



VISIT PEAK DISTRICT & DERBYSHIRE

A guide to our new brand
Autumn 2022





A shared understanding:



**Brand is not a
logo**



**It's what people
say about you
when you're not in
the room.**

It's our core essence,
our spirit of place.

Giving people something
to get with.



How did we unearth our essence?

- **Audits**
- **Desk research**
- **Stakeholder interviews**



Current identity and messaging summary

MARKETING
PEAK DISTRICT
& DERBYSHIRE

VISIT
PEAK DISTRICT
& DERBYSHIRE



EXPERIENCE
PEAK DISTRICT
& DERBYSHIRE

MEET
PEAK DISTRICT
& DERBYSHIRE



Blue John
Pantone 2597
C:80 M:99 Y:0 K:0
R:92 G:6 B:140



Black Rock
Pantone 404
C:20 M:25 Y:30 K:59
R:119 G:110 B:100

Logo: EFFRA BOLD

Headings, subheadings:
Montserrat Bold

Body copy:
Montserrat Medium



Malachite
Pantone 340
C:99 M:0 Y:84 K:0
R:0 G:150 B:94



Amber
Pantone 1235
C:0 M:31 Y:98 K:0
R:255 G:184 B:28



Garnet
Pantone 7621
C:0 M:98 Y:91 K:30
R:171 G:35 B:40



Fluoride
Pantone 3115
C:59 M:0 Y:14 K:0
R:0 G:193 B:213



Limestone
Pantone Warm Grey 3
C:9 M:11 Y:13 K:20
R:191 G:184 B:175



Sandstone
Pantone 615
C:8 M:3 Y:41 K:3
R:214 G:207 B:141



Derbyshire
Pantone 2260
C:31 M:0 Y:39 K:0
R:182 G:207 B:174



Clay
Pantone 2023
C:0 M:48 Y:0
R:250 G:147 B:112

- Because of a lack of confidence in your spirit of place, the logos are asked to do all the work. Hence all the variants.
- Colours are bright but feel quite primary, artificial.
- Tertiary colours are nice, but underused.
- Overall corporate look and feel.
- Using the same font for headings and body copy makes it harder to bring in personality

Messaging/themes:

- Undiscovered
- The Land To Forget Time
- The World Away
- A Stones Throw
- Eat, Drink, Explore
- Unique District
- Derby: Great Base, Great Place

Interviews



- About us
- About our audiences
- About the place
- About the vibe



Research summary

What is this place?



- **Central.** Near the centre of England. Within 90 minutes travel time for 16 million people.
- **Lots in a small space.** Quirky cottages in chocolate-box villages, industrial heritage, hills, limestone valleys, White Peak and Dark Peak. Caves. Rivers, reservoirs. Market Towns, Spa towns. Valley mills, arts festivals, National Forest. Biggest inland marina. Start and end of the Pennine Way.
- **Soft rural.** Farmland, countryside, villages, communities.
- **Hard rural.** Outdoors, rugged, views, green space, fresh air.
- **So much history and heritage.** Chatsworth. Haddon Hall. Derwent Valley World Heritage Site. Lea Mills. Arboretum Park, Derby. Museum of Making. Cromford Mills. Renishaw Hall, Tissington Hall, NT places, North Lees Hall. Joseph Wright, Royal Crown Derby. Little John's grave. Eyam.
- **Good food and drink.** Thornbridge beer. Bakewell Pudding. Pikelets.
- **Some luxury.** Buxton Crescent Hotel, Callow Hall Hotel (Wild Hive Collection).
- **A proper city!** Derby.

What goes on here?



- **Soft and hard outdoor adventure.** Walking, dog walking, cycling, fell running, climbing, water sports, camping.
- **Arts and culture.** Buxton International Festival, Fringe, opera, music, street festivals, Derby Festival, arts and community events (in houses).
- **Rural and traditional.** Chatsworth Country Fair. Ashford sheep dipping. (Bakewell) Christmas markets. Chesterfield medieval market.
- **Odd stuff.** Well dressing. Ashbourne Shrovetide football match. Green man at Castleton (Garland Day). Hen Racing. Toe wrestling! Tea Pot Parade. Wheelbarrow racing.
- **Diverse and urban stuff.** In Derby.

Why should I bother? Proposition, essence.



- **It's easy to get to.** Accessible. Central. Great destination for get-togethers. Leave the desk on a Friday and be here an hour later.
- **It's easy to get around.** Proximity. Small area, go from one place to another easily.
- **So much different stuff here.** So many different sides to Derbyshire. Something for everyone. You can do more in one weekend by travelling to the PD rather than somewhere further away.
- **It's a laid back place to visit.** Relaxed vibe. *"Hassle free, freedom to roam. You can go with the flow."* Home away from home, home comforts.
- **Refresh and revive.** Relax. Rest and recharge. Get away from everything. Breathe. Escape. Simple things in life. Different pace of life. Makes you feel alive
- **A new discovery.** *"a bit of England not seen before"*. You don't realise how nice it is. You have to experience it. Surprise yourself. You'll come back.
- **It's better (less crowded, more authentic, more variety) than the Lake District.** More laid back and casual than Lake District 5 star hotels. Lake District is more monotonous.

How does it feel? Characteristics (+ internal values)



- **Accessible. Welcoming. Warm and friendly.**
- **Multifaceted. Diverse.**
- **Relaxed. Easy-going. Hassle free. Laid-back. Go with the flow.**
- **Genuine. Authentic.**
- **Refreshing, reviving.**
- **Undiscovered. Unspoilt.**

This is
our new
brand:

Visit Peak District
& Derbyshire





Welcome to the Peak District and Derbyshire. This is a place of wild peaks and rugged moorland with views that stretch forever. A place of chocolate-box villages nestling in gentle countryside, with the prettiest cottages, and dogs lazing by the pub fire. There are country houses, castles, and the stateliest of stately homes - more than anywhere else in the country. A place where the Industrial Revolution was born. There are the most welcoming market towns, with so many independent shops and fine local food and drink. Full late breakfasts, unhurried afternoon teas, jerk chicken and proper roasts. Festival days (whatever the weather) and the loudest Bhangra nights. A somewhat eccentric place where you'll find hen racing, toe wrestling and football how it used to be played - a thousand years ago.

A place that has everything.

Everything England.

Encapsulated in
our brand
toolkit...



Characteristics and values

External expressions and internal reflections of our brand that steer the structure, content and tone of voice of our communications and our behaviours.



This place is, and we are...

- **Welcoming.**
Warm and friendly. Approachable. Accessible.
- **Diverse.**
Multifaceted. There's something for everyone.
- **Easy-going.**
Informal. Hassle free.
- **Authentic.**
Genuine.
- **Refreshing.**
Stimulating, reviving, restoring.
- **Surprising.**
(Relatively) undiscovered, unspoilt.



So we value...

- **Accessibility.**
Everyone is made welcome here.
- **Diversity.**
We're multifaceted. Our mix of stories is a strength.
- **Ease.**
Like swans - it takes hard work to make things look this easy!
- **Authenticity.**
We're keeping it real.
- **Making a difference.**
Everyone leaves revived, refreshed, inspired.
- **Surprise.**
Letting more people in on the joys of this amazing place.



Essence and proposition

A true, simple and flexible expression of the spirit of this place.



Welcome to the Peak District and Derbyshire. This is a place of wild peaks and rugged moorland with views that stretch forever. A place of chocolate-box villages nestling in gentle countryside, with the prettiest cottages, and dogs lazing by the pub fire. There are country houses, castles, and the stateliest of stately homes - more than anywhere else in the country. A place where the Industrial Revolution was born. There are the most welcoming market towns, with so many independent shops and fine local food and drink. Full late breakfasts, unhurried afternoon teas, jerk chicken and proper roasts. Festival days (whatever the weather) and the loudest Bhangra nights. A somewhat eccentric place where you'll find hen racing, toe wrestling and football - how it used to be played - a thousand years ago.

A place that has everything.

Everything England.



You get a lot of different landscapes – from valleys and villages to hills and rivers – in a very small area. You see things that, in other places, you might have to go hundreds of miles to see.

That's what makes it so special.

Actor, writer and travel guru Michael Palin



It is breath taking and I found myself wanting to explore more and more. That's the reason I have made a few other visits in my own time that have nothing to do with work...

Wow! Derbyshire - what a fantastic place!"

Actor & Movie Star: Tom Cruise



Brand identity

How we communicate our brand story, in words and pictures.



Words

Using key messages and our brand essence



White Peak and Dark Peak. Limestone valleys. Caves. Goyt Valley. Winnatts Pass. River Derwent, Carsington Water. Bakewell, Castleton. 27 market towns. Spa towns. The National Forest. Derby. **Start and end of the Pennine Way.** The great outdoors - views, green space, fresh air. Soft countryside and farmland. Walking, dog walking, cycling, fell running, climbing, water sports, camping. Mercia Marina, the biggest inland marina. **More stately homes than anywhere else in the country (allegedly).** Chatsworth. Haddon Hall. Industrial heritage. Valley mills. Derwent Valley World Heritage Site. Lea Mills. Arboretum Park, Derby. Museum of Making. Cromford Mills. Renishaw Hall, Tissington Hall, NT places, North Lees Hall. Joseph Wright, Royal Crown Derby. Little John's grave

Eyam. **Bakewell Pudding.** Hartington Stilton. Holdsworth Chocolates. Thornbridge beer. *Chatsworth Gold* beer from Peak Ales. Derbyshire Oatcakes. Ashbourne Gingerbread. Buxton Pudding. Thor Cake. Derbyshire Fidgety Pie. Pikelets. *Shining Cliff* gin and *Wire Works* whisky from the White Peak Distillery. Renishaw Hall Vineyard. Amber Valley Wines. **Arts festivals.** Buxton International Festival, Fringe, opera, music, street festivals, Derby Feste, arts and community events in houses. **Christmas markets.** Independent shops. Chatsworth Country Fair. Ashford sheep dipping. Chesterfield medieval market. **Well dressing.** Ashbourne Shrovetide football match. Green man at Castleton (Garland Day). Hen Racing. Toe wrestling. Tea Pot Parade. Wheelbarrow racing.



- Something for everyone.
- Everything on your doorstep.
- Welcome to everything.
- Everything outdoors / art / history / heritage / foodie / extreme / independent...
- The place that has everything.
- For the man/woman/child who has everything...
- Everything easy.
- Why do something, when you can do everything?
- Stop everything!
- Looking to visit England? Visit everything.
- Looking for something to do on a long weekend? Do everything.
- Looking to visit England? Visit everything.
- Everything's wonderful / marvellous / going swimmingly...



Pictures

Logo, layouts, colours, fonts and photography

Logo



**VISIT
PEAK DISTRICT
& DERBYSHIRE**

Logo



We tend to use our logo panels in the dark purple, brand colour **Blue John 2.0**, with the text in **Cream**.

The logo panels can also be used in other brand colours, if the contrast is strong enough.

We can also use the panels in **Cream** and the text in a darker brand colour, when the logo is on a dark background (as we do on the end page of this document). See examples here.

Please use the editable master files supplied.



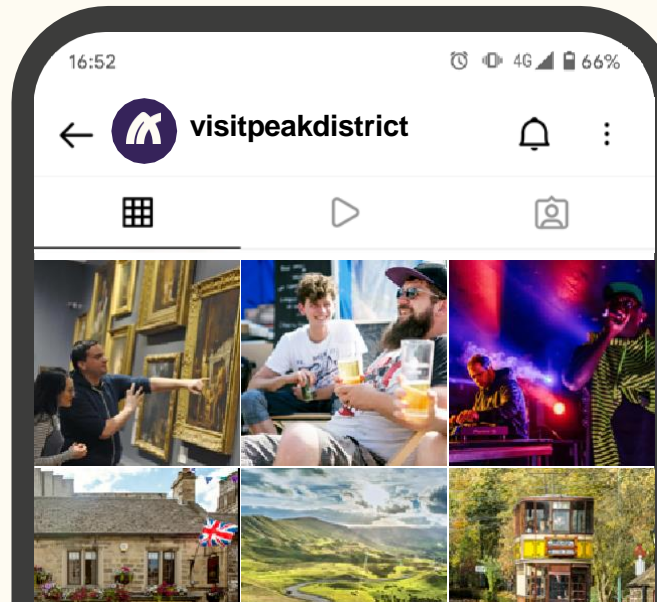
Logomark



Our logomark can be used alone, if repeating the full logo is unnecessary and/or if space is limited.

We use the logomark as a social media icon or as part of a header, as we do with this document.

Please use master files supplied.



Colours



Core



Blue John 2.0

C:94 M:100 Y:30 K:23
R:54 G:36 B:90



Blueberry

C:100 M:84 Y:29 K:12
R:33 G:56 B:108



Beeley

C:79 M:44 Y:75 K:47
R:47 G:78 B:57



Dark Clay

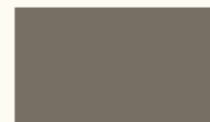
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R:174 G:78 B:57



Sandstone

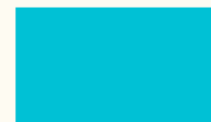
C:8 M:3 Y:41 K:3
R:214 G:207 B:141

Neutral



Black Rock

C:47 M:43 Y:49 K:31
R:119 G:110 B:100



Fluoride

C:59 M:0 Y:14 K:0
R:0 G:193 B:213



Rhubarb

C:25 M:80 Y:25 K:5
R:188 G:77 B:122



Derwent

C:55 M:10 Y:15 K:0
R:121 G:188 B:210



Green Lanes

C:65 M:25 Y:70 K:5
R:102 G:148 B:100



Sunrise

C:5 M:70 Y:70 K:0
R:229 G:104 B:75



Golden Ale

C:5 M:30 Y:80 K:0
R:242 G:185 B:68



Limestone

C:9 M:11 Y:13 K:20
R:191 G:184 B:175



Amber

C:0 M:31 Y:98 K:0
R:255 G:184 B:28



Forget-Me-Not

C:35 M:10 Y:5 K:0
R:177 G:208 B:231



Derbyshire

C:31 M:0 Y:39 K:0
R:182 G:207 B:174



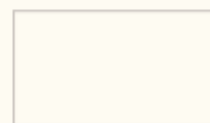
Clay

C:0 M:48 Y:54 K:0
R:250 G:147 B:112



Buttercup

C:6 M:6 Y:59 K:0
R:247 G:229 B:131



Cream

C:0 M:1 Y:6 K:1
R:254 G:251 B:242



Malachite

C:99 M:0 Y:84 K:0
R:0 G:150 B:94

Photography best practice



Place and nature- led images.

Showing the diversity found here. Using light to capture mood. Details and a sense of undiscovered corners. Seasonality.



Dan Cook Photography



Phil Sproson - VPDD



Pauline Bernfield - Unsplash



Guy Sugden - Unsplash



VPDD



James Armes - Unsplash



Chatsworth House Trust



Michael Cummings - VPDD



Dan Cook Photography



Annie Spratt - Unsplash



Ryan Grice - Unsplash



Adobestock

Using Photography



People-led images.

Informal,
natural and
unposed.
Authentic-feeling,
caught moments.
Showing the
diversity found here.
More editorial feel.



Priscila du Preez - Unsplash



Michael Walk - Unsplash



Derby Festé 2017



Sebastian Coman - Unsplash



Will De Freitas - Flickr Creative Commons



Mariya Tarakhnenko - Unsplash



Nate Johnston - Unsplash



Haley Phelps - Unsplash



Michael Discenza - Unsplash



Adrienn - Unsplash



VPDD



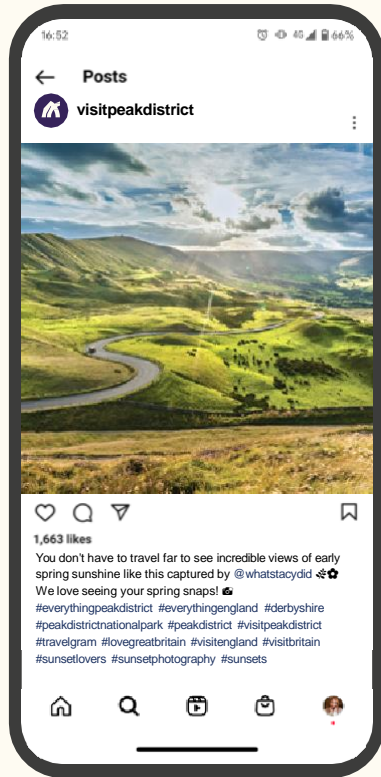
VPDD





Brand in use

Examples of the brand and identity applied.





ADVERTISEMENT



You can see everything from here.

Visit the place that has everything.
Visit the Peak District and Derbyshire.

[Book today](#)

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Win £500 towards your holiday [Enter Now](#) 

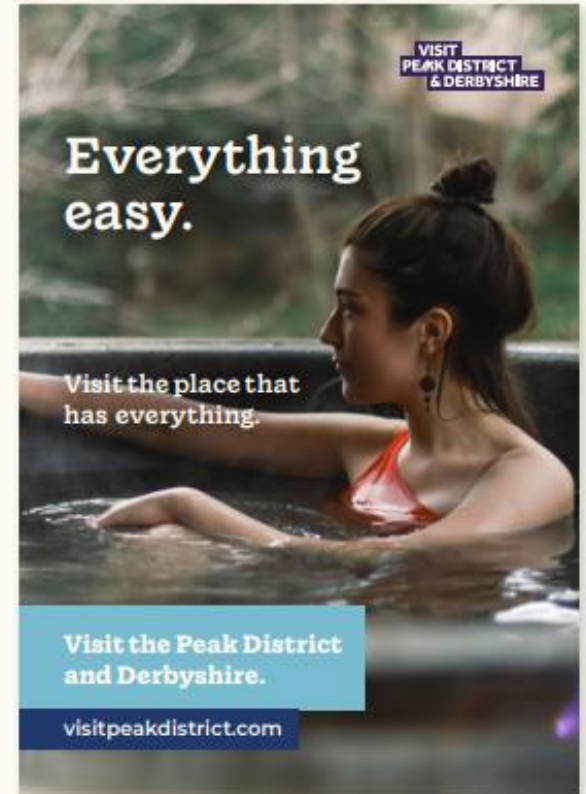
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Our brand is one brand.

We use the same layouts and mix of colours for B2B and partner communications as we do for for B2C.

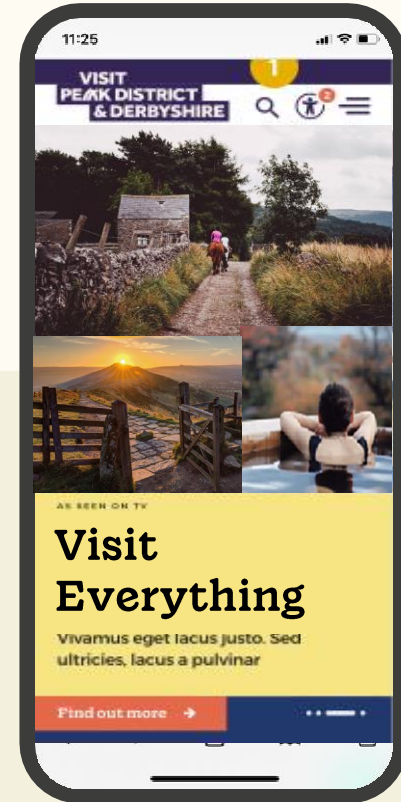
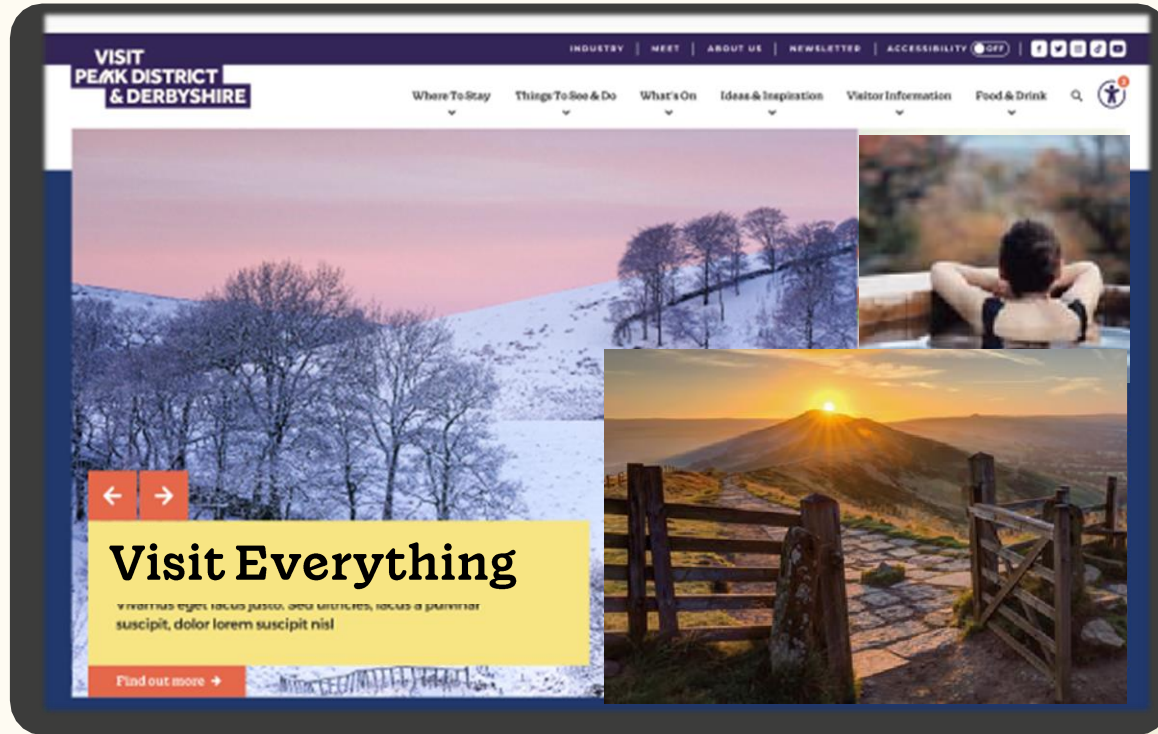




Outdoor



Website



Next Steps



- New website
 - Q4 2022 soft launch
- Website launch digital marketing campaign
 - Q1 2023 activity driving 2023 sales
 - Outdoor adventure and experiential activities, events and night life
 - Aimed at buzz seekers, young couples & groups, glamping - vegetarian food and other low carbon lifestyle choices
- Visitor Map 2023





VISIT PEAK DISTRICT & DERBYSHIRE

Thank you

To find out more about our brand,
please contact Rachel Briody
Rachel.Briody@visitpeakdistrict.com

Images on front slide from left to right: Stefan Johnson / Unsplash,
Jay Birmingham / PDNPA , Michael Discenza / Unsplash, Nate Johnston /
Unsplash, James Armes / Unsplash, Will De Freitas / Flickr Creative Commons,
Michael Walk / Unsplash, Phil Sproson Photography.