

Regional Image and Branding

What is the region? Who lives here? How do we like to see ourselves?

One part of regional development in the South West has been creating a sense of regional identity which people are proud to sign up to. In the UK the regions have been a fairly recently defined, it was only in the 1990s that the boundaries were drawn up and many citizens are not really aware which region they belong to. Most people identify more with their sub-region or county if they feel any affiliation at all. It is particularly poignant in our region as it is made up of a diverse set of sub-regions, some say a 'region of regions'. The South West brand has been developed by the Regional Assembly the Regional Development Agency and the Regional Tourist Board and is based around the beauty of our natural environment. It is strongly linked to the vision behind the [Regional Economic Strategy](#) which is;

'The South West will have an economy where the aspirations and skills of our people combine with the quality of our physical and cultural environment to provide a high quality of life and sustainable prosperity for everyone'.

The brand is not just about tourism, it is also about attracting inward investment and attracting and retaining a high quality workforce. The aim is to encourage people to see the South West as a good place to do business. In terms of tourism the aim is to encourage people to spend longer here and to visit all year round.

The brand was first launched in March 2003 and is still being developed. It has had a lot of exposure. The marketing has been a combination of media coverage, sponsoring activities, advertising on buses and taxis etc. with the aim that it will be adopted by companies in the region. Businesses are encouraged to use the South West Brand to help promote their business, and this helps to consolidate the brand and promote the region.

The website below gives a lot more detail about the brand, how and why it has been developed. It also has resources for businesses to use in order to incorporate the branding into their own marketing. These resources include colour schemes, images, publication styles and even tips about the use of language and tone of voice!

Have a look!

<http://www.southwestbrand.info/>

