



THE ZIP

THE BRIGHTON ZIP
BRAND AND BUSINESS STRATEGY

HISTORY

The Brighton Zip has been operating since 2017. It is one of Brighton's major leisure offerings with over 25,000 riders a year. The zip is one of the few leisure activities that has a physical element to it. It consists not only of the zip wire itself but also the walk down the seafront to The Zip Base camp, this has two benefits one is the additional exercise and the other is giving customers the opportunity to see other businesses and shop fronts on the return walk. The site has been operated by the same person prior to Brighton Zip since 2011. The Zip operator was also responsible for bringing Brighton wheel to the seafront, a big attraction and a huge investment to the city which brought hundreds of jobs over the years, and raised Madeira Drive's profile in Brighton with both with tourists and residents alike. During this time they worked closely with BHCC's to pass the wheel through planning and were allowed to operate under BHCC own license to create VIP events and support charity evenings. This partnership was incredibly successful.

49 The Brighton Zip as a concept was born out of the need to use the site for leisure after the wheel was removed. The reason for its removal was partly due to the investment from BHCC in the I360. Once again, the operator regenerated the site and supplemented the leisure activity with a simple food court offering. They were approved for a premises license in April of 2019 and added alcohol offering to their food offering.

Brighton Zip are one of the few companies that have committed to being open throughout the winter. While not commercially profitable during the off season, it's has always been important to the local family business to provide year-round employment to their core staff.

The long-term plans for the site were to create a permanent restaurant to cater for the tourist trade near Brighton Pier. In essence this plan remains the same, but The Brighton Zip seek to approach the project in a different way to align the operation with the cultural needs and behaviour of the local people of Brighton and Hove and to manage the social responsibility and challenges COVID-19 has brought to business in the hospitality and leisure sector.





MADIERA DRIVE

It's been clear that Madeira Drive has suffered from neglect over the years, almost the forgotten stretch of seafront. Even with significant investment from historic operators like Brighton Zip, Concorde 2 and new operators, such as Loaded and The Electric Arcade the area has traditionally been a difficult place to operate, and very tourist focused. When the Covid-19 Pandemic hit it decimated businesses along the seafront from bars to restaurants, venues to leisure activities. The damage to these businesses and major employers runs deep and regardless of the support and schemes it has put business back for years, leaving companies carrying huge amounts of debt. Even with a cultural feel that the worst is over these businesses will carry damages far into the future and income is not by any means back to pre-pandemic levels.

There was one significant change to Madeira drive, the pedestrianisation of the road for additional exercise space during the Lockdown. Locals began to discover a part of their seafront they had not considered regularly visiting before. This derelict forgotten part of the seafront began to show signs of growth and innovation, alongside the changes and reduction in visiting tourists.

It is this that has triggered Brighton Zip to once again regenerate and refocus its business at local residents. Brighton Zip is a family business who have lived in Brighton for the past 30 years. Graphite Design has been contacted to help develop this new concept and reach more local audiences.

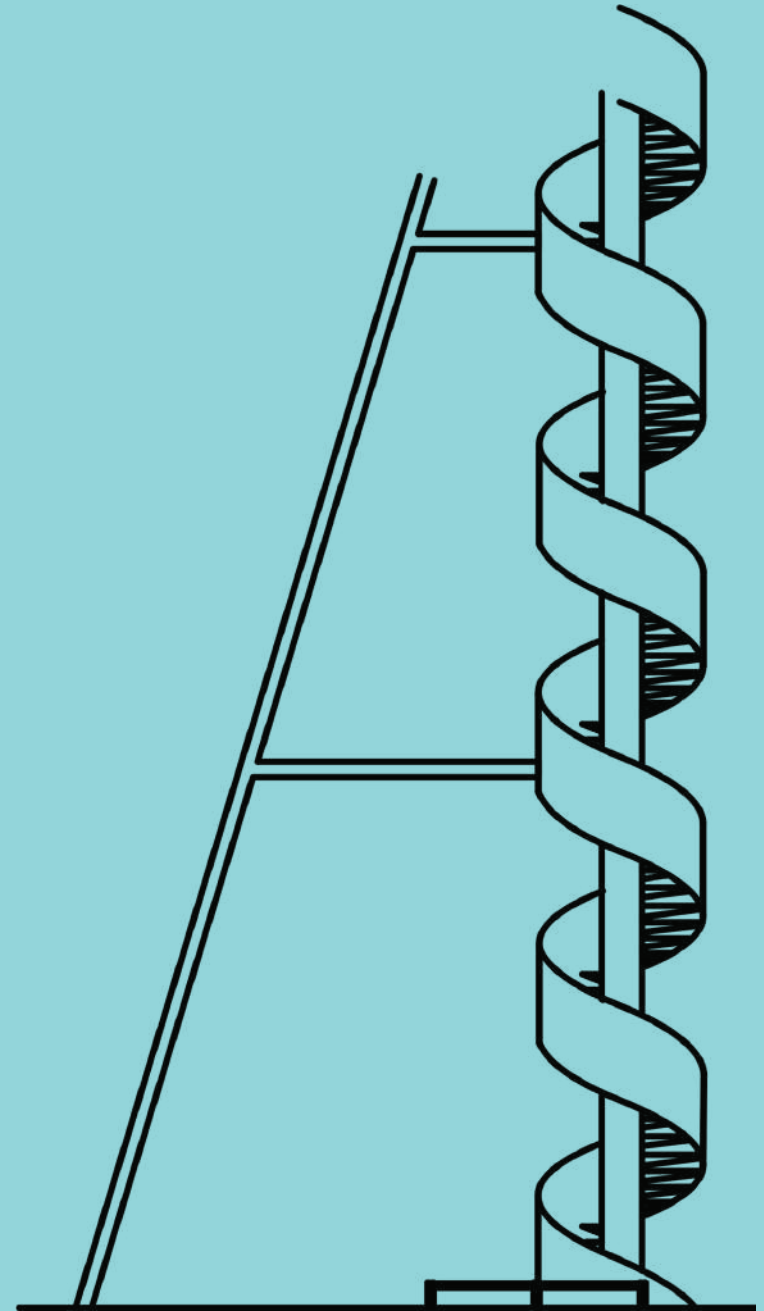
THE BRIEF

Brighton Zip wants to create a new hub for local residents, families, foodies and adventure seekers. They want to tap into Brighton's love for pop up - local food, local beer, and the love of socialising. They want to bring the traditions that local Brightonians all love about being a seaside town, while moving away from the traditional 'kiss me quick' and 'fish and chip' offering. Knowing that investment in indoor dining is incredibly risky at the moment they want to create a vibrant outdoor environment with a food and activity focus that local people can enjoy all year round.

GOALS

- + Site redevelopment to engage local audiences.
- + Update branding to be modern, clean and more accessible.
- + New food with pop-up options and kitchen takeovers.
- + New local coffee offering.
- + Venue for local artists, charities and kitchens.
- + Make the ZIP Deck + WIRE a year-round operation.

**BRIGHTON ZIP THE NEW
PLACE TO MEET.**



THE STRATEGY

SITE

Re-Style the ZIP deck, to integrate with the local audiences more.

- + Clean and remove cluttered signage
- + Create a strong colour pallet that brings a mix of the tradition seafront styling with the new bolder colour choice
- + Bring the zip and the food court together to feel like one cohesive operation
- + Create an original asset to the site for local people to enjoy
- + Tidy the visuals and operational bar and kitchen elements
- + Make the coffee shop a more accessible unit that relates to the site
- + Create a clear entrance and brand for the site.
- + Install signage that give the space a title 'The Zip Deck'

BRANDING

Create one clean brand across the whole operation and communication platforms.

- + Update logo
- + Create basic brand guidelines and follow them through all arms of the company
- + Tie the site clearly to the branding
- + Make a strong brand presence across the site
- + Make relationships with other brands that supports Brighton Zips goals
- + Make enviromentally friendly choices in all branding activations

PARTNERSHIPS

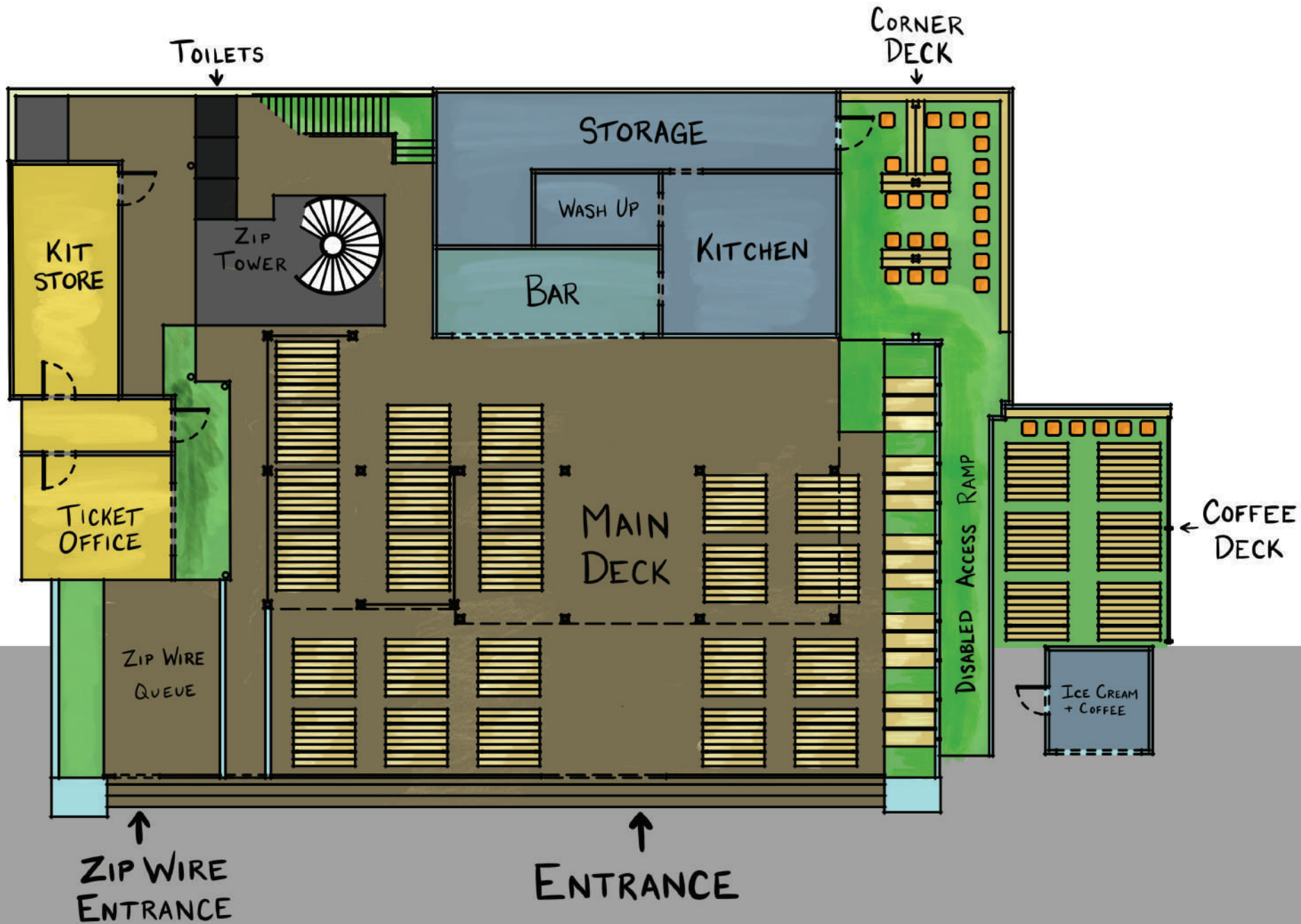
Work with other Brighton businesses in collaboration to create great experiences for customers.

- + Bring in a local coffee company Red Roaster to provide training for staff, a better quality product and a trusted local brand
- + Connect with Street. Diner a local street food market and stall broker to provide local food offerings through their contacts
- + Connect with local venues and festivals to engage in existing events providing space for activations such as screenings, receptions and small-scale performances
- + Develop a relationship through previously mentioned activity with local Brighton audiences to create a year round non-seasonal business

THE BEST SUNSET IN BRIGHTON
ALL YEAR ROUND.

SITE LAYOUT PROPOSALS

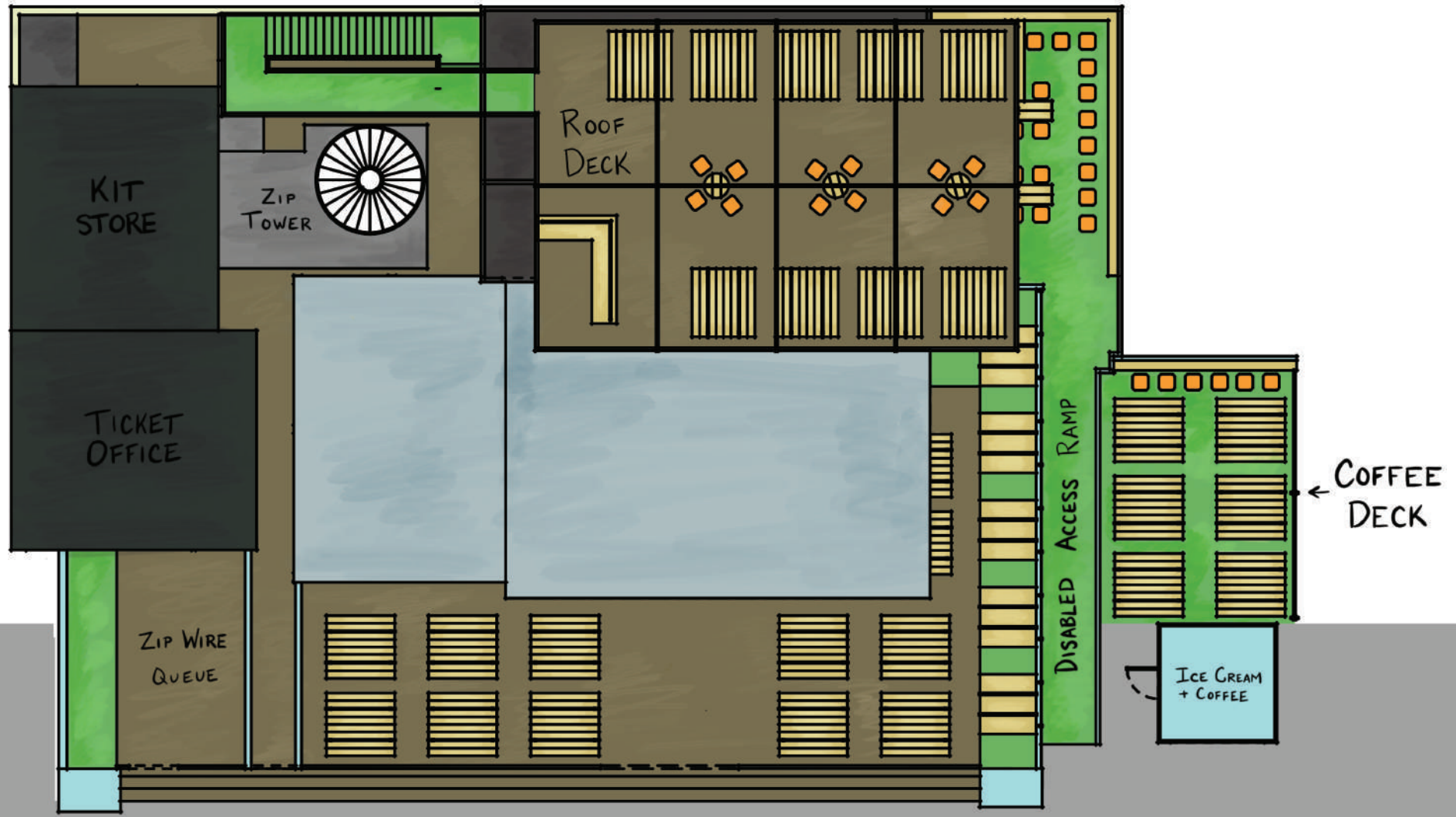
GROUND FLOOR



ROOF DECK

STAIRS
↓

CORNER
DECK
↓



54

↑
ZIP WIRE
ENTRANCE

↑
ENTRANCE

SKETCH CONCEPT



THE ZIP

PRICE LIST

ZIP WIRE

SINGLE RIDER _____ £16
DUAL RIDER _____ £30

VIDEO WRIST BAND

RECORD YOUR TRIP _____ £3

WWW.BRIGHTONZIP.COM

ENTRANCE

KIT DROP

THE ZIP BAR + KITCHEN

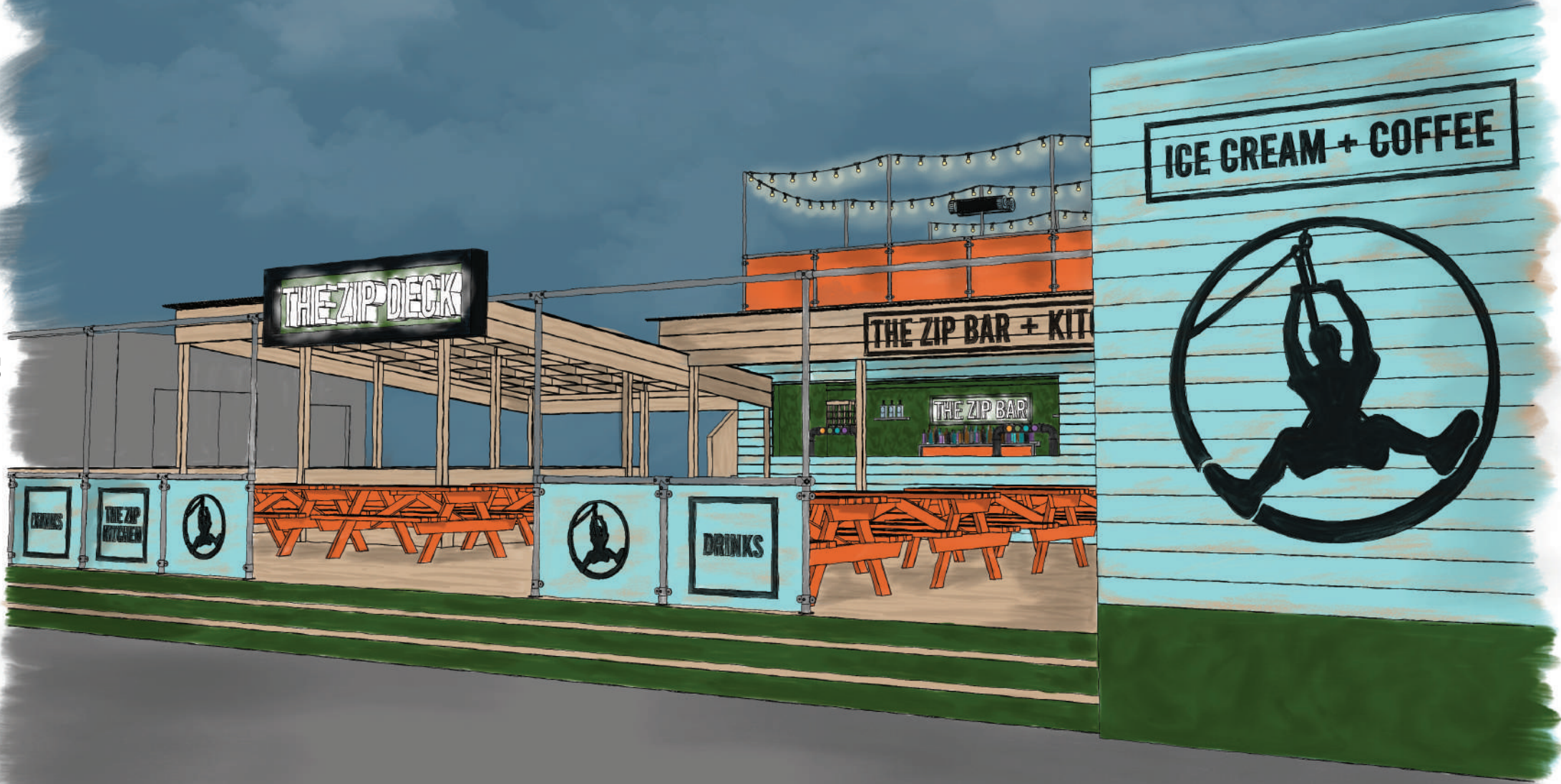


**THE ZIP
KITCHEN**

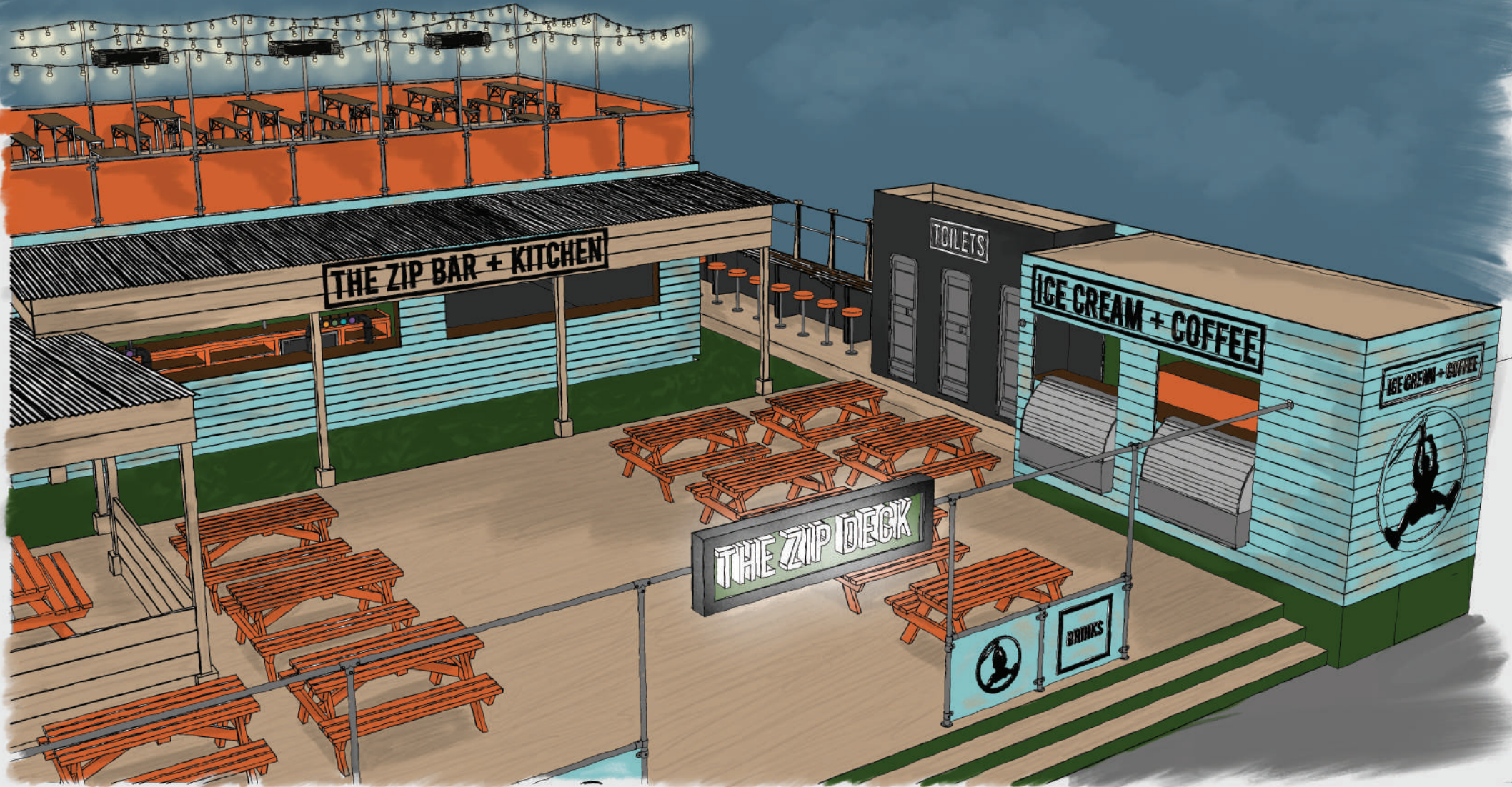
**FISH
+
CHIPS**

SKETCH CONCEPT

56

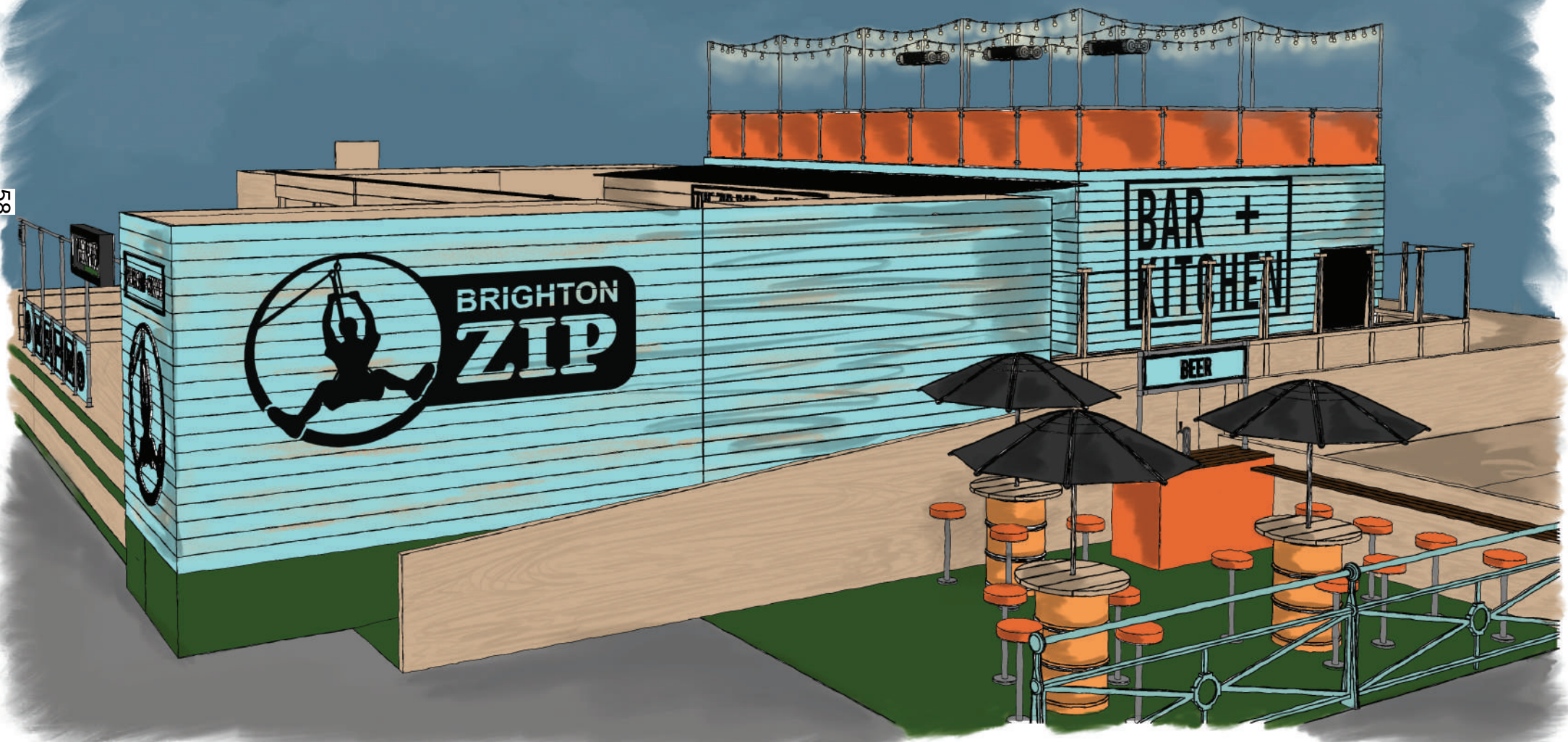


SKETCH CONCEPT



SKETCH CONCEPT

58

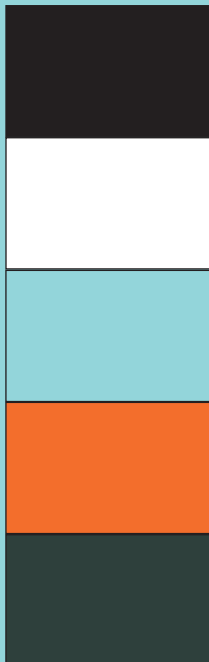


BRAND PROPOSALS

BRANDING STYLE PROPOSAL

- + Black and white versions of the logo on Brighton Blue
- + All signs hand painted instead of printed
- + Single font, taken from current branding "Bebas"
- + Single simple box around titles
- + All titles in block capitals
- + The use of + symbol instead of the word 'and' or '&' In titles.

COLOUR PALETTE



TEXT AND LOGO COLOUR

TEXT AND LOGO COLOUR

PRIMARY COLOUR

ACCENT COLOUR

ACCENT COLOUR

OLD LOGO

The old Brighton Zip logo, has become dated over time and needs modernising. Taking the multiple font styles and removing a lot of the colour will help clean the logo.



NEW LOGO

The new Brighton Zip logo creates a modern silhouette of the old logo design. By simplifying the multi-colour branding to a high-contrast, monochrome palette, it turns what was once a logo into an icon - a recognisable symbol that can be used in many applications, from packaging, to signage, and t-shirts.



THE ZIP

PACKAGING

Update the Brighton Zip packaging to reflect the new brand and style guidelines.

Replace plasticware for sustainable materials that can be easily recycled and are biodegradable.

Replace multi-colour boxes with simple kraft boxes, so all packaging has a cohesive look.



- + BROWN KRAFT BOXES
- + RECYCLABLE, BIODEGRADABLE COFFEE CUPS
- + RECYCLABLE, BIODEGRADABLE PINT CUPS
- + BIODEGRADABLE BAMBOO CUTLERY
- + STAMPED WITH ZIP LOGO

UPDATES SEPTEMBER 2021

BEFORE



AFTER



02



BEFORE

AFTER

BEFORE



AFTER



AFTER





BEFORE



AFTER



AFTER