

THE
BROADWAY
BRADFORD

WHO

The Broadway Bradford is a shopping and leisure complex housing more than 85 stores and food outlets in the centre of Bradford, West Yorkshire. At Broadway, the focus was to develop a cohesive staff culture and vision with the overall aim being to create core cultural values which will define how The Broadway will be presented.

HOW

Beattie Communications created a new internal sub-brand of Broadway Bradford, that encapsulated Broadway's community culture and values, and *Be Broadway* was born. As a key driver for staff development and motivation, *Be Broadway* covers the centre's community news, awards staff members for excellence, and promotes the *Be Broadway* goal which is eloquently summarised in the *Be Broadway* tagline: *Go beyond the expected.*

RESULTS

The final logo is an identity that wholly encapsulates the Broadway community ethos. The main logomark, consisting of two interlinked uppercase Bs, shows a sense of community and the concept that Broadway and Bradford itself are interlinked.



Go beyond
the expected