



West Midlands

The West Midlands brand.
What we stand for and why
we are special.



West Midlands
Growth Company

West Midlands on the move

As Britain grew to be one of the most significant nations on Earth, the West Midlands was its productive heart. Now as the world moves on, we are once again at the forefront of good change.

This is the closest metropolitan region to London, one of the world's most influential cities in the world. A dynamic, thriving, cosmopolitan region, emerging from an industrious past and forging a positive future. A future in which once again we *Make Our Mark* on the world.

We want to introduce the West Midlands brand. What we stand for and why we are special.



Make Your Mark

Home to innovators, creators and designers. Learners, doers and makers. But not braggers, shouters or song-and-dancers. Our way is a different way. We do extraordinary things in unexpected ways. We stick out by getting stuck in. The understated over-achievers.

No boast, just better. Modestly going about the business of being brilliant. Quietly causing a revolution. Confident in who've we've been, who we are, and who we will become. Making a difference. Making it count. Making our mark. But never making a fuss. West Midlands.

Make your mark. Make it here.



Our brand journey

The area's reputation as a place to live, invest, visit and do business is growing. Clearly defining and communicating our offer is vital to capitalise on this and build positive perceptions further. We have listened to feedback from the regional business community, who believe that by working together we will increase the area's economic performance and prosperity.

The West Midlands brand project started by looking at Greater Birmingham and then grew to look at the Combined Authority area – supported by the Mayor of the West Midlands and the West Midlands Combined Authority.

We are focused on boosting this area's economic growth. It is time to crystallise the message we all give others about what this area stands for, its strengths and its future!



Join Us

Join us and tell the West Midlands' story to the world. Help deliver for our region:

- *Sustainable future growth* – increase investor confidence both public (at a national level) and private (domestic and international)
- *Sectoral growth* – growing and diversifying the areas economic portfolio and business capabilities
- *Long term international growth* – FDI business, export trade, international students and overseas visitors

The West Midlands brand will give people the tools to sell the area nationally and internationally to prospects, customers, clients and contacts.

We need to find creative and innovative ways of conveying the spirit that underpins the region and the things that *Make Your Mark* stands for.



WITH A GVA
GROWTH RATE OF
20.2%

over the last 5 years the West Midlands combined authority has one of the **FASTEST GROWING ECONOMIES** of any combined authority in the country



The West Midlands is expected to be the

**FASTEST
GROWING UK
REGION**

OUTSIDE OF LONDON and the South East over the next three years according to EY's latest UK Regional Economic Forecast (2018)

THE REGION IS AT THE
HEART
OF THE UK



with **90%** of the **UK'S MARKET** in reach within **FOUR HOURS** drive time



Four Brand Pillars

People Pillar - A region full of youth, diversity and opportunity

Our youth and diversity mean we are region of opportunity. We are open, welcoming and friendly. That's why we attract people from all over the world. People with ambition and ideas. People who believe they can fulfil their potential here.

We are proud that anyone can come here, be accepted and encouraged to get on. This is an easy place to make a start, or a fresh start, and an easy place to plug into, network and prosper. And we are committed to keeping it that way.

Spirit Pillar - A region of doers and achievers

Where deeds mean more than words. The sense of pride, the increased confidence and the track record of achievement create the spirit that binds the region together. In the past we have not celebrated our successes enough. Perhaps we have been too busy, just getting on with being the productive heart of Britain, to tell the rest of the world.

We believe that the some of the best ambassadors for the West Midlands are the many businesses that have chosen to locate here as more and more are doing. Or the entrepreneurs who elected to start their enterprises here. Or the people from all over the world who have come here to build lives and careers. They speak in volumes about what the West Midlands can offer.

Place Pillar - Located at the heart of the nation

Our region lies at the heart of England. No other city region is better connected to UK markets – we are the hub of the UK motorway and railway network. The closest metropolitan region to one of the world's most influential cities.

The West Midlands offers easy access to London but without the stress, hassle and expense of the capital. Birmingham International Airport serves the region and the nation with an expanding international route system and integrated rail and road network.

The NEC and other excellent meeting facilities ensure that the region is a prime location for national and international meetings and events.

Heritage Pillar - A history of creativity, innovation, design and making

This region has always been known for creativity, innovation, design and making. The birthplace of Shakespeare, home of the Lunar Society and the region that gave birth to the 'city of a thousand trades'. People, institutions and cities that have put theory into practice, translated ideas into action, solved problems and created great works that have made their mark across the world.

This heritage, creativity and innovation is why the West Midlands is home to some of the world's most famous brands such as Land Rover, JCB, Cadbury's and AGA. Our cultural creativity has been recognised by Coventry being awarded the UK City of Culture in 2021 and our people, businesses and universities continue to enhance that reputation through their innovation, creativity and endeavour.



Visual Identity

Our visual identity has a number of components that, when used in combination, will form the visible expression of our brand. The hexagon that is the foundation of the brand identity is reminiscent of hallmarks found in the rich craft heritage of the region. But the shape is also found in science, industry and nature and can therefore represent the diversity of West Midlands.

People

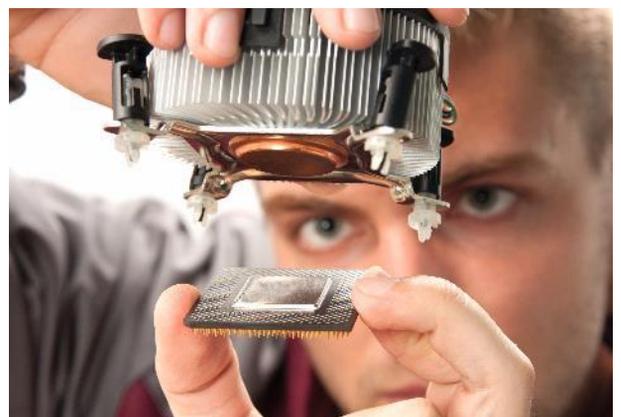
The people of the West Midlands are an important part of our brand. Our images need to reflect the diversity of our region. We want to show people working together.

Original

Originality and creativity are important aspects of the West Midlands brand, so feel free to show inventive crops and unusual angles for our subject. Let's make our imagery visually intriguing. Focusing on detail will help.

Creating and Doing

The West Midlands is a place which celebrates the doers, the innovators and the makers. Let's make a point of people involved in the craft. Close-up's with attention to detail. Images that show the person and the result of their work.



Want to know more?

Brand guidelines

Our brand guidelines introduce the West Midlands brand - what we stand for and why we are special. It will help the various organisations and partners who promote this region to do so consistently, persuasively and with enthusiasm.

The West Midlands identity system has been designed with flexibility and longevity in mind. Through consistent application, by using innovative high-quality design, we will have clarity, we will also have gravitas and integrity and we will stand the test of time.

New West Midlands toolkit

To help partners promote the region a new toolkit is in development. We are keen to include relevant images and publications from across the region.

More information

For more information email:
marketing@wmgrowth.com





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wmgrowth.com

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