

Fife

welcometofife.com

Fife Brand Toolkit

June 2020



Our story

A place of kings, thinkers, innovators, artisans, natural resources and passionate people - Fife is rich in history and beauty. Exceptional coastline, quality attractions, outstanding countryside and picturesque villages and towns; those who have experienced Fife, the evidence of our appeal is compelling. An area of proud and diverse places, people and organisations who call Fife home, our influence is international, not just local. We have a rich history and distinct heritage built around our people, our location, our resilience and our ingenuity that positions us for a promising future.

This toolkit shares the Fife story and gives guidance on how we can all promote Fife in a unified way, and how you can become ambassadors for Fife and help us to spread the message of our wonderful region.

Fife's story is your story and we all need to tell it, as often as we can.





Key Messages

- The Fife Coastal Path is Scotland's longest continuous coastal path stretching 117 miles.
- Fife is the undisputed Home of Golf with over 50 golf courses.
- Fife is the fifth most instagrammed location in the UK.
- Fife has been voted 'No 1 Outdoor Destination' for 8 consecutive years.
- The Fife Pilgrim Way is Scotland's newest long distance walking route from North Queensferry to St Andrews.
- Dunfermline was once Scotland's ancient capital and its Abbey is the burial place of Scottish Kings and Queens including Robert the Bruce.
- Fife is home to the highest number of national attractions in Scotland.
- Fife is the spiritual birthplace of whisky. Lindores Abbey Distillery has the first recorded written evidence of whisky distillation back in 1494.



Logo

The basics

The Fife identity is a visual interpretation of Fife's established values and future vision. The use of a traditional serif font and juxtaposed with contemporary colours and visuals provides a clear insight into the essence of Fife – the meeting of old and new, of solidity and flexibility and a reflection of Fife's authenticity and ambition.

The visual identity will provide the anchor for communicating the vision, values and purpose of Fife as a place and of Fifers as people. It also creates a distinctive and dynamic identity that is instantly recognisable and representative of the place.

The Fife logo is only to be used in the colours as shown opposite. These colour specifications can be found in the Colour Palette section of this document.

You can download the logos from the website here:

fifetourismpartnership.org/toolkits/fife-branding/

Fife
welcometofife.com

Black

Fife
welcometofife.com

Secondary blue

Fife
welcometofife.com

Primary blue

Fife
welcometofife.com

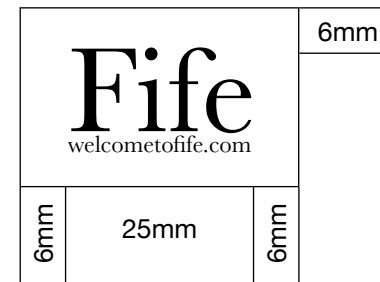
White

Logo Usage

Exclusion zone

To achieve maximum presence and impact, the Fife logo should be surrounded by an adequate area of white space. A border of around one quarter of the height of the logo is recommended for this. No text or other graphical elements should enter this area.

We also recommend that the Fife logo is not reproduced smaller than 25mm in width in order to retain its legibility.



Logo Usage

What not to do

The logo should only ever be used in the supplied format, and not altered in any way. This includes stretching, distorting or adding effects such as drop shadows. The logo colour should only be one specified in the brand Colour Palette as detailed below.

When using the logo, particular attention should be given to ensuring a strong contrast between the foreground and the background to ensure legibility.

~~Fife~~

~~Fife~~



~~Fife~~

~~Fife~~



Colour Palette

The Fife brand colour palette consists of a primary collection and a secondary blue. The primary colours should be used for the main logo, and all generic marketing materials.

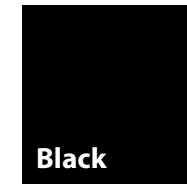
Primary Colour Palette



Pantone 541C
C100 **M**57 **Y**0 **K**38
R0 **G**63 **B**119
#003F77



Pantone 306C
C60 **M**5 **Y**0 **K**0
R74 **G**192 **B**238
#4AC0EE



Pantone Black 6C
C0 **M**0 **Y**0 **K**100
R0 **G**0 **B**0
#000000



White
C0 **M**0 **Y**0 **K**0
R255 **G**255 **B**255
#FFFFFF

Typography

Using the typefaces

Headings

Our primary typeface for all headings is Baskerville Regular. Baskerville Regular can also be used for 'introductory text' as shown in the next section. Baskerville Bold should not be used.

Baskerville Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body

Our primary typeface for all body text is Myriad Pro Regular. Myriad Pro should be used as body text for all marketing and promotional literature. Myriad Pro Bold can be used for sub-headings and to highlight text.

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial should only be used as a secondary body copy, when it isn't appropriate to use Myriad Pro, for example on the web. Arial Bold can be used for sub-headings and to highlight text.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

Examples of usage

Opposite are examples of how the Fife brand typefaces are used correctly across various marketing materials. These include the use of Baskerville as a heading and introductory text, Myriad and Arial as body text. All uses of the fonts follow the Fife brand guidelines by ensuring a strong contrast between the foreground and the background to ensure legibility.



Photography

Style

Natural, inspirational and authentic imagery forms an integral part of Fife's identity and is fundamental to reflecting Fife's dynamism, evolution and ambition. The imagery used in all of Fife's promotional material should be vibrant and inspirational.

A library of images is available online here
(*Welcome to Fife should be credited):
www.welcometofife.com/media-centre



Tone of Voice

Style

Fife aims to engage with its audiences in a modern and conversational way, conveying the 'Fife experience' using a more personal tone in order to connect with its visitors. The correct tone of voice is integral to Fife's promotional materials. It is important to strike a balance between celebrating Fife's history and legacy whilst also sounding fresh and dynamic.

Example

Nestling on the east coast of Scotland is Fife, an ancient Kingdom and an outstanding place to visit and explore.

Famously the home of golf, Fife also offers a stunning coastline laced with beaches and picturesque villages. Its varied landscape yields abundant wildlife and a fabulous natural larder and there are vivid reminders of Fife's historic importance in the wealth of castles, palaces and abbeys. With great visitor attractions and outdoor activities, award-winning restaurants and easy connections to the rest of Scotland, Fife is a natural choice for visitors.

Become an Ambassador

Adopt the Fife brand

Everyone has a part to play in promoting and celebrating Fife locally, nationally and internationally. Whether using the Fife identity, simply adopting the word 'Fife' or using our promotional messages in your communications, you can help to promote Fife as a great place to live, work, study, visit and invest.

Creating a network of Ambassadors presents a great opportunity to spread positive word-of-mouth messages about the region, sector strengths and quality of life.

Our vision is to put Fife on the international map. We want Fife to be recognised as a world-class visitor destination and a wonderful place to live and work.

What is an Ambassador?

An Ambassador could be a person who is from or passionate about Fife or a local business. The key is that you want to start to help promote Fife because you are passionate about the area and you see the value in being associated with the region.

Why become an Ambassador?

- Gain recognition for your role in promoting Fife and profile for your business through Welcome to Fife communications channels.
- Become part of a network united in promoting Fife and changing the perception of Fife to improve its prospects for investment and tourism, and to position Fife as a first-class visitor destination.

Ambassador Role

Helping to promote Fife where appropriate by:

- Mentioning Fife whenever possible in print or online
- Contributing to good news stories that promote Fife by informing **promoting.fife@fife.gov.uk** about news releases, stories and successes which can be used to help promote Fife collectively
- Linking with Welcome to Fife social media: Facebook, Twitter, Instagram
- Making use of Fife key messages
- Using the Fife brand on your materials
- Using inspirational imagery showing Fife at its best from our image library
- Taking part in joint branding opportunities at events and exhibitions.

Become an Ambassador

Top tips for Fife Ambassadors

1. Talk about Fife's unique experiences

Incorporate key messages in promotional copy, digital campaigns and social media.

2. Enhance your marketing materials with images of Fife

A picture is worth 1,000 words. Fife is a stunning visitor destination, so please make use of our fantastic image library and add a hyperlink (please credit: Welcome to Fife).

3. Use video to bring Fife to life

Make use of Fife videos - available at www.youtube.com/welcometofife - on social media, on your website, if you are attending an exhibition or in your company reception.

4. Get behind Fife's brand story

Promote Fife's brand story and key messages at every opportunity possible to key audiences at home and abroad.

6. Use social networking to raise the profile of Fife

Tweet, blog, share or comment on articles...whatever gets the message across about the beauty of Fife as a visitor destination. Feel free to share our images on your social media channels (Credit: Welcome to Fife).

7. Talk up Fife and join your Local Tourist Association

Please take every opportunity you can to talk up positive things happening in Fife. A great way to get involved is to join your Local Tourist Association. Visit www.fifetourismpartnership.org

8. Share your stories

Please remember to share your good news stories and successes with us and any ideas you have on how we can work collectively to promote Fife. See below for how to get in touch.

Work with other brands

If you have existing branding, please consider using the Fife logo to not only complement and strengthen your branding, but also ensure a consistent image for Fife.

Further Information

Get in touch

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

Karen Christie

Email: karenA.christie@fife.gov.uk

Tel: 03451 55 55 55 Ext 442250

Tourism Adviser
Fife House
North Street
Glenrothes
KY7 5LT