



BRAND GUIDELINES 2018

VISIT SHROPSHIRE HILLS | YOURS TO EXPLORE

**UNFORGETTABLE | UNIQUE | UNSPOILT | TEMPTING | SECRET | ADVENTUROUS |
INSPIRING | FUN | WILD**

AIMS OF THE BRAND GUIDELINES

- To showcase the Shropshire Hills branding which will reflect its core values and message, plus a brand image that is instantly recognisable as the The Shropshire Hills.
- To encourage organisations across the region to use a consistent approach based on these guidelines to inspire their own marketing and communications and to encourage them to feel part of a greater whole, thereby helping their own business whilst championing the Shropshire Hills.
- To set expectations for the message and experience customers will have every single time they interact with the Shropshire Hills brand.
- To encourage tourist spend, length of stay and range of activities.

THE BRAND GUIDELINES

The Brand Guidelines will enable each business to promote their own business within it and show how they belong to this incredible part of the world. The destination brand is about unity of voice, image and messaging for visitors.

STRENGTHS TO BE HARNESSSED

- Shropshire Hills AONB, a nationally recognised protected landscape
- Excellent local produce and producers
- The excellent food and drink offer
- The rich cultural offer
- The vibrant, rich variety of festival and events
- The inspiring landscape and distinctive market towns
- Unspoiled, off the radar and underdeveloped
- Excellent road and rail links to Telford and Shrewsbury
- Strong short break visitor profile

WEAKNESSES

- Low domestic market awareness, very low awareness with overseas market
- Limited resources
- Disjointed approach to promotion across Shropshire
- Limited local coordination
- Competitive domestic tourism market
- Poor mobile and WiFi coverage
- Uncoordinated and unplanned online offer
- Lack of shared market intelligence
- Underdeveloped long stay offer

OPPORTUNITIES

- Staycation, glamping and caravanning boom
- Improving the long stay and family offer and promotion
- Social media engagement Growth in activity holiday market
 - Promotion of health and wellbeing benefits
- Closer working relationship with the LEP and regional destinations
 - New younger market

THREATS

- Issues with capacity at key attractions
 - Rising costs
- Creeping commercialism, loss of local distinctiveness
 - Ageing traditional market

BRAND BIBLE ELEMENTS

For the Shropshire Hills Brand, image is everything. All images associated with the Shropshire Hills should reflect that the Shropshire Hills is special, a **place to be shared**. This means that they should show people exploring, discovering and being part of the area: couples, families, groups of friends. Images should not present the landscape and attractions as lonely, isolated places. Instead we should use photography and video to **tempt, excite, inspire** and as a call to action.

**The Shropshire Hills is a place you want to
make yours.**

Yours to discover. Yours to explore.

- **TONE AND VOICE**

We are competing for visitors and spend. We need to communicate consistently who and what we are – what makes the Shropshire Hills different. We must develop a written word as well as visual identity – our written tone of voice, our stories and our names. It is no good saying we are inspiring, passionate and engaging if our language is anything but. We need a strong verbal identity and consistency in what we say and how we say it.

All written communication should be: **Friendly, Knowledgeable, Passionate, Fun**

All written communication should: **Tempt, Entice, Intrigue, Invite**

See written examples in the CREATIVE below.

- **COLOUR** is known to have a powerful psychological effect on emotions and decisions. We have explored and researched brand colours, carefully considering the visual aspects of our marketing campaigns and overall brand objectives. Only the exact brand colours should be used in all Shropshire Hills Tourism print and digital communications.

The brand colours are contemporary and fresh yet reflect the area beautifully. They have been chosen to engage a diverse audience, appealing to a new demographic whilst not alienating the current audience.

The colour palette has been designed to reflect the Hills and imagine the landscape that is so special: **PURPLE** (heather), **PALE BLUE** (skyline), **DEEP BLUE** (night sky), **YELLOW** (sun glow), **GREEN** (hills)

- **TYPOGRAPHY**

Typography and typeface is fundamental to good design. It must be in tune with the overall message and be used consistently. We have researched tourism destinations and market research on how people respond. The choices we have made reflect the brand and its objectives and only the association fonts should be used in all written communication, whether in print or digital.

Typeface and font – see design CREATIVE below

- **LOGO & BADGE** is a vital and memorable piece of a brand's collateral. The logo has been inspired by the famous view of the Long Mynd, Caer Caradoc, Hope Bowdler and Lawley. We will also create sub-branded logos to aid uniting and engaging all those brand champions so vital to the message of the Shropshire Hills:

- Market Towns (Ludlow, Church Stretton, Bishops Castle, Much Wenlock, Clun, Craven Arms, Cleobury Mortimer)
- Shropshire Hills AONB
- Accommodation provider websites (where the logo will sit as a badge) Visitor Attractions (where the logo will sit as a badge) e.g. Ludlow Castle, Shropshire Hills Discovery Centre, Acton Scott, Stokesay Castle, Wenlock Priory, Buildwas Abbey, Stokesay Court, Pitchford Hall, St Lawrence's Church, Snailbeach Mines.

Yours to discover. Yours to explore.



SO WHO IS THIS BRAND AIMED AT? WHO IS THE TARGET AUDIENCE?

Everything we do must reflect our commitment to providing a quality experience that's safe, ethical and sustainable, key values that chime with the expectations of today's travellers. The list below is divided up in two: our current visitor demographic, which remains a target, and our aspirational demographic which this brand also seeks to appeal to.

CURRENT DEMOGRAPHIC

CULTURAL EXPLORERS

Who: Couples Age: Mainly 40+ Key facts: In the higher income bracket. Looking for a intriguing range of historical attractions, interesting towns, good quality accommodation and beautiful scenery. Interested in the local way of life and culture, and enjoy discovering new experiences and places in the UK. Food and drink focus too.

SCENIC EXPLORERS

Who: Couples Age: Mainly 60+ Key facts: Looking for beautiful landscapes, flora and fauna. More likely to be touring — looking for good accommodation deals. Prefer independent travel and off-the-beaten-track holidays. Keen walkers.

ACTIVE EXPLORERS

Who: From households with no children or empty nesters. Age: Some under 35 but most 40+ Key facts: Enjoy discovering new experiences and places in the UK and going somewhere different each time. The Shropshire Hills as an outdoor playground is very important to them — they are the most active of Shropshire's target market segments. Take lots holidays and short breaks and are active sport and outdoor enthusiasts (including walkers and cyclists)

ASPIRATIONAL DEMOGRAPHIC

FAMILY EXPLORERS

Who: Travellers with children under the age of 15 Age: Vast majority are below 50 Key facts: Adventurous travellers who like to learn about the places they visit and local way of life and culture. Looking for places with lots of things to do for children in all weathers; providing children with new outdoor and active experiences is very important. Likely to go to different locations for each holiday. May be keen walkers and cyclists.

ACTIVE EXPLORERS

Who: From households with no children or empty nesters. Age: Under 35 Key facts: Enjoy discovering new experiences and places in the UK and going somewhere different each time. The Shropshire Hills as an outdoor playground is very important to them — they are the most active of Shropshire's target market segments. Take lots holidays and short breaks and are active sport and outdoor enthusiasts (including walkers and cyclists)

THE PEOPLE OF SHROPSHIRE

The above target markets also include a very strong in-Shropshire element aimed at those interested in supporting and experiencing new parts of Shropshire; day trippers as well as short breaks.

VISIT SHROPSHIRE HILLS | YOURS TO EXPLORE

Sub-Categories:

YOURS TO WALK | YOURS TO CYCLE | YOURS TO ENJOY | YOURS TO EXPERIENCE | YOURS TO DISCOVER

DESIGN CREATIVE CONTENTS

1. IMAGE

2. COPY

3. FONT

3. COLOUR PALLETTE

4. LOGO & BADGE

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IMAGE

The brand Shropshire Hills will be most recognisably defined by the photography associated with it. The destination imagery must reflect that this is a land to be shared when discovering, exploring, cycling, walking..... Imagery should reflect the glow of the sun - aspirational yet accessible. Imagery should feature our target demographics so that the potential visitor can see themselves in the Hills, experiencing and enjoying this very special part of the world. It is the imagery above all else that will serve as the most dynamic call to action.

What you see here is an example of the kind of image banks we will be creating and branding The Shropshire Hills. Over the next three years we will create a catalogue of imagery that will distinctly brand Shropshire Hills. You will be able to recognise the brand from any image associated with it.

When you are promoting your accommodation, business, event, place, connect it to the Hills and use brand imagery that allows visitors to understand how we are all part of the same story (SEE CASE STUDIES). The Shropshire Hills will supply member organisations with brand imagery to support them in their marketing activities.

MESSAGE: We are all part of the Shropshire Hills. This is all of our story and we want to share it with the world.

YOURS TO WALK | YOURS TO CYCLE | YOURS TO ENJOY | YOURS TO EXPERIENCE | YOURS TO DISCOVER





COPY:

All written communication should be: Friendly, Knowledgeable, Passionate, Fun

All written communication should: Tempt, Entice, Intrigue, Invite

EXAMPLE:

THE BOG VISITOR CENTRE

Miles more pleasant than its name, The Bog Visitor Centre is a gas-lit former Victorian schoolhouse 1,300 feet up in the Stiperstones National Nature Reserve – and your Gateway to the mysterious ridge. Run by volunteers, The Bog is a brilliant place to fuel yourself with tea and a wedge of cake (a gluten free option is always available) before a mooch along the Stiperstones. The Bog is walker-friendly: muddy boots, wet clothes and dogs are welcome and you can even eat your own packed lunch here. There are local interest books and crafts for sale, plus displays on the geology and lead mining heritage of the area. The latter was significant: before mining ceased here, the Stiperstones area produced 10% of Britain's lead ore.

[Slow Travel Shropshire, Marie Kreft.](#)

You should also use the brand words in communication about the Shropshire Hills. These words reflect all that this area has to offer and should be used as a celebration of the area. *The words themselves are the brand.*

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FONT

Gil Sans Nova Bold | aA bB cC dD eE fF gG hH iI jJ kK lL mM nN oO pP qQ rR sS tT uU vV wW xX yY zZ

Gil Sans Nova Book | aA bB cC dD eE fF gG hH iI jJ kK lL mM nN oO pP qQ rR sS tT uU vV wW xX yY zZ

Gil Sans Nova Light | aA bB cC dD eE fF gG hH iI jJ kK lL mM nN oO pP qQ rR sS tT uU vV wW xX yY zZ

Gil Sans Nova Book Italics | aA bB cC dD eE fF gG hH iI jJ kK lL mM nN oO pP qQ rR sS tT uU vV wW xX yY zZ

Shutter Stone aA bB cC dD eE fF gG hH iI jJ kK lL mM nN oO pP qQ rR
sS tT uU vV wW xX yY zZ

COLOURS

#141B4D

SPACE CADET

#43C3E9

PICTON BLUE

#A03D86

MAXIMUM RED PURPLE

#8BAA2E

CITRON

#FFCB21

SUNGLOW

COLOURS

The colours should be adopted in all print and digital media related to The Shropshire Hills. Not all colours need to feature simultaneously. See the colour palette as an opportunity to celebrate the seasons, to have fun, to inspire and to engage your audience.



LOGO / BADGE

The logo/badge has been designed to celebrate the landscape but also bring it life in a way that is fun, contemporary and inviting. The colours, lines and shapes have been designed to reflect the diversity of offer. It is way of unifying the strengths to be harnessed in this unique part of the world. We have also created a white transparent logo to watermark print and images.





ASSETS

POSTCARDS



These postcards will be given to our members and made available for you to give out/sell at your business.

Send or give a postcard - leave one for your guests - and spread the brand far and wide...

YOURS TO SHARE.



The Shropshire Hills is a jewel in the crown of Shropshire's lovely countryside. Here, traditional market towns sit comfortably among its rolling hills and valleys.

With an abundance of excellent food and real ales, entertaining festivals, independent shops and eateries and plenty of great walks, the Shropshire Hills are justifiably earning a growing reputation.

Shropshire Hills Tourism provides you with all the information you need to make the most of your visit to this beautiful part of the world. One thing is for sure about the Shropshire Hills - one visit will not be enough to take it all in!

*Unforgettable,
Untouched, Unique*

Yours to discover.
www.visitshropshirehills.co.uk
@visitshropshirehills
@VisitShropHills

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ASSETS

CAR STICKERS AND BUSINESS WINDOW STICKERS

These will be given to all members.



BRAND GUIDELINES 2018



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