

# Localisation and artwork guidance

28 August 2020



Sustainability means the world to us. Only print if you really have to.

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CHAPTER 01

# Who are we?

A summary of our mission statement which we use as a common goal

## OUR MISSION

# *Make a difference today to look after tomorrow.*

We all have it in us to make a difference in someone else's life. And that matters. Big or small – your actions count. Our actions count.

As a company, we're committed to making a difference. We're not just here to keep things ticking over. We stand for positive change. And you can make an impact in your own way. To each other; to our customers; to our business. It feels good. So, how are you going to make a difference?

We live in the present. It's all about the here and now. Every day presents an opportunity to take action. So, be brave. Turn up ready to make someone smile and head home with a sense of achievement.

## OUR MISSION

# *Make a difference today to look after tomorrow*

Our actions today, make a difference tomorrow. So, consider our footprint. We're in this together.

How can you contribute to our legacy? Every one of our people plays a unique part in this chapter, and the future matters to all of us.

There's no end in sight for the future; it's a target that keeps us moving forward. From generation to generation. It could be tomorrow, or it could be decades down the line. But we have a responsibility right now to protect the ever after of our network. Just like generations did before us.

CHAPTER 02

# Why is this important?

Localisation in our brand development

## Roots along our route

The regions, communities, and stories they bring were a core inspiration when developing the Avanti West Coast brand.

Firstly, through our logo. The triangle within it isn't just a triangle, it's our spark. It represents the regions we serve across all three countries. When you place the triangle over the UK you can see how each point meets the three extremities of our route – Euston, Holyhead and Glasgow.

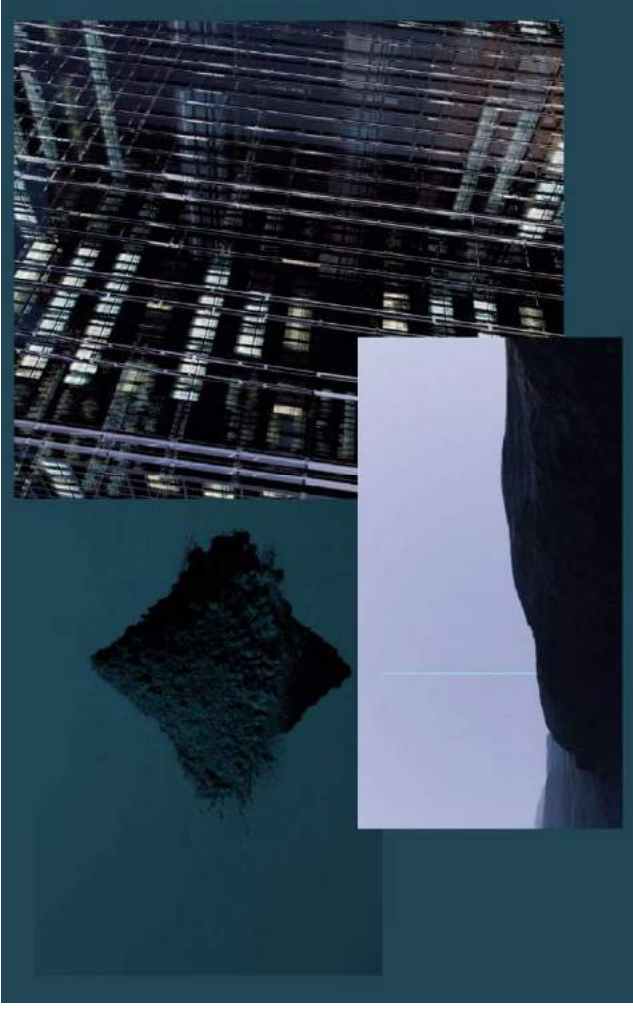
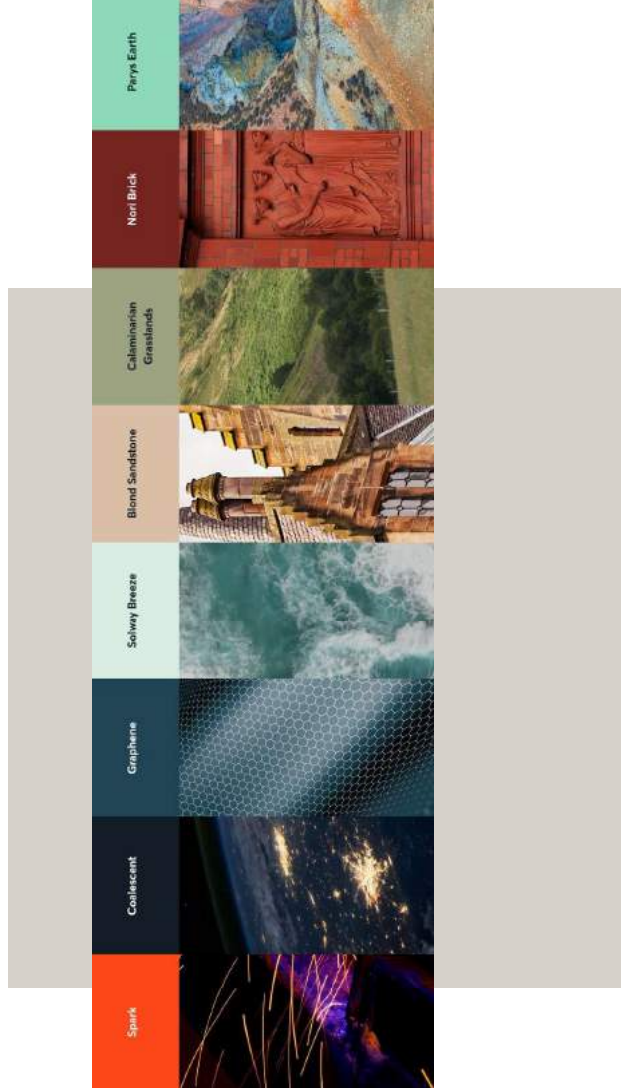
Our spark a lot of meaning, so we are protective over it. We don't rotate, stretch or change it because we want to continuously remember the regions we serve and the communities we want to connect with.



## Our colour palette

Each colour that sits in our palette is also inspired by our regions. The palette is inspired by the people, places and communities we serve, reflecting the landscapes which make our regions so rich.

For example, let's take **Nori Brick**: It's chosen from the distinctive red brick produced in Lancashire, where the word **IRON** was accidentally placed backwards in the brick moulds, creating **NORI**. Bad day at work turned urban legend.



What about **Parys Earth**? Named after the Parys Mountain in North Wales, a site mined for copper ore as early as the Bronze Age. This colour was based on the distinctive tones found layered in the earth here.

And finally, **Graphene**: Named after the ground-breaking new material discovered at the University of Manchester. This colour is inspired by pioneering advances and fits perfectly with who we are.





## Why localise in our stations?

01

### Uncovering rich stories of the region & going beyond obvious references

The stories we tell and references we select should be well known locally but not ubiquitous globally. Going beyond the obvious means our visitors will discover something new about the places we serve, while the local community will feel pride and recognition.

02

### Bring prosperity to the region by supporting local artists, crafts people and businesses

While we want to support local, it is also important that we align with our people and businesses that share our values as a brand. Therefore, careful review by the Brand team is essential to ensure the people we align with reinforce our values.

03

### Tapping into local knowledge and evolving with our communities

Localisation is not static. It should not be solely looking into the past. Our approach to localisation should also be a flexible platform for our communities to express themselves, and celebrate new things that are happening in our region.



CHAPTER 03

# Localisation in our places and spaces

## Localisation in places and spaces

We have identified 4 key solutions to introduce localisation to our places and spaces. Although no spaces need to have all 4, they should at least include 1, ideally 2.



### Avanti collections \*

A collection of selected art pieces and accessories from makers and artists along the line, as well as global artists who are inspired by the region.



### Community take over

Flexible dedicated spaces within stations for communities to take over. Highly adaptable, these spaces could be used as a community notice board, as visitor information point to share local knowledge, a dedicated busking space or as a book swap.



### Local materiality \*

We celebrate the rich architectural features of our existing stations by renovating materials to their original glory, working with local material craft and adding touches of our brand colours and enhanced lighting to draw attention to the existing spaces without covering them up.



### Public art installation

When refurbishment investment allows it, Avanti could commission public art pieces for the stations spaces. These installations celebrate the local area by telling a story to be discovered over time - so repeat visitors can discover new details. A mural, an interactive lighting installation or an outdoor sculptural piece.

## Avanti Collections

A collection of selected accessories from makers along the line.

This collection of objects should evolve and grow over time, it can be installed in any of the Avanti lounges or offices as a celebration of the creative power along the line.

Accessories should be complementary to our brand colour and material palette and be inspired by materials from along the line, such as Sandwell glass or Stoke on Trent pottery.

Alongside these objects, lounges and offices should also hold literature from the region, both fiction and non-fiction.



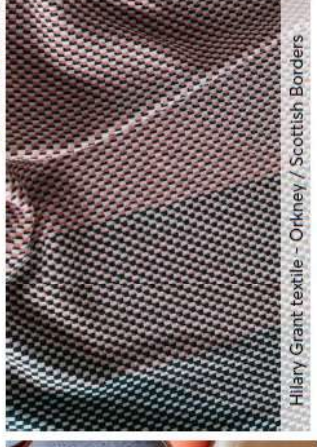
Iconic and collectible representation of our listed stations



Accessories and lighting inspired by Nori Brick from Lancaster



Granby workshop - Liverpool



Hilary Grant textile - Orkney / Scottish Borders



Unglazed ceramic - Inspired by Stoke on Trent potteries



Hand blown glass - Inspired by Sandwell Glass Makers



Reiko Kaneko - Stoke on Trent / London





## Community take over

We create flexible dedicated spaces within stations for communities to take over. Highly adaptable, these spaces could be opened during the day or closed late at night.

Day to day, these spaces could be used as either digital or physical visitor information points to share local knowledge, as a community notice board, a dedicated busking space or as a book swap.

They could be seasonally changed to align with key local events or offer a platform for local artists or brands to reach a new audience.

**Potential partner:** Partner with people in the community to become local guides. Align with institutions such as universities or local libraries. Partner with music brands (similar to the Yamaha platform 88 collaboration on London underground)



Flexible architecture



Physical notice board



Digital notice board



Seasonal display



Public piano

## Local materiality

We celebrate the rich architectural features of our existing stations - renovating materials to their original glory. Adding touches of our brand colours and enhanced lighting to draw attention to the existing spaces without covering them up.

We work with regional material craftspeople when renovating a station's interior. We embrace both traditional local materials as well as new and innovative recycled solutions.

We ensure materials are in harmony to the natural and architectural surrounding of each station.



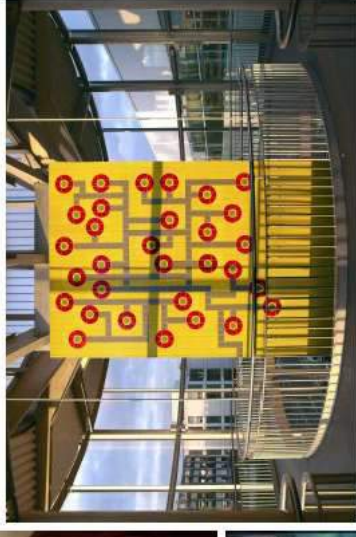


## Public art installations

When refurbishment investment allows it, Avanti should commission public art pieces for the stations spaces. These installations could be a mural, an interactive lighting installation or an outdoor sculptural piece. They should be in standard spaces to benefit as many as possible.

These installations celebrate the local area by telling a story, they should be discovered over time so repeat visitors can discover new details.

They should be created with longevity in mind, considering quality of material used, enduring subject matter and style.



CHAPTER 04

# Artwork guidance



## Inspiration

### 1. Capture our landscapes/cityscapes

These artworks should celebrate our regions through the depiction of their urban and rural landscapes.

Artists and collectives which are inspired by local beacons should be selected. Alternative mediums such as contemporary photography, illustration and sculpture can be used to symbolise our local areas.

Pieces should have a simple and focused composition and celebrate the landscape in a positive tone.

Colours should feel rich and natural (do not select black and white or saturated photography).

The above images are for inspiration purposes. We do not own the rights to these artworks. Relevant artists would need to be contacted to secure authorisation.



Robin MacKenzie - Great Langdale series



James Grant - Kirk Fell Clouds, Lake District



Anchor Ceramics



Nicholas Burrow - Native Journal



Alan W Smith Photography - Emeraldale, Lake District



Sir Kyffin Williams

## Inspiration

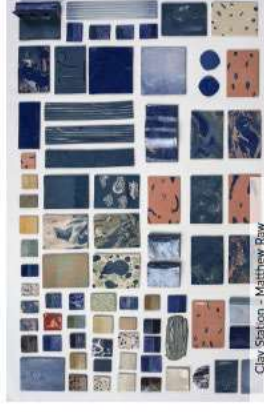
### 2. Capturing our people

When selecting artworks which encompass Avanti communities, we should consider the stories from each place. Our art pieces should portray stories which capture moments and people from our local areas, contemporary or historic.

We want to capture local community heroes, showcasing their story and the importance of them to the local community.

The stories depicted should be overall positive, they could have an underlying British wit but not veer into obvious, cheesy or bold humour.

Local artists will be best placed to bring a meaningful tone to these pieces.



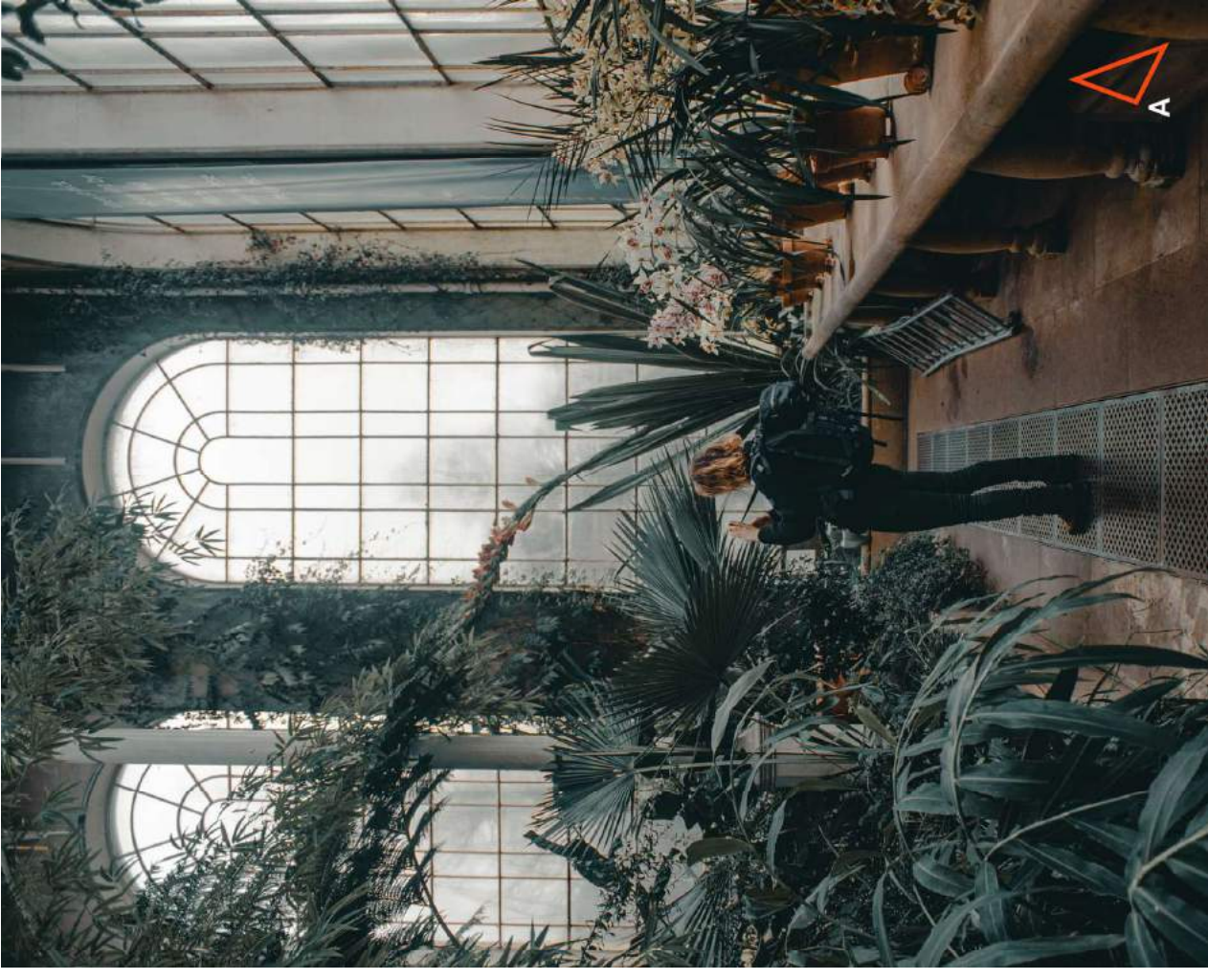
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## Ambience

We want you to have creative licence but, we believe in making a difference today to look after tomorrow. As such, we would like you to stick to these guiding principles.

- The artwork should be viewable during the day and at night. It should also be appropriate for any season.
- It should be viewable at a short or long distance. It may be that further details come to light as you get closer, or view from a short distance.
- We know this goes without saying but, if you're shooting people please make sure it is a diverse and inclusive.
- Be inclusive and considerate of any disabilities or hidden disabilities which could be impacted by the artwork.
- We prefer it if you consider interactive elements, particularly if using mediums like light, digital art or sound.
- We like it when artwork also has a functional use as well as being a piece of artwork e.g. an artistic map of the city so people know where to go.
- Consider the point of the customer journey, ensuring the customer experience is only being enhanced e.g. if the customer is looking to locate their platform they don't want to be distracted with large busy artwork, if they are in a waiting space then there is more time for them to stop, look and engage.

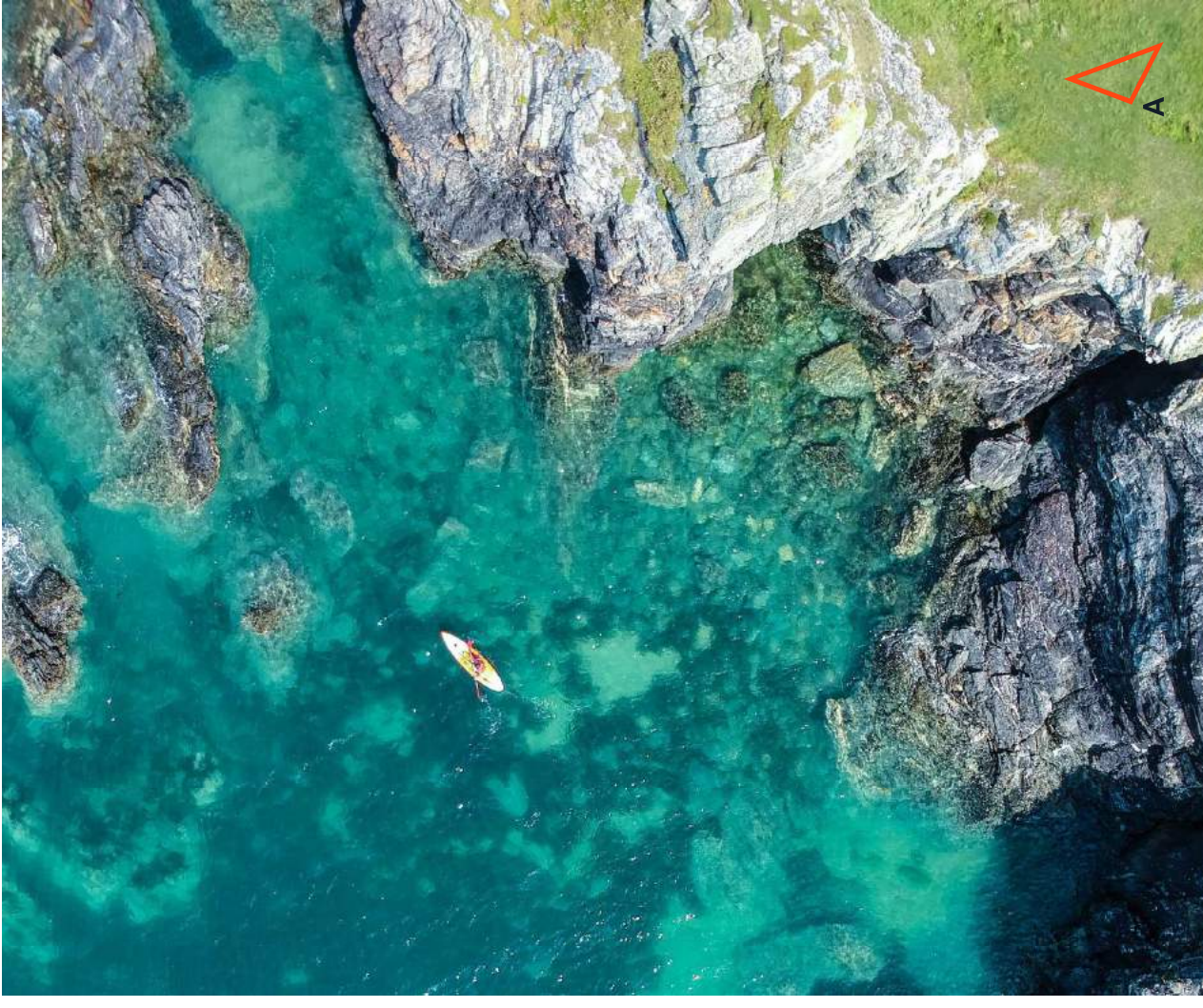




## Materials/Medium

We want you to have creative licence but, we believe in making a difference today to look after tomorrow. As such, we would like you to stick to these guiding principles.

- We encourage creativity and as a brand we always look to raise the bar and be progressive. We prefer it if various mediums are considered beyond a physical static mural. For example, lighting installations and digital art could be used.
- The exact medium may be dependant on the space it is going in. For example, in a heavily Avantti West Coast branded space like a waiting room any artwork needs to compliment our Creative Direction for these spaces.
- We prefer it if you think about texture and how the artwork can ignite all the senses. We also prefer it if you consider the balance between using raw materials and more contemporary textures.
- Materials and colours do not have to be from our palette but should feel rich and natural. Colours can also be from or inspired by our Brand colour palette should you wish.
- Eco-friendly/solvent free paints and artist supplies should always be used where possible. Recycled materials should also be used where possible.
- Think about using local suppliers and industries rather than going further afield



# Thank you.

Any questions? Just get in touch.

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