

Reimagining
Birmingham

2015



THE SITUATION



Birmingham has been through a period of wrenching economic change.

Indeed, the entire nation is climbing back, having been dragged into a global financial meltdown seven years ago.

Restructuring is what Birmingham excels at, and personal ambition, innovative ideas, industrial ingenuity and global export are key to its success.

To tell this story across the world and maintain our region's growth trajectory demands a strong brand based on Birmingham's DNA.

Birmingham's leaders recognize this, and have taken the bold step to initiate a brand analysis.

We are responding by developing a proposed brand that makes an emotional connection with people from across the West Midlands.

We have done this because we believe in Birmingham, and want to see it find its rightful place in the competitive global marketplace.

Thank you for considering our proposal.

We welcome your feedback at www.brumwear.com or write us at contact@brumwear.com

THE PEOPLE



We are an open community looking to celebrate Birmingham as a great place to live, work and play.

We raised families and started companies here, and travelled its corners by foot, bicycle, road, rail and canal boat.

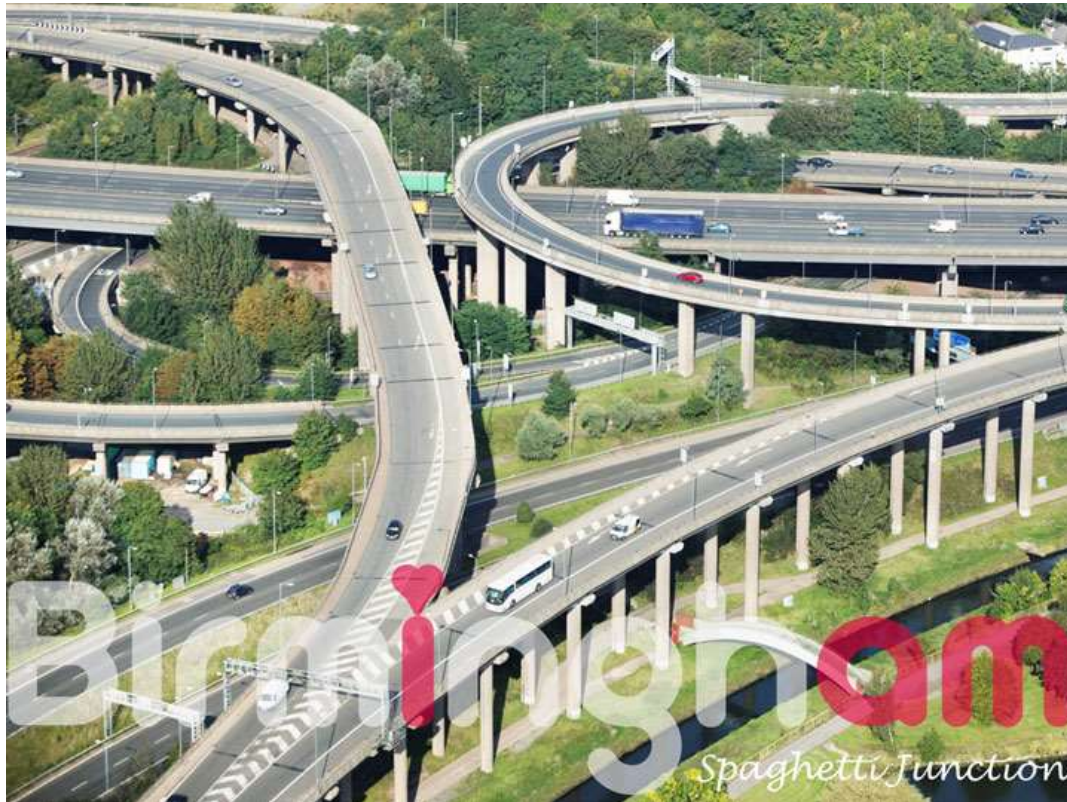
We found Birmingham to be inhabited by creative individuals who are inwardly proud yet externally self-deprecating.

Their humility is a strength, allowing them to put the world before themselves.

Yet this is also the crux of a problem.

The world fails to see the beautiful diversity that is Birmingham, and holds on to an outdated stereotype.

We joined forces to build a new imagery for Birmingham's citizens, one that the whole region and its neighbouring communities can partake in.



OUR MISSION



To build a positive image for Birmingham, one that all its people can share in, and one that the world recognizes as unique and real.

Birmingham is composed of an incredible mix of individuals from all over the world who each have a unique identity to be rightly proud of, providing the incentive for voicing “I am Birmingham”.

Each community across our diverse region has built a strong sense of self over many generations, and may struggle to identify with a city that lacks a strong and inclusive brand.

Reducing the many-layered fabric of Birmingham’s identity into a clear voice and consistent brand is a challenge, yet is critical if this city is to feature well on the global stage.

Birmingham

OUR MISSION



Birmingham's history is unique, and is rooted in a culture of insightful change and global ambition.

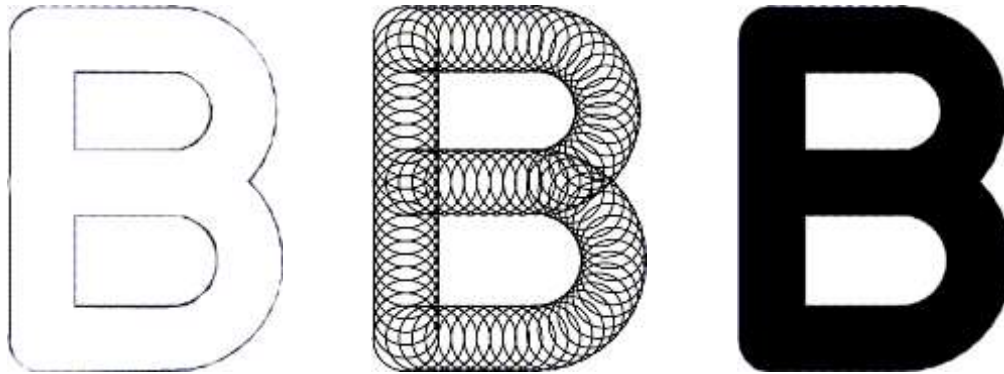
The metal working within Birmingham's boroughs led to the industrial age and forever changed the planet.

Our Lunar Society transformed the worlds of energy, finance, medicine and social care, and the many great ideas and innovations conceived of in our workshops continue to shape the world.

This rich heritage of creativity and ingenuity is symbolized by the interlocking rings that adorn the Library of Birmingham.

These rings are used here to dress our custom typeface, which although modern and forward looking, reflects John Baskerville's tradition of creating timeless fonts, such as the Baskerville font used in these paragraphs.

Birmingham



ESSENCE OF THE TYPE



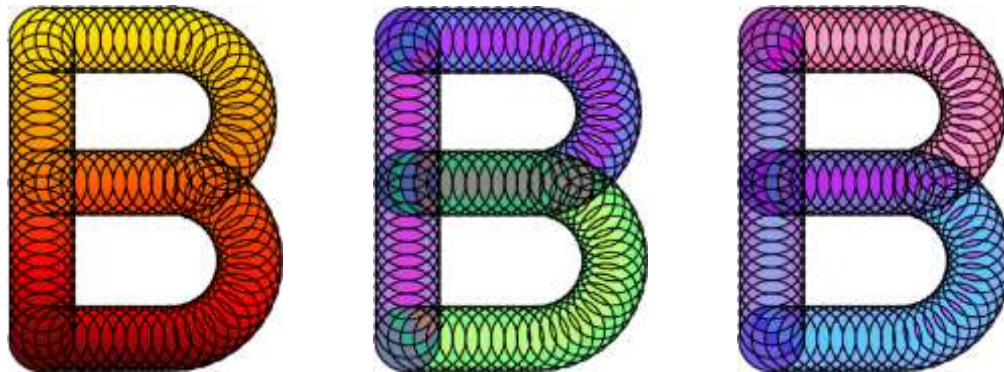
The core of our type face is formed from series of rings that resemble springs, and echo the resilient and adaptive nature of our people and City.

These springs provide opportunities for creating collages of vibrant colours, or minimalist B&W versions.

Messages can be embedded by placing a picture or message above or below “**am**”.

The spectrum of customizations within this flexible imagery is virtually endless.

This allows personalized versions to be designed by any person or company desiring to identify with the brand.



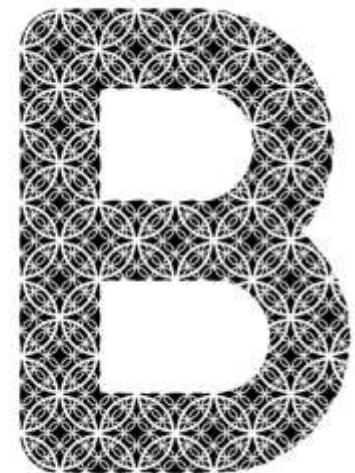
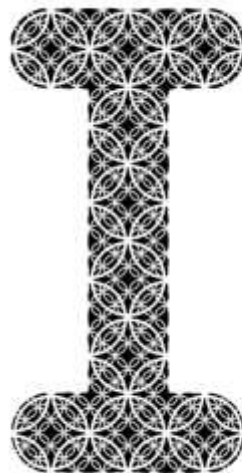
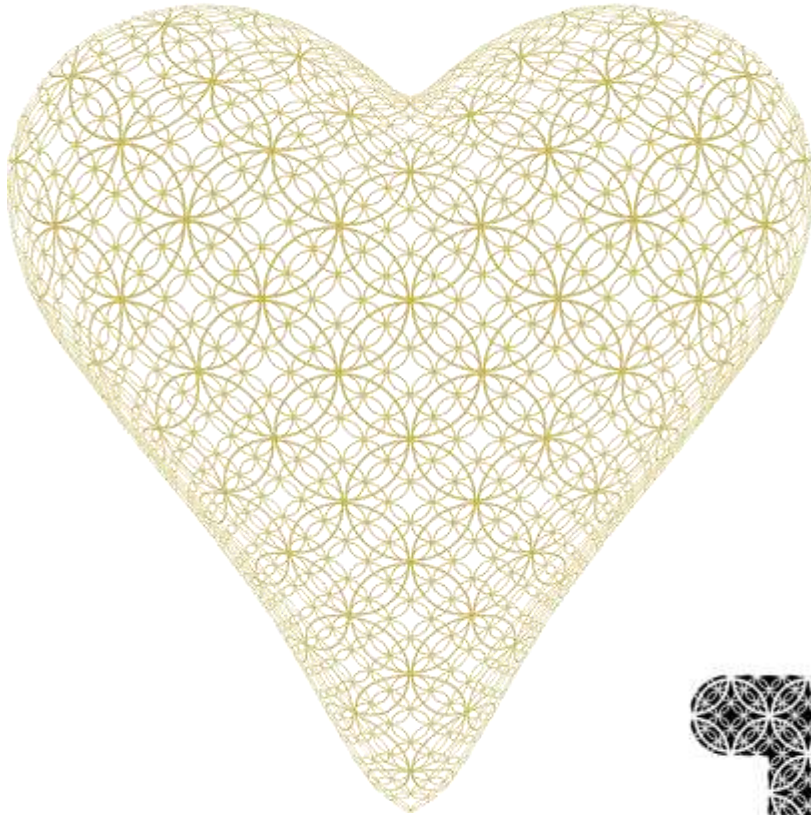
BIRMINGHAM

OUR SKYLINE

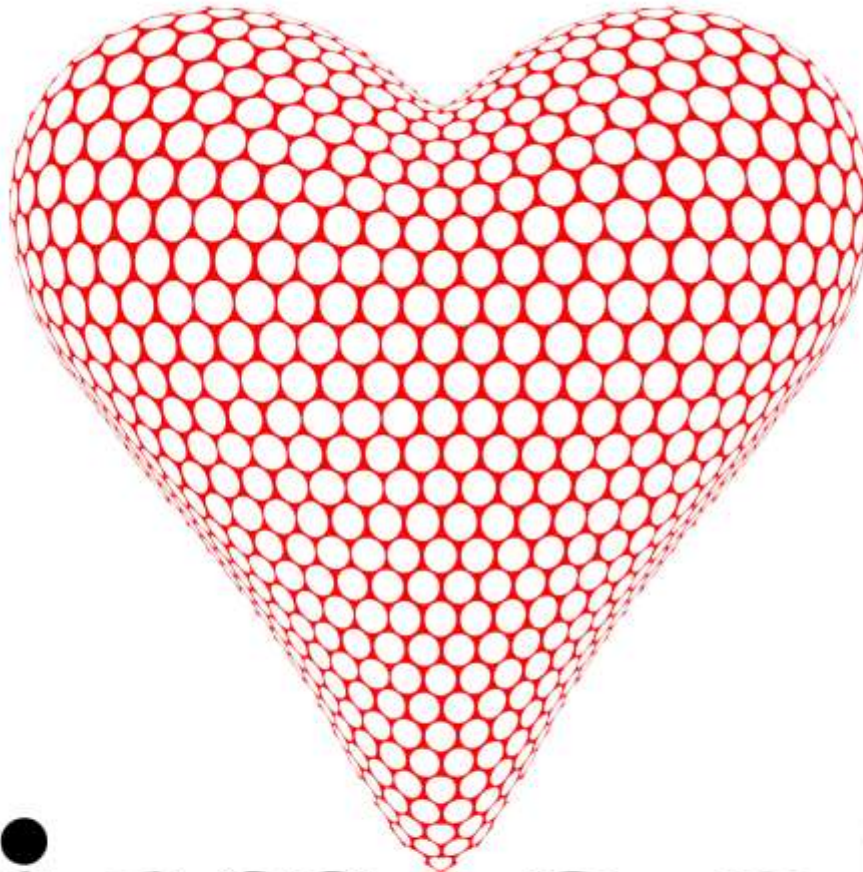


Heart imagery is core to Birmingham's identity as the geographic and cultural epicentre of England.

The new wonders of our City include the architecturally acclaimed Library of Birmingham. Here its exterior dressing is laid over our 3D heart.



OUR HEART

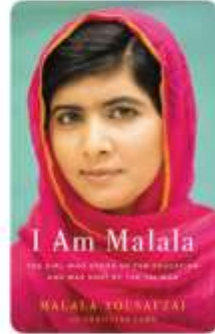


Our 3D heart is inspired by Paco Rabanne's sequined dress on which the local Selfridges building was modelled. Its cells represent the many communities spread across the region.

The 3D heart floats balloon-like above the "i", giving a festive feeling, and reflecting the fun-loving spirit of the City's people.

The red mesh represents the network of connections between the hundreds of neighbourhoods found here.

Birmingham



Birmingham
Malala Yousafzai

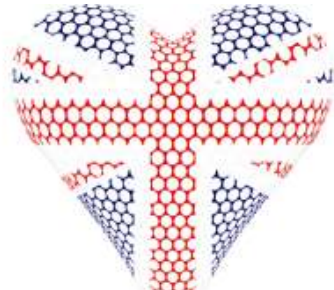


Birmingham
Ozzy Osbourne

Everyone who is part of Birmingham is an exemplar of why this City is great.

They include leaders of all persuasions, citizens of many countries, and the aspiring next generation of talent.

Each has a story to tell that shows why Birmingham is an attractive place to be.



Birmingham
made in the UK



The scenes from the canals, festivals and architecture reveal Birmingham's dynamic hub of interactivity.



This is a City that welcomes the world to visit, to see our sites, hear our incomparable music and enjoy our delectable food.

Each experience provides an opportunity for the world to join Brummies in expressing their love for this special place in England's heart.



www.brumwear.com