

# MAKE LIFE AN ADVENTURE



**PLYMOUTH**  
Britain's Ocean City





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Britain's Ocean City

**Plymouth City Council Cabinet**  
**October 2025**



# Our Brand Story

Over the next decade, Plymouth will generate 25,000 new job opportunities.

Across our sector specialisms, we will create thousands of meaningful and better paid opportunities that contribute to the UK's future.

Our brand story is a crucial step in attracting more people to live, study and work in the city supporting our economic growth. It's also an opportunity to change outdated perceptions of Plymouth.

Armed with a unique story and visual identity, we can now showcase our city to the world.



**Babcock International Group**





# Research

1. The ocean is Plymouth's most recognisable and powerful asset, and its full potential is yet to be realised
2. Plymouth's quality of life is greater than other cities, with the evidence to prove it
3. Talent is looking for career growth but the city is not known for innovation
4. Plymouth's cultural offer and creative industries have the potential to shift perceptions of the city

## Five themes to consider

1. Plymouth's economic specialisms contribute to national security, from defence to research
2. Capture the friendliness and community feel as a welcoming city
3. Show full family support to ease talent's decision to move to Plymouth
4. Proactively connect young talent with existing opportunities within the city
5. Reflect Plymouth's future story: £6 billion pipeline from the council and private sector's investment into the city will be transformative to attracting talent







# Ambitions

The city rebrand will:

- ➔ **Change perceptions of the city in order to attract talent**
- ➔ **Instil civic pride and capture the personality of our people**
- ➔ **Create a brand story that partners will be proud to use and adopt**



# 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**  
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## → 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.



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A vibrant scene of a sailboat with a blue and yellow sail on a choppy blue sea. Two people are on board; one wears a red jacket and the other a blue jacket and cap. In the background, a coastal city with buildings and a church spire is visible under a bright blue sky with large white clouds. The text 'MAKE LIFE AN ADVENTURE' is overlaid in large white letters.

MAKE LIFE AN  
ADVENTURE



# Our City Narrative

**Make life an adventure in Plymouth.**

**Between Dartmoor National Park and the UK's first National Marine Park, we are a city wild about nature with the warmth of a strong community.**

**With over 25,000 new opportunities in the next 10 years, join our innovative business ecology shaping the UK's future.**

**The story we've crafted for Plymouth celebrates what makes our city special. Each key message highlights a specific benefit we bring to people.**





# Talent Attraction

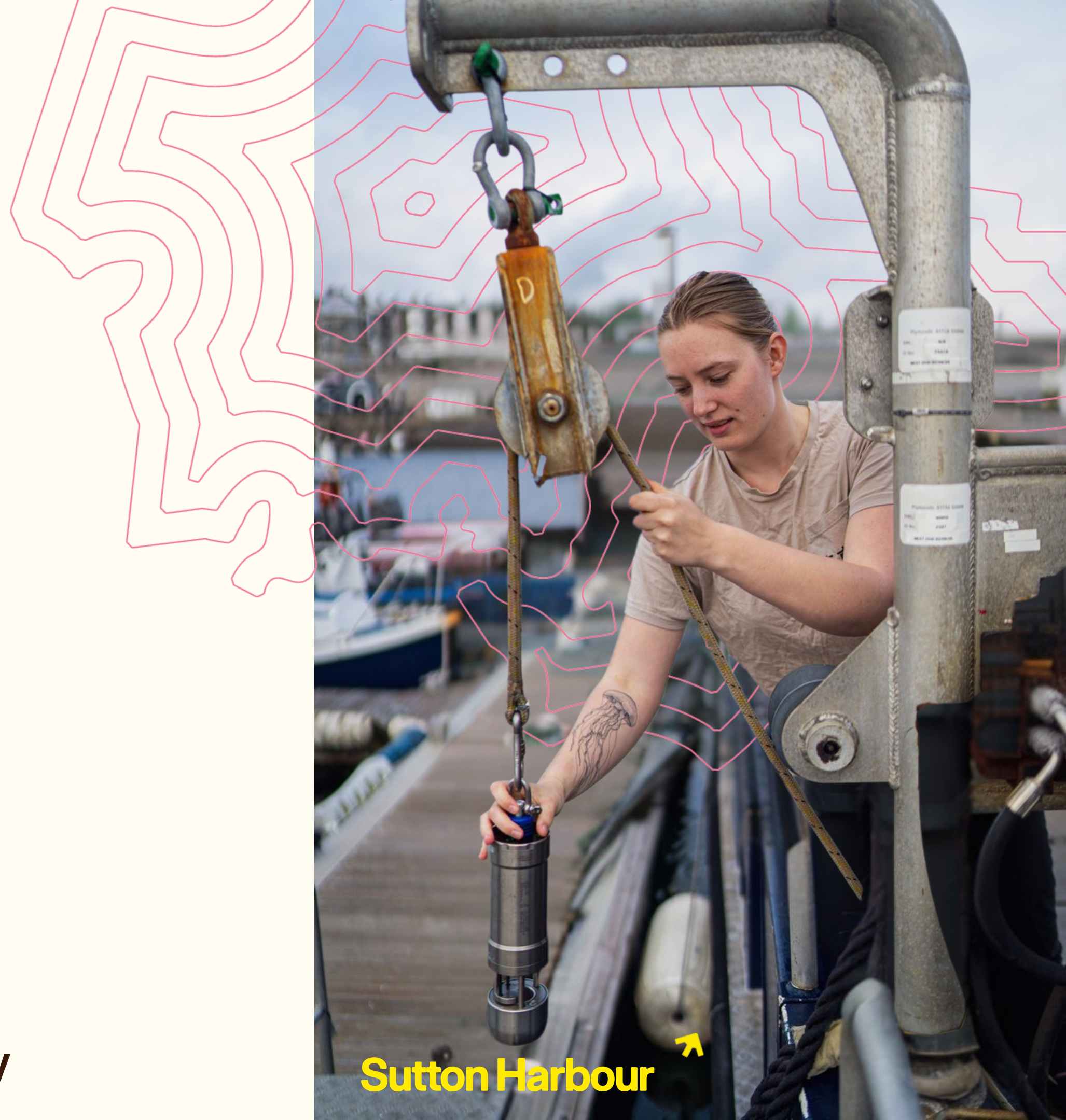
The new brand will support the attraction of talent by:

Capturing the friendliness and community feel of Plymouth as a welcoming city

Showing full family support to ease talent's decision to move to Plymouth

Proactively connecting young talent with existing opportunities within the city

Reflecting Plymouth's future story: £6 billion pipeline from the council and private sector's investment into the city will be transformative to attracting



**Sutton Harbour**



# Values



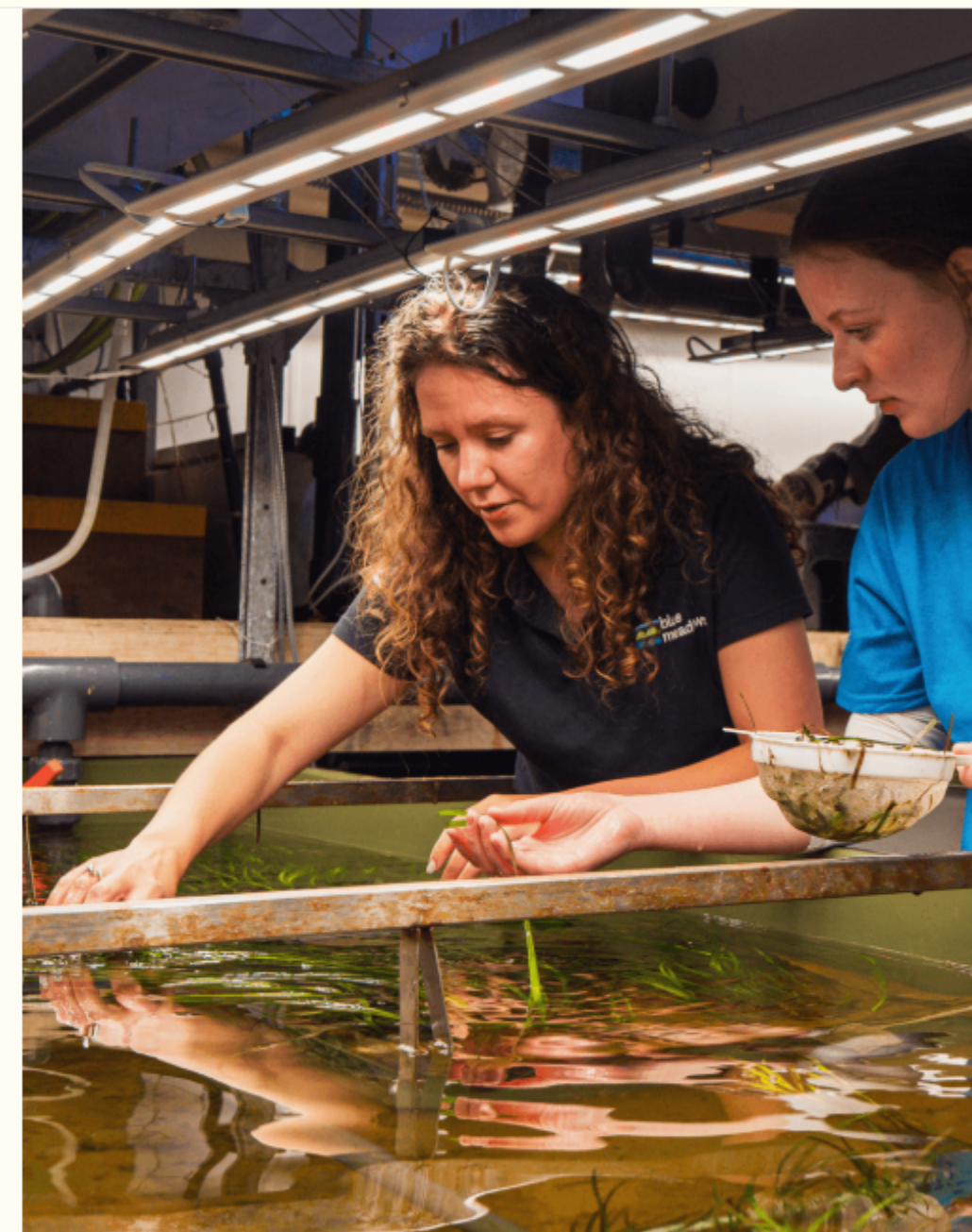
## Go boldly

Plymouth has never been one to follow the flock. We dare to do things differently and to do it first.



## Go together

The legacy of the naval city lives on. We lift each other up and work as one crew.



## Go far

The impact of our work reaches across the globe. We raise ambition for what we can achieve.



# Personality

## Confident

To convince people to choose Plymouth, we first have to be proud of our city. With self-belief, we show the world what our city has to offer.

## Friendly

We've always been known as a friendly city. We reach out, make conversation and always bring people on board.

## Adventurous

Fuelled by half a millennium of remarkable voyages, we remain ever-curious. We ask questions, take risks and take the path that others have not.





# Over 500 years of innovation

From Charles Darwin  
to Dame Ellen MacArthur,  
remarkable voyages  
start in Plymouth





# The city wild about nature

The only UK city to be between a national park and a national marine park





25,000 opportunities over the  
next 10 years

**The horizons  
are bigger here**



9,000 people worked in creative jobs  
in 2023

Where  
creativity  
knows  
no bounds



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# A community that goes beyond

A third of our city  
are active  
volunteers





# We're charting an exciting future



A city centre transformation  
alongside a broader £6 billion  
pipeline investment into the city



# This brand is for you

Follow the guidelines in the  
[Brand Toolkit](#) to:

- ➔ Incorporate the narratives when talking about your business in the context of Plymouth.
- ➔ Align with the key messages when advertising to new recruits.
- ➔ Download the logo, icon and place patterns.
- ➔ Access the [Media Hub and Image Library](#) and use current imagery to portray Plymouth at its best.
- ➔ Apply to add your own business images to the Hub.



# Brand Toolkit

The guidance in our [Brand Toolkit](#) has been developed to make sure our identity is understood and applied consistently.

From case studies, to visual identity, to tone of voice, this comprehensive toolkit provides background and technical advice to help you make use of our brand.



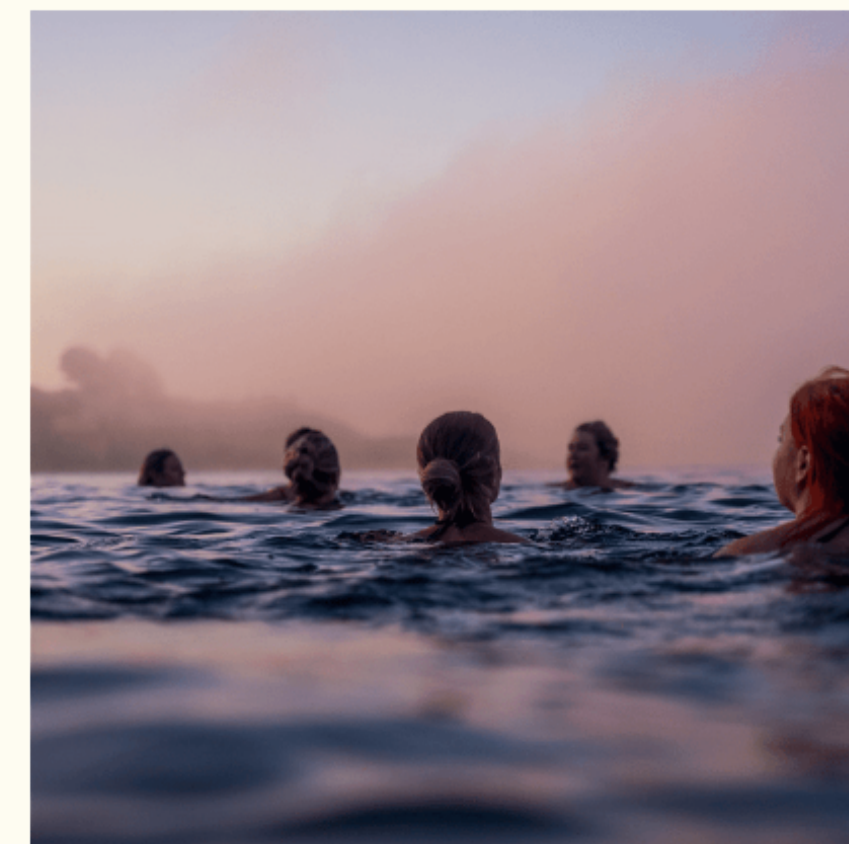
Logo



Typography



Colour



Photography & footage



# Media Hub

You can register for free access to our [Media Hub](#), and contribute content of your own to help reflect the very best of Britain's Ocean City.

Here you will find branding assets and photography to celebrate what makes our city special.





# Contact Us

Email [brand@destinationplymouth.org.uk](mailto:brand@destinationplymouth.org.uk) if you have any questions

