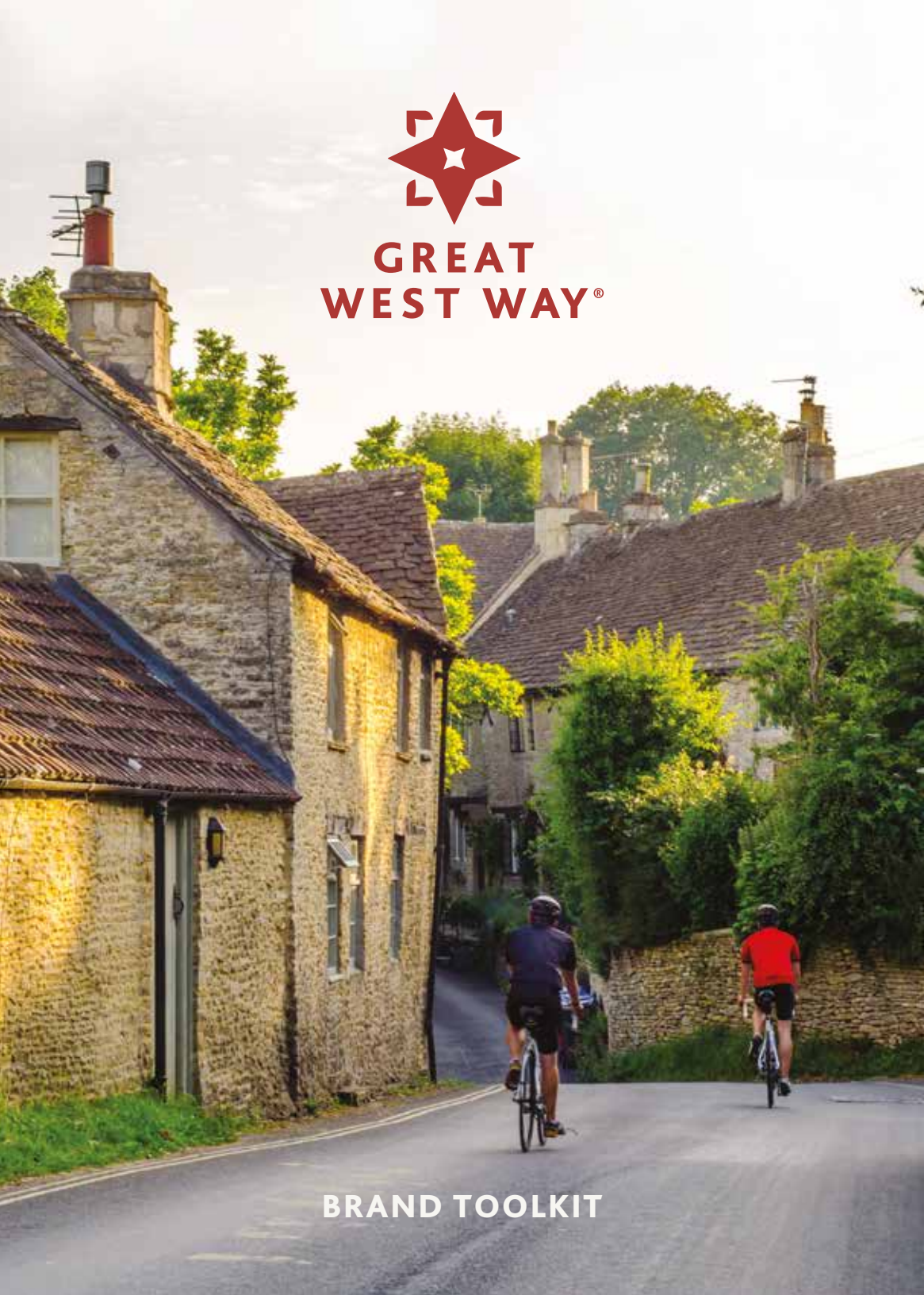




**GREAT  
WEST WAY®**



**BRAND TOOLKIT**

For lovers of England.  
 For travellers with a desire  
 to discover.  
 The “what’s around the corner-ers”.  
 The “who will I meet today-ers”.  
 Not for the “A-to-B-ers”.  
 For travellers who believe the journey  
 is as remarkable as the destination.  
 For those who love stories - hearing  
 others’ and creating their own.  
 And then sharing them.  
 For those who believe the everyday  
 can be extraordinary.  
 For the curious, the inquisitive.  
 Those who like to go deeper, to see  
 and feel and do and try and taste  
 for themselves.  
 For seekers of real, the authentic  
 and the very essence of England.

## TO HELP YOU ALONG THE WAY

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# GREAT WEST WAY

**Follow the paths taken by generations of travellers and discover an essential strand of England.**

Based on one of the first Great Roads commissioned by the Kings of England, the Great West Way winds its way through lush green landscapes filled with the world-famous and the yet-to-be-discovered.

Touch Royal Windsor, Roman Bath and timeless Stonehenge, immerse yourself in English village life and Bristol's city energy.

On the Great West Way, extraordinary history rubs shoulders with everyday life. Traditional pubs and inns with World Heritage Sites on their doorsteps, serving craft ales and local farm food.

Churches which have watched over their parishes for centuries. Independent shops and galleries filled with contemporary designs and creations. You don't have to travel far to explore further and delve deeper into England.

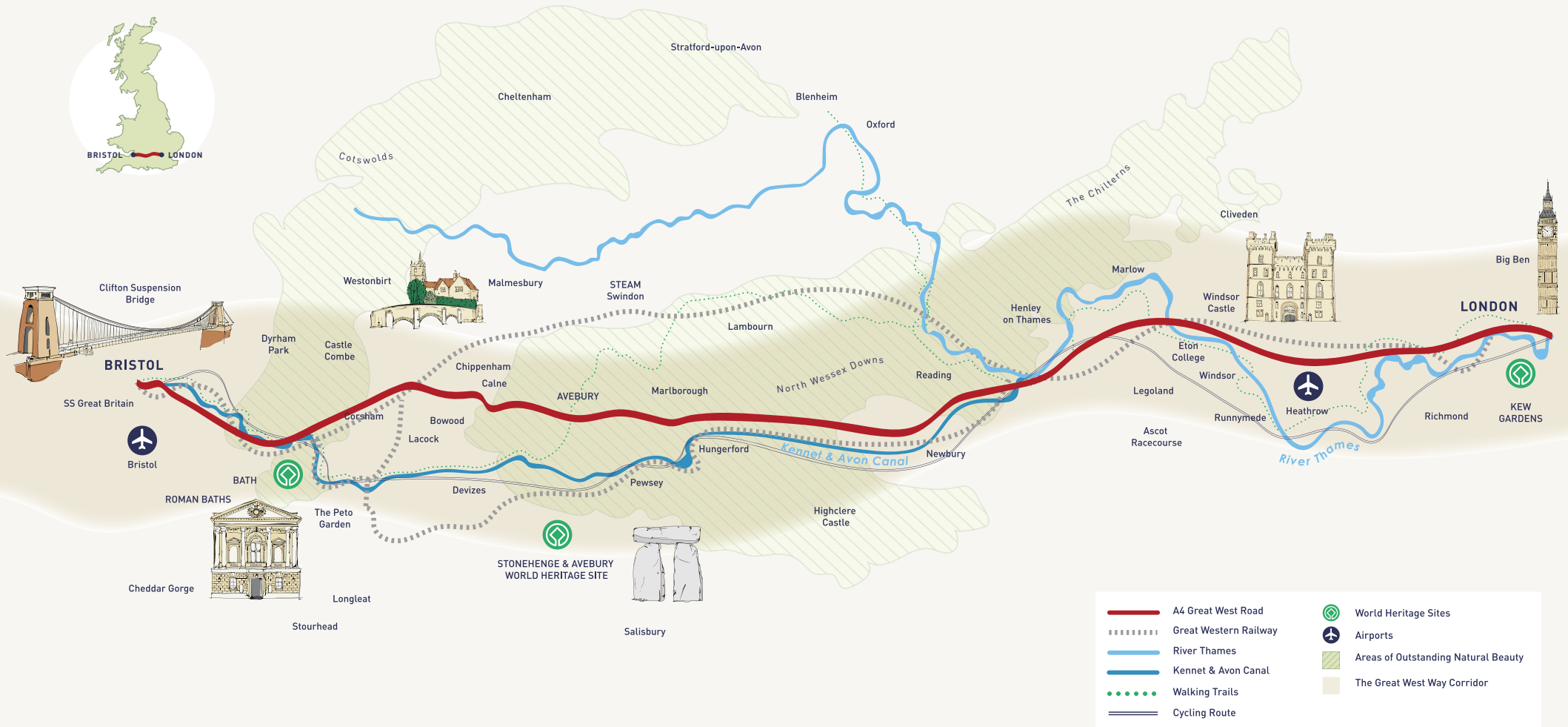
The Great West Way links London with Bristol through 125 miles of twists and turns and new discoveries.

Explore by road, by railway or by waterway. Slow right down, base yourself along the route, walk it or cycle it.

Welcome to the real England. It's England undiluted. It's England concentrated.



# GREAT WEST WAY ROUTE MAP



# GREAT WEST WAY VALUE PROPOSITION

## WHAT IS IT?

The Great West Way links London and Bristol. It follows a 125-mile route based on one of the first Great Roads commissioned by the Kings of England.

## WHAT IS IT LIKE?

Along the Way everyday England rubs shoulders with world-famous heritage.

## WHO IS IT FOR?

The Great West Way is for curious travellers searching for the real England. Those who want to explore further, delve deeper and uncover the essence of England.

## WHY SHOULD YOU CHOOSE GREAT WEST WAY?

The Great West Way offers a curated concentration and extraordinary variety of English experiences not found in any other part of the country.



## BRAND MODEL

At the heart of the Great West Way is the brand idea: England Concentrated.

An extraordinary variety of attractions and experiences in a compact area — all within easy reach for our visitors.

The Brand Pillars are the recurring themes that should guide the development of Great West Way experiences.

### DISCOVERY

The Great West Way lets travellers uncover England and the English for themselves.

### CURATED

The Great West Way points the way to a real English experience, leading visitors through England's story.

The Behaviours define the things the Great West Way needs to do to deliver its promise to visitors.

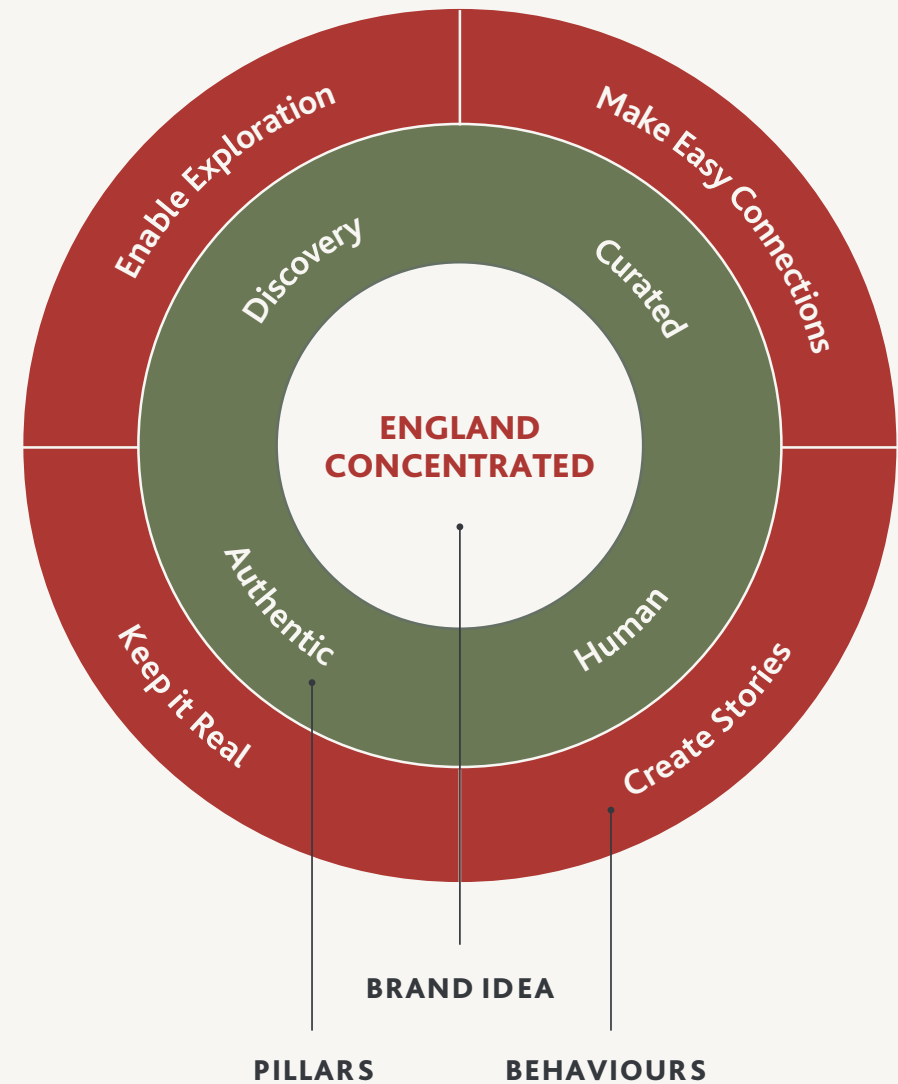
### AUTHENTIC

The Great West Way is rooted in the highways and byways travelled by generations and commissioned by Kings.

### HUMAN

The Great West Way lets travellers meet England and the English. To hear our stories and create their own.

## BRAND MAP



# VISITOR BENEFITS

The Great West Way makes it easy for visitors to get to know our part of England.

## Rational Benefits:

### CONCENTRATED

On the Great West Way, travellers are never more than a few minutes away from an extraordinary attraction or an authentic English experience.

### CHOICE

The Great West Way offers an extraordinary variety of English experiences. It reveals the contemporary and the historic, the cities and the countryside. It can be explored by train, by car or by coach, by boat, on foot or by bike.

### CONNECTED

The Great West Way is easy to join and easy to follow. It passes by both Heathrow and Bristol airports. It's accessible for visitors travelling from the Channel ports, or visitors already based in London.

## Emotional benefits:

### EXPLORATION

Every twist and turn in the Great West Way brings the satisfaction of discovering a new chapter in England's story.

### ENRICHMENT

The Great West Way is the best way to explore and get to know the English way of life.

### EMPATHY

To follow the Great West Way is to understand the essence of a nation and become an England Insider.



# MESSAGING

To be true to the Great West Way brand idea, when communicating with visitors we should use the principles below.

## Variety

A Great West Way experience should never be repetitive. The concentrated variety visitors will experience along the route is a key strength.

## Narrative

The Great West Way tells an important strand of England's story. It isn't simply a collection of places to visit.

## Independence

We are not prescriptive about how to experience the Great West Way. It works just as well for independent travellers as for travel trade programmes.

## Contrast

The Great West Way connects England's icons. But it also reveals everyday England.

## Authenticity

The Great West Way is rooted in history. It follows travellers' routes used for centuries, the routes that brought druids to Stonehenge, drovers to market, Georgian Society to Bath and our industrial revolution to the world.

## Experience

The Great West Way is about much more than the places you visit. It's about the experience of England.

## Englishness

And finally, the Great West Way delivers a concentrated essence of England and Englishness.





# GREAT WEST WAY BRAND GUIDANCE

This guidance has been created to assist the Great West Way team to use the brand in a way which tells the Great West Way story consistently and authentically.

Our brand helps to represent who we are and what we stand for. It's unique and distinctive and unites us in everything we do.

Through our iconic marque, our original visual style and our authentic tone of voice, we are able to tell the story of the Great West Way in a cohesive, engaging and compelling way.



# VISUAL IDENTITY

## MASTER MARQUE

The concept for our marque is 'Curated Exploration'. It uses the iconography of a traditional compass combined with a modern viewfinder device to create a simply beautiful iconic marque.

It is important that our marque is applied consistently wherever it appears.

Our primary colour is Great West Red. We use this alongside White Horse White to create the master marque. This can be reversed as shown opposite.

Where possible, the marque should be used in Great West Red. However, this may not always be appropriate, so where necessary it can be used in Isambard Iron and White Horse White.



# VISUAL IDENTITY

## LOCK UPS

Our master marque should be used as default. However, in certain situations where space is restricted our master marque may not work.

In these instances the landscape lockup shown here should be used.



# VISUAL IDENTITY

## LOCK UPS

## OVERSEAS

When talking to overseas audiences we communicate as England's Great West Way.

In these situations please use the England's Great West Way lockup.



**ENGLAND'S  
GREAT WEST WAY®**



**ENGLAND'S  
GREAT WEST WAY®**



**ENGLAND'S  
GREAT WEST WAY®**



**ENGLAND'S  
GREAT WEST WAY®**

# VISUAL IDENTITY

## LOCK UPS

## OVERSEAS

When communicating to overseas audiences the England's Great West Way master marque shown on previous page should be used as default.

However, in certain situations where space is restricted our master marque may not work.

In these instances the landscape lockup shown here should be used.



## VISUAL IDENTITY

# MARQUE

The master marque shown on page 19 should be used in all available cases. If space is restricted then the horizontal version of the marque can be used as shown on page 21.

There may be further situations where it is not possible to use the marque with the words Great West Way. In these exceptional situations we can use the marque independently of the words. One such exception is the brown roadside tourism signs.

If you are using this version of the marque, adhere strictly to the exclusion zone stipulated on the following page.



# VISUAL IDENTITY

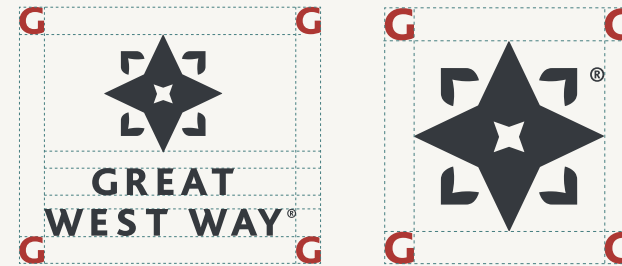
## EXCLUSION ZONES

To protect the legibility and clarity of our marque, it has an exclusion zone which is the height of the letter G in Great.

This gives the marque clear space and prevents it being pushed to an edge.

Always make sure the marque is clearly legible, whether it's used on a clear background or over an image.

### PORTRAIT



### LANDSCAPE



### PORTRAIT



### LANDSCAPE



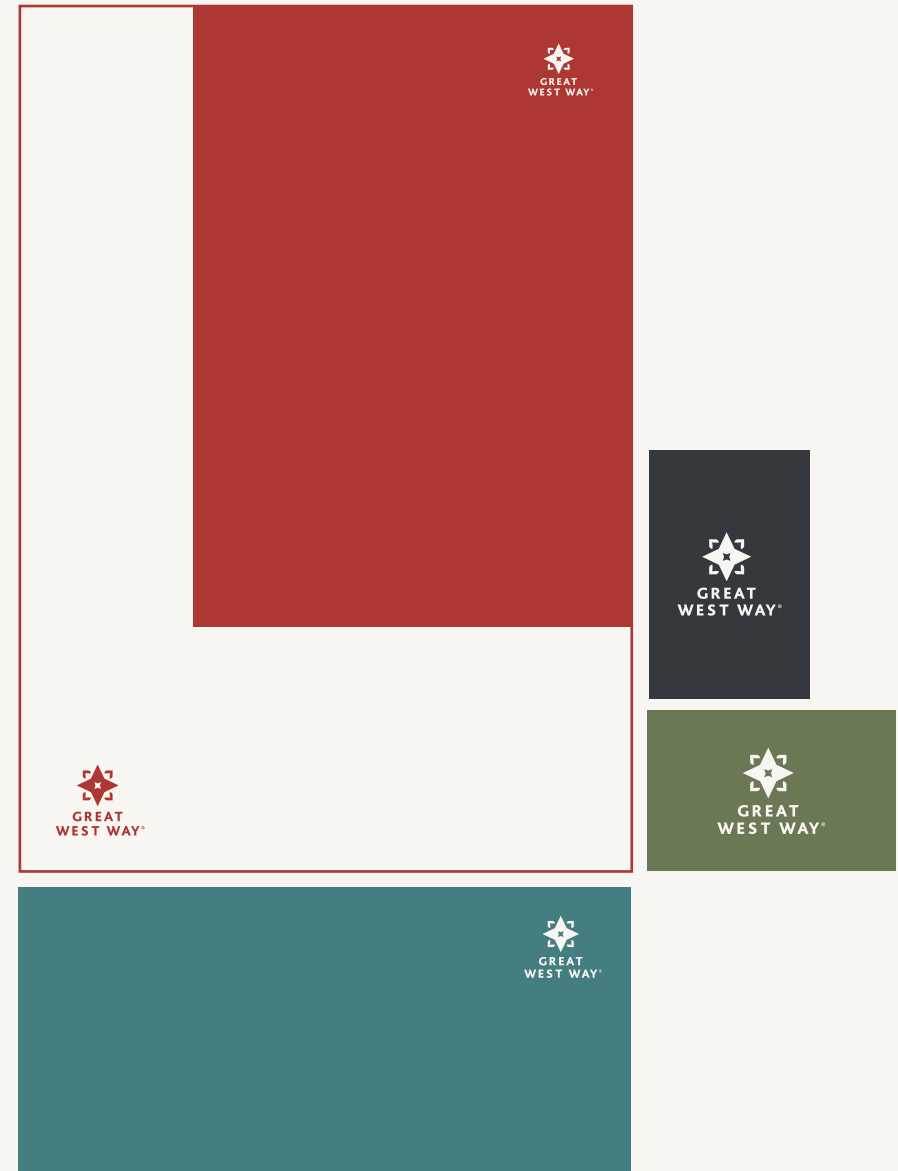
# VISUAL IDENTITY

## MINIMUM SIZES

Careful sizing and positioning of our marque is needed to maintain a well-defined brand.

Here are guidelines for marque sizing when our identity is used in different formats.

1. A4 - 30mm (minimum width)
2. A5 - 22mm (minimum width)
3. DL - 22mm (minimum width)
4. Portrait business card - 30mm (minimum width)
5. Landscape business card - 38mm (minimum width)





## VISUAL IDENTITY PLACEMENT

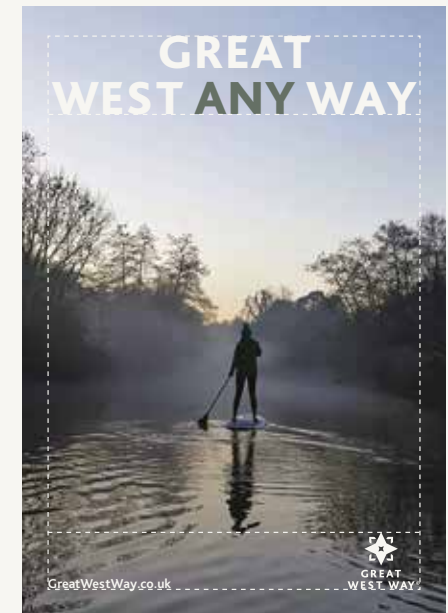
Whether portrait or landscape, the content in your layout should be set within our framing system.

Content should always be clearly visible, so take into consideration the position of text, and how legible it is when overlaying on a background image. Light text works best on a dark background and dark text works best on a light background. The marque should be in Great West Red but there will be times when this is not appropriate due to the background colour/image as shown opposite.

It is preferable for the marque to sit in the bottom right of the grid. If there is a background image then place the marque in the corner where it works best and has most standout.

The typesetting guidelines found on page 68 will assist further in setting out compelling marketing material.

See Great West Way brand applications starting on page 86 for creative guidance.



## VISUAL IDENTITY SIGNAGE

The Great West Way marque has been created as an iconic distinctive marque that works really well on a wide variety of signage.

When the marque is used on brown tourism signs use the marque independent of the wording to avoid duplication of the Great West Way. Always apply the exclusion zone as identified on page 29.

Any signage for the Great West Way should be approved by the Great West Way to ensure its suitability.



# VISUAL IDENTITY

## RULES OF USE

Our marque should always be used consistently so please do not alter it in any way as this will undermine our brand. Here we have shown examples of what not to do with our marque.

1. Don't change the colour of the marque to a colour outside of our palette. Page 49 gives full information on the available colour palette.
2. Do not alter the size of the graphic motif or any of the graphic elements within the marque.
3. Do not distort the any element of the marque.
4. Do not change the typeface.
5. Please don't use the marque without the graphic motif.
6. Please do not rotate any part of the of the marque.

Nº1



Nº2



Nº3



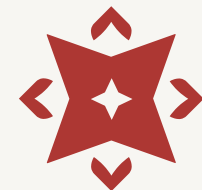
Nº4



Nº5



Nº6



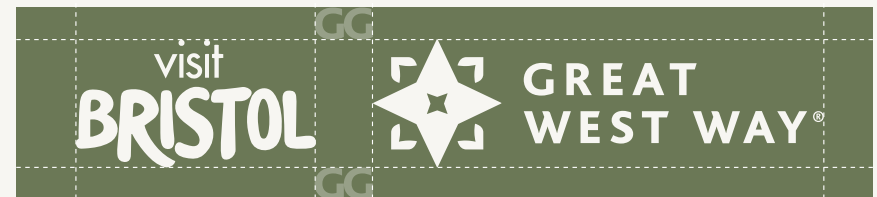
## VISUAL IDENTITY COLLABORATION

It's important that our marque works as effectively in partnership as it does by itself.

As a general rule if a collaborator marque is tall, it should be paired with our master marque. If a collaborator marque is wide it should be paired with our alternative horizontal lockup.

Collaborator marques should sit within the X-height of the compass element in our marque when used in using the horizontal lockup.

Wherever possible our marque should use colours from our palette whilst ensuring that there is a good level of contrast between the marque and background colour for legibility.



## A LOVELY VIEW

The viewfinder device has been carefully crafted to encourage exploration, inspire discovery and embolden travellers. The viewfinder invites the curious traveller to take a second look at the undiscovered gems of the Great West Way.



# VIEWFINDER RULES OF USE

The viewfinder in our marque can be used independently of the compass to help curate and encourage exploration along the route.

The viewfinder can expand and contract but at all times must retain the characteristics of a square or a rectangle.

The applications opposite show the correct use of the viewfinder.

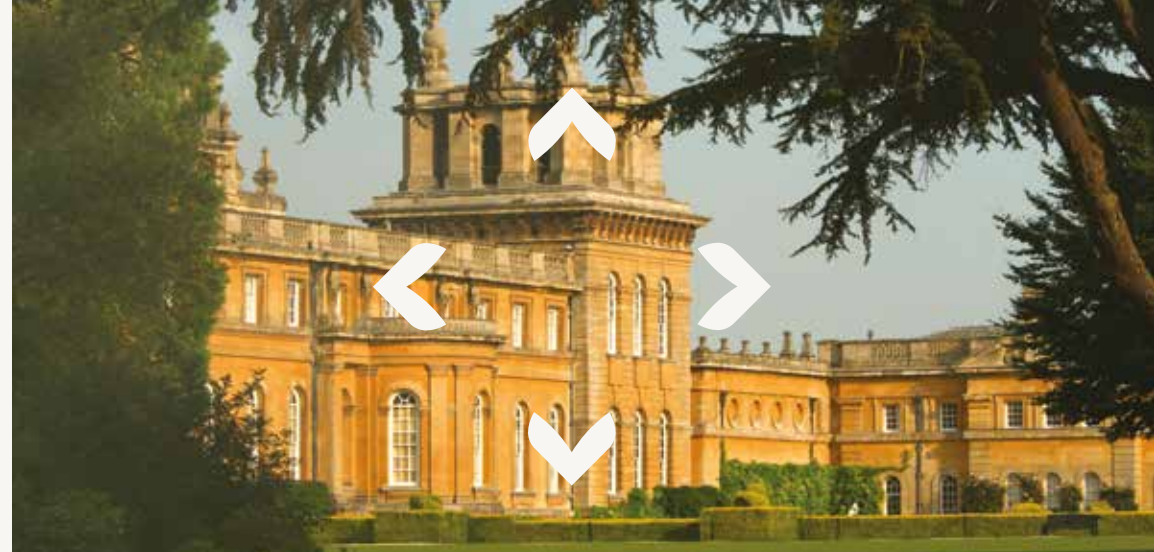


# VIEWFINDER INCORRECT USE

Incorrect use of the viewfinder device can weaken and dilute the brand story.

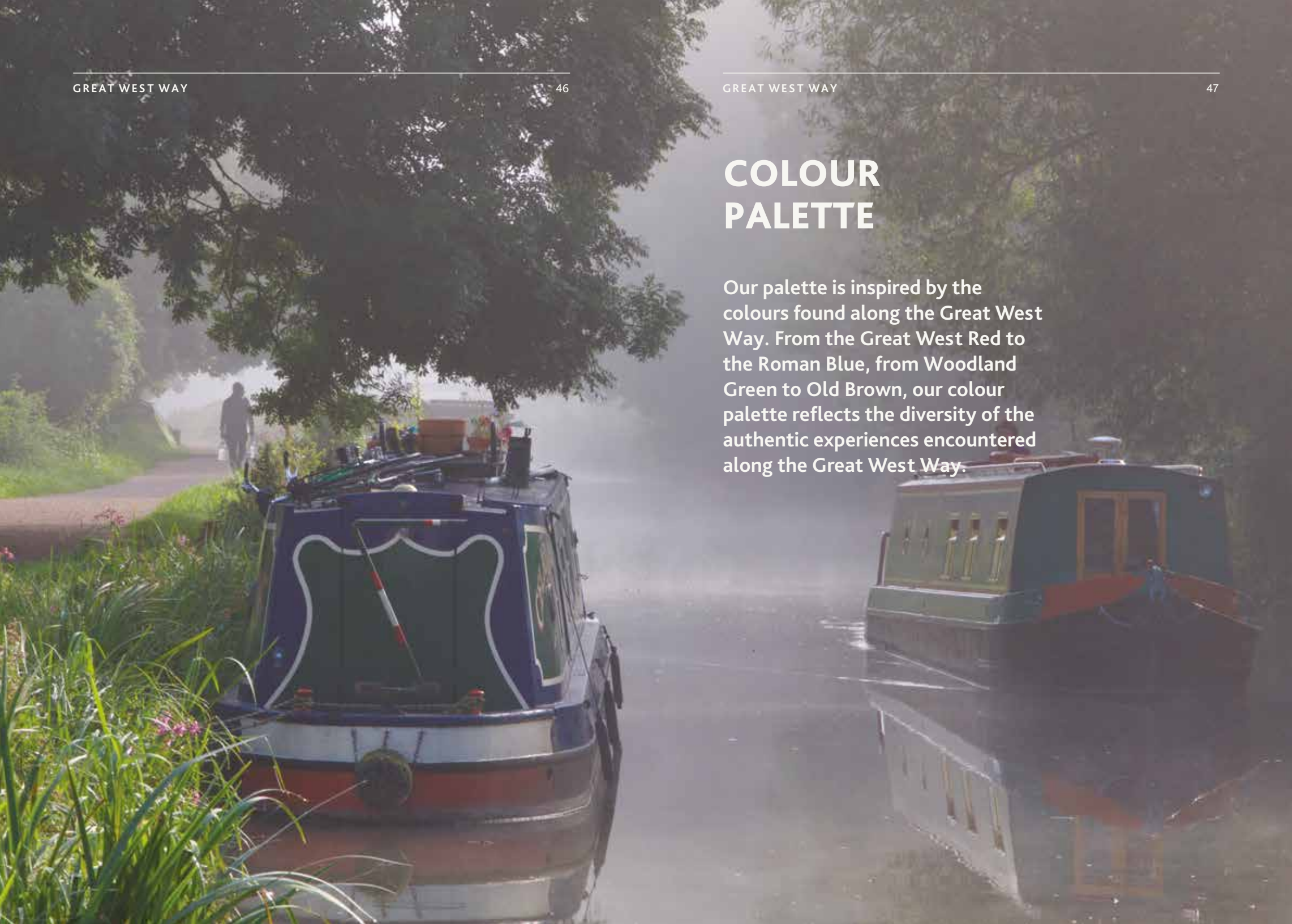
1. Do not rotate the viewfinder
2. Do not break the square or rectangle
3. Do not invert the viewfinder in any way

Third parties are not allowed to use the viewfinder without prior permission of the Great West Way.



## COLOUR PALETTE

Our palette is inspired by the colours found along the Great West Way. From the Great West Red to the Roman Blue, from Woodland Green to Old Brown, our colour palette reflects the diversity of the authentic experiences encountered along the Great West Way.





# COLOUR PALETTE

Our palette is inspired by the colours found along the Great West Way. We're not stark white, we're more White Horse White. This is reflected in our colour palette.

When using colour always ensure you have selected the correct Pantone Matching System colour or colour breakdown for the stock you are printing on. Paper applications use Pantone and CMYK four colour process references. Screen applications use additive colour RGB breakdowns and web applications use HTML codes.

<p><b>WHITE HORSE</b></p> <p>PANTONE P 1-1 U</p> <p>C: 4 R: 247 M: 3 G: 246 Y: 6 B: 242 K: 0</p> <p>#F7F6F2</p>	<p><b>GREAT WEST RED</b></p> <p>PANTONE 186 U</p> <p>C: 23 R: 172 M: 87 G: 56 Y: 77 B: 51 K: 16</p> <p>#AD3733</p> <p>RAL 3020 VERKEHSROT</p>	<p><b>WOODLAND GREEN</b></p> <p>PANTONE 5767 U</p> <p>C: 58 R: 108 M: 36 G: 119 Y: 67 B: 86 K: 24</p> <p>#6C7756</p>	<p><b>WATERSIDE GREEN</b></p> <p>PANTONE 5555 U</p> <p>C: 59 R: 99 M: 40 G: 111 Y: 52 B: 101 K: 28</p> <p>#636F65</p>
<p><b>ROMAN BLUE</b></p> <p>PANTONE 7474 U</p> <p>C: 73 R: 66 M: 32 G: 125 Y: 44 B: 127 K: 16</p> <p>#427D7F</p>	<p><b>OLD BROWN</b></p> <p>PANTONE 410 U</p> <p>C: 50 R: 103 M: 47 G: 93 Y: 52 B: 84 K: 41</p> <p>#675D54</p>	<p><b>ISAMBARD IRON</b></p> <p>PANTONE 433 U</p> <p>C: 73 R: 54 M: 61 G: 57 Y: 52 B: 62 K: 58</p> <p>#36393E</p>	

## OUR WAY OF SPEAKING

The Great West Way is not just any touring route. So, it is important that the way we speak to the world is special too.

Our approach to language and messaging as well as our tone needs to attract the curious traveller.

We want to draw them in and pique their interest. To some extent our personality needs to reflect theirs – a tone and style that curious travellers are engaged with and inspired by.

Our tone and style are inspired by the pillars of the brand. So, our tonal values are: Intriguing, Informative, Engaging.

# INTRIGUING

## The Great West Way is for the curious traveller.

Our copy should create a sense of discovery and create an impression that the Great West Way is alive with possibilities. But we don't tell the full story, we leave enough room to inspire the curious traveller to want to explore for themselves.

When you travel the Great West Way, you don't just see things, by describing sounds, scents, tastes and sensations, you'll immerse readers in the Great West Way. Use techniques which help the reader imagine they are part of the action, and help them picture their potential journey. Always try to appeal to the reader's emotions. Focus on the words that will appeal to the Curious Traveller – 'explore', 'discover', 'learn', 'encounter', 'find' and 'unearth' as opposed to 'see', 'tour' and 'watch'.

We need the reader to understand that there isn't just one way to experience the Great West Way. Celebrate serendipity and create the feeling that the reader can shape their own journey. Encouraging a sense of adventure and an open mind will put the traveller in the way of opportunity and memorable encounters.



## INFORMATIVE

**The Great West Way is a curated travel experience.**

So, whilst we want travellers to discover for themselves, we need to point them in the right direction. Curating involves selecting, and presenting information based on insider knowledge. We are not prescriptive in terms of what people should do but we do give 'insider' advice and tips. Let's help our potential travellers feel like England Insiders too.

Take time to find out facts about the Great West Way, the more interesting, unusual and fun the better. Because the core brand proposition is around the idea of 'England Concentrated', focus on snippets of information which help to tell the story of England or reveal aspects of everyday England today: Why did King Charles I commission the Great Roads of England? Why are some of the world's great gin brands English despite it being a Dutch invention? Why have so many Prime Ministers attended Eton College?



# ENGAGING

**The Great West Way tells an important strand of England's story. It isn't simply a collection of places to visit.**

A big part of the Great West Way experience is meeting people and sharing experiences with others. As a human brand our tone should be warm and natural. Wherever possible our style should be conversational, creating a sense that we are talking directly to the reader not just using the usual tourism clichés. See tourism clichés page 58. By introducing facts as mentioned above we also help to make the copy feel more authentic and less clichéd.

A big part of the Great West Way experience involves stories. Great West Way travellers want to uncover stories and anecdotes, they also want to create stories of their own. Stories which personalise the Great West Way experience and can be shared on social media.

People engage with stories so we should adopt a storytelling approach which helps to engage the potential Great West Way traveller.



## GENERAL TIPS

### Introduce interesting facts:

- When you picnic in Windsor Great Park, your thoughts might drift to the Kings of England who used the park as their private hunting grounds.
- 19 Former Prime Ministers studied at Eton, the most recent being David Cameron.
- In 1835 Parliament approved the construction of the Great Western Main Line between London and Bristol. The Chief Engineer was Isambard Kingdom Brunel.
- The Wiltshire cure is a traditional English technique for curing bacon and ham. The technique originated in the 18th century in Calne, Wiltshire.

### Give insider tips:

- When you travel the Great West Way you'll want to try some traditional English pies. The Pieminister have been making great pies in Bristol since 2003. We recommend the Mothership invented in Glastonbury in 2004.
- The Kennet & Avon Canal is Britain's most popular canal-side cycling route. When you need to refuel you might want to try British Waterways' new café at Caen Hill Locks in Devizes.
- Farmers' markets are great places to meet people and sample local produce. We particularly like the market on St Leonard's Road in Windsor. It takes place on the first Saturday of every month.
- At London's largest UNESCO World Heritage Site, Kew Gardens, you can stroll through an arboretum that is a living library of more than 14,000 trees. Time your visit correctly and you can be singing away your summer nights at one of the many Kew the Music picnic concerts.

### Avoid clichés such as:

- The Great West Way offers something for everyone.
- Views that are always stunning and market towns that always bustle.
- Whatever you are looking for you find it along the Great West Way.
- Choose from 5 star hotels to cosy guest houses.



## GENERAL RULES

### How do we display Great West Way?

- When you refer to the Great West Way in any form of written communication, you should always use capital letters at the start of each word e.g. 'Great West Way'.
- The first time you use Great West Way in your communication you should always use the® symbol to let everyone know that we are referring to the Great West Way brand.
- When displaying the web address always use GreatWestWay.co.uk. Ensure the G, W and W are in upper case. This applies to all versions of web addresses.
- When using language such as the 'Great West ByWay', 'Great West AnyWay' or 'Great West StowaWay', we always capitalise the 'W' of the 'Way', and we maintain the integrity of 'Great West Way' through the use of colour where appropriate.

### How do we describe places and attractions close to the Great West Way?

- For towns and attractions located near the Great West Way, we want to communicate their proximity to the Great West Way, the ease in which they can be reached and that a visit will enrich and compliment the Great West Way experience. These towns and attractions will be housed in the 'Explore Beyond the Great West Way' section of the website and wording such as 'a wander away from the Great West Way' can be used to convey proximity and ease of reach but still convey a sense of exploration and authenticity, both key components of the Great West Way experience.

### How do we describe the Great West Way in overseas markets?

- Throughout this toolkit, the examples of language we have shown are intended for use in the UK and in general literature. When creating copy intended for specific international markets, it is important to use language appropriate for and understood in the market concerned. However, it should be guided by the style and tone of voice described in this section.

### How do we describe the Great West Way?

- Endeavour to call it the 'Great West Way' at all times. Limit use of 'the Way' in descriptors of the Great West Way. If you do use 'the Way', ensure capitalisation of the 'W'.
- The Great West Way does not have hard borders and travellers along the Great West Way like to wander and discover. This spirit of adventure will take them beyond the heart of the Great West Way and therefore, when describing the Great West Way, the most appropriate descriptor is a 'touring route'.

### How do we sign off the Great West Way?

- It is important to have a consistent sign off to communication about the Great West Way. The agreed sign off is 'Discover your Way'.
- This is not a formal strapline which will be locked-up with the Great West Way marque and it should be used at the discretion of the Great West Way marketing team.
- Examples of usage might include:
  - As an end-line to a film.
  - As a sign off to a brochure.
  - On appropriate web pages.



# JUST OUR TYPE

Two fonts have been chosen for the Great West Way. The font used in the Great West Way marque is the iconic English font, Bliss. The Bliss font is supported with Lato, a open source font that allows us to perfectly express the brand values of the Great West Way.





# TYPEFACE

## BLISS

Bliss has been specifically chosen as the font of the Great West Way and is seen in the Great West Way master marque. This distinctive English typeface is a perfect expression of the values of the Great West Way and adds great value to the Great West Way brand.

Four different weights of the Bliss font have been chosen for use within the Great West Way: Heavy, Bold, Regular and Light. The different weights can be used to define type hierarchy and give structure and order to the way we use typography.

Bliss is always used in the Great West Way marque. There are no exceptions to this rule.

**Bliss is based on some of England's most iconic typefaces: Jonston's Underground, Gills Sans and the Transport typeface. This distinctly English typeface boasts highly legible design and is full of character. A perfect expression of the Great West Way.**

---

Light	ABCabc123
Regular	ABCabc123
<b>Bold</b>	<b>ABCabc123</b>
<b>Heavy</b>	<b>ABCabc123</b>

---

Bliss Light and Regular should be used for body copy. Always use Bliss Bold and Heavy for titles, headers and for

pulling out important information or quotes.

# TYPEFACE

## LATO

Where Bliss is unavailable we recommend the open source typeface Lato. Lato can be downloaded for free from Google Fonts.

Lato is never used as the marque typeface. Bliss should always be used in the marque. There are no exceptions to this rule.

**Lato is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic (“Lato” means “Summer” in Polish). The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness.**

---

Light	ABCabc123
-------	-----------

---

Regular	ABCabc123
---------	-----------

---

<b>Bold</b>	<b>ABCabc123</b>
-------------	------------------

---

<b>Black</b>	<b>ABCabc123</b>
--------------	------------------

---

Lato Light and Lato Regular should be used for body copy. Always use Lato Bold and Lato Black for titles,

headers and for pulling out important information or quotes.

# TYPEFACE TYPESETTING

In order to help strengthen association and recognition of the Great West Way brand a cohesive style of typographic treatment should be used.

As a general rule, short headlines should use upper-case type and body copy should be set in sentence case.

Centred text can be used as a design feature for small amounts of type. For larger amounts of type, preferably text should be arranged left; please avoid right aligned or justified titles and text.

Heavy is used for short headlines. Bold for first paragraphs and pull-out quotes. Regular or Light are used for body copy.

Please see our Brand Applications section for further examples of how we use typography.



## VISUAL STYLE



Our photographic style is influenced by our positioning. It is an invaluable extension to our brand. It should feel real, and reflect the human elements of our brand.

The subject matter and the composition of the images you select is important and will have a huge effect on the way people feel about and respond to our brand.

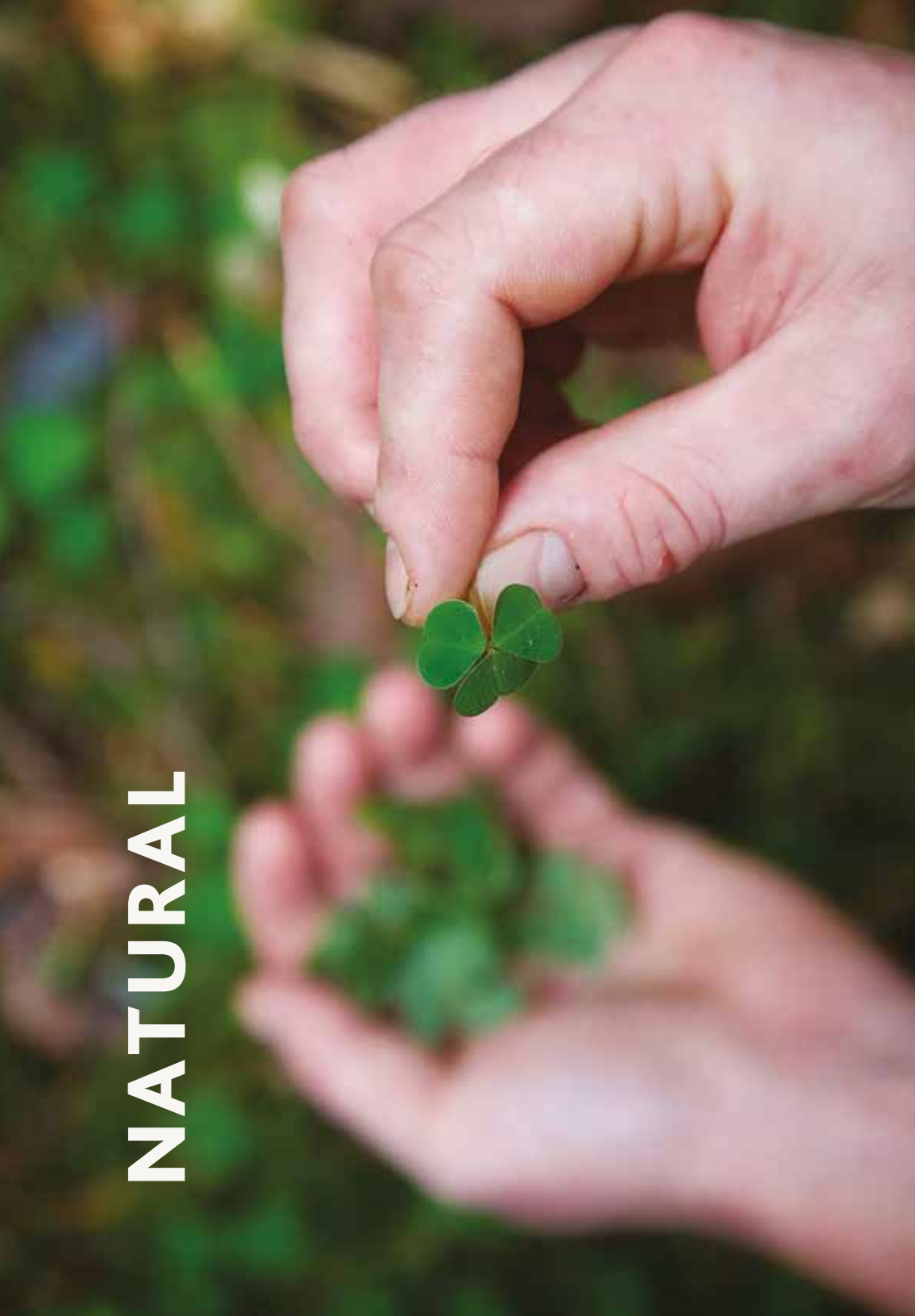
A scenic view of a narrow, paved road in a village. The road is flanked by stone buildings with tiled roofs. Two cyclists are riding away on the road. The scene is captured in the late afternoon, with warm sunlight illuminating the buildings and trees.

**UNDERSTATED**

A close-up of a young woman with long, wavy blonde hair smiling broadly. She is looking out from a window of a train, wearing a yellow jacket and blue gloves. The train's exterior is a dark reddish-brown color.

**EXPERIENCE LED**

**NATURAL**



**INVITING**

## VISUAL STYLE

# PEOPLE

Personal experience plays a hugely important part in/on the Great West Way, and consequently, it has an important role within our photography style.

The relationship between people and place is inherent to our visual identity. People should always be interacting with the place in an authentic way.

Showing people in a place setting helps the viewer imagine themselves there. It also highlights the scale of landmarks.



## VISUAL STYLE

# PLACE

The Great West Way is fortunate to be home to some of Britain's most iconic landmarks. However, it's important to not just rely on typical tourist shots.

We want to get away from the clichéd preconceptions of England and inspire people to step out of the known in order to explore the yet-to-be discovered.

This requires a more holistic approach. If possible, place should connect with people. It should highlight the experience of the place and not just the place itself.

There is still a place for shots that simply show a landmark, however, these should work more as supporting imagery.





## VISUAL STYLE DETAIL

Not every photo needs to lead, but it should say something. Our brand pillars (discovery, curated, authentic and human) should be used to inform this style.

Detail and product shots can help establish a visual hierarchy within photography.

Detail shots allow the viewer to delve deeper into the Great West Way. These shots can be used to highlight the smaller moments and details that are too often overlooked.

To make the detail stand out use a short depth of field. This will bring the subject matter into focus and blur out the background forcing the viewer to focus on the detail that matters.



## VISUAL STYLE IMAGE SELECTION

Carefully select your image, making sure:

- It feels real
- It's of high quality
- There is a human connection
- The subject matter is engaging
- It's got energy
- It's got depth
- It's well composed



## VISUAL STYLE

### VIDEO

Any video promoting the Great West Way should reflect the visual style of the brand (understated, experience led, natural and inviting). Our video style is a visual extension of our photography style.

Video has the ability to follow a journey in fuller context. Through motion we want people to slow down and explore all the twists and turns along the Great West Way.



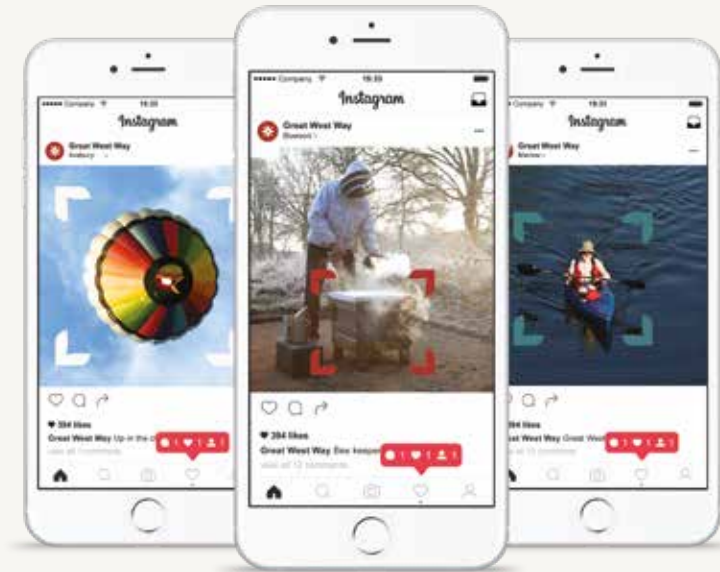
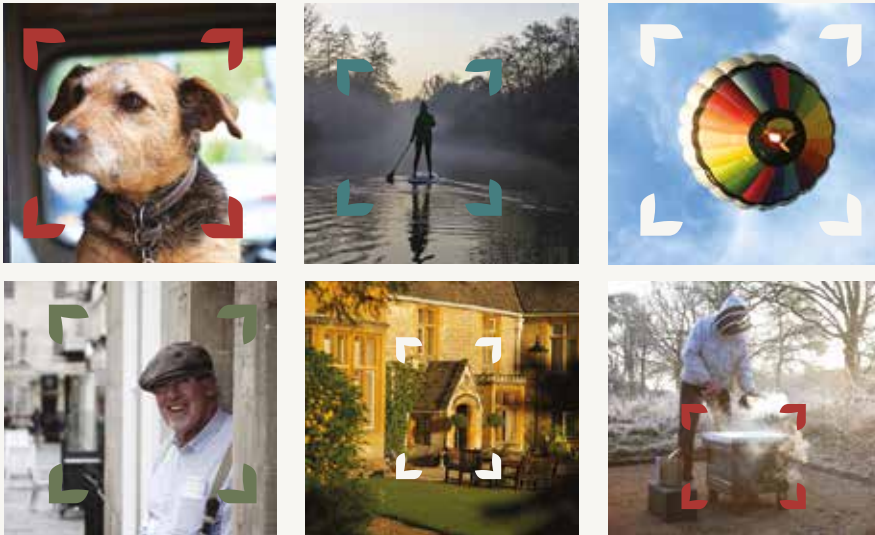
# GREAT WEST WAY BRAND APPLICATIONS



# APPLICATIONS PRINT



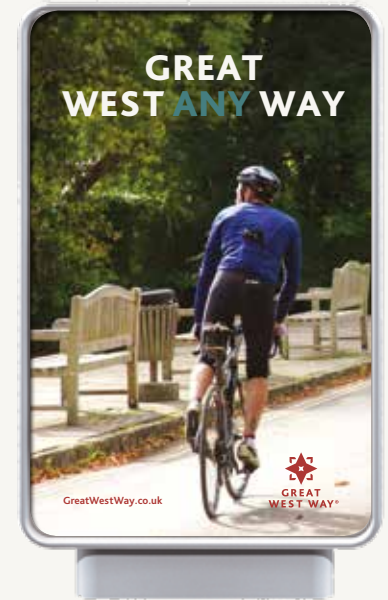
# APPLICATIONS SOCIAL MEDIA



# APPLICATIONS DIGITAL



# APPLICATIONS OUTDOOR ADVERTISING





# AMBASSADOR NETWORK AND THIRD PARTY BRAND GUIDANCE



# AMBASSADOR NETWORK AND THIRD PARTY BRAND GUIDANCE

This guidance has been created to assist our Ambassador Network and third parties to use the brand in a way which tells the Great West Way story consistently and authentically.

The consistent use of the brand ensures that the Great West Way grows and develops in a manner which will benefit all parties and not result in the dilution of or damage to the Great West Way brand.

This is key to the success of our brand and is designed to ensure that everyone, including all businesses, attractions and visitors, have a good experience of the brand and are able to continue to benefit from it for years to come.

As a Ambassador Network member or trusted third party you have the right to use and exploit the Great West Way brand to the benefit of your business. In return, we ask that you look after our brand so that everyone encountering our brand has a positive experience.

Use of our trade marks is an exclusive membership benefit of the Ambassador Network. The right to use the trade marks is dependent on you having a current membership of our Ambassador Network or having explicit permission from the Great West Way to use the brand.

We ask that all Ambassador Network members and trusted third parties to familiarise themselves with the Great West Way trademark and licensing agreement shown on page 126. Anyone using the Great West Way brand will need to abide to the terms set out in that agreement. It is important to understand that a breach of the Brand Guidelines may have serious legal implications.

If you have any queries regarding the use of the brand please contact the Great West Way team for clarification.



# AMBASSADOR NETWORK GUIDANCE MASTER MARQUE

As a Ambassador Network member you are entitled to use the Great West Way marque in your marketing material.

The colourways opposite are available for network Ambassadors. Only Great West Red, White Horse White and Isambard Iron are to be used.

Network Ambassadors are to use the master marque with either Great West Way or England's Great West Way included. Network Ambassadors are never to use the marque without the copy.

Here are guidelines for marque sizing when our identity is used in different formats.

1. A4 - 30mm (minimum width)
2. A5 - 22mm (minimum width)
3. DL - 22mm (minimum width)



# AMBASSADOR NETWORK GUIDANCE MARQUE VARIATIONS

As a network Ambassador you will have access to the four marques on the opposite page.

The portrait version of the marque is recommended but there will be times when the landscape is more appropriate.

Adhere to the minimum sizes as shown on page 96.

Use Great West Way for a domestic audience and use England's Great West Way for international audiences.

To protect the legibility and clarity of our marque, it has an exclusion zone which is the height of the letter G in Great.

## PORTRAIT



## LANDSCAPE



## PORTRAIT



## LANDSCAPE

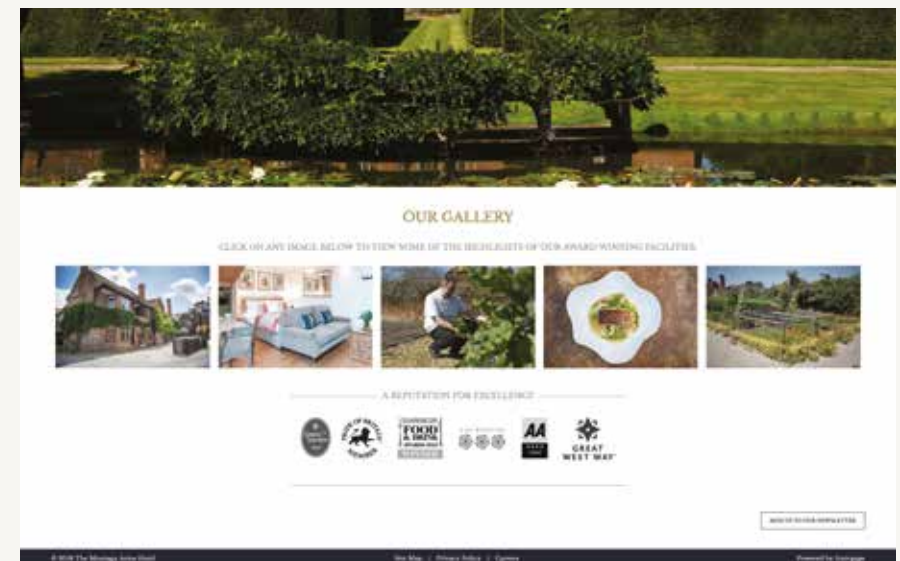
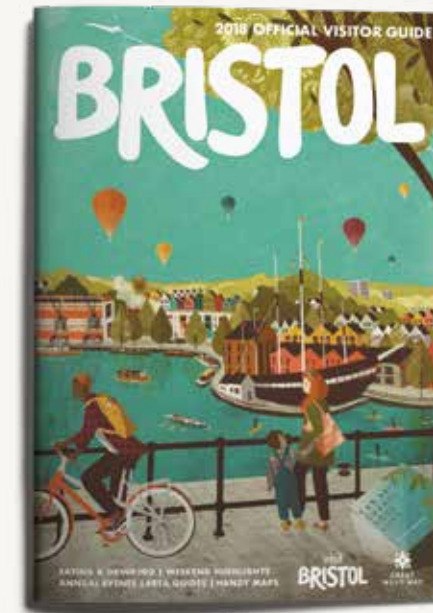


# AMBASSADOR NETWORK GUIDANCE PLACEMENT

We cannot specify where a third party uses the marque in their marketing material. We ask third parties to carefully choose the position of the Great West Way marque to ensure that the Great West Way brand is not weakened or damaged by inappropriate placement.

The exclusion zones specified on the previous page must be applied and for clarity, consideration should be given to the position to the Great West Way marque relative to its surroundings. Light text works best on a dark background and dark text works best on a light background. Always make sure the marque is clearly legible, whether it's used on a clear background or over an image.

We cannot specify that you use the marque alongside your marque but we encourage you to do so where appropriate. When you do, use the collaboration rules stated on page 102.

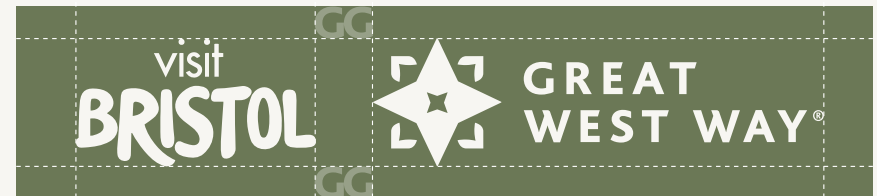


# AMBASSADOR NETWORK COLLABORATION

It's important that our marque works as effectively in partnership as it does by itself.

As a general rule if a collaborator marque is tall, it should be paired with our master marque. If a collaborator marque is wide it should be paired with our alternative horizontal lockup.

Collaborator marques should sit within the X-height of the compass element in our marque when using the horizontal lockup.



# AMBASSADOR NETWORK GUIDANCE RULES OF USE

Our marque should always be used consistently so please do not alter it in any way as this will undermine our brand. Our marque should only be used in Great West Red, White Horse White and Isambard Iron. Third parties are not allowed to use the viewfinder without permission of the Great West Way.

Here we have shown examples of what not to do with our marque.

1. Don't change the colour of the marque to a colour outside of Great West Red, White Horse White and Isambard Iron.
2. Do not alter the size of the graphic motif or any of the graphic elements within the marque.
3. Do not distort the any element of the marque.
4. Do not change the typeface.
5. Please don't use the marque without the graphic motif.
6. Please do not rotate any part of the marque.

Nº1



Nº2



Nº3



Nº4



Nº5



Nº6



# AMBASSADOR NETWORK GUIDANCE IMAGERY AND VIDEO

Members of the Ambassador Network have access to the official Great West Way image and video libraries.

When selecting images or video ensure you have considered the Great West Way visual style guidance highlighted below:

- It feels real
- It's of high quality
- There is a human connection
- The subject matter is engaging
- It's got energy
- It's got depth
- It's well composed





# AMBASSADOR NETWORK GUIDANCE CHECKLIST FOR USE

- Have you used the correct colours?
- Is the marque above the minimum size?
- Confirm you have not amended the marque in anyway.
- Have you applied the exclusion zone?
- Is the marque clearly visible?
- Confirm you have not used the marque independently of Great West Way or England's Great West Way.
- Confirm that if it is a domestic audience we are using 'Great West Way' and if it is an international audience we are using England's Great West Way.
- Do you have the correct permissions to use the Great West Way marque? (Check with Great West Way team if in doubt).
- Have you familiarised yourself with the Great West Way trade marks and licensing agreement and do you agree with the terms set out in the agreement?



# NETWORK AMBASSADOR AND THIRD PARTY BRAND APPLICATIONS



# APPLICATIONS THIRD PARTY

The following pages show examples of how third parties and Network Ambassadors can use the Great West Way brand. It is important to remember that these are examples only and are there to provide guidance. We ask all third parties and Network Ambassadors to consult the Great West Way team when designing Great West Way marketing material.



# APPLICATIONS THIRD PARTY



## THE WAGGON & HORSES

### While you wait

Mixed marinated olives with sun blushed tomatoes and feta - v	4.50
Baked focaccia with pesto and olive oil - v	4.50
Crispy pork scratchings with apple sauce	3.50
Wasabi peas - v	3.25

### Starters

Homemade soup of the day with rustic bread - v	6.00
Terrine of ham hock and black pudding with an apricot jelly served with a white onion and thyme chutney, toasted rustic bread	7.00
Old Smoky - with baked cod, tiger prawns and smoked pancetta in a smoked cheese sauce and crostini	8.00
Indian spiced quinoa balls with a mint mixed leaf salad and mint sauce - v	7.00
Crayfish tails tossed in a fennel, orange, papaya, coriander mixed leaf salad with a lime and chili dressing	8.75
Mushroom, pea and mozzarella risotto cakes with a tomato relish - v	6.75

### To Share

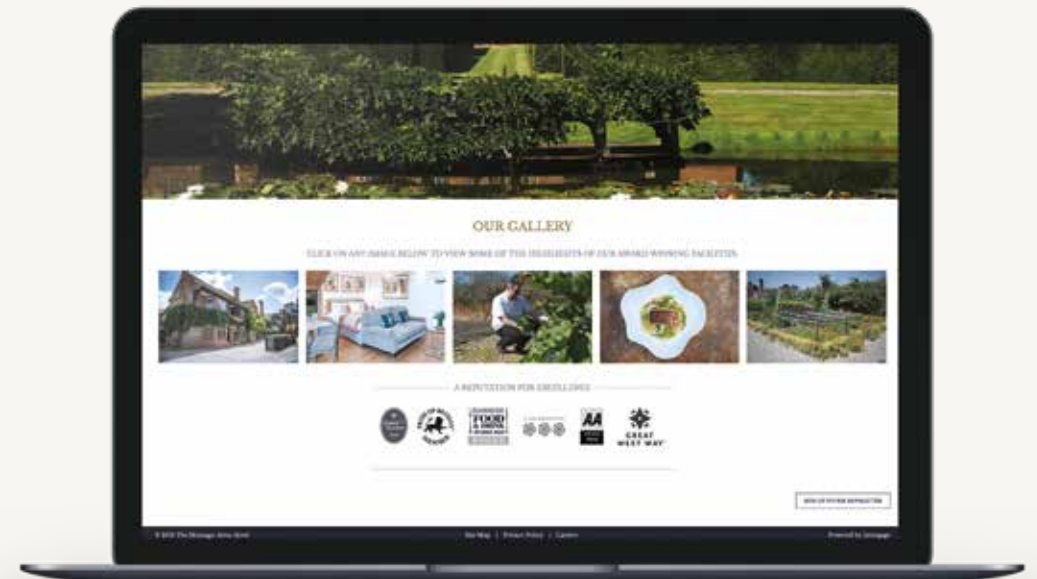
Baked Camembert with garlic and herbs served with rustic bread and vegetable sticks - v	12.50
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### Mains

Catch of the day coated in a crispy Wadworth beer batter with pea purée, lemon, chips and tartare sauce	13.00 / 7.75
Home cooked honey glazed ham with free range eggs, slow roasted tomato and chips	12.00 / 7.75
Fish pie topped with a crab and chive mashed potato, glazed with cheese and served sauté spring greens	13.50
Kedgeree fishcakes with garlic crushed potatoes, asparagus and caper hollandaise	13.50 / 7.75
Homemade pie of the day with seasonal vegetables, creamy mashed potato & gravy	13.50
6oz beef burger with bacon & Cheddar cheese on a toasted brioche bun with onion relish, baby gem, tomato, onion rings and chips	12.00
Boz 28-day dry aged sirloin steak with chips, green beans, onion rings and grilled tomato Add garlic butter, peppercorn or Béarnaise sauce for 2.00	21.00
Chicken breast stuffed with spinach and smoked cheese wrapped in pancetta served with fondant potato and a white wine and mushroom sauce	14.00
Roasted cauliflower and potato curry, brown rice, chapati and coconut raita - v	11.00 / 7.75
Caesar salad of romaine lettuce, croutons, hard Italian style vegetarian cheese and free-range egg - v	10.00 / 7.75
Add free range grilled chicken breast and crispy pancetta for an extra 4.50	



# APPLICATIONS THIRD PARTY



# APPLICATIONS THIRD PARTY



# APPLICATIONS THIRD PARTY



# TRADE MARKS AND LICENSING AGREEMENT





# TRADE MARKS AND LICENSING AGREEMENT

This Trade Mark and Licensing Agreement constitutes a binding legal agreement between you and the Great West Way, and establishes the terms and conditions by which you are permitted to use the Great West Way brand and any related items of the Great West Way. By using any elements of the Great West Way brand, you confirm that you have read, understand and agree to be bound by the terms of this agreement.

1. Great West Way, England's Great West Way and our 'Viewfinder' marque are registered trade marks.
2. When you refer to the Great West Way in any form of written communication, you should always use capital letters at the start of each word 'Great West Way'.
3. The first time you use Great West Way in your communication you should always use the ® symbol to let everyone know that you are referring to our brand.
4. The trade mark may be used by qualifying tourism businesses in printed and digital marketing materials including websites and social media pages.
5. Please note that in relation to social media pages the trade mark marque may be used within posts but not as a profile or header image.
6. The correct trade mark marque must include:
  - A. The compass
  - B. The words 'GREAT WEST WAY'
  - C. The ® symbol.
  - D. The viewfinder

7. The trade mark marque may not be used in signage, including building and vehicular signage without the permission of the Great West Way.
8. The trade mark artwork is only available from the Great West Way. Email [info@GreatWestWay.co.uk](mailto:info@GreatWestWay.co.uk) to check your eligibility for use. If eligible you must agree to the terms and conditions of use and Brand Guidelines prior to receiving the artwork. Obtaining the artwork from any other source is not permitted.
9. Always reference the complete Brand Guidelines to ensure correct usage of the marque, the viewfinder, colour, language, photography, typography and all other aspects of the brand.
10. The trade mark artwork is available in Isambard Iron, White Horse White and Great West Red. The pantones / colours of the artwork supplied must not be changed / altered in any way and can be found on page 49.
11. The trade mark marque may not be used in merchandising of any kind, including clothing for sale without permission of the Great West Way.
12. The trade mark must be used in its entirety and never broken down into its component parts.
13. Network Ambassadors are not permitted to use the viewfinder in isolation without the permission of the Great West Way.
14. Tour operators are not permitted to use the Great West Way brand and trade marks in any tour products or promotional material without the permission of the Great West Way. Only official Great West Way tour operators will be licensed to use the Great West Way and all associated trade marks.

The 'Great West Way' project is being led by destination management organisation VisitWiltshire and is set to transform tourism along the 125-mile route. This is one of a number of successful projects made possible by HM Government's £40m Discover England Fund, administered by VisitEngland ([www.discoverenglandfund.org](http://www.discoverenglandfund.org)).

We are grateful for the ongoing support from the following destination organisations.

VisitEngland / VisitBritain  
Cotswold Tourism  
Destination Bristol  
Royal Borough of Windsor and Maidenhead  
Tourism South East  
VisitBath  
Visit Thames  
VisitWiltshire

**For further information please contact:**

**Ambassador Network:** [clairemargetts@GreatWestWay.co.uk](mailto:clairemargetts@GreatWestWay.co.uk)

**Travel Trade:** [flowallace@GreatWestWay.co.uk](mailto:flowallace@GreatWestWay.co.uk)

**General:** [info@GreatWestWay.co.uk](mailto:info@GreatWestWay.co.uk)



**GREAT  
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