



The story of a new brand for



The Promoting Ramsey Project (funded by the Ramsey Million)



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After months of consulting with the heritage groups, businesses and the community, a brand reflecting the ambience of the area and the aspirations for the town was launched on National Heritage Open Day in September 2015.

Ramsey is perceived by its residents as traditional, friendly and full of history but a town yet to fulfil its potential. The brand looks friendly but smart, has a flexible colour palette and can be used with different images. The tag line “Open for Discovery” is multi-layered and reflects the openness of the people and the uniqueness of the landscape as well as conveying that there is much to see and many reasons to visit.



Open landscape
Open for business

Promoting features
& benefits yet to be
experienced

