

Paisley

Me

**The Story
of Our Brand**

Paisley has an amazing story to share

Our brand started life when we asked you to help us tell the world what makes Paisley and Renfrewshire great.

We discovered a new narrative about our town in the words of the people who live and work here and those who love Paisley from afar. Through 'What's Our Story?' over 170,000 people were part of an international digital conversation, contributing ideas, memories, photographs, videos, music and poems... all about Paisley and our towns and villages.

Across a summer, we chatted with people in neighborhoods, on doorsteps, at events, in summer camps, at the office, in factories, at clubs, pubs and in care homes. Everyone had a story to share. Overwhelmingly you told us about a strong sense of family, a core sense of unity and a bold new social and cultural movement bringing people together.

This provided the foundations for our brand.



We had overwhelming support for a Paisley brand that reflects what Renfrewshire has to offer—including our towns, villages and beautiful green spaces. Backed by a new website and social media channels, our new brand will signpost to all the positive developments taking place here—and help tell the story of what Paisley is now.



Ours is the story of 'the town that thread built'

A place of weavers, poets and radicals, with a name carried around the world by our globally recognised Pattern, framed by a skyline of steeples and spires (and the second largest concentration of listed buildings anywhere in Scotland).

Our new brand provides a clear and positive identity for what Paisley is today.

Discover a place of secrets and hidden treasures including the world's finest collections of Paisley shawls.

Live with both the city and the countryside in easy reach, in a student town home to a vibrant contemporary cultural scene.

Invest in a place of innovation and creativity, home to some of Scotland's largest businesses, with major infrastructure development on the way—and an international airport on our doorstep.

Visit a place with unique heritage and attractions, packed with great events, live music and festivals, and fast becoming one of Scotland's must-visit destinations.

Paisley

So what does this all mean?

We have created a modern brand that will make people aware of the positive changes happening in the town and communicate what makes Paisley a great place to live, work and visit.



Paisley
Live



Paisley
Here

Through the brand we can influence the way people think about Paisley and talk about us. By shining a national and international spotlight on Paisley, we will encourage visitors, investors, businesses and home movers to spend their time and money with us.

This brand book is our reminder of everything Paisley is, how to work with us, and what can be achieved when we all come together to share our great story; bold, friendly, honest, good fun, together and proud.

So what do we look like?

The Paisley brand presents a bold, confident, self-assured and distinct image, inspired by the place and open to audiences all over the world.

At the core of the brand identity is the logotype.

Paisley

The Sma' Shot

We drew inspiration from the famous Sma' Shot stitch, hidden in our shawls, linking our past to what Paisley is now.

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Our campaign lines tell our story and convey a sense of more.

Paisley Me **Paisley Here** **Paisley Together**

Paisley Open **Paisley Historic** **Paisley Inspired**

Paisley Now **Paisley Live** **Paisley Connected**

This is how we use our logotype.

Paisley

Minimum size
Minimum permitted size for the logotype is 25mm wide when reproduced in print.

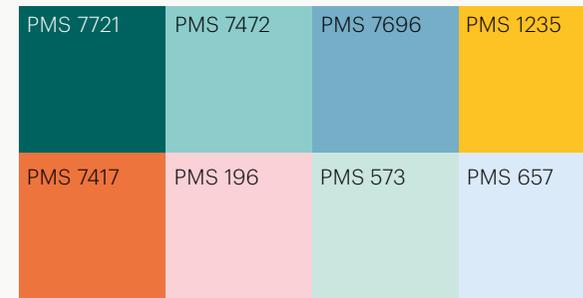
25mm^w



Clear space
The logotype requires a clear space equivalent to the dimensions of the capital P.

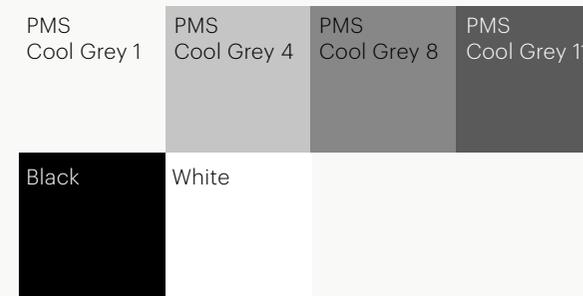
Get in touch if you want to use our logo

Our colours take inspiration from our past.



Bright palette

Our colours have been chosen because they reflect the spirit of our brand. They are bold and optimistic, and reflect the colour and vibrancy that marked Paisley's journey to becoming one of the most productive towns in the world.



Neutral palette



Just as the harness weaver had a draw-boy, each block printer had a tearer. These tearers were boys and girls, and if the draw-boys were a demonstrative class, the tearers were not behind them.

When the day's work was over, they issued in a stream from the orate, their hands and arms stained with all the colours of the rainbow, and they made the streets lively on the way home.

Matthew Blair, 1907
The Paisley shawl and the men who produced it

Here is our
campaign

Paisley
Inspired



Paisley
Here



Paisley
Live



Our photographs were taken in Paisley and Renfrewshire and show local people in familiar places.

They present Paisley in an honest way, maximising the brand personality; bold, friendly, honest, good fun, together and proud.

Paisley
Now



Each image shows people in groups, supporting ideas of togetherness.

One individual always looks out—directly at the audience—drawing them in, making them feel part of what is happening.

So, now that you
have everything...
it's time to spread
the word.



We would love you to support the Paisley brand. Tell everyone about Paisley, share your story and tell us why you have decided to make Paisley your place.

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Carry the Paisley mark across your promotional materials and PR and wear it with pride. Share the information on our website with your friends, customers, colleagues and partners, and let them see why they should spend their time in Paisley too.

And for our part... we will promote Paisley across the UK and beyond... at every opportunity.

Paisley

Me

Be creative, have fun and chat with us:

...about ways you can support Paisley.

...access the toolkit and all the do's and don'ts you need to keep you right when you are using our brand.

...to share your proposed artwork, with the brand in place, so that we can give you a nod of approval before you go live.

...for us to support and promote your ideas.

Pop in and see us at:
5A High Street, Paisley, PA1 2AE
or drop us an email at hello@paisley.is

We hope this book has inspired you to work with us.

See you back at ours.

Paisley