



# VISIT PEAK DISTRICT & DERBYSHIRE

A guide to our brand  
Summer 2022





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***

# Contents



About this guide 04

## Our brand story

Characteristics and values 08

Essence and proposition 11

Our offer 13

## Brand Identity

Words 17

Pictures

Logo 23

Layouts 27

Colours 31

Fonts 32

Photography 33

## Brand in use

Website 38

Social 39

Digital 40

Print 42

Outdoor 43

# About this guide



Welcome to the Peak District and Derbyshire, a place that is *Everything England*. *Everything England* is our brand. It's our core essence and our spirit. It's what we're all about and it's how we connect with people. This guide explains what makes up our brand, and how we clearly and consistently communicate it.

The first part tells our brand story. It describes what we're like (this place and our organisation), what's at the heart of us and what we offer people.

The second part covers our verbal and visual identity; how we use words and pictures to simply, effectively and consistently communicate our brand story to everyone.

By using this guide, we can make sure our communications and our behaviours are aligned and working together. Our messages will compound and have greater impact. Resources will go further. Partners will be more likely to buy into the brand. It will gain traction. People will have something to get with. They will visit more, from further afield. They will visit and stay longer, come back to visit again and again, and share with others how the Peak District and Derbyshire really is *Everything England*.





# Brand story

What we're like, what's at our heart and what we offer.

# Our brand story



**Our brand story encapsulates our spirit.** It's an internal story, for our eyes only. We use it for broad guidance and direction and relate it in our own way, in our own words. It's the inspiration for a script, not the script itself.

Our story is defined here through characteristics, values, our essence and proposition, and our offer. Everything doesn't have to stick rigidly within this framework though – it's all just our story. The most important thing to keep in mind is that when people visit the Peak District and Derbyshire, they visit *Everything England*. That's it.



# 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.



# Our characteristics



## 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.

# Our essence and proposition



**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.**



# Offer

The benefits of this place, summarised.



## The benefits we offer people are...

- **We're easy to get to.**  
Central. You can get here from anywhere.
- **We're easy to get around.**  
A manageable area that you can get around easily.
- **There's so many different things here.**  
There's something for everyone, from wild peaks to city nightlife.
- **We're a laid back place to visit.**  
A hassle free, relaxed vibe.
- **We're a place to refresh and recharge.**  
It makes you feel alive.
- **We're a bit of a new discovery.**  
Surprise yourself. You'll come back.





# Brand identity

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





# Words

Using key messages and our brand essence.

# Using words to tell our story



Use less words. We don't **tell** people lots of things using lots of words about why we're *Everything England*. Instead, we curate our content, and content from our partners, to **show** and demonstrate that we're *Everything England*.

We keep these three considerations in mind:

- **What we're communicating** – the message. Where possible, we bring in our key messages (see over). These are often best expressed by choosing the right content that reflect the messages, rather than repeating stock phrases.
- **How we're communicating** – the medium. We communicate in a way that's appropriate for the channel. Some channels (e.g. Instagram, TikTok) will be more about effective use of images and hashtags than any formal writing.
- **Who's listening or reading** – the audience. Put yourself in their shoes. Think about what they will be interested in and re-cut your message accordingly.

When we do write, we use our characteristics to guide our tone of voice and choice of words: so we come across as welcoming, diverse, informal, authentic, refreshing and surprising!

# Our key messages



Our key messages are all aspects of our brand story:

- **This place is *Everything England*.**
- **It's easy to get to.**
- **It's easy to get around.**
- **It's a diverse place. There's so many different things here.**
- **It's a welcoming place. Authentically, genuinely welcoming.**
- **It's an easy-going, laid back place to visit.**
- **It's a place to refresh and recharge.**
- **It's surprising, a bit of a new discovery.**

We try and reflect at least some of these in all our communications. Remember we try and show these through our content and our behaviours, rather than by just repeating the phrases here.

# Using *Everything England*



**Our brand essence *Everything England* is for our guidance and internal use only.**

We're careful about using it externally in this form, as we don't want it to become a strapline. Instead, we can use different themes and phrases that express our brand in different ways depending on our audience, like these examples:

- 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...

These are just are a starting point - keep going!

# Showing *Everything England*



We communicate *Everything England* best when we focus on all the particular, amazing things that are here. These are just a starting point - keep going!

**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.



# Pictures

Logo, layouts, colours, fonts and photography

Logo



**VISIT  
PEAK DISTRICT  
& DERBYSHIRE**

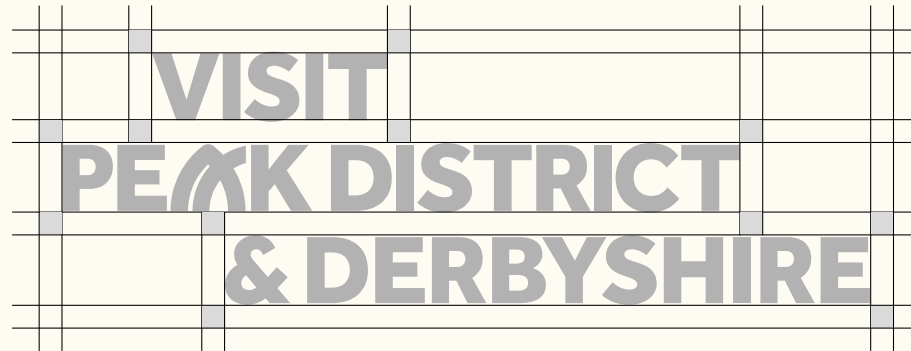
## Logo



Our logo is purposefully craggy. It's made up of 3 text panels and the spacing is based on the grid shown here.

While there is no formal 'safe space' (see layouts on page 27), we try and give our logo due prominence, away from others.

**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.*



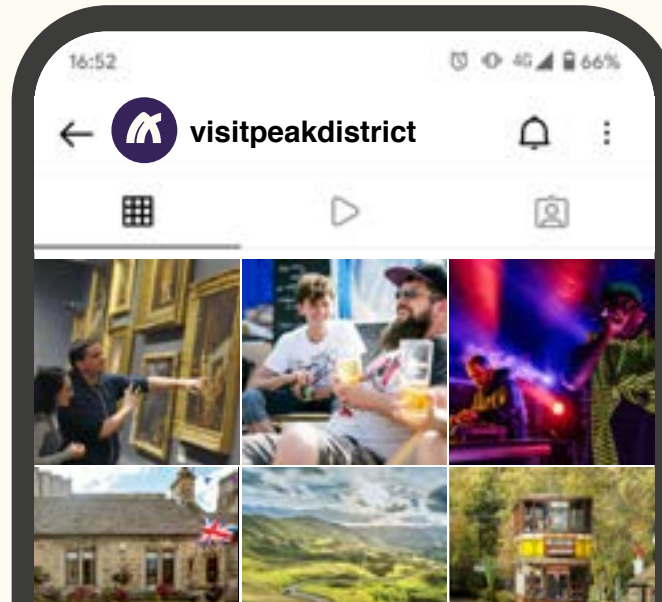
# Logomark



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.*



# Layouts



## Collage layout.

We group the images off the angles of the logo.

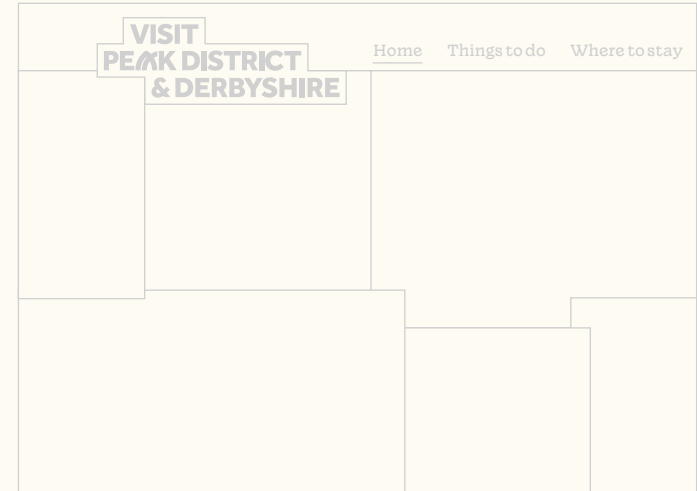


# Layouts



Collage layout used for digital/website.

We group the images off the angles of the logo.

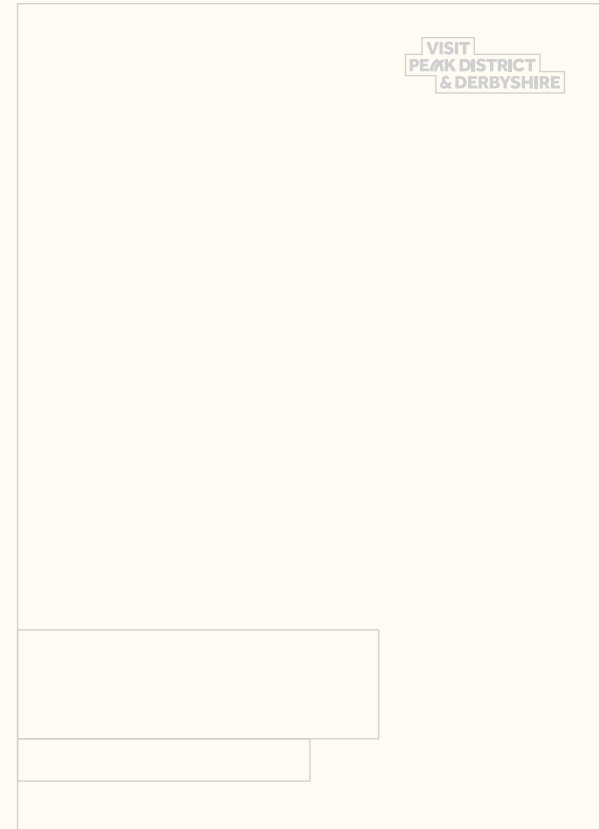


# Layouts



## Print/large format layout.

We use the logo in the corner away from other text, using panels in complimentary brand colours to pull out CTAs and important information.

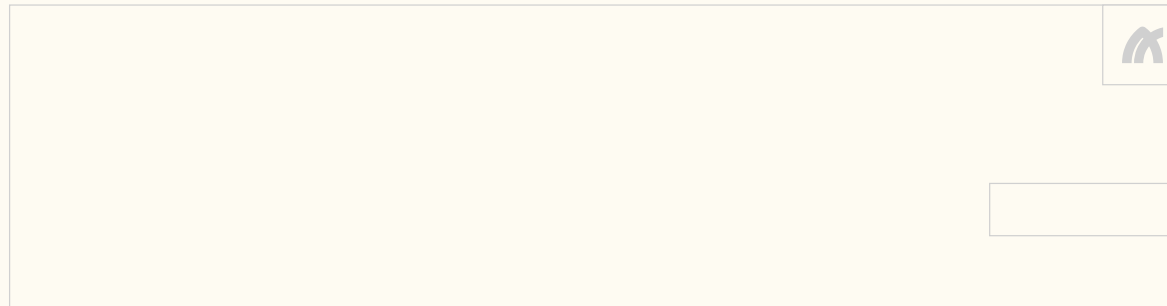


# Layouts



## Digital ad layout.

We use the logomark alone due to space. Positioned bleeding off the corner away from other text, using panels in complimentary brand colours to pull out CTAs and important information.



# 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**  
C:24 M:76 Y:76 K:16  
R:174 G:78 B:57



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



**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



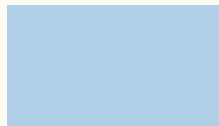
**Golden Ale**  
C:5 M:30 Y:80 K:0  
R:242 G:185 B:68



**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



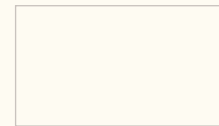
**Derbyshire**  
C:31 M:0 Y:39 K:0  
R:182 G:207 B:174



**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

## Neutral

## Highlight



## Logo font

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

*Effra (heavy)*

## Headlines and subheads

ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
abcdefghijklmnopqrstuvwxyz&

*Wonder medium*

## Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
abcdefghijklmnopqrstuvwxyz&

*Montserrat (medium)*



# Using photography



Telling our story through photography is as much about curating content from partners and users than commissioning new imagery. We want to be clear about the kind of imagery we're be looking for, from whatever source.

As with our words, we use our characteristics to guide our image choices. So as well as curating and commissioning photography of the highest technical quality, we're looking for imagery that is:

- **Welcoming.** Approachable. Inviting you into the frame, to explore more.
- **Diverse.** In subject matter, showing the variety of places and people here.
- **Easy-going.** Relaxed, unposed, caught moments.
- **Authentic.** Real people, real environments.
- **Refreshing.** Feel the fresh air! A sense of being in the elements. Seasonality.
- **Surprising.** Interesting shots. Details. Not the standard brochure-type shots.

The same principles apply to film making. Our films should feel natural, unforced, unscripted and should reflect the incredible diversity here.

# Photography best practice



## 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 Fest6 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

# 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



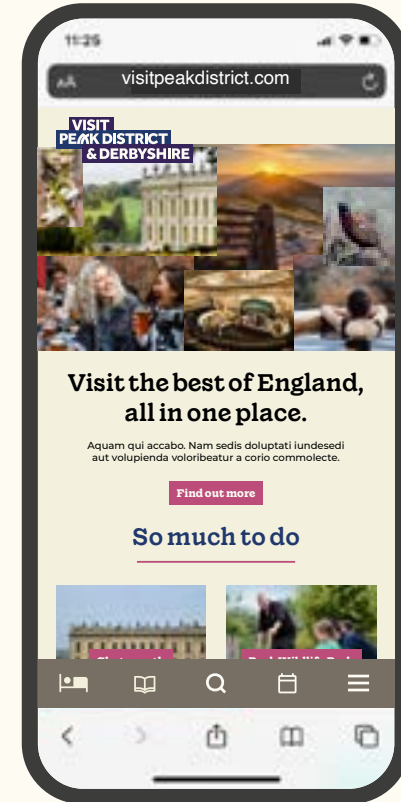
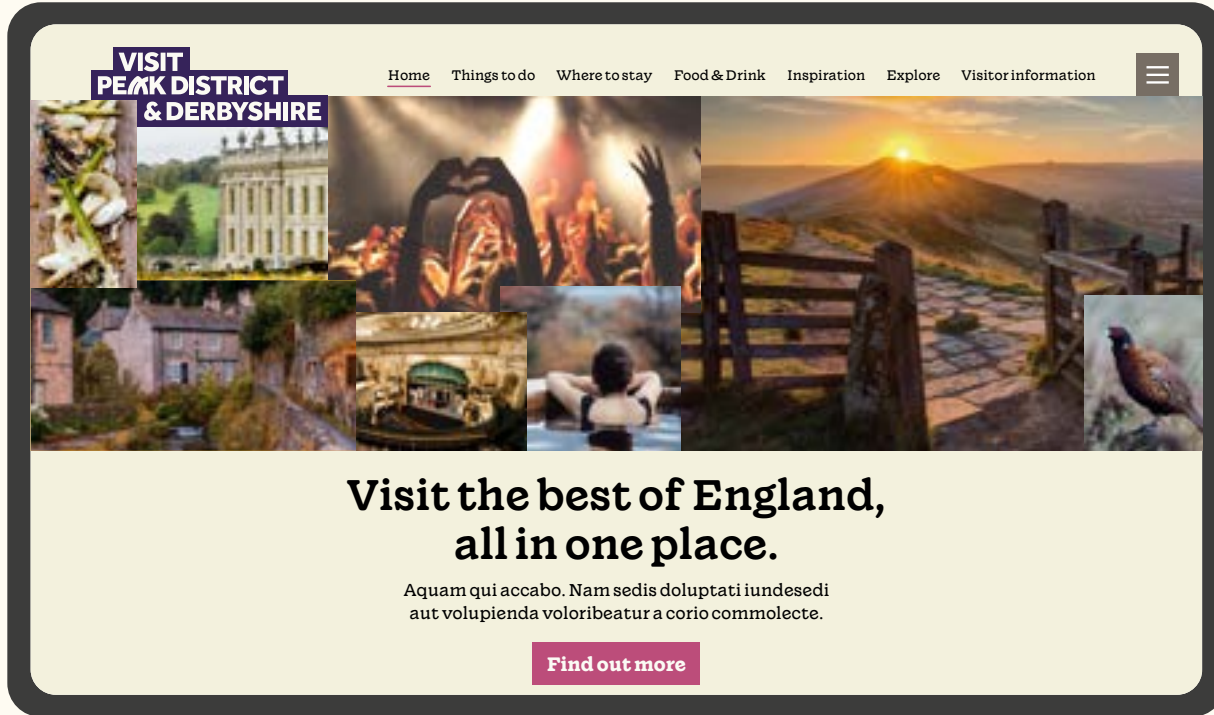
Adobestock





# 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](#)

**BirminghamLive**  NEWS ▾ IN YOUR AREA BLACK COUNTRY VILLA MORE ▾

 [Enter Now](#)

[BUY A PAPER](#) [FUNERAL NOTICES](#) [JOBS](#) [ADVERTISE WITH US](#) [VOUCHER CODES](#) [DIRECTORY](#) [DATING](#) [BOOK AN AD](#) [BUY A PHOTO](#) [NEWSLETTER SIGNUP](#)





## 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.

The screenshot shows a website for 'Visit Peak District & Derbyshire'. The header includes a navigation menu with links: Home, Things to do, Where to stay, Food & Drink, Inspiration, Explore, and Visitor information. A hamburger menu icon is on the right. The main content area features a large blue banner with the text 'Tourism Conference'. Below this, there is a pink box with the date '1 April 2023, 10:30 – 13:00'. To the left, there is a small image of a crowd and a logo for 'European Union European Regional Development Fund'. To the right, there are two portrait photos of men, one in a pink shirt and one in a dark suit. Below the photos, a blue box contains the text 'Featuring guest speakers' followed by 'Nigel Huddleston MP Tourism Minister & Simon Calder Travel Editor of The Independent'. At the bottom, a large black headline reads 'Visit the best of England, all in one place.' Below the headline is a Latin placeholder text: 'Aquam qui accabo. Nam sedis doluptati iundesedi aut volupienda voloribeatu a corio commolecte.' At the very bottom, there is a pink button with the text 'Find out more'.

**VISIT  
PEAK DISTRICT  
& DERBYSHIRE**

## Everything cultural.

Visit the place that has everything.

Visit the Peak District and Derbyshire.

[visitpeakdistrict.com](https://visitpeakdistrict.com)

**VISIT  
PEAK DISTRICT  
& DERBYSHIRE**

## Everything wild.

Visit the place that has everything.

Visit the Peak District and Derbyshire.

[visitpeakdistrict.com](https://visitpeakdistrict.com)

**VISIT  
PEAK DISTRICT  
& DERBYSHIRE**

## Everything easy.

Visit the place that has everything.

Visit the Peak District and Derbyshire.

[visitpeakdistrict.com](https://visitpeakdistrict.com)





**VISIT**  
**PEAK DISTRICT**  
**& DERBYSHIRE**

**Thank you**

To find out more about our brand,  
please contact Rachel Briody  
[Rachel.Briody@marketingpdd.com](mailto:Rachel.Briody@marketingpdd.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.