



**BRAND
GUIDELINES**

OUR PURPOSE

To re-energise weary urbanites by showcasing Mid Wales as an authentic, inspiring and enriching alternative to the synthetic and judgemental big cities they're used to.

BRAND ROLE IN CULTURE

To present and provide empowering alternatives to the artificial (not just geographically, but in every part of popular culture).

Visit Mid
Wales
Canolbarth
Cymru



BRAND VALUES

0.1 REAL

Mid Wales offers an unbranded, unpretentious, authentic destination that can be shared and loved by all. Full to the brim with real, authentic experiences, people, place and culture – Mid Wales is completely unique to its own, and so are we. An extension of our product, we don't care for formalities or overpromises, we're all about the real. No filter.

0.2 EMPOWERING

As we make our way in the world, we're all too often surrounded by artificial. But artificial does not broaden our horizon. We strive to empower our audiences, providing them with positive and enriching alternatives that give them something new. Being explicitly negative towards artificial or our audience's current status quo isn't us, so we never knock it, instead we simply empower and equip with a Mid Wales alternative.

0.3 EXCITING

We invite visitors to discover with us, as we shine light on a new way of experiencing and exploring an authentic and untouched environment. Tourism in Mid Wales is not the following of a tour guide holding up a numbered placard... To us, that's not exciting. Our exciting is spontaneous, adventurous, vibrant. To be exciting, we need to be to the point. Always.

0.4 UNIQUE

Every tourist board says they're different, but how many actually are? How many can put their money where their mouth is and say you will not get this anywhere else? That's rhetorical, we don't know the answer – one thing we can tell you though, you won't get Mid Wales anywhere else.

0.5 QUALITY

Our team's obsession for Mid Wales is at the forefront of everything. Naturally. We love it so much here that anything we say or do, oozes passion - and it's contagious. But it's easy, because although we pride ourselves on being real and distinctive, in truth - our environment does all the work for us. The quality of Mid Wales is undeniable and effortless.

0.1

FRIENDLY & GENUINE

Mid Wales Tourism use a conversational tone with inviting language through a mix of first and third-person narrative. We're informal, friendly, and let's face it – pretty cool. We're confident in our own skin so there's no need to overcompensate with cheese, or overused sayings...

In a snapshot:

Write how you speak
Keep it authentic
Remain down to earth



0.2

IMPASSIONED & VALUABLE

Like we said, passion drives everything here. So, here's the thing – it needs to come across. We know Mid Wales best because we live and breathe it. Literally. That means offering insightful information in a way that people want to read it, occasionally colloquial because we're proud.

In a snapshot:

Speak with confidence

Use colloquialism where they come naturally

Inform, informally



0.3

CRISP & CLEAR

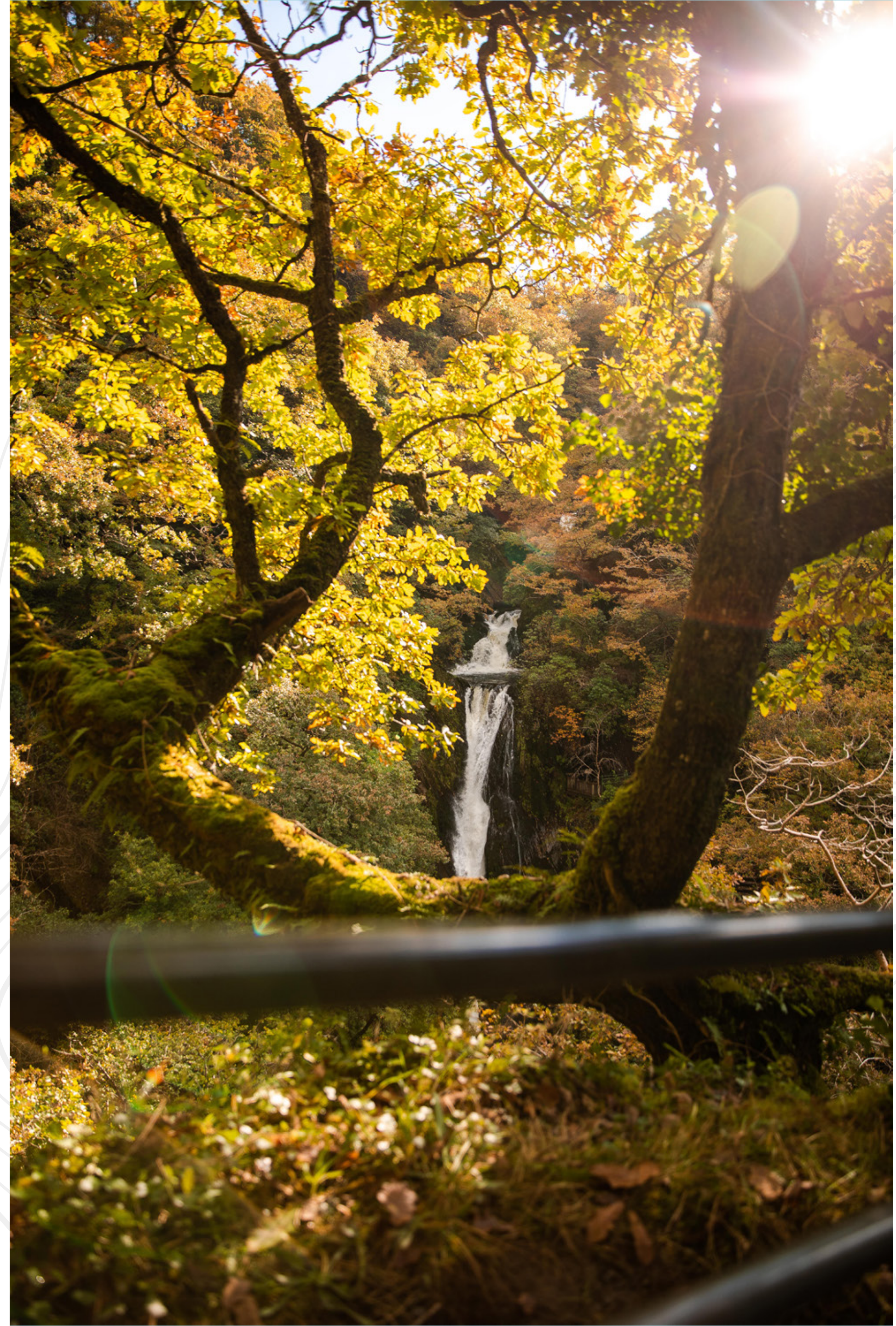
Sure, we've got a lot to say, but we're not one for talking your ear off – we prefer to bring information to life in a way that engages audiences. Using short and snappy sentences where possible, we write in a way that's playful enough to keep readers engaged, but concise enough to make sure they leave with exactly what they came for.

In a snapshot:

Write with short sentences

Use snappy recaps to convey information

Get the info in without the waffle



USING OUR TONE

This isn't a case of using one tone or the other. In all that we say, we want to portray our language and personality style as one.

**'REAL MID-WALES
Just what you were looking for.'**

01 **Friendly and Genuine**

02 **Impassioned and Valuable**

03 **Crisp and Clear**

Think less...

Off the beaten track

Quaint

Boasts

Bustling

Charming

Breath-taking

Eatery

Hidden gem

Stunning

More...

Out and about

Off-centre

Shares

Lively

Unassuming

Not bad, aye?

Just call it what it is!

A place you'll love

Striking

Think less...

Explore this hidden gem, nestled in the heart of Mid-Wales' beautifully quaint countryside. Why not spend time wandering the historic market towns and charming architecture, there's truly something for everyone here.



More...

Uncover a place you'll love. Get familiar with the striking Market towns of old or get out and about, losing yourself in something new. It's your choice.

Think less...

Take your time to explore the many small seaside towns and villages and walk sections of the coastal path overlooking the breath-taking bay.

You'll find a wealth of wonderful wildlife, water sport activities, and everything else that you would expect from one of the finest coastlines in the UK here in Mid-Wales.



More...

You're into tasting local delicacies and wandering small seaside towns or villages? Tick.

Walking a vast coastline and taking in the tranquil wildlife is more your thing? Great.

Adrenaline and big swells feature heavily in your vocabulary? Nice, we're fluent.

INTRODUCTION

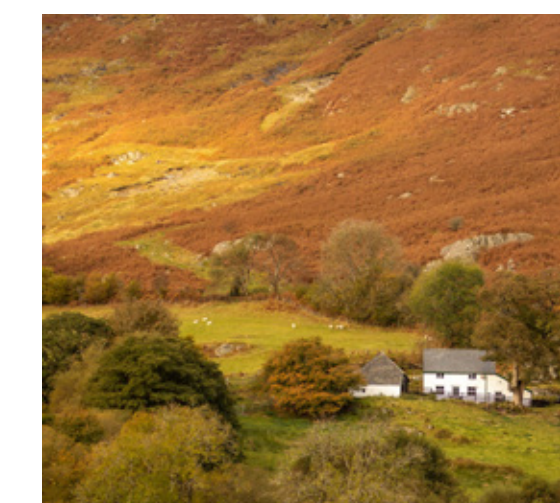
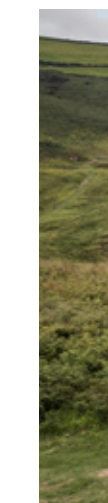
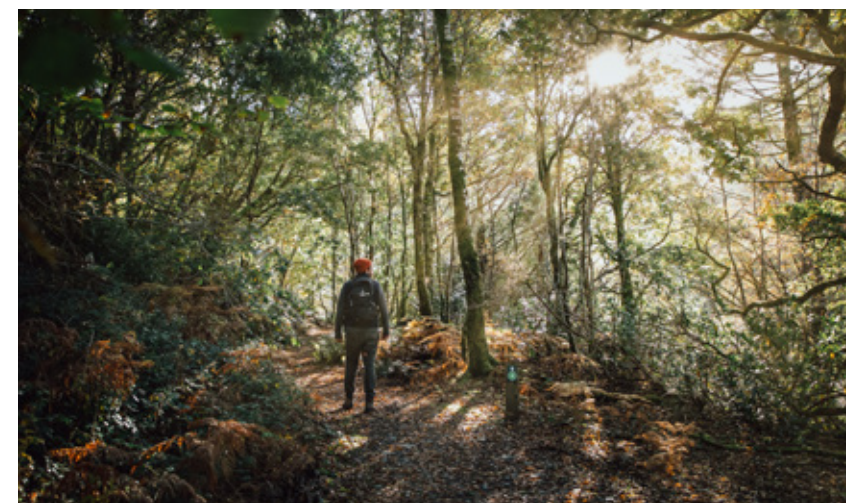
The following section of this document aims to set out the 'visual signature' for Mid Wales Tourism's photography.

This visual signature should be applied to ALL photographic content used across all digital and print media.

Tourism providers within the Mid Wales region can support and benefit from the master campaign by also applying this visual signature to their own content. This will create a more unified 'Mid Wales' brand overall, making the region's pull more powerful, to the benefit of all.

Using this visual signature will also give tourism providers a higher chance of having their content selected from sharing on the main @ VisitMidWales channels, boosting the power of their reach.

Mid Wales Tourism encourages all partners and providers within the region to adopt this visual signature for the benefit of its entire tourism industry.



FOUR STYLISTIC THEMES

The overall style of the campaign will be held together by four key stylistic themes. These are:

01 NATURAL



02 PLANDID



03 SEASONAL



04 HIGH QUALITY



NATURAL

We want the visual style of Visit Mid Wales to be as natural as possible to convey an earthy, wholesome feel to the imagery.

This can be achieved by reducing the amount of edits applied to imagery. Photo manipulation and image colour saturation should be kept to a minimum.



Note: Moderate amounts of photo manipulation are acceptable to remove items from imagery, but must be kept to a minimum.

PLANDID

“Plandid”: is a term to describe a planned-candid photo. By this, we mean that there shouldn't be too many forced images with posed people and staged situations. The aim should be to capture the “Real” Mid Wales.

This can be used when showing imagery of people in different situations. For example, when shooting imagery of people in a chosen hotel/accommodation, use a more natural approach of including someone by having the interacting with something in the shot, rather than staring down the lens.



Note: Portrait photography can be used on individual people if they themselves are being highlighted as a part of the community / occasion.

SEASONAL

When publishing imagery, unless it's in the case of a "throwback" post, the season pictured must be relevant to the current season. This includes topical content. For example, when it snows, you should adapt the feed to accompany the weather, as it will be more relevant and relatable to the viewers.



Note: In the case of a natural change in weather, user generated content can be used with the permission of the photographer.

HIGH QUALITY CONTENT

High quality content is a strict rule that should apply across all imagery and video created. All imagery must be of a good resolution, without any grain. When choosing user generated content, one must be critical and take their time to select. We want to keep the content to a high quality and this cant be rushed. Imagery doesn't have to be shot on a DSLR camera, but must be of a certain quality to qualify.

Please shoot imagery in RAW when possible. This holds onto more detail within the image, and can be brought out in the edit.



Note: Mobile photography can sometimes appear quite flat, and colours can be brought out through image editing applications such as VSCOcam and Snapseed.

RULE OF THIRDS EXPLAINED

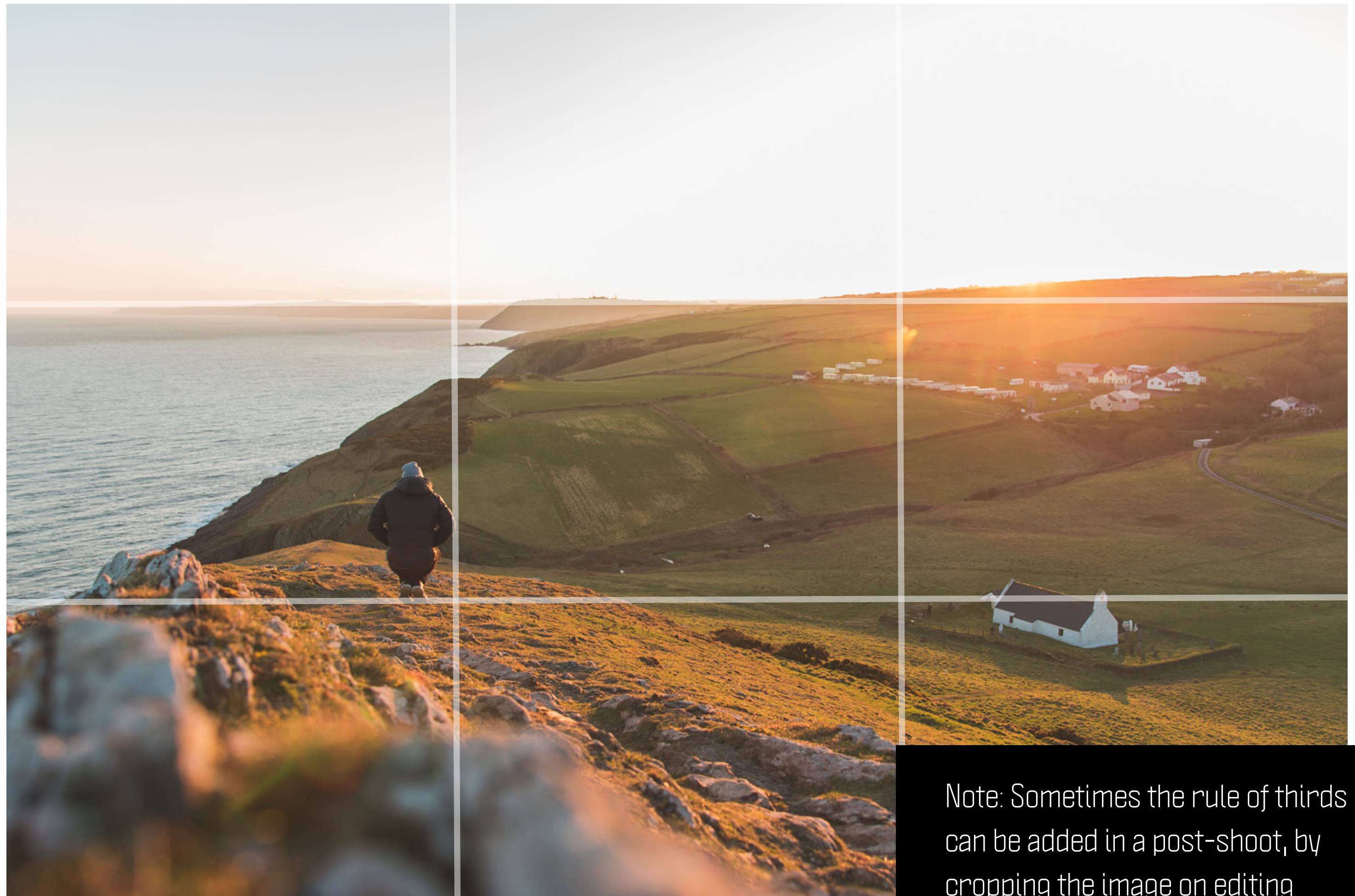
What is the rule of thirds?

The rule of thirds involves mentally dividing up your image using 2 horizontal lines and 2 vertical lines, as shown below. You then position the important elements in your scene along those lines, or at the points where they meet.

The idea is that an off-centre composition is more pleasing to the eye and looks more natural than one where the subject is placed right in the middle of the frame. It also encourages you to make creative use of negative space, the empty areas around your subject.

How to use the rule of thirds

When framing a photo, imagine the scene divided up as the one to the right is. Think about what elements of the photo are most important, and try to position them at or near the lines and intersections of the grid. They don't have to be perfectly lined up as long as they're close.



Note: Sometimes the rule of thirds can be added in a post-shoot, by cropping the image on editing software, although it is best not to rely on this, as sometimes you are unable to add it.

HORIZON LINE RULE EXPLAINED

What is the Horizon Line?

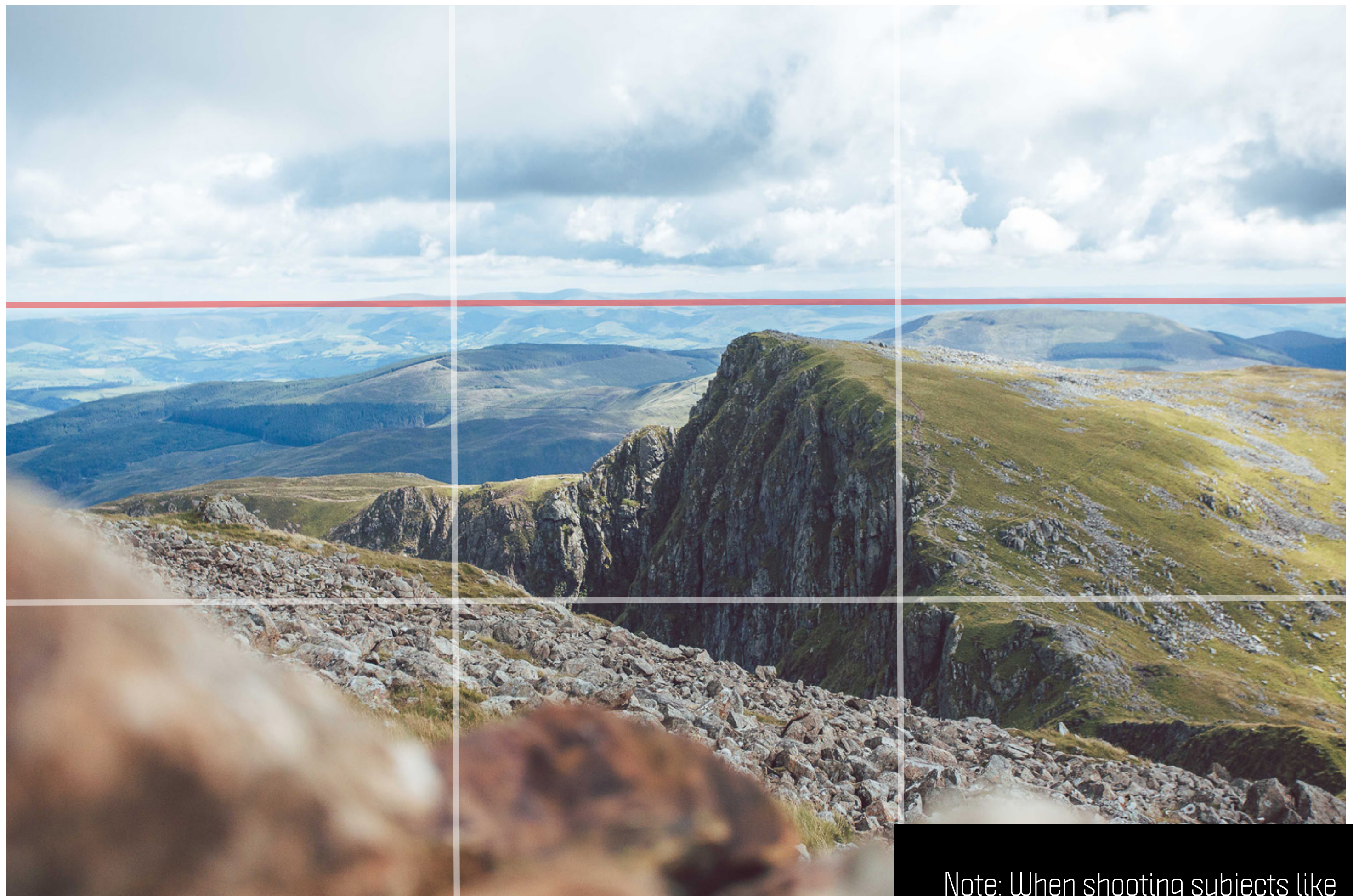
The horizon line is similar to the Rule of Thirds, but focuses more on the horizon in the image. This line is a reference point to split up the image and keep it subconsciously neater.

The Horizon Line is highlighted on the image in red.

How to use the Horizon Line?

When framing a landscape image, please keep the horizon line visible and level. It does not need to be shown clearly in the image, and can be placed on either horizontal line of the rule of thirds.

Drones: Drone imagery does not need to include a horizontal line in birds eye view imagery, but should still be kept "level".



Note: When shooting subjects like food and people, the horizon line does not need to be visible, but lines should be kept level and straight.

TIPS: WHEN SHOOTING PEOPLE

When shooting people, keep the style as natural as possible, we don't want the image to look forced. Try and capture the atmosphere, are people happy? Are they laughing? Try and incorporate that into the image in a natural way.



Note: When shooting subjects like food and people, the horizon line does not need to be visible, but lines should be kept level and straight.

TIPS: WHEN SHOOTING ACCOMMODATION

When shooting accommodation try and capture the look and feel for the location. Is it modern? Is it cosy and homely?

Show off the location of the accommodation, whether it's in a picturesque town or in the middle of a field, people will want to know. Show the views from the bedrooms, the cosy Cosy textured blankets in the bedroom. If you want people to really want to go there, you need to show the qualities of the location and facilities.



TIPS: WHEN SHOOTING FOOD & DRINK

When shooting food and drink, keep it natural and think of your angles. Think about instead of just shooting the food from a straight on angle, try shooting it over the shoulder of someone who's sat at the table, or the food being prepared.

Also think about the surrounding, what's happening in the background? What textures are being shown?



TIPS: WHEN SHOOTING ACTIVITIES

When shooting activities it's important to really capture the environment, we need to show the Mood that goes along with the activity.

For example, when showing mountain biking, you want to show off the excitement and the earthy tones coming from the landscape, whereas for an activity like yoga, you want to be showing the calming nature, the peaceful landscape so you want the image to be quite still, and bright.



THANK YOU

