

Lower Stour Valley Branding Guidelines



Introduction

The *Lower Stour Valley* is a rural area in East Kent, South East England. The area is characterised by the flat broad plain of the valley of the River Stour as it meanders between Canterbury and Sandwich. The valley itself is dotted with small rural villages, quiet lanes, country pubs and fantastic walks.



River and wetlands



Marsh Harrier



Watermills

Following on from the Country Break project, businesses in the area have come together to look at how to enhance the experience for visitors, thereby increasing the economic return from the tourism market. As the area had never worked as a distinct entity before, the first step was to understand what it offered and develop the identity which would underpin all the consumer facing work.

Why Brand?

- To make the Lower Stour Valley distinct from other destinations and promote its unique selling points
- Define and provide an identity for an area that has not done so in the past
- Provide coherency and consistency to enable the area to sell itself as a destination

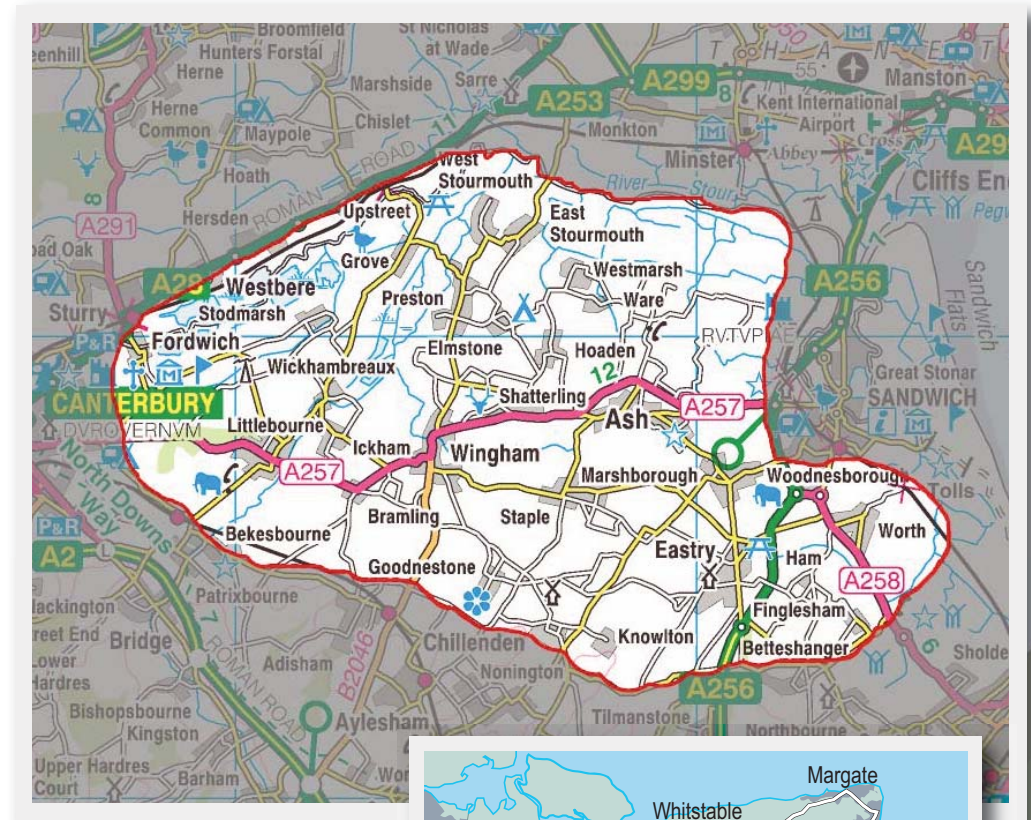
The Lower Stour Valley

Where The Lower Stour Valley Is....

- Broadly the area between Canterbury & Sandwich
- As far North as the A28 then following the Stour itself
- Following the railway line south to Chillenden then across to the A256, then across the A256 to include Finglesham and Worth
- Including the villages of; Fordwich, Littlebourne, Bekesbourne, Stodmarsh, Upstreet, West & east Stourmouth, Upstreet, Preston, Wingham, Elmstone, Wickhambreaux, Ickham, Bramling, Staple, Ash, Westmarsh, Grove, Eastry, Worth, Woodnesborough, Finglesham, Betteshanger, Knowlton & Goodnestone.

Key features

- Wildlife & natural beauty near to the sea
- River & its marshland
- Equal proximity to Canterbury and Sandwich
- A real 'away from it all' feeling (an undiscovered Country)
- Steeped in history with a real rural character



The Lower Stour Brand

What The Lower Stour Valley Is....

- Easy to access
- Proximity to urban centres and established destinations
- Plenty of attractions and activities within the area and close by
- Visually attractive and full of rural character
- Good facilities and food
- Quiet and Tranquil

Brand Personality

- Laid back and Relaxed
- Traditional
- Friendly and welcoming

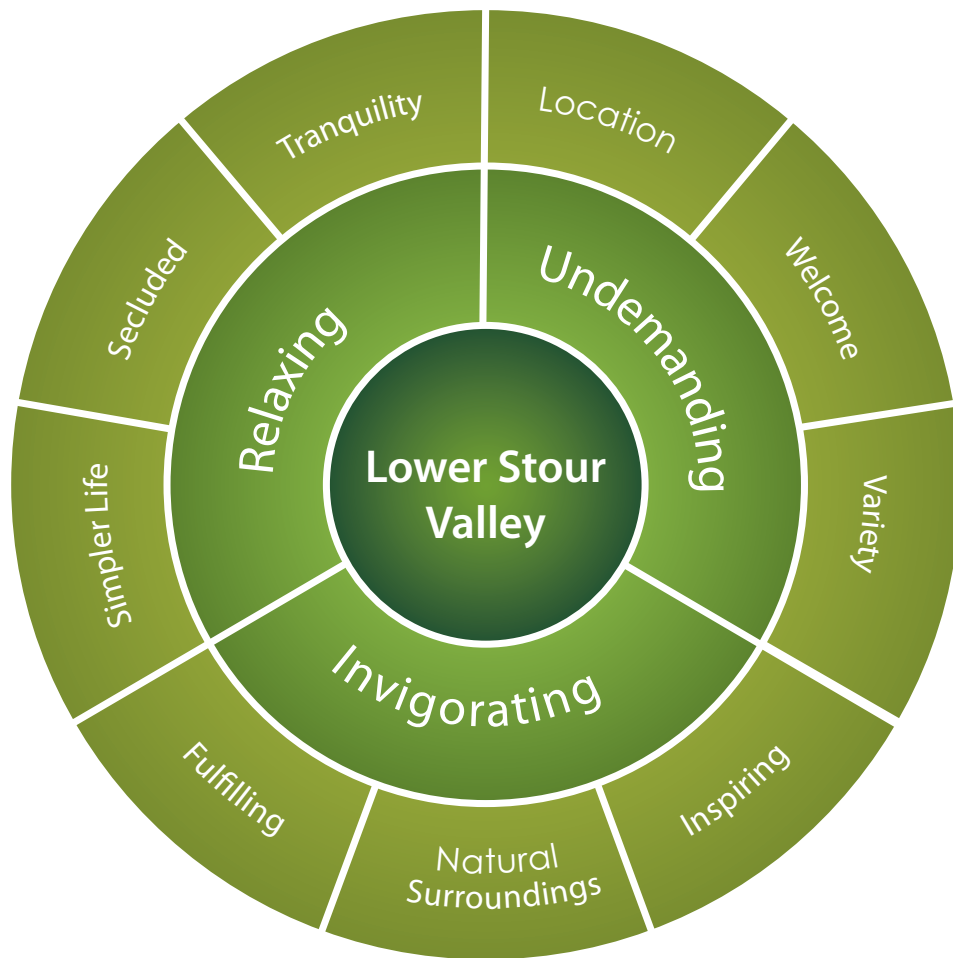
What The Lower Stour Valley Does....

- Easy, straightforward and unstressful to visit
- Fresh air, providing a sense of escaping
- Relaxed, laid back, a simpler way of life
- Surprising and enticing
- Inspiring landscapes and nature
- Easy and straightforward to enjoy

Brand Values

- Preservation and conservation of the environment and rural character
- Making the most of local products and services
- Working together to achieve a common goal
- Responsible Tourism

Brand Essence



The thoughts and ideas at the heart of the Lower Stour Valley brand.

Relaxing

Somewhere to take time, breathe deeply, to enjoy life's little pleasures, away from the pressures of city life.

Undemanding

A stress free option, a step away from the hustle and bustle, yet assuring a warm welcome and with no shortage of quality experiences on offer.

Invigorating

An inspiring, spectacular setting, a feeling of being in touch with nature, and plenty of opportunities to recharge and refresh the batteries.

Communicating the Brand

Iconic images

- Kingfishers
- The River
- Sunsets & Skyscapes
- Watermills & Willows
- Ancient woodlands
- Marshlands
- Birds and other wildlife
- Cyclists, walkers and horse riders
- Country lanes
- Weatherboarded houses
- Marsh Harriers
- Soft fruit and other crops



Colours.

- Green - reflecting the rural environment
- Blue - reflecting the river, but a lighter hue, differentiating from a coastal product
- White - emphasising the open space, fresh air and freedom to breath

Undiscovered Wildlife

Hidden Rediscover Tranquil Beautiful

Old-style Seclusion Hidden Charms Flow

Meander Let Nature guide you

Simple Pursuits Away from it all Open spaces

Peaceful Abundance Quality Unwind

Refresh Take time Birds

Pubs Welcome

Communicating the Brand - The Logo



| | | | | | | | | | |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Pantone 356 C 86 M 29 Y 100 K 17 R 28 G 120 B 46 | | | | | | | | | |
| 100% | 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% | 10% |

| | | | | | | | | | |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Pantone 301 C 100 M 77 Y 18 K 4 R 0 G 78 B 139 | | | | | | | | | |
| 100% | 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% | 10% |

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|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Pantone 4635 C 36 M 60 Y 81 K 24 R 138 G 93 B 59 | | | | | | | | | |
| 100% | 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% | 10% |

Where Possible the logo should be used in full colour on a white background.

It may also be reproduced in greyscale for black and white publications and news print, again on a white background.

Communicating the Brand - The Logo



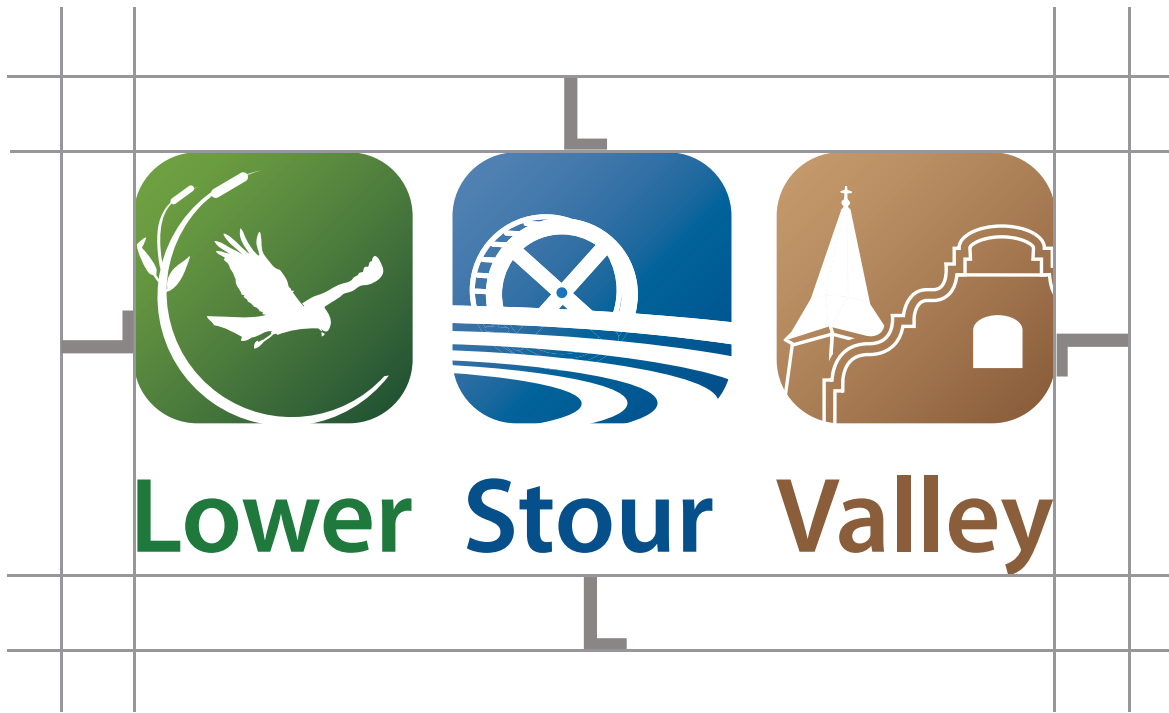
The logo may be reproduced reversed on black or on other colours, providing they:

- Are dark enough to show the design and text
- Are subtle colours that conform to the heritage colour palette

The logo should not be reproduced on bright colours or on too light colours as the impact of the design is lost.



Communicating the Brand - The Logo



A runaround space of at least the size of the Lower Stour "L" should be left between the logo and other elements.

The logo should be used to a minimum size of 20mm height by 45mm width.

All elements of the logo should be used together.



Communicating the Brand - Typography

Headings

Myriad Pro Semibold

Secondary Headings

Myriad Pro Italic

Body Text

Myriad Pro

The Logo typeface is Myriad Pro, which is used in both regular or italic.

Body text should where possible be in black, headings or larger text can be in the dark Lower Stour Green or other colours from the heritage colour palette.

All of the fonts used as part of the brand are widely available.

Myriad Pro

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789:;,.'"@€£\$%^&*()/_-

Myriad Pro Italic

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789:;,.'"@€£\$%^&*()/_-

Myriad Pro Semibold

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Further Information

The Logo is available website in the following file formats:

- Web ready .jpeg in colour
- Web ready .jpeg in black & white
- Web ready .jpeg reversed on Dark green

- Print quality .eps colour
- Print quality .eps black & white
- Print quality .eps reversed whiteout

The Lower Stour Valley brand is the property of the Lower Stour Valley Tourism Group. Reproduction is allowed by businesses, organisations and individuals for the purposes of promoting the area of the Lower Stour Valley.

The logo and brand was developed by Hidden Britain through a process of consultation with local stakeholders.

This project forms part of the ongoing work by Hidden Britain and Natural Economy - East Kent to improve the economic, social and environmental wellbeing of rural areas by utilising tourism as a key catalyst.

This project has been supported by Hidden Britain, Natural Economy East Kent, Natural England and the Kent Downs Area of Outstanding Natural Beauty.

For more information please visit the facebook page at:

<http://www.facebook.com/pages/Lower-Stour-Valley-Tourism/140260906047732>



www.hiddenbritainse.org.uk

