Brand Guidelines

Using the brand
to benefit you

exmoor

dream · discover · explore

a visual experience

The exmoor **Dream, Discover, Explore** brand provides the visual recognition that binds the area together, creating reassurance and trust in the viewer and visitor.

People need to be put at the heart of the **Dream, Discover, Explore** brand. When we think about marketing from our target audience point of view we start showing them what they want to see.

These days visitors are more demanding and discerning.

They are far more experienced at travel than any other generation before them. People don't want to be just visitors anymore, they want deeper connections to the place, landscape and nature. The brand must take them deeper.

People are more connected online than ever before. We have added a fourth stage of Share to the **Dream, Discover, Explore** phases. If we can encourage people to share their experiences this will help others to dream and discover Exmoor while reinforcing positive memories with existing visitors and encouraging them to return.

These guidelines have been produced to help ensure the exmoor brand is used consistently by Exmoor Tourism and partners. The brand has been developed to represent and celebrate the place of Exmoor and is not a corporate brand for any particular organisation.

Exmoor Tourism is the leading industry body working in partnership with public bodies including Exmoor National Park Authority and West Somerset Council to promote and support tourism within the Greater Exmoor Area including the National Park, West Somerset Coast and the Quantock Hills Area of Outstanding Natural Beauty.

the landscape

Exmoor is a beautiful area but it still needs defining in people's minds so they can position it against their understanding of Britain's landscapes. We must show that Exmoor has a rugged and dramatic coastline, it has wild and remote areas with distinct wildlife and bustling villages. We must also put the viewer in the picture to show it's for them.
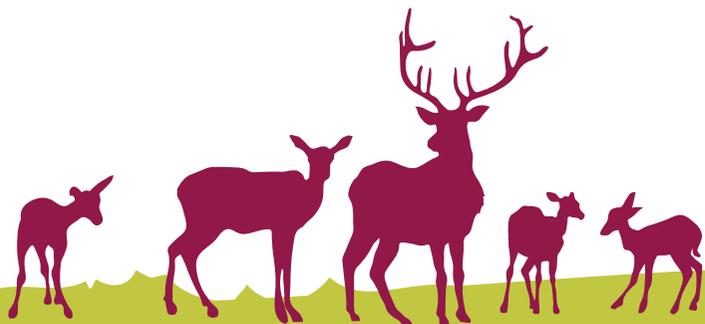
Quality images are the key. There are a wide variety of images free to use on the following Flickr pages:

EXMOOR NATIONAL PARK
- flickr.com/exmoornp

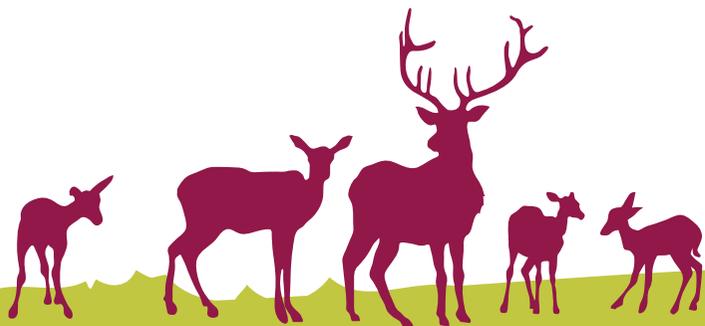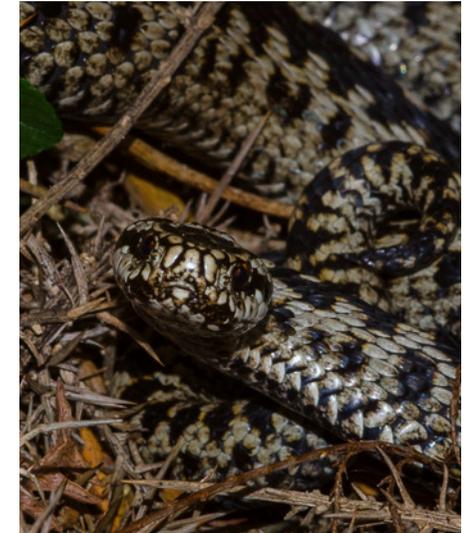VISIT EXMOOR
- flickr.com/visit_exmoor

the detail

People's experiences are found in the emotions of what they do, what they touch and taste, and who they're with. Visitors remember experiences more than views.

Working alongside images of the landscape we need to help people remember their experiences by showing them the detail.

your experience and your visitors' experience

Social media and digital marketing give us a great opportunity to share more images faster. Think about your experiences in the Exmoor area and how you could tell the story of your business through these. Think about the 'process is the product'. Reveal behind the scenes images of where you walk, where you source your produce, how you prepare the food.
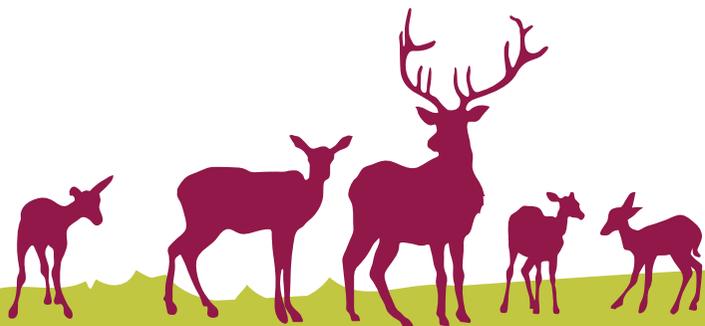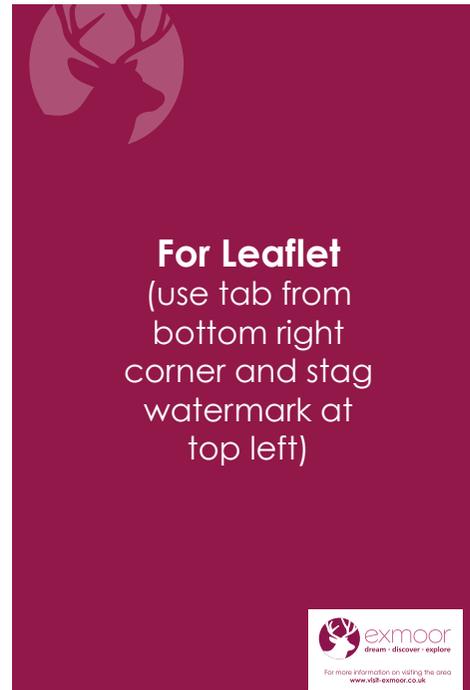
Take pictures of your guests experiencing Exmoor and share these online. Your guests will then share these with their friends. Try and follow the style of images we've shown previously, think about the colours, focus on details, capture expressions and experiences.
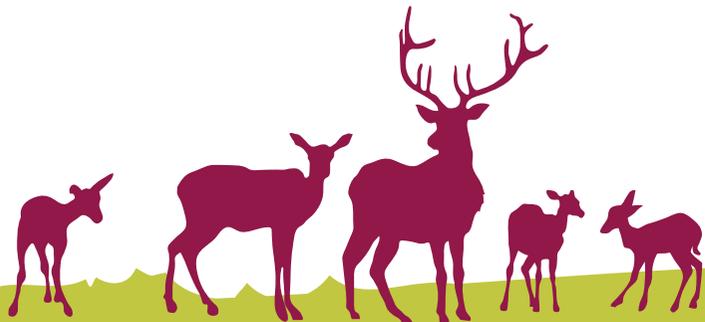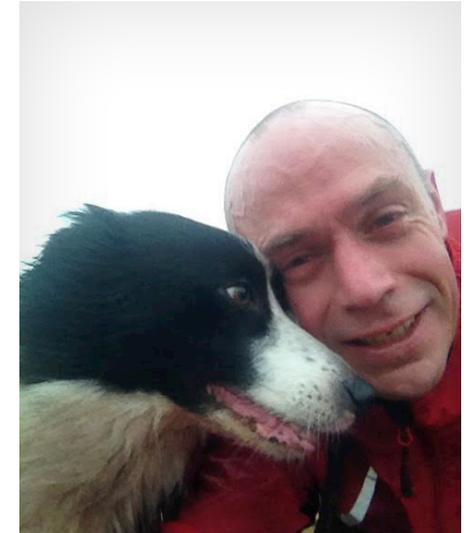
▌ experience the brand print

Use the Exmoor brand to support yours. Your brand is important to all of us, that's why we've designed the exmoor visual identity to be sympathetic. It's simple form will work well with your own brand.

Here are some inspirational ways it could be used in print.

For Leaflet
(use tab from bottom right corner and stag watermark at top left)

exmoor
dream · discover · explore
For more information on visiting the area
www.visit-exmoor.co.uk

For Advert
(use long tab from edge and stag watermark at top left)

exmoor
dream · discover · explore
For more information on visiting the area
www.visit-exmoor.co.uk

For Car Sticker
(use reversed out logo)

exmoor
tourism partnership

For Trail Guide
(use tab at bottom and stag watermark at top)

exmoor
dream · discover · explore
For more information on visiting the area
www.visit-exmoor.co.uk

▌ **experience the brand** online

The exmoor **Dream, Discover, Explore** brand can be used in many ways online. Be proud of it.

Make sure it's hyperlinked to http://www.visit-exmoor.co.uk

Examples:
webpages, enewsletters, social media, video

For Web page
(use tab on top right corner / use icons as a repeated background image)

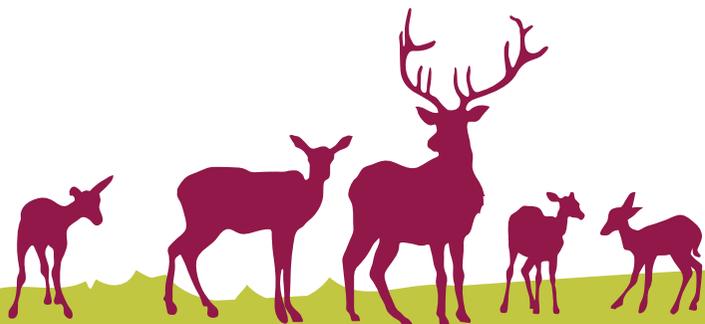**For Emailer**
(use over -lapping tab at bottom)

Social Media Icons
(use stag icons as a badge for your own profile image)

Social Media header
(use tab over your own artwork)

For Video
(use reversed out logo and stag watermark)

▮ experience through words

You can help people through the three stages of **Dream, Discover** and **Explore** (remember to encourage them to share) through the words you write.

It is important for the words and tone of voice of the brand to portray the feelings of why people like to visit and return to the area. Think of the three stages next time you're writing any copy for publication and think of where the audience will be when they read it.

Are they dreaming of a holiday by looking at a magazine advert?

Are they discovering more through your website or watching your social media?

Are they exploring the local market or Coleridge Way?

DREAM Of a peaceful haven far from the madding crowd. Of golden autumn colours by day and dark starry skies by night. Of stunning shores, romantic moors and some precious 'me' time. Of endless family adventures in the West's best outdoor playground.

DREAM: vision, memory, fantasy, aspire, re-visit, haze

DISCOVER Exmoor National Park, its heritage coast and the Quantock Hills AONB. A landscape alive with wildlife. Mouth-watering local produce fresh from our farms, rivers and sea. Herds of red deer and rare Exmoor ponies roaming wild and free. The country's tallest tree, highest cliffs and longest High Street.

DISCOVER: come across, stumble on, chance on, uncover, unearth, turn up, track down, learn, realise, recognise, invent

EXPLORE: Hundreds of miles of footpaths. Thousands of acres of open moor. A Coast that's simply stunning. Unspoilt villages, ancient monuments and the 'fairytale' castle at Dunster. Rock pool heaven and beaches featured in the Good Beach Guide

EXPLORE: traverse, range over, survey, take a look at, inspect, investigate, scout, reconnoitre, search

Remember, alongside the classic marketing of the landscape, the five ways people want to get involved with the landscape are: *associating, contemplating, challenging, escaping* and *helping*.

⊘ DOWNLOAD
Exmoor: From special qualities to special experiences

exmoor-nationalpark.gov.uk/tourism
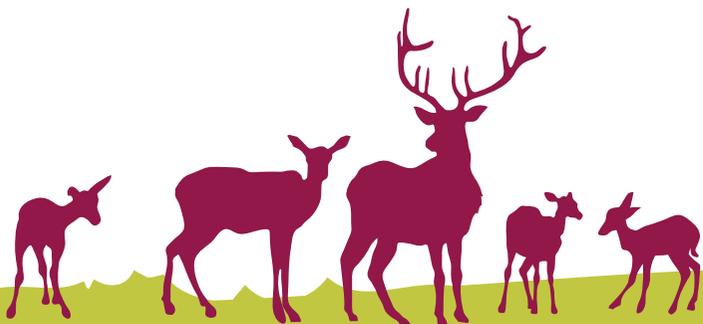
▌area and association

The main exmoor identity has been created to promote Exmoor as a destination of outstanding natural beauty featuring the stag as a symbol of the unique characteristic supported by the colour representing the heather moorlands.

What part of the exmoor brand do you want people to associate with you?

In order for you to use the logo for different purposes, whilst maintaining brand consistency, a number of versions are provided for different uses.

The logo of choice
Official publications from Exmoor Tourism, West Somerset Council and Exmoor National Park Authority use the following logo for marketing and promotional uses. Others may apply to Exmoor Torusim to use this version.

Core logo	logo coast & quantock hills	logo national park
	Secondary to the core logo and depending on where you are:	
A1 - Use this logo for initiatives covering whole Exmoor area or when you are using alongside the ENPA or QH AONB Logo(s) (with permission).	A2 - Use this logo if you wish to specifically promote an initiative locally based within the West Somerset coast or Quantock Hills area.	A3 - Use this logo if you wish to specifically promote an initiative locally based within the National Park boundary.

Businesses and producers located in and around the greater Exmoor area who are members of Exmoor Tourism or a recognised trade association can use the following logo for marketing and promotional uses. Producers can use the following logos to flag up products produced within the appropriate area (misuse would be a trading standards issue).

B1	B2	B3
C1	C2	C3

the logotype

The logo and strap line should always appear together, in colour wherever possible. For mono uses a black version of each logo type is available.

When using on the web it is recommended that the logo links to www.visit-exmoor.co.uk

An inverted version of each type is also available for use when the background will clash with, or not distinctively show, the main logo.

The logo can be downloaded for use by authorised organisations from www.visit-exmoor.co.uk/exmoor-tourism

Logotype (main logo)

## Logotype (colour variations)

Guidelines for using the logo
- Always reproduce the identity from the master artwork
- Do keep the logo to the dimensions you see here. Distorting it undermines you and the brand
- Do keep to the colour schemes here
- Do keep all the components together unless you're using the icon
- Do take a step back when you're incorporating the brand. Can it be seen clearly? An inverted version is available for these instances
- Do be creative in your marketing and use the brand elements as a springboard but applying special visual effects to the logo itself won't help
- Do keep the logo nice and straight

THE SMALL PRINT
The logo should not be reproduced any smaller than 40mm wide, keeping the logo in proportion and leaving an adequate blank space around it as shown. In exceptional cases a plain exmoor identity is available on request which can be used at a minimum size of 25mm wide - this does not contain a tag line or geographic reference. In no circumstances should the logo be used to infer any kind of endorsement, accreditation, recommendation or similar by partners within Exmoor Tourism. Exmoor Tourism reserves the right to withdraw use of the logo from any individual or organisation.
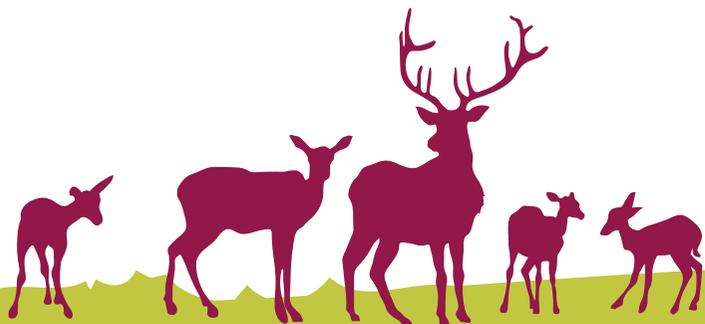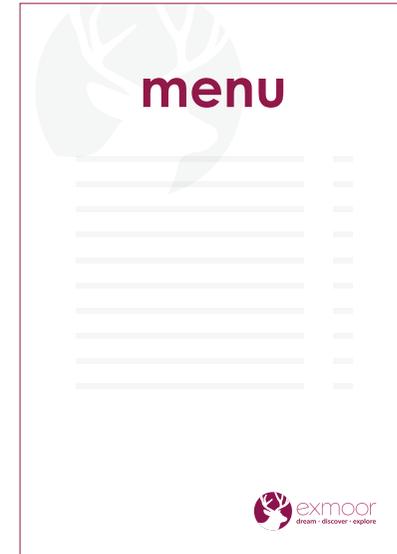
the icon

The stag icon has been developed as a single element for use when the text is not required, not justified or space does not allow.

The simple bold, roundel is the striking element of the brand for use in more subtle ways where viewers may already be aware of the words or where a quick visual impact is required.
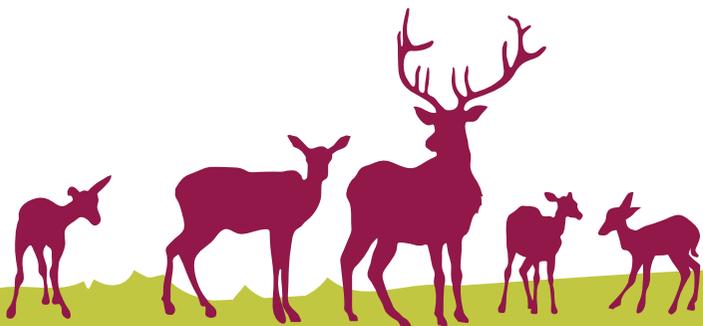
Business cards

exmoor
tourism partnership

Website button

CLICK HERE FOR MORE:

exmoor
tourism partnership

menu

exmoor
dream · discover · explore

button badges

exmoor
dream · discover · explore

exmoor
tourism partnership

Video

colours

The brand colours take inspiration from the tones of the landscape. The russet red and meadow green are the foundation colours that create the landscape in people's minds.

The other colours are the accent colours that could be used to highlight your location or seasonal offering; blue for coastal, yellow for summer walks programme.

C-36 M-100 Y-47 K-22
R-141 G-0 B-76
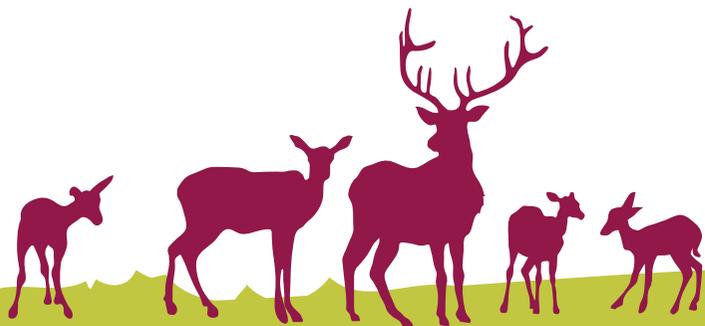# 8d004c

C-32 M-8 Y-82 K-0
R-183 G-200 B-90
b7c85a

C-61 M-16 Y-12 K-0
R-93- G-174 B-205
5daecd

C-2 M-35 Y-98 K-0
R-248 G-175 B-32
f8af20

C-14 M-94 Y-53 K-1
R-207 G-52 B-91
cf345b

▍typography

The fonts of the logo and strapline cannot be altered.

For any text adjacent to the logo that builds on the brand use Century Gothic Regular and Century Gothic Bold as shown in the example opposite.

Exmoor Font / Phinster Fine

AaBbCcDd
12345678

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Sub-font / Century Gothic

AaBbCcDd
12345678

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Use adjacent to logo, for example:

Strapline / Humanist 777 BT Bold

AaBbCcDd
12345678

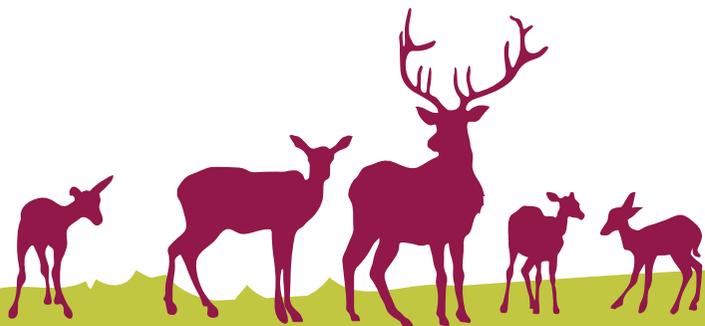**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
0123456789

Sub-font / Century Gothic Bold

AaBbCcDd
12345678

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Use for highlighting URL in text as below:

exmoor
dream · discover · explore

For more information on visiting the area
www.visit-exmoor.co.uk

The Exmoor brand and these guidelines have been produced for Exmoor Tourism in association with Exmoor National Park Authority and West Somerset Council.

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www.visit-exmoor.co.uk