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September 2020

# Escape The Everyday

Campaign Toolkit

**VisitEngland, as the tourism delivery partner for the GREAT campaign, is launching a UK-wide domestic marketing campaign, *Escape the Everyday*. The campaign aims to support the UK tourism industry into shoulder season by encouraging consumers to explore, discover and treat themselves on a UK short break this autumn/winter.**

**This toolkit will provide you - our industry partners - with information and tools for how we can work together to build consumer confidence and inspire consumers on the thousands of ways they can *Escape the Everyday* on a short break in the UK.**

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# Our Approach

# Escape The Everyday

The *Escape the Everyday* campaign encourages people to escape the unique everyday that we are experiencing in 2020. It will inspire consumers to book a short break across the UK by showcasing the breadth of experiences available for them to escape to.

The campaign will highlight our unique tourism offer by focusing on three key need states:



Content will showcase both our vibrant cities and breath taking countryside and coastal locations that make the UK a brilliant place to explore this autumn and winter.

The campaign will focus on two key segments:

- Pre-nesters: 18-34s typically with no children in the household
- Families: with a focus on families with pre-school aged children

The campaign will communicate that a short break in the UK is:

- Safe and enjoyable
- Offers me the chance to escape my everyday

The *Escape the Everyday* campaign will launch week commencing 14 September 2020.

Underpinned by messaging principles:

- Quality time with loved ones
- Ease & spontaneity
- Affordable and good value for money
- Support local
- A safe choice

# Consumer Need States

Based on consumer testing, we have identified three key need states for autumn/winter UK short breaks:

## Discovery

Our audience need something new and are seeking experiences that are off the beaten track. From hidden gems, to new exhibitions, or mythical legends about some of our coastal towns, they're looking for something new or different to immerse themselves in.

## Freedom to Explore

We can help people who want to get out and explore by showing them all the ways they can go further in the UK than they've been before - by road, cycling, walking and waterway routes, to visit off-grid destinations and enjoy crowd-free city adventures.

## Treat Yourself

After a difficult period our audience deserve a well-earned break to focus some energy inwards and look after themselves. We're here to show how they can relax and unwind in UK; whether their idea of unwinding is a big shopping trip, a spa weekend or a cookery class they've been dying to take; it's available here.

# Consumer Need States & Hero Experiences

Example need states and experiences that work across city, coast and countryside:

Discovery		Freedom to explore		Treat yourself	
City	Country/Coastal	City	Country/Coastal	City	Country/Coastal
Culture without the queues	Off the beaten path experiences	City waterways	Road trip routes	Spa breaks	Bucket list dining
Hidden gems	Seaside myths and legends	Crowd-free bucket list experiences	Off-grid accommodation	Gourmet getaways	Cosy pubs
Alternative ways to see the city	Wildlife spotting	Urban walking and cycling routes	Walking and cycling routes	Family memories/ days out	Quirky accommodation
Foodie experiences	Foraging	Green city spaces	Quirky accommodation	Shop till you drop	Cookery experiences

# Key Messaging

The *Escape the Everyday* message is designed to offer you flexibility when applying it to your own marketing activity and assets.

The concept is about escaping the unique everyday that we are collectively experiencing in 2020. With this in mind, the messaging behind this campaign has been developed to:

- Speak to the nuanced needs of different audiences (families and 18-34 pre-Nesters)
- Offer up the breadth of solutions that Great Britain and Northern Ireland can offer

The campaign messaging is built around showing the consumer what they can escape to... within the UK, using messaging and lines that give a nod to the unique everyday we have experienced in 2020. For example, Escape...

- To shores not chores
- To views you've missed
- To all the places you've dreamt of
- To walls you haven't climbed

The call to action directs the consumer to take a break with this sign off line and is a key driving force in encouraging people to book an autumn break: **Take a UK break this autumn.**

This is a call to action that you can adapt and apply to your marketing materials. You can adapt to include the name of your business or destination. For example:

- Take a break and visit *⟨insert business name⟩* this autumn.
- Take a break and book a break at *⟨insert hotel name⟩* this autumn.
- Take a break and visit *⟨insert destination name⟩* this autumn.



# Working Together

We know what a tough time it has been and continues to be for many businesses and we want to ensure that tourism rebounds to once again become one of the most successful sectors of the UK economy. Working with industry trade associations, destination management organisations and our partners we have listened to what the industry needs from us to aid recovery. At the same time, we're being careful to understand how those needs align to consumer research to ensure we are data led in our decision making.

We can only do this by working together in partnership. Partnerships are at the heart of what we do and we have agreed with the Government that this campaign will be no different.

We all have a great story to tell visitors and by joining behind a collective message we will be able to ensure the greatest impact and deliver real results.



# TOOLKIT ASSETS

ESCAPE  
THE EVERYDAY



# LOGO

## Clear space

To protect the logo from other elements a clear space has been designated. The height of the logo (x) and divide it in half on all sides. Lock-up is supplied as artworks and cannot be edited.

## Minimum size

To ensure good legibility of our logotype, we have determined the minimum size at which it should be used. These sizes are based on the height (x) of the logotype.

Print the minimum size is 7.5mm in height.  
Digital the minimum size is 90px in height.

## clear space



## minimum sizes



# LOGO

## DOs and DON'Ts

- Do not place the lockup on a similar coloured background; it should stand out on the composition and have sufficient contrast compared to the background colour.
- Do not stretch, alter or move the *Escape the Everyday* (ETE) lockup in any way.
- For accessibility purposes do not resize the font below 12pt.
- Do not change the colours on the ETE lockup and hashtag.
- Do not alter the fonts used on the lockup.
- Do not place the lockup on new shapes or change the position and angle of the lockup.
- Only use white/black for ETE lockup and hashtag. Use designated colour palette for headline(message)
- Make sure no faces are covered by any text or logos.



**DO** use the version of the logo that will give the best contrast from the background.



**DO NOT** distort or rotate the logo



**DO NOT** outline the logo



**DO NOT** apply shadows or any other effect



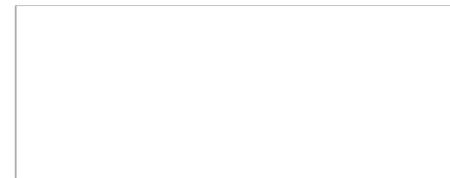
**DO NOT** put the logo inside a holding shape

# CAMPAIGN COLOUR PALETTE

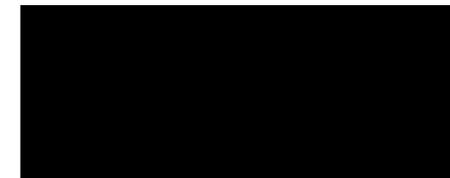
The following supporting colours are included in the palette to bring the autumn campaign to life.

## ETE logo, CTA and hashtag

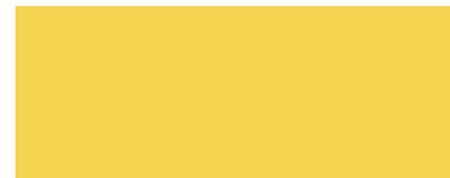
White is the primary colour for ETE logo, CTA and hashtag, but in exceptions for accessibility/contrast, black may be used.



Hex: #ffffff  
R: 225 G: 225 B: 225  
C: 0 M: 0 Y: 0 K: 0



Hex: #000000  
R: 0 G: 0 B: 0  
C: 0 M: 0 Y: 0 K: 100



Hex: #f4d351  
R: 244 G: 211 B: 81  
C: 0 M: 14 Y: 67 K: 4



Hex: #fab247  
R: 250 G: 178 B: 51  
C: 0 M: 36 Y: 83 K: 0



Hex: #fc6114  
R: 252 G: 97 B: 20  
C: 0 M: 77 Y: 95 K: 0



Hex: #ff3714  
R: 255 G: 55 B: 20  
C: 0 M: 90 Y: 89 K: 0

# TYPOGRAPHY

The font used for the *Escape the Everyday* lockup is Better Times Alt.

You can apply the Gotham font for the call to action copy. If you do not have the Gotham font you may use a font which aligns to your creative and branding.

There are two weights for Gotham. Gotham Bold is to be used for the call To Action (CTA). Gotham Medium is being used for all other copy.

System fonts are available on all computers and typically used for Word, PowerPoint and Digital. Arial should be used in place of Gotham in these applications. System fonts should never be used for print advertising or above-the-line communications.

Better Times Alt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

---

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789**

Gotham Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789**

# APPLY ESCAPE THE EVERYDAY TO YOUR MARKETING MATERIALS

The following assets of *Escape the Everyday* branding is available for you to apply across your creative. This includes:

- Social
- Print
- Website or social media headers

Asset formats:

- .EPS (vector)
- .PNG (pixel)

[Download assets here](#)

Lockup



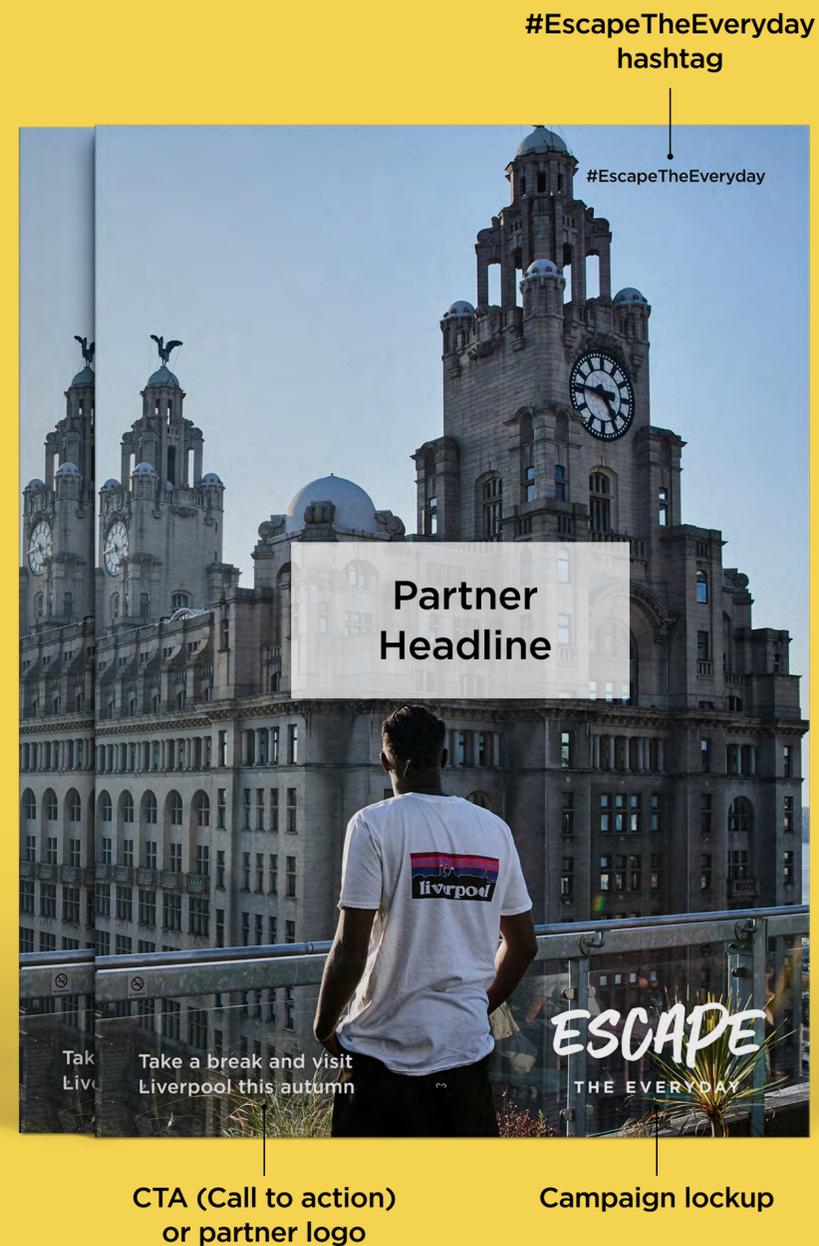
Hashtag



# HOW TO APPLY IT

The following creative elements for the *Escape the Everyday* campaign are available for you to integrate into your creative and marketing activity:

- The *Escape the Everyday* lockup which is ideally placed in the bottom right corner
- The #EscapeTheEveryday hashtag which is ideally placed in the top right corner
- Either apply your logo or the call to action copy can be applied to your creative in line with and aligned to the following order:
  - Take a break and visit <insert business name> this autumn.
  - Take a break and book a stay at <insert hotel name> this autumn.
  - Take a break and visit <insert destination name> this autumn.



# SOCIAL MEDIA

## Digital 9:16

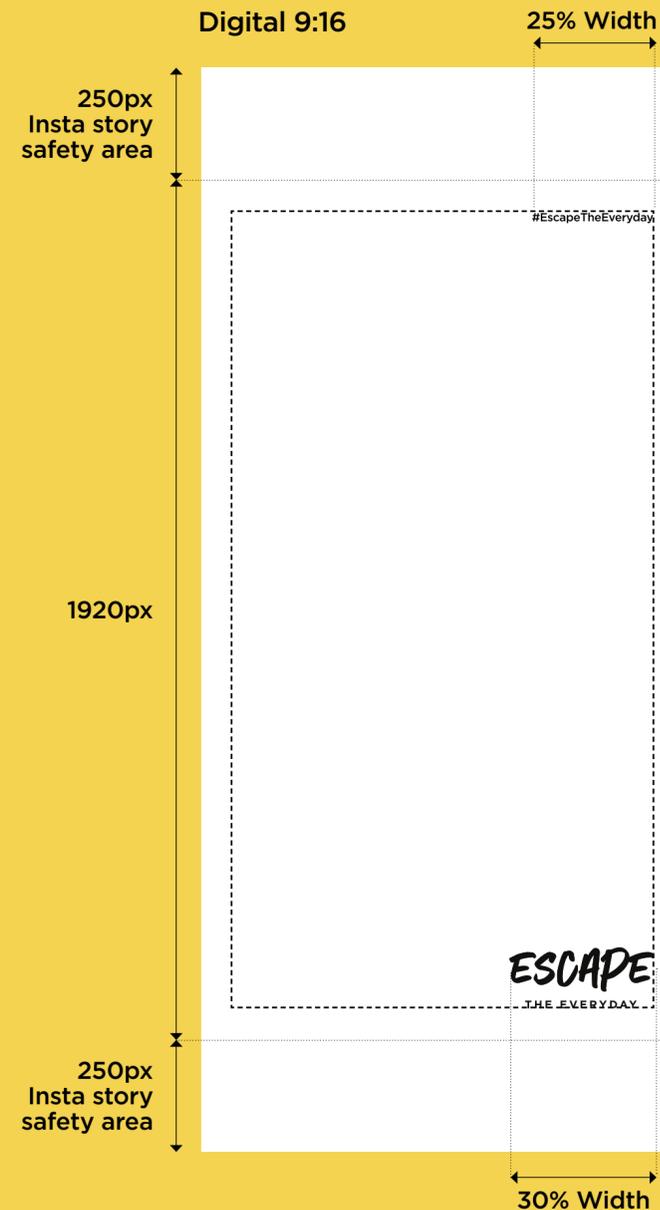
**Logo Size:** 30% of overall width sitting at bottom right of format

**Hashtag:** 25% of overall width sitting at top right of format

Please refer clear space as detailed in [page 11](#)

## Apply the creative

- The *Escape the Everyday* lockup is ideally placed in the bottom right corner
- The #EscapeTheEveryday hashtag is ideally placed in the top right corner



No logo or text should be placed outside clear space box



# SOCIAL MEDIA

## Digital 16:9

**Logo Size:** 20% of overall width sitting at bottom right of format

**Hashtag:** 15% of overall width sitting at top right of format

Please refer clear space as detailed in [page 11](#)

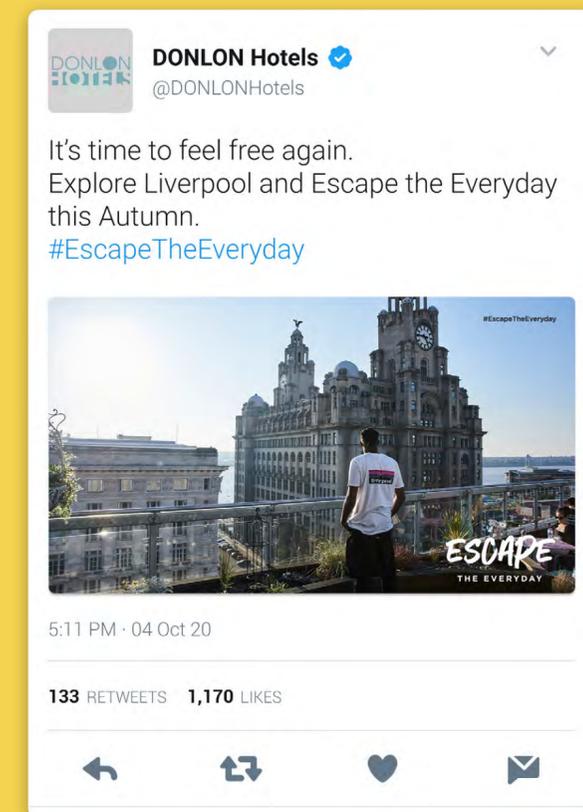
## Apply the creative

- The *Escape the Everyday* lockup is ideally placed in the bottom right corner
- The #EscapeTheEveryday hashtag is ideally placed in the top right corner

Digital 16:9



No logo or text should be placed outside clear space box



# SOCIAL MEDIA

## Digital 1:1

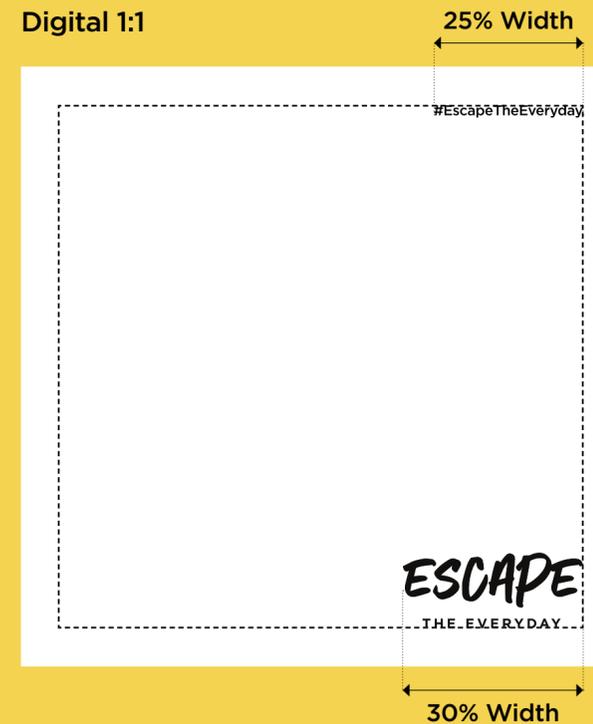
**Logo Size:** 30% of overall width sitting at bottom right of format

**Hashtag:** 25% of overall width sitting at top right of format

Please refer clear space as detailed in [page 11](#)

## Apply the creative

- The *Escape the Everyday* lockup is ideally placed in the bottom right corner
- The #EscapeTheEveryday hashtag is ideally placed in the top right corner



No logo or text should be placed outside clear space box



# SOCIAL HEADERS

## Facebook Header

820 x 312px

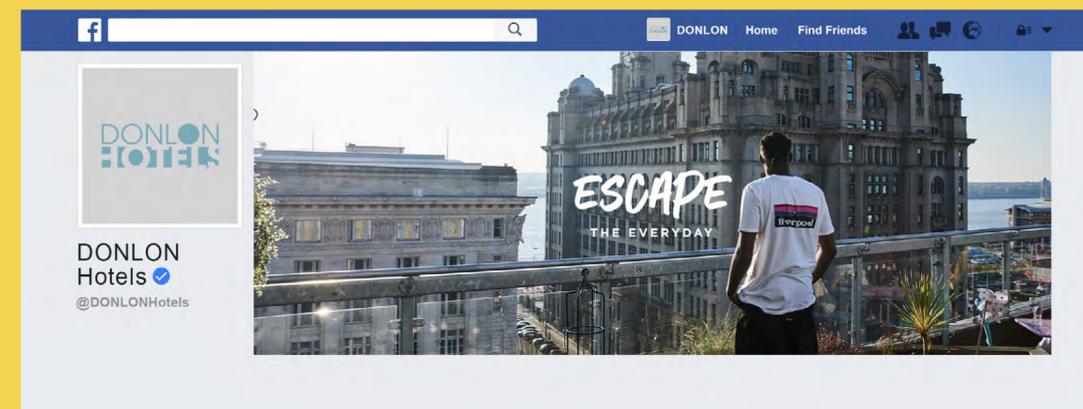
**Logo Size:** 20% of overall width, and is centre-aligned both vertically and horizontally of the image

Please consider mobile safe area.

Facebook Header 820x312px



No logo or text should be placed outside mobile safe area



# SOCIAL HEADERS

## Twitter Header

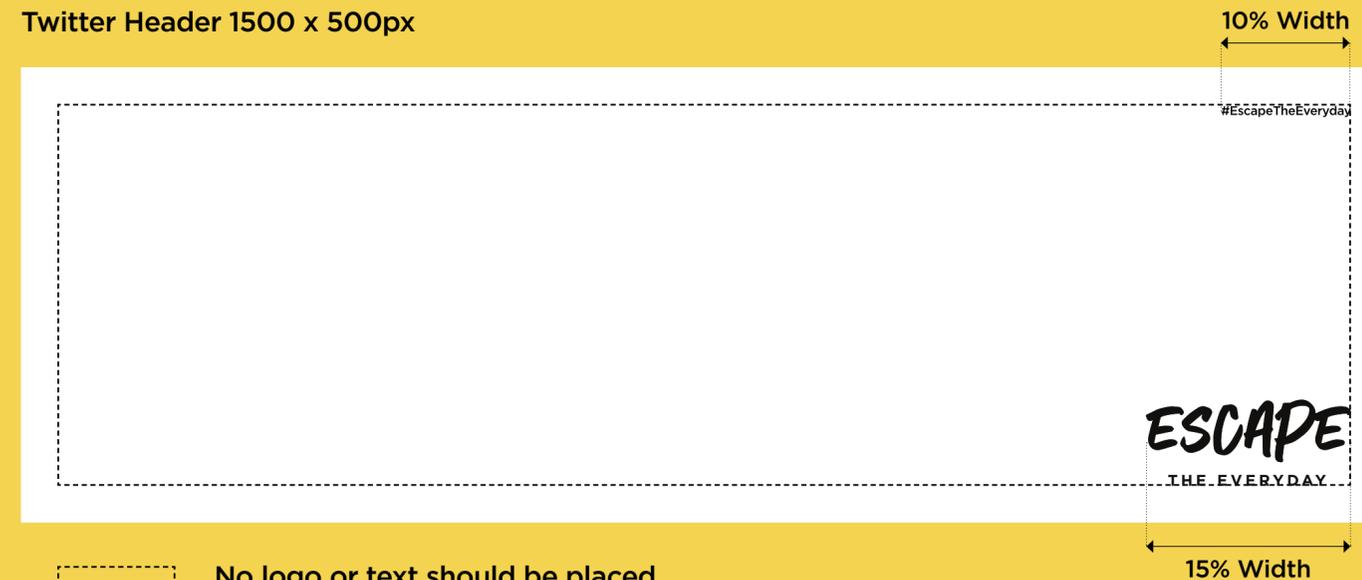
1500 x 500px

**Logo Size:** 15% of overall width sitting at bottom right of format

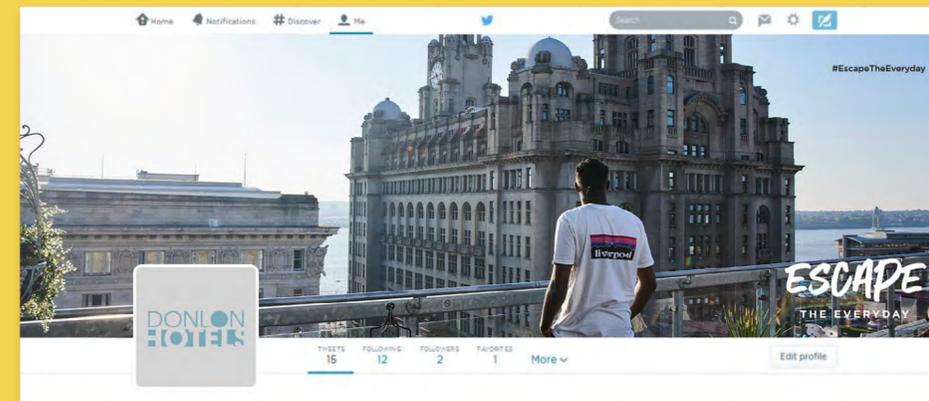
**Hashtag:** 10% of overall width sitting at top right of format

Please refer clear space as detailed in [page 11](#)

Twitter Header 1500 x 500px



No logo or text should be placed outside mobile safe area



# WEBSITE HEADERS

## Website Header

1500 x 560px

**Logo Size:** 15% of overall width sitting at bottom right of format

**Hashtag:** 15% of overall width sitting at top right of format

Please refer clear space as detailed in [page 11](#)

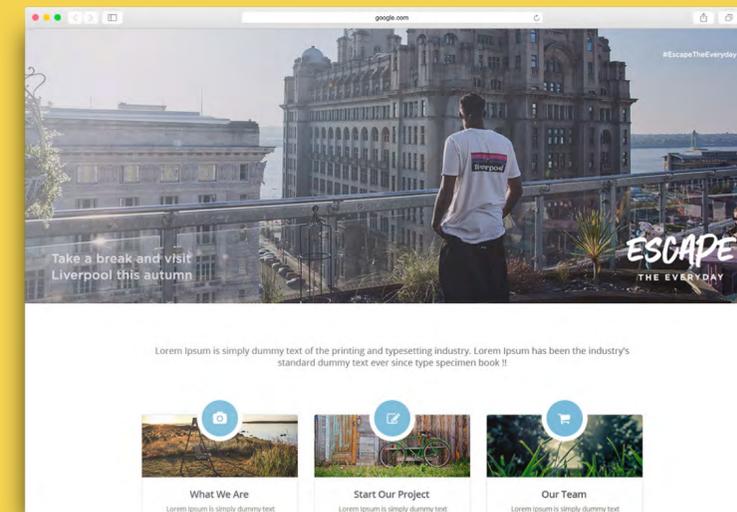
## Apply the creative

- The *Escape the Everyday* lockup which is ideally placed in the bottom right corner
- The #EscapeTheEveryday hashtag which is ideally placed in the top right corner
- The call to action copy can be applied to your creative in line with and aligned to the following order:
  - Take a break and visit <insert business name> this autumn.
  - Take a break and book a stay at <insert hotel name> this autumn.
  - Take a break and visit <insert destination name> this autumn.

Website Header 1500 x 560px



No logo or text should be placed outside mobile safe area



# PRINT

## A Sizes

**Logo Size:** 30% of overall width, sitting at bottom right of format

**Hashtag:** 25% of overall width, sitting at top right of format

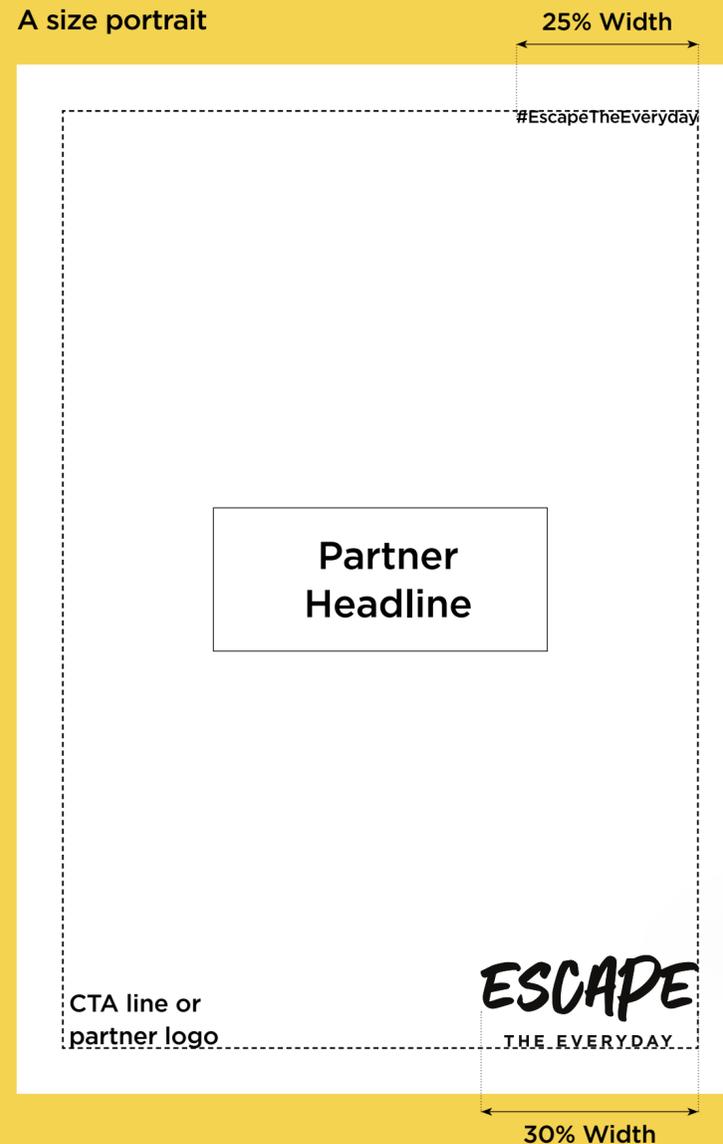
**CTA/Partner logo:** located at the bottom left of format

All assets need to be within clear space as detailed in [page 11](#)

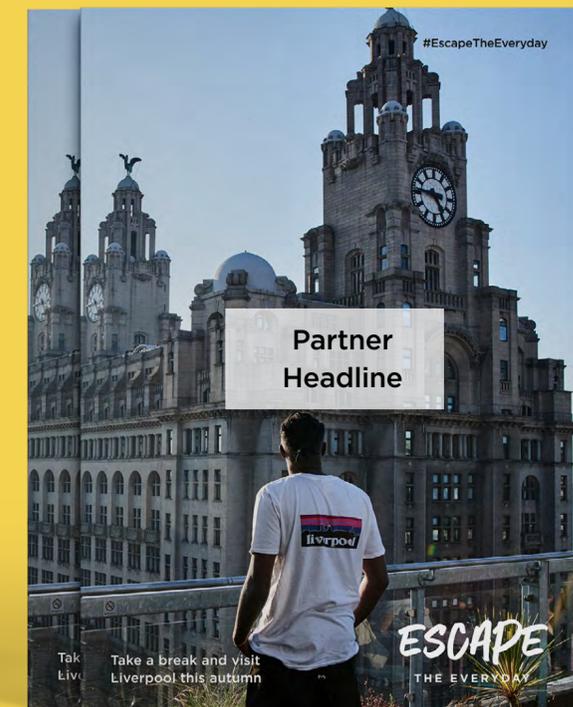
## Apply the creative

- The *Escape the Everyday* lockup which is ideally placed in the bottom right corner
- The #EscapeTheEveryday hashtag which is ideally placed in the top right corner
- Either apply your logo or the call to action copy can be applied to your creative in line with and aligned to the following order:
  - Take a break and visit <insert business name> this autumn.
  - Take a break and book a stay at <insert hotel name> this autumn.
  - Take a break and visit <insert destination name> this autumn.

A size portrait



No logo or text should be placed outside clear space box



# IMAGERY & VIDEO FOOTAGE

We know that many of you will have beautiful images and B-roll video footage in your own image libraries. If you need to access additional images or B Roll footage for trade, media and owned channel use:

Register or login to [visitbritainimages.com](https://www.visitbritainimages.com)

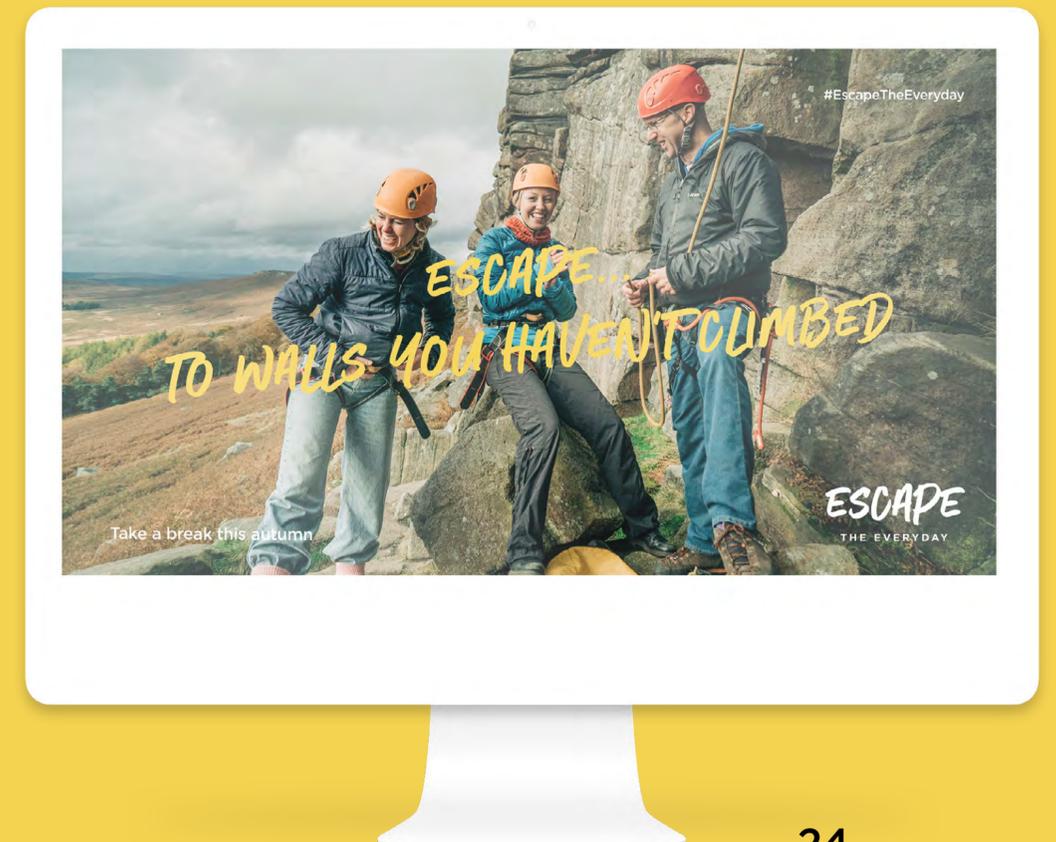
During this recovery period, we suggest giving careful consideration to the type of images and video footage that you use and ensure you depict experiences in line with government and public health guidance for your specific nation and local authority area (e.g. people in masks in indoor locations as required).

## DO:

- Show natural, happy, diverse, people experiencing the UK together – couples small groups of friends, and families - consider social distancing within any busier shots
- Use bright, vibrant, colourful images – especially warm and tonal autumn colours
- Ensure you own the image or have explicit permission from the photographer and people or places featured.

## DONT:

- Show large groups or crowds of people tightly packed together in a confined space
- Filter or over saturate images - keep images as natural as possible so that audiences connect with them
- Use images that you have copied from social or the web without the necessary permissions in place.





**Get Involved**

# Industry Standard

## What is the Industry Standard?

In partnership with industry, VisitEngland; Visit Wales; VisitScotland and Tourism NI developed the 'We're Good To Go' Industry Standard. This provides reassurance that businesses who have undertaken the online application have clear processes in place to maintain cleanliness, aid social distancing and a COVID-19 Risk Assessment that informs their operational procedures, in line with the relevant government and public health guidelines.

## Why should you sign up for the Industry Standard?

We know from our research that many UK residents are feeling nervous about travelling again and are seeking assurances that if they do, COVID-19 guidance has been followed. We spoke to UK consumers to find out if the Industry Standard would provide additional reassurance and 74% said they would be comfortable visiting a business displaying the 'We're Good To Go' mark. Encouragingly, seeing the Standard helped 78% of respondents who felt apprehensive about travelling to feel more comfortable.

## How do you apply for the Industry Standard?

Designed in consultation with industry this online process is simple and complete, provided you have read and understood how the Visitor Economy Guidelines and the relevant public health guidance relate to your business. You can apply for the standard at [www.goodtogouk.co.uk](http://www.goodtogouk.co.uk)



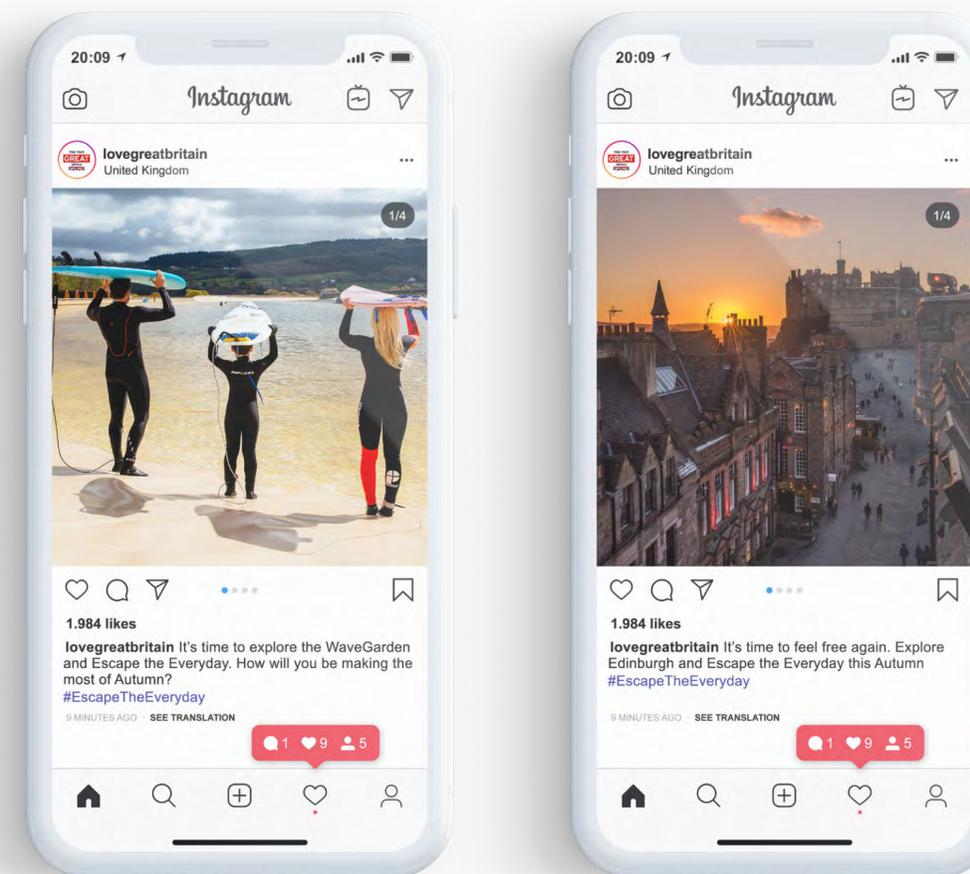
## Already have the Industry Standard?

Align to the Standard by using the mark on all your marketing channels. By working together to raise awareness of the Standard we can give confidence to your visitors / guests that you have clear COVID-19 operational processes in place. From your website, to your social media channels and right through to your email auto signature, consider how you can use the mark to help you. Share images on social media of your certificate and where you feature the mark by tagging @VisitBritainBiz or the relevant handle for your nation: @VisitEnglandBiz / @VisitScotNews / @VisitWales / @TourismNI

# Social Media Posts

Consider how you use your social posts to encourage your fans and followers to take a short break this autumn and winter.

- Include bright, colourful and vibrant images (make sure you own the image or have explicit permission from the photographer) to capture attention
- Within the copy, highlight the amazing experiences or breath taking locations that people want to escape to this autumn and winter
- Remind your followers what makes your destination or business special
- Please pay careful consideration when choosing imagery and being mindful of whether the location is actively welcoming visitors, the visual is in line with the restrictions and guidance for your specific nation and local authority area, and the experience featured is permitted in that location i.e. wild swimming.
- Encourage those who visit to share their experience with #EscapeTheEveryday – we always love to have a recommendation from friends!



## Suggested copy options:

Example 1: It's time to explore **<insert location>** and Escape the Everyday. How will you be making the most of Autumn? #EscapeTheEveryday

Example 2: It's time to feel free again. Explore **<insert business name>** and Escape the Everyday this Autumn. #EscapeTheEveryday

Example 3: We can't wait for you to explore **<insert destination>** again. How will you be Escaping the Everyday this Autumn? #EscapeTheEveryday

# How Do You Escape The Everyday?

We will be inviting people to share their favourite ways to *Escape the Everyday* via our social channels.

If you are a destination or business, you can get involved by also inviting your customers to share their local tips.

**Simply encourage followers on your Instagram channel to:**

- Film a video of themselves revealing their top 3 ways to escape the everyday in the UK – whether that's the best restaurants, attractions or shops and share on their feed or within their Story using #EscapeTheEveryday
- Ask your followers on your social channels “How do you #EscapeTheEveryday?” and consider images that reflect local regulations e.g. social distancing requirements, etc.
- Post images to Instagram feed and recommendations within the Instagram copy using #EscapeTheEveryday, tagging your destination or business and our @LoveGreatBritain or relevant nation handle: @VisitEngland / @VisitScotland / @VisitWales / @DiscoverNI

You then have the option of resharing people's recommendations on social and we will also share the best tips on VisitEngland's Instagram channel.



©VisitBritain/ Sam Barker

# Giphy Stickers

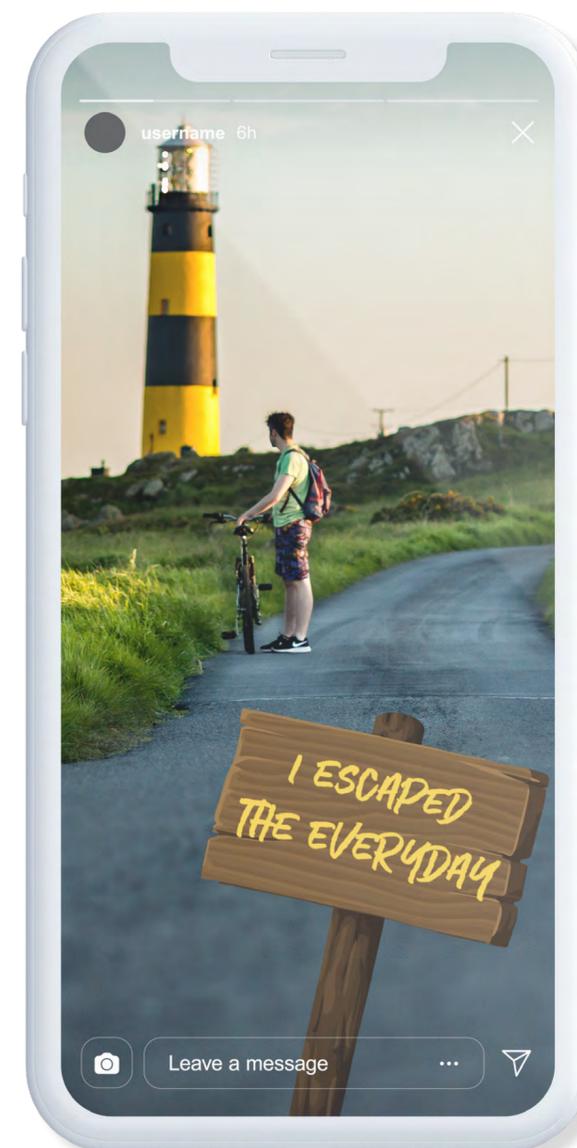
A GIPHY sticker is an animated GIF for use on social posts.

We've created *Escape the Everyday* stickers that you can search for on Instagram and Facebook and apply to your Stories.

To find the stickers and apply to your posts, search for “*Escape the Everyday*” or “VisitBritain”



\*Giphy stickers will be available from September 14th



# Share Your News For Autumn / Winter Season

All news stories are very welcome, but we're particularly interested in hearing about:

- Stand out experiences / packages related to the campaign need states Freedom to Explore, Discovery and Treat Yourself
- Businesses that are adapting and innovating to follow government COVID-19 measures and guidance (creative and unique examples)
- Major openings and launches (i.e. hotels, accommodation, attractions, exhibitions, restaurants etc.)
- Any film / TV tie-ins (e.g. has a new film / TV show been shot in your destination – can the public visit the location?)
- 2021 key anniversaries
- Brand new tours / trails / bookable packages
- Notable events

News stories will be considered for media pitching and to feature in our social and website content. Please send your news and content suggestions to [press@visitengland.org](mailto:press@visitengland.org)

*\*We may not be able to reply to everyone, but if you send us your news we will be regularly managing the inbox and considering your stories for potential use in our consumer marketing activity for autumn and winter 2020.*



©VisitBritain/ Michael Block

# Useful information for customers - Know Before You Go

Destinations will be at different stages of recovery but to make the customer journey as simple as possible, please ensure that your own websites are updated with any information that the consumer needs to know before they travel or before they visit.

Ideally this information will be available on your home page or clearly labelled and signposted from your home page.

We welcome information from destinations advising on capacity and shifts in how busy areas of your destination are.

Please email: [destination@visitengland.org](mailto:destination@visitengland.org)

## Examples of information that visitors should know about in advance of visiting, include:

- Ticket information – do visitors need to book a ticket in advance? How do they book? What happens if they turn up without a ticket?
- Capacity – are you limiting the number of people allowed inside your venue at any one time? Is there a queuing system in place? If some areas are going to be busy can you suggest alternatives nearby?
- Cleanliness – are you offering additional hand washing facilities? Are toilet facilities available?
- Food & drink – is there any food and drink available for purchase?
- Rubbish – are bins provided if in a rural area or will you need to take any rubbish with you?
- Car parking – is car parking available? Does it need to be booked in advance?

By making this information available in advance you will be helping to manage the expectations of visitors.

[View the Know Before You Go toolkit](#)

# Government Guidance

We are working closely with the UK Government on raising awareness of the restrictions and guidance for your specific nation and local authority area for tourists who fall ill whilst on holiday.

The ask is that as many businesses as possible help to raise awareness of the guidance and regulations specific to your nation. You may wish to include this information as part of the customer booking confirmation and to adopt the messaging on your marketing channels – to ensure your staff and customers remain protected. Please reference the guidelines specific to your nation and displayed on:

- [VisitEngland website](#)
- [VisitScotland website](#)
- [Visit Wales website](#)
- [Tourism Northern Ireland website](#)

**It is important to remind visitors of the below key messages:**

- If you develop Covid-19 symptoms whilst on holiday, please arrange a test using your holiday address. You can order a test from [www.nhs.uk/coronavirus](http://www.nhs.uk/coronavirus) or call 119. You **MUST** notify your accommodation provider immediately.
- If you are contacted by Test & Trace (England) / Test & Protect (Scotland) / Test, Trace, Protect (Wales and Northern Ireland) whilst on holiday you **MUST** notify your accommodation provider immediately that you have been contacted and asked to self-isolate.
- If you have symptoms of coronavirus, you **MUST** not use public transport. If you are well enough to return home, you **MUST** use private transportation only and self-isolate at home.
- Be aware **localised restrictions** are now in place. You should follow local advice when travelling into, out of and within these areas.

# #RespectProtectEnjoy

As lockdown has lifted over the past few months, we have seen many consumers eager to get out and travel. We want to work with you to encourage people to enjoy their freedom and travel responsibly.

“Respect, Protect, Enjoy” is a message used as part of the Countryside Code and we have seen many destinations and organisations already adopt this message.

We will be encouraging responsible travel as part of our content by using the #RespectProtectEnjoy hashtag and we encourage you to do the same. Add this to your social posts and consider including this message in your own content.

You may also wish to include information on your website reinforcing key elements of the countryside code, including disposing of litter and being mindful of others around you.

For further reference, view the [Countryside Code here](#)



# What Else Can You Do

We know that each business and destination is unique.

The current situation means that you are opening at different times, destinations have different restrictions in place, and we're all doing our bit to work towards a new normal.

This toolkit is yours to use in a way that is relevant to and adds most value to your business or destination.

You can apply the branding and messaging on your creative, create autumn and winter themed content, incorporate the messaging into your own copy, or you can simply integrate into your social posts.

- Consider your own marketing collateral and channels and how you can partner with us on the *Escape the Everyday* campaign by adding the branding and messaging to your own materials.
- Can you add the branding and messaging to your website? Can you ensure that your website is updated with the key information visitors need to know before visiting?
- Can you add the messaging to your social media posts alongside inspiring imagery?
- Can you distribute the message to your local PR contacts with stories of local businesses making exciting innovations as they reopen as a means to show the value of tourism to local residents?
- Keep us informed by send your news in to keep us up-to-date of what's new, what's planned and any key success.

# Useful Information

## Contacts

Queries on asset and creative  
[brand@visitbritain.org](mailto:brand@visitbritain.org)

Share news and stories  
[press@visitengland.org](mailto:press@visitengland.org)

Update us on your destination's capacity  
[destination@visitengland.org](mailto:destination@visitengland.org)

## Resources

### Latest research:

- Domestic research - [www.visitbritain.org/england-research-insights](http://www.visitbritain.org/england-research-insights)
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