



# Hidden Britain

....Leading the way in discovering and developing responsible rural tourism

## Branding Guidelines

# What is Hidden Britain?

Hidden Britain helps businesses, residents, community groups and local authorities come together and work as a team to identify and develop the tourism potential within their community.

We help groups understand and develop what they have to offer visitors and working with them, turn these ideas into effective business and marketing activities. Then we help them to deliver the plan, attracting visitors who will really value the experiences and want to return.

Essentially, we help people share what they love about where they live to ensure long-term economic and social benefits for the whole community.

## Our Vision

*Hidden Britain*, leading the way in discovering and developing responsible rural tourism

## Our Mission

We work in partnership with local communities to develop their tourism potential and to ensure greater social, economic and environmental benefit across the whole community

## Our Values

- Independence – in our thinking and our actions
- Partnerships - working with others from across private, public and community sector
- Community development – to create sustainable benefits for all
- Responsible tourism – to encourage and promote Responsible Tourism
- Ethical approach – in all our actions and relationships

# Communicating the Brand - The Logo



# Hidden Britain

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Pantone 377 C 63 M 27 Y 100 K 9 R 106 G 140 B 60									
100%	90%	80%	70%	60%	50%	40%	30%	20%	10%

Pantone 382 C 64 M 14 Y 100 K 1 R 107 G 166 B 52									
100%	90%	80%	70%	60%	50%	40%	30%	20%	10%

Pantone 425 C 47 M 48 Y 46 K 13 R 113 G 114 B 115									
100%	90%	80%	70%	60%	50%	40%	30%	20%	10%

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

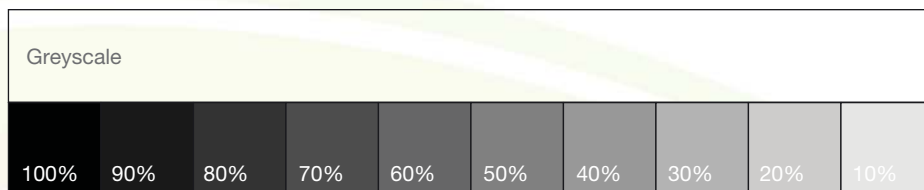
The Logo colours are Pantone 377 , Pantone 382 and Pantone 425, the matching CMYK and RGB values are shown on the diagram to the left.

# Communicating the Brand - The Logo



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The Logo may also be reproduced in Greyscale for black and white media.

Here the Dark Green is rendered as 100% Black and the lighter Green and Grey are both rendered as 70% Black.

Again this should be reproduced on a white background and where possible

# 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 earthy and natural colour palletes

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 case “e” in “Hidden” should be left between the logo and other elements in a design.

The logo should be used to a minimum size of 9.5mm height by 50mm width.

If the strapline is not legible below a certain size the Logo should be reproduced without the Strapline, at all other time the strapline should be included.



# Further Information

The Logo is available at the Hidden Britain website in the following file formats:

- Web ready .jpeg in colour
- Web ready .jpeg in black & white

if you require the Logo for print or in a reversed version the following files are available on request by contacting us:

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

Please contact us at: [info@hiddenbritainse.org.uk](mailto:info@hiddenbritainse.org.uk)

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[www.sercc.org.uk](http://www.sercc.org.uk)

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For more information please visit the website at:

[www.hiddenbritainse.org.uk](http://www.hiddenbritainse.org.uk)



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