Concept - Core & Seeds

Bulmer Leisure



The concept

Core brand values are difficult to represent visually in a logo. But in this case, we have an object, which was itself, at the core of the family business.

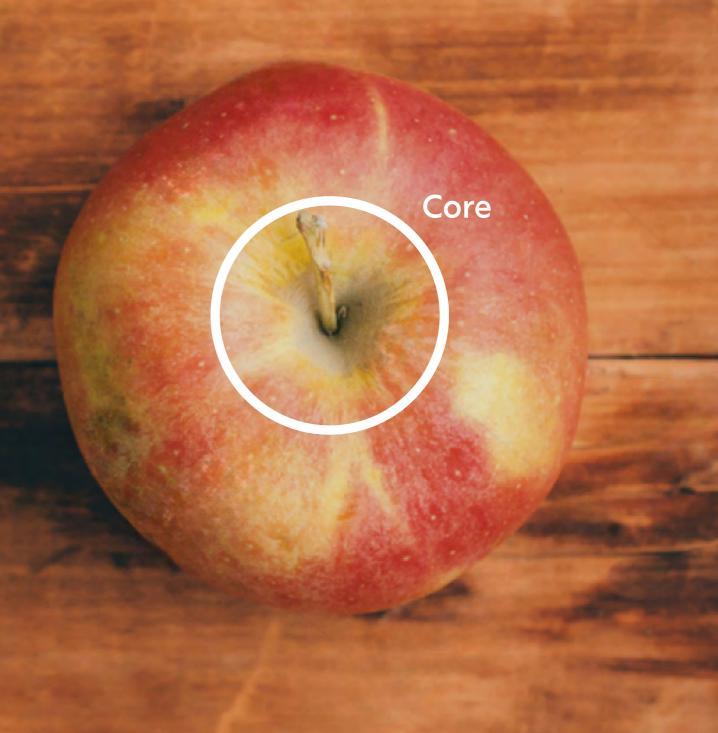
It's at the very centre of their brand story.

An apple - simple, pure, natural

I know what you're thinking – that's too obvious.

The use of an apple in logos has been done to death and used so successfully by one particular tech company from California, it makes all the others virtually redundant. But what if we can get at the very essence of the apple itself, its core. It might be the bit that's usually discarded.

But looking at it differently, and taking a creative approach, it can also represent the very core of the family and the business itself – Bulmer Leisure.





Inspiration

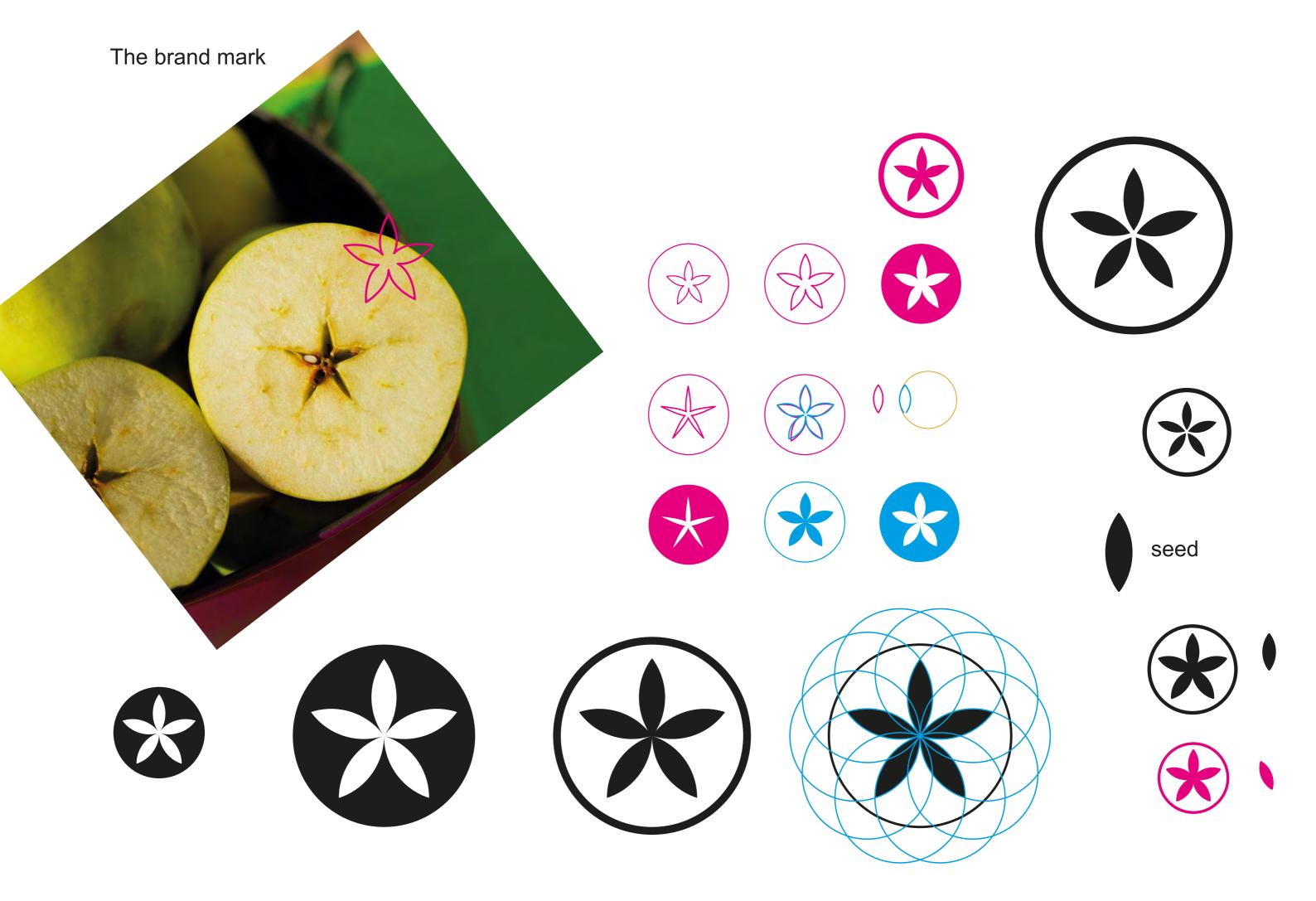
Mont Blanc

Simple brand mark

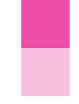
The Montblanc star emblem was introduced in 1913.

The shape represents the snow-covered peak of Mont Blanc — the highest European mountain, symbolising the brand's commitment to the highest quality and finest European craftsmanship.















bulmer leisure

















Silver Bay
Silver Bay

Woodland Falls

Woodland Falls

Woodland Falls
Silver Bay

Woodland Falls



Silver Bay and Woodland Falls, both part of the Bulmer Leisure family, are proud to offer our beautiful and unique family coastal retreats with multi-million, award-winning facilities and breath-taking Anglesey scenery.

Silver Bay

Woodland Falls















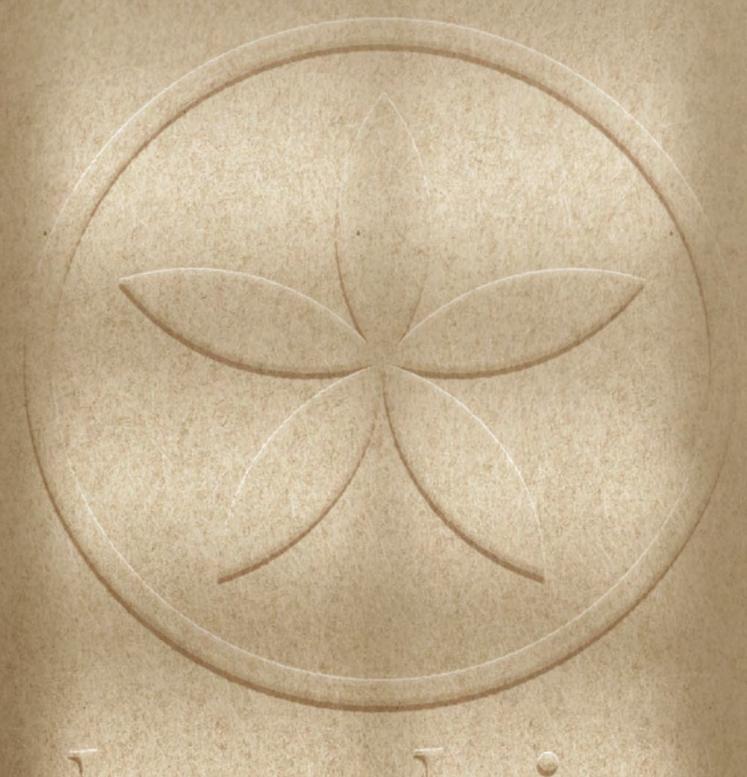




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Silver Bay

Woodland Falls

Type tests

WE'RE RELAXED AT SUPER CHILLED AT JUST CHILLING AT

Just relaxing at

super Chilled at Just chilling at

Everything's cool at

Just relaxing at

Every day is a spa day at

Off to the spa at

Everything's cool at

Just relaxing at

Every day is a spa day at

we're as chilled as you

Just relaxing at













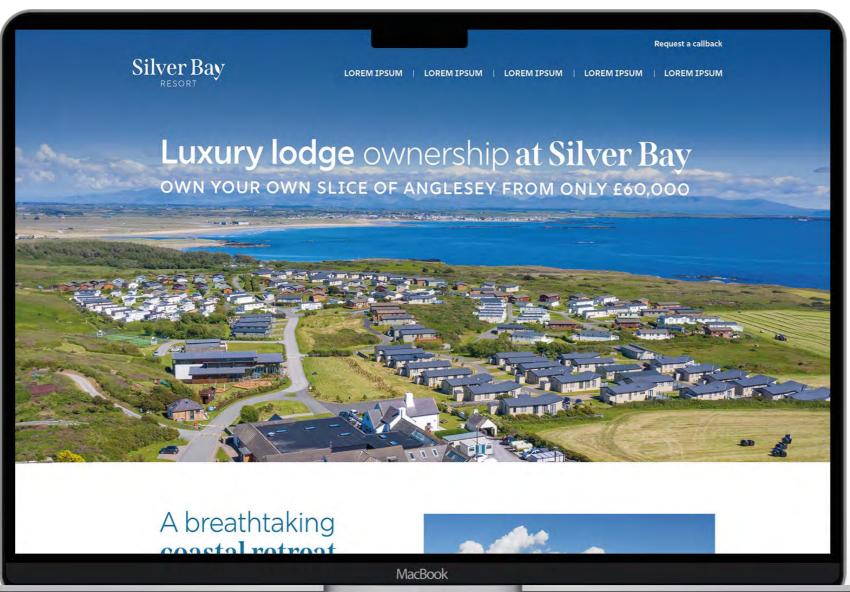
Tote bag



Park logo



A breathtaking coastal retreat







Bulmer Leisure footer



E-shot mock-up



Where does your heart belong?

Each of us know what we want. But we especially know what we love. If you wish for lazy afternoon walks in glorious countryside or crave the fun and excitement of seaside escapades, we have a destination for you. Discover a wonderful combination of amazing facilities, outstanding holiday homes and fantastic settings perfectly suited for relaxation and adventure.

A breathtaking coastal retreat

Silver Bay

If your looking for an unrivalled location with panoramic views you need not look any further than Silver Bay located near Rhoscolyn. Nestled amongst some of the best natural scenery in North Wales and with private access to a green flag beach, Silver Bay offers a wonderful balance of countryside freedom and five-star facilties designed to entertain and pamper.





Plus discover Silvery Bay's exciting new lodge development consisting of six stunning new plots which include five brand new lodges and a unique pre-loved 3 bedroom lodge. Find out more here

Silver Bay Holiday Park Rhoscolyn, Pentre Gwyddel, Anglesey, LL65 2RZ, Wales 01407 862 045

A relaxing countryside retreat



Woodland Falls is situated on the sheltered north-east side of Anglesey, close to the picturesque village of Moelfre and the popular tourist town of Benllech. Nestled in woodland and close to Lligwy beach, rated the No1. beach in North Wales by The Sunday Times, Woodland Falls offers a tranquil countryside setting where you can enjoy its many five-star facilities or simply explore the adjoining countryside and discover the many adventures it holds.





Discover more about Woodland Falls' amazing Autumn Sale where you can save up to £10,000 off selected holiday homes and lodges.

Find out more here

Woodland Falls Holiday Park Rynys, Lligwy, Dulas, Anglesey, LL70 9HJ, Wales 01407 860 111

