

📍 Peak District, England

PARTNERSHIPS

CO-BRANDING GUIDELINES



Version 1.1

VisitBritain/Tomo Brejc

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Co-branding options

How we co-brand with partners can take different forms, depending on our shared objectives, deliverables and on which channels the assets will appear. There are two options for co-branding:

GREAT Britain branding with partner logo: Partner uses GREAT Britain branding and messaging and includes their logo across assets as laid out on pages 6, 7 or 8.

Collaborative co-branding with GREAT Britain mandatory elements: Partner and GREAT Britain brands are applied 50/50 and may require negotiation on how they sit together, noting preference for logos to be displayed as set out on page 6. There are non-negotiable GREAT Britain branding elements that must be included through this application, detailed on the following page.

Note: If there is a requirement to introduce partner colour palettes/fonts, or you would like to explore utilising our existing campaign assets, please reach out to your VisitBritain delivery lead to explore solutions.

Mandatory GREAT Britain branding elements

In all partnership marketing solutions, the following GREAT brand elements should be applied:

1 Logo: We must always feature the GREAT Britain logo in primary colours (red, white and blue) - please see [here](#) for specific logo guidance. The GREAT Britain logo should feature alongside one partner logo only and the two logos should be equal in size and prominence. The same version of partner logo should be used across the suite of assets for consistency.

2 Colours: The [GREAT Britain primary colours](#) should be incorporated, and we ask to avoid clashes with the GREAT Britain red (eg other reds/pinks).

3 Pins: A location pin ([guidance](#)) should be used on external channels; on partner channels these are optional.

4 Call to action: We prefer that the 'Come See Things Differently' call to action is used on external channels – please contact us should you wish to consider an alternative. Where 'Come See Things Differently' is used, it must sit underneath the GREAT Britain logo/joined partner logo in white and be accessible against the background.

5 Accessibility: Please ensure all elements (type, logos etc) are accessible against the background.

6 Imagery: Any imagery should land a 'see things differently' Britain – detail on our image guidelines can be found [here](#). Please ensure all images used have the correct copyright usages and any images from the VisitBritain asset library that require credits have them added. Where unsure please check with the Asset team at assetdesk@visitbritain.org

7 Products: Content/products featured can be partner led where appearing on partner channels but must be informed by the VisitBritain brief and content framework or our brand experience buckets to effectively tell the GREAT Britain brand story. Guidance can be found [here](#).

8 Further info: Please refer to the [brand guideline](#) packs for any further guidance around writing style, location pins, image credits or trade events. If further advice is needed, please contact the Brand team at brand@visitbritain.org who will be happy to help.

Co-branding layout options

The examples shown on the following slides show how we might place logos alongside one another when co-branding, in order of preference:

- A Condensed logos side by side of equal size
- B Equal sized logos side by side on GREAT Britain red tab (right hand aligned)
- C Placing partner logo on imagery in opposite corner to GREAT logo (white partner logo only)

In all circumstances when co-branding (including for campaigns), the CTA must sit outside of the GREAT Britain red logo tab.

Please forward all assets to your VisitBritain delivery lead who can share for Brand approval. **72 hours will be needed for approvals.**

Co-branding layout options - Layout A

Layout A – condensed logos side by side - **PREFERRED**

- 1 Both logos are condensed and placed side by side, centred on a block colour from each brand's colour palette.
- 2 If logos clash in colour, please contact the Brand team



Co-branding layout options - Layout B

Layout B – logos side by side on red tab

- 1 GREAT primary logo banner is extended to allow partner logo to sit on its right-hand edge
- 2 Logos are equal in size
- 3 If logos clash in colour, please contact the Brand team



Co-branding layout options - Layout C

Layout C – white logos only on imagery

- 1 For white/mono partner logos only where layouts 1 and 2 are not appropriate. White/mono to ensure legibility and accessibility on imagery
- 2 GREAT primary logo to appear in bottom right with partner logo in bottom left
- 3 Logos are equal in size



Co-branding layout options - CTA

The following visuals demonstrate where the CTA should be positioned for each layout option

- 1 'Come see things differently' or campaign alternative CTA to sit underneath logo
- 2 'Come see things differently' or campaign alternative CTA to sit underneath logo following standard GREAT brand guidance

Layout A – condensed logos side by side - preferred



1

Layout B – logos side by side on red tab



2

Layout C – white logos only on imagery



2

Cardiff, Wales

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