



**DISCOVER  
DERBY**  
GREAT PLACE, GREAT BASE

**A DESTINATION BRAND TOOLKIT**

[www.visitderby.co.uk](http://www.visitderby.co.uk)



Derby City Council



“Derby: Marvel  
of the Midlands.”

The Independent

# Introduction

Over eight million visitors come to Derby every year contributing £341 million to the Derby economy. With a £2 billion regeneration development underway, Derby is investing in new office, retail and leisure schemes to improve the city's appeal even more.

We would all like Derby to perform even better and live up to our potential as a visitor destination. There are a few key ways in which we can all work together to make this happen. This Destination Brand Toolkit will help us all to communicate consistent messages and images about Derby that will attract more visitors to come and spend their time and money.







The Mother Cap Stone, The Peak District



## Why?

So we can all promote Derby to its best potential and attract more visitors to the city. We are a unique destination based on the doorstep of the glorious Peak District and surrounded by great, nationally significant attractions. So let's make the most of it!

## How?

By using this Destination Brand Toolkit, all Derby tourism businesses can deliver a clear and consistent message through their marketing activities, to reinforce what great experiences are on offer. This toolkit explains the **Derby – Great Place, Great Base** brand and how we use it to portray the key tourism messages.

## When?

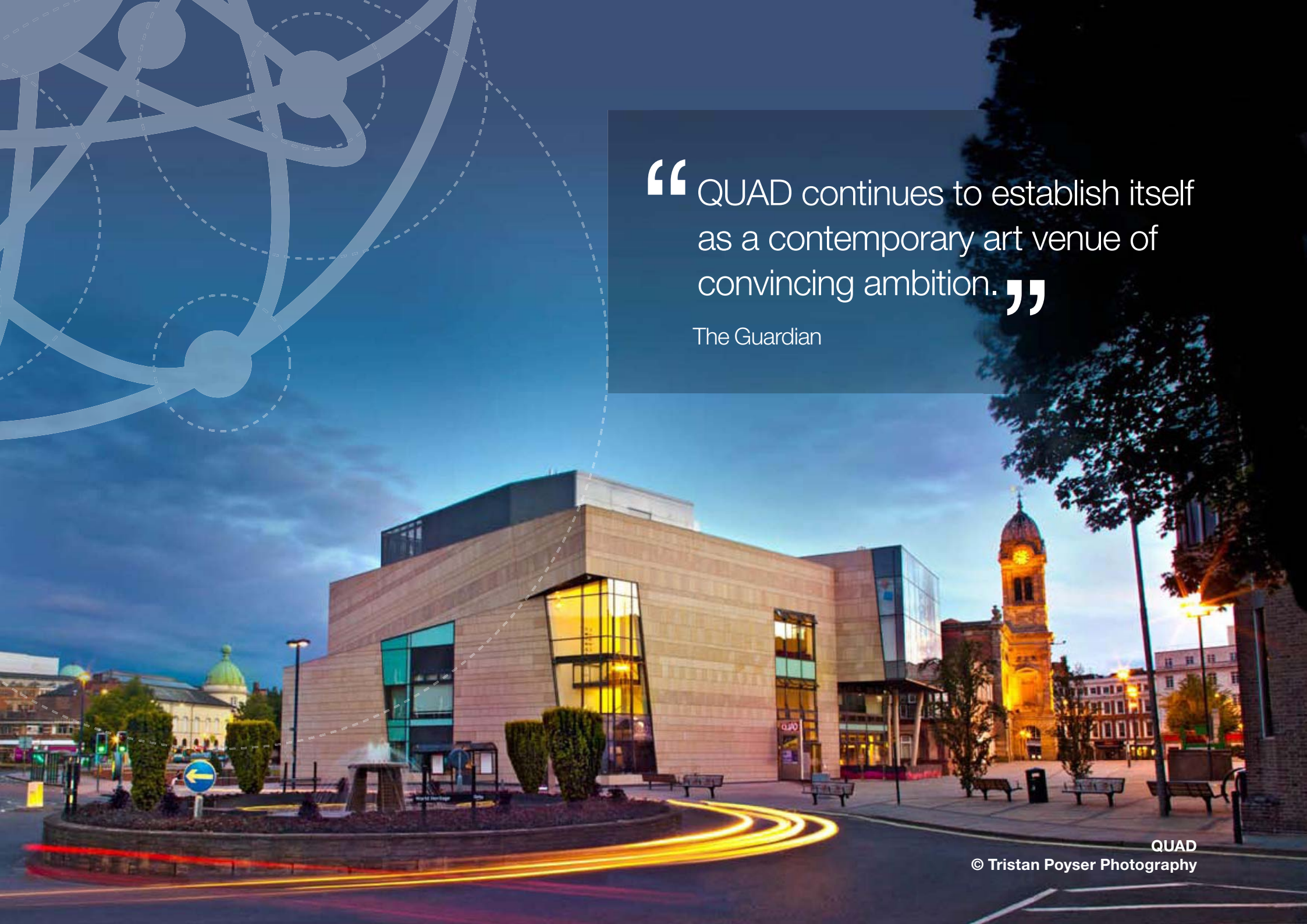
Let's start right now!

Discover why Derby is such a **Great Place** and a **Great Base**. This toolkit highlights our top attractions and key events are detailed. You can easily download images direct from our website library at [www.visitderby.co.uk/image-gallery](http://www.visitderby.co.uk/image-gallery)

## What?

On the following pages, we have listed the key things that make Derby such a **Great Place** for a city break experience and a **Great Base** for day-trip explorations.





“ QUAD continues to establish itself  
as a contemporary art venue of  
convincing ambition. ”

The Guardian

# Derby – Great Place

## Top attractions

- **Derby Cathedral** – Penthouse home for Peregrine Falcons on the second tallest church tower in England and steeped in centuries of history and treasures.
- **Derby Roundhouse** – The oldest locomotive roundhouse in the World! (Officially endorsed by the Guinness World records in May 2012). Book a tour and discover for yourself.
- **QUAD** – Bringing the best in international quality art and film to the city.
- **Derby Museum and Art Gallery** – Home to the largest collection of paintings by the world renowned artist, Joseph Wright.
- **The Silk Mill** – The site of Britain’s first ever factory (re-opens October 2013 for Phase 1 of a new visitor attraction).
- **The Derwent Valley Mills World Heritage Site** – Which stretches from Derby to Matlock Bath linking historic mills along the River Derwent.
- **Westfield Derby** – A £340 million luxury shopping centre – the largest in the region.
- **Cathedral Quarter** – Where Derby’s unique and traditional character can be discovered.
- **Déda** – Derby Dance, the only dedicated dance space in the East Midlands with international performances and classes for all ages.
- **Pride Park Stadium** – Home to Derby County Football Club and a magnificent 34,000 seater venue.
- **Assembly Rooms, Guildhall Theatre, Derby Theatre** – Live performance venues.
- **Royal Crown Derby** – The oldest surviving manufacturer of English fine bone china, established in Derby over 250 years ago.
- **Ghost City of the UK!** – Derby is officially the most haunted city in the UK, even more haunted than York! With over 315 sightings of ghosts in the city centre, it’s no wonder Derby is fondly known as “The Dead Centre of England”. Visitors can get involved and book a spooky ghost walk or vigil.
- **Real Ale Capital** – With over 120 real ale pubs, 12 micro-breweries and two CAMRA Beer Festivals each year. Lonely Planet has described the city as the “Best place to drink real ale in the world”.
- **Derby Tours** – Take in the highlights of Derby City, tour the Council House, The Roundhouse, Rolls-Royce and Royal Crown Derby.
- **Derby’s Wayfinding system** – The first of its kind in the country. Wayfinding enables visitors and residents to download thousands of facts about the history, geography and social aspects of their surroundings at the touch of a button.









# Top annual events...

## ...in Derby

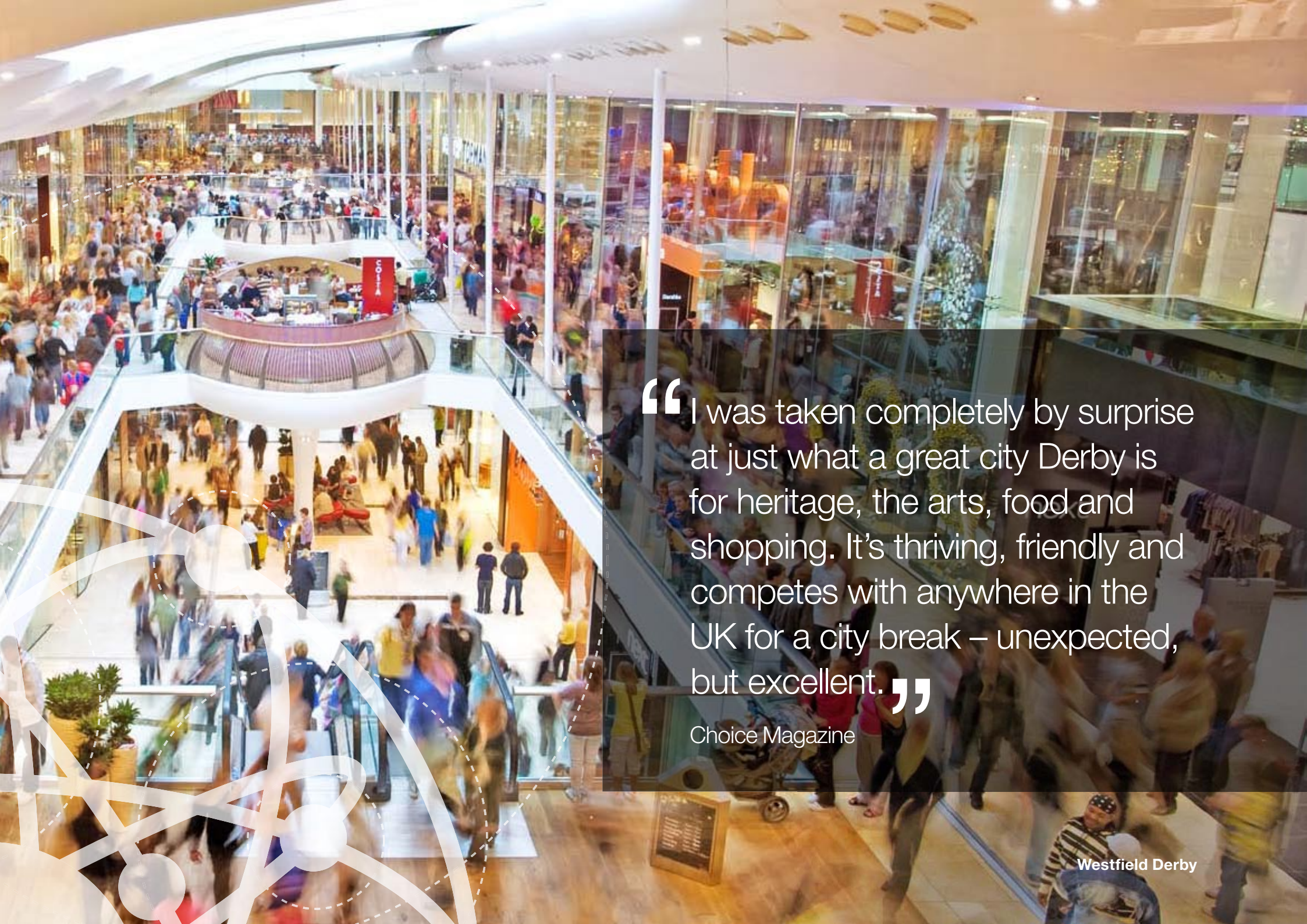
- **FORMAT** – One of the top International Photography Festivals in the world hosted in Derby biennially (7 March - 7 April 2013 next event).
- **CAMRA Festivals** – A celebration of real ale every February and July.
- **Derby Tattoo Festival** – Every July.
- **Caribbean Carnival** – Every July.
- **Darley Park Concert** – A free, classical outdoor concert usually staged in September.
- **Derby Festé** – Fantastic street theatre celebration every September. Organised by local arts organisations, Déda, QUAD and Derby Live.
- **Derby Folk Festival** – Every October at The Assembly Rooms.
- **iD Fest** – An international film festival attracting film industry stars and visitors from all over the world (10-12 May 2013).
- **Bonnie Prince Charlie re-enactment** – Every December (7-8 December 2013).

## ...in the Peak District and beyond

- **Bearded Theory** – Kedleston Hall every May.
- **Derbyshire Food and Drink Fair** – Every May at a different venue each year. Elvaston Castle Country Park May 2013.
- **Download Festival** – Donington Park every June.
- **Buxton Festival** – Every July.







“I was taken completely by surprise at just what a great city Derby is for heritage, the arts, food and shopping. It’s thriving, friendly and competes with anywhere in the UK for a city break – unexpected, but excellent.”

Choice Magazine

Westfield Derby



# Top reasons to visit – what people really like about Derby

- Compact City Centre that's easy to get around.
- Most central city in the UK and very easy to access by any mode of transport.
- Excellent disabled access and facilities for people with special needs.
- Great choice of high street names and unique eateries/boutiques.
- Safe and very friendly!
- The Good Pub Guide's 'Perfect Pub Crawl'.
- Fantastic events and festivals.
- Modern indoor shopping, eating and entertainment in the spacious Westfield Derby Shopping Centre.
- Free Museums!
- Enjoy a terrific tour of The Roundhouse with the Derby City Council Tourism Team.
- Good value for money.
- Superb choice of hotel accommodation to suit all budgets.
- Derby is a city of learning with educational institutions based in the heart of the City.
- Fascinating industrial and railway heritage.
- Very helpful staff at Derby Tourist Information Centre in the Market Place.
- An array of unique boutiques nestled alongside cultural attractions, independent eateries and so much more in the Cathedral Quarter – the historic heart of the City Centre.
- Well known national names coupled with local independents in the City Centre's St Peters Quarter – a vibrant high street experience.
- Find your way around the City with the help of the Cathedral Quarter and St Peters Quarter Rangers.



**DERBY** 

London ●

Haddon Hall ●

● Chatsworth

Heights of Abraham ●

● Crich Tramway Village

Alton Towers Resort ●

Kedleston Hall ●

Sudbury Hall ●

 **DERBY**

Conkers ●

● Calke Abbey

● Twycross Zoo

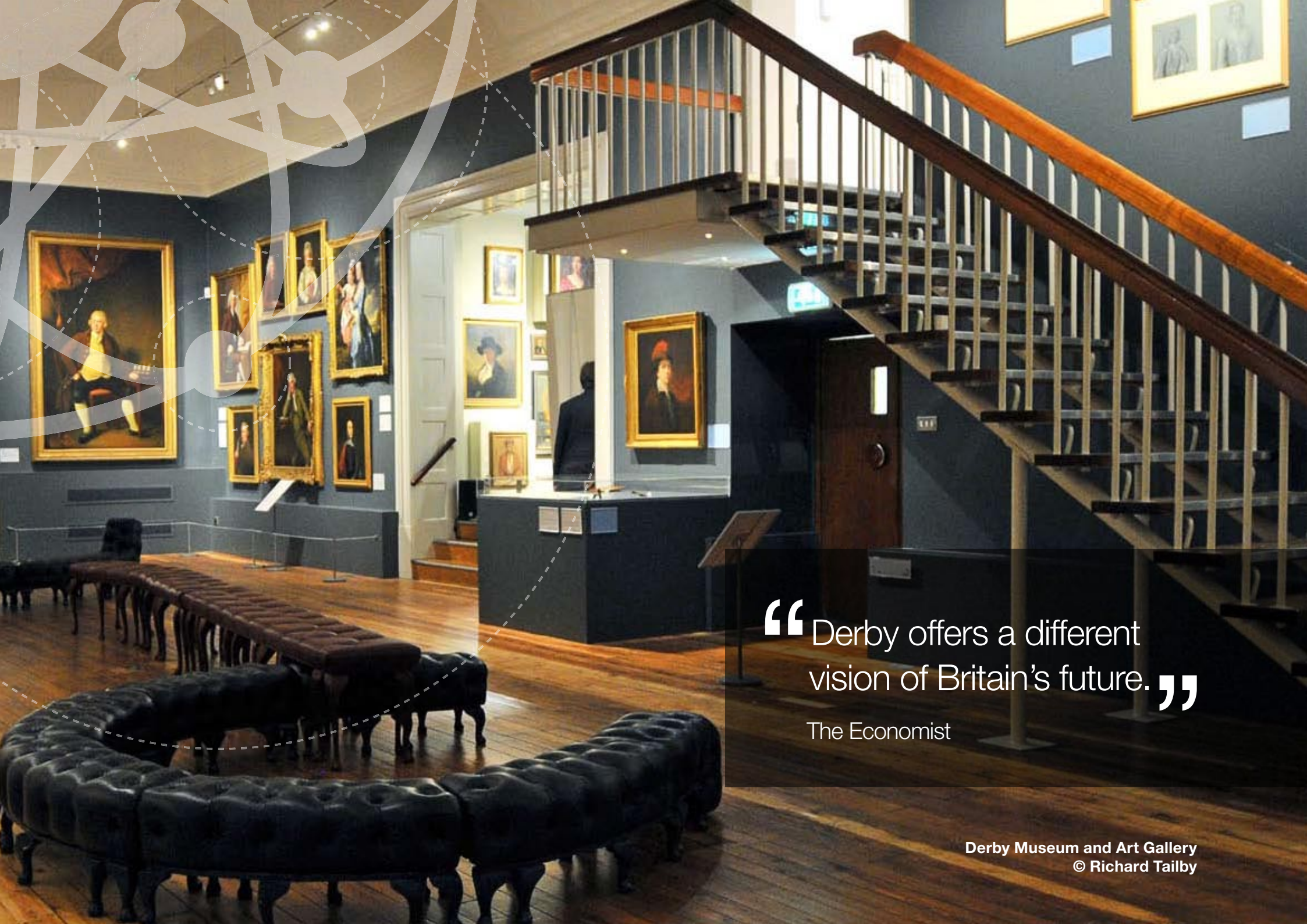




# Derby – Great Base

- The UK's most central city and a perfect base to stay with the assurance of a great city experience including quality accommodation, entertainment, shopping and eating and drinking venues
- Only 90 minutes by train from London
- Only 10 minutes by car from the M1
- Only 20 minutes by car from East Midlands Airport
- On the doorstep to the glorious Peak District and nationally significant visitor attractions and popular places including:
  - National Trust Trio:
    - Kedleston Hall (7 miles)
    - Calke Abbey (12 miles)
    - Sudbury Hall and the National Trust Museum of Childhood (15 miles)
  - Chatsworth (26 miles)
  - Alton Towers Resort (24 miles)
  - Twycross Zoo (25 miles)
  - Heights of Abraham (20 miles)
  - Crich Tramway Village (15 miles)
  - CONKERS (19 miles)
  - Haddon Hall (26 miles)
  - Buxton (35 miles)
  - Bakewell (27 miles)
  - Hardwick Hall (22 miles)
  - Arkwright's Mill (16 miles)
  - Denby Pottery (9 miles)
- A great base to stay overnight to enjoy local festivals and events.





“Derby offers a different  
vision of Britain’s future.”

The Economist



# WOW!

## Did you know these amazing facts about Derby?

- Derby Roundhouse is the oldest locomotive roundhouse in the world! A fact endorsed by the Guinness World Records in May 2012.
- Derby is the home to the world's first ever factory – at the site of The Silk Mill.
- Derby has the world's first public park at Derby Arboretum.
- Derby Museum and Art Gallery is home to the world's largest collection of Joseph Wright paintings (now on show in the wonderfully refurbished gallery – see image opposite).
- Royal Crown Derby is the World's oldest surviving manufacturer of English fine bone china.
- An exciting £22 million pound Velodrome and mutli-sports arena is due for completion Spring 2014.
- As part of the Olympic legacy an inspirational mutli-million pound Aquatic Centre is due for completion 2015.
- Derby is continuing to expand it's diverse food and drink offer with the city centre thriving with boutique coffee shops and independent cafés and bars.
- Derby is the UK's leading Aerospace and Rail Technology city.
- Derby contains over 700 acres of green spaces.
- In 1745 Bonnie Prince Charlie famously tried to lead an army of six and a half thousand into Derby on their way to claim the English throne. They were unsuccessful and a statue to commemorate this event stands in the City Centre on Cathedral Green.
- The greatest 18th Century minds in science, engineering and philosophy got together in Derby and changed the World!
- Derby is the most haunted city in the UK!





Joseph Wright's The Orrery



# Guidelines for using the brand

**Discover Derby** has been created to promote Derby and Derbyshire as a vibrant and varied place to explore.

The visual element of Discover Derby is based on the famous Joseph Wright Orrery painting opposite. This shape is an ideal representation for the rich heritage and cutting edge technology that our region has to offer. The Orrery acts as a metaphor for the city as a central hub from which to explore Derbyshire and beyond. The D represents the city Derby with the orbiting nodes being things to see and do in the area and is intended to be fluid and flexible.

Derby and its surroundings is a living, breathing, evolving entity – Discover Derby needs to echo this. The identity must have energy and want to ‘permeate’ the space/media it occupies.

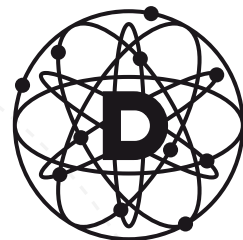
All we really ask is that you treat the elements with a little respect and keep the work fresh and positive.

**Have fun with it.**

## Using the Discover Derby marque

There are three ways that the Discover Derby marque can be used, they should be used to fit the appropriate space. as shown.

Sometimes the Orrery and text can be split and used individually, it all depends on the circumstances.



**GREAT PLACE, GREAT BASE**





The Roundhouse



# The Type

The font used for headlines is Quicksand. The font used for supporting headings and body copy is Helvetica Neue.

Quicksand Light

A a ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Quicksand Book

A a ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Quicksand Bold

**A a ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Helvetica Neue 45 Light

A a ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Helvetica Neue 75 Bold

**A a ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**





“ Why isn't the rest  
of Britain like Derby? ”

Jeremy Paxman, Newsnight

St Mary's Church  
© Stephen Collyer



# Colour

Wherever possible the brand should be used in a clean, bright, vibrant way, preferably white out of a punchy background as shown.

On a lighter background then black or the following colour can be used.

**Pantone 214**

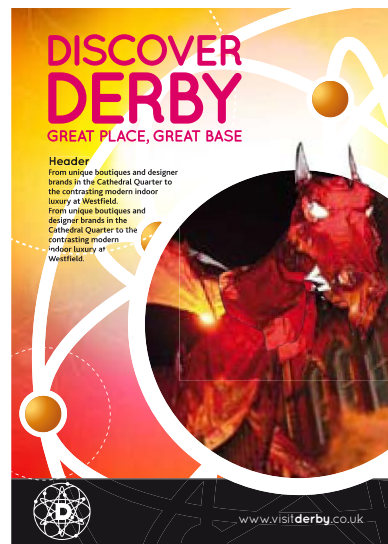
C 0 M 100 Y 24 K 4



# Examples

The shapes created by the Orrery and the nodes on it can be used as picture boxes or promotional areas.

If desired, circles of dotted lines can be added to the Orrery to represent places of interest that little bit further away from Derby.



[www.visitderby.co.uk](http://www.visitderby.co.uk)

**DISCOVER DERBY**



Summer Nights Film Festival, Kedleston Hall  
© Dave Bird



# Let the pictures tell the story

The Derby City Council Tourism Team has a great selection of images available to help with your city promotions. Here are a few to show you what's available. You can easily download images direct from our website library at [www.visitderby.co.uk/image-gallery](http://www.visitderby.co.uk/image-gallery)



[www.visitderby.co.uk](http://www.visitderby.co.uk)

DISCOVER DERBY





“ Best place to drink  
real ale in the world. ”

Lonely Planet

The Brunswick Inn



# Want more?

## Need more information or help?

This toolkit will be updated annually each September to include the campaigns that will be set for the following year. We will host an annual event to communicate what the campaigns are all about and the key facts for you to pass onto your customers.

Contact the Derby City Council Tourism Team:

**Stella Birks** – Visitor Services Development Manager – Tel: 01332 643410 email [stella.birks@derby.gov.uk](mailto:stella.birks@derby.gov.uk)

**Michelle Booth** – Tourism Promotions Officer – Tel: 01332 643414 email [michelle.booth@derby.gov.uk](mailto:michelle.booth@derby.gov.uk)

**Maggie Tillson** – Tourism Promotions Officer – Tel: 01332 643414 email [maggie.tillson@derby.gov.uk](mailto:maggie.tillson@derby.gov.uk)

# WWW

See what we're doing on our website at [www.visitderby.co.uk](http://www.visitderby.co.uk) and let us know what you think and if we can do anything to help you promote your venue/service/special offers/events.

## Like and follow VisitDerby

Like VisitDerby on Facebook [www.facebook.co.uk/visitderby](http://www.facebook.co.uk/visitderby) and follow us on Twitter [@visitderby](https://twitter.com/visitderby) for all the latest news! We'll like and follow you too, so it's a win win situation!



[www.visitderby.co.uk](http://www.visitderby.co.uk)

**GREAT PLACE, GREAT BASE**



Darley Park Concert





**Derby City Council Tourism Team**

Assembly Rooms  
Market Place  
Derby DE1 3AH

Tel: 01332 643414  
Email: [tourism@derby.gov.uk](mailto:tourism@derby.gov.uk)  
[www.visitderby.co.uk](http://www.visitderby.co.uk)

**Produced in conjunction with Derby Tourism Cluster and with the help of industry partners.**