

A new visitor brand & logo for Petersfield - we need your views!

With the recent announcement of the creation of the South Downs National Park, Petersfield Tomorrow are looking at how to enhance the image of Petersfield for visitors. Our research has shown that Petersfield suffers from a lack of a distinct identity, and there is no consistent theme or message being projected. Therefore one of our key initiatives is to develop a brand for Petersfield, which will include; a logo, icon, typeface, colour scheme, and a coherent message.

Petersfield's key characteristics we wish to promote are:

- The historical character of the town
- The high standard of food & retail opportunities
- It is surrounded by great and accessible countryside.

Nearby you will find 4 initial logo concepts, that reflect these ideas. We need your feedback to help us find the most suitable for Petersfield, so please spend a few moments to give us your thoughts.

Please tell us which design you like BEST and why you feel that way.

Design:	
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Please tell us which design you like LEAST and why you feel that way.

Design:	
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Do you have an idea for the slogan (e.g. Petersfield- the key to the South Downs)?

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