

The image features a light cream background with abstract shapes. A large teal shape with rounded corners is positioned in the lower half. Inside this teal shape, the text 'Press Release.' is written in white, sans-serif font. Below it, the word 'IN' is written in teal, bold, sans-serif font on a white rectangular background. Below that, the word 'EXETER' is written in teal, bold, sans-serif font on a white rectangular background. To the right of the teal shape, a large red ring is partially visible, overlapping a dark teal shape.

Press Release.

**IN**

**EXETER**

IN

EXETER

## INEXETER ANNOUNCES COLOUR IN EXETER CITY CAMPAIGN

InExeter, the Business Improvement District for Exeter City Centre Businesses is preparing for the city to be transformed with colour.

Ready for the Easter Holidays, flags and wayfinding banners will be installed across Exeter to celebrate the different areas of the city and encourage the public to explore off the High Street to discover all Exeter has to offer.

Ann Hunter, BID Manager says *"It was joyful to see the city lit up for the festive season, the way the lights transformed the city and lifted people's spirits inspired us to create something that could replicate this effect but for the Spring season. Exeter is a brilliantly vibrant and diverse city, we wanted to bring colour to the streets as well encourage people to explore everything the city has to offer."*

The campaign will include colourful banners and flags adorning the streets of Exeter, celebrating the different areas of the city. From Fore Street up to Sidwell Street, there will be an explosion of colour from pops of purple in the West Quarter, yellow hues for the Cathedral Quarter and shades of green for East Gate. All the colours join together in the High Street which brings all these areas together.

The flags have been designed by InExeter, bringing in the colours they use for the different areas of the city which were created as part of InExeter's rebrand in 2022.

*"Each area has a unique colour identity. We want to shine a light on these different areas, celebrate their differences, the businesses that make them up as well as showcasing what makes them unique."* Explains Alice Evans, Marketing Manager at InExeter. *"The Colour In Exeter campaign features unique designs for each district within the Business Improvement District, effectively delineating different areas of Exeter and providing visual cues for people as they enter a new district. We aim to encourage people to explore new areas and discover the exceptional businesses located there."*



Examples of the flags for the Colour In Exeter Campaign.

Continued....

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EXETER

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Each area of the Business Improvement District will have colourful street flags, flagpoles or bunting as well as wayfinding banners directing visitors into the different areas of the city until the end of June.

InExeter has funded this project and would like to express their gratitude to Exeter City Council for generously providing banner sites throughout the city to support the initiative.



The Castle Quarter Flags in Gandy Street