



BUXTON
ENGLAND'S LEADING SPA TOWN



A marketing toolkit for Buxton

Introduction

Buxton is a small town with a huge amount to offer. We want to put Buxton on the map – regionally, nationally and internationally. To do this we need to build awareness of Buxton. We need to sell Buxton to the outside world – to tourists, visitors and potential investors. The more people that promote Buxton consistently and talk about this special part of the world – for example online, in press, at work and through marketing - the more recognition our Buxton brand will have. The more recognisable and valuable our brand becomes, the more it can help us all to sell products and services to the rest of the world.

This marketing toolkit is available free of charge for use by all Buxton based organisations and companies. Please consider how you could use it to help promote Buxton and to associate your business or organisation with the town.

Together, we can build the strong brand which Buxton deserves and needs.

This toolkit includes :

- **Buxton logotype** – featuring the strapline ‘England’s leading Spa town’. This is available in a range of formats.
- **Promotional video** – a 90 second video showcasing Buxton.
- **Taking stock** document – lots of interesting information about Buxton.
- **Professional photography** – a selection of high quality images. This material is being periodically updated.
- **Identity guidelines** – basic guidelines about using and applying the Buxton logotype, with example applications.

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THE VOICE OF BUXTON



High Peak Borough Council



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