I TRAVEL FOR...

TOOLKIT

FIND YOUR GREAT BRITAIN
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THANK YOU
WELCOME
Making the most of this guide

Welcome to the Creative Guidelines for the GREAT tourism campaign ‘I Travel For...’

This guide provides you with a simple and versatile toolkit for Leisure and Travel Trade marketing. It has been created to give you the support needed for a consistent and inspirational campaign promoting Britain around the world.

You’ll find it helpful in applying all elements of the campaign to your communications and in achieving a consistent look and feel. By following this guide and combining passions for travel, themes and visual elements you can create powerful communications across print, social, video and online formats.
Our challenge

We cannot afford to rest on our laurels and repeat time worn messages of the Queen and Big Ben.
What are we trying to do?

OUR OBJECTIVE
Increase consideration to visit Britain in the next six months

OUR MISSION
Make Britain feel like a place bursting with things to experience now, rather than a museum of things to see one day

OUR BRAND PROPOSITION
The world’s most wonderfully unexpected island
The world’s most wonderfully unexpected island*

We never show people what they expect of Britain in isolation.

We always view Britain from unexpected angles.

Undiscovered gems revealed in British style.

New ways of looking at iconic places.

*This phrasing is for internal use only and not to be used in external communications.
Brand Strategy

THE OBJECTIVE
Encourage people to see Britain as a place bursting with things to experience today, instead of a museum of things to see one day.

UNIVERSAL INSIGHT
To convince someone of something new, you have to start with something they know. You need to understand their passion for travel.

AUDIENCE INSIGHT
Every visitor has a passion for travel. Britain needs to position itself as a match for that passion in order for them to truly understand the full extent of what Britain has to offer.

BRAND INSIGHT
Experiences in Britain are so varied and densely packed together that visitors are bound to discover things they hadn't expected aligned to their passion for travel – we have what they desire.

CREATIVE STRATEGY
Showcase that while travellers come to Britain for the expected icons, once here they discover a wonderfully unexpected side to Britain.

WHAT WE'RE PUSHING AGAINST
The view that Britain is a museum of never-changing sights to see.

PLATFORM IDEA
I Travel For...

CTA
FIND YOUR GREAT BRITAIN
# How we talk

## In words

<table>
<thead>
<tr>
<th>WHAT WE ARE</th>
<th>WHAT WE AREN’T</th>
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</thead>
<tbody>
<tr>
<td>• We don’t reinforce what you already know about Britain, our purpose is to show you the other side</td>
<td>• Only the sources of quirky hipster events</td>
</tr>
<tr>
<td>• Human, warm and welcoming</td>
<td>• Forced, corporate or stiff</td>
</tr>
<tr>
<td>• Happy not to take ourselves too seriously</td>
<td>• Down with the kids</td>
</tr>
<tr>
<td>• The voice of the people, not the voice of the tourist board</td>
<td>• Predictable or expected</td>
</tr>
<tr>
<td>• Packed with British wit</td>
<td></td>
</tr>
<tr>
<td>• Proud of our country in an honest way, not forced marketing speak</td>
<td></td>
</tr>
<tr>
<td>• We are useful to the people we talk to, giving them travel inspiration, not flogging brochures</td>
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</tbody>
</table>
Come on in
Hello and welcome to Brand Britain

We’re a creative force packed into a little island. A melting pot of unmissable experiences that are just a short hop apart. Where famous landmarks neighbour undiscovered, underground gems, and vibrant cities sit next to tranquil countryside. Where ancient traditions rub shoulders with modern art, and pop culture appears on every street corner.

It’s this that makes us the world’s most wonderfully unexpected island.

And it’s why we can’t wait to help you Find Your Great Britain.
Brand Themes

365 DAYS OF FUN
Let’s face it. A trip to Britain is never going to be boring. Whether it’s shopping on Glasgow’s Style Mile, celebrating our cultural and sexual identity loud and proud at Brighton’s Gay Pride, or taking a food tour through the East End of London, what makes us unique is this never-ending choice of what to do all year round. Words like cultural melting pot may be overused but come to Britain and you’ll live and breathe exactly that. From festivals to world-class performances to following in the footsteps of your favourite film stars, we promise you won’t be hard pushed to find something to do.

LIVING HISTORY
Imagine a place where the castles are straight out of fairytales. Where the ancient monuments are as alive with atmosphere as the day they were raised. A place where museums don’t just mean looking at things but getting stuck in. A place where events go from the pomp and circumstance to world-class sports tournaments, from local traditions to arms-in-the-air gigs against a backdrop of the most beautiful historic houses. It might be a cliche but the history is alive here and you can be part of it too.

GREAT TASTES
British food used to have a poor reputation but today, you can head off on a gastronomic tour of Britain that will leave you wanting more. Mouth-watering experiences await, from avant-garde haute cuisine that is amongst the best in the world to the ethnic dishes that have become honorary Brits, and regional dishes that are renowned in their own right. Served with skill, verve and love - whatever you order will give you a taste of our passion for food.

COOL CITIES
Cities in Britain are not about size, they’re all about character. All of our cities offer not only their own history but also, most importantly, their own personality. The buzzing modern metropolises of London, Edinburgh, Glasgow, Cardiff, Manchester all offer a huge choice of great food, fantastic shopping, engaging museums and great nightlife. On the other hand, historic cities like York, Inverness, St. David’s, Cambridge, Oxford and Bath, all offer a welcome change of pace in very impressive settings.

INSPIRING COAST & COUNTRY LIFE
In total contrast to our cities (and just a stone’s throw away) there is an opportunity to escape and relax in surroundings that are equally breath-taking and invigorating as they are warm and charming. Those chocolate box villages you see on TV and in movies aren’t models, they’re real! Stay in our countryside and coastal towns and villages and see what it’s like to live like a local. Cycle along riverways and canals, sniff the freshly cut grass, pick wild flowers, come face to face with the local wildlife, taste the best British produce at its most fresh, and pop into the local pub for a pint at the end of the day. Cheers!
CREATIVE IDEA
Bringing the brand to life

I Travel For...

As we now know, everybody has different motives when it comes to what inspires them to travel.

For some, finding the most photogenic place on earth to fill their Instagram feed and invoke crippling envy from their friends and family is the motivating factor.

For others, they are driven by their taste buds in sampling some amazing local and unusual food.

The outdoorsy types are drawn in by natural beauty and adrenalin pumping activities.

It’s what makes travel so individual and, therefore, a unique experience - we love how everybody sees the same thing differently.

Through identifying people’s passions for travel we will show, discover and highlight the unknown and, potentially, not-so-obvious things that Britain has to offer.
Campaign Strategy

Each passion pillar can fall into any brand theme. For example, we are not restricted to stories falling under cool cities only.

GLOBAL PASSION PILLARS

- I TRAVEL FOR DISCOVERIES
- I TRAVEL FOR RELAXATION
- I TRAVEL FOR LOCAL FLAVOUR
- I TRAVEL FOR CULTURE
- I TRAVEL FOR THE UNEXPECTED
- I TRAVEL FOR FUN
- I TRAVEL FOR STORIES
- I TRAVEL FOR ADVENTURE

BRAND THEMES

- 365 DAYS OF FUN
- Cool Cities
- Great Tastes
- Living History
- Inspiring Coast & Country Life
Passion Pillar example

Here is an example of the practical application of how a specific passion pillar can span multiple brand buckets.

I TRAVEL FOR ADVENTURE

- Cool Cities
- 365 Days Of Fun
- Inspiring Coast & Country Life
PASSION PILLARS
# Market specific Passion Pillars - Great Markets

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# Market specific Passion Pillars - Core Markets

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GREAT MARKETS
Passion Pillars  Australia Language
Passion Pillars Chinese Language

Back translation

Chinese pillar

I TRAVEL FOR CULTURE

I TRAVEL FOR FOOD & DRINK

I TRAVEL FOR RELAXATION

玩出我的英伦

文艺范

好滋味

慢生活
Passion Pillars  German Language

Back translation

German pillar

I TRAVEL FOR
CULTURE

I TRAVEL FOR
FOOD & DRINK

I TRAVEL FOR
FUN

I TRAVEL FOR
RELAXATION

DAS ZIEL
MEINER REISE IST
KULTUR

DAS ZIEL
MEINER REISE IST
GENUSS

DAS ZIEL
MEINER REISE IST
SPASS

DAS ZIEL
MEINER REISE IST
ENTSPANNUNG

Back translation

German pillar

I TRAVEL FOR
STORIES

DAS ZIEL
MEINER REISE IST
GESCHICHTEN ERLEBEN
Passion Pillars French Language

Back translation

I TRAVEL FOR ADVENTURE
JE VOYAGE POUR L'AVENTURE

I TRAVEL FOR COUNTRYSIDE
JE VOYAGE POUR LES PAYSAGES

I TRAVEL FOR DISCOVERIES
JE VOYAGE POUR LES DÉCOUVERTES

I TRAVEL FOR FOOD
JE VOYAGE POUR LES SAVEURS

I TRAVEL FOR FUN
JE VOYAGE POUR LE FUN

I TRAVEL FOR RELAXATION
JE VOYAGE POUR ME RESSOURCER

I TRAVEL FOR STORIES
JE VOYAGE POUR LES RENCONTRES

Back translation

I TRAVEL FOR THE UNEXPECTED
JE VOYAGE POUR L'INATTENDU
Passion Pillars GCC (Arabic) Language

Back translation ➔ I TRAVEL FOR ADVENTURE ➔ GCC pillar
Back translation ➔ I TRAVEL FOR DISCOVERIES ➔ GCC pillar
Back translation ➔ I TRAVEL FOR STORIES ➔ GCC pillar
Back translation ➔ I TRAVEL FOR FOOD ➔ GCC pillar
Back translation ➔ I TRAVEL FOR THE UNEXPECTED ➔ GCC pillar

 GCC (Arabic) 

- المغامرة
- الاكتشاف
- التدوق
- تحد١لاً ناسِئ١
- أسافر من أجل
- الحكايات
Passion Pillars  India Language

India pillar  I TRAVEL FOR CULTURE  I TRAVEL FOR NEW TASTES  I TRAVEL FOR RELAXATION  I TRAVEL FOR ROMANCE

India pillar  I TRAVEL FOR STORIES  I TRAVEL FOR THE UNEXPECTED
Passion Pillars  US Language

US pillar  I TRAVEL FOR BLISS  I TRAVEL FOR CHARACTERS  I TRAVEL FOR CULTURE  I TRAVEL FOR LOCAL FLAVOR

US pillar  I TRAVEL FOR STORIES  I TRAVEL FOR THRILLS  I TRAVEL FOR UNDISCOVERED  I TRAVEL FOR THE UNEXPECTED
Passion Pillars  Brazillian (Portugues) Language

Back translation  I TRAVEL FOR CULTURE  I TRAVEL FOR DISCOVERIES  I TRAVEL FOR EMOTIONS  I TRAVEL FOR EXPERIENCES

Brazillian pillar  EU VIAJO PARA ENCONTRAR GRANDES DESCOBERTAS  EU VIAJO PARA ENCONTRAR GRANDES DESCOBERTAS  EU VIAJO PARA ENCONTRAR EMOÇÕES  EU VIAJO PARA ENCONTRAR EXPERIÊNCIAS

Back translation  I TRAVEL FOR EXTRAORDINARY  I TRAVEL FOR TRADITIONS

Brazillian pillar  EU VIAJO PARA ENCONTRAR EXTRAORDINÁRIO  EU VIAJO PARA ENCONTRAR TRADIÇÕES
Passion Pillars  Danish Language

- Back translation
  - Danish pillar
    - I TRAVEL FOR ADVENTURE
    - JEG REJSER FOR EVENTYRET
    - JEG REJSER FOR DEN LOKALE SMAG
    - JEG REJSER FOR AT SE NOGET NYT
    - BACK TRANSLATION
    - BACK TRANSLATION
    - BACK TRANSLATION

- Back translation
  - Danish pillar
    - I TRAVEL FOR CULTURE
    - JEG REJSER FOR KULTUREN
    - JEG REJSER FOR NYE OPDAGELSER
    - JEG REJSER FOR AT SE NOGET NYT
    - BACK TRANSLATION
    - BACK TRANSLATION
    - BACK TRANSLATION

- Back translation
  - Danish pillar
    - I TRAVEL FOR FUN
    - JEG REJSER FOR AT HAVE DET SJØVT
    - JEG REJSER FOR AFSLAPNING
    - JEG REJSER FOR DET UVENTEDE
    - BACK TRANSLATION
    - BACK TRANSLATION
    - BACK TRANSLATION

- Back translation
  - Danish pillar
    - I TRAVEL FOR LOCAL EXPERIENCES
    - JEG REJSER FOR LOKALE OLEVELSER
    - JEG REJSER FOR DET UVENTEDE
    - BACK TRANSLATION
    - BACK TRANSLATION
    - BACK TRANSLATION
Passion Pillars  Canadian (English) Language

Canadian (English) pillar  

I TRAVEL FOR CHARACTERS
I TRAVEL FOR CULTURE
I TRAVEL FOR LANDSCAPE
I TRAVEL FOR FLAVOURS

Canadian (English) pillar

I TRAVEL FOR PINT & A PUB
I TRAVEL FOR ROOMS WITH A VIEW
I TRAVEL FOR LOCALS
Passion Pillars Canadian (French) Language

Back translation — I TRAVEL FOR DISCOVERIES  I TRAVEL FOR RELAXATION  I TRAVEL FOR FOOD & DRINK  I TRAVEL FOR CULTURE

Canadian (French) pillar — JE VOYAGE POUR LES DÉCOUVERTES  JE VOYAGE POUR L’IMPRÉVU  JE VOYAGE POUR LES SAVEURS LOCALES  JE VOYAGE POUR LA CULTURE

Back translation — I TRAVEL FOR THE UNEXPECTED  I TRAVEL FOR FUN  I TRAVEL FOR STORIES  I TRAVEL FOR ADVENTURE

Canadian (French) pillar — JE VOYAGE POUR L’ÉMERVEILLEMENT  JE VOYAGE POUR LES SURPRISES  JE VOYAGE POUR LES RENCONTRES  JE VOYAGE POUR EXPLORER
Passion Pillars  Spanish Language

- Back translation
- Spanish pillar

I TRAVEL FOR CULTURE
I TRAVEL FOR NEW FLAVOURS
I TRAVEL FOR CULTURE
I TRAVEL FOR SOMETHING DIFFERENT

VIAJO EN BUSCA DE CULTURAS
VIAJO EN BUSCA DE NUEVOS SABORES
VIAJO EN BUSCA DE OTRAS CULTURAS
VIAJO EN BUSCA DE ALGO DIFERENTE

I TRAVEL FOR TAKE A BREAK

VIAJO EN BUSCA DE DESCONEXIÓN
Passion Pillars  Italian Language

I TRAVEL FOR...  
Toolkit September 2018

Back translation  
I TRAVEL FOR  
CULTURE  
I TRAVEL FOR  
DISCOVERIES  
I TRAVEL FOR  
RELAXATION  
I TRAVEL FOR  
THE UNEXPECTED

Italy pillar  
IO VIAGGIO PER  
LA CULTURA  
IO VIAGGIO PER  
FARE NUOVE SCOPERTE  
IO VIAGGIO PER  
RILASSARMI  
IO VIAGGIO PER  
STUPIRMI
Passion Pillars  Japanese Language

Back translation -> I TRAVEL FOR ADVENTURE

Japanese pillar -> 私だけの旅 アドベンチャーを探しに

Back translation -> I TRAVEL FOR HAPPY TIME

Japanese pillar ->

I TRAVEL FOR BRITISH ART
I TRAVEL FOR DEEP RELAXATION
I TRAVEL FOR FOODIE CULTURE TREND
I TRAVEL FOR NEW DISCOVERY
I TRAVEL FOR NEW STORY
I TRAVEL FOR UNEXPECTED EXPERIENCE
Passion Pillars Dutch Language

Back translation ——— I TRAVEL FOR ADVENTURE ——— I TRAVEL FOR DISCOVERIES ——— I TRAVEL FOR FUN ——— I TRAVEL FOR NEW EXPERIENCE

Dutch pillar ——— IK REIS VOOR AVONTUREN ——— IK REIS VOOR INSPIRATIE ——— IK REIS VOOR PLEZIER ——— IK REIS VOOR NIEUWE ERVARINGEN

Back translation ——— I TRAVEL FOR PEACE/CALM ——— I TRAVEL FOR RELAXATION ——— I TRAVEL FOR SPECIAL PLACES ——— I TRAVEL FOR THE UNEXPECTED

Dutch pillar ——— IK REIS VOOR RUST ——— IK REIS VOOR ONTSPANNING ——— IK REIS VOOR BIJZONDERE PLEKKEN
Passion Pillars  Norwegian Language

Back translation — I TRAVEL FOR CULTURE — JEG REISER FOR KULTUR
Back translation — I TRAVEL FOR FUN — JEG REISER FOR GLEDE
Back translation — I TRAVEL FOR LOCAL EXPERIENCES — JEG REISER FOR LOKALE OPPEVELSER
Back translation — I TRAVEL FOR LOCAL FLAVOUR — JEG REISER FOR LOKALE SMAKER

Norway pillar — NEW ADVENTURES — JEG REISER FOR NYE EVENTYR
Norway pillar — NEW DISCOVERIES — JEG REISER FOR NYE OPPEVELSER
Norway pillar — SEE NEW PLACES — JEG REISER FOR SE NYE STEDER
Norway pillar — THE UNEXPECTED — JEG REISER FOR DET UVENTEDE
Passion Pillars

Russian Language

Back translation

I TRAVEL FOR
CULTURE

Я ПУТЕШЕСТВУЮ
В ПОИСКАХ
ИСКУССТВА

Back translation

I TRAVEL FOR
DISCOVERIES

Я ПУТЕШЕСТВУЮ
В ПОИСКАХ
ОТКРЫТИЙ

Back translation

I TRAVEL FOR
FOOD & DRINK

Я ПУТЕШЕСТВУЮ
В ПОИСКАХ
НОВЫХ ВКУСОВ

Back translation

I TRAVEL FOR
FUN

Я ПУТЕШЕСТВУЮ
В ПОИСКАХ
РАЗВЛЕЧЕНИЙ

Back translation

I TRAVEL FOR
STORIES

Я ПУТЕШЕСТВУЮ
В ПОИСКАХ
ИСТОРИЙ
Passion Pillars  Swedish Language

Back translation  
Swedish pillar  
I TRAVEL FOR  
ADVENTURE  
JAG RESER FÖR  
ÄVENTYR  
LOCAL FLAVOUR  
LOKALA SMAKER  
THE UNEXPECTED  
DET OVÄNTADE

I TRAVEL FOR  
CULTURE  
KULTUR  
NEW DISCOVERIES  
NYA UPPTÄCKTER

I TRAVEL FOR  
EXCITEMENT  
ATT HA KUL  
RELEXATION  
AVKOPPLING

I TRAVEL FOR  
LOCAL EXPERIENCES  
LOKALA UPPLEVELSER  
SEE NEW PLACES  
SE NYA PLATSER
THE CREATIVE FRAMEWORK

FIND YOUR GREAT BRITAIN

Toolkit September 2018
Master Creative

Image
Iconic and relevant to the Passion Pillar. It should draw you in and show you the unexpected side to Britain.

Passion Pillar
The Passion Pillar brings the image to life and helps to tell the story of the image. Can be located top left, top right or bottom left depending on visual and preference.

Location Pin
Location Pin should be centred underneath the passion pillar ‘x1 pin height’ distance from the Passion Pillar base. Location pin can be in White, Yellow or Navy depending on image.
Master Creative

**Image**
Iconic and relevant to the Passion Pillar. It should draw you in and show you the unexpected side to Britain.

**Passion Pillar**
The Passion Pillar brings the image to life and helps to tell the story of the image. Can be located top left, top right or bottom left depending on visual and preference.

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Master Creative

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Location Pin
Location Pin should be centred underneath the passion pillar ‘x1 pin height’ distance from the Passion Pillar base. Location pin can be in White, Yellow or Navy depending on image.
Master Creative
Layout Overview - Passion Pillar Location
Master Creative
Layout Overview
CAMPAIGN IMAGES
Brand Imagery

Imagery should be chosen from the Brand Themes within the Brand Collection at visitbritainimages.com

For any imagery queries please reach out to Emma Wilkinson Emma.Wilkinson@visitbritain.org and Jasmine Teer Jasmine.Teer@visitbritain.org

A map plotting the images by region (London, England, Scotland, Wales, NI) can be found here:

Please ensure all I Travel For... content uses images from the Brand Collection.
Key Elements

There are a number of key elements that make up ‘I Travel For...’ communications.

Passion Pillars

Our campaign passion pillars are an essential element for campaign communications.

Passion Pillars must only be produced in White or Yellow.

Campaign Primary Colour Palette

White
C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF

Yellow
C0 M6 Y91 K0
R255 G229 B0
HEX #FFE500

Campaign Secondary Colour Palette

The below colours are to be used for supporting graphics only. For example, for use in video. Passion pillars should only ever be in white or yellow. This will include, text, boarders etc.

Pink
C12 M92 Y0 K0
R213 G143 B136
HEX #D52B88

Green
C85 M0 Y87 K0
R0 G162 B81
HEX #00A251

Orange
C0 M78 Y100 K0
R233 G83 B14
HEX #E9530E
Key Elements

There are a number of key elements that make up ‘I Travel For...’ communications.

Typography

Interstate Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Interstate Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FYGB logo

The FYGB logo must be used on all communications.

Images

Strong, iconic photography showcasing Britain’s unexpected side.
Passion Pillars

Sizing

This is a detailed look into how to create the passion pillars using percentages. Each percent is based on the height of the ‘I’.

The boxed tagline must be the same size as the ‘I’. If this is not possible, reduce until you achieve a clear space of the tagline, as shown here.

X?
Once the wording is sized to the height of ‘I’ and will not fit within the width of the box. Begin to reduce in 5% increments until there is sufficient space surround the word within the box.
The passion pillars must always be produced in white or yellow. Where the legibility is an issue and the lockup is becoming difficult to read, please add a shadow to ensure visibility is achieved. These Passion Pillars with applied shadows can be found on the server.

**Shadow (50% Black)**

- Blending Mode: Multiply (Black)
- Opacity: 25%
- Z/Y Offset: 1mm
- Size: 6mm
Passion Pillars
Size and Positioning

The examples to the right highlight the most impactful use of the passion pillars.

**Positioning**
- Can be located top left¹, top right or bottom left² depending on visual and preference.

**Size**
- For landscape or DPS (Double Page Spread) the passion pillar is sized to 20% of overall width.
- For portrait or SP (Single Page) the passion pillar is sized to 30% of overall width.
Passion Pillars
Size and Positioning

The examples to the right highlight the most impactful use of the passion pillar.

**Positioning**
- The Passion Pillar is 70% of overall width and centred. Sitting at 30% of the width from the top. But at extreme sizes the Passion Pillar will sit at 40% of the width from the top.

**Size**
- For vertical layouts, the passion pillar is sized to 70% of overall width.
Passion Pillars
Size and Positioning

The examples to the right highlight the most impactful use of the passion pillar.

Positioning
- The Passion Pillar is 20% of overall width and positioned in the top left.
- For extreme horizontal layouts the Passion Pillar is centred within the height also at 20% of overall width.

Size
- For the horizontal layout the passion pillar is sized to 20% of overall width.
GREAT MARKETS
FYGB logo
Language variants

- Australian
  FIND YOUR GREAT BRITAIN
- German variation
  FIND YOUR GREAT BRITAIN
- Chinese variation
  邀您尽享
  GREAT BRITAIN
- French variation
  *DÉCOUVREZ VOTRE GRANDE-BRETAGNE
- GCC variation
  وراء كل تجربة عظيمة
  GREAT BRITAIN
- India variation
  FIND YOUR GREAT BRITAIN
- USA variation
  FIND YOUR GREAT BRITAIN
FYGB logo

Clear Space

Clear space
To protect the logo from other elements a clear space has been designated. A ‘T’ height of the ‘T’ in GREAT on all sides.

Lock-up is supplied as artworks and cannot be edited.

Minimum size
To ensure ‘Britain’ is always legible, we have determined the minimum size at which it should be used. Print the minimum size is 20mm in width. Digital the minimum size is 70px in width.
FYGB logo
Size and Positioning

The examples to the right show the size and positioning of the FYGB logo.

**Positioning**
- The FYGB logo should always be positioned bottom right, a '2xT' away from the bottom and right edges.

**Size**
- For landscape or DPS (Double Page Spread) the lockup is sized to 10% of overall width.
- For portrait or SP (Single Page) the logo is sized to 20% of overall width.
- If legibility is an issue please use a gradient to help bring the logo to the forefront of the layout.
The example to the right show the size and positioning of the FYGB logo.

**Positioning**
- The FYGB logo should always be positioned centred at the bottom, a ‘T+1/2’ away from the bottom edge. Centred in the width.

**Size**
- For vertical layouts, the FYGB logo is sized to 40% of overall width.
- If legibility is an issue please use a gradient to help bring the logo to the forefront of the layout.
FYGB logo

Size and Positioning

The example to the right show the size and positioning of the FYGB logo.

**Positioning**
- The FYGB logo should always be positioned centred at the bottom, a ‘T+1/2’ away from the bottom edge. Centred in the width.

**Size**
- For extreme vertical layouts, the FYGB logo is sized to 50% of overall width.
- If legibility is an issue please use a gradient to help bring the logo to the forefront of the layout.
FYGB logo
Size and Positioning

The examples to the right highlight the most impactful use of the campaign lockup.

**Positioning**
- The FYGB logo should always be positioned bottom right, a ‘T+1/2’ away from the bottom and right edges for the horizontal layout only.

- For the extreme horizontal layout the FYGB logo should always be positioned centred within the height and a ‘T+1/2’ away from the right edge.

**Size**
- For horizontal layouts, the FYGB logo is sized to 10% of overall height.

- For extreme horizontal layouts, the FYGB logo is sized to 50% of overall height.

- If legibility is an issue please use a gradient to help bring the logo to the forefront of the layout.
Location pin and CTA
Size and Positioning

URL or Hashtag
- The URL or hashtag should be positioned in the bottom left corner, preferably bottom left, and sat within the required safety area line. If the passion pillar moves to bottom left then the URL or hashtag will move to the top left.

Location Pin
- Location Pin should be centred underneath the passion pillar ‘x1 pin height’ distance from the Passion Pillar base. Location pin can be in White, Yellow or Navy depending on image.

Photographer & Location copy
- The photographer and credit copy should preferably be positioned centred within the height on the left hand side. If this disrupts the image then it can be moved to the right hand side. This sits half a ‘T height away from the edge.

For A4 this is sized at 5pt. Using Interstate Light font.
**Typography**

**Typefaces**

**Interstate Regular** is the primary typeface because it is easy to read, strong and simple. Used primarily for the URL or hashtag.

Interstate Light is the secondary typeface. It is used in a supporting role for Photography credit and Pin Location.

**System fonts**

System fonts are available on all computers and typically used for Word, PowerPoint and Digital. Arial should be used in place of Interstate in these applications. Georgia is also a system font, so can be used to support Arial in the same way.

**System fonts should never be used for print advertising or above-the-line communications.**

---

**Primary Typeface**

**Interstate Regular**

`ABCDEFGHIJKLMNOPQRSTUVWXYZ`

`0123456789`

---

**Secondary Typeface**

**Interstate Light**

`ABCDEFGHIJKLMNOPQRSTUVWXYZ`

`0123456789`

---

**System font equivalent for interstate**

**Arial**

**Regular**

**Bold**

---

**Fonts for other languages**

**Chinese** - Adobe Heiti Std

**Cyrillic** - Keivit Pro

**Greek** - Helvetica bold

**Japanese** - Kozuka Gothic Pro

**Arabic** - GE SS

**Russian** - Helvetica bold
Typography
How to use it

The way we use our typefaces helps to ensure our communications have a consistent and recognisable look and feel.

Always

- Use ranged-left type
- Use **Interstate Regular** for all large volume word count copy
- Use white for all copy placed on coloured panels
- Only under extreme circumstances are you permitted to use **Great Blue** for copy where legibility is an issue.

Typographic styling for Interstate

**URL or #hashtag**

Tracking should be set at 0 and set at metrics to make it more legible. Line spacing (leading) should be set to Auto. Tracking should be set at 0. Spacing (leading) set at optical to make it more legible. When used for Image descriptions this should always be 2pt smaller than the image description.

**Interstate Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
### Local Nuance

#### How to use it

<table>
<thead>
<tr>
<th>Country</th>
<th>Guidelines</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>France</strong></td>
<td>- No people drinking alcohol&lt;br&gt;- No people smoking&lt;br&gt;- No promotion of dangerous behaviour (in paid advertising only) - for example: people looking over the edge of a cliff with no fence...</td>
</tr>
<tr>
<td><strong>GCC</strong></td>
<td>- No pork meat&lt;br&gt;- No alcohol&lt;br&gt;- Avoid showing parts of the body (Shoulders/arms/legs/chest/abs)&lt;br&gt;- Avoid inappropriate clothes (short skirts)&lt;br&gt;- Avoid holding hands, hugs, kisses</td>
</tr>
<tr>
<td><strong>Nordics</strong></td>
<td>- No promotion of irresponsible drinking</td>
</tr>
<tr>
<td><strong>Netherlands</strong></td>
<td>- No promotion of irresponsible drinking</td>
</tr>
</tbody>
</table>
Typography
How to use it

The way we use our typefaces helps to ensure our communications have a consistent and recognisable look and feel.

Header / Title
‘I Travel For...’ must be in full caps when used on an image or as a stand alone.

Body Copy
‘I Travel For...’ should have capital I, T and F characters when in the body copy.

I TRAVEL FOR...

‘I Travel For...’ must be in full caps when used on an image or as a stand alone.

I Travel For...

‘I Travel For...’ should have capital I, T and F characters when in the body copy.
Do's and DON'TS

- Don't change the colour of the Passion Pillar against guidelines.
- Don't increase the Passion Pillar against guidelines.
- Don't rotate the Passion Pillar.
- Don't position the Passion Pillar and FYGB logo against guidelines.
- Don't use photography that is not approved.
- Don't centre the Passion Pillar or position against guidelines.
Formats
Print formats

This is an overview of some of the standard print formats all shown using the Master Creative layout.

A Sizes

<table>
<thead>
<tr>
<th>mm</th>
<th>safe area margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>A0</td>
<td>841 x 1189</td>
</tr>
<tr>
<td>A1</td>
<td>594 x 841</td>
</tr>
<tr>
<td>A2</td>
<td>420 x 594</td>
</tr>
<tr>
<td>A3</td>
<td>297 x 420</td>
</tr>
<tr>
<td>A4</td>
<td>210 x 297</td>
</tr>
<tr>
<td>A5</td>
<td>148 x 210</td>
</tr>
</tbody>
</table>

6-sheet outdoor poster size
1200 x 1800mm
Border: 50mm
Insert: 33mm

Double-page spread
We treat double-page spreads as though they are landscape spaces.

Note: it is crucial to liaise with your printer or repro people on double-page spreads where the headline crosses the gutter. Readability is key.
Formats
Print formats (Continued)

48-sheet outdoor poster
696 x 3048mm
safe margin: 127mm

96-sheet outdoor poster
12192 x 3048mm
safe margin: 127mm

2 x 48-sheet variant
This uses the 96-sheet space to fit two 48-sheets posters

Wider formats
There is flexibility to run the pillar headline in a single line on extremely wide formats
Build Guide
Selecting template

Formats
These are the measurements for the most common formats.

Safe Border
Even though all the imagery has no white border, a safe border needs to be worked out to determine the copy-safe area.

The border is 1/24 of the shortest width.

Copy-safe area
These are generally 2/3 of the safe border.

For digital there are different proportions, see table.

Reducing Artwork size
When artwork dimensions become too large for file sharing, we must reduce the final file size to accommodate this.

0mm - 999mm at 100%
1000mm - 2000mm at 50%
2000mm - 5000mm at 25%
5000mm+ at 10%/5%

<table>
<thead>
<tr>
<th>Format</th>
<th>Measurement</th>
<th>Safe Border (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>mm</td>
<td></td>
</tr>
<tr>
<td>A0</td>
<td>841 x 1189</td>
<td>35</td>
</tr>
<tr>
<td>A1</td>
<td>594 x 841</td>
<td>25</td>
</tr>
<tr>
<td>A2</td>
<td>420 x 594</td>
<td>18</td>
</tr>
<tr>
<td>A3</td>
<td>297 x 420</td>
<td>12</td>
</tr>
<tr>
<td>A4</td>
<td>210 x 297</td>
<td>9</td>
</tr>
<tr>
<td>A5</td>
<td>148 x 210</td>
<td>6</td>
</tr>
<tr>
<td>DL (same as A5)</td>
<td>210 x 99</td>
<td>6</td>
</tr>
</tbody>
</table>

Advertising Poster Formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Measurement</th>
<th>Safe Border</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-sheets</td>
<td>1200 x 1600</td>
<td>50</td>
</tr>
<tr>
<td>48-sheets</td>
<td>6096 x 3048</td>
<td>127</td>
</tr>
<tr>
<td>96-sheets</td>
<td>12192 x 3048</td>
<td>127</td>
</tr>
<tr>
<td>160 x 253</td>
<td>160 x 253</td>
<td>7</td>
</tr>
<tr>
<td>202 x 129</td>
<td>202 x 129</td>
<td>5</td>
</tr>
</tbody>
</table>

Digital Banners

<table>
<thead>
<tr>
<th>Format</th>
<th>Measurement</th>
<th>Safe Border</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
<td>-</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600</td>
<td>-</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>-</td>
</tr>
<tr>
<td>MPU</td>
<td>300 x 250</td>
<td>-</td>
</tr>
<tr>
<td>Vertical Rectangle</td>
<td>240 x 400</td>
<td>-</td>
</tr>
</tbody>
</table>
Build Guide
Press Size and Positioning

Double Page Spread (DPS)

Image
Ensure the main focal point of the image is not crossing the central spine area.

Passion Pillar
20% width of entire double page layout. Positioned a '2xT' away from the bottom/right edge. Can be located top left, top right or bottom left depending on visual and preference.

FYGB logo
10% width of entire double page layout. Positioned a '2xT' away from the bottom/right edge.

URL
The URL is positioned a ‘2xT’ of the FYGB logo away from the bottom/left edges of the left page. The URL copy must never go below 7pt.

Photographer Legal
The Legal copy is positioned a '1/2 a T height' of the FYGB logo away from the edge of the left page. This must not go below 5pt.
Build Guide
Press Size and Positioning
Build Guide
Press Size and Positioning

Single Page (SP)

Image
Ensure the main focal point of the image is not hidden behind the Passion Pillar.

Passion Pillar
This is sized to 30% of the entire single page width and sat top right, at ‘2xT’ heights away from the edges.

FYGB logo
20% width of entire single page layout. Positioned a ‘2xT’ away from the bottom/right edge.

URL
The URL is positioned a ‘2xT’ of the FYGB logo away from the bottom/left edges of the left page. The URL copy must never go below 7pt.

Photographer Legal
The Legal copy is positioned a ‘1/2 T’ of the FYGB logo away from the left edge of page. This must not go below 5pt.
Build Guide
Press Size and Positioning


Digital
Safety Area

There is greater freedom with how you use the brand online. This ensures that whether static or animated, and whatever the format, the brand elements and messaging are clear.

A standard weight is 40KB with a 30 seconds run time.

**Image**
As an image-led brand, using an iconic image is crucial. For maximum impact it should animate, as if scrolling across. Each banner should have a flat, holding jpg that’s visible if a viewer doesn’t have Flash installed.

**Language**
Adapt your language to the medium. Keep it simple and powerful. And included a clear call to action, with a compelling reason to click it.

**Copy-safe area**
Our banners have a ‘copy-safe’ area, which is determined by the dimensions of the format.

---

Overview of standard sizes

<table>
<thead>
<tr>
<th>Format</th>
<th>Copy-safe area</th>
</tr>
</thead>
<tbody>
<tr>
<td>MPU</td>
<td>within 80%</td>
</tr>
<tr>
<td>Skyscraper 120 x 600px</td>
<td>within 90%</td>
</tr>
<tr>
<td>Skyscraper 160 x 600px</td>
<td>within 90%</td>
</tr>
<tr>
<td>Leaderboard 728 x 90px</td>
<td>within 90%</td>
</tr>
<tr>
<td>Full banner 468 x 60px</td>
<td>within 90%</td>
</tr>
<tr>
<td>Mobile banner 300 x 250px</td>
<td>within 90%</td>
</tr>
<tr>
<td>Vertical rectangle 240 x 400px</td>
<td>within 80%</td>
</tr>
</tbody>
</table>

---
Digital Banners

Digital banners come in a wide variety of formats and sizes. The designs on the right are to provide guidance only on how best to layout the key elements.

Unique formats
For unique formats that are narrow you should use your judgment to determine the logo size to achieve optimal brand presence. Try to keep to our clearspace rules as much as possible.

Location Pin
Location Pin should be used if the execution is large enough for it to be legible.

Example of standard banners

**Leaderboard 728 x 90px**

**Full banner 468 x 60px**

**Mobile banner 300 x 250px**

**MPU 300 x 250px**

**Vertical rectangle 240 x 400px**
Digital
Banners - Insitu

**Leaderboard** 728 x 90px
**Vertical rectangle** 240 x 400px
**Digital Banners**

**Leaderboard/Full banner**

**Image**
Ensure main focal point of image is shown within size.

**Passion Pillar**
This is sized to 50% of the layout height. Positioned 2x ‘T’ away from the left edge and centred within the height.

**FYGB logo**
This is sized to 60% of the layout height. Positioned 2x ‘T’ away from the right edge and centred within the height.

### Leaderboard 728 x 90px

![Leaderboard Image](image)

### Full banner 468 x 60px

![Full banner Image](image)
Digital Banners

**Skyscraper 120 x 600px**

**Image**
Ensure main focal point of image is shown within size.

**Passion Pillar**
This is sized to 70% of the layout width. Positioned centred within the width and sat ‘2xT height’ from the top edge.

**FYGB logo**
This is sized to 60% of the layout width. Positioned centred within the width and sat ‘2xT height’ from the bottom edge.

**Skyscraper 160 x 600px**

**Image**
Ensure main focal point of image is shown within size.

**Passion Pillar**
This is sized to 75% of the layout width. Positioned centred within the width and sat ‘2xT height’ from the top edge.

**FYGB logo**
This is sized to 60% of the layout width. Positioned centred within the width and sat ‘2xT height’ from the top edge.

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I TRAVEL FOR...
Toolkit  September 2018
Digital Banners

**MPU**

*Image*

Ensure main focal point of image is shown within size.

*Passion Pillar*

This is sized to 40% of the layout width. Positioned centred within the width and sat ‘2xT height’ from the top edge.

*FYGB logo*

This is sized to 25% of the layout width. Positioned a ‘1xT’ away from the bottom edge.

**Vertical Rectangle**

*Image*

Ensure main focal point of image is shown within size.

*Passion Pillar*

This is sized to 50% of the layout width. Positioned centred within the width and sat ‘2xT height’ from the top edge.

*FYGB logo*

This is sized to 30% of the layout width. Positioned a ‘1xT’ away from the bottom edge.

---

I TRAVEL FOR...

Toolkit September 2018
Digital
Website Skin
Build Guide
Size and Positioning

<table>
<thead>
<tr>
<th>Format size</th>
<th>Logo height</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>xx mm</td>
</tr>
<tr>
<td>A2</td>
<td>xx mm</td>
</tr>
<tr>
<td>A3</td>
<td>xx mm</td>
</tr>
<tr>
<td>A4</td>
<td>xx mm</td>
</tr>
<tr>
<td>A5</td>
<td>xx mm</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Format size (UK)</th>
<th>Logo height</th>
</tr>
</thead>
<tbody>
<tr>
<td>xxx</td>
<td>xx mm</td>
</tr>
<tr>
<td>xxx</td>
<td>xx mm</td>
</tr>
<tr>
<td>xxx</td>
<td>xx mm</td>
</tr>
<tr>
<td>xxx</td>
<td>xx mm</td>
</tr>
</tbody>
</table>

Unique formats
For unique formats that are narrow (e.g. digital Web banners or trade show signage) you should use your judgment to determine the logo size to achieve optimal brand presence. Try to keep to our clearspace rules as much as possible.

Dunnottar Castle, Aberdeenshire, Scotland
Build Guide
Partnership Logo

Layouts will slightly change with the addition of a partnership logo.

**Passion Pillar**
Positioning remains unchanged. As per DPS rules on page 70.

**Image**
Ensure the crop is not lost behind the passion pillar and logos.

**FYGB logo**
10% width of entire double page layout. Positioned a ‘2xT’ away from the bottom/right edge.

**Partnership logo**
Please pay close attention to the visual on the right. This shows exactly where the partnership logo should be positioned. Also sitting ‘2xT’ away from the bottom/left edge.

**URL**
With the inclusion on the partnership logo the URL must now move up to the top right a ‘2xT’ away from the top/left edges.

I TRAVEL FOR...
Toolkit September 2018
Build Guide
Partnership Logo - Print

Layouts will slightly change with the addition of a partnership logo.

Passion Pillar
Positioning remains unchanged.

Image
Ensure the crop is not lost behind the passion pillar and logos.

FYGB logo
Please pay close attention to the visuals on the right. They show exactly where the FYGB logo should be positioned.

Partnership logo
Please pay close attention to the visuals on the right. They show exactly where the partnership logo should be positioned.

URL
With the inclusion on the partnership logo the URL must now move up to the top left a ‘T’ away from the top/right edges.
Build Guide
Partnership Logo - Print (Continued)

48-sheet outdoor poster
696 x 3048mm
safe margin: 127mm

2 x 48-sheet variant
This uses the 96-sheet space to fit two 48-sheets posters

96-sheet outdoor poster
12192 x 3048mm
safe margin: 127mm

Wider formats
There is flexibility to run the pillar headline in a single line on extremely wide formats
Build Guide
Partnership Logo - Digital

Layouts will slightly change with the addition of a partnership logo.

**Passion Pillar**
Positioning changes on Landscapre banners. Reposition the Passion Pillar to sit centrally within the height.

**Image**
Ensure the crop is not lost behind the passion pillar and logos.

**FYGB logo**
Please pay close attention to the visuals on the right of this text. They show exactly where the FYGB logo should be positioned.

**Partnership logo**
Please pay close attention to the visuals on the right of this text. They show exactly where the partnership logo should be positioned.

Overview of standard sizes

- **Leaderboard** 728 x 90px
- **Full banner** 468 x 60px
- **MPU** 300 x 250px
- **Vertical rectangle** 240 x 400px
- **Skyscraper** 120 x 600px
- **Skyscraper** 160 x 600px
SOCIAL MEDIA
Social Media Call Out (Primary)
Sizing and Colourways

For Social Media the passion pillars must always be produced in white or yellow.

Where the legibility is an issue and the lockup is becoming difficult to read, please add a shadow to ensure visibility is achieved.

These Passion Pillars with applied shadows can be found on the server.
Social Media Call Out (Secondary)
Sizing and Colourways

For some markets use I Travel For... for social headers in capital letters with three full stops.

Primary colour (White)

White
C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF

Primary colour (Yellow)

Yellow
C0 M6 Y91 K0
R255 G229 B0
HEX #FFE500
Social Media Call Out (GREAT Markets)
World Language

These are all the Great Markets translations for 'I Travel For...' to be used throughout market specific campaign collateral.

Australian

I TRAVEL FOR...

USA

I TRAVEL FOR...

Chinese

I TRAVEL FOR...

GCC

玩出我的英伦范

Indian

I TRAVEL FOR...

French

JE VOYAGE POUR...

German

DAS ZIEL MEINER REISE IST...

أسافر من أجل...
Social Media Call Out (Core Markets)
World Language

These are all the Core Market translations for 'I Travel For...' to be used throughout market specific campaign collateral.

**I TRAVEL FOR...**

**Canadian English**

I TRAVEL FOR...

**Danish**

JEG REJSER FOR...

**GCC**

أسافر من أجل...

**Japanese**

私だけの旅…

**Russian**

Я ПУТЕШЕСТВУЮ В ПОИСКАХ....

**Swedish**

JAG RESER FÖR...

**Canada French**

JE VOYAGE POUR...

**Dutch**

IK REIS VOOR...

**Italian**

IO VIAGGIO PER...

**Norweigian**

JEG REISER FOR...

**Spanish**

VIAJO EN BUSCA DE....
Social Media
Facebook cover photo

**Passion Pillar**
This is sized to 20% of the entire width and sat top right, at ‘2xl of the ITF Lockup’ height away from the edges.

**FYGB Logo**
This logo should now be used as the profile picture. Ensure there is white area surrounding the logo so it is not cropped edge to edge of the space given.

**Credits**
Interstate Light 5pt
Half a cap height of the ITF Lock up ‘T’ from the bottom left hand edge. Or centred within the height. Image dependant.

Cover photo 820 x 312px
Social Media
Facebook cover photo

I TRAVEL FOR... Lockup
This is sized to 40% of the entire width and sat both centerally within the height and width.

FYGB Logo
This logo should now be used as the profile picture. Ensure there is white area surrounding the logo so it is not cropped edge to edge of the space given.

Credits
Interstate Light 5pt
Half a cap height of the ITF Lock up ‘T’ from the bottom left hand edge. Or centred within the height. Image dependant.
Social Media
Facebook Carousel - Option 1

**Story frames**
The image frames should tell a story that showcases Britain’s unexpected side.

**Story Passion Pillar/End frame**
The end frame should always feature one of the available campaign lockups that relate to what has been shown within the images. Along with the FYBG logo sat underneath.
Social Media
Facebook Carousel - Option 2

**Story frames**
The image frames should tell a story that showcases Britain’s unexpected side. Accompanied with a related Passion Pillar positioned in the top right hand corner.

**End frame**
The end frame should always feature the FYGB logo sat on either the (blue or yellow) campaign coloured background.
Social Media
Instagram Story - Option 1

**Story frames**
The story frames should tell a journey that showcases Britain's unexpected side.
Social Media
Instagram Story - Option 2

**Story frames**
The image frames should tell a story that showcases Britain’s unexpected side. Accompanied with a related Passion Pillar positioned in the bottom left hand corner.

**Story Passion Pillar**
The end frame should always feature the FYGB logo sat on either the (white or yellow) campaign coloured background.
Social Media
Twitter cover photo

**Passion Pillar**
This is sized to 20% of the entire width and sat centred within the height, and 2 1/2 xT from the ITF Lock up from the left hand edge.

**FYGB Logo**
This logo should now be used as the profile picture. Ensure there is white area surrounding the logo so it is not cropped edge to edge of the space given.

**Credits**
Interstate Light 5pt
Half a cap height of the ITF Lock up ‘T’ from the top left hand edge. Or centred within the height. Image dependant.

Cover photo 1500 x 500px
Social Media
Youtube cover photo

Passion Pillar
This is sized to 20% of the entire width and sat centred within the height, and 2 1/2 xT from the ITF Lock up from the left hand edge.

FYGB Logo
This logo should now be used as the profile picture. Ensure there is white area surrounding the logo so it is not cropped edge to edge of the space given.

Credits
Interstate Light 23pt
Half a cap height of the ITF Lock up ‘T’ from the left hand edge, centred within the height.

Cover photo 2560 x 1440px
Social Media

Weibo cover photo (China Only)

I TRAVEL FOR... Chinese Lock up
This is sized to 50% of the entire width and sat centred within the width, and positioned 10% of the height away from the bottom edge.

FYGB Logo
This logo should now be used as the profile picture. Ensure there is white area surrounding the logo so it is not cropped edge to edge of the space given.

Credits
Georgia Italic 5pt
Sat 10% of the height away from the top left hand side.
Social Media

Weibo cover photo (China Only)

The Passion Pillar Lock up
This is sized to 20% of the entire width and sat in the top right hand corner.

FYGB Logo
This logo should now be used as the profile picture. Ensure there is white area surrounding the logo so it is not cropped edge to edge of the space given.

Credits
Georgia Italic 5pt
Sat 10% of the height away from the top left hand side.

Carousel photo 560 x 260px
Social Media
Weibo cover photo - Mobile (China Only)

I TRAVEL FOR... Chinese Lock up
This is sized to 50% of the entire width and sat centred within the width, and positioned 10% of the height away from the bottom edge.

FYGB Logo
This logo should now be used as the profile picture. Ensure there is white area surrounding the logo so it is not cropped edge to edge of the space given.

Credits
Georgia Italic 5pt
Sat half a cap height of the Chinese ITF Lock up from the left hand edge, centred within the height.
Video
CTA end frame

16:9 aspect ratio

1:1 aspect ratio

Vertical advert format
4:5 aspect ratio
TRAVEL TRADE EVENTS

FIND YOUR GREAT BRITAIN
Travel trade events
Pull-up banner

Pull-up banners for events and conferences need to have impact in busy environments and convey the message quickly and simply.

Content focuses on the Passion Pillar, unexpected image and FYGB logo.

Follow the guidelines for vertical format of sizing and positioning of the design elements.
PowerPoint Template

A PowerPoint template has been designed for I Travel For... communications to ensure campaign consistency.

**Layout**
Use campaign colour palette.
Front covers and Divider Slides should use iconic campaign imagery for impact.
Content slides have simple layouts for flexibility with text and imagery.
For secondary pages I Travel For... Lock up should always sit top left of a slide and the FYGB logo should sit top right.

PowerPoint templates use Arial in place of Interstate.

Templates are available on the OMG library.
Email/Invite Template

An email template has been designed for I Travel For... communications to ensure campaign consistency.

**Layout**
In keeping with the campaign, invites should lead with an iconic image and the Campaign Headline.
Word Template

A Word template has been designed for all I Travel For... communications to ensure campaign consistency. This can be used for press releases, invitations, promotions and reports.

Layout
In keeping with the campaign these communications should lead with an iconic image and the Campaign Headline.

Footer
Boiler plate text and contact details sit on the left, and left aligned.
FYGB logo sit on the right.

Word templates use Arial in place of Interstate.

Templates are available on the OMG library.
THANK YOU