



**DESTINATION  
COVENTRY**

**Membership brand guidance**  
December 2021 | V1





**Destination Coventry is the official Destination Management Organisation (DMO) for Coventry, tasked with destination management and marketing for the city, promoting the area nationally and internationally, to grow and support the visitor economy.**

Operating through two consumer-facing brands: Visit Coventry targets day and overnight leisure visitors, and Conference Coventry and Warwickshire incorporates the region's Convention Bureau, works to attract business travellers, conferences, exhibitions and other business events.

We represent the city's valuable tourism, leisure and hospitality sector, which attracts over 10 million visitors annually. Working closely with sector members, local and national partners and the broader industry, we are committed to the successful and sustainable development of tourism, leisure and hospitality in Coventry and the wider region.

Destination Coventry's membership programme offers a suite of marketing and advertising opportunities and will also provide business support. Helping to market Coventry as a destination of choice, regionally, nationally and globally.

Our brand personality is modern, stylish and reliable. We are trustworthy and inspires confidence. Throughout this document we reference the do's and the don'ts and showcase elements of the brand that used correctly, create the perfect combination of style and sophistication.

## Logo

Primary logo



Primary logo  
reversed



## Secondary Logo

Single colour **on white**

**DESTINATION**  
**COVENTRY**  
M E M B E R

White out **on colour**

**DESTINATION**  
**COVENTRY**  
M E M B E R

White out on image  
**only where contrast**  
is good

**DESTINATION**  
**COVENTRY**  
M E M B E R

# Do's and Dont's

## Do not...



... squash or stretch the logo



... rotate the logo



... re-colour in any colour that is not included in the colour palette

## Exclusion zones & minimum sizing

Our logo should always be surrounded by a minimum area of space into which no other visual elements must be placed.

This space is known as the 'exclusion zone'. The exclusion zone ensures that headlines, text or other visual elements do not encroach on the logo.

The exclusion zone is very simple to determine: it is always the same width as the depth of the 'IN' from the logo.



The primary logo should never be used smaller than 35mm in width.



# Membership logo positioning

As a member you can display the Destination Coventry Member logo on your marketing materials if you wish.

The preferred positioning is bottom left using our primary two-colour logo, on a white background.

As a secondary option, a single colour logo (white, if used over an image, or mono) could be used, again in the bottom left position.

Please ensure our guidelines are followed at all times, and the logo is always used in our preferred colourway and position wherever possible.

Always maintain the minimum logo size and exclusion zone (see page 5) for more details.

## Use of a partner strip

If used within a partner strip, the far left position is preferential, and single colour allowed in this case.



Preferred colour and positioning

If you have any questions about using the brand, or require additional assets please contact our brand team.

## **Design**

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## **Marketing**

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