A fresh and modern brand for Luton
Luton’s proud, hardworking and resilient character has evolved over many decades.

**Hardworking and Skilful**

Throughout the ages Luton has benefitted from a hardworking skilled workforce. Its Hat Making tradition, which began in the 17th century, is still celebrated today through its football team (The Hatters) and its iconic cultural building (The Hat Factory).

A number of manufacturing firms flourished in Luton throughout the 1900s. While its car production plant moved in the early 2000s, Vauxhall still has a very firm stamp on the town’s identity and its commercial vehicle operation is still thriving today.

**People and Passion**

Above all, it’s the people that make Luton! Whether supporting troops before they left for battle, celebrating cultural spectacles or sporting successes, or its communities uniting to speak passionately against those attempting to divide them, Lutonians have always demonstrated enormous pride by joining together to support their own.
Location, location, location

Since its central train station opened in the 1800s and the airport in the mid-1900s, Luton has become a connection ‘hub’ to London, the UK and now the whole of Europe. This has been further enhanced by recent airport expansion plans and major regeneration successes such as M1 Junction10a improvements and the Luton Dunstable Busway.

This not only makes Luton a perfect location for investment and growth, but with its affordable rents and excellent schools, it is an ideal place to live, locate business and educate children.

The Future

Building on these strengths, Luton’s Investment Framework outlines how the town will thrive and transform over the next 20 years. By creating a skilled, aspiring workforce and attracting investment and business, Luton will become a centre for excellence in learning and creativity and an innovation leader in technology, aviation, health and wellbeing.

The town’s local authority has made additional commitments through investment in education and training to better equip residents to get jobs and continues to work with all relevant organisations to ensure the most vulnerable in Luton are safe and supported.
Combining the town’s history and strengths with its future ambitions and commitments is the driver behind a fresh new look.

For the town to market itself more effectively and attract business and investment, the word ‘Luton’ needs to be seen as part of a quality product to visually reflect its strengths, ambitions and priorities to its people.

The new ambitious tone will help form a fresh relationship between residents, businesses, visitors and the council, creating a brand which promotes success, quality of life and pride in Luton.
For the town to promote itself more effectively and attract business and investment, the word ‘Luton’ needs to be seen as part of a quality product to visually reflect Luton’s Brand Story (pages 2 and 3).

A number of visual concepts were drawn up to demonstrate possibilities for how a Luton brand could be used to promote the town and attract inward investment.

This was trialled during mid-late 2015 through tube advertising, MIPIM, Party Conferences and the Property Week Journal.
A. OPTION 1: THIS OPTION ILLUSTRATES A DESIGN WITH A LARGER AMOUNT OF TEXT

B. OPTION 2: THIS OPTION ILLUSTRATES A DESIGN THAT USES AN IMAGE AS THE MAIN FEATURE WITH MINIMAL TEXT
These designs are modern, clean and aspirational to match the brand story and the ambitions of the Investment Framework which focuses on attracting new business.

The images and tone within the designs focus on the town’s key opportunities and unique selling points in terms of growth and investment; with the focus being on Luton’s location, workforce, skills and connectivity.

The triangle shapes are a modern design feature which aim to draw people in. In addition to being a symbol for ‘growth’, a further subtle message is that the points of the triangles are pointing outwards to new markets and corners of the UK/the world in terms of what Luton has to offer.

These triangle shapes will carry across all investment branding to ensure consistency and will strengthen the Luton brand over time as it is seen in more places and by more people.
LIVE MOCKUPS 2015 THINK LUTON, THINK INVESTMENT CAMPAIGN

Flyer

Billboard Poster

Train Station Posters

App Content

Online Content
The new logo is both clean and crisp so the word ‘Luton’ stands out in a quality design/product such as the ones you’ve seen on the previous pages.

The logo will be the cornerstone of the Luton brand which centres around words such as ‘proud’, ‘vibrant’, ‘ambitious’ and ‘innovative’. The modern font matches our modern and quality designs to demonstrate that Luton is moving forward.

The underline symbolises Luton’s ‘foundations’ for growth and investment.

The logo is also neat enough for it to be adapted for different themes and audiences, which is particularly important as we want our partners to buy into this brand and be proud to use it.
While it’s vital that we promote ourselves more effectively externally and demonstrate Luton’s potential as a place to invest and do business, it’s equally important that our own communities recognise this brand and are part of the journey.

It is therefore proposed that the Council adopts the new brand and logo so there can be a direct link between how we promote Luton externally and how we communicate with our own residents, communities and businesses.

The designs on the following pages show how the Luton logo and branding used for the investment campaign can be adapted by the council and used to engage directly with our own communities.
COUNCIL VISUAL IDENTITY

To accompany the Luton logo, we have created a visual identity to reinforce the brand of the Council enabling for modern, coherent and consistent visual communications.

The designs on the following pages show how the Luton logo and branding used for the investment campaign can be adapted and used to engage directly with our own communities.

Circles
The circles in this context symbolise ‘inclusion’ and ‘focus’. Inclusion in terms of residents and communities being part of the journey towards future prosperity and opportunity; and focus in terms of the Council’s commitment to doing the very best for Luton and its people.

The circle shapes will carry across all council branding (replacing what was previously the Luton ‘swoop’) to visually represent the council’s visual identity.
MOCKUPS - POSTERS

HEALTH AND WELLBEING

OPTION 1: THIS OPTION ILLUSTRATES A DESIGN WITH A LARGER AMOUNT OF TEXT

OPTION 2: THIS OPTION ILLUSTRATES A DESIGN THAT USES AN IMAGE AS THE MAIN FEATURE W/ MINIMAL TEXT

directory.luton.gov.uk
LIVE MOCKUPS

HEALTH AND WELLBEING

Website

Bus shelter

A3 Poster

GP Surgery Room Poster

App content

Reception Area
LIVE MOCKUPS
HEALTH AND WELLBEING

Billboard Poster

Live better, Feel healthy, Choose well

Helping you stay active and healthy
www.directory.luton.gov.uk

directory.luton.gov.uk

Luton

Popup Banner

Flyer

App content
OPTION 2: THIS OPTION ILLUSTRATES A DESIGN THAT USES AN IMAGE AS THE MAIN FEATURE W/ MINIMAL TEXT

WANTED
Washed, squashed and in your green recycling bin

#KeepLutonTidy
www.luton.gov.uk/recycling

www.luton.gov.uk/recycling

OPTION 1: THIS OPTION ILLUSTRATES A DESIGN WITH A LARGER AMOUNT OF TEXT

Your kerbside garden waste collections are suspended for the winter

During the winter period from Friday 4 December 2015 through to Monday 29 February 2016 there will be no kerbside household garden waste collections – but there are still plenty of other options available to you at this time of the year.

Household Waste Recycling Centres in Progress Way and Eaton Green Road in Luton will still be accepting your garden waste over the winter.

- rethink the design of your garden
- select plants and seeds for the next season
- replenish nutrients in the soil
- start home composting and take advantage of the great home compost deals.

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- select plants and seeds for the next season
- replenish nutrients in the soil
- start home composting and take advantage of the great home compost deals.

www.luton.gov.uk/recycling
LIVE MOCKUPS  WASTE REDUCTION/CIVIC PRIDE

Bus shelter

Website

A3 Poster

App content

Refuse collection vehicle

Reception Area
LIVE MOCKUPS  WASTE REDUCTION/CIVIC PRIDE

Billboard Poster

Flyer

GP Surgery Room Poster

Popup Banner

Washed, squashed and in your green recycling bin
#KeepLutonTidy

Luton

www.luton.gov.uk/recycling
OPTION 1: THIS OPTION ILLUSTRATES A DESIGN WITH A LARGER AMOUNT OF TEXT

OPTION 2: THIS OPTION ILLUSTRATES A DESIGN THAT USES AN IMAGE AS THE MAIN FEATURE W/ MINIMAL TEXT
Could you foster or adopt Luton children?

We are looking for families to provide homes for children and siblings from all backgrounds, cultures and ages.

To learn more about fostering call: Luton Fostering Services on 01582 547569

www.luton.gov.uk/fostering

Could you foster or adopt Luton children?

We are looking for people like you to provide homes for children. To learn more about Fostering call Luton Fostering Service on 01582 547569

www.luton.gov.uk/fostering
LIVE MOCKUPS  CHILDREN/EDUCATION

Bus shelter

A3 Poster

Could you foster or adopt Luton children?

We are looking for people like you to take on an important role for children. Perhaps you already care for a child or are thinking about taking on this role.

luton.gov.uk/fostering

Website

App content

Reception Area

GP Surgery Room Poster
Could you foster or adopt Luton children?

We are looking for people like you
to provide homes for children. To learn more about fostering,
call Luton Fostering Service on 01582 349769

www.luton.gov.uk/fostering
The new typeface is called Ubuntu. Ubuntu remains crisp like Arial to ensure copy is still clear and legible.

**Ubuntu** - Corporate font
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£%()+-<>

**Alternative font**

**Arial** - Secondary font
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£%()+-<>
COLOUR

Colour can be used to tell a story, state a fact or provide a message. It is seen as an important component within any visual identity.

Luton Council’s proposed primary and secondary colour palette (opposite) will ensure that the authority can continue to use colour to assist in communicating and presenting information.

For consistency Luton’s investment brand will continue to use Purple PANTONE 2623C for its ‘Think Luton’ campaign.