

Introduction

Ideas for the design and artwork of
Eastbourne Borough Council's 2008
holiday guide and its **two**
associated leaflets.

21

Contents	'Eastbourne' as a logotype	3
	Traditional cover ideas	4
	Traditional spread ideas	7
	Contemporary cover ideas	11
	Contemporary spread ideas	14
	Associated leaflet cover ideas	17
	Associated leaflet spread ideas	18
	Who we are	19
	Typography and Legibility	20

ea!

'Eastbourne' as a logotype

We began by trying to define the word 'Eastbourne' as a logotype so that it could be used throughout a range of material. We added the descriptor '... IS EVERYTHING' to give it credence. Having tried a number of typefaces we settled for 'Gill' which is also used extensively on the inside.

Eastbourne

Eastbourne

Eastbourne

Eastbourne

Eastbourne

at

... IS EVERYTHING
Eastbourne

Brochure Front Cover
TRADITIONAL



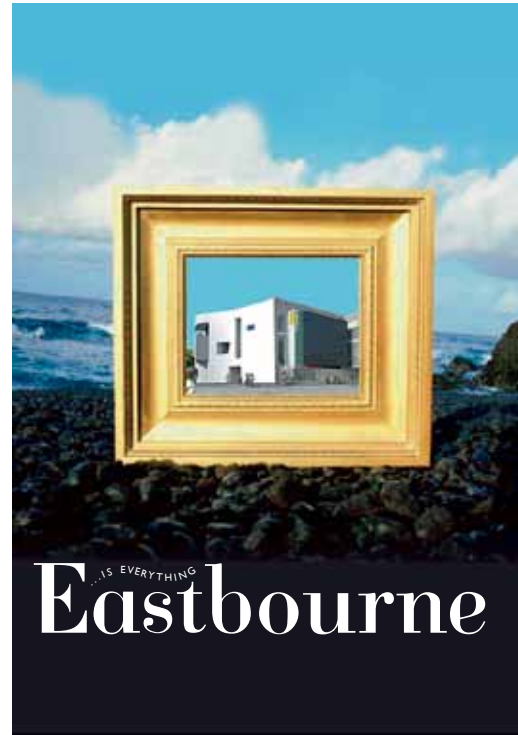
21

Brochure Front Cover
TRADITIONAL



21

Brochure Front Cover
TRADITIONAL



21



The rolling hills of the South Downs, the dramatic chalk cliffs of Seven Sisters, ancient monuments, fairytale castles and 1066 history are all waiting to be discovered here on Eastbourne's doorstep. There can't be many seaside towns blessed with Eastbourne's surroundings; before you take a look at what we have to offer, remember that it's also consistently one of the sunniest places in the UK. So, together with our balmy coast, wherever you choose to go you'll be assured of one thing – a warm welcome!



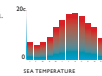
A DREAM OF THE SEA...

Set on the South coast, Eastbourne's stunning seaside location has quite simply to be seen to be believed. Breathe in the sea air, dabble your toes in the sea, play with the pebbles or simply be as laid back and chilled as you like - these are just a few of the things that you can do beside the sea.



PLAY, REST AND PLAY...

The variety of attractions and activities on offer for you to try your hand at will keep you amused for many an hour. With almost forty tourist attractions, there'll be something for everyone and you can be as busy as you like.



THINGS TO DO
Quite simply you will be spoilt for choice. See what's on offer on pages 4 to 19.



EAT, DRINK AND BE MERRY...

Whether you fancy a cappuccino, a Sussex sausage or seared swordfish, there's something for everyone to be refreshed and revived.



GREEN AND PLEASANT...

With three national trails right on the door step, an area of Outstanding Natural Beauty, fascinating forests, gardens galore and Sussex Weald countryside, which direction do you take?

FURTHER INFORMATION
For those particularly interested in arts and culture or sports and leisure, there are booklets specifically for these two areas - for a copy visit the website www.visit-eastbourne.com or call 08702207105



GO ON A SHOPPING SPREE...

Indulge and immerse yourself in the extensive range of shops, boutiques, shopping malls and outdoor markets that Eastbourne has to offer.



PLACES TO STAY...

For information about where to stay visit our website at www.visit-eastbourne.com, call: 0871663 0031 or drop in to our Tourist Information Centre, Cornfield Road, Eastbourne.



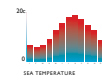
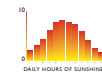
Brochure Intro spread
TRADITIONAL



The rolling hills of the South Downs, the dramatic chalk cliffs of Seven Sisters, ancient monuments, fairytale castles and 1066 history are all waiting to be discovered here on Eastbourne's doorstep.

There can't be many seaside towns blessed with Eastbourne's surroundings; before you take a look at what we have to offer, remember that it's also consistently one of the sunniest places in the UK.

So, together with our balmy coast, wherever you choose to go you'll be assured of one thing – a warm welcome!



A DREAM OF THE SEA...
Set on the South coast, Eastbourne's stunning seaside location has quite simply to be seen to be believed. Breathe in the sea air, dabble your toes in the sea, play with the pebbles or simply be as laid back and chilled as you like - these are just a few of the things that you can do beside the sea.



PLAY, REST AND PLAY...
The variety of attractions and activities on offer for you to try your hand at will keep you amused for many an hour. With almost forty tourist attractions, there'll be something for everyone and you can be as busy as you like.



EAT, DRINK AND BE MERRY...
Whether you fancy a cappuccino, a Sussex sausage or seared swordfish, there's something for everyone to be refreshed and revived.



GREEN AND PLEASANT...
With three national trails right on the door step, an area of Outstanding Natural Beauty, fascinating forests, gardens galore and Sussex Weald countryside, which direction do you take?



GO ON A SHOPPING SPREE...
Indulge and immerse yourself in the extensive range of shops, boutiques, shopping malls and outdoor markets that Eastbourne has to offer.



PLACES TO STAY...
For information about where to stay visit our website at www.visiteastbourne.com, call: 0871 663 0031 or drop in to our Tourist Information Centre, Cornfield Road, Eastbourne.

THINGS TO DO
Quite simply you will be spoilt for choice. See what's on offer on pages 4 to 19.



FURTHER INFORMATION
For those particularly interested in arts and culture or sports and leisure, there are booklets specifically for these two areas – for a copy visit the website www.visiteastbourne.com or call 08702207105



Brochure Inside
TRADITIONAL

Eat, drink, and be merry...



At the Watersfront in Sovereign Harbour restaurants overlook the busy harbour with plenty of outside seating giving a great vantage point to watch the boats go by.

During Edwardian times, Eastbourne was known as the 'Watering Place of the South' and to this day there's a wonderful array of local produce and drink, eateries and watering spots in and around town with plenty of opportunity to try something different.

For the gourmet, the **Mirabelle Restaurant** at the Grand Hotel, listed in the 'Good Food Guide' is highly acclaimed and has two red AA dining rosettes.

Terminus Road and **Seaside** offer a cosmopolitan range of cuisine including Chinese, Indian, Greek, American, Turkish and traditional Fish and Chips to name a few.



For the afficiano traditional coffee check out Cafe House or Bellissima's with their dedicated beach areas and for light snacks and refreshments along the promenade there are The Pavilion, Wish Tower Cafe and Hollywood Tea Chalk.



Alternatively, cider and perry lovers should head for Middle Farm and taste samples from the National Collection of Cider and Perry or fresh pressed apple juice.

The area
Venture out into Sussex countryside and take a tour of the **local vineyards**. With perfect chalky soil, ideal for Champagne grape varieties, local wine producers are gaining quite a reputation for their sparkling wines.



Seek out the local **farmers' markets** and taste Sussex cheeses or indulge in a traditional Sussex cream tea in one of the numerous tea shops.

For those with a sweet tooth, the original recipe for banoffi pie comes from **The Hungry Monk** in Jevington. Created in 1972, in this former monastic retreat. The Hungry Monk is still a restaurant of high repute.

To round off a busy day relax in one of the numerous traditional country pubs serving real local ale straight from the barrel and superb local produce.

*For diners of
all tastes you can't beat Eastbourne*

R Ledger The Hungry Monk, Jevington



Brochure Inside
TRADITIONAL

Go on a shopping spree...

Treat yourself and enjoy Eastbourne's shopping – whether it's in the central shopping mall, outdoor markets, individual boutiques nor out and about in the surrounding area.

Relax in the pedestrianised centre of town, taking in the modern shopping mall and other major retail stores. Saunter towards the seafront for the traditional seaside shops with souvenirs, postcards and seaside rock.

Linger in **Little Chelsea** amongst the boutiques and individual shops that cater for a wide range of tastes from clothing, sporting goods, interiors, art and books to cafes and delicatessens.

Explore the **Enterprise Centre** which you can reach directly from the station, has over 50 small and interesting shops.

Whether you're after crafts, fancy dress, gifts, cheese, sausages, a meal or just a coffee, you should find something here. Discover the **Waterfront** beside the Marina with its mix of arts and crafts,

unusual gifts, shoes and clothing. Mingle in **Meads** amongst the florists, tea rooms and interior shops.

Trundle out to the trug shops at **Herstmonceux**, browse around a variety of gift shops in **Alfriston** or stray further afield to the county town of **Lewes**.



For opening times, addresses and contact details, see our up-to-the-minute database of shops at www.visiteastbourne.com



All are magical places braving emporia for delights as well as for those seeking off-beats.



The Enterprise Centre, which you can reach directly from the station, has over 50 small and interesting shops. Whether you are after crafts, fancy dress, gifts, cheese, sausages, a meal or just a coffee, you should find something here.



Discover the Waterfront beside the Marina with its mix of arts and crafts, unusual gifts, shoes and clothing.



wonderful Eastbourne is full of
treats!
A King Bridgend, South Wales

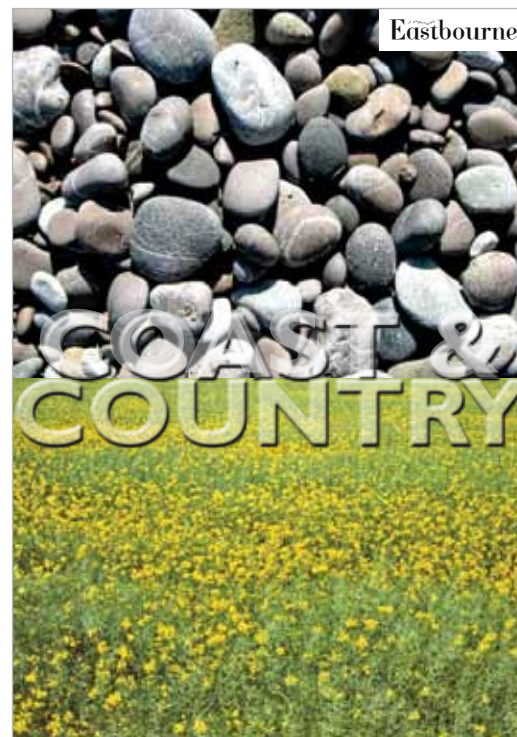
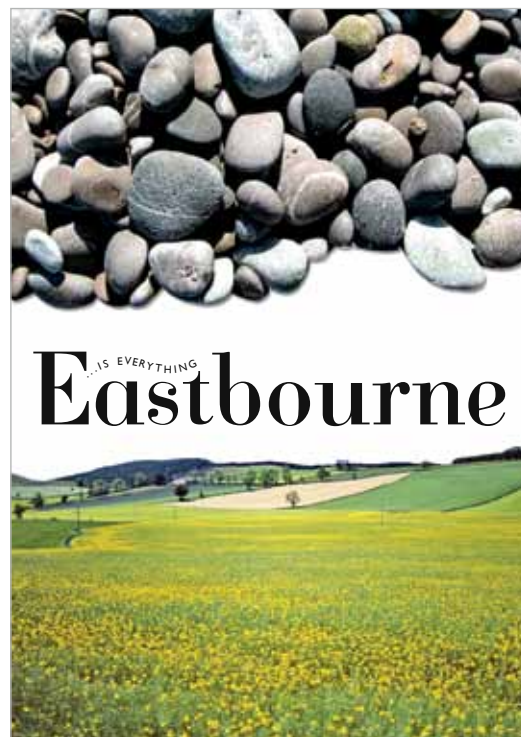
21

Brochure Front Cover
CONTEMPORARY



21

Brochure Front Cover
CONTEMPORARY



21

Brochure Front Cover
CONTEMPORARY



21

Brochure Inside
CONTEMPORARY





WELCOME

The rolling hills of the South Downs, the dramatic chalk cliffs of Seven Sisters, ancient monuments, fairytale castles and 1066 history are all waiting to be discovered here on Eastbourne's doorstep. There can't be many seaside towns blessed with Eastbourne's surroundings; before you take a look at what we have to offer, remember that it's also consistently one of the sunniest places in the UK. So, together with our balmy coast, wherever you choose to go, you'll be assured of one thing – a warm welcome!

THINGS TO DO
Quite simply you will be spoilt for choice. See what's on offer on pages 4 to 19.

A DREAM OF THE SEA... 4
Set on the South coast, Eastbourne's stunning seaside location has quite simply to be seen to be believed. Breathe in the sea air, dabble your toes in the sea, play with the pebbles or simply be as laid back and chilled as you like – these are just a few of the things that you can do beside the sea.

PLAY, REST AND PLAY... 8
The variety of attractions and activities on offer for you to try your hand at will keep you amused for many an hour. With almost forty tourist attractions, there'll be something for everyone and you can be as busy as you like.

EAT, DRINK AND BE MERRY... 12
Whether you fancy a cappuccino, a Sussex sausage or seared swordfish, there's something for everyone to be refreshed and revived.

GREEN AND PLEASANT... 14
With three national trails right on the door step, an area of Outstanding Natural Beauty, fascinating forests, gardens galore and Sussex Weald countryside, which direction do you take?

GO ON A SHOPPING SPREE... 16
Indulge and immerse yourself in the extensive range of shops, boutiques, shopping malls and outdoor markets that Eastbourne has to offer.

PLACES TO STAY... 21
For information about where to stay visit our website at www.vistaeastbourne.com, call: 0871663 0031 or drop in to our Tourist Information Centre, Cornfield Road, Eastbourne.

FURTHER INFORMATION
For those particularly interested in arts and culture or sports and leisure, there are booklets specifically for these two areas – for a copy visit the website www.vistaeastbourne.com or call 08702207105



DAILY HOURS OF SUNSHINE

Month	Hours of Sunshine
Jan	1.5
Feb	2.5
Mar	4.5
Apr	6.5
May	8.5
Jun	10.5
Jul	11.5
Aug	10.5
Sep	8.5
Oct	6.5
Nov	4.5
Dec	2.5

SEA TEMPERATURE

Month	Sea Temperature (°C)
Jan	5
Feb	6
Mar	7
Apr	9
May	11
Jun	13
Jul	15
Aug	16
Sep	15
Oct	13
Nov	11
Dec	9

21

Brochure Inside
CONTEMPORARY

Eat, drink, and be merry...

During Edwardian times, Eastbourne was known as the 'Watering Place of the South' and to this day there's a wonderful array of local produce and drink, eateries and watering spots in and around town with plenty of opportunity to try something different.



At the Waterfront in Sovereign Harbour¹ restaurants overlook the busy harbour with plenty of outside seating giving a great vantage point to watch the boats go by. For the gourmet, the Mirabelle Restaurant at the Grand Hotel, listed in the 'Good Food Guide'² is highly acclaimed and has two red AA dining rosettes.

Terminus Road and Seaside³ offer a cosmopolitan range of cuisine including Chinese, Indian, Greek, American, Turkish and traditional Fish and Chips to name a few.

THE AREA Venture out into Sussex countryside and take a tour of the local vineyards. With perfect chalky soil, ideal for Champagne grape varieties, local wine producers are gaining quite a reputation for their sparkling wines.

Alternatively, cider and perry lovers should head for Middle Farm⁴ and taste samples from the National Collection of Cider and Perry or fresh pressed apple juices. Seek out the local farmers' markets and taste Sussex cheeses or indulge in a traditional Sussex cream tea⁵ in one of the numerous tea shops.

To round off a busy day, relax in one of the numerous traditional country pubs serving real local ales straight from the barrel and superb local produce.



For the off-roast continental cafe style check out Cafe Roux or Bellissimo's with their decked beach areas; and for light snacks and refreshments along the promenade there are The Pavilion, Wish Tower Cafe and Holywell Tea Chale.



For those with a sweet tooth, the original recipe for Banoffi pie comes from The Hungry Monk in Jevington. Created in 1972, in this former monastic retreat, The Hungry Monk is still a restaurant of high repute.

*For diners of
all tastes you can't beat Eastbourne*

R Ledger
The Hungry Monk, Jevington

al

Brochure Inside
CONTEMPORARY

Go on a shopping spree...

Treat yourself and enjoy Eastbourne's shopping – whether it's in the central shopping mall, outdoor markets, individual boutiques or out and about in the surrounding area. Relax in the pedestrianised centre of town, taking in the modern shopping mall and other



The Enterprise Centre, which you can reach directly from the station, has over 50 small and interesting shops. Whether you are after crafts, fancy dress, gifts, cheese, sausages, a meal or just a coffee, you should find something here. Saunter towards the seafront for the traditional seaside shops with souvenirs, postcards and seaside rock.

Linger in Little 'Chelsea' amongst the boutiques and individual shops catering for a wide range of tastes from clothing, sporting goods, interiors, art and books to cafés and delicatessens.

Discover the Waterfront beside the Marina with its mix of arts and crafts, unusual gifts, shoes and clothing. Explore the Enterprise Centre with its diverse range of specialist shops. Mingle in Meads amongst the florists, tea rooms and interior shops.

Trundle out to the trug shops at Herstmonceux, browse around a variety of gift shops in Alfriston or stray further afield to the county town of Lewes – all are magical places boasting emporia for devotees as well as for those seeking affluatus.



For opening times, addresses and contact details, see our up-to-the-minute database of shops at www.visiteastbourne.com



wonderful Eastbourne is full of
treats!

A King
Bridgend, South Wales

21

Associated Leaflets
COVERS



21

Associated Leaflet
Inside A5 spread
CONTEMPORARY

Be inspired...

Dust off the easel, take out the watercolours and paint – there's an abundance of wonderful subjects. If you need inspiration from artists and architecture, visit the De La Warr Pavilion, Bexhill, a Grade I listed 20th century modernist masterpiece which presents a programme of contemporary visual and performing culture.

For classic masters – historic houses across the country such as Fife Place and Gyndle Place display some of the finest collections.

On an historical note, unlike past the Edwardian architecture on Eastbourne's promenade and visit the Redoubt Fort and Military Museum, a circular construction built in response to the threat of invasion by Napoleon, or venture into the surrounding area to discover a wealth of historical treasures.

Witness the Conqueror came ashore at Pevensey Bay – follow his trail of 1066 with castles and Norman churches and shudder at the site of the Battle of Hastings in Battle where he defeated the Anglo Saxons. In the ruins of Battle Abbey stand on the very spot where the defeated King Harold fell.

Be captivated by the cascades in one of Capability Brown's landscaped gardens, Sheffield Park, or promenade through Pashley Manor Gardens – a very English garden.



Be dominated by the original Judd-Roth Interiors at Bexhill's home of Redoubt Forting in Westbourne Park, winder in 500 acres of park and water plants.

Visit the Roman ruins at Pevensey Castle with a history reaching back over sixteen centuries or climb to the top of Bodiam Castle's battlements.



Our brand new *Culture Centre* is a must-see!

F Woodger
Eastbourne

Be inspired...

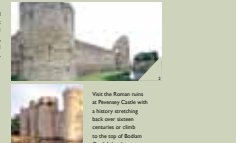
Dust off the easel, take out the watercolours and paint – there's an abundance of wonderful subjects. If you need inspiration from artists and architecture, visit the De La Warr Pavilion, Bexhill, a Grade I listed 20th century modernist masterpiece which presents a programme of contemporary visual and performing culture.

For classic masters – historic houses across the country such as Fife Place and Gyndle Place display some of the finest collections.

On an historical note, unlike past the Edwardian architecture on Eastbourne's promenade and visit the Redoubt Fort and Military Museum, a circular construction built in response to the threat of invasion by Napoleon, or venture into the surrounding area to discover a wealth of historical treasures.

Witness the Conqueror came ashore at Pevensey Bay – follow his trail of 1066 with castles and Norman churches and shudder at the site of the Battle of Hastings in Battle where he defeated the Anglo Saxons. In the ruins of Battle Abbey stand on the very spot where the defeated King Harold fell.

Be captivated by the cascades in one of Capability Brown's landscaped gardens, Sheffield Park, or promenade through Pashley Manor Gardens – a very English garden.



Be dominated by the original Judd-Roth Interiors at Bexhill's home of Redoubt Forting in Westbourne Park, winder in 500 acres of park and water plants.

Visit the Roman ruins at Pevensey Castle with a history reaching back over sixteen centuries or climb to the top of Bodiam Castle's battlements.



Our brand new *Culture Centre* is a must-see!

F Woodger
Eastbourne



Who we are

Electric Pencil Company is a graphic design consultancy. We use our knowledge and experience to support our clients' needs for a variety of above and below-the-line activity on behalf of their shareholders, stakeholders and customers.

This includes managing and developing a range of strategies and tactics for Corporate and Brand identities, Sales and Promotional literature, Direct Mail, Direct Response advertising, Corporate advertising, Point-of-Sale, Exhibitions, Web elements and Packaging.

Our clients enjoy the benefits of our Copywriting, Typography, Graphics and Computer skills which are ably supported by a hand-picked selection of Supplier Partners who subscribe to our tenets.

el!

Typography and Legibility

Where typography and legibility are concerned we follow the **RNIB's Clear Print** guidelines as well as our own experience and recent research into fonts and type size.

Around 3% of the UK population have sight problems whilst around 8% – 12% of men (but not women) are colour blind so that they find it hard to distinguish between red and green; and around 10% of people in the UK are thought to have dyslexia to some degree. Good design can make websites, information, products, services and buildings accessible to them. Accessibility does not only affect people with disabilities. It has enormous benefits and rewards for everyone.

Typefaces

We have chosen the new font 'Cantabile' (2000) to form the logotype for 'Eastbourne' and as the headline font throughout. It is based on 'Bodoni' developed by Giambattista Bodoni in 1798 and is renowned for its strong characters.

The body text font is 'Gill' which was created by Eric Gill around 1930; its classical proportions make it highly legible.

The secondary font is 'Garamond' which was designed by Claude Garamond in the 1540s; it conveys a sense of fluidity and consistency and was updated in 1989.

Type weight

People with sight problems often prefer bold or semi-bold weights to normal ones. We have avoided light type weights throughout.

Type size

Though the RNIB's recommendation is a type size between 12 and 14 point we have used 11 point for our body text on both the Traditional and Contemporary submissions believing that the generous leading adds at least 2 points extra in visual terms; the smallest point size is the italic captions which are in 9 point.

Leading

As a general rule the RNIB recommend the space should be 1.5 to 2 times the space between words on a line; we have used much more than this.

Contrast

The better the contrast between the background and the text, the more legible the text will be; black text on a white background provides best contrast and we have used this as much as possible.

Numbers

Our typeface numerals are clear. Readers with sight problems can easily misread 3, 5, 8 and 0.



Typography and Legibility

Word spacing and alignment

The RNIB recommend aligning text to the left margin (as it is easy to find the start of the next line and keeps the spaces even between words) and suggest avoiding justified text as the uneven word spacing can make reading more difficult. We have chosen to use justified text in the main body to make the copy convey authority; it is also the primary format of printed reading material in the UK.

Columns

We have made sure the margin between columns clearly separates them.

Reversing type

If we use white type, we ensure the background colour is dark enough to provide sufficient contrast.

Setting text

We have avoided fitting text around images as this means that lines of text start in a different place, and are therefore difficult to find. And we have avoided setting text over images or textures as this affects the contrast.

Reading distance

The optimum reading distance for type is around 12" – 14"; at this distance the fovea is capable of focusing clearly on a space that is about four letterforms in length. With our peripheral vision we

can see about 12 – 15 letterforms at each fixation point. We have constructed our designs so that contrasting white space makes it all more readable.

Optimum Line Length

For 9 – 12 point type it is 10 – 12 words per line or about 50–65 characters, allowing one character per space. Our copy widths allow for no more than 65 letters per line.

Navigational aids

It is helpful if recurring features, such as headings and page numbers, are always in the same place. A contents list and rules to separate different sections are also useful. We have left a space between paragraphs with indents as dividing the text up gives the eye a break and makes reading easier.

Printing

We recommend avoiding a glossy paper stock because glare makes it difficult to read.

