



FORSHAW'S

✦ HOTEL ✦

BRAND GUIDELINES



FORSHAWS

✦ HOTEL ✦

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INTRODUCTION TO THE BRAND

BESIDE THE SEASIDE SINCE 1780

Before the Pleasure Beach. Before the trams and Tower. Even before Blackpool rock was invented, Forshaws was here.

We were one of the very first 'lodging establishments' in town. We've grown and evolved a bit since then and we've had more than a name change or two. But since George II was on the throne, happy holidaymakers have enjoyed the best of Blackpool in the hotel John Forshaw built.

So when our guests' heads hit the pillow each night, remember this: they're sleeping on the site of history.

A BLACKPOOL ORIGINAL

1750 John Forshaw opens 'Mr Forshaw's Bathing Place' on this site.

1780 The 'bathing place' becomes a hotel. It's one of *(ish)* just four main lodging houses in town.

1831 Forshaws is booming. There's now an orchestra in the hotel dining room! There's a ballroom too.

1835 The first promenade walks start from right outside our doors.

1865 Forshaws, by then the Clifton Hotel, is partially demolished and rebuilt. More work is completed in 1874 to create much of the building you see today.

1879 The Blackpool Illuminations are switched on for the first time. There are just 8 lamps!

1885 The UK's first electric public tramway is officially opened in Blackpool.

1887 Blackpool sells its first rock (don't tell anyone, but it was made in Yorkshire).

1894 Blackpool Tower opens.

1896 Blackpool Pleasure Beach starts life as a single ride on the sands.

EXAMPLES OF USING OUR HISTORY IN MARKETING AND MESSAGING

Welcome mat

Welcoming sandy feet since 1780

Using Victorian-esque (and Lancashire-esque) words to
acknowledge our history

“Forshaws on the foreshore’s a fine sight to see

For grand days out it’s a grand place to be!”

HOW WE BRAND ELEMENTS OF THE HOTEL:

The Bar:



Forshaws on the Foreshore

*"With coffee and cognac we end the meal.
Is it strange to remark how funny we feel?"*

Gordon King, 1831

The Cocktail menu:



Mr Forshaw's Famous Cocktails

Just the tonic! A superior selection of expertly mixed beverages.

The Famous Stairwell:

G

Ground floor

We'll I'll go to t'foot of our stairs!

1

Floor 1

Up the wooden hill...

2

Top floor

Sweatin' cobs yet?

LOGO STANDARD

This logo is the primary visual element of 'Forshaws'

Both the logotype and the coloured monogram should always be used together as shown.

The additional line 'hotel' should follow it at all times.



LOGO

MONO VERSION

The logo must be clearly legible and distinguishable from the background.

For these purposes the following mono and reversed versions can be used where needed.



Mono Version



Mono Reversed (Whiteout)

LOGO

SOCIAL MEDIA

With most social media profile platforms using square dimensions it's important that the logo is visible within the page thumbnail.

This version has an altered composition that features the motif of the logo for maximum impact and also makes it visible at a thumbnail size.



FONT

PRIMARY FONT

Raleway Font Family

Aa

Raleway Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Raleway Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Raleway Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

FONT

ALTERNATE
WEB FONT

Montserrat Font Family

Aa

Montserrat Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Montserrat Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Montserrat Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

COLOUR

LOGO COLOURS

The overall logo is made up of 3 colours.

The #HEX and RGB colours should be used for online material and CMYK should be used for printed material.

Copper (Pantone 472 C)



#ec9b69

C 5 M 47 Y 61 K 0
R 236 G 155 B 105

Dark Blue (Pantone 7463 C)



#003047

C 100 M 0 Y 0 K 83
R 0 G 48 B 71

Black (88% grayscale)



C 0 M 0 Y 0 K 88
R 31 G 31 B 31

COLOUR

TYPE COLOURS



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88%

C 0 M 0 Y 0 K 88
R 31 G 31 B 31

#ec9b69

C 5 M 47 Y 61 K 0
R 236 G 155 B 105

DO'S AND DON'TS

LOGO SPACING

To make sure the logo stands on its own please leave at least one 'M' worth of space (at 50% of the size) around it.



50% of M size

DO'S AND DON'TS

LOGO USAGE

1. Do not change the typeface
2. Do not stretch or alter the logo in any way
3. Do not change the logo colour
4. Do not emboss or stylize the logo
5. Do not rotate or change the orientation of the logo in any way
6. Do not add any outlines to the monogram or the logotype



IMAGERY

DO'S AND DON'TS

1. Avoid unrealistic vantage points or awkward angles
2. Avoid using vector styles
3. Avoid using busy imagery or imagery that makes the logo difficult to stand out
4. Avoid images where people look disinterested
5. Try to avoid images that look posed

1



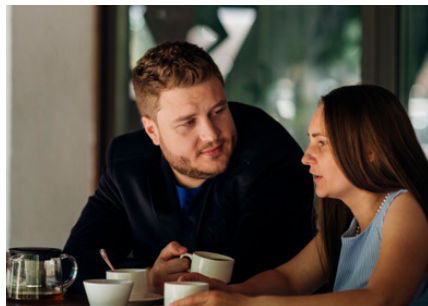
2



3



4



5



IMAGERY

SUGGESTED PHOTOGRAPHY

The following suggested images are good examples of the type of imagery Forshaws should use.

The images should be professional and pleasant to look at. In some cases old images of Blackpool help add to the history behind the hotel's development.

When possible look for imagery that has space surrounding it in order to neatly fit in the logo or any brand messaging.





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THANK YOU