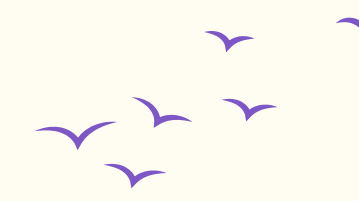




#LiveMoreDoMore

Campaign Guidelines

# The toolkit at a glance



1. Craven and South Lakeland has 44% fewer 16 – 34 year olds compared to the national average.

2. Without dynamic people bringing in new ideas the future of the area is under threat.

3. This toolkit is designed to help raise the profile of the Lakes & Dales.

4. It's a place you can live more and do more, combining a thriving cultural scene with a unique quality of life.

5. We should be talking about the area in an energetic and inspiring way.

6. And talking in one unified voice is more effective than multiple.

7. So if you're talking about the Lakes & Dales use #LiveMoreDoMore.

For the 'Hows' & 'Whys', read on.





## Useful Links

The following are relevant and useful websites from the project, partners and funded initiatives:

[Main Website](#)

[Online Toolbox](#)

[Asset Library](#)

[Collective North](#)

[Create Your Future](#)



Welcome to the Lakes & Dales Brand Toolbox.

If you communicate about our region,  
this toolbox is for you.

We all have an important and exciting job to do – to put the Lakes & Dales on the map in an inspiring new way. Whether you're getting people to come to an event; you're searching for new employees; or you work in tourism or hospitality, whatever your skills or sector, this toolbox is for you.

Maybe you haven't worked with a brand strategy before. That's okay. We've made it simple, flexible and free – it's designed to help all of us work together for the good of our region.

Rather than concentrate on a single town, we're taking a broader, more regional approach. From Skipton to Grasmere, infrastructure is improving and integration is easier than ever before. The business structure, the labour and housing markets, leisure and culture of the Lakes & Dales are all part of our story. The job of this toolbox is to make that story clear and compelling.

Together, we're building the brand  
of the Lakes & Dales. This toolbox  
will show you how and why.





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Lakes & Dales  
Campaign Guidelines

Strategy & Verbal Identity.

Strategy Overview  
Verbal Identity

# Strategy & Verbal Identity.

# 01





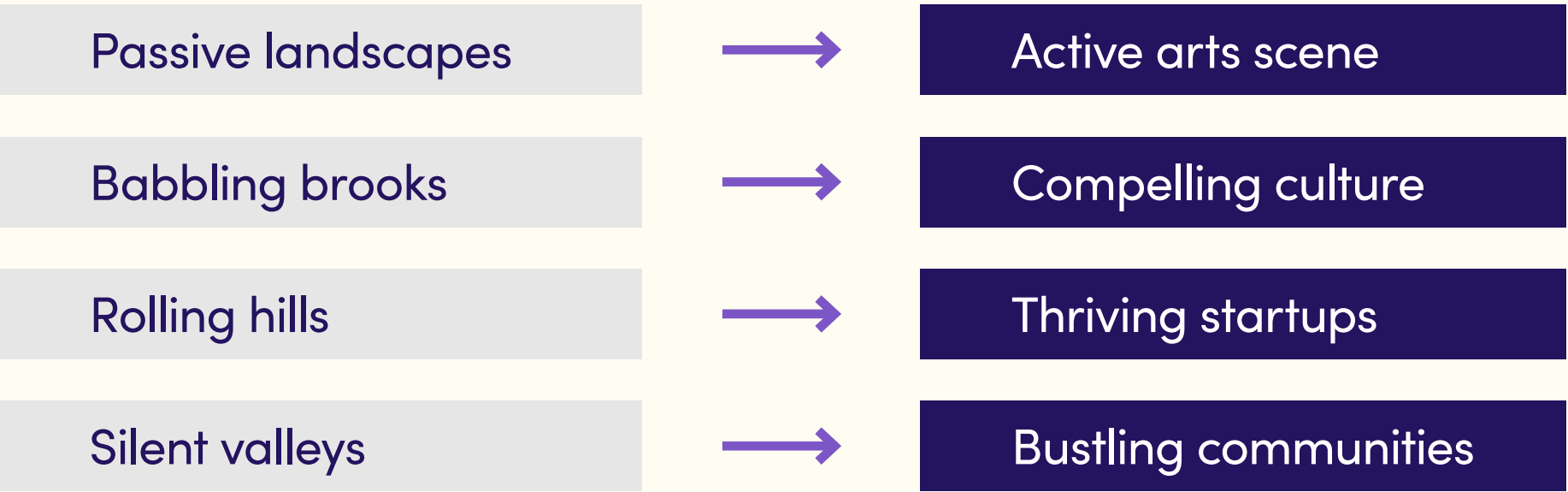
Campaign Idea

We’re building a bigger and better brand for the Lakes & Dales. We want the brand to instil pride and a sense of place, motivating people to be a part of who we are.

We can then harness the power of young people and stakeholders, using user-generated content from any engagement to create a campaign that promotes the area as one full of unique and distinct experiences.

Using culture as a catalyst, the campaign will inspire existing and returning younger residents, as well as visitors to have a different perspective on the region.

Required perception changes:





## Our Tone of Voice

To do this, any copy we produce needs to speak to young people clearly in a tone that reflects our values; inspiring, energising and open.

We want to promote the Lakes & Dales as an exciting place for young people to live, so we want our tone of voice to reflect that!

Remember to think about the target audience and what language appeals to them.





Lakes & Dales  
Campaign Guidelines

The Brand Filter

Brand Filter  
Our Vision  
Our Values  
Our Goal  
Checklist

# The Brand Strategy

# 02



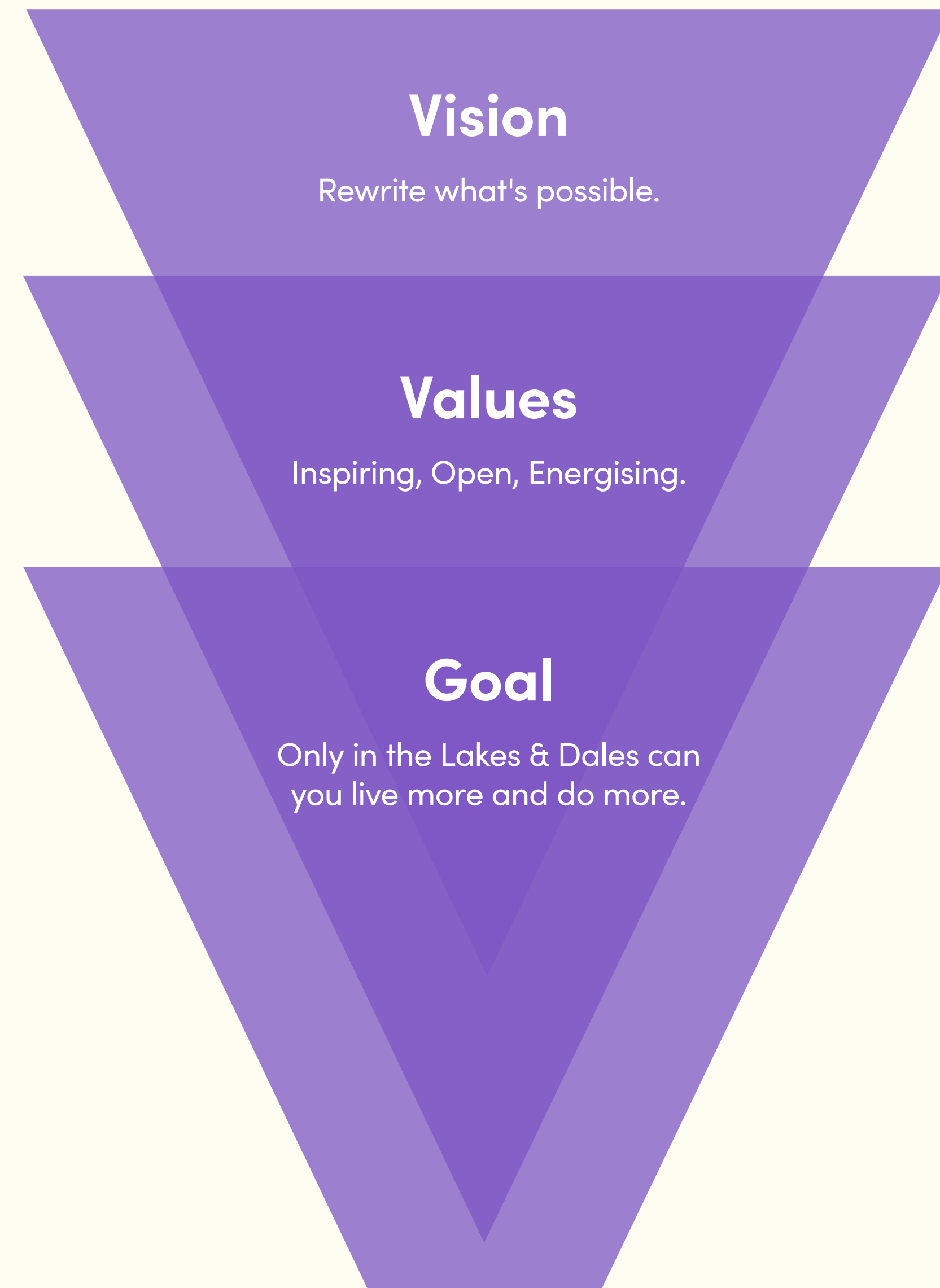
## How to build our place brand – and why

If we all stay on-message, then every communication we put out there into the world will shape the way people think about the Lakes & Dales.

By using the Brand Filter as your guide, you'll know how to phrase your communications. You can use it for everything from marketing, PR work, the job page on your website, to your next Instagram post.

## How to get it right

While we have a logo and a strapline, that's not enough to capture the true spirit of this fantastic region – it's too rich and complex for that. This place is the brand. And for us to give people a true sense of what we're about, we need to inject the essence (vision, values and goals) into how we speak and write about it. That's what this Brand Filter is designed to help you do.







## Our Vision

### Rewrite what's possible.

The vision for the Lakes & Dales is an optimistic and empowering expression of potential. We want people to know that anything is possible here. And we want to share it far and wide.

We want the rest of the UK and beyond to understand that this is a progressive, future-focussed region that is not resting on its laurels or stuck in the past. There is no doubt about it – the best is yet to come. Our thriving startups, active arts scene, compelling culture, and bustling communities are testaments to that!

### Rewrite what's possible isn't a slogan.

It's a message to us – the people who can make a real difference to the Lakes & Dales. You can rewrite what is possible for you and our amazing region.

### Let's start the conversation!



## Our Values

Brand values are a crucial part of any brand. They are there to guide actions. The values we have identified haven't just been plucked out of the air – they are the core of the Lakes & Dales identity, representative of the people and businesses here, and recognised by visitors and tourists.

But these values are not supposed to be used as a slogan – instead, they should inform how we write and what we say. We should inspire people with our words and images; be honest, friendly and open; and energise with our enthusiasm!

### – Inspiring

Living and working in the Lakes & Dales is nothing short of an adventure. Our environment and people are stimulating. A new generation of thriving startups is laying the foundations for exciting and modern ways of working and collaborating.

Our bustling communities encourage and support new initiatives and our active arts scene. The Lakes & Dales is alive with potential. It's a truly inspirational place.

#### How can you be inspiring?

Don't be boring! You inspire people when you excite them with possibilities. That can happen through words and pictures. Talk about success stories, plans for the future, events you're hoping to attend, or exciting new businesses that have started up.

### – Open

More than anything else, people make a place. And because we're not a sprawling metropolis – the individuals who live and work here have a different outlook on life. You could say our environment has shaped us. There's an honesty to how we approach things.

We're unpretentious, and we keep it real – we have no time for the flashy or pompous. But more than that, we're welcoming and receptive to new people and new ideas, and have a keen sense of community in everything we do. All of this makes the Lakes & Dales a well-balanced, accessible place for all.

#### How can you be open?

Keep it real. We're down to earth here, so communicate with no fluff or ceremony. People are harder to impress these days, so don't try too hard. You are lucky to live and work in the Lakes & Dales, and your natural enthusiasm is enough. Just be you!

### – Energising

They say that if you want to feel rejuvenated in the Lakes & Dales, all you have to do is step outside. From the active arts scene to the jaw-dropping countryside, this place stirs the soul. Uplifting in the truest sense, our bustling communities and compelling culture combine to boost the spirits and the economy.

You want invigorating? You got it. You want to feel empowered? We have everything you need. Yes, the grass really is greener in the Lakes & Dales.

#### How can you be energising?

You can't tell someone to be energised. You can only energise yourself, and let people catch it from you. Let it spread like a smile. Short, punchy sentences help. They really do. Be enthused about what you're saying. Let people feel your passion.



## Our Goal

# Only in the Lakes & Dales can you live more and do more.

No matter where you live, young people are the future. It's vital for the Lakes & Dales to attract young people, as well as retain them. When they go off to universities in the cities, we want them to bring their new knowledge back here.

Our brand position is targeted at young people. That's because, as a region, we have 44% fewer 16 – 34-year-olds than the national average. We need to address this over the next 5-10 years.

The Live More, Do More brand position is designed to make people think of living and working in the Lakes & Dales differently. But it requires us all to think differently first. Instead of passive landscapes, think active arts scene. Instead of babbling brooks, think compelling culture. Instead of rolling hills, think thriving startups.

Rather than tranquil valleys, think bustling communities. We're lucky to live in such a beautiful place, and we should never be ashamed of it – but young people are imagining their futures. We need to show them that they can forge the kind of lives they are looking for right here. That's what Live More, Do More is all about.

So, let's focus on the youth.

Think about how they will perceive your communications. Will it appeal to young people?



# Are You On *Brand?*

Building a great brand is methodical work. Use the checklist to see if you are on track.



Tick the pod if you are on brand.



Must be included to be on brand.

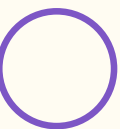
Take the test...



On brand?

Building the Lakes & Dales brand is a step-by-step process. This checklist will help you to see if you’re on track.

Living and breathing our values is the most effective way of building a strong brand. We don’t describe or explain our values to people – instead, we use them to guide how we represent the Lakes & Dales. Checking if your communications are in line with the values is an excellent way of doing this.



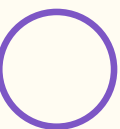
Inspiring

Are you talking in an excited way about the future of the region, firing the imaginations of your readers and talking about upcoming plans for the Lakes & Dales?



Open

Are you talking in a down-to-earth, clear and simple way, letting natural enthusiasm shine through?



Energising

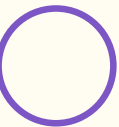
Are you talking in short, punchy sentences, full of energy and passion?

We want the Lakes & Dales to appeal to young people because that’s where our population challenge lies.

We should do what we can to showcase our region as exciting and future-focused.



Does your communication or event include young people?



Are you using the right platforms to target younger audiences?



## On brand?

It's important to create awareness about the Lakes & Dales, so we need a digital footprint.

Social media is a great way to reach as many young people as possible, encouraging them to be active ambassadors online for the area is key.

- ☐ \*Have you remembered to use #LiveMoreDoMore? Or at least reference Lakes & Dales?
- ☐ Are you encouraging people to use #LiveMoreDoMore as well?
- ☐ Are you measuring your results to help improve engagement going forward?

We claim that Lakes & Dales is an exciting place to be for young people. Now we have to prove it.

Our region is the perfect place for young people to live more and do more, we want to show them this, creating a sense of community and identity.

- ☐ Do you showcase the opportunities available to young people?
- ☐ Do you showcase, where possible, case studies of successful people in the area who are living more and doing more?





# Are You On *Brand?*

If you have failed to tick the required boxes going through our brand filter hopefully this check list has provided you with some tips for improvements.



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# The Campaign

# 03





## #LiveMoreDoMore

We hope all our friends,  
partners and visitors will  
embrace #LiveMoreDoMore.

Our toolkit is designed to inspire but is in no way prescriptive. It is an idea we want you to take and run with. Make it relevant to your business and use it in a way that works for you.

At the back of this guide we've included the campaign logos, colours, fonts, lock-ups, hashtag, icons, photography and film.

You can follow these to the letter or be as creative as you like (within our guidelines), let us know your plans and how we can help.

This is just the beginning, we look forward to seeing the chapters unfold and the sequels published for many years to come.







## Creating #LiveMoreDoMore Content

The Live More Do More campaign needs to be experienced to be truly believed. One of the quickest, simplest and best ways to do this is via user-generated content.

By creating a simple to use hashtag, such as #LiveMoreDoMore, it means that stakeholders, tourism partners and visitors can all push out 'on brand' campaign messaging. By adopting the #LiveMoreDoMore all content will be collated together, our experiences shared and lives enriched.

Please see examples below on how to use the hashtag in posts and promotions.





## How Visitors Create Content

Encourage visitors to share their own Lakes & Dales experiences by using the hashtag and tagging places of interest and attractions they have visited and enjoyed.



Can't wait to see the @OfficialHuey DJ set at The Brewery Arts Centre #Kendal! #LiveMoreDoMore



Met so many fab people at Creative Connections last night #LiveMoreDoMore @LakesandDales



Picasso's Playground is a must see, loved seeing their work! These guys know how to #LiveMoreDoMore



Had the best time ever @kendalcalling and thankfully don't have too far to travel home #LiveMoreDoMore



So lucky to be able to live a life that benefits both my work and hobbies #LiveMoreDoMore @LakesandDales





How Partners Create Content



**@BACKendal**  
#LiveMoreDoMore with the awesome @OfficialHuey DJ set at The Brewery Arts Centre, Kendal!



**@CravenDistrictCouncil**  
#LiveMoreDoMore in Craven as @CravenDistrictCouncil welcome Tour de Yorkshire @LakesandDales



**@KendalCollege**  
This is how our college students #LiveMoreDoMore at the Young Seafood Chef of the Year!



**@LakelandArts**  
Lakeland Arts invites you to #LiveMoreDoMore at Windermere Jetty this evening. #TheDayatWJ



**@SkiptonCastle**  
#LiveMoreDoMore with @HinterlandsFest international rural film festival

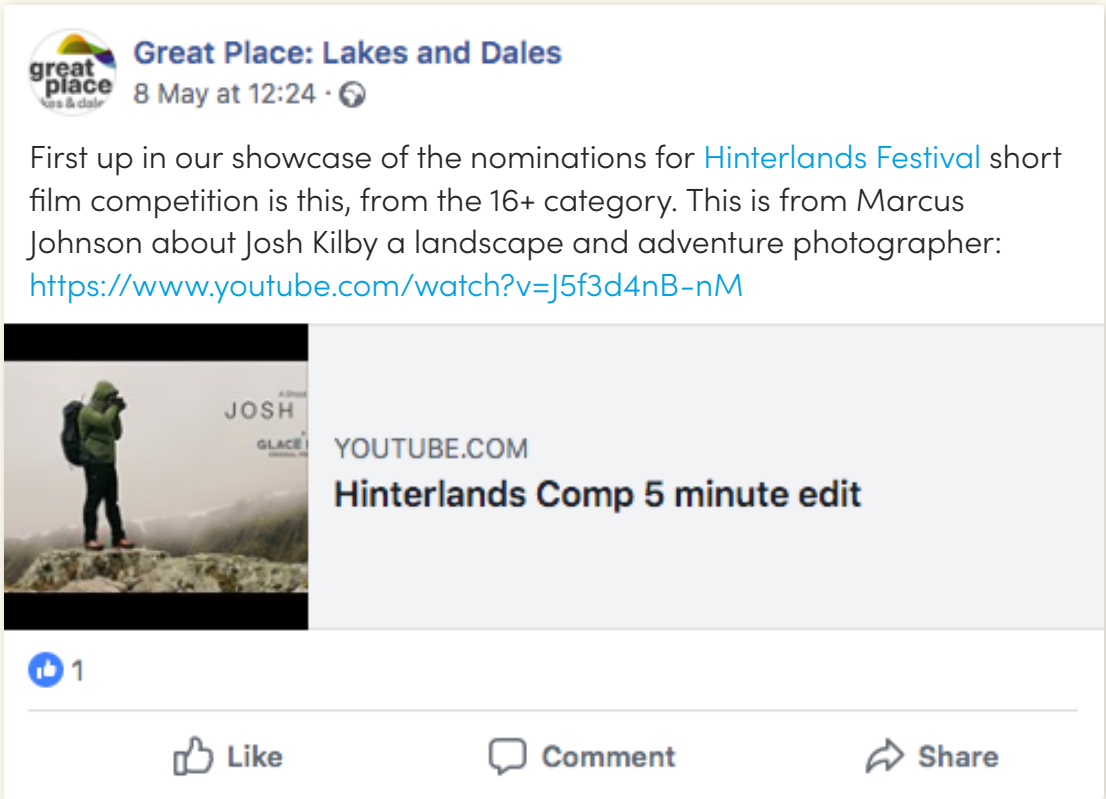


**@SettleStories**  
#LiveMoreDoMore with our interactive storytelling workshops exclusively in the north

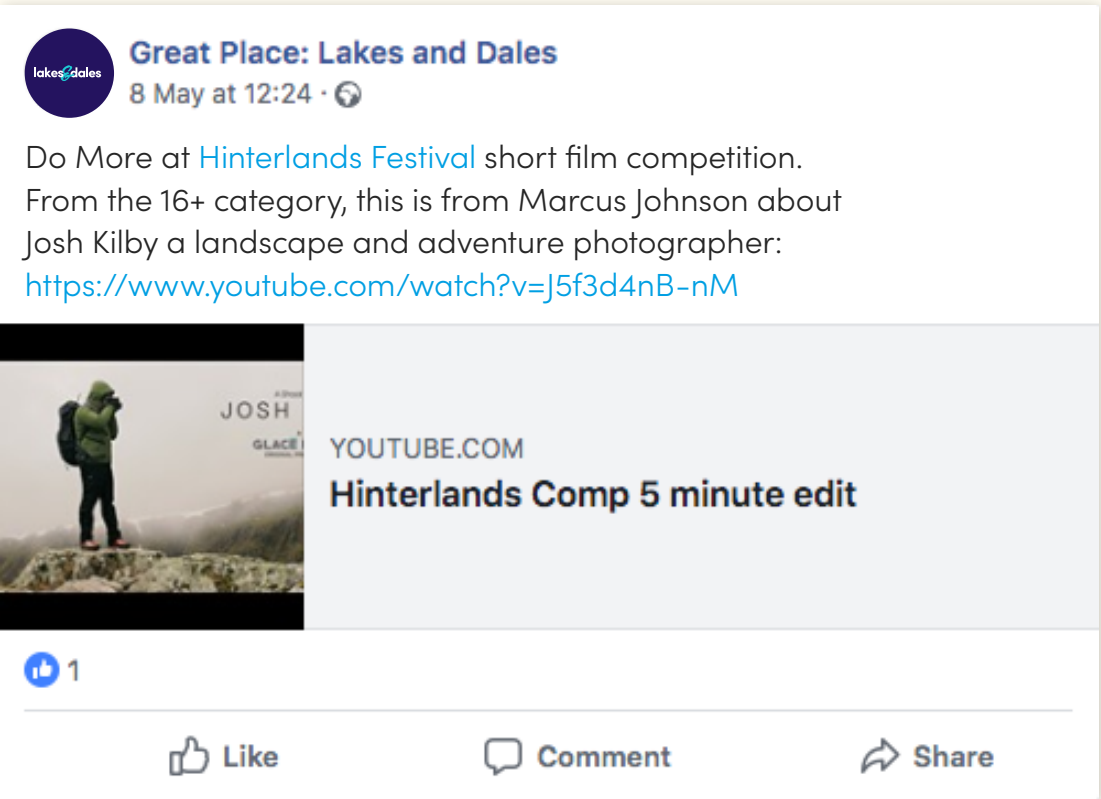




Before



After





## Moments Worth Sharing

Our lives are made up of stories, from Facebook, Instagram to Snapchat. There are many reasons to use these aspects, firstly for the high-engagement and user numbers on social media Stories, but why are Stories useful for you and this campaign?

Stories are used for sharing daily, creative, real-time updates and adds a human touch to our campaign and builds personality. It will enable you to share your brand or activity visually and creatively, all while connecting with your audience by providing them that “insider view” of your business - all things that help increase brand awareness and loyalty.

It easily and intuitively allows residents and visitors to compile all of their **#LiveMoreDoMore** films/photos/content all in one place that can be shared with both Instagram and Facebook followers/friends.

### How Do I Share A Photo Or Video To Your Facebook, Instagram Or Snapchat Story?

An Instagram story is a way of sharing photos and videos with your followers. Stories disappear from your profile and feed after 24 hours unless you save it to your camera roll or as a highlight

#### To share a photo or video to your story:

**Facebook:** <https://www.facebook.com/help/1825407747718430>

**Instagram:** <https://help.instagram.com/1257341144298972>

**Snapchat:** <http://www.snapptips.com/snapchat-upload-from-gallery>

Remember to work out who your core audience is, bearing in mind that not all of the platforms are relevant or are used by your/our target audiences. With this in mind, you also need to ensure that the content you post across different platforms isn't the same but is complementary.







Lakes & Dales  
Campaign Guidelines

The Campaign

Social Stories

[Download assets](#)

## Instagram stickers

Stickers give the user the option of personalising their Instagram story.



*The Jumble Room*  
GREAT PLACE LAKES & DALES

*Live*

*More*



**lakes & dales**



**live & do**



*Live*



## Respond & Engage With Peoples #LiveMoreDoMore Stories

Social media campaigns allow direct access and dialogue with prospective and current visitors. It goes beyond broadcast messages as you can be more responsive and start up conversations. But it's not perfect. Things go wrong. Here's a handy guide to engaging and responding to both positive and negative stories.

### 1. Be in the know

Look out for mentions of your company, people, products and brands and of course #LiveMoreDoMore. You can begin to do this with a service such as Google Alerts, searching through the hashtag usage or through your social media pages. Try to monitor conversations that mention your brand in real-time and look at the sentiment behind the words.

### 2. Listen to your audience

Actively listening is just as much of a key skill in the online world as it is in the offline one. Here, it involves liking, retweeting and responding to comments – thank people for sharing their story with a like or a comment, delve deeper, what did they do before or next and offering ideas and advice for how they can create more stories.

### 3. Dealing with critics

Sometimes comments aren't entirely the positive story you're hoping to hear, act quickly before it snowballs – an open, non-judgemental enquiry asking them to pop you a direct message about exactly what happened, will be enough to take it out of the spotlight and start the process of constructive engagement, opening up an opportunity to turn a negative experience into a positive one.

**Remember:** "take it out of the spotlight" doesn't mean "delete". Better for people to see your constructive response to the negative comment than get buried in messages accusing you of curating out all the negative social media comments. Once you've got a conversation going with the customer away from the public, make sure you understand the problem and outline what the next steps will be to fix it.

### 4. Don't feed the social media trolls

Sadly, of course, some people just want to cause trouble. They troll across social media and enjoy the notoriety this brings. If you're sure that their claims are entirely without merit, the best long-term strategy may be to ignore them. More often than not, campaigns will self-moderate, let others speak out on your behalf, but if what they are saying is inaccurate and unfair – provide the facts to support your case and give other readers the true picture.

Don't forget, you can implement restrictions on your social media settings page such as age based restrictions, profanity filters, tagging ability. If the user continues to target your page, there is also the ability to ban this person under 'People and other pages'. Instagram allows pages to disable negative comments under the settings section 'Hide Inappropriate Comments'. Talk to your marketing or digital manager before actioning to work out the best strategy on how to tackle this.

### 5. Talk the talk and walk the walk

It's all well and good to engage and acknowledge, but understand your visitors' needs beyond your own business or service and know where to sign post people for more information. By engaging with all of your followers and following through on your promises you will convert them into good, long-term advocates for your brand – so their amplified social voice will work to extend your reach.



Using PR & Media as part of the campaign

If you love The Lakes & Dales,  
you need to be part of telling the  
#LiveMoreDoMore story through  
PR and Media.

Together we can share the secrets of the area with the media.  
We can showcase that there is much to inspire, surprise and challenge.  
We can tell them about our proud traditions of producing outstanding  
arts and culture. And we can tell them how the conventional is being  
reimagined by a new generation.

Here are some tips and advice around working with PR and Media.

What is PR?

In a nutshell, PR is about building  
relationships and managing reputations  
and very often the media is a key way  
to do this. This applies to:

- Broadcast Media (TV and Radio)
- Print media (local, national and lifestyle titles)



## Using PR & Media as part of the campaign

### Working with Broadcast Media

They need interesting things to film and interesting, engaging people to interview.

You need to make contact at least a week in advance of any event or activity you have planned that you would like to invite them to film at. Simply ring through to the news desk and ask to speak to the 'Forward Planning Team' who manage a diary of forthcoming events. You will likely hear from the production team a couple of days before (or even the day before) if they are going to attend and film footage to broadcast.

### Working with Print Media

Most papers and magazines have editorial deadlines which Google can help you identify. Send succinct information to the title covering who, what, where, when, why? Or you can ring and ask to speak to the 'Editorial Team' who will ask if it is a news or feature story.

### Remember

Before you make contact with any media, check what kind of stories are already running that day in case you can join the story thread or even just to be sensitive to what they are working on already.

Print and broadcast journalists are real people, who love to be shown interesting things or hear interesting stories that other people are passionate about. They will ask questions and will want to hear how you got started and where you're heading in the future.

Make sure you know your facts and have relevant information and statistics ready to share.

Keep it real. Always try to show genuine personality and remember they like quirky stories.

A picture tells a thousand words. Send engaging images to the picture editors and share them online. These should ideally have no more than 3 people in them and should be sent with a written caption to accompany them.

People are the real heroes behind any story or campaign and the media will be interested in them, especially if they have passion and tell their story honestly and authentically. (We should never make things up to tell the press... this is about truth well told).

When the narrative is good there is no need for celebrity endorsements or contrived razzmatazz.





Lakes & Dales  
Campaign Guidelines

The Style Guide

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# The Style Guide

04



## Campaign Logo

Brandmark legibility is essential to ensure a consistent look.

The logo should never be used below the minimum sizes shown on this page.

Always choose the appropriate version of the logo for the artwork being produced. Care must be taken when positioning it to maintain standout against the background colour/image. The whiteout version of the primary logo must only be used on backgrounds with enough contrast to ensure legibility.

Allow for padding of at least one 'a' surrounding all corners of the primary logo. No competing elements such as text should interfere with this negative space unless used alongside the partner and business add on (see page 37 and 38).

## Place Logo:

lakes&dales

lakes&dales

lakes&dales

lakes&dales

Smallest size: 112 pixels wide  
1.16 inch wide / 2.96 centimeter wide.

## Clear Space & Size:



## Alternate Colourways:





Logo Colourways

These selected colourways are the **ONLY** colours that should be used together within the campaign.



Place Logo Colourway Offences

**DO NOT** change the colours of the campaign mark that clash in contrast (see right).





Logo Offences

The Lakes & Dales campaign mark should not be altered in anyway. Do not distort or interfere with the logo.

Here are some examples of what **NOT** to do with the logo.



Change/tint the logotype elements independently or jointly.



Rotate the logotype.



Change the order of the elements.



Alter the colours.



Use single colour options (except when used in black and white).



Remove elements of the logotype.



Stretch either horizontally or vertically.



Use alternate fonts.



Alter the proportion of the elements in relation to each other.



Place the logo in a coloured box.



Add weight to the type.



Colour Palette

Our refined colour palette is representative of the #LiveMoreDoMore attitude that sets Lakes & Dales apart from other destinations. Rich and vibrant colours reflect our confidence.

The palette allows for a broad range of complementary colour combinations to be used across the campaign.

Example Colour Combinations



<div></div>				
White		CMYK 0 0 0 0	RGB 255 255 255	HEX #FFFFFF
<div></div>				
Black		CMYK 0 0 0 100	RGB 29 29 27	HEX #1D1D1B
<div></div>				
Navy Blue	Pantone 273C	CMYK 98 97 0 37	RGB 36 19 95	HEX #21145F
<div></div>				
Orange	Pantone 1655C	CMYK 0 73 98 0	RGB 252 76 2	HEX #FF4D00
<div></div>				
Pink	Pantone 231C	CMYK 6 68 0 0	RGB 242 119 198	HEX #F478C4
<div></div>				
Green	Pantone 339C	CMYK 91 0 78 0	RGB 0 179 136	HEX #00B189
<div></div>				
Light Blue	Pantone 319C	CMYK 60 0 16 0	RGB 30 202 211	HEX #1ECAD3
<div></div>				
Purple	Pantone 2593C	CMYK 59 94 0 0	RGB 126 87 197	HEX #7E57C5
<div></div>				
Yellow	Pantone 116C	CMYK 0 10 98 0	RGB 255 205 0	HEX #FFCD00



Colour Usage

Our leading brand colour is Dark Blue and can be married with any of the other colours below, except black and white. These colour combinations should be used wherever possible as these will be instantly recognisable.

- Dark Blue
- Orange
- Pink
- Green
- Light Blue
- Purple
- Yellow
- White
- Black





Typeface Family

Mega Fresh is a disruptive font and should be used to emphasise keywords. This font should be used to accompany Sofia Pro and not be used on its own.

Sofia Pro is a clean and easily readable typeface when used in upper and lower case. It is perfect for body copy and can also be used in headings and subheadings.

As Mega Fresh and Sofia are not standard fonts, for computer based documents created in Word, PowerPoint or Excel, Helvetica and Arial should be used to ensure consistency. This will ensure that documents transferred from one computer to another will view and print as intended. If there is a specific need for the Mega Fresh font to be used within the document, they should be imported as JPEG files.

Mega Fresh  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Sofia Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Sofia Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Sofia Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Sofia Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789





Typeface Stack

The following is a sample of an ideal font stack using Sofia Pro for headlines and larger pull quote text, paragraph and call-to-action text.

The exact point sizes and leading are not prescriptive and should be adapted to the size of the materials and layouts for which they're being designed.

However, the general proportions, weights, OpenType Style Sets, and notes on kerning and tracking should be kept intact for all layouts.

H1  
Sofia Pro Bold, 36/40

H2  
Sofia Pro Bold, 24/28

H3  
Sofia Pro Medium, 18/22

H3  
Sofia Pro Bold, 12/16

P  
Sofia Pro Regular  
Metrics Kerning,  
-10 Tracking  
8/12

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Pull Quote  
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Attribution  
Sofia Pro Bold/  
Sofia Pro Light, 7/9

Headline one goes here, ae que reiuri.

Headline two goes here, ae que reiuri Hendaе niminctas.

Headline three Goes here, Nam et, quam, testruptasit eturempero magnimpos ad experro ressendus. Por sus exped que volo incius.

Headline three Goes here, Nam et, quam, testruptasit eturempero

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Robert Frost,  
Author



## Microsoft® Type Stack

For computer based documents created in Word, PowerPoint or Excel, Helvetica and Arial sould be used on all headlines and text when Mega Fresh and Sofia Pro are not available.

H1  
Helvetica Bold, 36/40

H2  
Helvetica Bold, 24/28

H3  
Arial Regular, 18/22

H3  
Helvetica Bold, 12/16

P  
Arial Regular  
Metrics Kerning,  
8/12

Quote Marks  
Helvetica Bold, 36/40

Pull Quote  
Arial Regular, 18/22

Attribution  
Helvetica Bold/  
Arial Regular, 7/9

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Robert Frost,  
Author



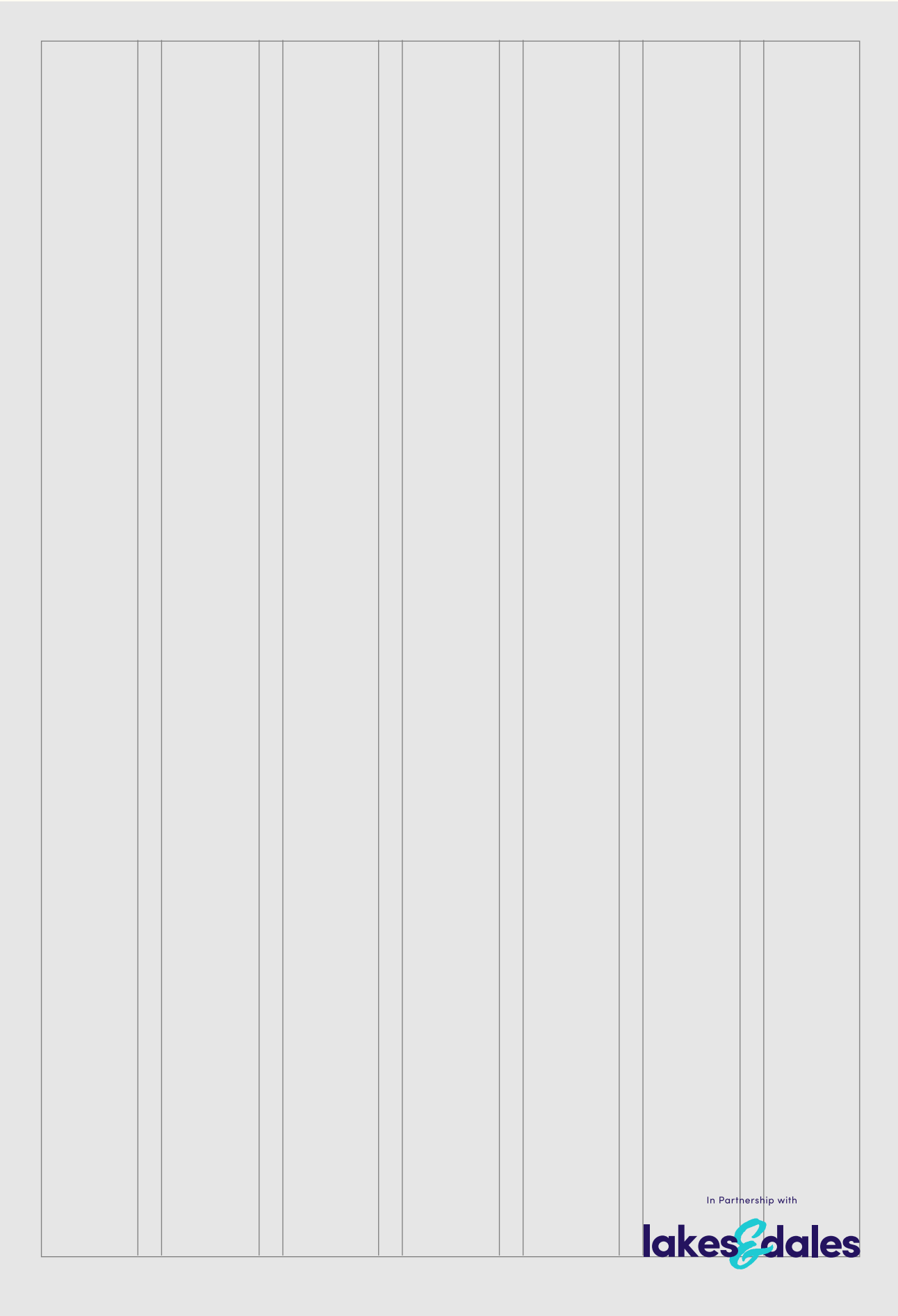
Business Usage

Typically, the request for use of an endorsing device will come from an association/event who wants to benefit from being associated with Lakes & Dales.

Usage of an endorsement in these situations would be on web sites, marketing literature and advertising.

The endorsing device consists of 'In Partnership with' statement explaining the relationship between the two associations and the Lakes & Dales campaign logo.

Preferred Use



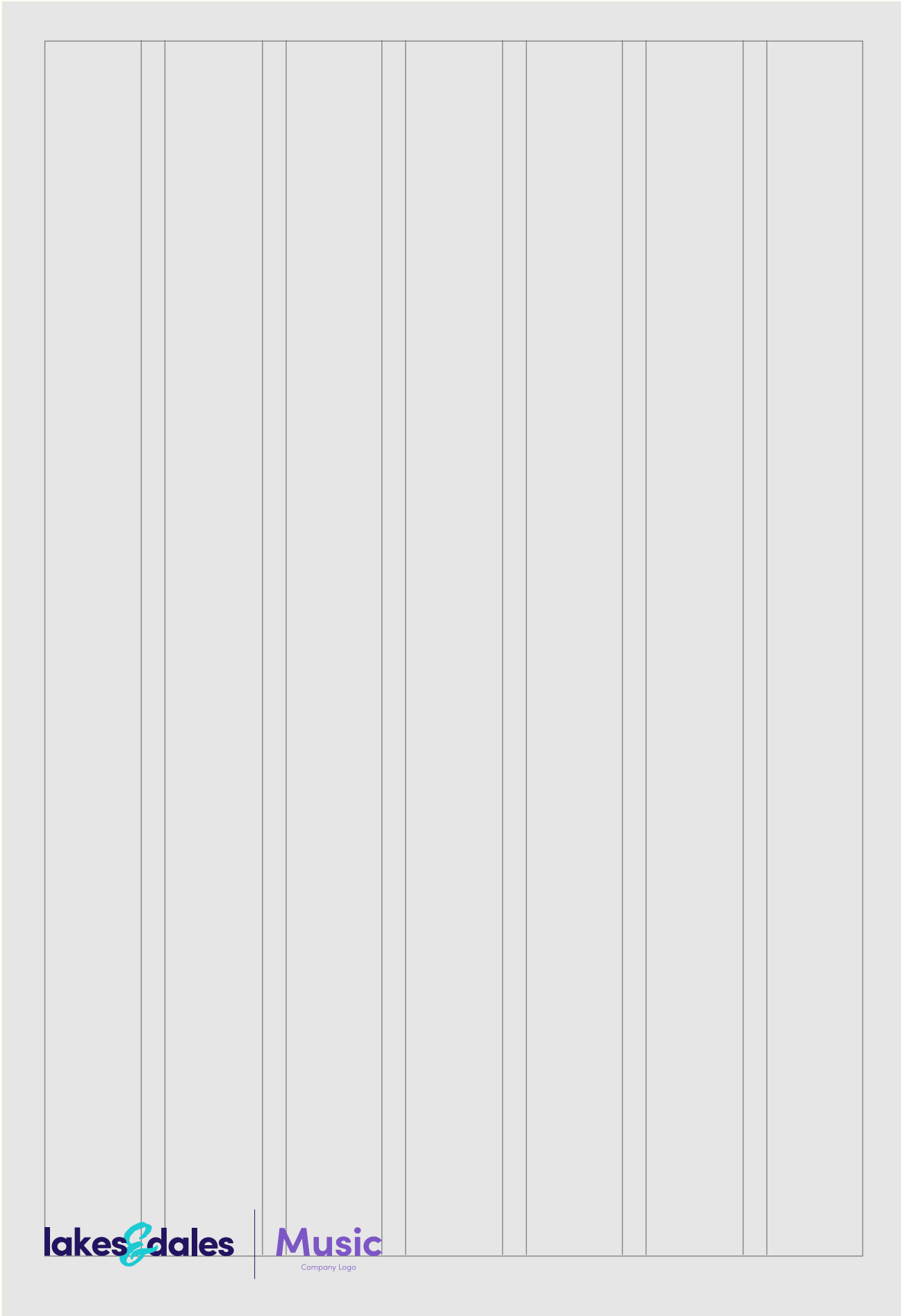
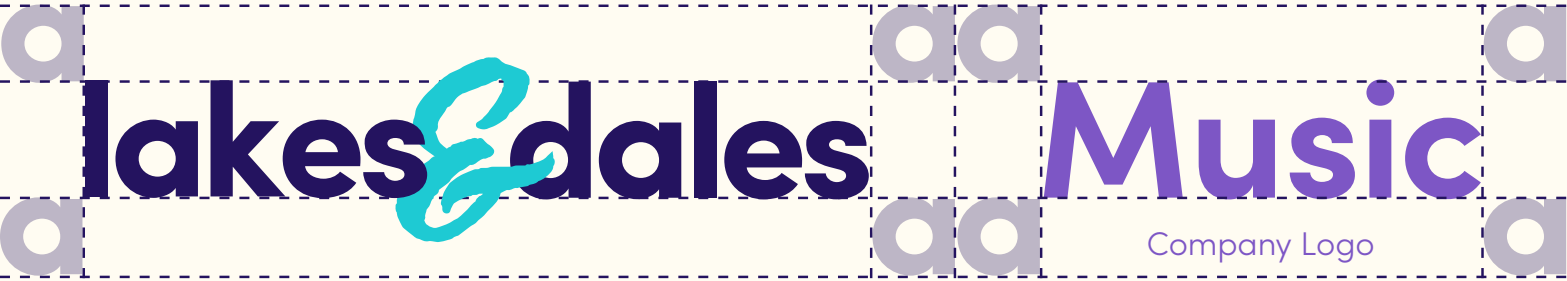


Partner Usage

The principle method of signifying the relationship is to place the logos close to each other in the horizontally aligned relationship illustrated, divided by a simple ruled line.

Recognising that logos of partner companies will inevitably vary considerably, it is important to evaluate the equal size relationship based on the ‘perceived’ same size rather than the ‘measured’ same size.

Preferred Use





Hashtag Use

This is how our lock-up is created.

For your convenience we have supplied the lock-up as part of our asset library.

Hashtag ONLY

**Univers Semibold**

Adjust size of hashtag so that the top aligns with the ascender height of the L.

Letters

**Sofia Pro Bold**

Title Case must be used at all times in the hashtag for legibility.



#LiveMoreDoMore



Lakes & Dales  
Campaign Guidelines

The Style Guide

The Ampersand

## Adjoining Messaging

The ampersand provides an opportunity to be creative with the messaging whilst maintaining the brand. Feel free to pair any words you wish but always ensure the fonts, colours and proportions keep to these guidelines.

## Examples

lakes&dales

alive&kicking

bed&breakfast

live&do

love&hate

big&bold

salt&pepper

alive&well

bright&early

work&play

back&forth

cheap&cheerful

above&beyond

far&wide

tea&coffee

meet&greet

beck&call

day&night

### Icons

Icons should be used to represent activities, events or intangible concepts such as discussions or policies. Our icon style is an outlined stroke.

Light Blue over Dark Blue is the preferred colourway.

**DO NOT** use colours that contrast with each other (see examples).

For the use of icons on any background colour other than Dark Blue, use white icons.

There is a bank of icons and symbols that can be downloaded at the following website.

[www.streamlineicons.com](http://www.streamlineicons.com)

You can download 100 for free, by registering for an account, or pay to purchase an additional 30,000.

[www.nounproject.com](http://www.nounproject.com) can also be used as a source of icons but they must follow the same style outlined on this page.

High contrast					
Low contrast					





## How you should look...

How we capture our photography sets the style and tone for the Lakes & Dales brand.

Each image reflects our values; inspiring, open and energising.

Through our photography we will dramatise and visualise the potential of the area, showing people living more and doing more, showcasing Creative Champions rewriting what's possible in their own environment. Promoting the positive and squashing the stereotypes of "sheep in fields", each shot will conjure up a fresh perspective of life in the Lakes & Dales.

The assets from this page are available to download at [lakesanddales.co.uk/assets](https://lakesanddales.co.uk/assets)





## People

Capturing the real lives and success stories of our target audience, portraying the sense of pride and community with an openness to collaborate.

Individuals and the Creative Champions should be photographed in their surroundings and vibrant work places, using the natural light of the environment to create powerful portraits of each person or groups standing shoulder to shoulder against compelling backdrops of the Lakes & Dales.



## Place

Dreary cityscapes are replaced with jaw-dropping countryside and bustling market towns and communities, thriving art and cultures scenes awash with ambition. Culture should be at the heart of each shot.





## Living

Capturing the people of the place living life to its fullest. We want to show them taking advantage of what's on their doorstep, whether it's scaling new heights and seeking out new horizons, enjoying the café and bar culture, or letting their hair down at festivals.

Accentuating the appeal of the area, through greater accessibility and innovative housing surrounded by rolling hills, each shot will convey the best of work/life balance.



## Doing

Each shot will be an observation of the optimism and industry within the region, artisans and crafts people working to their full potential with new inspired thinking, swapping urban fads for a better quality of life.





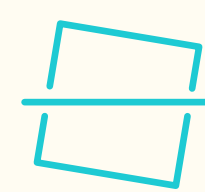


## Capturing The Story Yourself



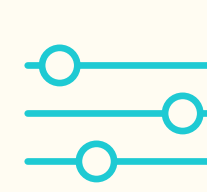
### Device

Don't have a high performance camera or a DSLR? These days high quality images can be captured on a number of different devices including smartphones. You can post them straight to your social media platform or alternatively, you can edit them through your phone or a 3rd-party application.



### Composition

Consider the setup of your shot. Whilst over-staging a shot can be seen negatively, remember to ask yourself these quick questions: Have I captured the best angle? Can I tilt up to avoid the rubbish bin? Is the shot level?



### Filters

Filters and editing can transform a shot but use them sparingly. Use filters to boost and enhance not completely transform your images. Lakes & Dales is a beautiful natural environment and the imagery used to promote it should represent what visitors will see when they explore.



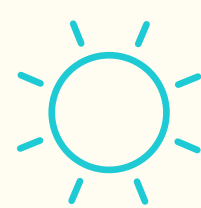
### Crop

Cropping into images can completely transform the shot. Be realistic though, if you're having to zoom into your image to the point that the image quality degrades and looks soft/pixelated, it's best to go back and take the shot again composing the shot as you want it in camera without cropping.



### Focus

Always consider the focal point of the image. The human eye is drawn to parts of an image that are in focus first. Therefore, focus can be used to great effect, changing the way we see things and to give greater prominence to product/activity or location.



### Sun

Natural light and the time of day can dramatically change what you capture, consider your positioning when taking your shots. If you're shooting product or people, having the sun behind your subject will leave a silhouette, but if capturing landscapes then shoot into the sun to create light flares to add extra drama.



### Selfie

Selfies are great for helping people imagine themselves in a scene/place and as much as people and faces can be an important aspect of a photo, try to make sure that the activity or a background is in the shot to tell our audiences a story. Remember, we are showcasing the area as well as ourselves!



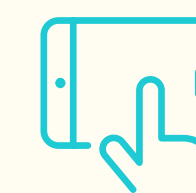
### Panoramas

When taking landscape shots on a smartphone consider utilising the Panoramic function now available on most phone cameras. In an area of outstanding natural beauty, panoramic images really help to put our audience in the picture for them to fully immerse themselves.



### Tag

If posting content in a specific location, remember to note down the location where you've taken your image. Use this as a hashtag or tag the location in if they have an associated page along with the campaign hashtag (first) when posting to social media. People love to find out where beautiful locations are and how to visit.



### Editing

Editing software can be found online, on desktops and mobile phones. When choosing your software please make sure that no watermarks are left on your images/videos. If reposting content from other users, please refrain from using regramming software. Instead please ask the user for permission to use their original image, while giving credit within your post.



## Creating your own film

Create your very own films to enhance and align your brand offering with the campaign. We have created assets to help inclusive of logos, hashtag graphic and end frames that you can easily add to your own film.

Remember to consider the platform the film will be used on when choosing the aspect ratio, format and length of your film. For example, consider making the films shorter for social platforms such as Facebook and Instagram to grab attention.

## Things to consider when making your own films:



### Capturing footage

Capturing amazing footage is about being at the right place at the right time, sometimes this might mean that you'll only be armed with a smartphone or action camera. Always try to keep the quality setting as high as possible as this will help if you need to crop the footage or zoom into anything later when editing.

### Story telling

When creating films always try to consider the viewer's reaction and reason for watching. Think about what story you are trying to tell, will it inspire people to visit? Is the footage in line with the campaign, is it beautiful epic/extraordinary?

### Timings and size

When editing your footage, you might be aware that different online video publishing platforms and social media channels have varying specifications for file size and length of time. For example Instagram has a one minute time limit on films and a recommended file size of 4GB.



### Aspect ratio

Always consider usage when selecting how to film or crop your footage. 16:9 (or widescreen as it's known) is the most common format of film, used on TV, in cinema and online media players - use this if your film is to appear on TV, Cinema, Youtube, Vimeo or facebook. 1:1 (square) is used on instagram, the videos will auto play when people scroll through post so it helps to make the start of the film as engaging as possible to capture attention.



### Editing apps and software

On most devices, there will already be pre-installed basic editing functionality. However, to more easily apply text, transitions or colour effects, it may be worth considering apps such as FilmoraGo (Android) and Clips (iPhone). Or if you're working from a desktop/laptop try iMovie (Apple), Windows Movie Maker (PC) or DaVinci Resolve (multi-platform).



### Start and end frames

Creating frames to start and end your videos help to reinforce the brand and visual link with the campaign. You are welcome to use the fonts and colours within the guide, however, we understand your brand comes first and foremost, so the simple inclusion of the campaign hashtag will align your film.

### Title and action safe

Please keep all images and text within the title 'safe areas', this will ensure that all aspects are viewable and in keeping with the overall style. This will also make sure that all viewers will be able to see the logo and hashtag.

### Legibility

On some occasions, it may be difficult to distinguish the logo and the text from the background. If this is the case, it might be best to boost your footage or to darken the footage behind the logo.



## End-frame Examples







# Our Presence

# 05





Online Ad Examples

Be creative with online advertising, think about how you can bring the campaign message to life.

It's important to reference the website URL so that it's always obvious that the advert is about Lakes & Dales.

When using the **#LiveMoreDoMore** strapline with the logo it can be used as shown below.







## Our Online Look and Feel

To ensure a consistent look at each touchpoint, we recommend branding your social media pages.

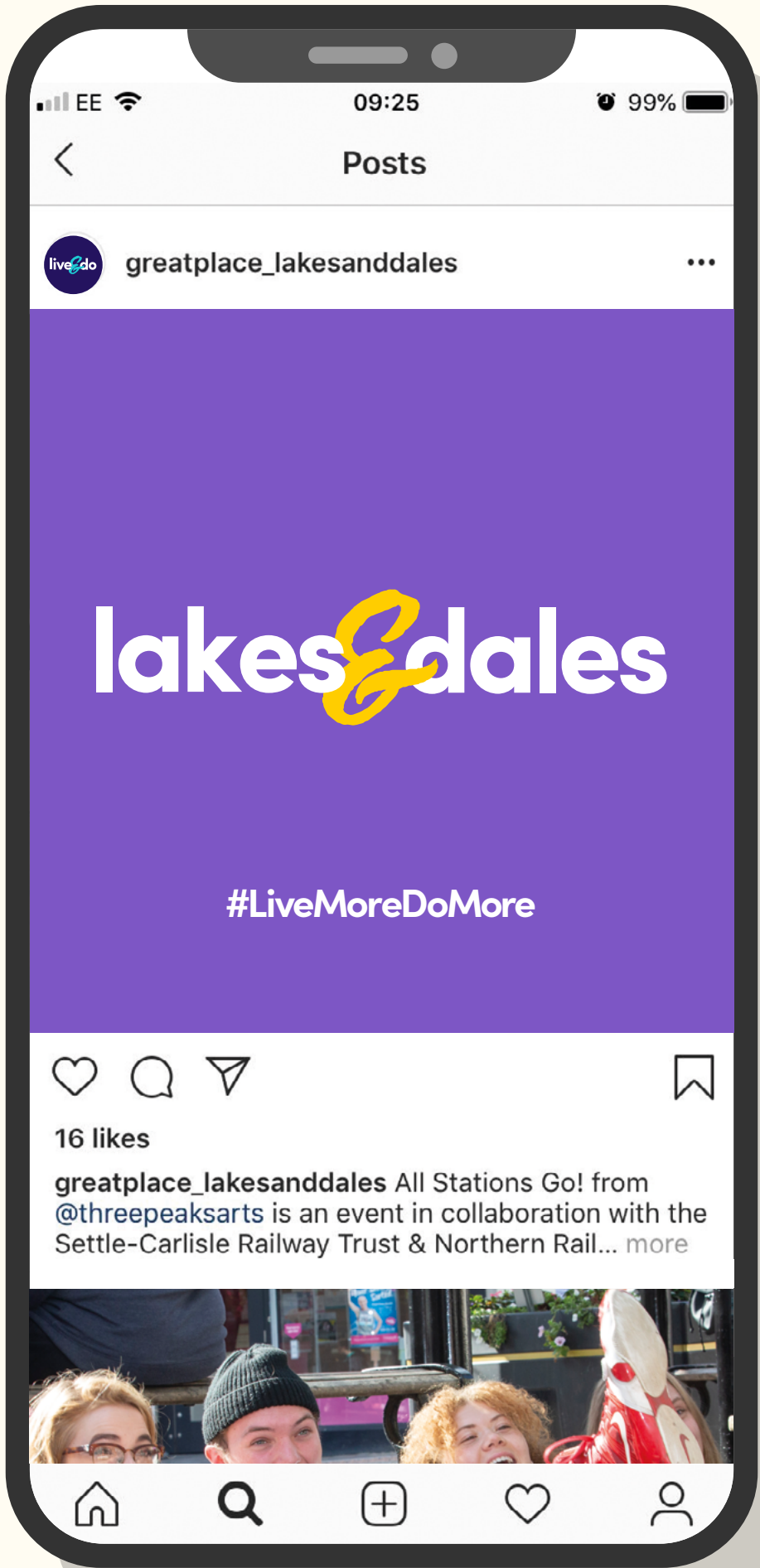
In these examples, as the page name, introductory text and website are visible, it means we can be more playful with how we use campaign messaging and assets.





Static Social Assets

There are a bank of social assets available to use, that highlight the brand's vibrant colour palette. The collection allows the user to choose between a mix of full graphic posts and image supported messaging, the flexibility of this keeps the posts looking fresh and energetic whilst still being on brand.







Advertising Examples

# A Future For Culture



## do *More*

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#LiveMoreDoMore



# Play Work Stay



## live *More*

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#LiveMoreDoMore



# Hinterlands Film Festival



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#LiveMoreDoMore







## live *More* do *More*

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#LiveMoreDoMore







## live *More* do *More*

Conestis abo. Ed es doloritlis ipsam [lakesanddales.org](https://lakesanddales.org)

#LiveMoreDoMore







# Any questions or to discuss how you can get involved further contact:

Lindsey Hebden  
Great Place Programme Manager

**T:** 01756 706 357

**E:** [LHebden@cravendc.gov.uk](mailto:LHebden@cravendc.gov.uk)



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