

# Tourism Toolkit Summary

The Toolkit brings together our areas of expertise in tourism, design and marketing. From the smallest project to the most complex, we can create effective solutions that are memorable, inspiring and informative. We combine creativity with practical tried and tested experience - designing for quality and long term success.

## VISITOR EXPERIENCE

		General	Retail	Dedicated
1	Branding & Signage	█		
2	Literature & Websites	█		
3	Dedicated Product - Architectural Heritage		█	
4	Commissions		█	
5	Interpretation & Exhibition Design			█
6	Animation			█
7	Audio Visual			█
8	'Skyline' Sub Brands			█
9	Concertina Trail Guides		█	
10	Planning & Interpretation	█		
11	Specialist Campaigns			█
12	Fact Files	█		

# Area Branding & Signage

Brand building is the essential foundation in establishing a meaningful 'sense of place'

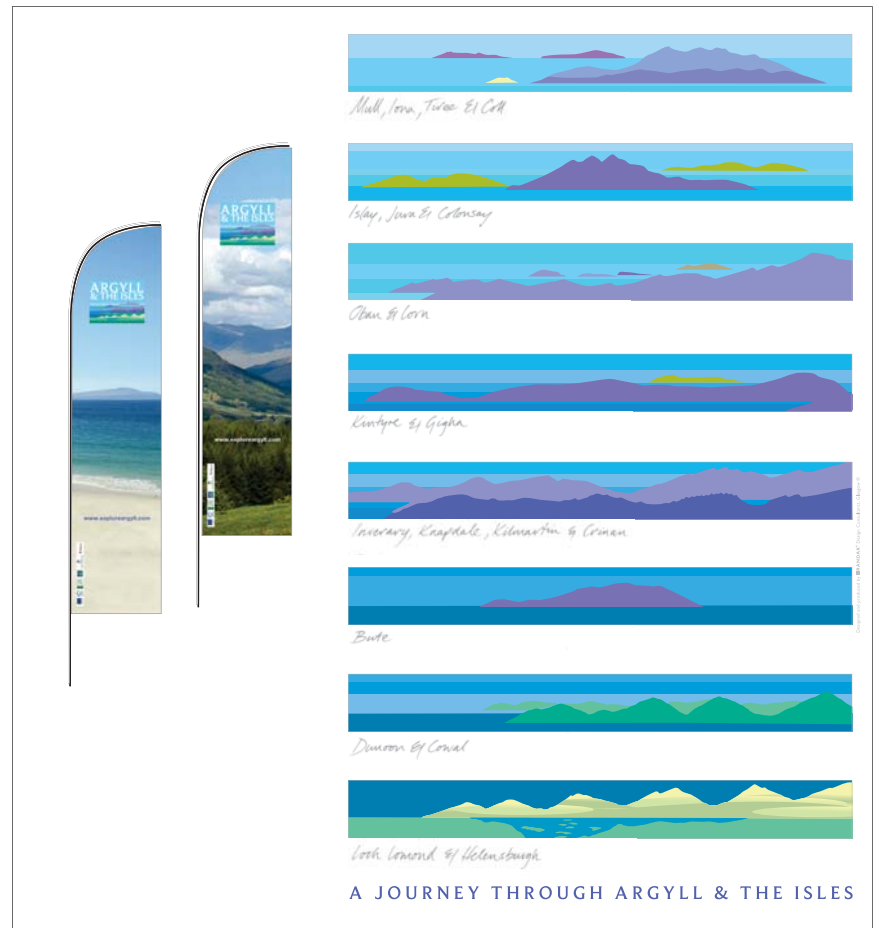


## Area Branding

Argyll and the Isles is one of Scotland's most diverse and spectacular areas - our brand identity design captures the essence of all that is Argyll & the Isles covering the mainland, islands, sea lochs and peninsulas.

## Regional Identifiers

Underpinning the brand can be equally important and in order to convey the diversity of the area - regional 'identifiers' were developed as an additional asset to help the visitor navigate the varied character of the landscape.



## Signage and Signposting

Just as important as the development of an area brand is how it communicates and also how it presents itself in the environment. Our brand and signage programme for 'Kilmartin Glen' brings together the key landscape features of sea, standing stones and islands as a 'visual guide' to this significant region within Argyll & the Isles.



# Visitor Leaflets & Websites

Fundamental to the success of any tourist destination is how it communicates its offer in both traditional and new media in consistent and easy to use formats.

## Area Literature

Often displayed within and outwith an area's boundaries, Area Literature must be eye catching, brand consistent and informative. 'Pocketable' literature featuring the area's character, heritage and geography together with a helpful trail map are an essential element in any Tourist Authority's marketing toolkit.



## Activity Literature

Underpinning any area is 'must see and must do' Activity Literature covering the a – z of the area's assets – combined with a useful trail planner – giving the visitor a real sense of arrival and discovery.



## Websites

Online development is often overlooked in capturing a 'sense of place' but this should run hand in hand with traditional literature as, In today's market, so much is carried out 'on the move' with tablets and smartphones.



# Architectural Heritage

Our unique 'Architectural Heritage' format brings together architectural buildings, historical monuments and landscapes in an accurate and engaging format.

## City and Architectural Trail Guides

Essential in navigating any town or city is an easy to use trail guide. Our Architectural Heritage format combines accuracy and illustration in a user friendly format as well as producing a revenue generating 'collectable'.



## Creating profile

Architectural Heritage provides any town, city or area with a product capable of reproduction on a range of materials and scale from A1 posters to postcards.



## Commissioned designs

Product development can add value to your brand with a commissioned range of designs as a revenue generating stream.



# Commissioned Heritage Products

Our 'Architectural Heritage' designs lend themselves perfectly to a wide range of extensions that not only add value to your brand but also are a revenue generating stream.

## Portfolios and range extension

From portfolios to prints and postcards to packaging, Architectural Heritage's unique style lends itself to a wide range of revenue generating products, from the Palace of Westminster, to London, St Andrews and major cities each capturing their unique 'sense of place'.



## City 'Artmaps'

Our Artmap formats are unique designs based on a city or location's topographic footprint, interpreted into an accurate stylised and memorable icon, capable of reproduction in a variety of materials and scales.



## Bespoke commissions - The V&A

Utilising archival art and design collections, we can develop unique bespoke retail gift products - the range illustrated was commissioned for the V&A and draws upon their Charles Voysey ink wash illustration collection as inspiration.

