

Will Baker

Pitch Document

Brand Rationale

The Town Hall Fountain is a picturesque pocket of calm in the centre of Leicester, a place where people can take a step out of the hustle and bustle of the city, and reconnect. Whether you're a worker, a resident or just a tourist passing by, it offers a moment to pause, reflect, or simply enjoy your surroundings. Having been part of the city since 1876, the fountain carries a sense of heritage that adds character and depth to this peaceful urban spot.

Despite the advantages of the area, the lack of visual identity has resulted in the space being overlooked or treated as a cut-through rather than a destination. Without a consistent tone or recognisable presence, it has struggled to stand out, especially in a city centre filled with competing noise and movement.

Our rebrand focuses on repositioning the fountain and its surroundings as a recognisable, useful and well-loved public space by creating an exciting presence which presents its many recognisable features and connects them with a bold, daring visual identity using a modern style.

The main goal is to promote the area as a sanctuary where individuals of all walks of life, feel drawn to unwind and relax during their breaks, enjoy a peaceful lunch, and find a moment of calm amidst their busy day.

Brand Values

Refresh

A quick boost to recharge your day.

Timeless

Classic charm that never goes out of style.

Saavy

Smart, sharp, and effortlessly cool.

Inclusive

Everyone's welcome, every day.

Rooted

Grounded in nature and community green spaces.

Tone of Voice

For the Town Hall Fountain rebrand, I'm aiming for a vibe that's casual and fun, as I want to catch the attention of workers during their lunch break without sounding too stuffy.

It's upbeat and trendy to keep things fresh and interesting, but still professional enough to show we know what we're talking about.

It's straightforward and informative so people get what's going on without having to dig for info. I'm trying to make the fountain feel like a cool, easy spot to chill and recharge during a busy day.

Brand Manifesto

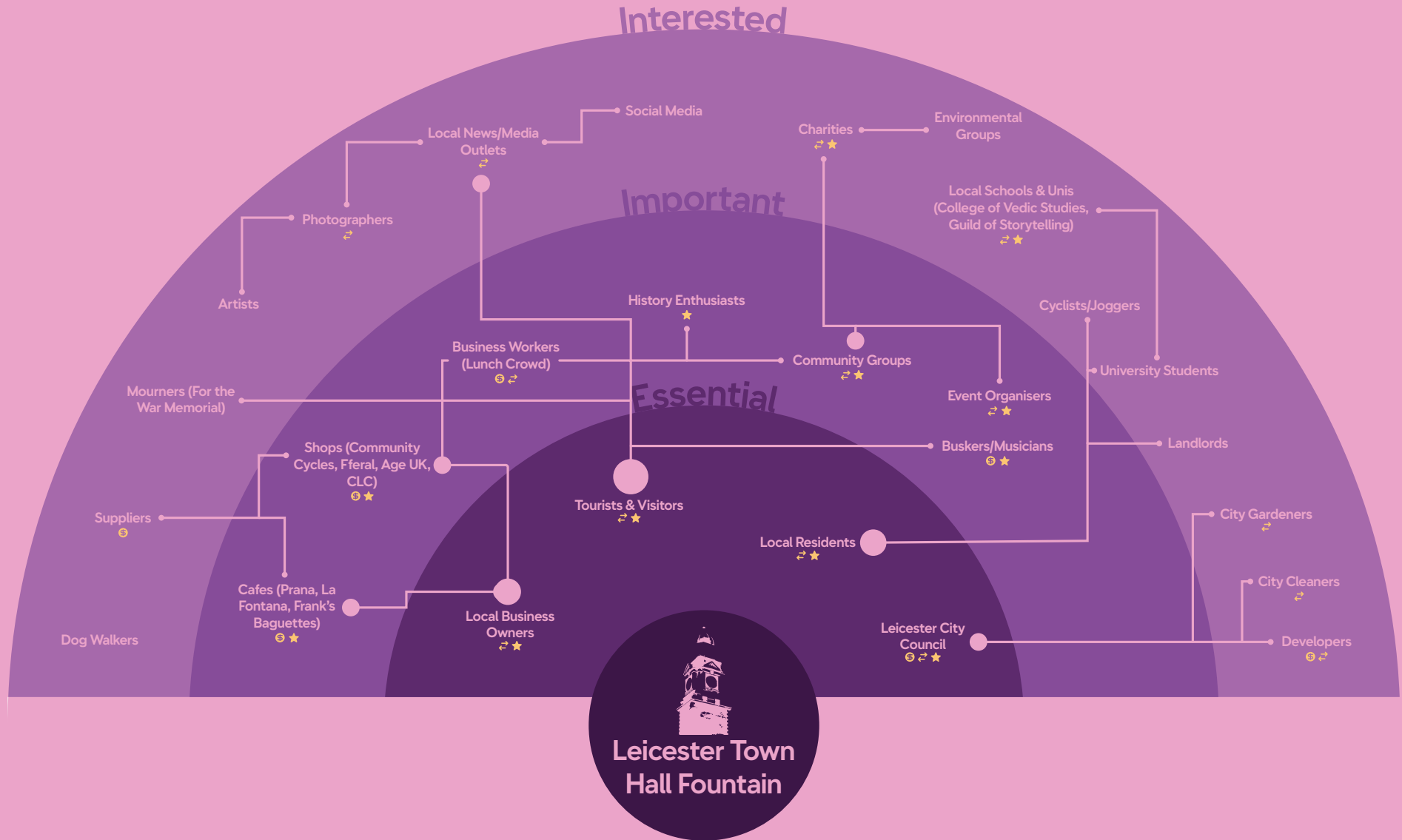
We are the pause in a busy day, a spot where people can step away from the rush, sit down with a coffee, meet a friend, or just enjoy a bit of quiet before heading back to work.

This is not just a patch of grass in the city. We want the space to feel open and welcoming. The kind of place that feels like part of people's routines, not just something they walk through without noticing.

We have spoken to the people who know it best, the ones who walk through it every day, and this is for them.

A place to sit. And breathe.

Stakeholder Map



Persona 1

Persona Profile



Jake, B.

Leicester Town Hall Fountain

bio

- ◆ 31 Years Old
- ◆ Civil Engineer for the Council
- ◆ Lives on Green Rd. Leicester
- ◆ Works in the city centre
- ◆ Relationship with Georgia M.

expectations

Jake wants the Town Hall Fountain to feel like a proper public space, not just a cut-through or leftover bit of green. He's looking for somewhere to sit, sketch, or take a break without feeling rushed. The design should fit with the character of the Town Hall and include greenery that feels part of the space. He values good seating, clear paths, and signs that the space is looked after. A few small events or displays would be a bonus, but more than anything, he wants it to feel like a place people actually use and enjoy.

analysis



about

Jake is a city-based architecture graduate who values calm, well-designed green spaces nestled within the daily rush of urban life. Living and working in Leicester, he often passes through the city centre and uses pockets of greenery as a way to decompress between meetings or during lunch breaks. He enjoys sketching historic buildings, browsing local markets, and attending cultural events that celebrate the city's identity. A strong believer in the importance of heritage in modern design, Jake is drawn to spaces that blend old and new with care. He's also a frequent smartphone user, relying on digital tools to find local events, stay organised, and discover hidden spots within the city.

frustrations

Jake finds it hard to relax in Leicester's city centre. Most public spaces feel busy, noisy, and not designed for people to actually spend time in. There aren't many quiet places to sit, and when there are, the seating is uncomfortable or awkwardly placed. He gets frustrated seeing the Town Hall's historic building surrounded by clutter or ignored altogether. As someone who cares about design, he notices when materials feel cheap or when the space feels disconnected from the people using it. He also thinks the area could do more to bring people together or highlight what makes Leicester unique.

interests

- Architecture
- Sketching
- Photography
- Culture
- Calm
- Nature
- Design
- Exploration
- Reading

Persona 2

Persona Profile



Margaret, M.

Leicester Town Hall Fountain

bio

- ◆ Retired schoolteacher
- ◆ Lives on Clarendon Park Road
- ◆ Enjoys visiting the city centre
- ◆ Meets friends for tea often
- ◆ Values community and quiet

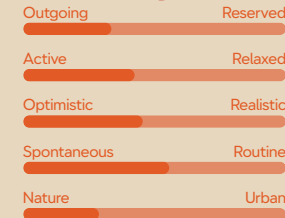
expectations

Margaret wants the Leicester Town Hall Fountain area to be a calm, friendly space that encourages connection and relaxation. She expects it to feel like a natural part of the city's heart, a place where people of all ages can come together, whether for casual chats with friends or simply to watch the world go by. She hopes the space will foster a sense of community pride by reflecting Leicester's unique character and history, making it more than just a patch of green. Small-scale cultural activities or markets that celebrate local culture would add to the space's appeal without overwhelming the peaceful atmosphere. Above all, Margaret wants the space to feel welcoming and inclusive, where she can comfortably spend time feeling part of something bigger.

about

Margaret is a retired Leicester local who often visits the Town Hall Fountain area as a comfortable meeting spot for friends or a peaceful place to enjoy some fresh air. She appreciates small green spaces within the city where she can relax, chat, and feel connected to her community. Margaret enjoys the sense of familiarity and calm the space offers amid the busy city, valuing places that feel welcoming and thoughtfully maintained. She likes attending local markets and events nearby, which help her stay engaged with city life and meet others.

analysis



frustrations

Margaret feels that Leicester as a city can sometimes be overwhelming, too noisy and rushed, making it hard for her to find quiet moments or feel at ease. She's frustrated that many city spaces don't always feel inclusive or inviting for older people like her, which can leave her feeling overlooked. Navigating crowded streets and busy public areas is often tiring, and she wishes the city offered more places where she could just slow down and enjoy herself without the pressure to be constantly on the move. Margaret also finds that many public spaces don't celebrate the city's community spirit in ways that resonate with her generation.

interests

- Reflection
- Loyal
- Walking
- Chatting
- Belonging
- Friends
- Warm
- Gentle
- Green Spaces



THE FOUNTAIN

concept 1

Logos

Large (>32px):



Small (<32px):



At scale:



- Could be used for:
- Profile Pictures
 - Leaflets
 - Favicons
 - App Icons
 - Email Signatures
 - Business Cards
 - QR Code Embeds

Wordmark Treatment & Clearspace

Variation 1:



↑
½ Cap Height

Variation 2:



½ Cap Height
↓

Colours



Light Green

Hex: **#a5d492**
CMYK: 22%, 0%, 31%, 17%
RGB: 164, 211, 145



Dark Green

Hex: **#044040**
CMYK: 94%, 0%, 0%, 75%
RGB: 4, 63, 63



Light Orange

Hex: **#f27252**
CMYK: 0%, 53%, 66%, 5%
RGB: 243, 115, 82



Dark Orange

Hex: **#402a24**
CMYK: 0%, 34%, 43%, 75%
RGB: 65, 43, 37



Light Blue

Hex: **#88cff2**
CMYK: 44%, 15%, 0%, 5%
RGB: 134, 204, 241



Dark Blue

Hex: **#142f40**
CMYK: 68%, 27%, 0%, 75%
RGB: 20, 46, 63



Light Pink

Hex: **#eba4c7**
CMYK: 0%, 30%, 15%, 8%
RGB: 234, 164, 199



Purple

Hex: **#3d1949**
CMYK: 16%, 65%, 0%, 71%
RGB: 62, 26, 74



Off White

Hex: **#e8e1d3**
CMYK: 0%, 3%, 9%, 9%
RGB: 232, 226, 210



Nearly Black

Hex: **#404040**
CMYK: 0%, 0%, 0%, 75%
RGB: 65, 65, 65

Typography & Font Use

Titles:

Aa Bb Cc
123!?!£%&

AT Name Sans Display Black (900 weight)

Body:

Aa Bb Cc
123!?!£%&

AT Name Sans Display Medium (500 weight)

Assets



Colour Combinations



Mixing of different colours (i.e. orange & pink) is not allowed

Touchpoint 1



Mockups from <https://mockups-design.com>

Touchpoint 2



Mockups from <https://mockups-design.com>

Touchpoint 3



Mockup animated TikTok Advert. Animated version here: <https://youtu.be/-e1wP-4nVRo>

Animated Logo



Screenshots from my animated logo. Animated version:

<https://youtu.be/7qmyVhhrDSo>

F
the fountain

concept 2

Logos

Large (> 64px)

Could be used for:

- Posters
- Merchandise
- Flyers
- Website
- Signage



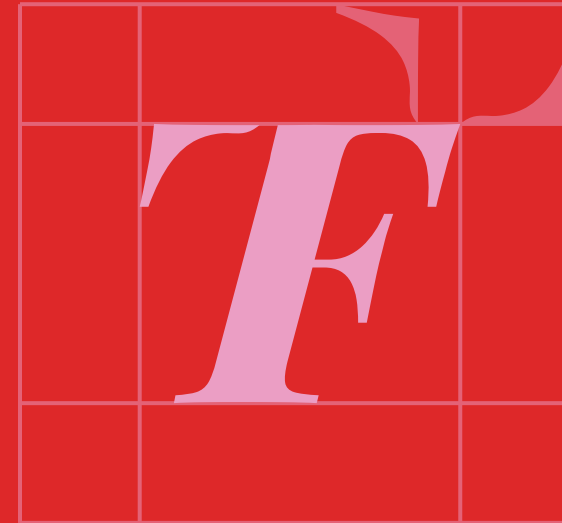
Small (< 64px)

Could be used for:

- Profile Pictures
- Leaflets
- Favicons
- App Icons
- Email Signatures
- Business Cards
- QR Code Embeds



Clearspace Guides



There should be a space of at least one "serif" surrounding the logo when used on its own.

Wordmark Treatment



There should be at least a space of one x-height between the logo and the wordmark as well as any surrounding elements.

← ½ x-height

Colours



Light Blue

Hex: **#8abcdf**
CMYK: 38%, 16%, 0%, 13%
RGB: 138, 186, 222



Off White

Hex: **#e7d7be**
CMYK: 0%, 7%, 18%, 9%
RGB: 231, 215, 190



Lime Green

Hex: **#c2d656**
CMYK: 9%, 0%, 60%, 16%
RGB: 195, 214, 86



Light Pink

Hex: **#eba4c7**
CMYK: 0%, 32%, 17%, 8%
RGB: 234, 158, 195



Turquoise

Hex: **#e8e1d3**
CMYK: 60%, 8%, 0%, 16%
RGB: 85, 195, 213



Dark Purple

Hex: **#671d2d**
CMYK: 0%, 72%, 56%, 60%
RGB: 102, 29, 45



Orange

Hex: **#e15a27**
CMYK: 0%, 60%, 83%, 12%
RGB: 225, 89, 39



Brown

Hex: **#4f3916**
CMYK: 0%, 28%, 72%, 69%
RGB: 79, 57, 22



Red

Hex: **#e62229**
CMYK: 0%, 85%, 82%, 10%
RGB: 230, 34, 41



Green

Hex: **#18512a**
CMYK: 70%, 0%, 48%, 68%
RGB: 24, 81, 42

Typography and Font Use

Titles:

Aa Bb Cc
123!?!£%&

Playfair Bold (700 weight, -70 tracking)

Body:

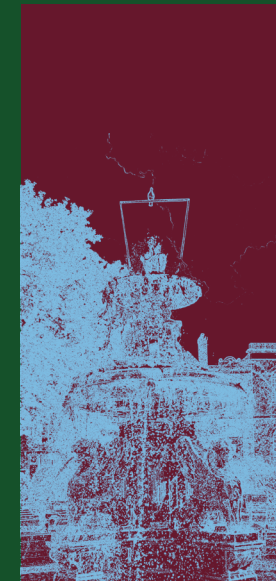
Aa Bb Cc
123!?!£%&

AT Name Sans Display Medium (500 weight)

Art Direction



Correct Usage



Incorrect Usage

To ensure a consistent brand across touchpoints, the following criteria should be followed.

The background should be removed and the "Find Edges" filter in Photoshop applied.

Any photos that look too busy/unclear should not be used.

Colour Combinations



Mixing of colours is allowed but only between a background shade (right side) and foreground (left side) to ensure there is adequate contrast between elements.

Touchpoint 1



Mockups from <https://mockups-design.com>

Touchpoint 2



Mockups from <https://mockups-design.com>

Touchpoint 3



Animated Logo

A large, white, stylized 'F' logo set against a dark blue background. The 'F' is rendered in a classic, elegant serif typeface.

A smaller version of the white, stylized 'F' logo on a dark blue background.

A medium-sized version of the white, stylized 'F' logo on a dark blue background.

Screenshots from my animated logo. Animated version:
<https://youtu.be/IRv5ccefayQ>

Mockup animated Instagram Story. Animated version here: <https://youtu.be/TZ9w8KJ6cwU>

Bibliography

Mockups

Andrew (2022). Three banner flags mockup. [online] Mockups Design. Available at: <https://mockups-design.com/three-banner-flags-mockup/> [Accessed 30 May 2025].

Andrew (2024). Customizable A-stand mockup. [online] Mockups Design. Available at: <https://mockups-design.com/customizable-a-stand-mockup/> [Accessed 30 May 2025].

Andrew (2025a). Minimal metal mug mockup - Mockups Design. [online] Mockups Design. Available at: <https://mockups-design.com/minimal-metal-mug-mockup/> [Accessed 30 May 2025].

Andrew (2025b). Vibrant signboard mockup - Instant Download. [online] Mockups Design. Available at: <https://mockups-design.com/vibrant-signboard-mockup/> [Accessed 30 May 2025].

Kambada Studios (2022). Behance. [online] Behance.net. Available at: [https://www.behance.net/gallery/98130033/Instagram-Stories-Mockup-\(Free-PSD-file\)](https://www.behance.net/gallery/98130033/Instagram-Stories-Mockup-(Free-PSD-file)) [Accessed 30 May 2025].

Fonts

Sørensen, C.E., (n.d.) Playfair Display [font]. Available at: <https://fonts.google.com/specimen/Playfair+Display> (Accessed: 30 May 2025).

Arrow Type, (n.d.) Name Sans [font]. Available at: <https://www.arrowtype.com/name-sans> (Accessed: 30 May 2025).