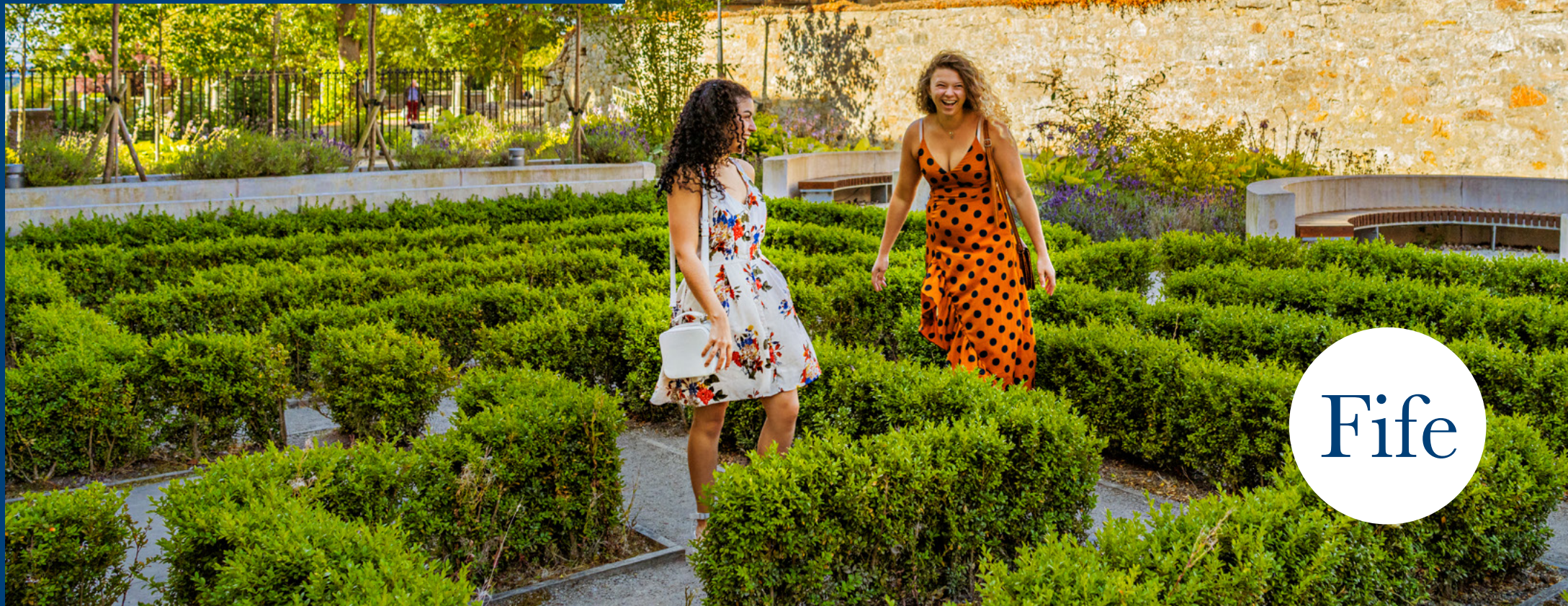




WELCOME TO FIFE

BRAND GUIDE



Fife

OUR VISION AND STORY

CONTENTS

- 01 Our Vision and Story
- 02 Destination Brand Insights
- 03 Customer Profiles
- 04 Why Fife? Brand Hero Messages
- 05 Brand Wheel
- 06 Tone of Voice
- 07 Typography and Brand Fonts
- 08 Colour Palette
- 09 Brand Marque
- 10 Storytelling Through Imagery
- 11 Accessibility
- 12 Our Guide to Creative



Our vision is both ambitious and achievable. By 2030 The Kingdom of Fife will be a world-class visitor destination known for being a leader in sustainable tourism, and renowned for the warm welcome visitors receive. Fife will be a venue for major events, and a first-choice destination recognised for its variety of offering including stunning scenery, relaxing escapes, cultural attractions and experiences, outdoor activities, and excellent local food and drink.

What will make this a reality is working with partners and local businesses to deliver our **four strategic priorities: Place, People, Businesses and Sustainable Tourism**. It is critical that when delivering this strategy our brand and its messaging is at the core of what we do to create awareness of what Fife is all about and to connect with people.



We can be very proud when inspiring people to visit Fife. They will be captivated by our spectacular coastline, beautiful fishing villages, world-famous golf courses, unique accommodation, fascinating history, delicious food and drink, and our warm welcome that will stay in their hearts for a long time. How we convey that in a way that stands out both before they arrive and when they are here will be through consistent use of the Welcome to Fife brand.

DESTINATION BRAND INSIGHTS

Fife Tourism: Identifying Growth Opportunities report, published in April 2023, identified several action points for the destination. Committed brand focus will be critical to deliver on the following and achieve growth ambitions:



Raise awareness – A common factor across all markets is the lack of knowledge on what Fife can offer the visitor.

Strong messaging that supports its brand proposition and positioning will catch the visitor's attention and inform them about the area.



Capitalising on the area's strengths – Images and descriptions of Fife greatly increased levels of interest to visit.

Clear communication is required of what the area will offer the visitor and so conveying the core brand messaging in a way that relays its essence, and values is vital for conversion.



Focus on the best prospect markets with targeted messaging – Connecting the areas' strengths with the target markets' needs will inspire visits.

Consistency of tone and personality whilst conveying what the brand benefits will be to the visitor will make the Fife brand stand out in a competitive marketplace.

CUSTOMER PROFILES

Understanding our target markets will allow Fife to connect the destination brand to potential visitors in a meaningful and motivational way.

Engaged Sightseers

A love of holidays drives Engaged Sightseers to plan numerous breaks in a year. They enjoy general sightseeing and touring, taking in historical places as well as scenery and nature. They relish engaging with friendly locals and seeking out an authentic experience.

Natural Advocates

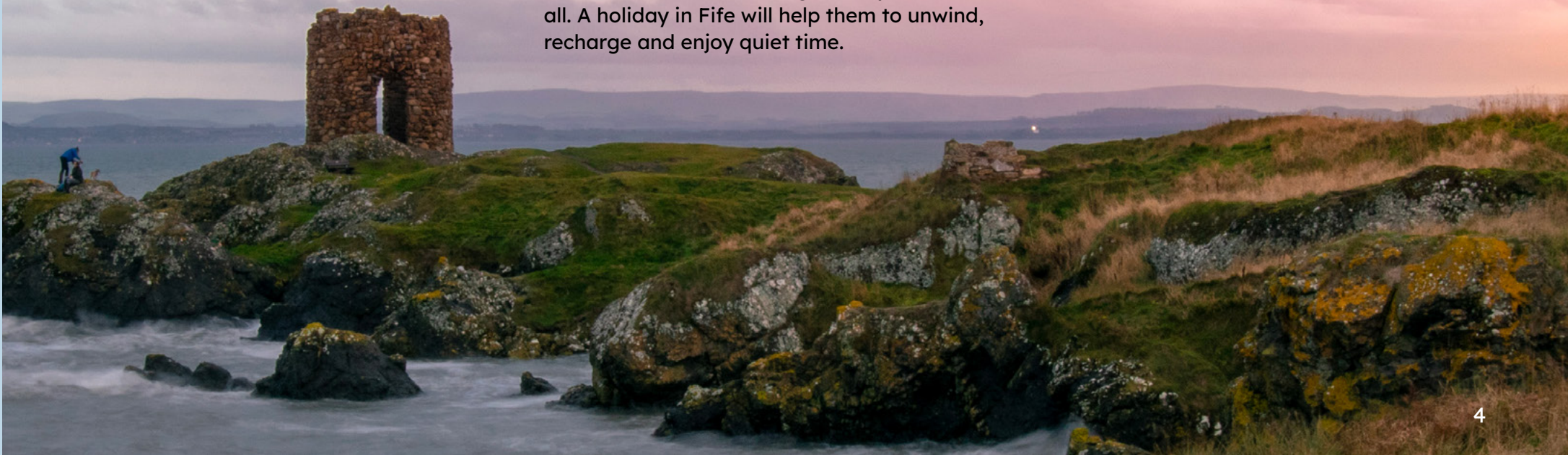
Passionate about Scotland as it offers everything they want from a holiday; breathtaking scenery, a connection with nature and the chance to get away from it all. A holiday in Fife will help them to unwind, recharge and enjoy quiet time.

Food Loving Culturists

Will seek out a relaxing holiday experience where they can enjoy short breaks in the UK and will recommend quality experiences when their host has gone the 'extra mile'.

Families and Retirees

In addition, we will have a particular focus on young families and retired people, as the visitor type most likely to want to visit Fife.



WHY FIFE? BRAND HERO MESSAGES

Our brand narrative must be compelling to cut through and convert visitors in a very competitive marketplace. Creating differentiation is key and so the rich history and heritage of Fife along with a variety of surprising experiences on offer allows us to position the brand as...



The Kingdom. Where it all begins.

This positioning can be supported by key messages to raise awareness of the many things to see and do in Fife which include but are not limited to...

- Your journey of discovery starts in The Kingdom of Fife, home to the highest number of national attractions in Scotland.
- Fife is the perfect place to enjoy a restorative break and provide visitors the opportunity to relax, unwind and reconnect with themselves, friends, loved ones and nature.
- Fife will leave the visitor with a full heart and memories to last a lifetime.
- Fife has been voted a 'No. 1 outdoor destination' by Scottish Natural Heritage for eight years in a row. It is a mecca for outdoor activities.
- The Fife Coastal Path is Scotland's longest continuous coastal path stretching 117 miles.
- Fife is the Home of Golf with over 50 courses, including the famous Old Course at St Andrews.
- The Fife Pilgrim Way is one of Scotland's newest long distance walking routes from North Queensferry to St Andrews.
- Scotland's newest city, Dunfermline, was once its ancient capital and its Abbey is the burial place of Scottish Kings and Queens, including Robert the Bruce.
- Three unique, world-class bridges cross the River Forth. One of which is a UNESCO World Heritage Site.
- Hollywood has always been drawn to Fife for unique film locations. From classics like Chariots of Fire to a more recent Avengers film.
- Renowned for its delicious and fresh food offering, in the summer months you can visit one of the area's fruit farms and pick your own fruit.
- Unforgettable experiences await from a rejuvenating seaside sauna surrounded by a natural coastline, to sleeping in a treehouse within an enchanted woodland.
- The area has excellent road and rail networks that are perfectly spread throughout the region. It is also well served by a bus network meaning great accessibility to explore.

The Fife brand communications must continually build on these surprising messages to show why Fife should be on the traveller's must-visit list.

BRAND WHEEL

The Welcome to Fife brand wheel tells the story of what makes Fife relatable to the visitor and differentiates it from other destinations. It is made up of several elements.

A brand **proposition** should create a connection with the audience and communicate why visitors would want to visit and what sets the destination apart.

The brand **essence** represents the heart and soul of the brand.

The Fife brand expresses itself through its **personality**. How do you want your brand to be perceived by potential visitors? What are the human characteristics of the brand that the audience can relate to?

Brand **values** should reflect what the brand stands for.

Brand **positioning** should be a statement of what you want people to think of when they think about your brand.

The brand wheel should also communicate what **benefits** the destination will give to the visitor and provide the **attributes** and products that back up those benefits.



TONE OF VOICE

This is how the brand is communicated to others.
All content created should contain these traits.

Personal

Friendly

Warm

Approachable

Enthusiastic

Passionate

Inspiring

Genuine

Relatable

Playful

Current

Knowledgeable

Trustworthy



TYPOGRAPHY AND BRAND FONTS

Our brand font is Lexend. With pronounced letter differentiation, enlarged opening contours and increasing ascenders and descenders, this font has been specifically designed as a hyper-accessible font for use on screen as well as in print. Using this font supports our inclusive values.

Note that specific weighting of the font should be used depending on use. We recommend these weights for headings, subheadings and body copy. Other weights can be used for emphasis or decoration with the exception of Black, Extra Light and Thin which should never be used.

Italics should not be used as this would compromise the fonts accessibility.

ALL CAPS can be used to give impact in headings and subheadings. It should never be used for body copy.

Lexend Bold Headings [h1]

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Lexend Medium Subheadings [h2]

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Lexend Regular Body Copy [p]

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

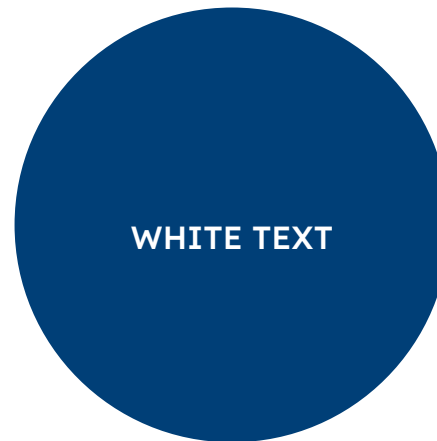
COLOUR PALETTE

The colour palette is split into two sections.

Primary Palette

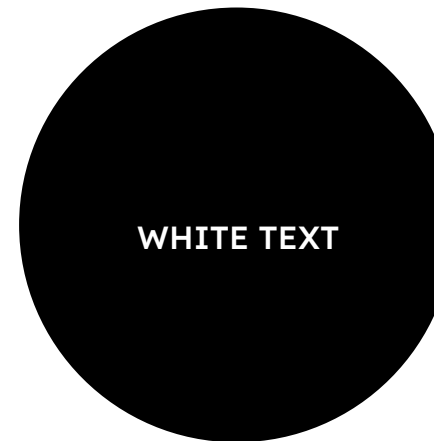
The primary colours are for use as the core colours across all marketing collateral.

Dark Blue, Black and White should be used for displaying headlines and subheadings on campaign marketing materials and all body copy text.



Dark Blue

PMS 541
#003F77
R0 G63 B119
C100 M57 Y0 K38



Black

#000000
R0 G0 B0
C0 M0 Y0 K100



White

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

COLOUR PALETTE

Secondary Palette

The colours of the secondary palette take inspiration from the natural landscape, area icons and local attractions including the distinctive orange pantile roofs of Fife's coastal villages.

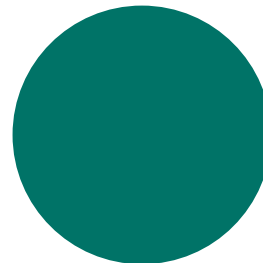
They can be used in addition to the primary colour palette (but never on their own). For example multi page/screen should always feature the primary palette on the first page/screen. Following pages/screens can introduce the secondary palette. Like this guideline document for example.

This may be useful when a wider use of colour is required for communications e.g. website, exhibition stands and publications. These may be used to create icons, highlight areas on a map and to allow sections and subheadings to stand out etc.

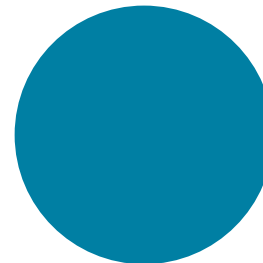
As an exception, the palette could also be used to differentiate area-specific activity e.g. a Levenmouth campaign, whilst keeping it connected to the overall Welcome to Fife brand. For clarity, when using the secondary colours in this way, they may take the lead but must always be used against a primary brand colour.

Darker Colours:

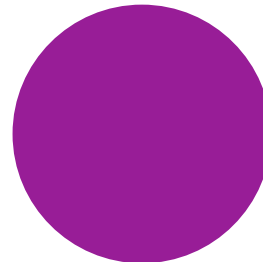
For use against white or a background for white design elements e.g. headings or icons.



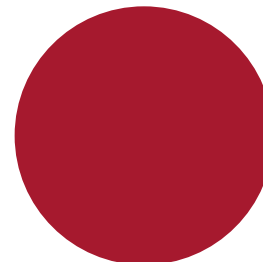
FOREST
#007367 / R0 G115 B103
PMS 328 / C100 M10 Y61 K38



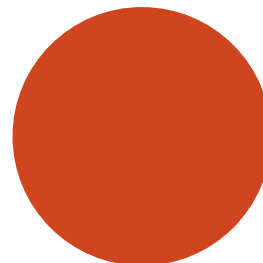
LOCH
#007FA3 / R0 G127 B163
PMS 314 / C100 M5 Y14 K17



HEATHER
#981D97 / R152 G29 B151
PMS 254 / C48 M96 Y0 K0



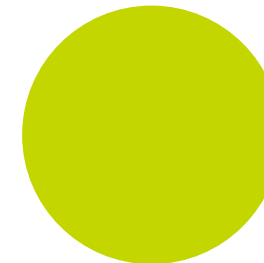
BRIDGE
#A6192E / R166 G25 B46
PMS 187 / C7 M100 Y82 K26



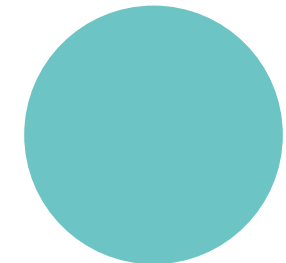
ROOF TILE
#CF4520 / R207 G69 B32
PMS 173 / C0 M82 Y94 K2

Lighter Colours:

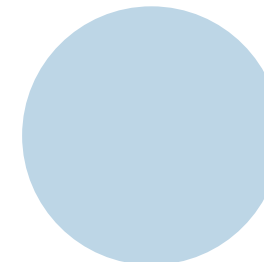
For use against dark blue/black or a background for dark blue/black design elements e.g. headings or icons.



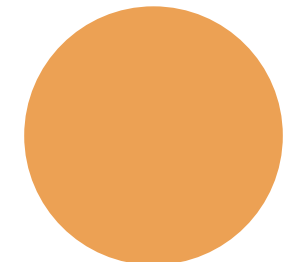
MEADOW
#C4D600 / R196 G214 B0
PMS 382 / C28 M0 Y100 K0



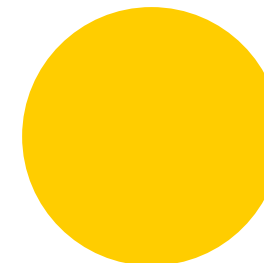
SURF
#6DC3C4 / R109 G196 B196
PMS 3258 / C58 M0 Y27 K0



HAAR
#BDD6E6 / R189 G214 B230
PMS 544 / C27 M4 Y1 K1



BARLEY
#ECA154 / R236 G161 B84
PMS 157 / C0 M42 Y74 K0



BEACH
#FFCD00 / R255 G205 B0
PMS 116 / C0 M14 Y100 K0

COLOUR PALETTE

Colour Guidance

Examples to help reconcile colour usage. Note: **Do not** overrides **Do**.

 <p>Do use primary palette for body copy (small text).</p>	 <p>Do not use secondary palette for body copy (small text).</p>	 <p>Do use primary and secondary palette for headings (large text).</p>	 <p>Do not use primary dark blue against black.</p>	 <p>Do use primary dark blue or black against white or secondary lighter colours.</p>	 <p>Do use white against dark blue, black or secondary darker colours.</p>
 <p>Do not use secondary colours against other secondary colours.</p>	 <p>Do not use tints of colours for text.</p>	 <p>Avoid tints of colours. They may be used with caution as additional fills for charts, diagrams, illustrations or tables.</p>	 <p>Avoid leading with secondary palette colours in multi page/screen materials. They may lead if it is to differentiate area-specific activity e.g. a Levenmouth campaign.</p>	 <p>Do use opaque or translucent black or dark blue block fills (or where appropriate, secondary darker colours) over images to improve legibility of headlines (translucent opacity = 100% multiply).</p>	 <p>Do use opaque or translucent white block fills over images to improve legibility of headlines (translucent opacity = 85%).</p>

BRAND MARQUE

Primary Logo

The roundel is our primary logo and should be the first choice to use if space allows.



Dark Blue

PMS 541
#003F77
R0 G63 B119
C100 M57 Y0 K38



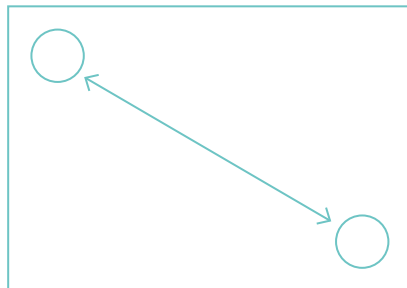
Black

#000000
R0 G0 B0
C0 M0 Y0 K100



White
(with dark blue text)

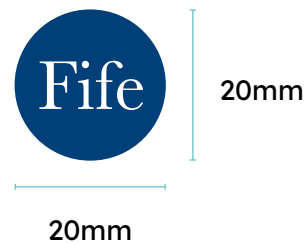
#FFFFFF
R255 G255 B255
C0 M0 Y0 K0



Preferred Positioning:

The preferred position on materials is the top left (as an introduction) or bottom right (as a sign off).

Minimum size:



Breathing space:

The breathing space required to be left free around the logo is equal to half the cap height of the letter 'F' in Fife.

Please do not recolour or distort the logo in any way not shown within these guidelines.

BRAND MARQUE

Secondary Logo

Our secondary logo should be used if space is restricted, for example, on digital ads. If it must be used over an image, ensure that there is good contrast with the image so that the logo is legible.

Fife



Fife

Dark Blue

PMS 541
#003F77
R0 G63 B119
C100 M57 Y0 K38

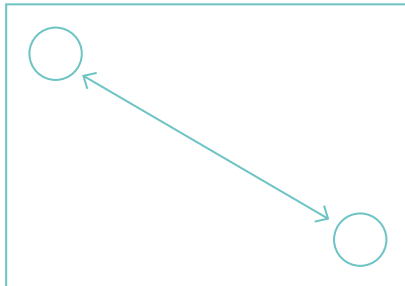
White

(for use on a dark colour or image)

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

Black

#000000
R0 G0 B0
C0 M0 Y0 K100



Preferred Positioning:

The preferred position on materials is the top left (as an introduction) or bottom right (as a sign off).

Minimum size:

Fife | 6.6mm

14mm



Breathing space:

The breathing space required to be left free around the logo is equal to half the cap height of the letter 'F' in Fife.

Please do not recolour or distort the logo in any way not shown within these guidelines.

BRAND MARQUE

Call to Action Logo

This logo should **mainly** be used for **sponsorship** when there is no opportunity to supply accompanying context to promote a visit message or to include the consumer URL. Should you wish to use this logo for another purpose please gain approval from promoting.fife@fife.gov.uk

Please use the appropriate brand asset (available in dark blue, black and white). Do not try to add the web address yourself.



Minimum accessible sizes:



54mm

54mm



25mm

38mm

Breathing space:

The breathing space required to be left free around the logo is equal to half the cap height of the letter 'F' in Fife.

STORYTELLING THROUGH IMAGERY

Images play a crucial role in showcasing the area to potential visitors. Our photography should always capture attention and should be natural, inspirational and authentic. The image should establish an emotional connection and where possible, convey the warmth and emotion that the consumer feels when experiencing Fife. They should never look staged, but simply capturing a moment in time.

For landscape shots and images of our history and heritage, consider how the light and colours could capture the interest of the viewer and stir their emotions.

Images should always complement the headlines on campaign creative.



ACCESSIBILITY

Accessibility is not something that is bolted on at the end of a project. It is a fundamental component of a project, from the planning stage through to completion. We have applied this approach while developing the brand, from the choice of font, to the use of colour.

Good design should be clear, legible and easy to understand for all. Everyone has a right to access information and this is now a legal requirement for public sector bodies.

Materials produced for the public, printed or on screen, should adhere to current accessibility standards.

For more advice please see UK Government guides:

[Publishing accessible documents](#)

[Accessibility requirements for public sector websites and apps](#)

Here are further notes on good practice.

Text Alignment

Do not use justified text and avoid blocks of centred text as these are difficult to read. Avoid breaking or hyphenating words over two lines. Keep text horizontal.

Colour

Ensure there is high contrast between the background and text.

Font Size

The desired size for printed body text is 12 point. 9 point is the minimum size you should consider using.

Content

Provide clear content, clearly structured.

Forms

Ensure plenty of space is provided in forms for the response.

Layout

Keep layouts clear and simple and avoid large blocks of type. Ensure the flow of type is obvious. Use wide margins and leave space between paragraphs.

Hierarchy

Arrange type and graphics in a logical reading order. Use a clear hierarchy of

headings with appropriately nested style sheets.

Paper Stocks

Avoid gloss paper as the glare makes it difficult to read. Do not choose paper weights less than 90gsm to avoid show-through.

Accessibility Checker

In addition to manual checks, always use an app or web based checker to verify your projects.

Tables and Diagrams

Avoid complex tables and diagrams which overly rely on visual cross-referencing.

Alternative Text

Include alt text to describe your visual elements such as pictures.

Web Design

An accessible website is one that is easily usable and coherent to all users regardless of their device, context or ability. Accessible websites are often faster, easier to navigate and appear higher up in search engine rankings.

For more information see: www.w3.org

OUR GUIDE TO CREATIVE

Our creative style should change consumer perceptions of the area and convey that a trip to Fife will be a journey of discovery and enrichment.

Use a blocked background to improve the legibility of the headline. This should be blue, black or white. Text can be upper or sentence case. The block can be opaque or translucent, if it's desirable to see more of the image behind (translucent black or blue opacity = 100% multiply, translucent white opacity = 85%).



Single frame digital ads

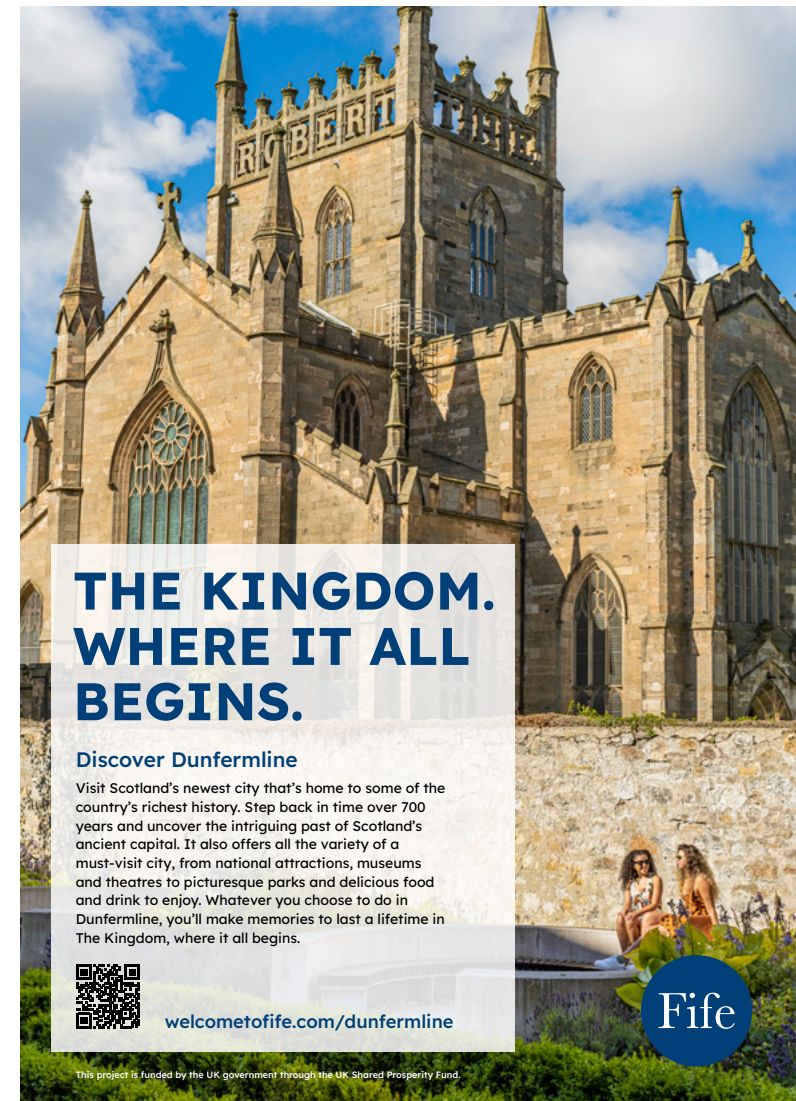


OUR GUIDE TO CREATIVE



Three frame MPU

Multiple page/screen items can introduce the secondary colours on subsequent pages/screens.



Press advert

CONTACT

For more information about the Fife brand or for guidance on how to adopt the advice in these guidelines, please contact:

promoting.fife@fife.gov.uk

