

Would you rather...

CAMPAIGN STYLE GUIDE

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Introduction

The purpose of these guidelines is to explain the visual style of the 'Would you rather' campaign and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline.

Would you rather...

'Would you rather Campaign'

The 'Would you rather' campaign is aimed at building hype for Glen Innes through positive comparison, using a familiar phrase and aspirational imagery. The campaign is designed to attract attention with the concept and excite desirability through beautiful photography.

The conceptual background

The imagery, type and tone of voice associated with this campaign is aspirational, exciting and with a touch of humour. It uses some tropes common in travel & tourism advertising but always adding an extra twist with the creative to ensure it's attention grabbing. It's important that the imagery is prominent throughout and that it strongly features people in the target markets to develop a connection to the audience.

Positioning Statement Artwork

The 'Would you rather...' artwork exists as a positioning statement for the campaign.

Would you rather...



Would you rather...



Positioning Statement Usage

The positioning statement must feature prominently in an advert, either in the upper left or centred.



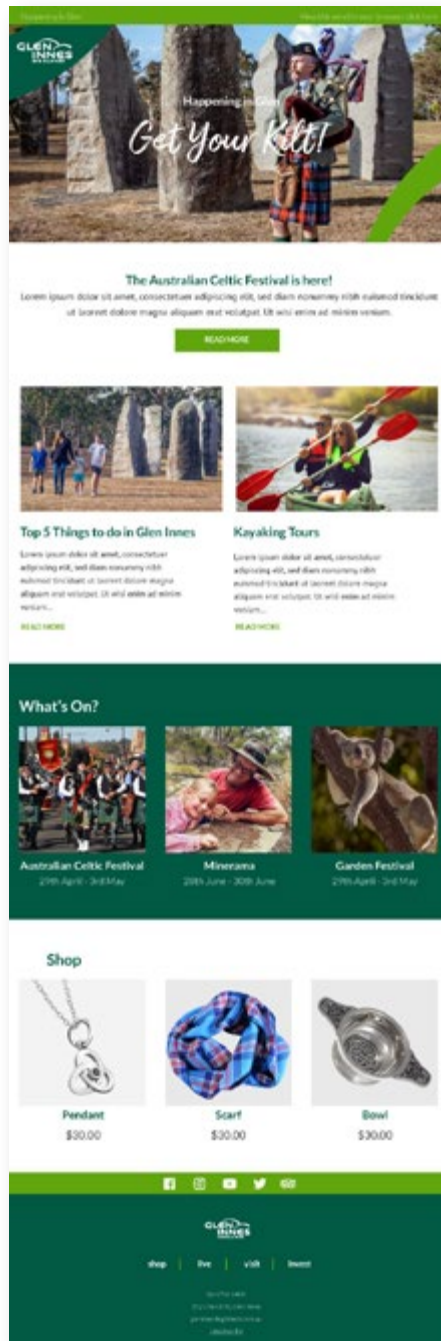
Example 1: Social Media Styleframe

This artwork example demonstrates the positioning statement use on a social media video ad. The brand is still prominent while the positioning statement is the primary subject and is overlaid on an image/footage



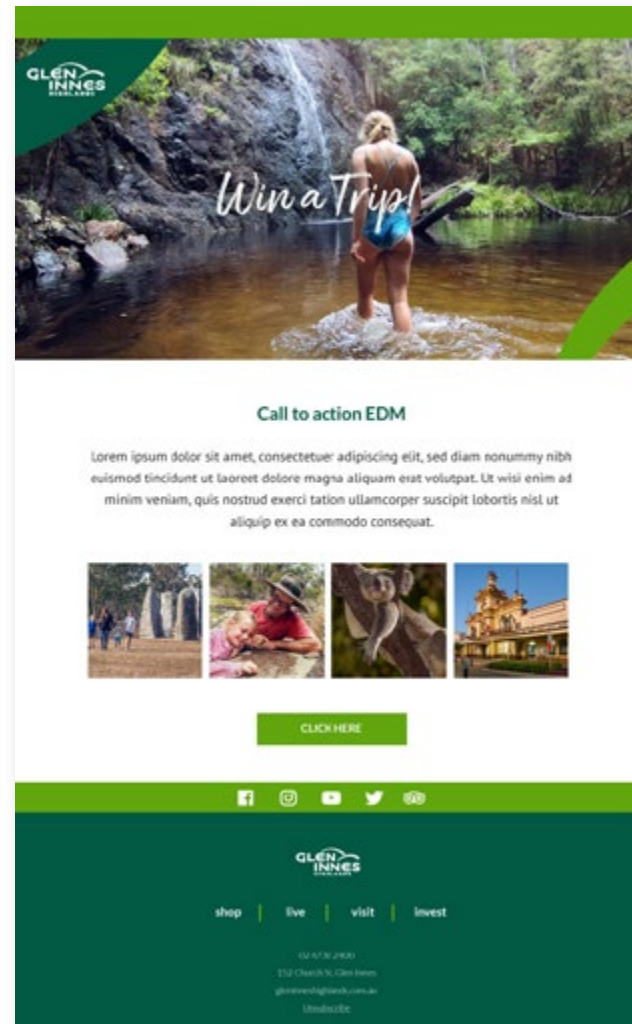
Example 2: Billboard

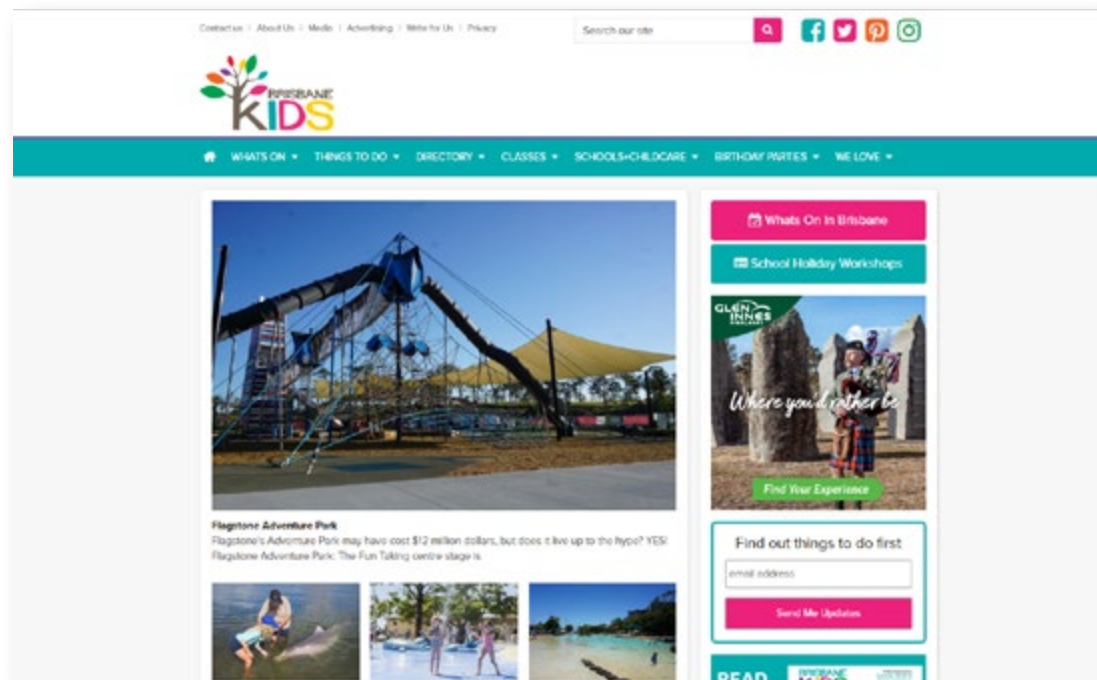
The campaign positioning statement is placed in the corner of the image, to allow the strapline to take centre stage. Colours and curved motifs from the brand are used to develop recognition.



Example 3: EDM Template

When the positioning statement is not in use, the ad title or tagline will be placed similarly and in the same font.





Example 4: Digital Banner

Digital banners must always include a call to action. A simple layout with minimal text should be used and an engaging background. Unless the banner is relatively small, use only the campaign slogan and a call to action.

For very large banners a “Would you rather...” concept may be used.






Styling & Colour

All 'Would you rather' campaign artwork must comply with the Glen Innes Highlands brand style guide. The 'Would you rather' campaign predominantly uses the brand's darker green with the light green as a secondary colour. The curved motifs, inspired by the logo itself feature prominently throughout any artwork.



Example of styling

Here the logo exists in a curved motif with the primary green and a secondary green motif creates balance.

	Colour	Ink	CMYK	RGB	HEX
	PRIMARY COLOUR	Pantone 329 C	100 / 0 / 46 / 46	0 / 108 / 103	#b006c7
	SECONDARY COLOUR	Pantone 382 CVC	30 / 0 / 92 / 0	190 / 215 / 66	#bed742
	GREYSCALE LOGO COLOUR	Pantone Cool Gray 11 C	0 / 0 / 0 / 81	86 / 86 / 90	#57575b

Typography

Typography must be used in alignment with the Glen Innes Highlands styleguide. For this campaign a third type can be used for headings.

Heading Typeface

Amithen Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@£\$%^&*() € # ∞ - _ = + { } [] ; : ^ . ~

Photography

Photography is a highly important aspect of this campaign. Photos should be vibrant and capture action, excitement or beautiful scenery. They should generally show the target audience participating in an activity whilst capturing their joy and character.

As a counter, the 'undesirable' aspects will consist of less saturated (grey) imagery with a slight blue/green cast but still with photographic merit.

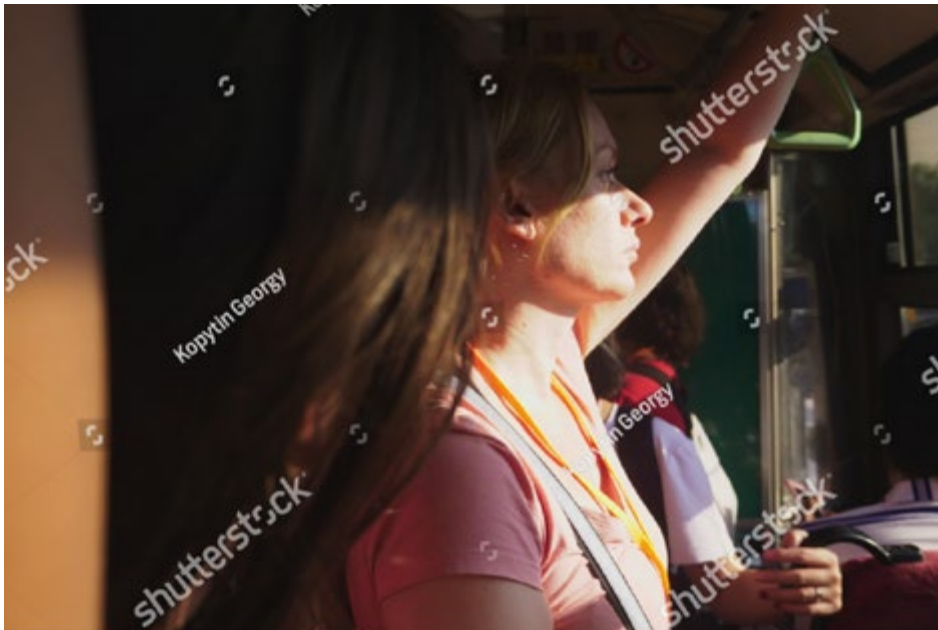
Importantly, talent/models must not appear 'posed' or unnatural.



Examples of photography

Use aspirational images that are vibrant, atmospheric and strongly feature the landscape. Use natural, relaxed poses.

The counter images must still have photographic merit, but use low contrast lighting, low saturation and a slight blue/green tinge to convey a more sombre mood. The position and expression of the model suggests dissatisfaction in a natural, subtle pose.



Incorrect examples

Ensure no images are overly staged or posed. Images should have a focal point, either as a landscape, candid images of people or wildlife.

Lighting should appear natural and in general, images should not be overly dark.

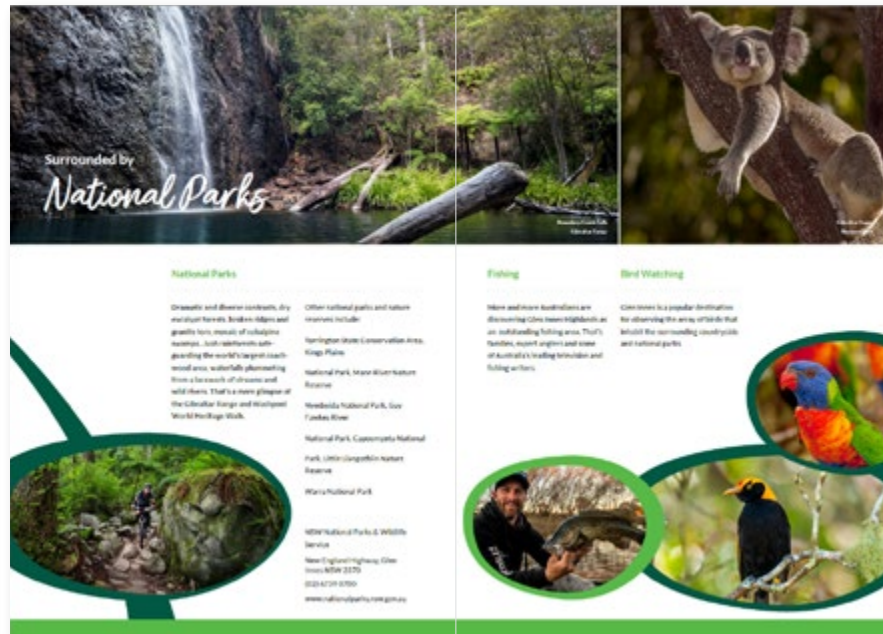
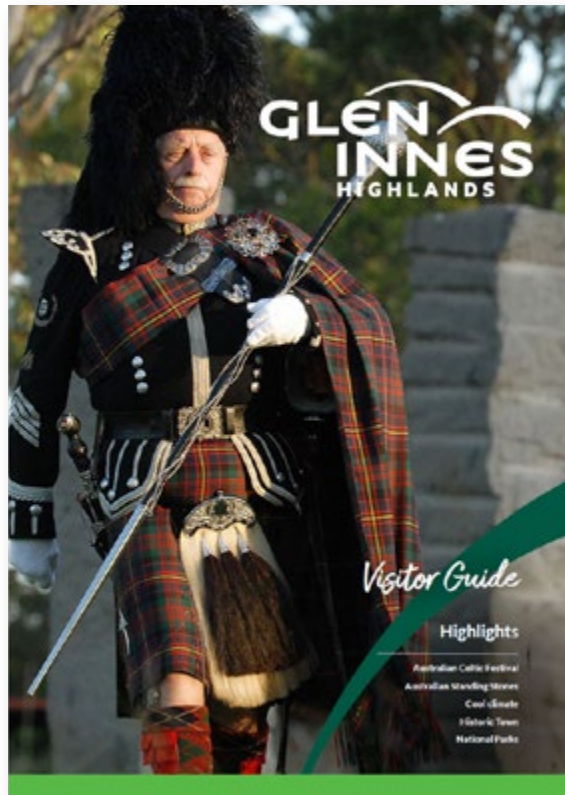
Tone of Voice

This campaign uses some word play and a quirky sense of fun in the tone of voice. The tone should remain light-hearted, energetic, inclusive, progressive and friendly when advertising visit and live aspects.

Brochures, Booklets & Flyers

Print collateral must feature plenty of imagery and should not contain too much text on each page. Campaign and branding motifs should be used throughout.

All collateral should appear consistent with the following examples to be cohesive if displayed together.



Booklet Example

Photography should be prominent in booklet layouts, with a simple, eye catching front cover. Text generally should not cover more than half the layout. Informative pages requiring large blocks of text should use vibrant colours and campaign motifs to maintain a dynamic look.



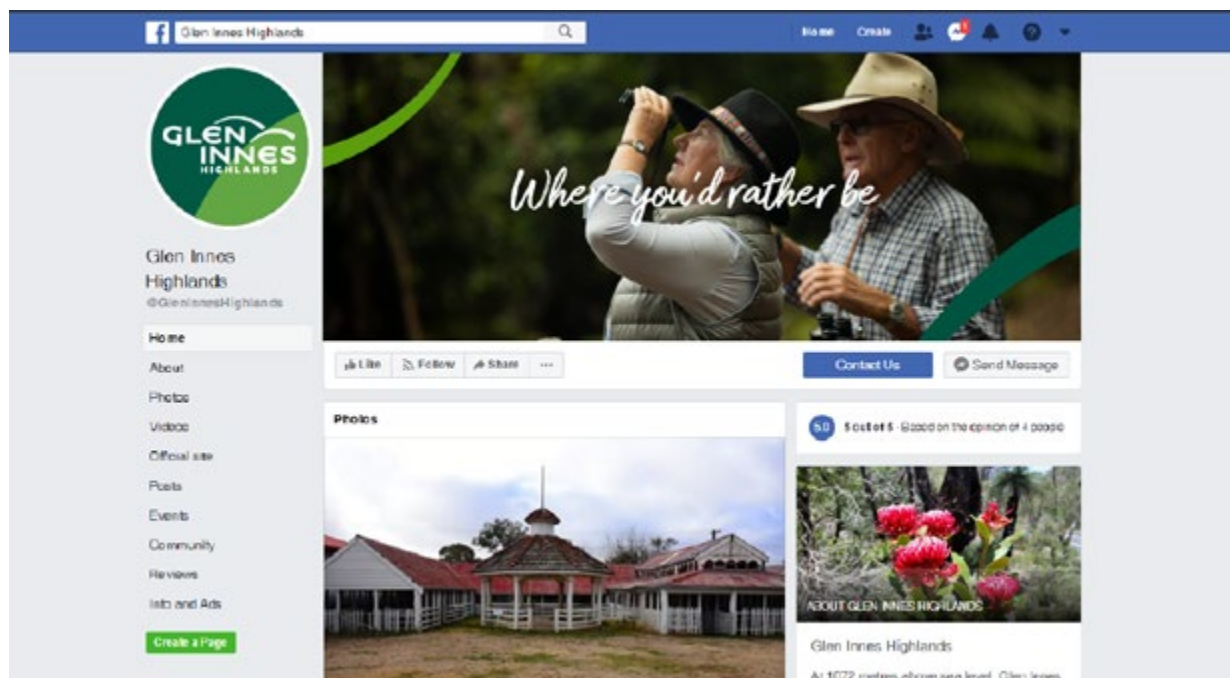
DL brochure example

In this example, the brochure is also branded with 'High Country' in the footer. Any sub branding should be subtle and the main brand colours and logo should be more prominent.

Social Media

Organic posts using campaign elements must be conversational, upbeat and have a call to action. These can include a question, request to share or like the page or post or a link.

Each post must include at least 5 hashtags.



Facebook

The profile image should always be the logo with a green background so that the page is easily recognisable, even from a very small thumbnail.

The cover must be consistent with the campaign style (pictured). An image or video may be used for the cover.

Correct:



Example 1: Subtle branding placed over image



Example 2: Naturally posed subject with minimal text overlay



Example 3: Native wildlife - close up, well lit and with photographic merit



Example 4: Landscape image that shows the landscape of Glen Innes at it's best

Facebook Post Examples

Campaign related posts must be consistent in style with the overall campaign, complying with the photography style & tone of voice but with a more conversational style.

Posts should use propositions and questions in order to encourage engagement.

Use the hashtags: #wouldyourather and #whereyoudratherbe

Imagery

The use of text must be limited. Only use photography that has photographic merit and a focal point. Include scenery, people or wildlife prominently.

If branding an image, add the logos to the image prior to posting and do not post as separate images in the post.

Incorrect:



Incorrect example 1: Branding added as separate images



Incorrect example 2: Image contains too much text



Incorrect example 3: Image has no focal point.

Incorrect:



No Filter

Correct:



Clarendon Filter & image brightened

Instagram

Any instagram posts must have photographic merit & appeal. Filters can be used to enhance a photo but the effect must be subtle - it is recommended the filter is set at 75% or below to achieve this.

Acceptable filters: LoFi, Clarendon & Juno

Post utilising campaign photography captured by Gocrossmedia should not be altered. Cropping is acceptable.