

A photograph of a Romney Marsh landscape. A narrow waterway or ditch runs through the center, flanked by grassy banks. On the left bank, there are tall, dry reeds and a large, dark, bushy tree. On the right bank, there is a row of tall, thin trees with bare branches, suggesting a late autumn or winter setting. The sky is a pale, hazy blue.

ROMNEY MARSH BRAND GUIDELINES

V. 1 SEPTEMBER 2016

Prepared by PROGRESS and ALEXANDRPATRICK

CONTENTS

BRAND GUIDELINES

Brand guidelines.....	4	Our ideal target audiences, based on personas.....	8
Brand pillars	5	Official tourism market segments	10
Brand themes - a charter linked to an identity.....	6	Portfolio.....	11
Our attributes.....	7		

WRITING STYLE

Tone of voice.....	13
Editorial guidelines	14
Editorial keywords.....	16
Ten tips on writing for the web.....	17
SEO keywords.....	18

VISUAL IDENTITY

Logotypes.....	20	Logo incorrect use.....	33
Strapline meaning	24	Colour palette.....	34
Logo exclusion zone	29	Typefaces	35
Working with logos.....	30	Photography guidelines.....	36
Logo sizes.....	31	Photography examples	37

APPLYING THE IDENTITY

Brochures and other print	43	Signage / Wayfinding.....	51
E-signature	45	Brand ambassadors	52
Website	46	Brand toolkit	53
Social Media	48	Contact us	55
Presentations	50		

INTRODUCTION

BACKGROUND

The Romney Marsh Partnership, working alongside partners in the Heritage Lottery Funded, Fifth Continent Landscape Partnership Scheme (led by Kent Wildlife Trust) initiated a place branding project for Romney Marsh in September 2016.

This project was supported by Marsh Million funding and focuses strategically on enhancing the visitor economy to encourage local economic growth. A dynamic identity will aim to strengthen the existing business base and communicate why Romney Marsh is a great place to live, work and visit.

The project has delivered a unified 'Romney Marsh Visitor Brand'.

The brand identity has these supporting guidelines and a toolkit to communicate consistent messaging. To support there is a responsive website that will act as an information hub for Romney Marsh tourists, businesses and residents.

WHAT ARE BRAND GUIDELINES?

These brand guidelines are a practical guide and resource for all stakeholders involved in the Romney Marsh rebranding initiative.

By working together and employing a unified brand, we can create a brand perception for Romney Marsh that is greater than the sum of its parts and that appeals to, and means something, to visitors and the community alike.

WHY USE BRAND GUIDELINES?

Romney Marsh has a compelling story to tell. All stakeholders can play a vital role in communicating what makes this area so interesting, why it matters, and the experience it offers people. Romney Marsh is a region on the cusp of realising significant potential for growth and economic prosperity.

- Romney Marsh must pro-actively promote the experience, offer and reputation. This covers people, location, history, quality of place, lifestyle, culture, diversity, plus our fresh and compelling vision for the future.
- When we speak of a place or a destination brand we mean the unique blend of physical, rational and emotional qualities that constitutes the offer and experience of the place which sets it apart from others.
- Because so much of a place and destination brand exists in our target audience customer's minds, we can't possibly have full 'control' of the brand. However we can present a consistent picture of Romney Marsh, one that will appeal to all of the positive brand attributes or values held by visitors and community members.
- By communicating a consistent brand message, we can increase positive perceptions, re-position the area in people's minds, and increase awareness and understanding of what Romney Marsh offers - ultimately making it appeal to more people as a place to live, visit and invest in.
- All stakeholders are promoters of the Romney Marsh brand, transmitting an agreed picture of the area every time we communicate about it, whether it be in advertising, brochures, online or in person.

BRAND PILLARS

There are five brand pillars that support the overall brand proposition. Essentially they sum up everything that is great about the area and the opportunities available to visitors and the community.

Romney Marsh needs to be recognised as having these distinct core values that will set it apart from other destinations.

CORE THEME	BRAND VALUES	PERSONALITY	EMOTIONAL BENEFIT	PRACTICAL BENEFIT
HISTORY/HERITAGE (rich/ancient)	UNSPOILT Medieval culture that is timeless	MAGICAL Mysterious yet Stimulating, Timeless	FREEDOM Can take time and take stock	ACCESSIBLE Scale of space that's in one flat area
RURAL BEAUTY (farming/habitats)	CONSERVING Values its protected, undisturbed landscape	CURIOUS Surprising, Evocative, Rare, Alluring, Fusion/Fluid	INSPIRED In a timeless space to be/find you	CHOICE Miles of open space to retreat
ACTIVITY (coastal/trails)	CONNECTIVITY Local, London and regional reach	INTREPID Spirited, Challenging, Exhilarating,	SATISFIED Feel a sense of achievement	DOABLE Activity often free or good value for money
LIFESTYLE (enviable/wellbeing)	WELL BALANCED Coast, countryside and urban accessibility	QUIRKY Desirable, Mindful, Idiosyncratic, Colourful	HEALTHY Feel a sense complete, at one	DO MORE Better quality of life, rejuvenated
ENTERPRISE (supportive/diverse)	LOCAL AND SUPPORTIVE Delivers success from home grown talent	RESILIENT Resourceful, Dynamic Determined.	CAN-DO Feel ambitions are viable	COLLABORATION Talent can be nurtured and supported

BRAND THEMES – A CHARTER LINKED TO AN IDENTITY

POSITIVE ATTRIBUTES	NEGATIVE ATTRIBUTES	UNEXPECTED	IDEAL (POTENTIAL) ROMNEY MARSH
Timeless (Unspoilt)	Remote (Communications)	Be prepared	Innovative (Bright future / Creative enterprise / All embracing)
Historic (Upmarket)	Disjointed (Communities)	Mindful	Sustainable (Good value over time/ Eco offices / Eco tourism / Longevity / Robust)
Rare beauty (Haven)	Deprived (Vulnerable, Failing)	Surprising	United (Single Place / Partnerships / Focused Proposition / Infrastructure)
Mystery (Smuggling)	Rural (Traditional)	Challenging	Distinctive (Celebrate wildlife / Extreme sports / Film shorts / Exploring)
Magical (Enchanting)	Isolated (Backwater)	Hand made	Supportive (Business advice, Community engagement / Expertise)
Medieval (Culture)	Insular (Independent, Excluded)	Spirited	Home grown (Handmade, Authentic / Respected / Valued)
Ancient past (Yet Living)	Unskilled (Unsupportive, Adequate)	Passionate	Entrepreneurial (flexible space for start ups / Empty Properties)
Atmospheric (Unspoilt)	Challenging (Extreme)	Mindful	Connected (Broadband Access / Villages / Collaborative / Civic Pride / Collective)
Fascinating (Beautiful)	Over-reliant (Needy, Disadvantaged)	Nurturing	Growing (Potential / Positive changes / Enhanced / Responsible Training)
Evocative (Tempting)	Disengagement (Lost)	Accessible	Funding (Bid for available and Ensure appropriate / Additional)
Quiet/ Tranquil (Mindful)	Workless (Disadvantaged)	Protected	Talented (Apprentices / Economically active / Enterprising / Accessible / Learning)
Unspoilt (Wildlife)	No choice (Housing)	Unlocked growth	Skilled (Re and Up to maximise / Active / Aspirational / Appropriate)
Coastal (Beaches/Angling)	Dependent (Long Suffering)	Networked	Productive (Drive the Proposition / Food and Drink)
Natural (Habitats)	In transition (No Focus)	Collaborative	Inclusive (Home/work for all ages / Consultative / Reach Out)
Resilient (Tough)	Unknown (Hidden / Risky)	Strong	Desirable (Cool / Trendy / New / Get involved)
Cultural (Diverse)	Poor new housing stock	Rare	Deliverable (Strategic Responsibility, Quality housing, Free events)
Creative (Inspiring)	Out of town (Out of touch)	Safe	Energetic (Millennials / Time Poor / Valued / Respected)
Improving (Quick wins)	Flat (Boring)	Diverse	Smart / Dynamic (Young people / Working from home)
Viable (Realistic)	Outsiders perception (Backward)	Stimulating	Choice (Housing / Premises / Attraction / Accommodation / Miles of choice)
Freedom (Magnificent)	Deprivation (No hope)	Enterprising	Resourceful (Business fit education / Trails / New Sectors)

OUR ATTRIBUTES

COASTAL

COASTAL ACTIVITY & UNSPOILT TRAILS

RURAL

SUSTAINABLE FARMING & RURAL COMMUNITIES

HERITAGE

RICH HERITAGE & ANCIENT HISTORY

ENTERPRISE

SUPPORTIVE LEARNING & DIVERSE ENTERPRISE

LIFESTYLE

ENVIABLE LIFESTYLE & NATURAL HABITATS

OUR IDEAL TARGET AUDIENCES, BASED ON PERSONAS

	ENGAGE RESIDENTS – TO EXPLORE Volunteers; specialist interest groups		ACQUIRE VISITORS – TO DISCOVER Active families with children; specialist interest groups; couples who visit for a short break		RETAIN BUSINESSES – TO LEARN Start-ups; tourism businesses; food and drink entrepreneurs; new artists	
FICTIONAL IMAGE						
FICTIONAL NAME	Mark Mahoney	Alicia Grayson	Greg Mills	Caroline Parkes	Lisa Rogers	Paul Thompson
LOCATION	Lydd-on-Sea	Camber	Broadstairs	Tunbridge Wells	Hythe	London
ROLE	Local champion/ volunteer existing visitor	Romney Marsh art creative, special interest visitor	Kent resident / existing visitor that stays overnight	SE London / active family explorers	Small business owner and resident / day visitor	Start-up keen to relocate from London, overnight visitor
AGE / STATUS	71 / Married	51 / Partner	63 / Married	39 / Partner	45 / Married	38 / Partner
OCCUPATION	Volunteer	Artist	Semi-retired	Works part-time	Small business owner	Film Producer
INCOME	Has savings/pension	Low/middle income	Savings/pension/ investments	High income/savings	Medium to high income	Medium to high income
TOUCHPOINTS	Websites/leaflets/ Word of mouth	Websites/Facebook/ Twitter/ Instagram	Websites/Facebook/ leaflets/ Word of mouth	Websites/Facebook/ Twitter/ Instagram/ Trip Advisor	Websites/Facebook/ Word of mouth	Websites/LinkedIn/ Twitter/ Instagram
BARRIERS TO VISIT (DO MORE)	Unaware what RM has to offer for new activities	Unaware what RM has to offer for Food and Drink	Unaware of the extended family activity/stay over	No knowledge of where to stay, limited time	Unsure of the extent of the whole Romney Marsh	Unaware of the supportive business community

OFFICIAL TOURISM MARKET SEGMENTS

WHO ARE THEY: COUNTRY-LOVING TRADITIONALISTS

- Empty-nesters - married couple or living with a partner
- Over 55 years
- Living in the south east, East Anglia or may have travelled from Northern Europe, particularly Germany and France, possibly from Ireland, Belgium or the Netherlands
- Moderate to higher incomes, with fewer family members to support

What are they looking for...

- Unspoilt countryside to walk in and explore nature
- Clean and tidy small towns and villages to explore; heritage and cultural attractions and beautiful gardens
- Good quality secure and friendly accommodation with a personal touch - small hotels or a B&B that they book direct
- Opportunities to eat and drink local food

WHO ARE THEY: YOUNG PROFESSIONALS

- Professional working couples - pre-children or having a break away from the kids; or groups of friends
- In their 20s to early 40s
- Living in London
- Have money to spend but not much time
- Take several mini-breaks each year
- Often prefer to travel without a car

What are they looking for...

- Short break ideas - easy to book online
- Something lively and interesting to do - during the day and in the evening; music, the arts, festivals and events, that they can share through social media
- Looking for fresh air - attracted by outdoor activities, spa/wellness opportunities
- Appreciate local food and drink and will spend on interesting quirky accommodation at right price point

WHO ARE THEY: FAMILY FUN

- Families looking for sunshine and beaches during school holidays
- 35-55 years old with children
- Travelling in groups of 3 or more; sometimes with three generations
- Day trips - living up to 90 minutes away in the south east; or if staying for a longer holiday may have travelled from Northern Europe
- Strong users of social media

What are they looking for...

- Cheaper alternatives to hotels - self-catering, caravans and holiday camps appeal
- Beaches, shopping and small towns to explore
- Good range of outdoor activities and things to do when it rains
- Value for money

WHO ARE THEY: SPECIALIST SPORTS ENTHUSIASTS

- Singles, couples, small groups of friends
- 40-60 years travelling without children
- Living up to 90 minutes away
- Employed on higher incomes
- Day visits to the coast, staying for short breaks
- Strong users of social media

What are they looking for...

- Outdoor activities - golf, walking and cycle routes, water sports, fishing (angling, sea angling)
- Good quality and reasonable value accommodation with facilities for sports equipment that they can book directly
- Somewhere friendly to drink and eat in the evening

A note on niche markets: Individual businesses and organisations will need to focus on the niche segments that best match their product; e.g. arts and culture enthusiasts around the Folkestone Triennial, heritage and history interest groups based on key sites, anniversaries and other events, etc.

OFFICIAL TOURISM MARKET SEGMENTS

WHO ARE THEY: LOCAL RESIDENTS... HOSTING VFR

- Living within Shepway
- Aware of "Shepway" as an entity and have some knowledge of the destination: but possibly limited awareness of the geographical scope or depth of product
- May currently choose to spend their leisure time elsewhere
- Focus on trips to specific attractions, retail offers, short period outdoor activities, food and drink
- High potential for evening activities
- May be more likely to frequent known and trusted establishments rather than try something new
- Dwell times are short but repeat visit potential high, as is spend on the experience as not committing to overnight or travel expenses
- May have mixed perceptions of Shepway (local perceptions more critical than a visitor)

What are they looking for...

- Value for money
- To discover something exciting and worthwhile on their doorstep
- Ease of access - parking, distance etc.
- Evening and weekend options
- Quality experiences they can have confidence in and share and trust with their VFR guests

WHO ARE THEY: BUSINESS VISITORS

- Contractors or individuals on business with local companies
- ... or using the locale as a convenient base or stopping point en-route to business elsewhere
- Groups attending small-medium scale conferences and meetings at venues in the area
- View the area in the context of their professional lives and may not make the connection to it as a place for leisure
- Business may be skewed towards a Sun-Thursday stay pattern
- Dwell times range from a single meeting to multi-night stays

What are they looking for...

- Convenience in location and facilities at accommodation
- Value for money (not necessarily cheap)
- Efficient and knowledgeable customer service
- Transport links and affordable parking
- Wi-Fi and speedy internet access
- Choice of food and drink venues in proximity (+ other downtime activities)
- Availability of supplies and facilities commensurate with role

PORTFOLIO

Special places / high profile places / celebrity association

Collectively Romney Marsh actually comprises of four marshes: Romney, Walland, East Guildford and Denge, occupying 100 sq.miles of the most southeastern corner of the country.

SPECIAL/DIFFERENT PLACES	HIGH PROFILE ATTRACTIONS	NEARBY	CELEBRITY FAMOUS NAMES
<p>Camber</p> <p>Dymchurch (West Hythe)</p> <p>Dungeness</p> <p>Lydd</p> <p>New Romney</p> <p>St Mary's Bay</p> <p>Rye Harbour</p>	<p>Camber Castle</p> <p>Camber Sands</p> <p>Dungeness National Nature Reserve</p> <p>Littlestone golf course</p> <p>Martello Towers</p> <p>Romney Hythe & Dymchurch Railway</p> <p>Royal Military Canal</p> <p>RSPB nature reserve (Dungeness)</p> <p>Rye Castle</p> <p>Rye Harbour Reserve</p> <p>The Old Lighthouse, Dungeness</p>	<p>Ashford Designer Outlet</p> <p>Elham Valley Railway Museum</p> <p>Kent Downs and North Downs</p> <p>Livingstone Lodge</p> <p>Port Lympne Reserve</p> <p>South of England Rare Breeds Centre</p> <p>Willesborough Windmill</p>	<p>Russell Thorndyke</p> <p>Henry James (Rye)</p> <p>Derek Jarman</p>

WRITING STYLE

TONE OF VOICE

TONE OF VOICE

Tone of voice is not what you say, but how you say it. It should be distinctive, recognisable and unique to your brand.

AUDIENCE

It is vital to think about who you are communicating with before you write. Ask yourself:

- Who are my typical website readers?
- What are they likely to want to know?
- What are the things that would influence their decision-making?
- What sort of language would appeal to them?
- How much time will they have to read this?
- Where are they likely to read this?
- What sort of information might they expect from a tourism website?

HOW TO WRITE IN THE ROMNEY MARSH TONE OF VOICE

The Romney Marsh brand brings together all those elements that make the Marsh such a curious place. The economic diversity, the natural environment, the magical landscape, the incredible space, the medieval heritage; essentially the opportunities for living, working, seeing, doing and enjoying.

WITH THIS IN MIND, THE WAY IN WHICH WE WRITE ABOUT THE MARSH NEEDS TO BE

- Accessible, using language the reader uses
- Friendly but professional
- Appealing to all residents, business owners and visitors
- Informative, lively and stimulating
- Helpful, relevant and welcoming
- Accurate, consistent, clear and concise
- An active, dynamic and engaging voice

NOT TO

- Be boring or too chatty
- Use jargon, it can be confusing
- Be impersonal and distancing

LAYOUT AND FORMATTING

- Your most important message should appear at the top of the page
- Avoid writing big blocks of text and use short words
- Body text should always be written in lower case
- Use contractions, (e.g. can't, don't)
- Use bulleted lists to break up text and highlight key points
- Only use underlined text if it is a hyperlink
- Break up the text with clear, meaningful sub headings

EDITORIAL GUIDELINES

ABBREVIATION

- Use when it is much better known than the full word or phrase, e.g. RH&DR, AGM

AMPERSANDS (&)

- Use 'and' not '&'. Exceptions include within lead headings on marketing materials and established brand names like M&S

APOSTROPHES

- An apostrophe is used to shorten a word or to show ownership of an item. Examples include:
 - o Couldn't for could not
 - o You're for you are

BRACKETS

- Use standard round brackets () not [] or { }

BULLET POINTS

- Each bullet point should start with an upper case letter
- There are no full stops at the end of any of the bullets
- A bullet point with two or more sentences should be punctuated with no full stop at the end of the second sentence but a full stop as normal at the end of the first one

CAPITALS

- Do use capital letters for proper names, e.g. publication titles
- Don't write whole sentences in capital letters

COMPOUNDS

- Email (not e-mail)
- Cooperate (not co-operate)
- But write e-commerce, e-communications and e-signature

DATES

- Dates should read Monday, 12 June (not Monday 12th June or June 12)
- Do separate the name and number of the day with a comma, when used together, e.g. Monday, 22 July 2014

DASHES

- Used to break up sentences. There should be a space before and after the dash. 1,500 residents live in Hamstreet – that's around 10 per cent of the population
- Without spaces are used to denote a period of time or range of values (no spaces either side): 10–12 hours; 12–14 July

EMAIL ADDRESSES AND WEBSITES

- These should always be written out in lower case, unless the email or website is case sensitive
- Unless there is a specific need, web addresses should be written without the www at the beginning e.g. bbc.co.uk

HEADING

- No level of heading, including sub-headings, should take final punctuation, ie a full stop or colon
- Don't use leading capitals in heading titles, use lower case

EDITORIAL GUIDELINES CONTINUED

NUMBERS

- Spell out one million, nine million etc, but use 3.2 million. 5.8 billion (leave space after the numeral)
- Write the number in full up to and including nine. For 10 and above, use numerals.

PERCENTAGES

- Use the words per cent rather than the % symbol in copy. This is important online, as some browsers don't recognise the % symbol
- An exception could be a display advert or news headline, where space and impact dictate the use of %. It is also better to use the % symbol in heavily numeric text e.g. tables

POSTAL ADDRESSES

- Write postal addresses without punctuation in a block of text

Romney Marsh Visitor Centre
Dymchurch Road
New Romney
TN28 8AY

QUOTATION MARKS

- Use double quotation marks for quoted speech and single quotes to highlight a word or phrase or indicate a quote within a quote
- When a grammatically complete sentence is quoted, the full stop is inside the quotation marks e.g. 'We provide first-class facilities for our visitors.'

SLASHES

- (/) No spaces on either side, and/or

SPACING

- Single space after full stop, not double

TELEPHONE NUMBERS

- The number 01273800900 – here the area code is 01273 and so should stay together followed by the 6 numbers
- To break this last sequence up the natural way is 2 sets of 3 digits so this number would be written 01273 800 900

TIME

- Generally write 5.30pm (not PM or P.M.)
- Write 10.00am to 11.00am (not 10-11am or 10am–11am)

TITLES

- When referring to the job title without naming the individual, use lower case e.g. 'the managing director said ...' but capitalise when it is linked to the name e.g. 'Managing Director John Smith said...'

EDITORIAL KEYWORDS

These high level descriptive keywords should be worked into editorial copy wherever possible to promote Romney Marsh as a location for tourism and economic growth.

CONNECTIVITY

EMPATHY

VISUAL

FRESH

GROW

BREW

MAKE

SURF

FLY

SPACE

HOMEGROWN

ASPIRATIONAL

ECOTOURISM

EXHILARATING

RESOURCEFUL

AUTHENTIC

QUIRKY

SPACE

SHAPE

DYNAMIC

LANDSCAPE

CURIOUS

FLUID

MAGICAL

NATURAL

RARE

REAL

LANDSCAPE

ENDLESS

UNDEVELOPED

SKY

HORIZONS

UNSPOILT

LIVING

EVOLVING

AUTHENTIC

TEN TIPS ON WRITING FOR THE WEB

When it comes to writing copy to persuade people to visit Romney Marsh, there are ten tips we'd like to share:

1. DIGITAL CONTENT IS NOT THE SAME AS PRINT CONTENT. People encounter and read it differently – they scan it, so you need to write it differently. Divide it into smaller chunks with subheadings.

2. LANGUAGE IS MOST POWERFUL WHEN USED ECONOMICALLY, and that's especially true when writing for the web. Write in tabloid-size packages using a maximum of 25 words per sentence, one sentence per paragraph, four to six words per headline.

3. LEGIBILITY. It's hard to read off a screen, especially if it's a mobile or tablet. Help your reader. Don't go crazy with bolding, italicising and capitals. Never use underlining to highlight because it will make your text look hyperlinked and confuse your reader.

4. CREDIBILITY. There can be no excuses for poor spelling and grammar. It seriously undermines the credibility of your message.

5. AMBIGUITY ISN'T GOOD. Your writing should be clear and get to the point quickly.

6. SEARCHABILITY. Write to be found. What words would people type into Google to find out about Romney Marsh and what it has to offer? Use those words in your copy. But don't overuse the same phrase to the detriment of your writing or marketing.

7. ACCESSIBILITY. Don't exclude visually impaired or blind readers. Don't let your copy rely heavily on imagery, and use captions as opportunities to fully describe pictures.

8. PERSONALITY. Just because you're writing for the web doesn't mean that you have to lose your brand's personality. There is always a way to infuse even the most restrained copy with personality.

9. LESS IS MORE. Ultimately this website needs to be a place where people can go to access information quickly. If there are particular sections of content that have a lot of copy then we suggest putting them into a PDF document and having that as a link in the page copy for those who may wish to read content that is more in depth or of a historical research nature.

10. STRUCTURE. When writing your copy for each page, think of an inverted pyramid. The most important information first, the broader base of detail later.

SEO KEYWORDS

These are the words that people are most likely to type into a search engine when looking for things to do with Romney Marsh. By including these words in your website copy, you are increasing the chances of the Romney Marsh website appearing at the top of their search results.

Romney Marsh	music	protestant church	road bike	party
New Romney	artist	the heritage	fitness	social
Sheep	museum	the medieval church	running	calendar
Dr Syn	romney bands	medieval religion	bike shop	concerts
Kent	print	medieval priest	cycling	event website
visit romney	concert	restaurant	walking	local
hotels	contemporary art	pizza	bike race	whitstable
broadstairs	gallery,	food	hybrid	folkestone
landscape	kent art	places to eat	cycling clothes	sissinghurst
wildlife	romney traditonal music	indian	cycle	benenden
things to do with kids	kent sport	chinese	romnet	hythe
romney marsh events	boat	drink	weight loss	dymchurch
holiday activities	water sports	dinner	health	dungeness
attractions	wakeboard	food near me,	lifestyle	beautiful
places to visit	action water	drinkwater	wellbeing	landscapes
weather	lydd water sport	vegan food	gallup	rural
wool	hyperactive	places to eat	healthy	new romney
birds	water skiing	rest	shopping	sheep
watchfree	active	seafood restaurant	walks	wildlife
biodiversity	fun	eating out	hills	heritage
photography	church	restaurant deals	climbing	parks
zoo	auction	local restaurants	events	kent
nature	heritage	bike	event calander	restoration
reserve	medieval castle	cycle uk	local events	history
landscape	medieval churches	cycling news	upcoming events	jobs
wildlife	medieval life	mountain bike	events this weekend	tradition
native	mormon church	bicycle	community events weekend events	pride

VISUAL IDENTITY

THE STORY BEHIND THE IDENTITY

A quirky and distinctive typeface set with the words 'Romney Marsh' forms this purely typographic logo. The typeface is a contemporary sans serif, but has an almost traditional flair, with features that evoke memories of the Folk movement, medieval times, the train signs of RH&DR. For everyone it brings to mind a different interpretation.

WHAT DOES THE LOGO SIGNIFY?

The logo mark has been hand drawn and loosely represents the sea, land, sky and wind. It has an earthy feel and sense of movement and flow, which compliments the distinctive character of the typeface.

LOGOTYPE – PRIMARY

STACKED - NO STRAPLINE

Colour - CMYK 71 43 23 63



Artwork files - RomneyMarsh_PrimaryStacked_CMYK.eps
RomneyMarsh_PrimaryStacked_Col.jpeg
RomneyMarsh_PrimaryStacked_Col.png

LOGOTYPE – PRIMARY

STACKED - NO STRAPLINE

Solid and Reversed



Artwork files - RomneyMarsh_PrimaryStacked_BLK.eps
RomneyMarsh_PrimaryStacked_BLK.jpeg
RomneyMarsh_PrimaryStacked_BLK.png



Artwork files - RomneyMarsh_PrimaryStacked_WHT.eps
RomneyMarsh_PrimaryStacked_WHT.jpeg
RomneyMarsh_PrimaryStacked_WHT.png

LOGOTYPE – PRIMARY

STRAPLINE CAN ONLY BE USED WITH LINEAR LOGOTYPE

Colour - CMYK 71 43 23 63



Colour - CMYK 0 0 0 60



ROMNEY MARSH

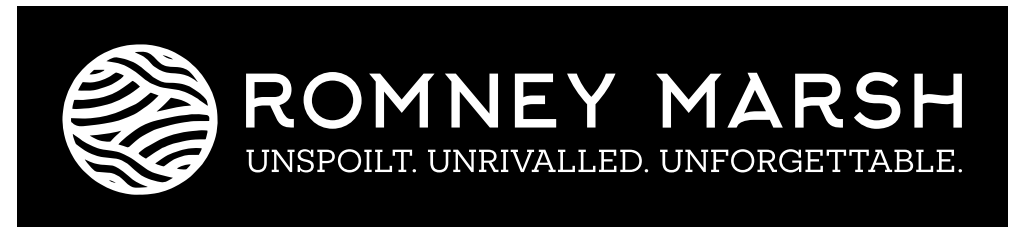
UNSPOILT. UNRIVALLED. UNFORGETTABLE.

Artwork files - RomneyMarsh_PrimaryStrapline_CMYK.eps
RomneyMarsh_PrimaryStrapline_Col.jpeg
RomneyMarsh_PrimaryStrapline_Col.png

LOGOTYPE – PRIMARY

LINEAR STRAPLINE

Solid and Reversed



Artwork files - RomneyMarsh_PrimaryStrapline_BLK.eps
RomneyMarsh_PrimaryStrapline_BLK.jpeg
RomneyMarsh_PrimaryStrapline_BLK.png

Artwork files - RomneyMarsh_PrimaryStrapline_WHT.eps
RomneyMarsh_PrimaryStrapline_WHT.jpeg
RomneyMarsh_PrimaryStrapline_WHT.png

STRAPLINE MEANING

USE STRAPLINE AS APPROPRIATE

UNSPOILT. UNRIVALLED. UNFORGETTABLE.

UNSPOILT

What we mean by this:

Undeveloped, raw and real. "100 square miles of unspoilt countryside that takes in woodland, wetlands and sand and shingle shores."
(Visit Kent website)

How to sum this up in a soundbite:

Wide open spaces and endless horizons.

UNRIVALLED

What we mean by this:

Romney Marsh has a rare beauty with diverse habitats, rich history, extensive coastline, artistic enclaves and bountiful wildlife.

How to sum this up in a soundbite:

A unique area unlike any other in the country.

UNFORGETTABLE

What we mean by this:

The area has a magnetism that encourages repeat visits and those looking to start a new way of life.

How to sum this up in a soundbite:

Romney Marsh will leave a lasting impression.

LOGOTYPE – SECONDARY

LINEAR - NO STRAPLINE

Colour - CMYK 71 43 23 63



Artwork - RomneyMarsh_SecondaryLinear_CMYK.eps
RomneyMarsh_SecondaryLinear_Col.jpeg
RomneyMarsh_SecondaryLinear_Col.png

LOGOTYPE – SECONDARY

LINEAR - NO STRAPLINE

Solid and Reversed



Artwork - RomneyMarsh_SecondaryLinear_BLK.eps
RomneyMarsh_SecondaryLinear_BLK.jpeg
RomneyMarsh_SecondaryLinear_BLK.png

Artwork - RomneyMarsh_SecondaryLinear_WHT.eps
RomneyMarsh_SecondaryLinear_WHT.jpeg
RomneyMarsh_SecondaryLinear_WHT.png

LOGOTYPE – SECONDARY

LINEAR STACKED - NO STRAPLINE

Colour - CMYK 71 43 23 63



Artwork - RomneyMarsh_SecondaryLinearStacked_CMYK.eps
RomneyMarsh_SecondaryLinearStacked_Col.jpeg
RomneyMarsh_SecondaryLinearStacked_Col.png

LOGOTYPE – SECONDARY

LINEAR STACKED - NO STRAPLINE

Solid and Reversed



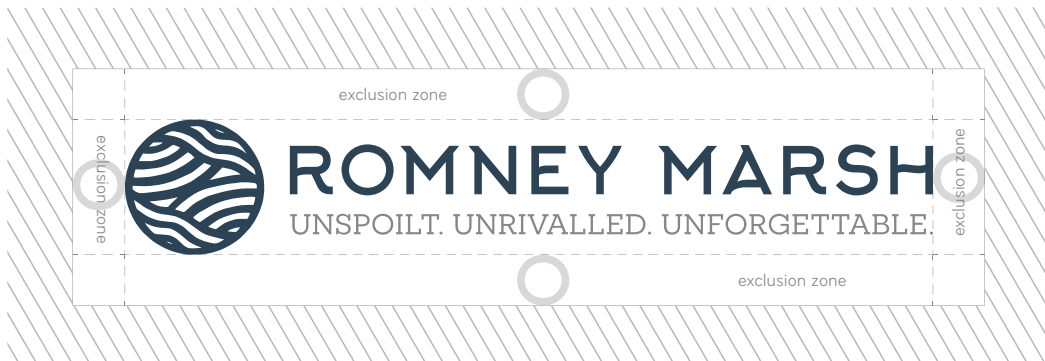
Artwork - RomneyMarsh_SecondaryLinearStacked_BLK.eps
RomneyMarsh_SecondaryLinearStacked_BLK.jpeg
RomneyMarsh_SecondaryLinearStacked_BLK.png



Artwork - RomneyMarsh_SecondaryLinearStacked_WHT.eps
RomneyMarsh_SecondaryLinearStacked_WHT.jpeg
RomneyMarsh_SecondaryLinearStacked_WHT.png

LOGO EXCLUSION ZONE

To ensure visual impact the logotype requires a minimum area of surrounding clear space. This is known as the exclusion zone. Please make sure you adhere to this whenever you use the logo. The size of the clear space; above, below and to the sides is represented by the 'O' from inside the logo.

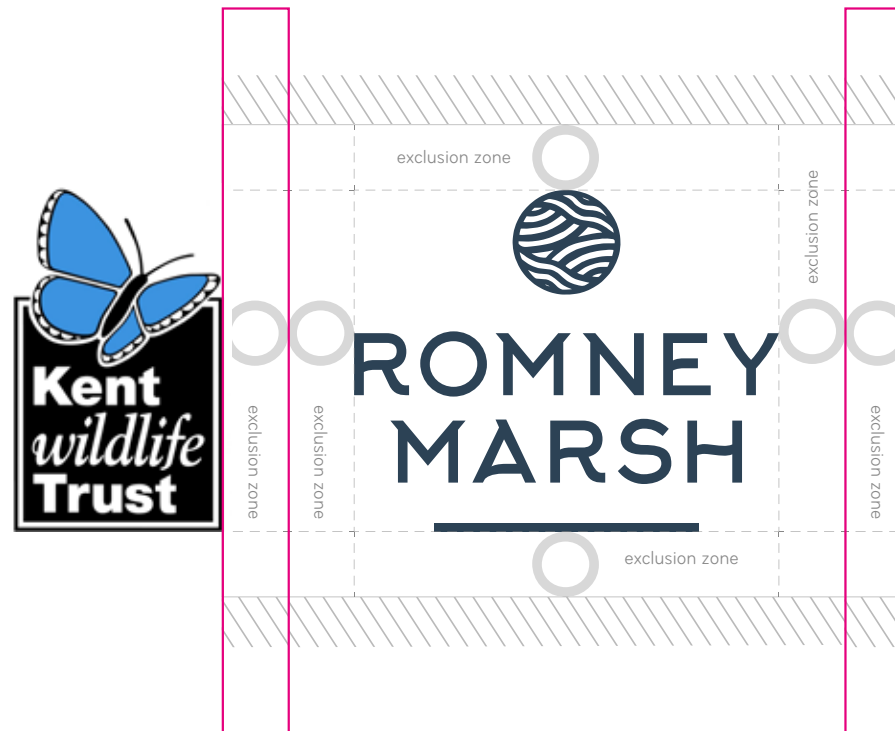


WORKING WITH LOGOS

In a partnership with two partners, it is important to give both partners' logos equal emphasis. Both logos should be shown at proportionately the same size and at the same level. As far as possible, the Romney Marsh logo should appear on the right hand side.

As people read from left to right, the Romney Marsh logo may be the last to be seen, leaving with the reader a lasting and memorable impression.

Remember to maintain the recommended minimum clear space around each logo. It is recommended the third party logos should be positioned 2x the width of the exclusion zone, please see example below.



PRIMARY LOGO SIZES – CORRECT USE

OVERALL MINIMUM WIDTH

STACKED

A3 landscape & portrait	73mm
A4 landscape & portrait	56mm
A5 landscape & portrait	30mm

LINEAR STRAPLINE

A3 landscape & portrait	121mm
A4 landscape & portrait	93mm
A5 landscape & portrait	50mm

MINIMUM SIZE

It is important to keep the logo to these minimum sizes so that it reproduces well. If there are instances when the logo needs to be reproduced at a smaller size it is recommended that the stacked or secondary logos are used instead of the linear strapline logo.



SECONDARY LOGO SIZES – CORRECT USE

OVERALL MINIMUM WIDTH

LINEAR

A3 landscape & portrait	122mm
A4 landscape & portrait	93mm
A5 landscape & portrait	66mm

LINEAR STACKED

A3 landscape & portrait	73mm
A4 landscape & portrait	56mm
A5 landscape & portrait	30mm

MINIMUM SIZE

It is important to keep the logo to these minimum sizes so that it reproduces well. If there are instances when the logo needs to be reproduced at a smaller size it is recommended that the stacked or secondary logos are used instead of the linear strapline logo.



LOGO SIZES – INCORRECT USE

Whenever using the Romney Marsh logo please ensure you always use the correct artwork file for the media in which it will appear.

To avoid weakening the brand no not misuse it. Do not use unauthorised colours or distort the brand mark as well as re-create the logo using an alternative font.

If you require a copy of the logo please use the contact page and the back of this guide.



X DO NOT distort or squeeze



X DO NOT change the typeface



X DO NOT change the colours



X DO NOT change the proportions



X DO NOT separate strapline or add to other logos

BRAND COLOUR PALETTE

This palette has been chosen to reflect the colours of Romney Marsh.



Pantone : 7523 Coated
CMYK : 22 / 73 / 57 / 12
RGB : 183 / 89 / 87
: B75957



Pantone : 7544 Coated
CMYK : 57 / 37 / 31 / 13
RGB : 118 / 134 / 147
: 768693



Pantone : 5205 Coated
CMYK : 47 / 60 / 33 / 17
RGB : 135 / 100 / 121
: 876479



Pantone : 242 Coated
CMYK : 47 / 96 / 26 / 20
RGB : 131 / 36 / 95
: 83245f



Pantone : 5503 Coated
CMYK : 48 / 16 / 25 / 1
RGB : 146 / 183 / 188
: 92B7BC



Pantone : 7660 Coated
CMYK : 43 / 42 / 23 / 6
RGB : 155 / 144 / 164
: 9B90A4



Pantone : 7490 Coated
CMYK : 61 / 26 / 88 / 9
RGB : 112 / 143 / 65
: 708F41



Pantone : 573 Coated
CMYK : 34 / 0 / 20 / 0
RGB : 179 / 226 / 217
: B3E2D9



Pantone : 5025 Coated
CMYK : 14 / 32 / 19 / 1
RGB : 220 / 184 / 188
: DCB8BC



Pantone : 7474 Coated
CMYK : 87 / 32 / 35 / 16
RGB : 0 / 117 / 137
: 007589



Pantone : Cool Gray 4 Coated
CMYK : 30 / 22 / 23 / 3
RGB : 188 / 188 / 188
: BCBCBC



Pantone : 5787 Coated
CMYK : 27 / 14 / 45 / 1
RGB : 198 / 200 / 156
: C6C89C



Pantone : 7545 Coated
CMYK : 78 / 57 / 40 / 31
RGB : 61 / 81 / 100
: 3D5164



Pantone : 7540 Coated
CMYK : 67 / 54 / 47 / 43
RGB : 74 / 79 / 85
: 4A4F55

TYPEFACES (FONTS)

**TAKE A
CLOSER
LOOK**

www.visitromneymarsh.co.uk

HEADINGS

Novocento Slab Wide Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?! ()@£%&***

Geometria Regular

abcdefghijklmnopqrstlnwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?! ()@£%&*

SCREEN FONTS

HEADINGS

Novocento Slab Wide Normal

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?! ()@£%&***

BODY COPY

Arial Regular

abcdefghijklmnopqrstlnwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?! ()@£%&*

PHOTOGRAPHY GUIDELINES

- Try to make the image feel fresh and spontaneous - it's as though you've just turned a corner and captured a moment.
- Where there are people, use real people, not models. They shouldn't dominate the picture, and they shouldn't look posed.
- If it's an outdoors shot, the sky should be big, and the horizon low – Romney Marsh is fortunate enough to have big skies and a special light that inspires artists and photographers.
- For landscape and heritage shots, look for ways to shoot the subject matter in a contemporary or surprising fashion. This is a challenge – but you might achieve it by shooting from an alternative angle or finding something unusual to focus on.
- Don't forget the key attributes: we'd love every image to say one or more of these: coastal, rural, heritage, enterprise, lifestyle
- Consider how the image will be used - online or offline - do you need portrait or landscape images (or both)?

PHOTOGRAPHY EXAMPLES: COASTAL



PHOTOGRAPHY EXAMPLES: RURAL



PHOTOGRAPHY EXAMPLES: HERITAGE



PHOTOGRAPHY EXAMPLES: ENTERPRISE



PHOTOGRAPHY EXAMPLES: LIFESTYLE

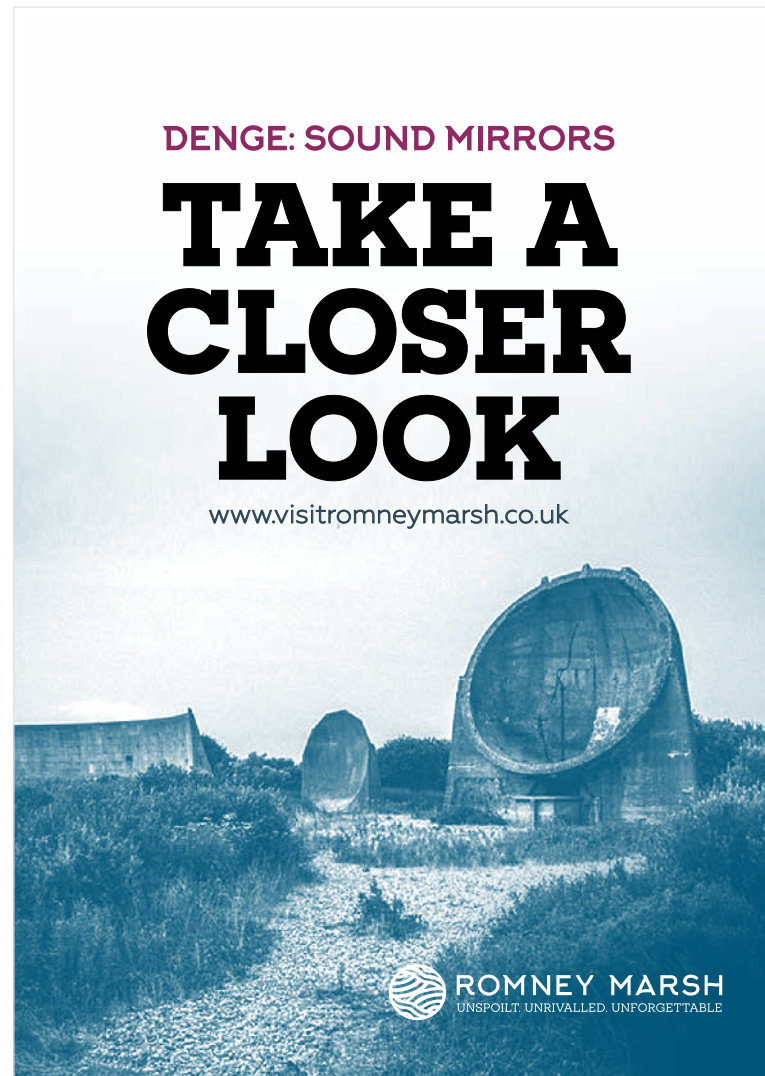


APPLYING THE IDENTITY

This will provide you with the information required for print and online communications, compliant with the Romney Marsh visual identity.

BROCHURES AND OTHER PRINT

To illustrate how the logo might sit on a flyer promoting the open day for the Sound Mirrors



BROCHURES AND OTHER PRINT

To illustrate how the logo might sit on a flyer promoting the Food & Drink Trail



E-SIGNATURE

From the Romney Marsh toolkit here are examples of what can be used on the footer of email signatures.

Thanks

Paul

Paul Hadaway | **Connectivity Programme Manager**
General Enquiries: 01622 662012 | **Mobile:** 07568 428363
Direct dial: 01622 357860
E-mail: Paul.Hadaway@kentwildlife.org.uk
Website: <http://www.kentwildlifetrust.org.uk>

Kent Wildlife Trust, Tyland Barn, Sandling Lane, Maidstone, Kent, ME14 3BD. Registered Charity No: 239992



PROUD TO SUPPORT



ROMNEY MARSH

WEBSITE HOMEPAGE - DESKTOP

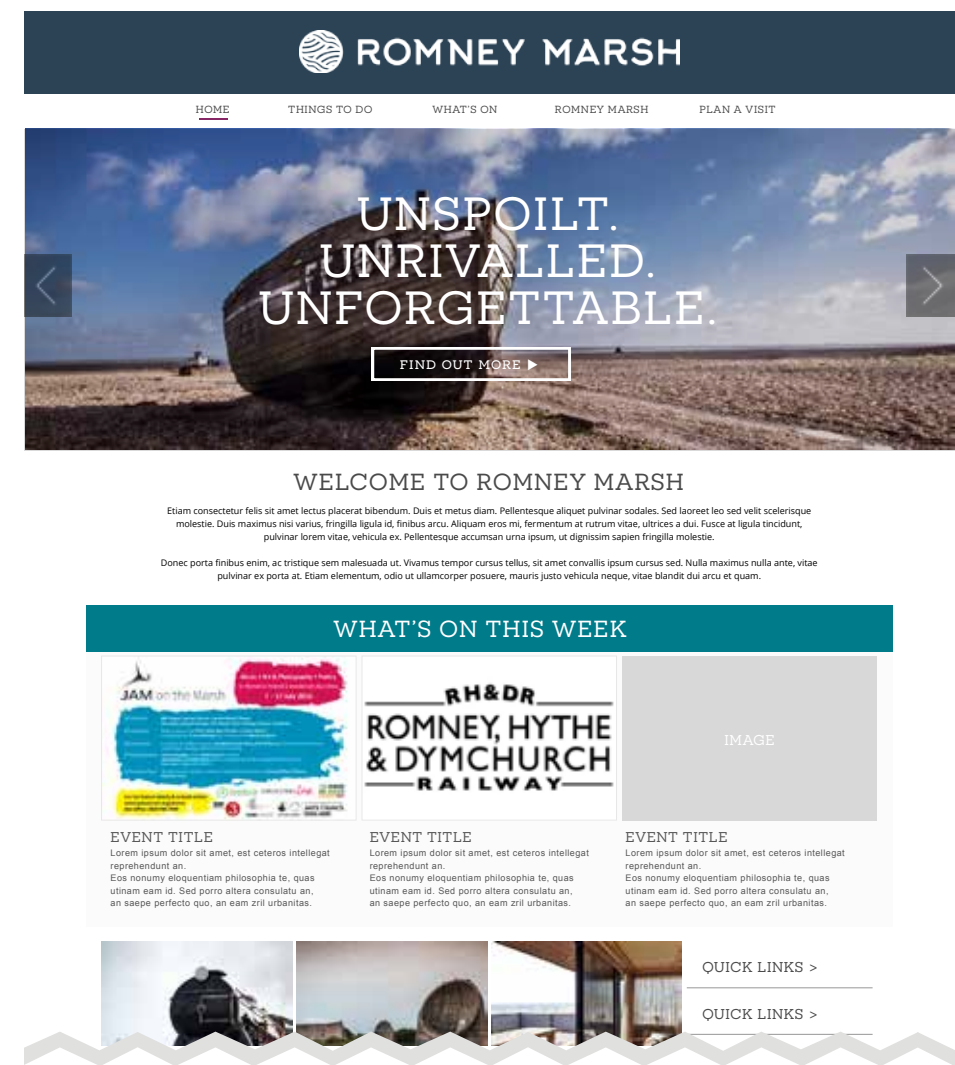
To illustrate how the logo might sit on a homepage.

The Romney Marsh website www.visitromneymarsh.com is the key platform used by the Romney Marsh Partnership and the Fifth Continent to communicate with various stakeholders, visitors, residents and businesses.



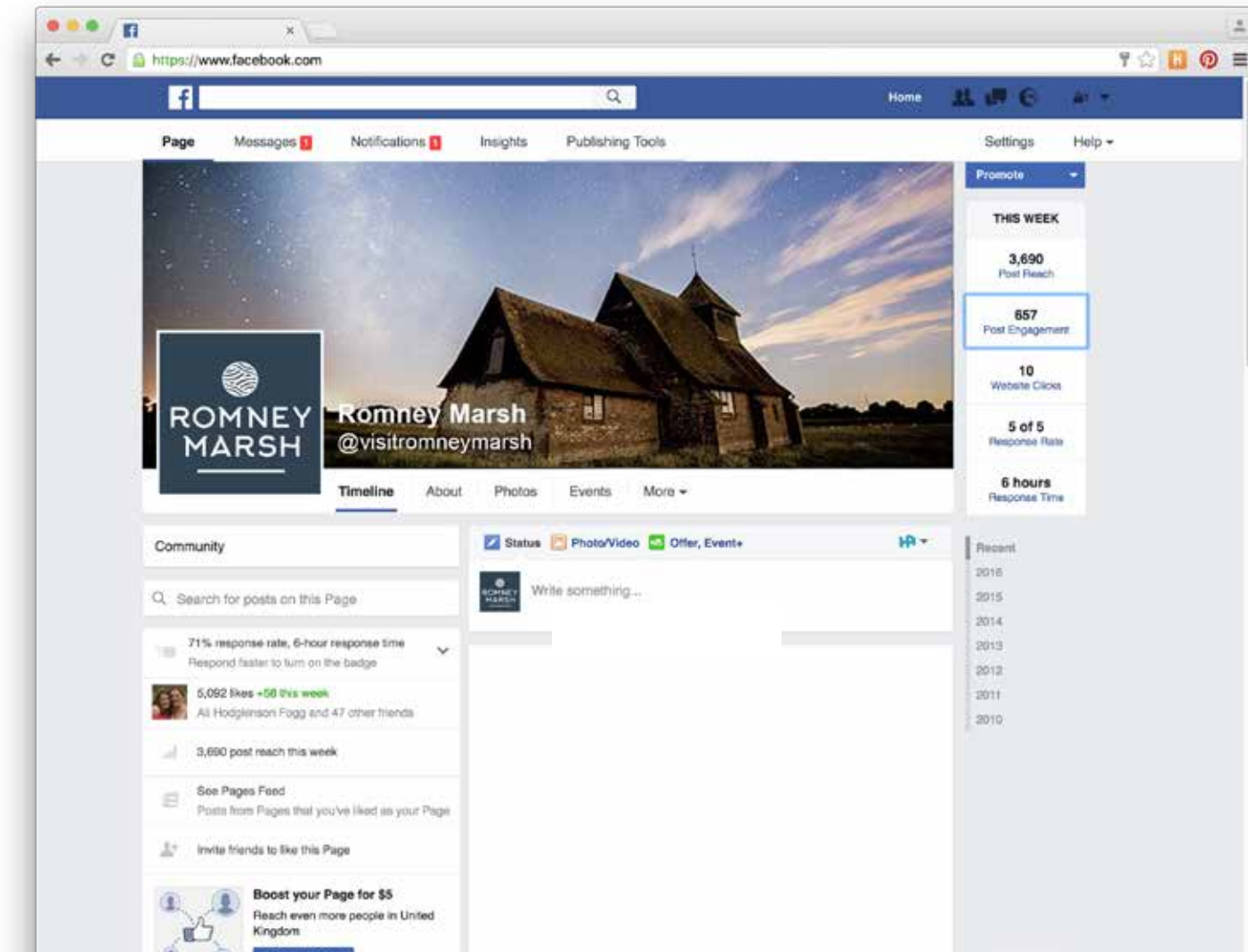
WEBSITE HOMEPAGE - DESKTOP

To illustrate how the logo might sit on a homepage



SOCIAL MEDIA - FACEBOOK

How the logo and hero image could work on Facebook



SOCIAL MEDIA - INSTAGRAM

How the logo would translate to a small profile logo for Instagram. This logo could be refreshed periodically from a suite of alternative options using the brand colour palette.



Update Instagram profile with alternative colour logos periodically, from the brand colour palette.

PRESENTATIONS

DESIGNING A POWERPOINT PRESENTATION

These are visual designs for how to produce Romney Marsh branded PowerPoint templates. They are to be used as supports for you to create visual information to support the Romney Marsh tourism brand identity dissemination.



CONTENTS

Lorem ipsum dolor sit amet, suscipit od	2
Lorem ipsum dolor sit amet, suscipit od	3
Lorem ipsum dolor sit amet, suscipit od	4
Lorem ipsum dolor sit amet, suscipit od	5
Lorem ipsum dolor sit amet, suscipit od	6
Lorem ipsum dolor sit amet, suscipit od	7

SIGNAGE / WAYFINDING

Wayfinding ties the Romney Marsh brand to the physical environment and creates an emotional attachment for people.

Branded wayfinding introduces the Romney Marsh personality and creates a connection to the core values of the brand.



BRAND AMBASSADORS

BACKGROUND

A brand ambassador is a person who talks about Romney Marsh in a positive way and embody the Romney Marsh brand .

The idea will be to identify key influencers in Romney Marsh to provide a credible, trustworthy visibility to help increase brand awareness and help build recognition to achieve a much broader reach.

Brand ambassadors must have a natural affinity in the brand relationship with transparent like-minded values and interests..Ideally they should be someone who lives and experiences the Marsh and someone that has a well-connected network.

AIM

To encourage brand ambassadors to participate in promoting Romney Marsh to persuade tourists, investors to visit and find out more. They will become the faces of Romney Marsh to help attract people to visit, live and work in the area, those that are already loud and proud about the area.

IDEA

'The Real Romney Marsh', 'Find Your Natural Space' 'Handmade in Romney Marsh' (to be agreed)

CREATIVE FEEL

'People envy me!' 'Proud and Passionate' 'People buy people' 'Food and Drink heritage innovating' (to be agreed)

PROPOSITION

To celebrate and promote the brand champions of Romney Marsh, entrepreneurial spirit, a passion to explore and discover more.

BENEFITS FOR CHAMPIONS

- Be seen as a local ambassador promoting the area as a great place to visit, live,work and do business
- Link to their website and social profiles on the Romney Marsh website
- Promotion on social media



BRAND TOOLKIT

The brand toolkit resources below can be found on the Romney Marsh website www.visitromneymarsh.co.uk under Brand Toolkit.

BRAND RESOURCES AND DIGITAL ASSETS

Logo files

E-signature

Website banners

PHOTOGRAPHY

The Romney Marsh photo archive can be accessed from the Romney Marsh Partnership. For questions on Romney Marsh photography, send an e-mail to catherine.igoe@shepway.gov.uk

FEEDBACK

Your feedback on how useful these guidelines have been would be most welcome.

Please email your comments to catherine.igoe@shepway.gov.uk.

BRAND TOOLKIT

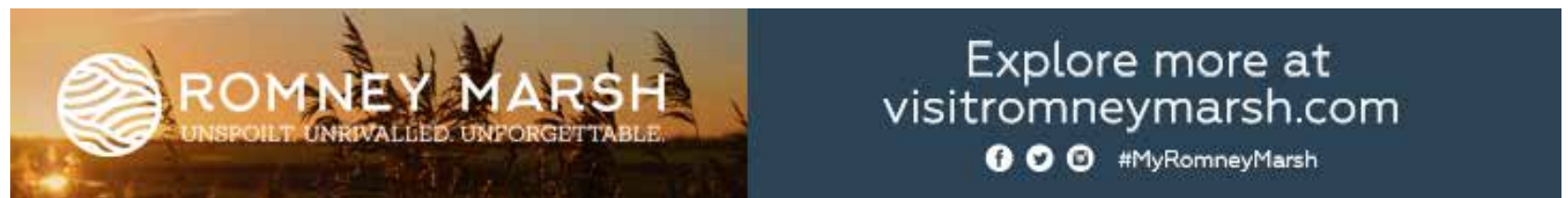
Web banners



Animated MPU frames



Support stamps



CONTACTS

These guidelines document the foundations that underpin the Romney Marsh brand, its tone of voice and visual expression.

They should be encouraged to be applied to all Romney Marsh marketing and branded collateral.

Logotypes, documents and other artwork can be obtained by contacting:

PAUL HADAWAY
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T: 01622 357860
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