

# GREAT Britain

Our destination brand guidelines:  
**Brand Foundations**

VERSION 1.0





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# Destination brand strategy on a page

BRAND OBJECTIVE	Position Britain as a welcoming, dynamic and diverse destination to be enjoyed today – not one day		
<u>BRAND PLATFORM</u> (shared with GREAT)	<div>See Things Differently</div> <div></div>		
<u>BRAND PERSONA</u> (how we speak, look and act)	<div>Twinkly-eyed insider guide</div> <div>Energy and welcome with a playful twist – we know Britain inside-out, new and old, and we're excited by you experiencing it all</div>		
<u>BRAND NARRATIVE ANGLES</u> (the way we land the brand platform)	<b>Challenge convention</b> We don't do stereotypically British. We find new, surprising stories to tell about our nation, or reimagine the old favourites.	<b>Thought-provoking</b> We gain our audience's attention by showing or telling them something they don't already know – we want to get people talking.	<b>Celebrate diversity</b> We are a nation of wonderfully distinctive regions, cultures, beliefs, lifestyles, orientations and traditions. We champion all positive perspectives on Britain's story.
<u>BRAND EXPERIENCE BUCKETS</u> (content pillars to bring the Britain brand story to life)	<b>Trails &amp; adventure</b> Britain's incredibly varied landscapes and cities and are just made for active exploration	<b>Innovative tastes</b> Britain's food is delicious, distinctive and diverse, from artisan classics to cutting-edge cuisines	<b>Cultural powerhouse</b> Film, music, art, history, festivals, traditions – we're a small island brimming with world class creativity





# Our brand platform: See things differently

Britain's global appeal is built on a vibrant culture of original thinking. From Shakespeare to the Premier League, the Beatles to Charli XCX, Banksy to the Eden Project, we're a nation of innovators, always looking for a fresh and unconventional spin on life. And that spirit of innovation is captured in the brand platform 'See Things Differently'.

See Things Differently underpins all our brand communications. Here's what it means for our audiences:

Britain is always changing; a land that embraces difference and never stands still.

And at just 874 miles from top to bottom, you'll find more creativity, energy and diversity in one place than anywhere else in the world.

We're all about unconventional ideas and refreshing new takes. A place where cultures coalesce to reimagine what you thought you knew.

And it's all made possible by our creative thinkers, daring dreamers, and curious explorers – who take our guests to heart but don't take ourselves too seriously.

Whether you're here for a day, a month or a year, we're ready to help you make the most of every minute.

You can't help but see your world a little differently once you've experienced ours.

Help yourself to a big dollop of different and an extra slice of surprise.

So come, see things differently.



# Brand personality

## A twinkly-eyed insider guide

We radiate energy and welcome,  
with a dash of playfulness.

We know Britain inside-out, and we're excited to  
share the new and best, iconic and offbeat.

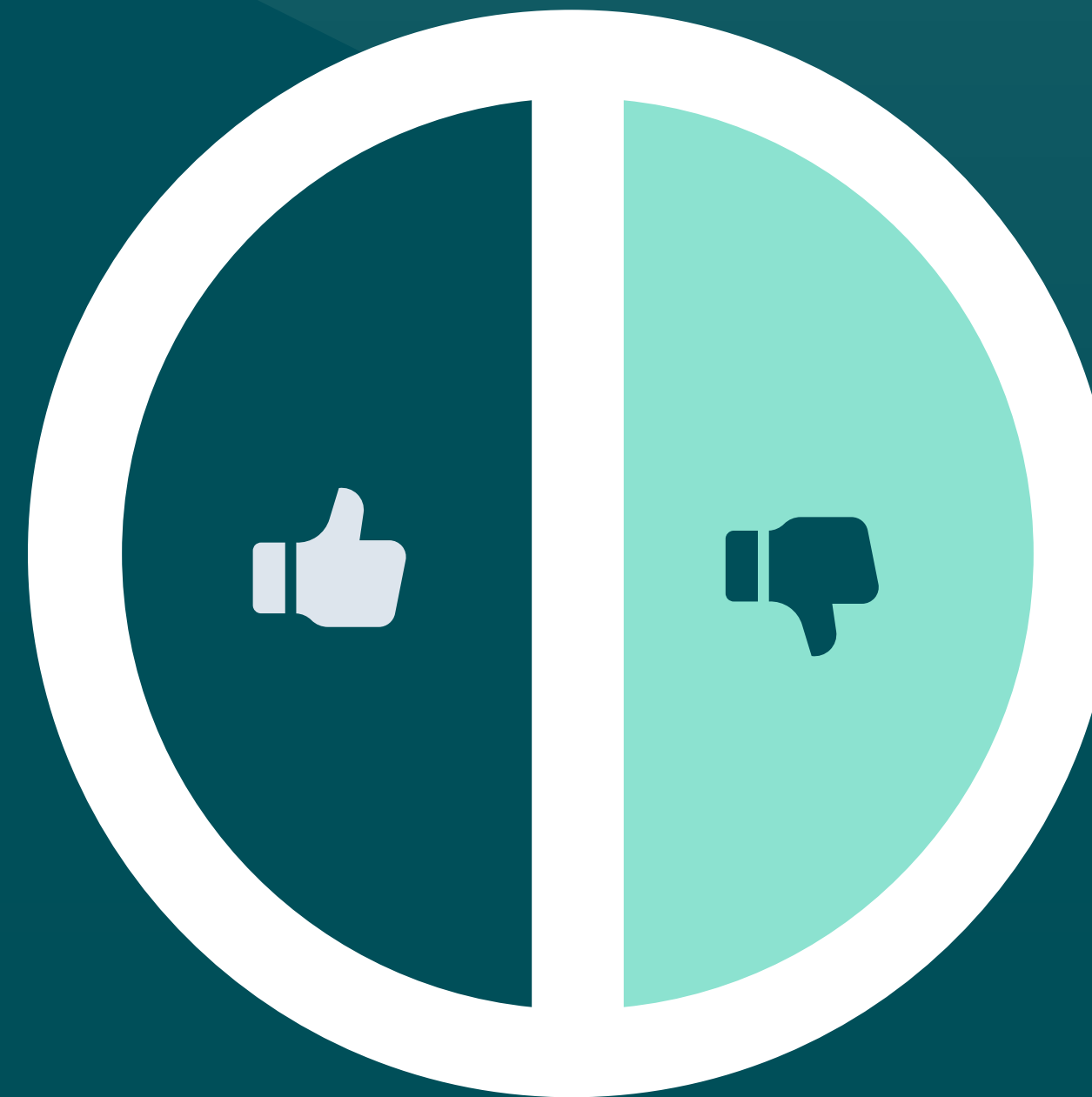
### In a sentence

Energy and welcome with a playful twist  
– we know Britain inside-out, and we're  
excited by you experiencing it.

# See Things Differently

## What it is

Capturing the distinctive British spirit  
Energetic/dynamic  
Diverse (people, nations, experiences)  
New takes from wider viewpoints  
Feeling in the moment  
Looking forward  
Making shareable memories now  
Contemporary culture  
Surprising  
Inviting  
Confident  
Icons with a twist



## What it isn't

Traditional, postcard views of Britain  
Passive  
Uniform  
Long held views from narrow viewpoints  
Seeing from afar  
Only looking back  
Describing memories later  
Collections from the past  
Only the expected  
Distant  
Arrogant  
Traditional postcard icons





# Our narrative angles

To help apply the See Things Differently brand platform to creative and content, we use a series of narrative angles. You can use these as thought-starters for creative work, and as filters when reviewing it. Everything we produce should demonstrate at least one of these principles:



## Challenge convention

We don't do stereotypically British. We find new, surprising stories to tell about our nation, or reimagine the old favourites so that they feel fresh and relevant again. If an image or phrase feels clichéd, we avoid it.



## Thought-provoking

We gain our audience's attention by showing or telling them something they don't already know – a new trend, unexpected angle, remarkable fact, or emotive human story. We want to get people talking.



## Celebrate diversity

We are a nation of wonderfully distinctive regions, cultures, beliefs, lifestyles, orientations and traditions. We show, share and support that variety in our marketing, and champion all positive perspectives on Britain's story.





# Our brand experience buckets

Combining our brand insights and narrative angles, we have created three 'brand experience buckets' – compelling reasons to visit Britain where we have a world class story to tell and a distinctive product offering. These are:

## Trails and adventure

Britain's dramatic landscapes and diverse cities offer countless opportunities for trails and adventure. Whether it's a day discovering mural trails, a weekend exploring a national park, or a whole trip joining the dots between our nations and regions, Britain is just made for active discovery.

## Innovative tastes

Britain's culinary scene has undergone a revolution, with a new generation of chefs and producers putting a modern spin on classic dishes, from both Britain and around the world. From our vibrant street food to independent distilleries, artisan bakeries to fine dining (and not forgetting the pub), Britain offers visitors a chance to taste incredible food and drink from engaging characters and inventive places.

## Cultural powerhouse

Britain's contribution to world culture is unmatched, ever-growing and always a-buzz. From emerging music genres to eclectic art collections, generational fashion movements to eccentric traditions and timeless landmarks – there's nowhere else in the world where you'll find the unconventional and familiar so close at hand.



# Writing guidance

When creating written content, we will need to consider how we write, the angles we write from and what content we write about. The guidance below explains how we write. Please refer to this guidance, the [narrative angles](#) and [experience buckets](#) to craft written communications.

## Write like we talk

Our structure should feel unstructured. Our boundless enthusiasm and energy means we can wax lyrical with a long sentence that seems to go on and on as we get deeper into the subject, always full of passion and ideas. But then we stop. Because we've had an idea. What about this? Or that? Or even a little of something else? These short sentences offer spontaneity and really help generate warmth. This should feel like a conversation.

## Suggestions and questions

We know all there is to know about your time in Britain, but we always suggest rather than insist. We're not here to lecture. Instead we spark the imagination with entertaining stories and possibilities. Our infectious, offbeat energy is about inviting people in. So find out what interests them. Ask questions. Even in a headline. Get your audience thinking about what they can do even beyond our suggestions.

## Engage your reader

We know these lands like the back of our hands – including all the latest openings and trends. We're across the local customs, the varied accents, the many different histories and cultures that make up Britain.

## Swap formal for normal

Remember we want this to be a conversation. To sound like everything we write is coming from a genuine person (twinkly-eyed guide) not a corporation. Does it sound like language you'd ever actually use face-to-face? If not, then it's probably wrong. And formal words are often the culprit. So watch out for those. Oh, and one more thing. Feel free to start a sentence with a 'But' or a 'Because'. There's no rule against it. Some formal types insist it's not good grammar, but we do it all the time when we talk and it will make our writing feel more natural.

## Surprise and delight

Bring the experience to life. Curate the knowledge you wish to share. It's never about delivering as many facts as you can. It's always about choosing the juiciest of wisdoms that your audience will relay to friends.

## Find beauty in the details

This will take some research. But dig deep. It will be worth it. We have over 800 castles in Britain, so your job is to find the unique story in each one. Don't just retell the events, dive into the lesser-known details, overlooked characters, or unexpected perspectives that can bring the story to life.





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