

The Process

→ STEP 1

Following a two-year process consisting of an external perception study and local community and business consultations, the Britain's Ocean City brand has been reviewed and refreshed.

Plymouth
Britain's Ocean City

→ STEP 2

We have updated our values and how we talk about our city, so it is relevant to who we are today and who we want to be in the future.

→ STEP 3

We have a fresh new logo and icon, a narrative that talks positively about our strengths and ambitions and current imagery that shows off Plymouth to its best.



PLYMOUTH
Britain's Ocean City