

SCOTLAND IS CALLING PHASE 2 GUIDELINES



Help Scottish tourism recover as quickly as possible in a responsible way

Maintain and grow our share of the domestic market

Position Scotland as a responsible year-round destination that stands out and responds to consumer desires



Increase awareness and consideration of Scotland internationally

OUR RECOVERY OBJECTIVES



IN 2022 CONSUMERS WILL SPEND TO SATISFY THEIR MOOD

- Consumers are looking to fill the void from lockdowns with experiences that promise to stir the emotions and elevate in-the-moment moods.
- Young people (GEN Z) will lead the international travel market's post-Covid revival. The 16-34 (Buzzseekers) holiday market is projected to grow by 47% in volume and by 81% in value during 2021, expanding by a further 39% and 42% in 2022.
- Consumers increasingly want to understand the impact of their actions on the people around them and the wider world.
- Lockdown reinforced the dominance of key media channels to reach new audiences with relevant channel-led messaging.

THE WORLD NEEDS SCOTLAND LIKE NEVER BEFORE, SCOTLAND IS CALLING

Recovery
Proposition





OUR MANIFESTO

This is our internal manifesto, a declaration of the intentions, motives and views of how the consumer should see Scotland through our representation of marketing efforts.

The world needs Scotland like never before.

Why?

Because life is too short for ordinary.

And Scotland is very far from that.

*It's the place you'll travel hundreds,
if not thousands of miles to find.*

To discover what it unlocks in you.

*A place that bids the whole world welcome,
while letting you escape from it.*

Where the pace of life is an adrenaline rush.

Some of the time.

Where you can taste the rain and feel the sun.

But the warmth, well it comes from our people.

So breathe it in. Soak it up. Stir those senses.

Feel the goosebumps.

Be lost... for words.

Here you can paint a thousand new memories.

Ones that change the way you view the world.

And yourself.

Those are the moments you feel alive.

*Heart-pumping, pulse-racing,
you-have-got-to-be-kidding moments.*

The ones that move you in ways you never thought possible.

That bury themselves deep inside and never let go.

Step closer to nature. To humanity. To the planet.

And play your part in protecting it.

By treading lightly.

So, what are you waiting for?

Come and give yourself new stories to tell.

Adventures to share. People to meet.

We're waiting to say hello.

You know where to find us.

Scotland is calling.



OUR BRAND WILL ALLOW US TO STAND OUT

OUR VALUES

We care about our people, communities, planet, natural landscapes and habitats. We are an inclusive and welcoming country.

OUR BEHAVIOUR

We all tread lightly in Scotland, leaving a trip feeling good, refreshed, recharged and awe-inspired, knowing that we're all choosing a path that protects Scotland.

OUR PROPOSITION

A powerfully enriching personal experience, that responds to the emotional needs of visitors.

OUR ESSENCE

Human, dramatic and enduring, with warm people and a nation of storytellers, dramatic landscapes and enduring history.

TELLING OUR STORY THROUGH IMAGERY



Images play a pivotal role in helping us showcase the beauty, emotion and character of Scotland. Our photography should always engage on an emotional level and show the unique stories that people can create and experience through our landscapes, with our people and through our traditions.

Images should be chosen that portray the emotion the consumer feels when connecting with their experience in Scotland. Imagery should work synonymously with headlines on campaign creative.

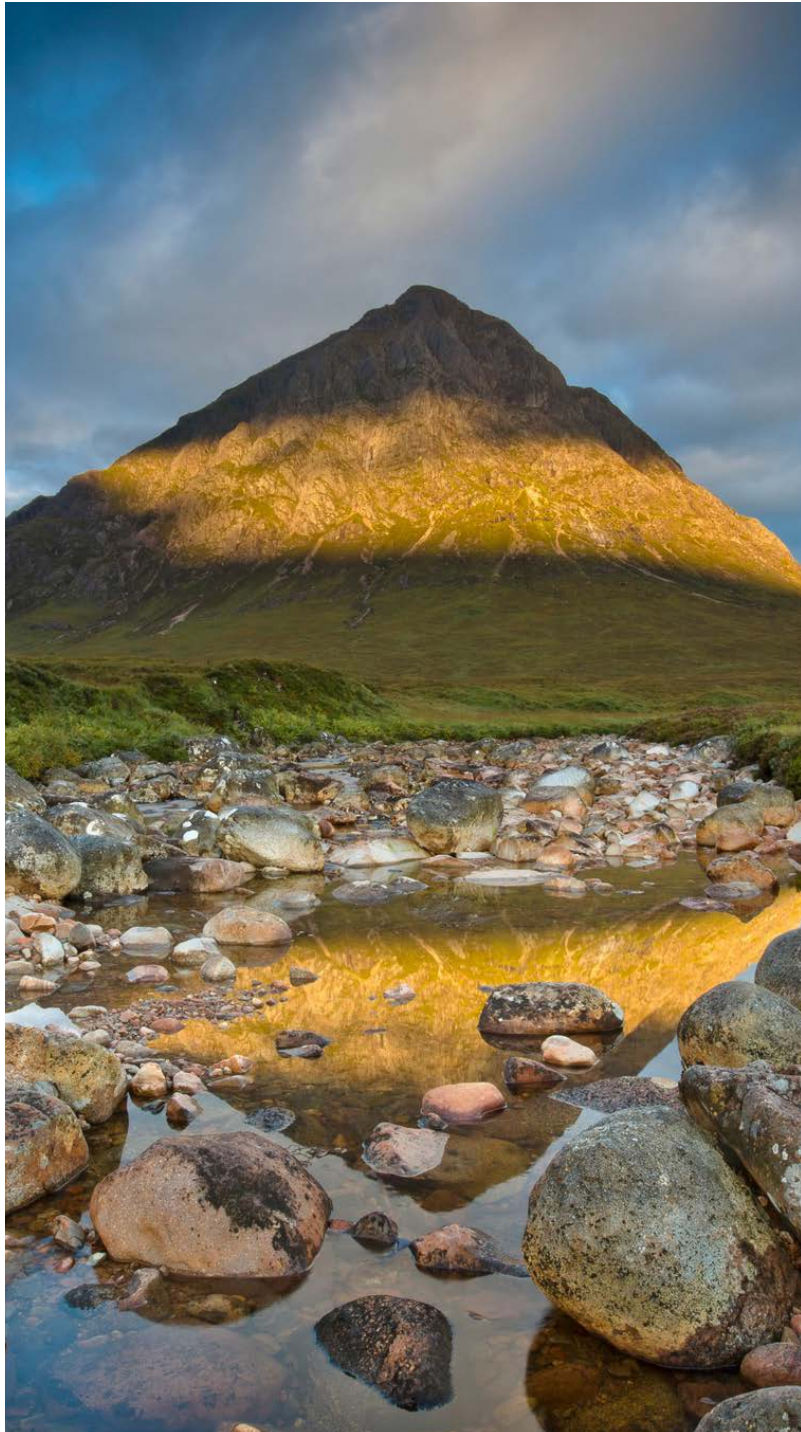


TELLING OUR STORY THROUGH PEOPLE

A candid, warm style of photography depicting people enjoying real-life situations – showing the emotion derived from their experience. Images should look authentic, not staged, and should convey the warmth and humour of our people. The shot should simply capture the sentiment of the moment.

Mid-shots and close-ups of people are encouraged but the activity, location and Scotland should be recognisable where possible.





TELLING OUR STORY THROUGH LANDSCAPES

The drama of Scotland's landscapes and historic past should be captured as the light, colour and mood evolves throughout the seasons. Where it's practical, show life or activity as this not only allows the viewer to step into the shoes of the subject, but to appreciate the sense of scale and gain an understanding of the accessibility of a location.

Through campaigns, the mood and ambience being created in the shot should be reflected and enhanced by an emotive headline that supports the emotion felt in the image.

OUR CONSUMER MARQUE

VISITSCOTLAND.COM

For appropriate placement of both our consumer marque and our recovery proposition please see creative examples on the next few pages.

OUR RECOVERY PROPOSITION BADGE

Stacked

**SCOTLAND
IS CALLING**

Single line

SCOTLAND IS CALLING

The recovery proposition can be used at the footer of print, OOH formats and static digital ads. This badge is available in several languages. For multi-framed digital formats, this should be headlined on the final frame instead of using the badge.

SCOTLAND IS CALLING CREATIVE

Our campaign creative style is changing to ensure Scotland is recognised across the globe as a land of unrivalled history, breath-taking scenery and warm welcomes.

Brand Scotland has a clear vision; for Scotland to be recognised as a leading global citizen and a highly desirable country in which to live, work, study, visit, trade and invest.

To increase the impact of our work in building Scotland's global reputation with other Brand Scotland partners, we will have a consistent look and feel moving forward, building on the success of the 'Only in Scotland' platform approach.

COLOURS

Marque and Badge

VS PURPLE R112 G14 B87
HEX #700e57
C55 M100 Y35 K24
7650 C

Visitscotland Consumer Marque and Our Recovery Proposition Badge to be displayed in this colour.

Campaign Primary

KELPIE R168 G48 B140
HEX #a8308c
C40 M91 Y0 K0
PMS 2063C

MIDNIGHT R18 G43 B128
HEX #122b80
C100 M89 Y23 K5
PMS 3591C

Campaign Secondary

BLOOM R138 G203 B189
HEX #8acbbc
C50 M0 Y32 K0
PMS 564C

AURORA R181 G172 B230
HEX #b5ace7
C34 M34 Y0 K0
PMS 270C

GRAPHITE R51 G51 B51
HEX #333333
C69 M60 Y56 K65

Campaign Gradient

GRAD PT 1 (MIDNIGHT)
R18 G43 B128
HEX #122b80
C100 M89 Y23 K5
PMS 3591C

GRAD PT 2 (THISTLE)
R232 G23 B148
HEX #e81794
C9 M91 Y0 K0
PMS Rhodamine Red C

TYPOGRAPHY

Headline **EVELETH CLEAN**

Body Source Sans Pro

Three frame MPU



Single frame digital ads



Regional

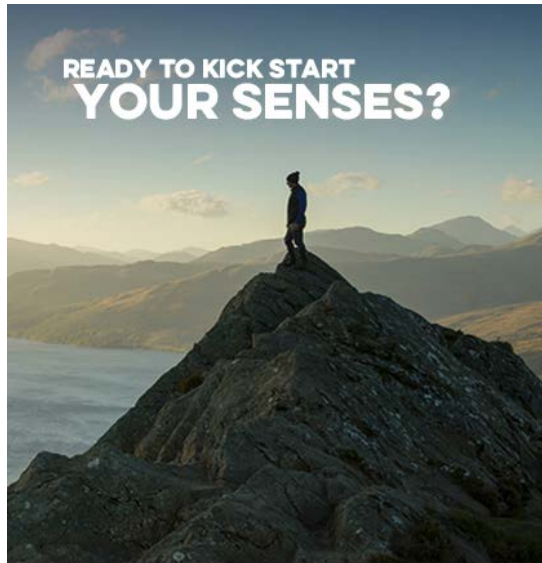
Two frame Skyscraper



International and UK

OUR CAMPAIGN CREATIVE STYLES: DIGITAL ADS

OUR CAMPAIGN CREATIVE STYLES: OOH AND PRINT



A5 advertisement

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque sed justo sapien. Nulla facilisi. Mauris sodales ut libero nec ultricies. Praesent pharetra lacinia elit nec gravida. Nullam venenatis mi orci, sed placerat dui eleifend sed. Donec laoreet dictum laoreet. Aliquam eget lacinia velit.

SCOTLAND IS CALLING

VISITSCOTLAND.COM



Regional OOH



International and UK OOH

Three frame Leaderboard

A horizontal banner divided into three sections. The first section has a blue-to-purple gradient background with the text "ADVENTURE WITH FRIENDS" in white. The second section features a photograph of three people hiking in a mountainous landscape. The third section has a blue-to-purple gradient background with the text "WHAT ARE YOU WAITING FOR..." in white. Below this is a photograph of a smiling man wearing a white helmet. The bottom section has a blue-to-purple gradient background with the text "SCOTLAND IS CALLING" in white, a white button with "FIND OUT MORE" in blue, and logos for Hilton Hotels & Resorts, Emirates, and Visit Scotland | Alba.

A large vertical advertisement featuring a scenic landscape of a winding road through mountains at sunset. The text "NEED THIS IN YOUR LIFE RIGHT NOW?" is prominently displayed in white. Below it, "SCOTLAND IS CALLING" and the website "VISITSCOTLAND.COM/EMIRATES" are shown. The Emirates logo is in the top right corner.

Three frame MPU

A horizontal MPU layout with three distinct frames. The first frame shows a mountain landscape with the text "ADVENTURE WITH FRIENDS". The second frame shows a smiling man in a helmet with the text "WHAT ARE YOU WAITING FOR...". The third frame has a blue-to-purple gradient background with "SCOTLAND IS CALLING", a "FIND OUT MORE" button, and logos for Hilton, Emirates, and Visit Scotland | Alba.

Three frame Skyscraper

A vertical skyscraper layout with three stacked frames. The top frame shows a group of people hiking with the text "SHARE MOMENTS THAT MATTER". The middle frame features a close-up of the smiling man in the helmet with the text "WHAT ARE YOU WAITING FOR...". The bottom frame has a blue-to-purple gradient background with "SCOTLAND IS CALLING", a "FIND OUT MORE" button, and logos for Hilton, Emirates, and Visit Scotland | Alba.

OUR CAMPAIGN CREATIVE STYLES: PARTNERSHIP CREATIVE

OUR RECOVERY PROPOSITION BADGE

This badge is available in multiple languages.

English



French



German B2C (informal)



German B2B (formal)



Spanish



Italian



Dutch



Mandarin



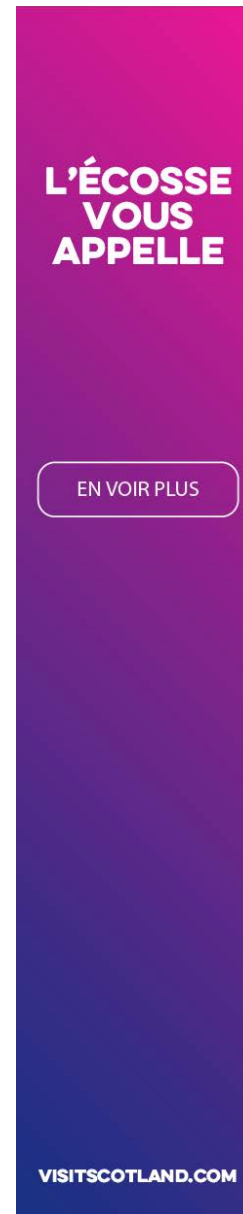
OUR RECOVERY PROPOSITION BADGE

For multi-framed digital formats, this should be headlined on the final frame instead of using the badge so that it flows with the previous text style.

Spanish Skyscraper end frame



French Skyscraper end frame



German formal (B2B) MPU end frame



Mandarin MPU end frame



English MPU end frame





OUR GUIDE TO CREATIVE

HEADLINES

The diagram shows the headline 'READY TO KICK START YOUR SENSES?' in a staggered, bold, sans-serif font. The first line is 'READY TO KICK START' and the second line is 'YOUR SENSES?'. The text is staggered to the right. Annotations include: a vertical line on the left with an arrow pointing to the space between the two lines, labeled 'Line spacing is equal to 1/5 of the height of the small text'; and a vertical line on the right with an arrow pointing to the 'YOUR SENSES?' text, labeled 'text is 200% of smaller text'. Small 'x' marks are placed at the top and bottom of the text blocks to indicate alignment.

Line spacing is equal to 1/5 of the height of the small text

text is 200% of smaller text

- Headlines should always be staggered and constrained to 3 lines where possible.
- Use only two text sizes with key words emphasised at 200% of the small size.
- Punctuation can be relaxed for a cleaner look as long as legibility isn't impaired. Full stops are not to be used.
- The space between the lines is equal to a 1/5 of the height of the small text (X).

For example

Small text: 76pt

Large Text: 152pt

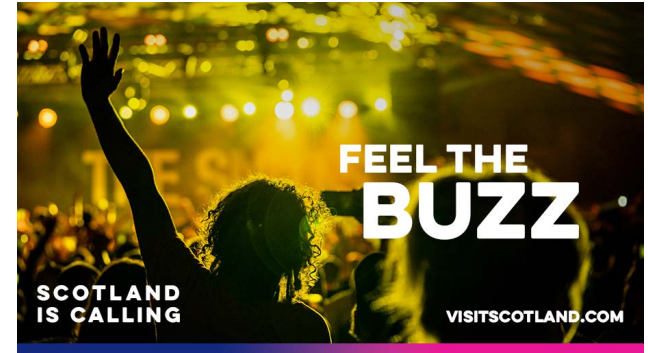
Minimum text size is 12pt however the rule can be relaxed on narrow digital banner executions (see example on right).

In such cases the headline should still be staggered in the same style but rather than scaling the smaller text to 50% of the larger text we can scale it to fit the width of the banner.

Smaller text should be the same size on all frames to retain consistency.

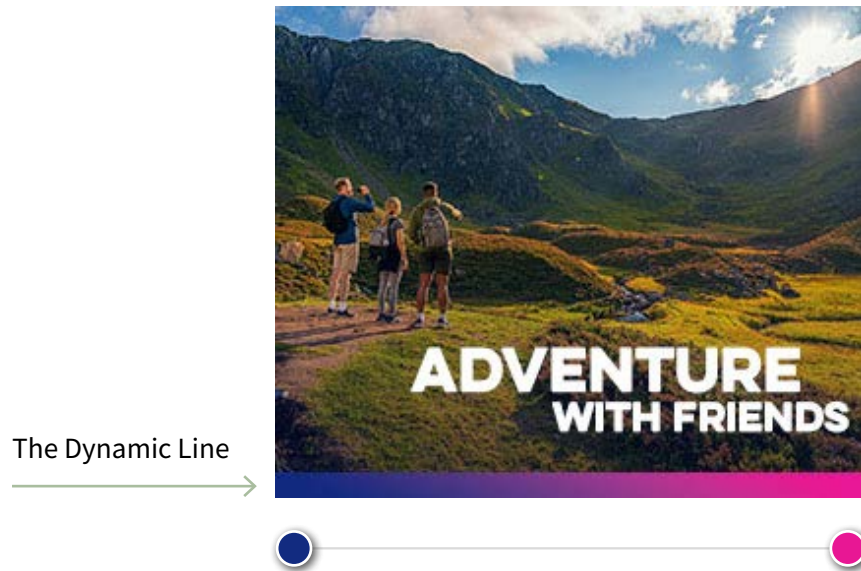


HEADLINE STYLE



The emotive headline and image should complement each other.

DYNAMIC LINE & GRADIENT

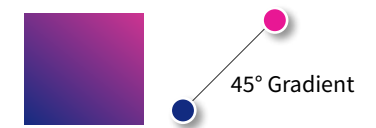


The coloured dynamic line should always be placed at the bottom of creative with height at 2.5% of overall height of artwork (minimum height of 6px on digital banners), unless artwork exceeds 2 metres then it's 5% of overall height.

It must always run horizontally from Midnight on the left to Thistle on the right.



The end frame gradient



When colour gradient is used, for example on end frame of banners, it should be 45°.

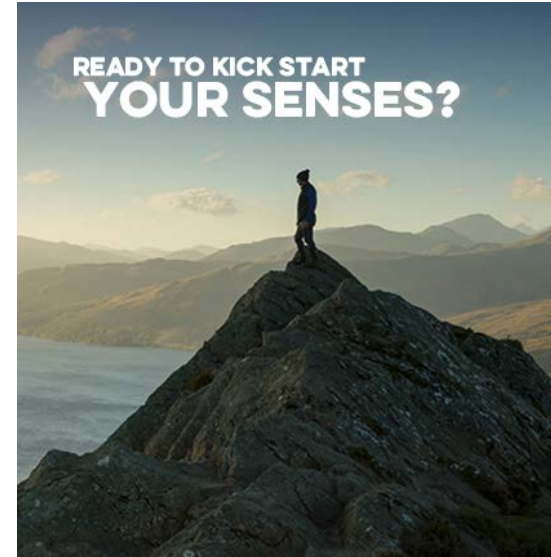
PRINT AND OOH



Use stacked Scotland is Calling Proposition. Height is 3x height of VisitScotland Consumer Marque

Dark gradients can be used to bring out the VisitScotland Consumer Marque, the Scotland is Calling Proposition, and the headline, if the image is too light

VisitScotland Consumer Marque sits bottom right Minimum 20% of artwork width on landscape



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque sed justo sapien. Nulla facilisi. Mauris sodales ut libero nec ultricies. Praesent pharetra lacinia elit nec gravida. Nullam venenatis mi orci, sed placerat dui eleifend sed. Donec laoreet dictum laoreet. Aliquam eget lacinia velit.

SCOTLAND IS CALLING

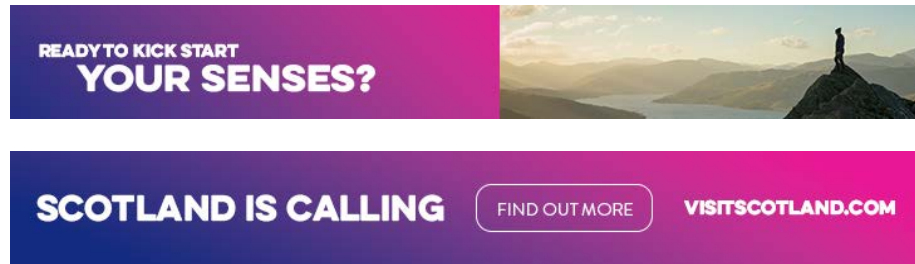
VISITSCOTLAND.COM

Use stacked Scotland is Calling Proposition. Height is 3x height of VisitScotland Consumer Marque

VisitScotland Consumer Marque sits bottom right Minimum 35% of artwork width on portrait

DIGITAL BANNERS

Two frame Leaderboard

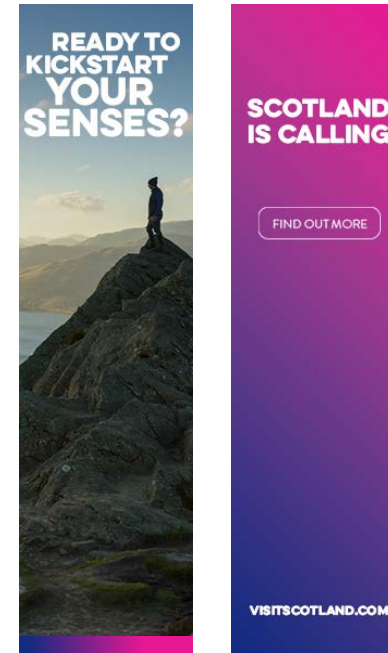


Scotland is Calling written naturally (not as badge) so flows with the previous headline
Positioned on left of frame

VisitScotland Consumer Marque sits right-centred

CTA and VisitScotland Consumer Marque
Maximum of 50% of the artwork width

Two frame Skyscraper

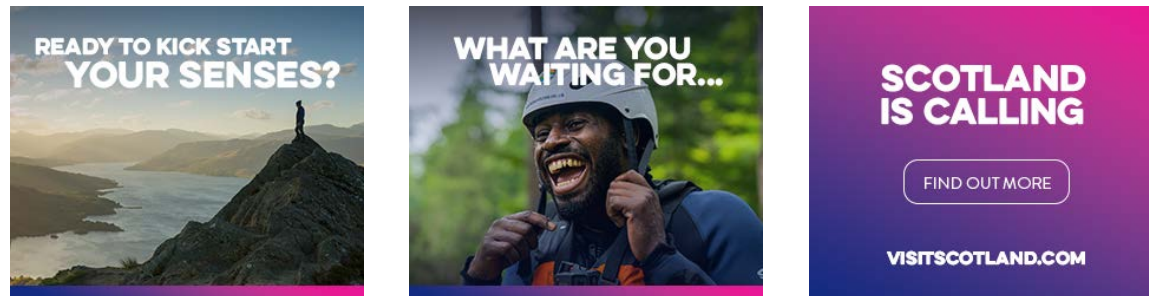


Scotland is Calling is written naturally (not as a badge) so flows with the previous headline
Positioned in the top third

CTA in upper third of artwork

VisitScotland Consumer Marque sits bottom centred

Three frame MPU



On 3+ frame digital banners
What are you waiting for... should be used as the headline in 2nd last frame

VisitScotland Consumer Marque sits bottom centred

Scotland is Calling is written naturally (not as a badge) so flows with the previous headline
Positioned in the top third

CTA in centre-third of artwork

PARTNERSHIP MANDATORIES

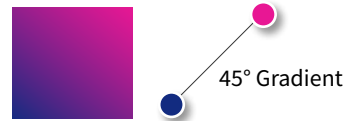
Two frame vertical Skyscraper



Scotland is Calling
written naturally
(not as a badge)

CTA in upper third
of artwork

The end frame gradient



Partner logos

VisitScotland Corporate Marque

OOH



Use stacked Scotland is Calling Proposition.
Height is 3x height of VisitScotland
Consumer Marque

VisitScotland partner URL

The VisitScotland Partner URL (visitscotland.com/partner) is intended to act as a CTA for offline activity, which links to a specific campaign location on the VisitScotland consumer website. In these circumstances:

- the URL would appear in this form across all non-digital formats only. This format is not required for digital activity that has a link to the landing page embedded.
- the extended part of the URL should be written as one word and this vanity URL should ideally be no more than 8 characters long.

The VisitScotland Corporate Marque is used on digital activity instead of the consumer marque (visitscotland.com) where we are driving traffic to a jointly branded landing page on visitscotland.com. The logo should be shown with parity in scale, treatment and visibility with all logos included in the artwork (please follow our logo guidelines for exclusion zones and minimum sizes).