



# GREAT Britain

Our destination brand guidelines:  
**Layouts**

VERSION 1.0



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## 01 Layouts

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# Layout principles

When creating new artwork, we ensure consistency by designing to an underlying grid. The grid ensures our logo, headlines and other elements are well-spaced and not too close to the margins.

## Margins and gutters

Margins make content stand out by keeping it away from the edge of the canvas. To create consistency across size formats, margins are always 1/18 of the diagonal. Gutters are 1/4 of the margins.



English



Arabic

# Call to action

## Size and position

Our brand call to action (CTA) is 'Come see things differently.' Inclusion is optional but it can help to make promotional assets work harder. It can be placed below the logo, with or without our website address (URL).



### URL only

The size of the URL is defined by the starting edge of the red tab in the logo and ends at the edge of the Union Jack flag. Its position is aligned half 'G' of 'GREAT' below the logo. Please note this is inside the clear space which we usually maintain around the logo.



### CTA only

The size of the CTA is defined by the starting edge of the red tab in the logo and ends at the edge of the right gradient line. Its position is aligned half 'G' of 'GREAT' below the logo. Please note this is inside the clear space which we usually maintain around the logo.



### URL & CTA

The URL is stacked below the CTA. Both are contained in the same space defined by the starting edge of the red tab in the logo and the edge of the right gradient line. Its position is aligned half 'G' of 'GREAT' below the logo. Please note this is inside the clear space which we usually maintain around the logo.

# Call to action

## Translations

Our brand CTA has been translated into different languages when required for your intended market.

With CTA



With CTA + URL



# Come see things differently

French

venez voir les choses autrement

German

komm und entdecke  
großbritannien mal anders

Spanish

ven y sorpréndete

Portuguese

venha e surpreenda-se

Chinese (Simplified)

见你未见 不一样的英国

Italian

la gran bretagna come non l'hai mai vista

South Korea

새로운 시선이 있는 곳으로 떠나보세요

Arabic

اكتشف بريطانيا بنظرة مختلفة

Japanese

英国を新たな視点で発見しよう

# Location pins

Location pins over imagery help us tell a wider story of Britain. Pins should follow the convention:

1 line

 City / County, Nation

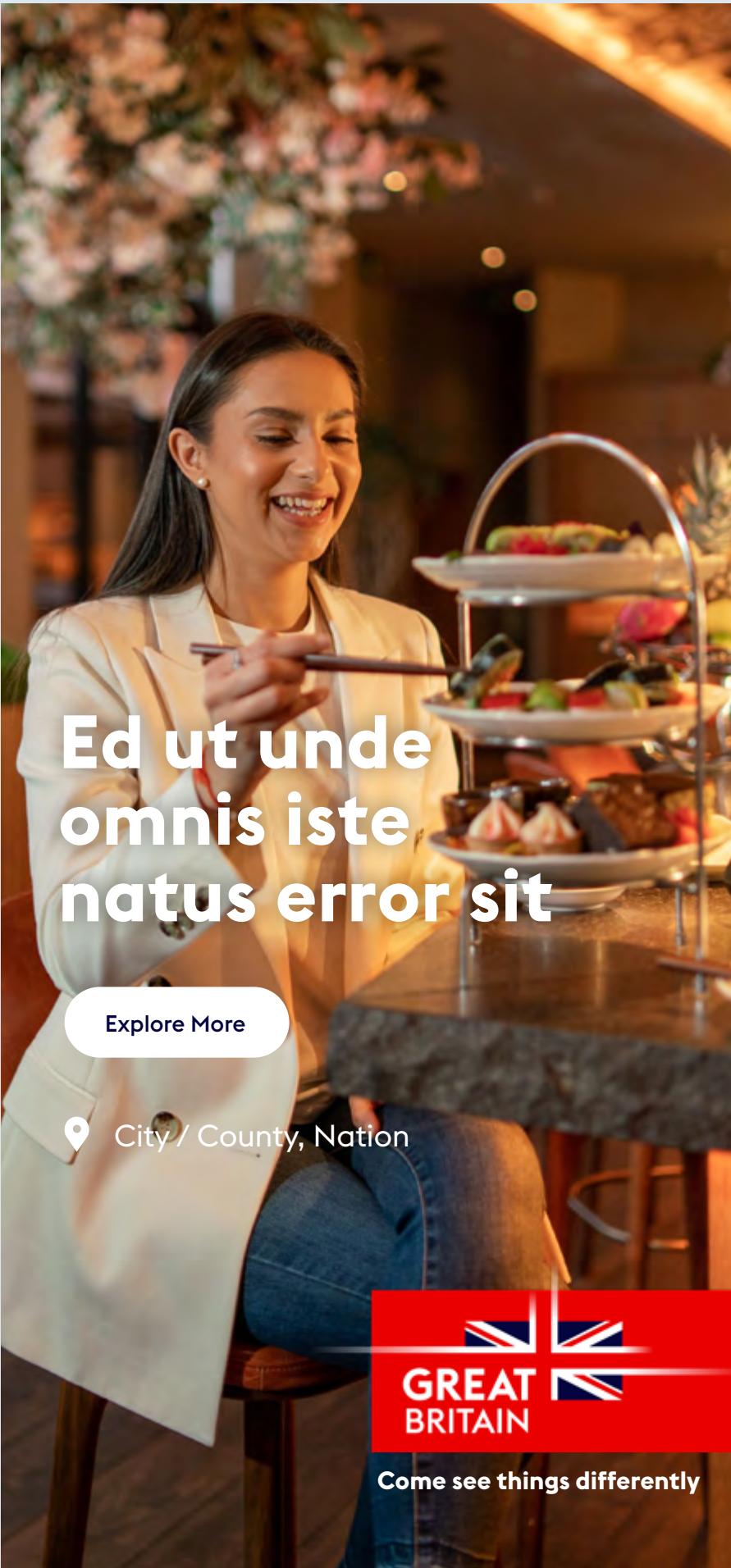
2 lines

 City / County,  
Nation

Location pins must be used in navy or white. Text should be set in Euclid Flex B, at 80% of the height of the pin itself, and no smaller than 6pt for print or 8px for digital and video.

Maintain a distance equal to the width of the pin between the pin and the text.

## Location pin



Use your judgement to determine the best placement for each creative variation. This ensures visual balance and consistency across layouts, allowing the location to remain informative without competing with primary messaging.

Please contact your VisitBritain project lead to obtain the pin icon file.

# Image credits and QR codes

Credits may be placed along the right, bottom or left edge, within 10% of the total width of the creative.

Ensure that the text is legible, no smaller than 6pt for print or 8 pixels for digital and video. Do not obstruct any key graphic elements.

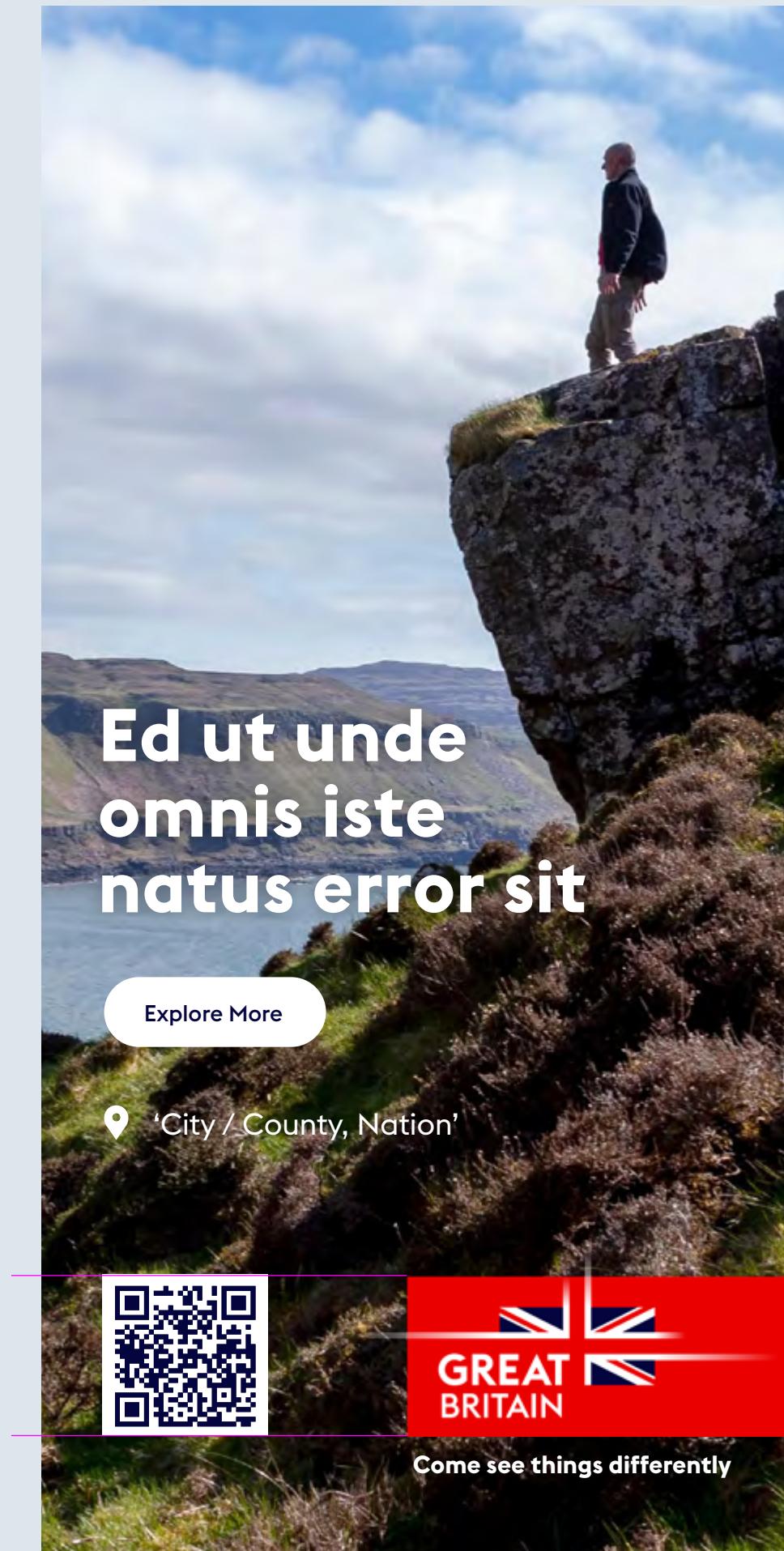
Use your judgement to determine the best placement for each creative variation.

Image credits

10%



QR codes



## QR code placement and sizing guidelines

QR codes should be positioned near the GREAT logo whenever possible. The height of the QR code should match the height of the GREAT logo (without the gradient lines) to maintain visual balance.

On pull-up banners, the QR code may be placed at the top for better visibility.

On walls or large-format graphics, ensure the QR code is positioned at a height that allows for easy scanning.

Use reliable tools to generate QR codes — we recommend the Adobe QR Code Generator for standard use.



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