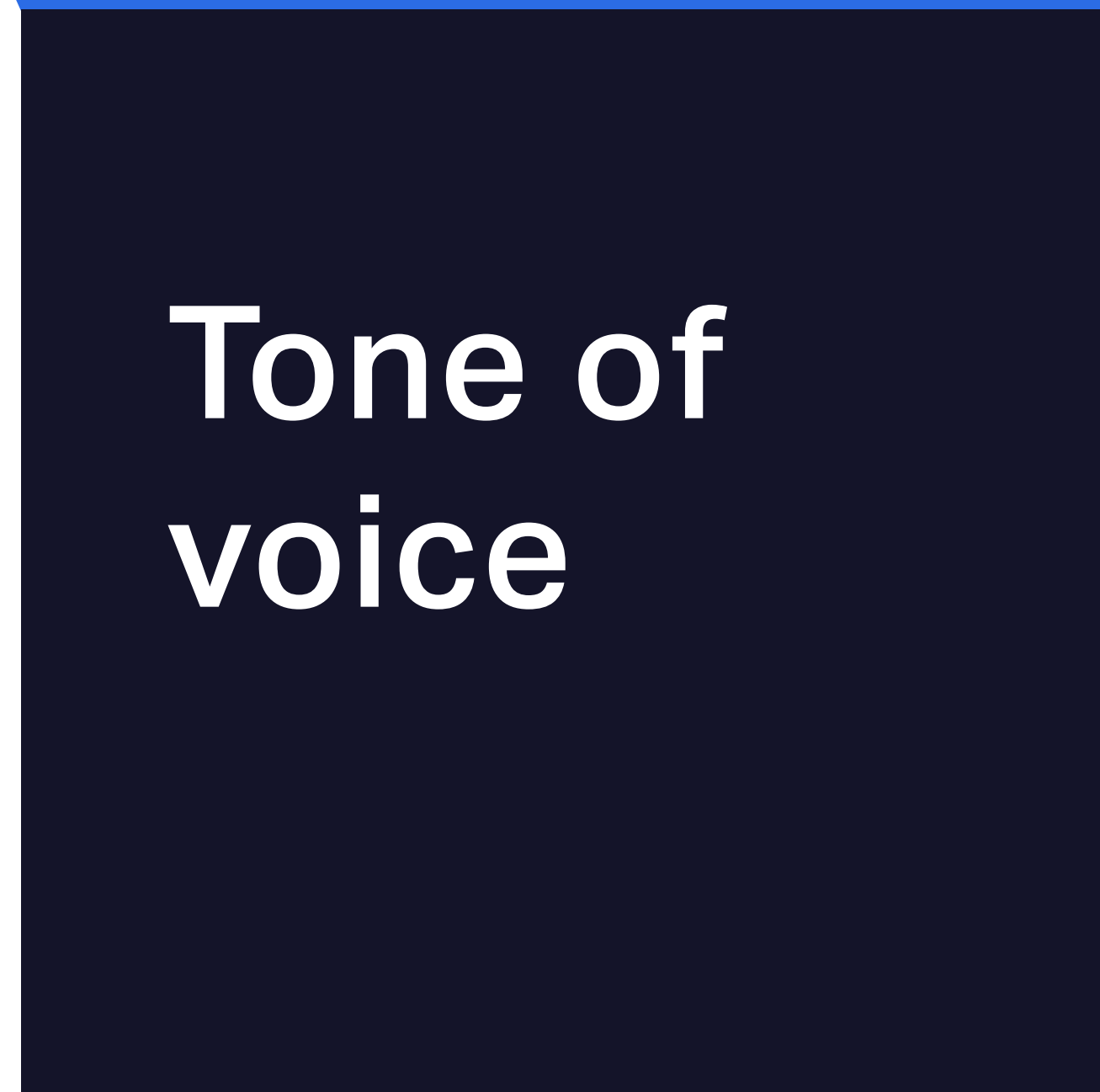
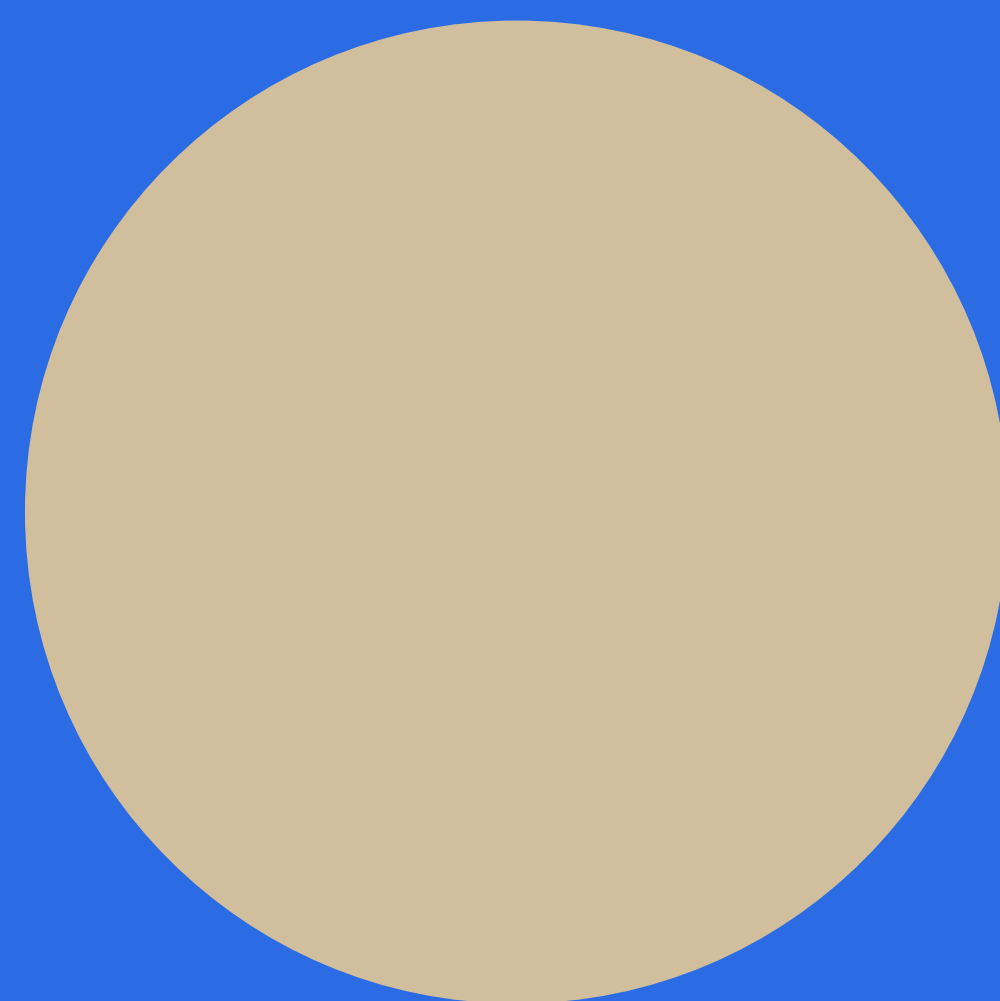





Version 01
October 2020



**Tone of
voice**

Brand Voice

The way Salisbury speaks and writes is as important as the way it looks. This is the place talking, so our communication should reflect our character and ambition. We look to the values of our competitive positioning for guidance.

The background features a solid blue color. On the right side, there are two large, abstract, overlapping shapes. The upper shape is black and has a curved, arrow-like form pointing towards the right. The lower shape is a gold or light brown color, also with a curved, arrow-like form pointing towards the right, overlapping the bottom edge of the black shape.

Brand Voice

Confident

Salisbury is ambitious so our tone should be Confident. Salisbury has much to be proud of. The past and the future. So, we speak with confidence, showing pride but not arrogance. Salisbury will be the benchmark for a modern medieval city, so we encourage others to listen by having clear points of view, influencing thinking on the future of heritage cities.



Considered

Care is a key principle for Salisbury, so our tone is Considered. This means paying attention to detail. We make every word count - less is more, and it's worth it because more people will pay attention. When Salisbury speaks it will always be insightful and engaging. We don't make vague claims. We are specific and use examples and evidence.



Crafted

Salisbury is independent and creative. This means our communication should be Crafted. We are original and surprising. We shun the clichés of place marketing. If other places say it, we probably shouldn't. We always think about exactly what we want to achieve through our communication and who the audience is. So, our messages are tailored and bespoke.



Salisbury Lexicon

Here are some [general headlines](#) and phrases you can use. They may also inspire ideas specific to your business needs.

Commonly unconventional.

Original as normal.

Classically original.

800 years new.

Centuries new.

New by tradition.

Commonly uncommon.

Usually unusual.

Predictably unorthodox.

In with the old. In with the new.

Tradition isn't history.

Classically contemporary.

Contemporary classics.

Original as usual.

Where originality is normality.

Where the unconventional is conventional.

Where extraordinary is the ordinary.

Where the uncommon is commonplace.

Something old. Something new.

Timeless originality.

The modern medieval city.

Sense history. Enjoy the here and now.

Salisbury Lexicon

Here are some [business, retail and hospitality headlines](#) and phrases you can use. They may also inspire ideas specific to your business needs.

Business

A history of innovation.

A tradition of invention.

Pioneers past and present.

A reputation for inspiration.

Timeless skills. New technology.

Where ideas are nothing new.

We're learning from the past to create the future.

Retail and Hospitality

Traditional shops. Contemporary gifts.

Old style ingredients. New recipe.

A tradition of hospitality.

Customary hospitality with a twist.

A traditional market with fresh produce.

Traditional pubs with original craft ales.


A break with tradition.

Where old-fashioned meets new-fashioned.


Where thatched meets unmatched.
(For estate agents)

Where fayre meets flair.

Lexicon Examples



New by tradition.



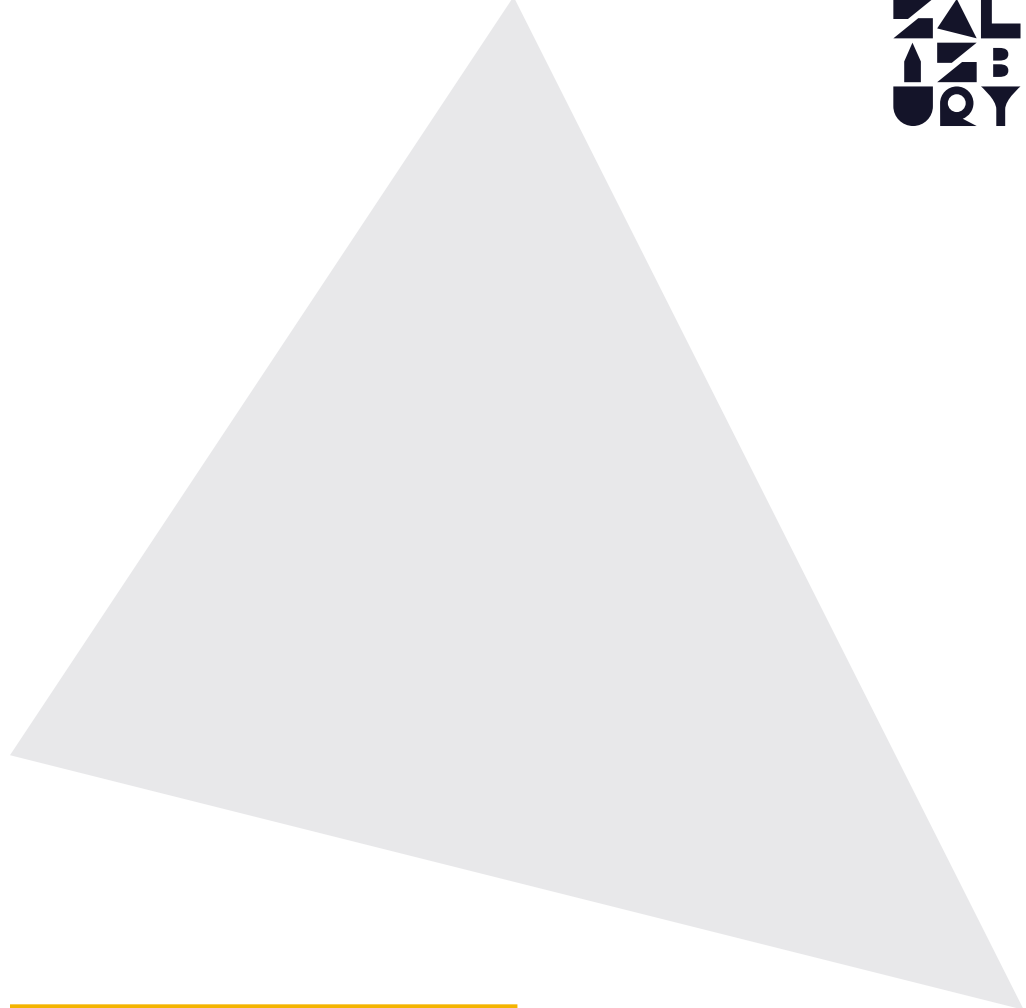
800 years new.

Torepedis molora sequi ut alit accustem sam harumquat eos et harcimp oreperrum corum qui dem fugit intus qui quo quis anditas as volorum accuptam qui sandisit. Upitaquid quasper sperum sus eatis eume rehendit libustrum alibusdae omnimetur, vendi ipsa parionecum, serit etum nonem nonsequidunt qui dio. sitis invelique esciae nihillaborat accuptatur?


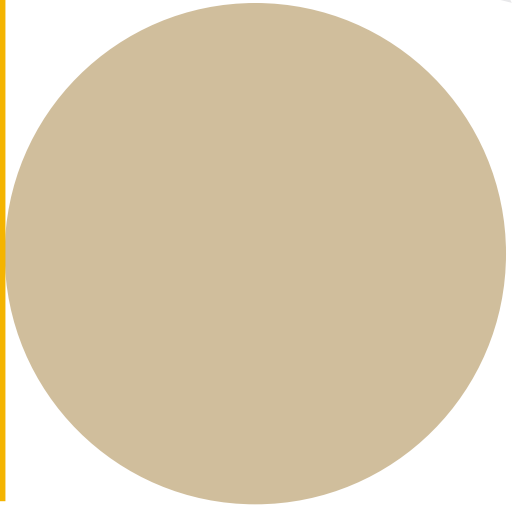


In with the old. In with the new.

Torepedis molora sequi ut alit accustem sam harumquat eos et harcimp oreperrum corum qui dem fugit intus qui quo quis anditas as volorum accuptam qui sandisit. Upitaquid quasper sperum sus eatis eume rehendit libustrum alibusdae omnimetur, vendi ipsa parionecum, serit etum nonem nonsequidunt qui dio. sitis invelique esciae nihillaborat accuptatur?



A break with tradition.



Principal Narrative

The way we introduce Salisbury depends on who we are talking to and the message we want to convey. Here we introduce the Salisbury narrative - a succinct summary of our strengths and the things that set us apart from the competition. In the principal narrative you'll find the key reasons to visit, study, invest, work and live in Salisbury.

We also introduce Salisbury as a place to Visit Live and Work & Invest. For each we offer a short proposition (circa 25 words) and a mini narrative (circa 100 words).



Principal Narrative

Salisbury looks to the future. The city that had the will and imagination to relocate, and the vision and dedication to build “the single most beautiful structure in England” will once again light the way. Our tradition of original thinking will shape our city for tomorrow.

We draw inspiration from our rich heritage. Eight hundred years ago, cathedral stones were laid and a city that stands tall today planted its roots in the English countryside. That city became a magnet for generations of traders, travellers and pilgrims seeking inspiration, farmers and fishermen bringing produce to market, artists and artisans laying out their wares.

We are proud of our history, but ambitious for the future. Our vision is to re-imagine a medieval city for the 21st Century. To become a beacon of creativity and culture for modern-day makers and innovators, a magnet for today’s shoppers and sightseers, traders and travellers, a guiding light for all who value originality.

As we create new traditions, the Salisbury experience will inspire others. Salisbury provenance will be sought after. Our city will once again draw people from far and wide to work and play, to meet and to be entertained. Above all, Salisbury will be a place of life and energy, a vibrant, connected place where conversation and ideas flow.

We are Salisbury.
Pioneers past and present.
Traditional and original.

Visit Salisbury

Proposition

Salisbury is a cathedral city of ageless beauty and captivating history. Traditionally English with an independent spirit, Salisbury's living heritage and lively culture rewards repeated visits.

Narrative

Salisbury is a cathedral city of ageless beauty and captivating living history. Traditionally English with an independent spirit. At its heart is Salisbury Cathedral. A beacon which has attracted travellers for centuries and continues to draw visitors today. Gathered around the Cathedral is a modern medieval city, full of buildings crafted with the care of another age.

Today the city is alive with people, places and experiences which help tell the Salisbury story. Quirky, independent shops offer products designed and crafted locally. Arts and culture, events and entertainment reward the curious traveller.

Salisbury is also a base to discover the surrounding countryside, its Areas of Outstanding Natural Beauty, National Parks and World Heritage Site. Salisbury is the essential English visitor destination.

[Salisbury, welcoming since 1227.](#)

Live in Salisbury

Proposition

Salisbury is recognised as one of England's best places to live. A beautiful city, with an independent spirit and a strong sense of community.

Narrative

Salisbury is recognised as one of England's best places to live. A beautiful city, with an independent spirit and a strong sense of community. In 2019 The Times declared Salisbury "a divinely attractive and welcoming place". A place for families, close to coast, countryside and London, Salisbury has some of the best schools in South West England.

Independent shops fill the city and it is a cultural beacon for the surrounding area. Salisbury is a city on a human scale. You can quickly get to know it and you'll quickly feel at home.

[Salisbury, England's best place to live since 1227.](#)

Work & Invest in Salisbury

Proposition

Creativity, commerce and craftsmanship are in the DNA of Salisbury. A beacon of original thinking, Salisbury is for people and businesses who want to locate and grow in a beautiful and historic city.

Narrative

Creativity, commerce and craftsmanship are in the DNA of Salisbury. A beacon of original thinking, people and businesses who want to locate and grow in a beautiful and historic city choose Salisbury.

This is a city that is built on craft and innovation. The original new town, it was designed to be a magnet for traders. The city flourished because it attracted skilled, ingenious people who understood the importance of care and attention to detail. In the 21st century these attributes are as important as ever.

Salisbury continues to attract investment in fields as diverse as bioscience, creative industries and technology. And because it is a beautiful historic city with a strong sense of community, today more than ever, it is a great place in which to live, work and succeed.

[Salisbury, pioneering since 1227.](#)