

TOURISM
PARTNERSHIP
North Wales



PARTNERIAETH
TWRISTIAETH
Gogledd Cymru

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Enjoy the benefits of widescreen



Why bother with North Wales?

We think this corner of the world is pretty incredible. To get people visiting, we need to shout loud and clear about what makes it so special. More than that, we need to shout the same thing – otherwise all we'll do is create a load of noise. By having a unified message, we'll develop personality. One that sets us apart from competing regions – in Britain or abroad.

In short we'll create an identity for North Wales.

Whether you're designing flyers or producing brochures, this booklet will show how to make your communications become part of this identity, while still allowing you to be different from your competitors. At the end of the day, this can only be good for all our business.

Previous page: A view down the valley, Glyderau-Y Garn, Snowdonia.

Image opposite: A coastal walk along the Llyn Peninsula, from Clynog Fawr to Trefor.



Working with our country's marketing

A lot of effort has gone into working out what sets the country of Wales apart as a place to go on holiday. Three values emerged from this research – real, human and magical. Together, they sum up the unique appeal of our nation.

Real – this word refers to our spirit. We're straight-forward, we're unstuffy, we're down-to-earth. Airs and graces just aren't our style. For many visitors, this refreshing honesty is what makes a visit to Wales so memorable.

Human – this word refers to the spirit of the place. It's open, it's accessible, it's natural. There's plenty of space for anyone wishing to escape the stresses of modern life – whether they prefer outdoor pursuits or peaceful contemplation. And you don't have to trek miles to find it.

Magical – this word refers to our spirit of culture and history. The land of King Arthur, the poetry of the Mabinogi, the home of one of Europe's oldest living languages. The magic of Wales isn't Disney magic – it results from centuries of tradition. Wales doesn't offer run-of-the-mill holidays. It's a living, breathing, working country. Somewhere for those who want something genuinely different. As a result, it can be summed up as 'The Real Alternative'.

But to capture the essence of North Wales as a region within our country we need to add one more word. **Dramatic**.

Image opposite: A gentle ramble along the Llyn Peninsula.



Quite often you have the spa all to yourself



Dramatic – what makes our region special

Plunging rivers, lush valleys, award-winning beaches. The magnificence of Snowdon. It's impossible to accurately describe North Wales without taking into account our surroundings. For it is the drama of the landscape that forms the backdrop and basis of our region's appeal.

It's a setting that's tailor-made for outdoor life. Rambling, fishing, cycling, climbing, coasteering, pony-trekking, golfing, white water rafting.

Best of all, North Wales is on a manageable scale, its many attractions a short distance from each other – and, indeed, from the rest of Britain.

Previous page: The impressive Aber Falls.

Image opposite: A winter morning at Llyn Ogwen, Snowdonia.



Bringing the personality of North Wales to life

It's an unfortunate fact, but many people aren't clear what North Wales has to offer. We think our region is best summed up as, 'a spectacular outdoor playground with limitless possibilities'.

It's a powerful statement, and one that evokes the sheer beauty of the landscape along with the wealth of leisure activities waiting to be enjoyed in it.

This is the impression our communications must create. Doing so will help give our region a distinctive and memorable identity. The more we can play on this identity, the more we will stand out and be recognised.

You may well be thinking this approach suits a company organising outdoor activities far better than say, a tearoom.

But if a tearoom portrays itself as a pleasant place to recharge your batteries after a busy day in the open air, it helps sell itself and builds our identity. And the more powerful our identity becomes, the more visitors will be tempted to take their holidays here.

Before describing in more detail how you can play your part, let's take a look at exactly who these potential visitors are.

Image opposite: Contemplating the trek back down the Ogwen Valley.



Who we're talking to

Let's be honest. North Wales isn't for everyone, so there's no point in trying to be all things to all people.

Better to focus our message on those people we know are attracted by what our region offers. So who are they? Well, they can be any age, travelling alone, as families, or in a group. What links them is a desire to enjoy enriching and challenging experiences. Independent explorers is a fair description.

They're people who follow their own path. They recoil at the crowded and conventional. They avoid 'fly and flop' beach holidays. They want real magic, not theme park versions manufactured by a corporation.

We've divided them into three groups.

Image opposite: Preparing for the weather closing in, Ogwen Valley.



What are they like?

Young independent explorers. Broadly falling into the 16 to 24 year old age range, this group is primarily here for white water rafting, mountain biking and other adventure sports. After the buzz of a day spent outdoors, they also have the energy to carry on the good times after dark. Thrilling activities followed by fun venues is of vital importance for this group.

Family explorers. With kids to take into account, this group – often more than one family travelling together – need children's options to have a good time. It could be amusement arcades on the coast or taking the mountain railway up Snowdon. What they value is safe surroundings and a friendly reception.

Empty nester explorers. Often travelling as a couple, this group are here to enjoy more leisurely activities – such as visiting castles, listening to choirs or enjoying good quality dining. The pace may be more sedate, but the appreciation of our culture, scenery and history couldn't be keener.

We think these free-minded types will feel at home here. After all, there's a touch of independence about us. We're proud of our language, history and landscape. And we also like to do things our own way.

Image opposite: Relief for the feet after hiking through Pistyll Rhaedr.



Appealing to independent explorers

You may be introducing holidaymakers to the delights of the Dee or treating them to a stream of cakes in your café. You could be producing a black and white flyer, a full colour brochure or an interactive website.

But whatever your business, every communication should stress the magnificent area in which it is located and the wealth of things to do. Photos, colours, language, typeface and layout can all help achieve this. We'll show exactly how in the pages ahead.

Of course it's vital you also sell what makes your business special. The locally sourced ingredients in the food you serve or the latest model mountain bikes that you hire out. However, if everything that promotes North Wales does so in the context of it being 'a spectacular outdoor playground with limitless possibilities' we'll create a recognisable identity for our region, helping sell it to the wider world.

Image opposite: Approaching the Sychnant Pass.



Discover your wireless connection



Making our identity come to life

Introduction to the design kit

Any marketing communication will involve some, or all, of the following elements:

- Tone of voice
- Logotype
- Typography
- Colour palette
- Photographic style
- Composition and layout
- Bilingual design

Whichever of these elements are appropriate for your communication, it will help to strengthen our identity if you can employ them in the way described below.

Many of these elements, including the typeface, are those of the brand guidelines for Wales. Obviously, we're part of Wales, so it's appropriate we work within our national marketing activity. And since this activity will involve television, cinema and national press advertising, it will generate business that benefits us all.

Previous page: The beach at Llanbedrog.

Image opposite: Salmon fishing on the Llugwy river.



Tone of voice

As a people, we're natural, approachable and honest. So let's sound that way in our communications! Use short sentences. Write in a conversational style: 'we' talk directly to 'you' in our copy.

Of course you want to show North Wales in a positive light. But don't over promise either. It's not our style to come out with slick sales patter. Real and human descriptions do just fine.

What we should always embrace is the personal, the specific and the anecdotal. Swap stereotypes for fun facts. Do some spadework and unearth stories, nuggets and little gems. By finding some 'insider knowledge' for your copy it will become more interesting and attention grabbing as a result.

The Welsh language is an underlying feature of the 'Real', 'Human', 'Magical' and 'Dramatic' North Wales. It is crucial to our culture and heritage and it gives visitors an immediate sense of being in a different and exciting country.

The Welsh Language Board can advise on all aspects of using the language in your business, including guidance on bilingual design and advice on commissioning translation. They also have a Promotion Grant towards the costs of bilingual design materials. For all information, visit www.welsh-language-board.org.uk

Lastly, try to weave in a certain wry, self deprecating humour wherever possible. It will add character to your copy.

How to do all this? We've included some examples on the following page.

Image opposite: Battling the bunkers, Conwy (Caernarfonshire) Golf Club.



The right copy style

Here are a few examples of the kind of copy we should try and achieve. It's conversational, anecdotal and has a wry twist of humour.

North Welsh pâté? If that strikes you as surprising, you should try some of The Patchwork's multi award-winning selection. This family company was launched in 1982 on a budget of just £9 – and the range has been raising many eyebrows ever since. But if you blend ingredients like cranberries with tequila or ginger with ginseng, what else can you expect?

As owner of the Tipyn Beach Chocolatier, Alison Lindsay is doing her best to create the holiest of holy grails – guilt-free chocolate. Working from the Art & Craft studios at Bodnant Garden, her fresh cream truffles are made from Fairtrade chocolate and dairy produce from the South Caernarfon Creameries Co-operative. So no harm in enjoying a few extra then – especially if you've been wandering the 80 acres of terraces and lawns beforehand.

What these examples avoid are bland descriptions and tired clichés. For instance, we could have described Alison Lindsay's business like this –

The Tipyn Bach Chocolatier is a highlight of any visit to the stunning surroundings of Bodnant Garden. Whether you're visiting with a loved one or popping in as part of a larger group, be sure to sample the heavenly cream truffles. Lovingly crafted from Fairtrade chocolate and dairy produce from the South Caernarfon Creameries Co-operative, they really are a treat not to be missed.

But what's interesting about that? They also use the Welsh Language creatively in their packaging making them more interesting and unique for the visitor.

Image opposite: Beauty of Bodnant Gardens.



Typography

A typeface conveys tone and attitude. Think of the difference between a nursery school sign and a police notice.

Primary typeface

FS Ingrid

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

Bold Regular Light

FS Ingrid should be used for all titles, headlines, mastheads and body copy (media permitting).

Our basic typography rules for headlines:

- Only the light weight should be used for larger headings
- The bold weight should be used for smaller headings or sub-headings
- We range all our headlines to the left
- Headlines should appear white or black when used over imagery. Where either would work we prefer white
- On other backgrounds, type colours should come from the palette.

Our basic typography rules for body copy:

- Only the regular weight should be used
- To highlight names or places the bold weight can be used
- We range all our body copy to the left
- Body copy should appear white or black when used over imagery. Where either would work we prefer white
- On other backgrounds, type colours should come from the palette
- FS Ingrid is available from www.fontsmith.com

Secondary typeface

Verdana

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

Bold Roman

Verdana has been selected as the secondary typeface. It is a modern sans serif face and can be used comfortably alongside FS Ingrid. Verdana should be used for all body copy (media restricted), e.g. web and email.

Our basic typography rules for headlines:

- Only the regular weight should be used
- We range all our headlines to the left
- Headlines should appear white or black when used over imagery. Where either would work we prefer white
- On other backgrounds, type colours should come from the palette.

Our basic typography rules for body copy:

- Only the regular weight should be used
- We range all our body copy to the left
- Body copy should appear white or black when used over imagery. Where either would work we prefer white
- On other backgrounds, type colours should come from the palette.

Colour palette

Colours add atmosphere and life to any communication.

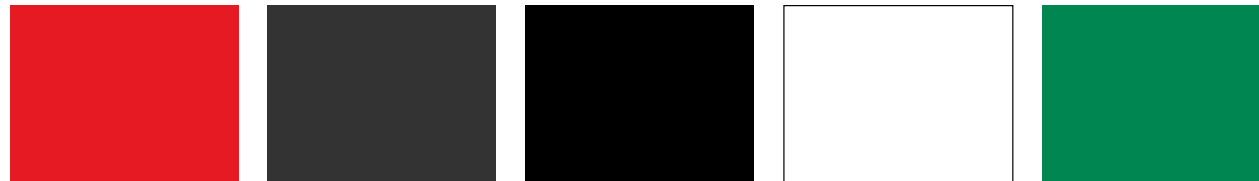
Primary palette

Our primary palette is based on the basic colours employed by our logotype: Red (Pantone 1797 U), Grey (80% black) and Black and White.

An additional colour – Green (Pantone 348 U) has been added to the primary colour palette to reflect the colours most associated with Wales and the flag. However this should be used sparingly and should never be used as a primary identifier. Use CMYK values in instances where pantone numbers cannot

be specified (e.g. advertising). RGB values are to be used for TV and broadcast applications; hexi (true) and hexi (web) values are for website and new media use.

However, the specification of colours across different media is not an exact science. Colours should always be matched visually as a sense check on each application.



Red	Grey	Black	White	Green
Pantone 1797 U	80% Black	100% Black		Pantone 348 U
0C 100M 99Y 4K	0C 0M 0Y 80K	0C 0M 0Y 100K		100C 0M 85Y 24K
227R 27G 35B	88R 89G 91B	35R 31G 32B		227R 27G 35B
Hexi (true) – E31B23	Hexi (true) – 58595B	Hexi (true) – 231F20		Hexi (true) – 008752
Hexi (web) – CC3333	Hexi (web) – 666666	Hexi (web) – 333333		Hexi (web) – 009966

Supporting palette

Our primary colour palette has been supplemented by a supporting palette that may be used for consumer-facing marketing materials.

(NB Not including the blues and purples which are specifically for the Wales business brand.)

As a general rule, the yellow, orange and green tones reflect the Wales Tourism brand values of 'Real', 'Human' and 'Magical'. However, any relevant colour may be chosen at the discretion of the designer. In addition, tints may be used if deemed to be appropriate.



Pantone 120 U	Pantone 116 U	Pantone 158 U	Pantone 382 U	Pantone 368 U
0C 9M 58Y 0K	0C 16M 100Y 0K	0C 61M 97Y 0K	29C 0M 100Y 0K	57C 0M 100Y 0K
255R 227G 132B	255R 210G 0B	245R 128G 37B	193R 215G 47B	122R 193G 66B
Hexi (true) – FFE384	Hexi (true) – FFD200	Hexi (true) – F58025	Hexi (true) – C1D72F	Hexi (true) – 7AC142
Hexi (web) – FFCC99	Hexi (web) – FFCC00	Hexi (web) – FF9933	Hexi (web) – CCCC33	Hexi (web) – 66CC33

Photographic style

By being consistent in the type of photograph we choose, our identity will become more memorable. North Wales has a dramatic landscape, so always try to portray your business within the context of the region's natural beauty. We're not saying pictures of your business should take second place to its surroundings but here's how to choose appropriate images:

- Go for images that reflect the real Wales, not cute, packaged or touristy Wales
- Use simple and uncomplicated compositions firmly rooted in a sense of place
- Try to demonstrate specific locations
- Allow the person looking at the shot to imagine themselves there
- Avoid staged images or typical postcard shots.

It would be ideal if this natural approach is applied to your business too. So rather than photograph an empty tearoom with immaculate tables, show it bustling with customers – dirty boots, rosy cheeks and all.

If you are commissioning new photography, look for unexpected angles that give fresh perspectives on Wales. Conceive compositions that add interest to the shot. Pay attention to foregrounds as well as the main object in the shot.

And don't be afraid to challenge perceptions of Wales – as we have seen, being challenging is part of our national character.



Accent imagery

Along with your featured photographs, you may well want to use supporting images or 'accents'. Often details, close-ups, single thoughts or textures, these shots are smaller than your featured photographs. There are no rules about the size of accent images, but generally they're at least 50% smaller than a featured photograph.

Accent images should also be related to the main image or the supporting copy. Try and make sure they're emotive, suggestive of mood and, where possible, in line with our colour palette.

The opposite shots are examples of good accent imagery.



Composition and layout

When we bring our design elements together, it is important to remember the following rules:

- Wales is the focus of our communication.
- Clean uncluttered layouts are good.
- White space is good.
- Under-design is an on-brand virtue.
- The correct colour palette should be employed.
- Strong main images should be used supported by on-brand accent images, but unnecessary clutter should be avoided.
- 'Tricksy' design devices with gratuitous use of colours are off-brand.
- Print covers should have strong images on a white background.
- Body copy should be minimum 12 pt, left aligned.
- Line length should be no more than 70 characters.
- Text over images, as we've used earlier in this guide, should only be applied where the background colour is strong enough to support it.
- When designing bilingually refer to the Welsh Language Board 'A Guide To Bilingual Design' and other services, visit www.welsh-language-board.org.uk



Paper stock



Paper stock should always be from recycled or sustainable sources and, where space permits, should be identified as such.

Good quality paper helps create a better impression, so try and avoid anything less than 115 g/m² in weight.

Laminates or UV Varnishes go against the unpretentious nature of the brand, so best to avoid them.

The kit of parts for North Wales

Primary typeface

FS Ingrid

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Bold Regular Light

Secondary typeface

Verdana

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

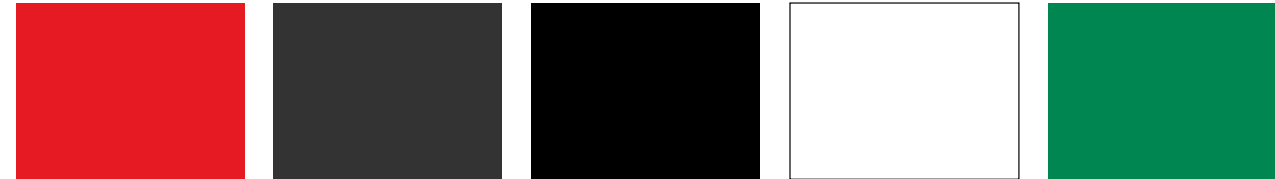
Bold Roman

38.

Photographic style



Primary palette



Secondary palette



Have a go!

Hopefully this document gives you all the guidance you need. If you always try and convey the dramatic beauty of our surroundings and their suitability for so many leisure activities, you'll help create an identity for North Wales. It's a region to be proud of and, as more and more people will discover, it's just a short drive away.

If you would like a copy of the 'Wales Brand Guidelines' or access and permission to use the 'Wales Cymru' brand logotype please email brand@wales.gsi.gov.uk, or contact:

Department of Enterprise, Innovation
and Networks
Welsh Assembly Government
Trafalgar House
5 Fitzalan Place
Cardiff
CF24 0ED

Or email brand@wales.gsi.gov.uk