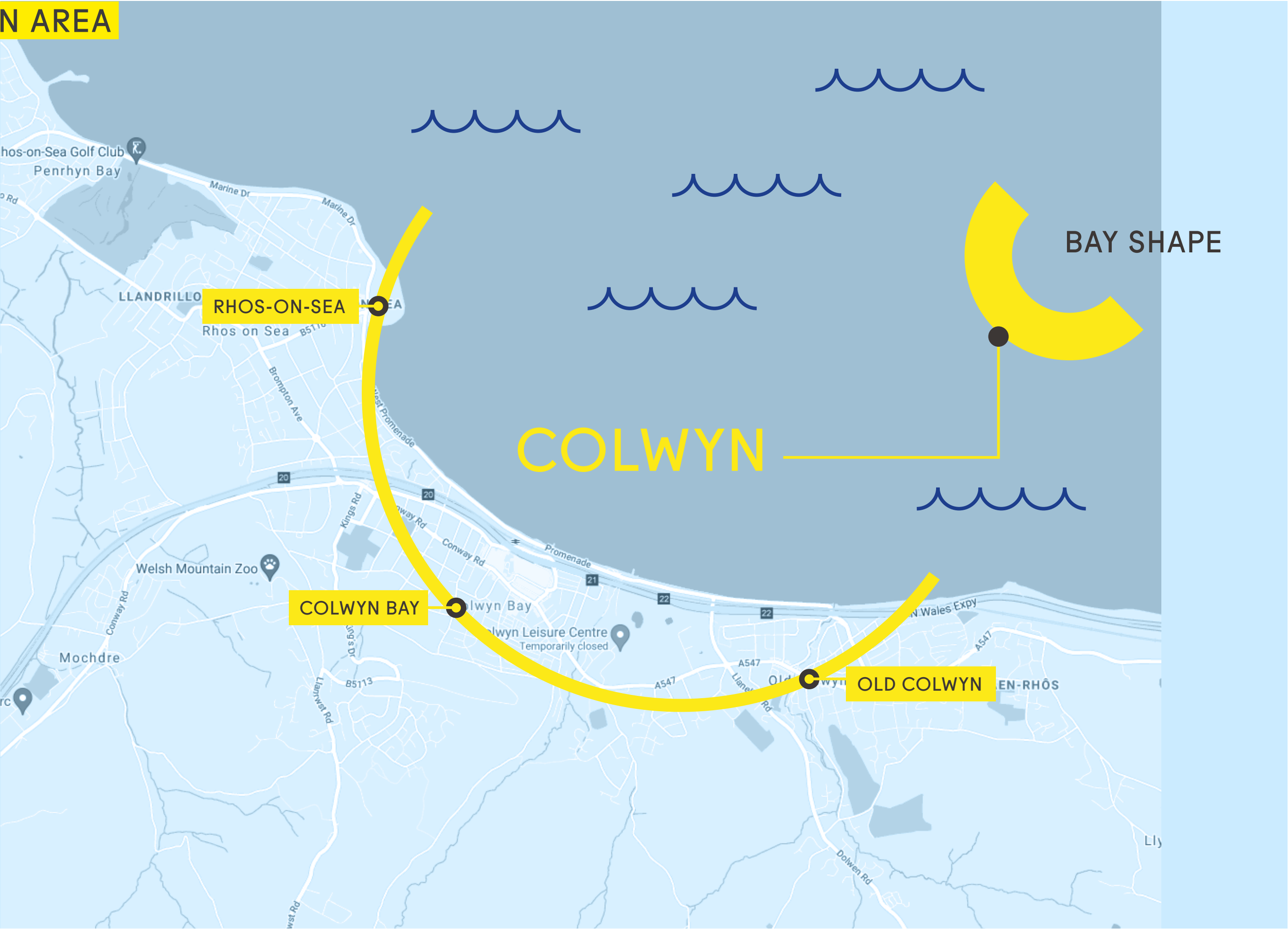
COLWYN AREA
COLOUR & SHAPE DEVELOPMENT

VCA

COLOUR



COLWYN AREA



COLWYN LOGO DEVELOPMENT

March / April

From the early conversations we found more discussion and consultation was needed to decide on the name of brand; 'Colwyn' or 'Bay of Colwyn' - 56 people participated in a poll, with a majority in favour of Colwyn. During this time VCA developed the initial concepts for the branding, based on the research, feedback and ideas gathered during the research and consultation phase. The concepts were shown to the Community Plan and Town teams and were refined down to two concepts.

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COLWYN BAY

LOGO A



LOGO DEVELOPMENT

VCA

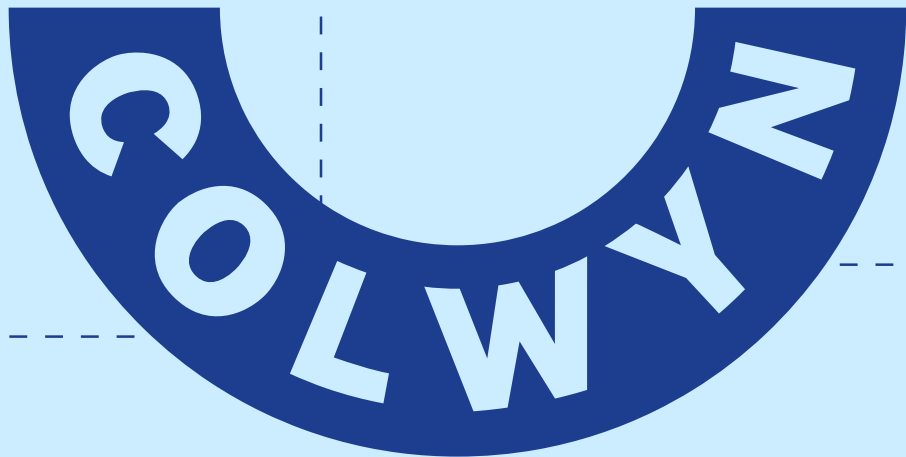
LOGO DEVELOPMENT A



“C” FOR
“COLWYN”



THIS SHAPE IS ALSO A SMILE
THAT REPRESENTS HAPPINESS,
AND POSITIVITY. A FEELING
SHARED BY EVERYONE
WHO VISITS THE BAY
OF COLWYN.



RHOS

BAY SHAPE

COLWYN
BAY

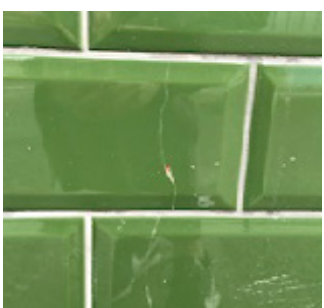
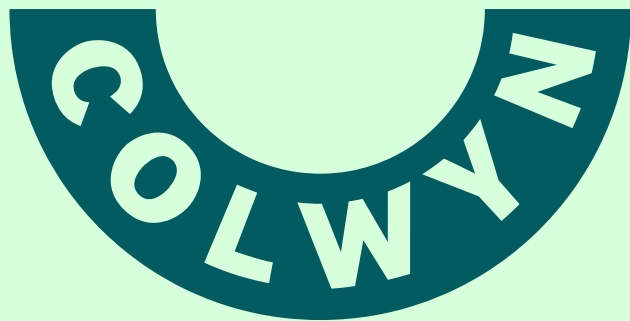
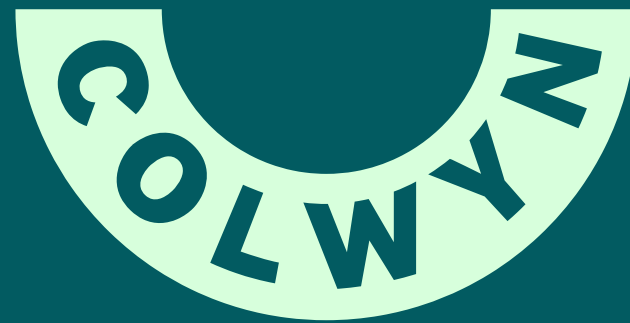
OLD COLWYN



THE LOGO SHAPE IS INSPIRED
BY WAVES & THE SEASIDE TO CELEBRATE
THE COASTAL LOCATIONS



COLOURS

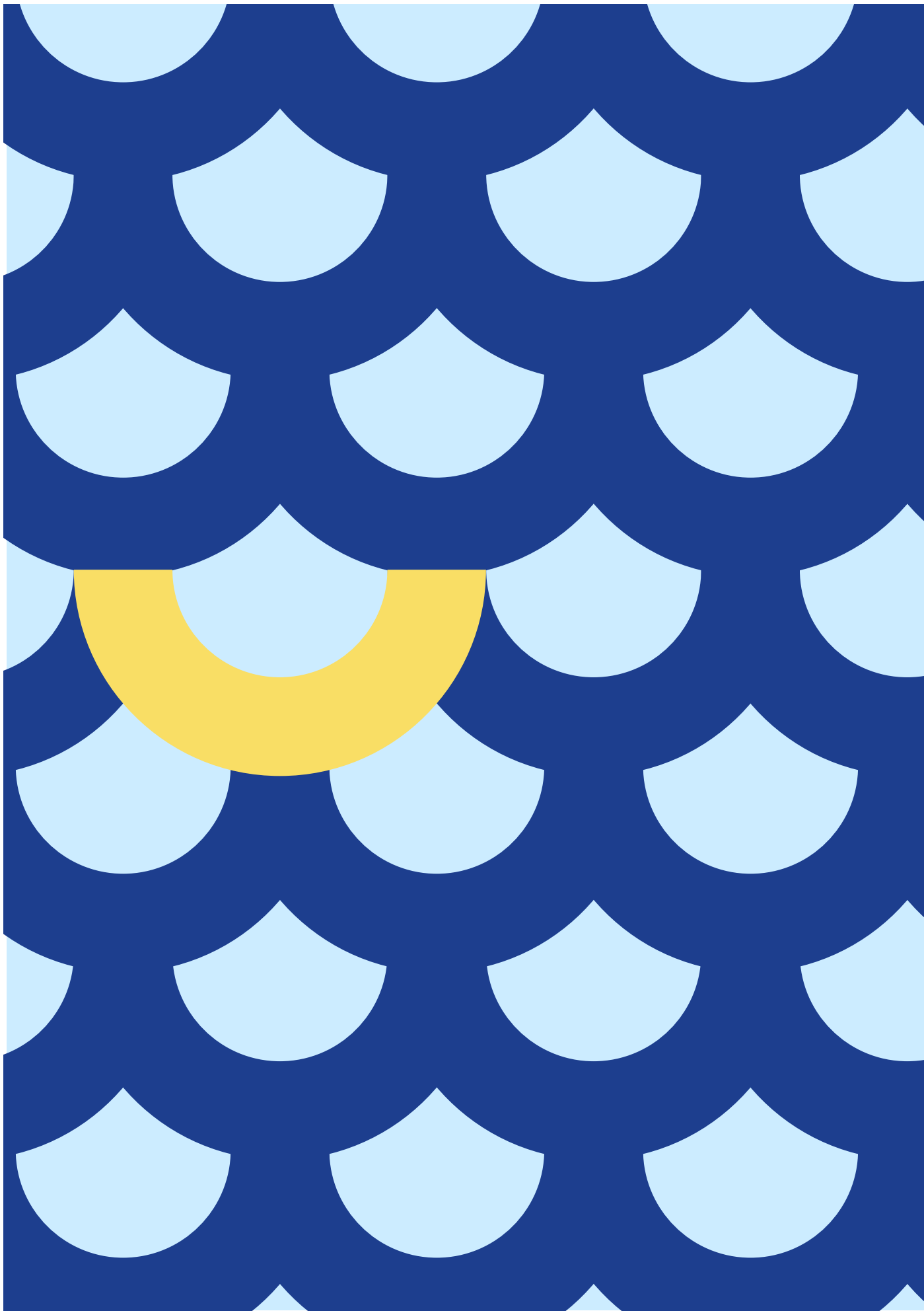


IMAGERY



ICE CREAMS AT THE BEACH

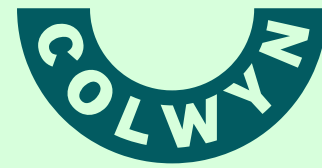




**ENJOY
FRESH,
LOCAL**

SEAFOOD

Have a Rawsome day out! Come
and say hello to our animals at the
Welsh Mountain Zoo.



**BE AN EXPLORER
AT THE WELSH
MOUNTAIN ZOO...**





COLWYN BAY

LOGO B



LOGO DEVELOPMENT

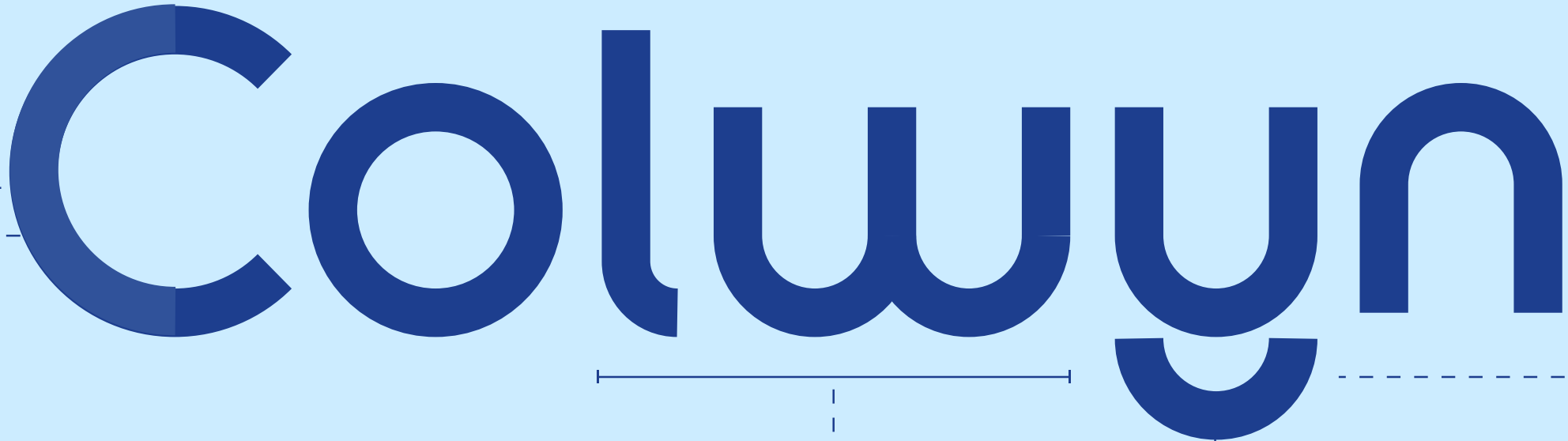
VCA

LOGO DEVELOPMENT B

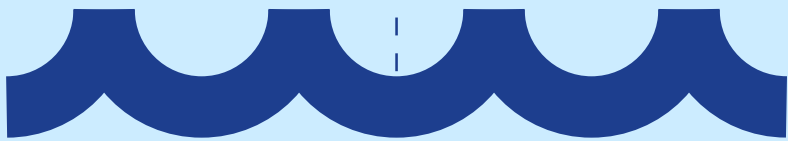
A BESPOKE LOGOTYPE FOR COLWYN, SOFT AND CURVY FOR A FRIENDLY LOOK & FEEL



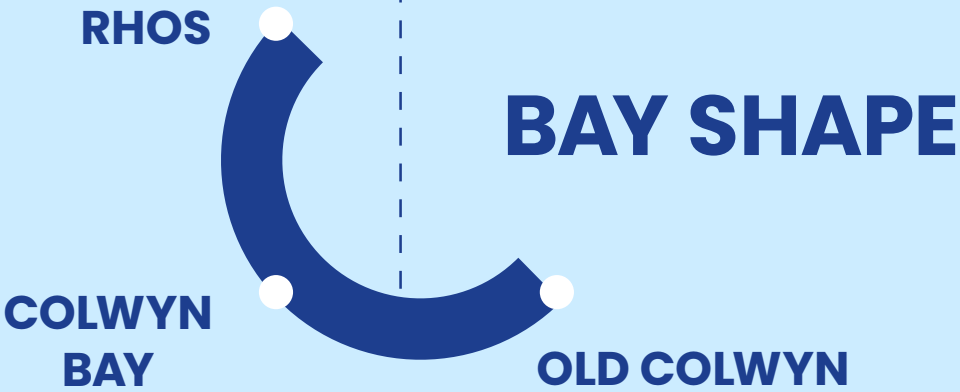
A HIDDEN SMILE THAT REPRESENTS HAPPINESS, AND POSITIVITY. A FEELING SHARED BY EVERYONE WHO VISITS THE BAY OF COLWYN.



"C" FOR "COLWYN"



THE BESPOKE LOGOTYPE IS INSPIRED BY WAVES & THE SEASIDE TO CELEBRATE THE COASTAL LOCATIONS



Colwyn

COLOURS

Colwyn

Colwyn

Colwyn

Colwyn

Colwyn

Colwyn



Colwyn

ice creams at the

Beach



Colwyn
Colwyn
Colwyn
Colwyn
Colwyn

Belong



Experience Theatr Colwyn, the UK's oldest working cinema and also the oldest working theatre in Wales.

Colwyn

Colwyn



Have a Rawsome day out!
Come and say hello to the
animals at Colwyn Bay's
Welsh Mountain Zoo

Explore



Colwyn



HUFEN
IÂ
AR Y
TRAETH



MWYNHAU
BWYD
MÔR



Colwyn



Have a Rawsome day out!
Come and say hello to the
animals at Colwyn Bay's
Welsh Mountain Zoo

Ymlacio

Colwyn



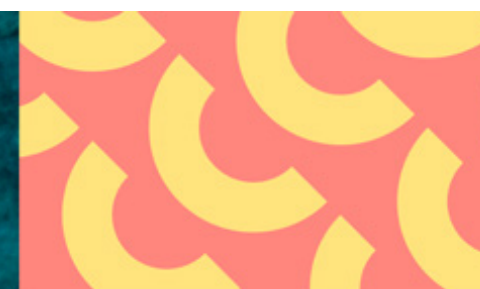
Perthyn



Colwyn



Colwyn

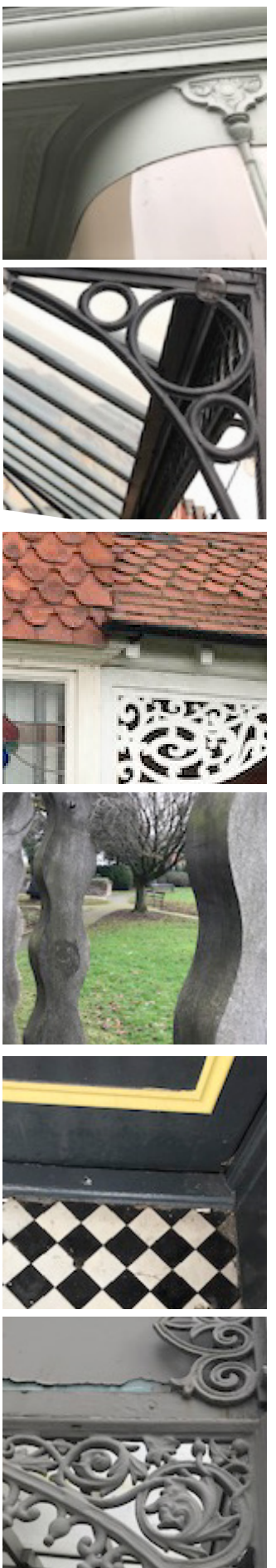


Ymlacio



PATTERN

colwyn bay



COLWYN SOCIAL MEDIA INSIGHTS




May

The working group, made up of Town Council and Community representation signed off the concepts for wider Community consultations via social media. We asked people for their preference between 2 concepts. Concept A received 115 votes and concept B received 133 votes

VCA

SOCIAL MEDIA INSIGHTS



Dychmygu Bae Colwyn / Imagine Colwyn Bay


9 March · 🌐

Fel rhan o greu brand lle ar gyfer Bro Colwyn, hoffem gael eich help. A fydddech cystal â chymryd rhan yn y bleidlais doodle isod.

As part creating place branding for the Bay of Colwyn we would like your help. Please can you take part in the doodle poll below.

https://doodle.com/poll/s9m5dm5wkaws5bin?utm_source=poll...

See translation



Poll results

- 248 Votes
- Concept 1 – 115 votes
- Concept 2 – 133 votes
- Reach – 2738
- Engagements – 1251
- Shares - 15

Bae Colwyn / Bay of Colwyn	Colwyn	Other (if you choose this option please add suggestion / comment if possible)
✓22	✓30	✓0

2,921

People Reached

33

Reactions, comments & shares

11	1	10
Like	On post	On shares
3	0	3
Love	On post	On shares
3	0	3
Comments	On Post	On Shares
16	12	4
Shares	On Post	On Shares

104

Post Clicks

5	40	59
Photo views	Link clicks	Other Clicks

NEGATIVE FEEDBACK

0

Hide post

0

Hide all posts

0

Report as spam

0

Unlike Page

Reported stats may be delayed from what appears on posts

248 answers have been received.

Add filter

We would love to know what you think of these design ideas for new Bay of Colwyn Branding. Please click on the one you prefer to cast your vote and you can message with any comments

248 answers

View charts

Concept 1

115 votes

46.4%

Colwyn

Colwyn

Colwyn

Concept 2

133 votes

53.6%

Colwyn

Colwyn

Colwyn

<

Post Insights



What does the Bay of Colwyn mean to you? W...

18 January at 15:57

Posted by Helen Jackson

VIEW POST >

3.9k

People reached

334

Engagements

Engagement

Reactions

37

Comments

9

Shares

30

Photo views

62

Other clicks

196

COLWYN BAY SOCIAL MEDIA INSIGHTS

VCA

Following a review of the feedback, and further consultation with the working group the concepts have been refined and the following changes made:

Elements of Concept A and Concept B have been combined. We have kept the 'Smile' which represents the Bay and incorporated the bespoke font

The typeface has been modified to make it more friendly and welcoming

The colour palette has been updated to incorporate the terracotta red brick which features so strongly in the town

A brand toolkit will now be developed and launched later this Summer
Thank you to everyone who has contributed to this process.

VCA



COLOURS

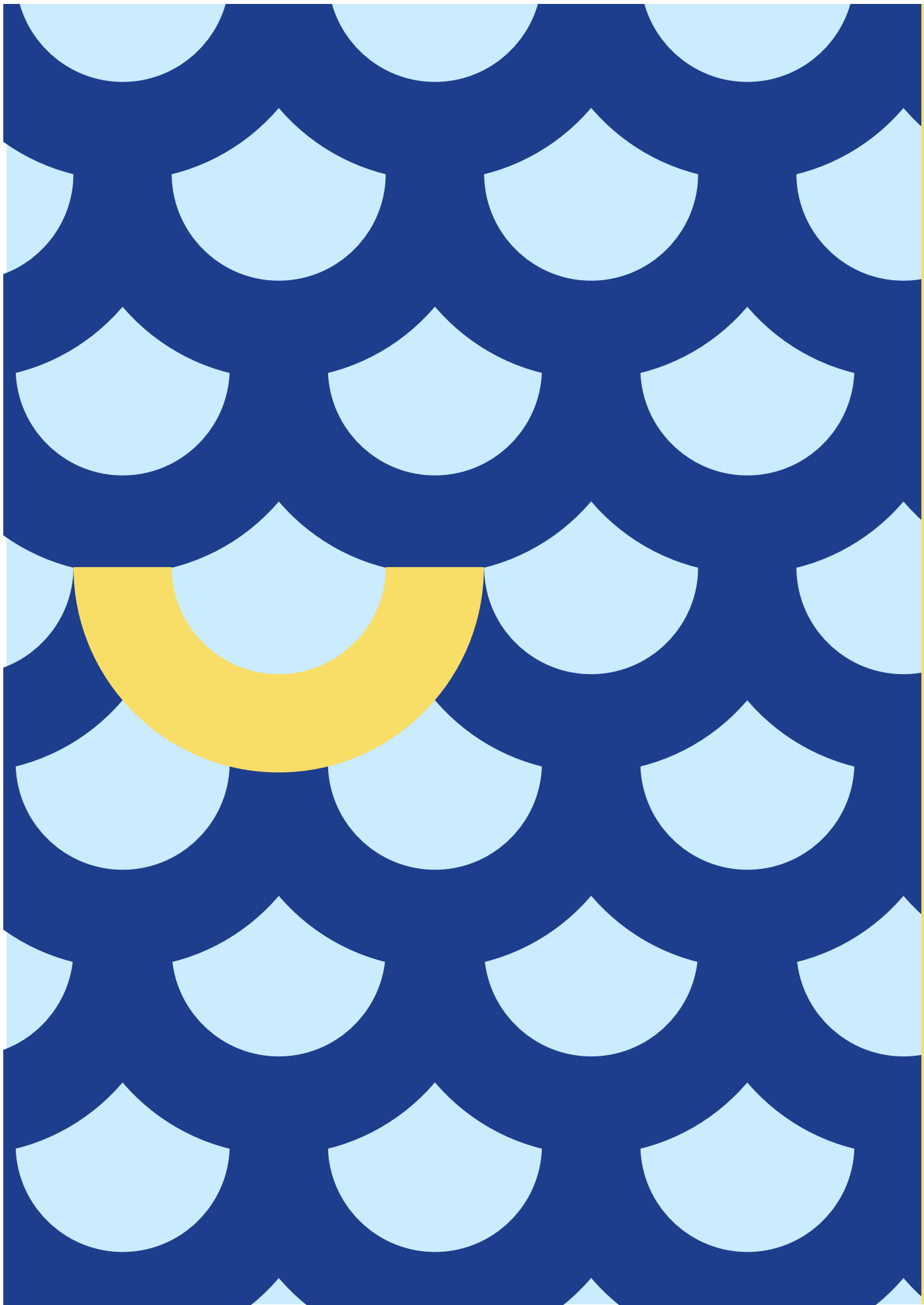


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