

LIFE'S BETTER



IN
SHROPSHIRE

INTRODUCTION

We know there's a lot to love about Shropshire. And we know that the key to attracting more people to visit, live and work here, is helping them to know and love it too. That's where our destination brand comes in.

'In Shropshire' is a powerful and distinctive brand designed to get Shropshire on the radar of those who don't already know and love us, and position our county as a desirable place to spend a few hours, days, weeks or even a lifetime. The brand has been created to capture the unique spirit of Shropshire, play to our strengths and paint a clearer picture of the county in the minds of prospective visitors, residents and employees. Connecting Shropshire's 'off the beaten track' rural charm with its many unexpected 'I never knew that' lifestyle offerings.

The following toolkit provides the tools, rules, guidance and inspiration on how to bring the 'In Shropshire' brand to life.

CONTENTS

OUR BRAND

4

Our brand strategy

5

Our audiences

9

Our brand narrative

14

Our brand messaging

16

OUR IDENTITY

24

Our wordmark

25

Our photography

29

Our colours

36

Our typography

39

Our illustration

42

OUR BRAND IN ACTION

45

CONTACT

55

OUR BRAND

OUR BRAND STRATEGY

OUR BRAND STRATEGY AND KEY MESSAGES

Shropshire Vision:
A place where everyone can live their best life

Shropshire destination brand:
Shropshire sets you free
A beautiful place of peace and possibility

'Visit' audience messaging

Key message:
Varied & Vibrant

Key message:
Truly rural, without being remote

Key message:
Little-discovered but well-loved

'Live and Work' audience messaging

Key message:
THE lifestyle county

Key message:
The best of the countryside, beautifully connected

Key message:
A creative, fertile and flourishing place

OUR BRAND STRATEGY AND KEY MESSAGES

'Visit' audience messaging

Key message:
Varied & Vibrant

A vibrant place with something for everyone to do, see, experience and explore. From history to hanggliding, foodie markets to fishing, walking to wild swimming.

22 buzzing market towns to explore – alive with opportunities for good times with friends and family; and each one offering something a little bit different.

A county with an abundance of history and heritage that is living and alive, with listed buildings and two world heritage sites to enjoy and explore.

A county of welcoming communities; creative in spirit and where there's always something going on. With plenty of authentic local food and drink, character and colour, heritage and happenings to discover.

Key message:
Truly rural, without being remote

Beautiful, unspoilt natural landscape where you can roam, think and explore freely and easily. Or simply relax and unwind in green and open countryside.

The landscape is alive with opportunities for outdoor adventures and activities for all ages – on land, on water, by foot or by bike.

A place to escape to, for a proper break from the day to day, without having to travel for hours. Central and accessible from many towns in the West Midlands, North West and South West.

At the heart of England and with good rail links, Shropshire is an easily accessible, lower carbon choice for a holiday or short break.

Key message:
Little-discovered but well-loved

A little-discovered part of England waiting to be explored, with off the beaten track experiences and a warm welcome in independent shops and attractions, pubs and restaurants around every corner.

Less well-known but much-loved by those in the know. Where you can unplug and unwind, with more space and freedom to relax and explore and with less crowds, traffic or noise to spoil the fun.

Local and sustainable; our local economies support a multitude of local artisans and producers, musicians and artists who'd love to introduce you to sustainably-sourced, locally-produced food, drink, crafts, as well as live music and entertainment.

OUR BRAND STRATEGY AND KEY MESSAGES

'Live and Work' audience messaging

Key message:
THE lifestyle county

Here there is a better quality of life and living – in characterful, well-functioning towns and villages, surrounded by nature and beautiful open spaces.

Enjoy good schools and housing in affordable, safe, clean, well-functioning and welcoming communities.

A quieter, more balanced life, benefitting from beautiful and restorative countryside, where wellbeing is more central to lifestyles and lives.

A place where careers can flourish; where people at every stage of life can enjoy good work and a great life.

Key message:
**The best of the countryside,
beautifully connected**

A welcoming place of open minds and open hearts, where both living and working, producing and playing, are enhanced by space to think, to breathe, and to grow

Surprisingly accessible and easy to reach from many cities, and airports, in the West Midlands, North West and South West.

People and businesses that can locate anywhere, locate here. Shropshire makes a beautifully effective home for digitally connected and hybrid businesses and people.

Key message:
**A creative, fertile and flourishing
place**

The present and future here are infused with and enhanced by the spirit and ambition of a creative and innovative past. Home to thriving sectors and businesses looking to the future; with growing and well-supported clusters of agri-tech, green energy and engineering, digital and creative businesses.

This is a logical home for ethical and independent businesses. Community Interest Companies and ethical businesses thrive in an economy built on the success of SMEs; in places and communities that value the local and sustainable.

This is fertile ground; an open space where possibilities and people can flourish and grow. A place of entrepreneurs, relocating businesses, business start-ups, part-time commuters and a growing number of workers from overseas.

OUR AUDIENCES

OUR AUDIENCE PERSONAS

To effectively communicate the Shropshire brand, we have created audience personas that focus on mindsets and attitudes rather than solely on demographics. By targeting specific mindsets that align with the values and experiences that Shropshire can provide, our marketing efforts can resonate with individuals most likely to appreciate what the county has to offer.

An audience-driven approach allows us to connect Shropshire's diverse offerings in meaningful ways, creating itineraries and targeted campaigns tailored to the interests, preferences – and mindsets – of those audiences.

By focusing on mindsets and attitudes, our brand can effectively showcase the unique qualities and experiences that make Shropshire an exceptional destination, fostering a deep connection with our audiences and inspiring them to explore all that the county has to offer.

Core audience persona:

RE-BALANCERS

“Our weekends are precious family time. We love to have adventures – somewhere to explore – somewhere different. We’re not interested in fancy hotels – just a base to explore from.”

“We joined the National trust to help us discover places we’d never been before and give us somewhere to discover at weekends.”

“We’ve realised that we don’t need to go further afield to have a great time and that there is so much space and beauty around us.”

“I’d look on Instagram and think oh that looks exciting and something that all of us would enjoy and then start my research from there.”

Who are we

Adults and families of all ages who recognise the importance of escaping the hum drum of daily life and understand the need to keep a healthy balance in life, nourishing the mind and the body and preferring to do this outdoors. Covid has taught them to appreciate the world and the life we have. They value their families and relationships and the wonders of nature. They enjoy discovering and trying new things and places and prioritise being outdoors – for their social life and their relaxation.

Where and how we live

Living in the suburbs of a city/ large town with the dream of living more rural or recently relocated to a smaller town that gives access to green spaces. Relatively financially secure with disposable income to spend on holidays and short breaks and things that make them feel good, but still want to feel like they are getting value for money. Having to make a few cut-backs as a result of the ever-rising cost of living – but then who isn’t?

What’s important to me in life

Family and friends are the most important thing in my life and there is nothing more I enjoy than spending quality time with them. We love discovering and like to be the first to try new things – discovering what others are yet to find. We love doing things together, especially outdoors. Our health and well being is very important and we are very conscious of looking after our mental health as well as our physical health – something that Covid has taught us. That’s one of the reasons we try to find time for regular breaks – to escape – away from the routine of daily life – to discover new things and where the kids have the freedom and space to be kids! Oh and then there is our dog – Arthur. He comes everywhere with us.

My kind of UK break

We like to take at least 3 – 4 short breaks a year, as well as a main holiday. We are trying to do more this year to make up for lost time in the pandemic. We enjoy roaming, finding new spots and little-known gems (cafes, pubs, shops, walks, activities) whether in a city or off the beaten track in the countryside. We want places that offer direct access to lovely countryside but that also have lovely places to stay, visit with great food and drink. We have never tried Shropshire and have no idea what it has to offer but would definitely give it a go if it fits what we look for.

My UK break selection process

- Where can we explore? Where can we/the kids roam free?
- Where gives us easy access to lovely countryside but also has plenty to see, and great accommodation?
- What can we try/ see that we haven’t done before?
- Does it offer value for money?

My sources of information & inspiration

We do a lot of research online and on social media (particularly Instagram). We like to make sure we are getting the most out of whatever we plan, frequently visiting entertainment, news and aggregator sites. We use TripAdvisor a lot, along with Google search. We’ll also listen to what our friends and family have to say but are not afraid of trying something new.

Secondary audience persona:

ACTIVE EXPLORERS

"I've tried very hard to find more of a balance so I am more disciplined with my working hours and when I switch off. Exercise is a priority for me and I make sure I get out and do something at least once a day. It's not only good for me but also for my mental health."

"I like beautiful scenery and lots of things to do. That's why I love Wales. We like to mix it up though!"

"I'm at my happiest when I am up a mountain or by the sea!"

Who are we

Typically younger adults, families and friends who actively enjoy the great outdoors. They are motivated by a challenge, enjoy physical activity and exercise is their way of letting off steam but also unwinding and relaxing. They seek new experiences and are typically sociable.

Where and how we live

Currently living in the suburbs of a city/ large town, and working in city centre in a professional role. However they do not have to go into the office everyday and have really embraced hybrid working as a way of getting a better balance and freeing up time for them to do other things. They are keen to make sure that they switch off from work when working from home, using sport and getting outdoors as the 'de-stresser' after a hard day looking at the computer screen and on calls. Having enough disposable income to fuel their passions can be an issue and they sometimes have to deprioritize their adventures to pay the bills, or find a cheaper way of doing things.

What's important to me in life

Having fun and embracing life is what really matters to me and my family. We like to go on adventures. It's important to me for the kids to have access to lots of new experiences. We are all quite sporty and will try anything. We recognize that physical activity and sports are not only good for our bodies but also good for the health of our minds. We are all members of different sporting clubs: my husband and son are both very keen mountain bikers, whilst my daughter is a member of the local paddleboarding club. And I do a lot of yoga.

My kind of UK break

We like to take as many breaks as we can afford and will cut back on things in order to be able to go on more. We like to take at least 3 – 4 short breaks a year, trying different activities and exploring new areas. We've tried pretty much everything as a family; from paddle boarding and canoeing to mountain biking and zorbing. We've got access to a camper van within the family and so when we can we will take that as there is enough room in it for all our kit and we can roam free!

We have never tried Shropshire but have driven through it several times on the way to Wales. If it can offer up some adventures we would definitely give it a go.

My UK break selection process

- What can we do? Where can we do [activity]?
- What can we try that we haven't done before?
- Can we use the camper van or should we look for a Airbnb?
- How much will it cost?

My sources of information & inspiration

We research online to make sure we can easily do the activities we want to. We use Airbnb and Instagram a lot as we love the freedom their homes give us and they both provide inspiration and ideas for us. We'll also visit aggregator sites to make sure we are getting the best possible price. We use Google search to uncover what else there is to discover near by. We also go on specialist activity sports forums to get recommendations.

Development audience persona:

UNPLUG & INDULGE

“For us its important to make time for ourselves and switch off from the old routine to try something new. We love noting more than a lovely long walk through beautiful countryside followed by a quality meal made from local produce.”

“We like to get away every couple of months and try a new restaurant or hotel or area. We are always looking for new places to try.”

“If one of our friends recommends a great restaurant or gastro pub I’ll look it up. We are always on the look out for new foodie experiences.”

Who are we

Typically younger or older couples who are relatively wealthy and like to indulge in multiple breaks where they like to spoil themselves. They are motivated by experiences and enjoy exploring –towns and villages as much as countryside. They enjoy things that are not mass produced and are typically sociable. They don’t mind spending a bit more to get what they want.

Where and how we live

Currently living in the suburbs of a city/ large town, and may not now be working full time. They understand and believe in the importance of being kind to themselves, taking time off from the routine of daily life to treat themselves every now and again. The have enough disposable income to be able to do this and so actively look for new places to go, new things to try. They value their independence and are happy to do things and try things that are a bit different.

What’s important to me in life

Having fun and embracing life is what really matters to me and my family. Keeping the balance right between work, rest and play. There is no point in having money if you don’t enjoy it so we like to treat ourselves and try lots of different things. We also recognize that getting out and about and trying new things is not only good for our bodies but also good for the health of our minds.

My kind of UK break

We like to take regular breaks just to recharge our batteries. A little treat and break away from the routine to take time for us. We like the whole experience to feel a bit indulgent and enjoy exploring the unusual and quirky. The last break we had we did micro brewery tour and then had a fantastic meal in a gastro pub.

We have never tried Shropshire and are not really sure what it has to offer. If it has a decent hotel we would definitely give it a go.

My UK break selection process

- Where do we fancy?
- Are there any decent hotels in the area? Are there decent restaurants?
- What are the reviews like?
- What else can we do whilst there?
- Is it good value for money?

My sources of information & inspiration

We will actively seek recommendations from friends and family, as well as researching online. We also take time to read reviews before booking anything.

OUR BRAND NARRATIVE

OUR BRAND NARRATIVE

Our brand narrative sums up – in a few short sentences – why life is better ‘in Shropshire’. It is designed to bring our brand strategy to life in an engaging and inspiring way. It can be used as it stands. Or it can be edited, adapted or expanded to suit your individual communication needs. But always try to retain the core message that things are better ‘in Shropshire’. And if you can back that up with some facts, even better.

They say the grass isn't always greener. Well, with 23% of Shropshire designated a National Landscape of outstanding natural beauty, it's safe to say, it is in Shropshire. And with no city in sight, the sky is darker and the roads are quieter too. In fact, everything's just that bit better in Shropshire. The rivers are longer. The towns are quirrier. The streets are wonkier. The people are friendlier. And the Sunday roast is tastier too. But don't just take our word for it, discover it for yourself.

Life's better in Shropshire.

OUR BRAND MESSAGING

OUR BRAND MESSAGING

'In Shropshire' forms the basis of our brand messaging system. It has been designed to be a sign off to short, snappy (and preferably witty) phrases that summarise all the benefits of living, working and escaping 'in Shropshire'. Wherever possible, evidence the headline with facts and choose relevant and impactful imagery to bring it to life. Here's a few examples in action.

THE GRASS IS GREENER

IN
SHROPSHIRE

In Shropshire 23% is designated a National Landscape of outstanding natural beauty making it one of the greenest places to live in the UK.



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MIND THE GAP

IN
SHROPSHIRE

In Shropshire the average house price is £278,910 compared to £725,720 in London. Making the house price gap between the two a massive £446,810.

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WORK LIFE BALANCE

IN
SHROPSHIRE

Last year over 2,000 people relocated work and found a better work life balance in Shropshire.

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LIFE'S
BETTER

IN
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Shropshire is officially named as one of the happiest places to live in the UK (Office for National Statistics 2019)

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SERVING UP
FRESHLY BAKED
ADVENTURES

FIELD TO
PLATE

FRESH
PRODUCE

IN
SHROPSHIRE

In Shropshire there are over 500 cafés all serving locally sourced, fresh produce, perfect for fuelling up on your adventure.

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GOOD NIGHT

COUNTING SHEEP

SWEET DREAMS

IN
SHROPSHIRE

With 1,423 hotels and 695,800 sheep and counting, you're guaranteed a good nights sleep in Shropshire



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**BORN AND
BREAD**

**IN
SHROPSHIRE**

In Shropshire there are 340 artisan bakeries with many tasty treats and baked goods to indulge in.

OUR BRAND IDENTITY

OUR WORDMARK

OUR WORDMARK

'In Shropshire' isn't a logo. Instead, think of 'In Shropshire' as our brand line, designed to work alongside our brand messaging and imagery in a flexible design system. That's why we call it our wordmark.

To protect the integrity and legibility of our wordmark it should be used no smaller than 7mm in height. But wherever possible, it should be used much larger. It should be used with an exclusion zone that is equal to the S in the wordmark. Our wordmark should never be altered or recreated.

It is available in eps, jpeg and png formats and is available in a variety of brand colours.

Primary wordmark

SHROPSHIRE

In Shropshire brand line

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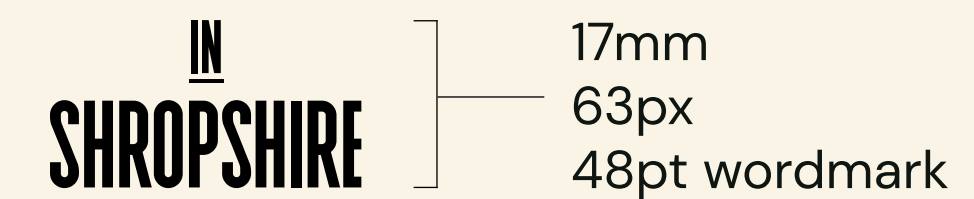
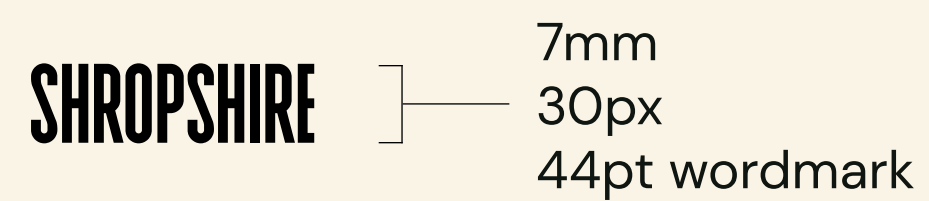
Safe area



Safe area



Minimum size



OUR WORDMARK COLOUR WAYS

Our wordmark can be used in black and white or in any of our brand colours. Just ensure the colour you choose to use has enough stand out against the image or the background colour of your designs.

**IN
SHROPSHIRE**

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**IN
SHROPSHIRE**

OUR PHOTOGRAPHY

OUR PHOTOGRAPHY

Imagery is one of our most important assets, helping us to paint a vibrant, colourful and exciting picture of Shropshire in the minds of our audiences.

Our photography should go beyond the usual and expected, avoiding tourist photography clichés. Instead we should aim to present Shropshire in a cool and contemporary way.

Our brand uses a modern, reportage photography style, showing the target audience fully immersed within the photography – exploring, discovering and enjoying the diverse and unique experiences that Shropshire has to offer.

Imagery should feel natural and authentic, capturing the unique character and spirit of Shropshire. This means imagery which appeals to the senses so that we can give potential visitors a flavour of what the experience will be like.

Imagery should be surprising and active, communicating the breadth and variety of our product offer.

Locations

Our photography should give people a strong sense of place and bring Shropshire's authentic spirit to life. The locations should be chosen to represent the diversity of what Shropshire has to offer. Covering key attractions as well as showcasing some of the county's quirkier, lesser known places and attractions.

People

All imagery should preferably include people in some way, even if it's just a crop of a hand. This will help us to communicate that our product is personal, relatable, human and warm.

Where possible use real visitors and residents, or models who are representative of our target audience and use a balance of individuals, couples and groups of people.

Content

The content of the photography should feel relevant to a younger and more diverse audiences, picking out the fun, entertaining and engaging experiences we offer, as well as the quirky details that will help give people a real flavour of the county.

Crops and composition

The crops and compositions should provide variety and interest, varying from close up details to wider angle shots. Also you may choose to use depth of field to add richness and intrigue to the photography.

Our imagery will be used with overlaid typography so bear this in mind when sourcing or shooting imagery, ensuring there is copy space for type to feature.

Colour and tone

Colour should be a key feature of photography in order to show the vibrant, varied experiences that Shropshire has to offer. Try to pick out colourful highlights within photography.

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Instagram account:
https://www.instagram.com/p/CqBQqNplm0-/?img_index=1



<https://www.timeout.com/boston/music/best-live-music-boston>



<https://voicemap.me/tour/shropshire/on-the-origins-of-charles-darwin-a-shrewsbury-walking-tour/sites/barracks-passage>



Photographer James Bowden
www.jamesbowden.net/projectsold/2021/2/19/millican-2020



Instagram account:
https://www.instagram.com/p/C3SUaw8oXta/?img_index=1



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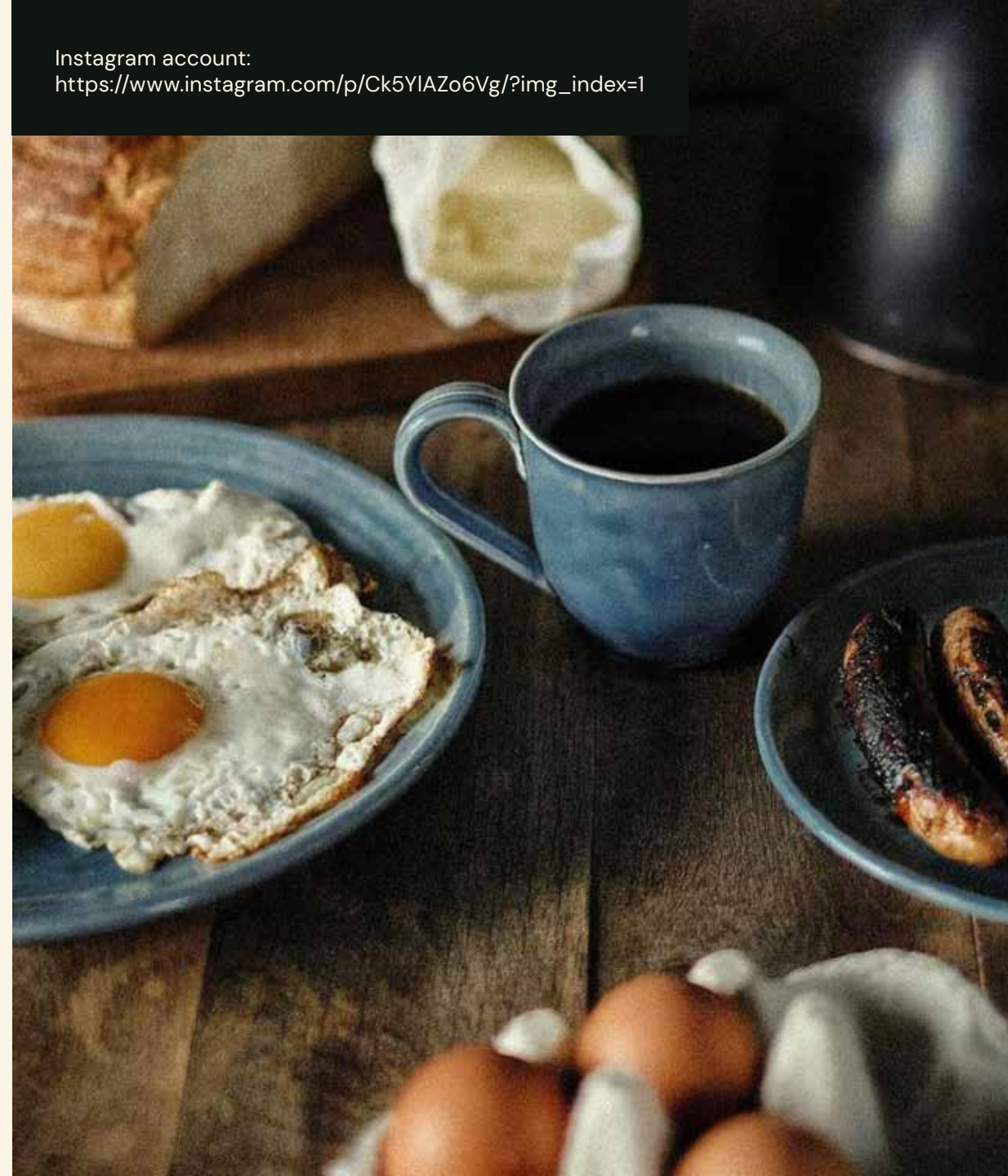
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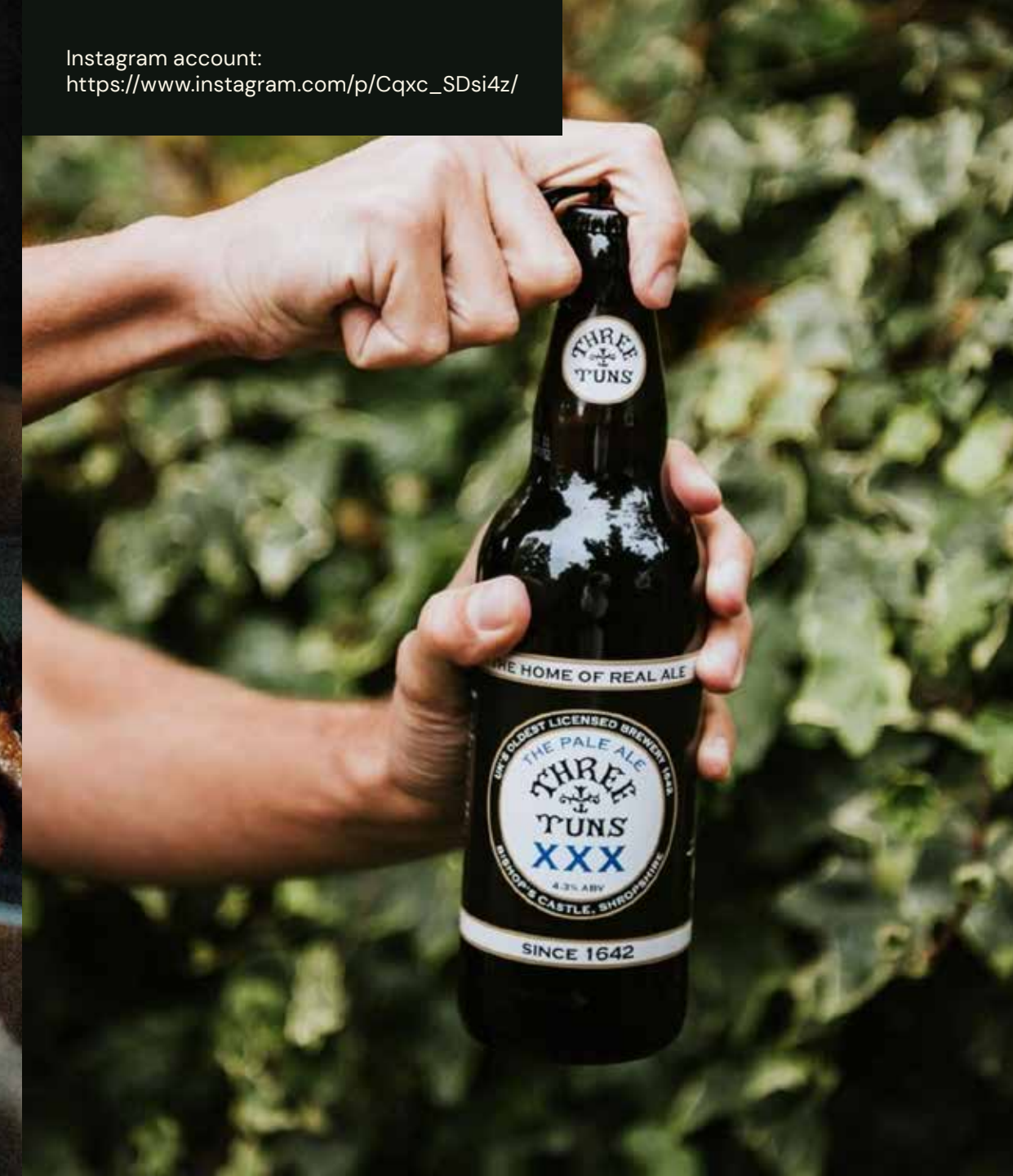
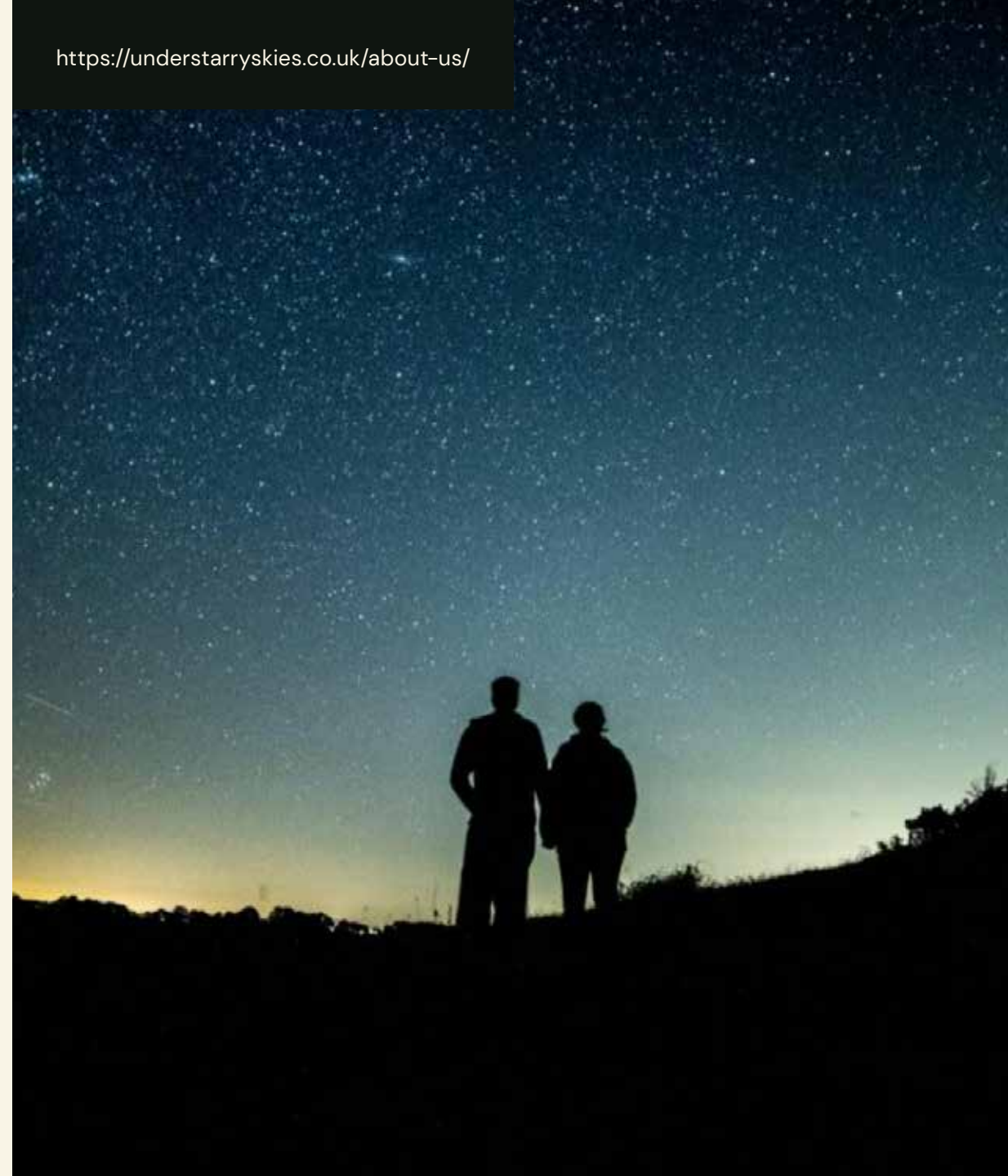
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<https://understarryskies.co.uk/about-us/>



Photographer: James Bowden
<https://www.jamesbowden.net/projectsold/category/Personal>



Photographer: Nick Dawe
<http://www.nickdawe.co.uk/gallery/portraits>



Instagram account:
<https://www.instagram.com/p/C4dfQIMlpgn/>

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Photographer: Dan Prince
<https://www.danprince.co.uk/>



Instagram account:
<https://www.instagram.com/p/ClhGF1pO2ug/>



Photographer: James Bowden
<https://www.jamesbowden.net/projectsold/2019/1/15/slow-and-low>



<https://newcastlegateshead.com/events/theatre>



https://unsplash.com/photos/person-holding-sliced-of-cake-Wal_6sRi24Q



Instagram account:
<https://www.instagram.com/p/CUp5Blgl4zX/>

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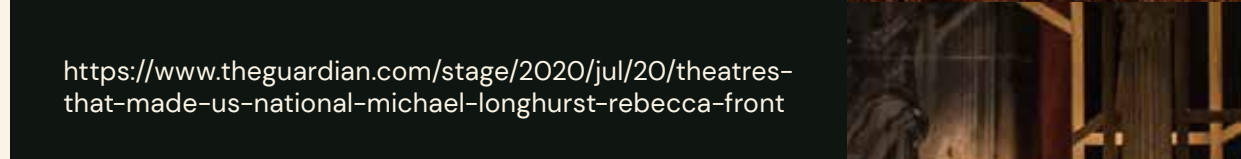
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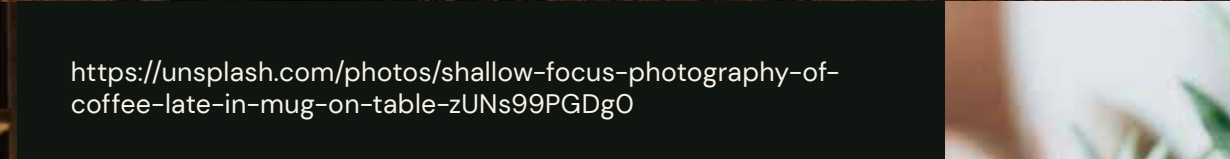
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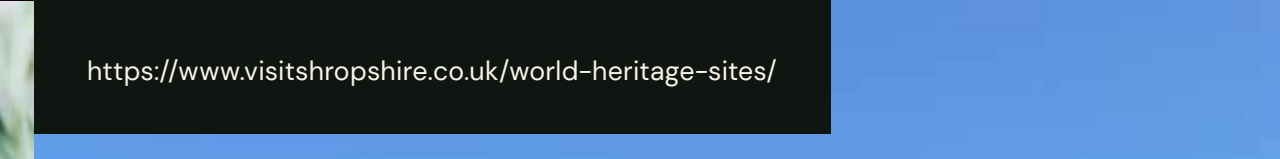
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<https://www.theguardian.com/stage/2020/jul/20/theatres-that-made-us-national-michael-longhurst-rebecca-front>



<https://unsplash.com/photos/shallow-focus-photography-of-coffee-late-in-mug-on-table-zUNs99PGDgO>



<https://www.visitshropshire.co.uk/world-heritage-sites/>



OUR PHOTOGRAPHY

Imagery is one of our most important assets, helping us to paint a vibrant, colourful and exciting picture of Shropshire in the minds of our audiences.

Our photography should go beyond the usual and expected, avoiding tourist photography clichés. Instead we should aim to present Shropshire in a cool and contemporary way.

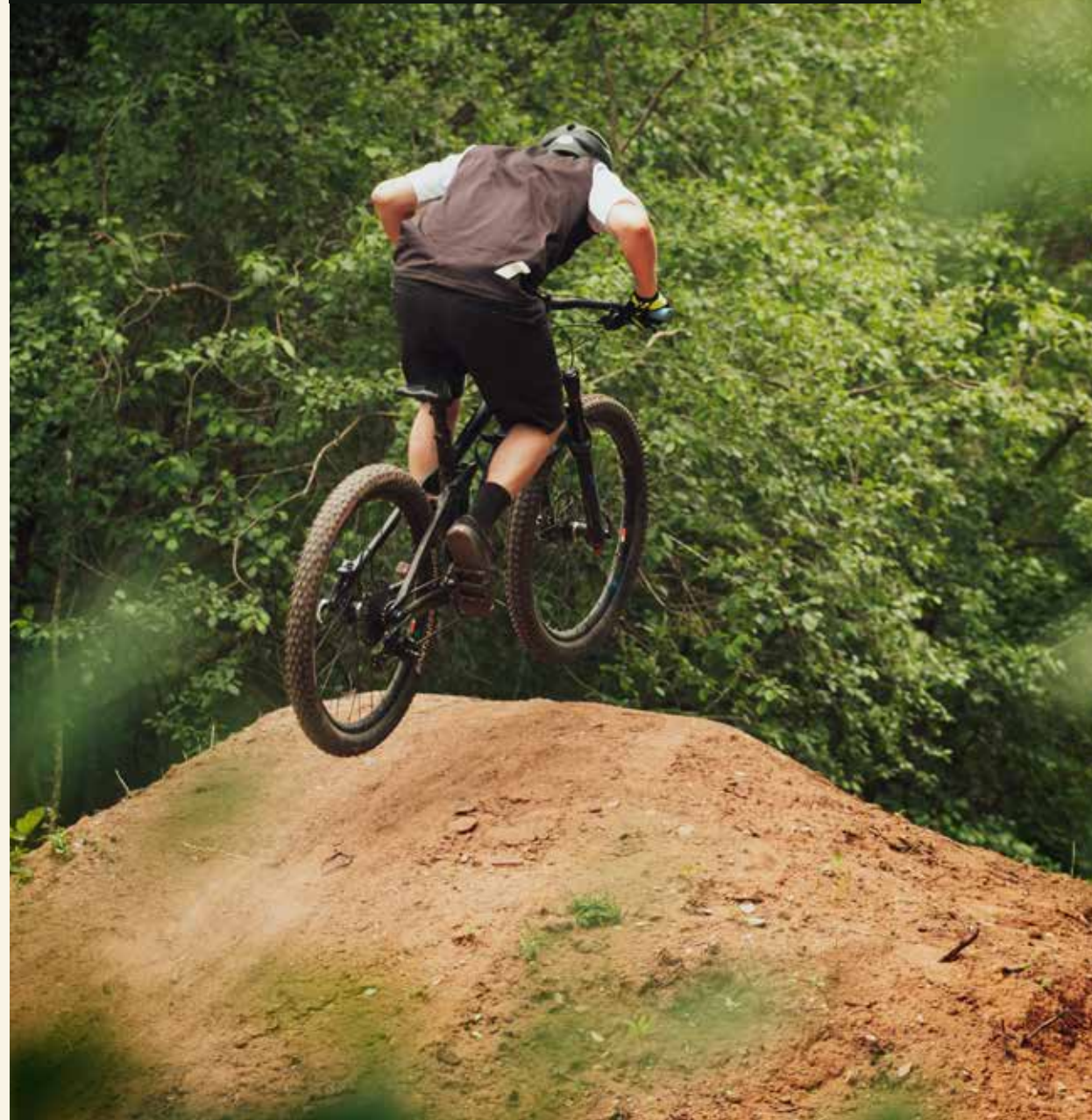
Our brand uses a modern, reportage photography style, showing the target audience fully immersed within the photography – exploring, discovering and enjoying the diverse and unique experiences that Shropshire has to offer.

Imagery should feel natural and authentic, capturing the unique character and spirit of Shropshire. This means imagery which appeals to the senses so that we can give potential visitors a flavour of what the experience will be like.

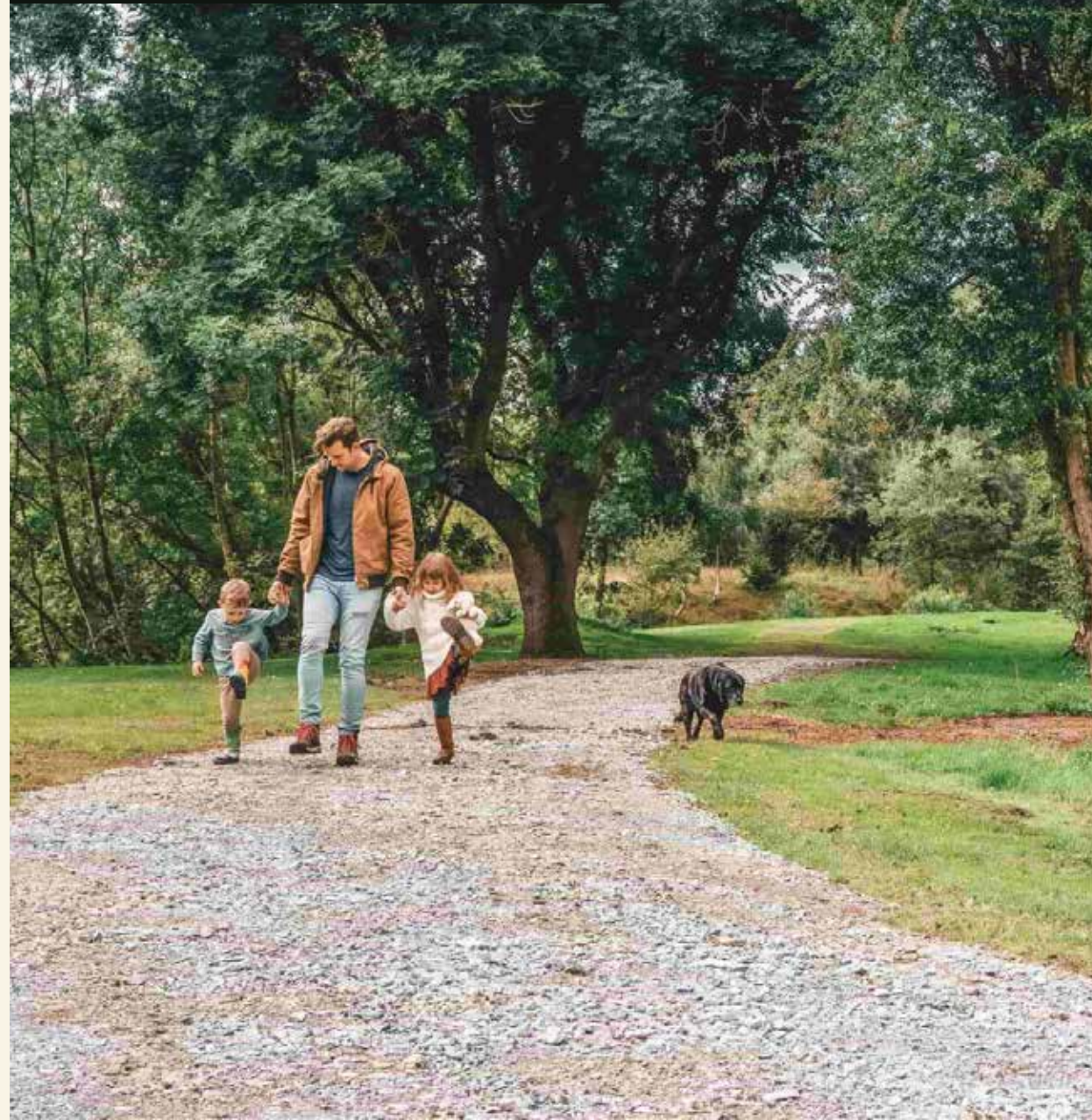
Imagery should be surprising and active, communicating the breadth and variety of our product offer.

Please note this moodboard imagery is for inspiration and reference only. All imagery should be sourced from xxxx.

https://unsplash.com/photos/man-in-black-jacket-riding-black-mountain-bike-on-brown-dirt-road-between-green-trees-during-k_76BsRGSWM



<https://www.visitshropshire.co.uk/articles/the-ultimate-summer-bucket-list-in-shropshire/>



https://unsplash.com/photos/a-person-standing-in-a-field-of-flowers-uS_IzKf9z8



Photographer: Dan Leech
<https://www.passenger-clothing.com/blogs/journal/make-play-happen-dan-leech>



<https://unsplash.com/photos/man-in-white-long-sleeve-shirt-and-black-pants-walking-beside-brown-horse-during-daytime-gRTaAS3MXXU>



OUR COLOURS

OUR COLOURS

Our brand colour palette is a vibrant mix of colours inspired by Shropshire. They have been chosen to feel bright and colourful, but also rich and authentic.

For digital applications choose from these RGB and HEX colours. Ensure any colour combinations have enough contrast so that the type is legible.

For print applications always choose from these Pantone and CMYK colours. In order to ensure colours are printed accurately and vibrantly you should use Pantone colours. If Pantone colours are not an option, then use the CMYK breakdown.

Use only one or two colours per design. Avoid overusing colour or mixing too many colours together in the same application.

<p>Dark moss</p> <p>Pantone BLACK3C C82 M65 Y67 K86 R15 G22 B16 #0f1610</p>	<p>Moss</p> <p>Pantone 5767C C52 M36 Y86 K24 R120 G119 B54 #787736</p>	<p>Heritage blue</p> <p>Pantone 7684C C86 M73 Y30 K17 R58 G70 B112 #3a4670</p>	<p>Night sky</p> <p>Pantone Black6C C85 M73 Y63 K94 R6 G7 B3 #060703</p>	<p>Heather purple</p> <p>Pantone 7661C C53 M62 Y31 K16 R126 G96 B122 #7e607a</p>
<p>Pale green</p> <p>Pantone 6404C C37 M22 Y54 K6 R171 G173 B128 #abad80</p>	<p>Burnt red</p> <p>Pantone 4102C C50 M91 Y78 K77 R60 G10 B1 #3c0a01</p>	<p>Sky blue</p> <p>Pantone 290C C25 M0 Y9 K0 R200 G230 B236 #c8e6ec</p>	<p>Floral yellow</p> <p>Pantone 115C C12 M23 Y95 K2 R229 G189 B6 #e5bd06</p>	<p>Blooming pink</p> <p>Pantone 531C C13 M36 Y14 K0 R223 G179 B194 #dfb3c2</p>
<p>Heritage white</p> <p>C3 M4 Y12 KO R250 G244 B230 #faf4e6</p>	<p>Brick red</p> <p>Pantone 7620C C24 M91 Y100 K20 R162 G45 B16 #a22d10</p>	<p>Blue slate</p> <p>Pantone 4143C C80 M64 Y45 K43 R53 G64 B80 #354050</p>	<p>Brewery brown</p> <p>Pantone 7571C C24 M58 Y90 K15 R177 G108 B42 #b16c2a</p>	<p>Forest green</p> <p>Pantone 560C C72 M54 Y71 K67 R44 G52 B40 #2c3428</p>

OUR COLOUR COMBINATIONS

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White on colour

SHROPSHIRE

Dark on colour

SHROPSHIRE

Mixing colours

SHROPSHIRE

SHROPSHIRE

OUR TYPOGRAPHY

OUR TYPOGRAPHY

ii Balfron

Our main brand typeface is ii Balfron. It is a bold, confident typeface that reflects the charm, character and warm welcoming personality of Shropshire.

License for ii Balfron can be purchased from www.youworkforthem.com/font/T13103/ii-balfron

DM Sans

DM Sans should be used for all main body copy, headings and subheadings in both print and digital formats.

DM Sans should be used in two weights: Regular and Bold.

DM Sans is a Google font and can be downloaded here: fonts.google.com/specimen/DM+Sans

- A ii Balfron used for headings in CAPs
- B DM Sans used for subheadings
- C DM Sans used for body copy
- D DM Sans used for captions
- E ii Balfron used for quotes and statements

Main brand typeface

II BALFRON
ABCDEFGHI
JKLMNOPQR
STUVWXYZ

Body copy typeface

DM Sans Regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

DM Sans Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

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A II Balfron used for headings in CAPs
B DM Sans used for subheadings
C DM Sans used for body copy
D DM Sans used for captions
E II Balfron used for quotes and statements

A **TUNS TO
EXPLORE**

B History you can taste at
Tuns Brewery

C Nestled in the small market town of Bishop's Castle, Shropshire, our 17th-century brewery holds tradition in the highest regard, which is why our real ales are made the traditional way and crafted with the finest ingredients to give each one its own unique Three Tuns Brewery flavour.

D Photographs from Three Tuns Brewery

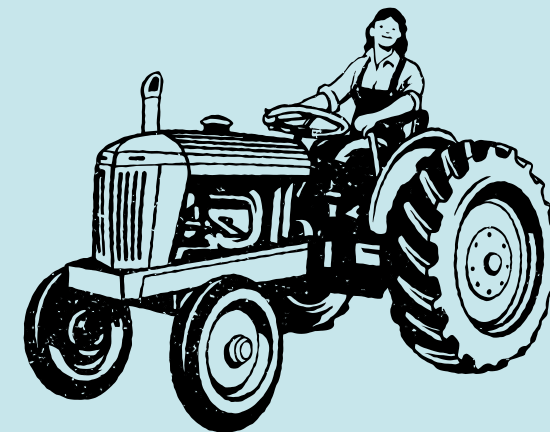
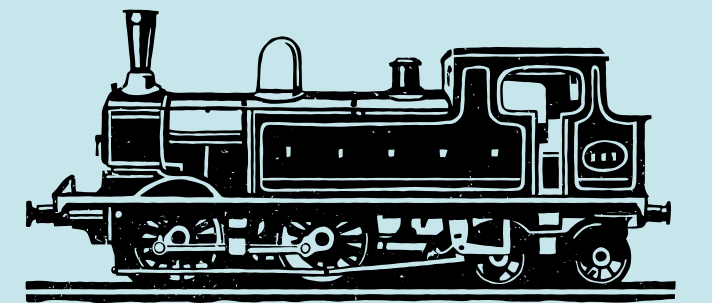
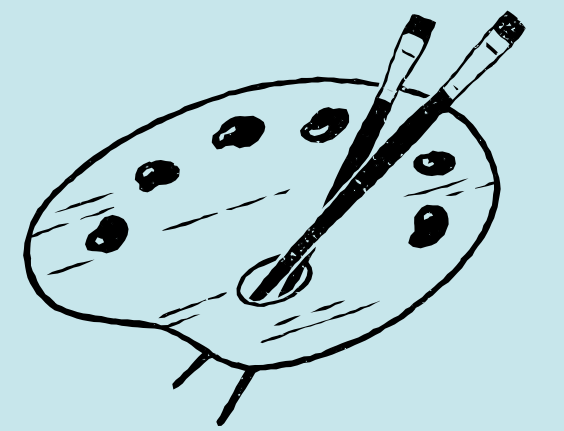
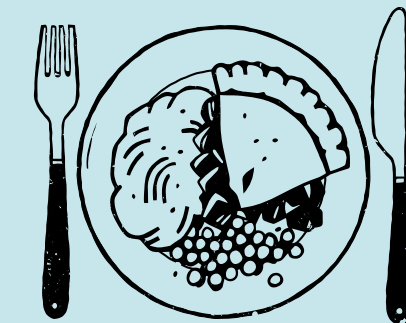
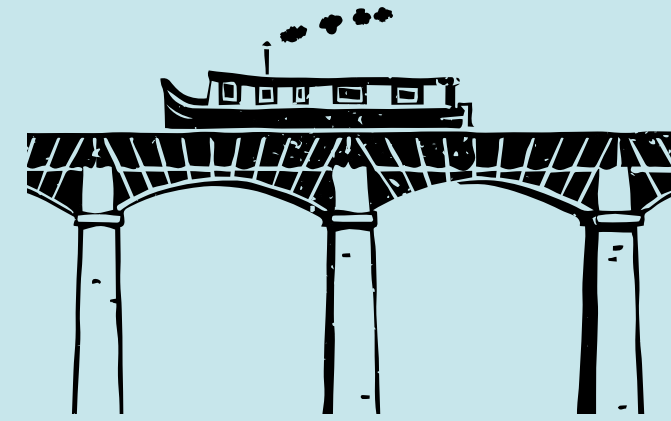
E **“A GREAT PLACE TO
LIVE AND WORK”**

OUR ILLUSTRATION

OUR ILLUSTRATION

Illustrations can help bring the brand to life and add some extra character.

Simple illustrations like this linocut style can be both quirky and unique but simple enough to apply throughout various brand applications.



OUR ILLUSTRATION IN APPLICATION

Simple illustrations can be placed in and around key brand messages to back up what we're saying and add in little fun flourishes amongst the type.

UNIQUE
TASTE

FRESHLY
BREWED

EXTRA
HOPPY

4.5%



IN

SHROPSHIRE

OUR BRAND IN ACTION

THE GRASS IS GREENER

IN SHROPSHIRE

Discover more reasons to live, work and escape in Shropshire

LIFE IS SWEETER

IN SHROPSHIRE

Explore cafes →



FRESHLY BAKED ADVENTURES

IN SHROPSHIRE

Best for brunch →



COUNTING SHEEP

IN SHROPSHIRE

Find a hotel →



WORK LIFE BALANCE

IN SHROPSHIRE

Find a job →



THE DAILY GRIND

IN SHROPSHIRE

Best coffee shops →



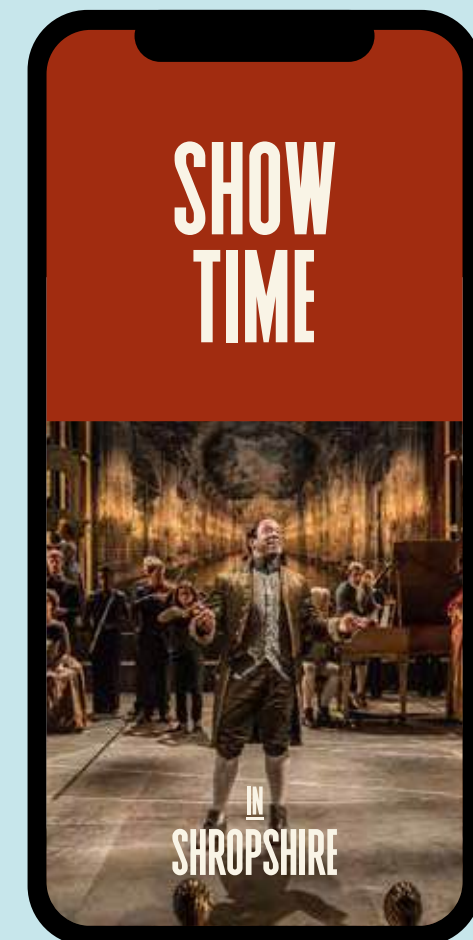
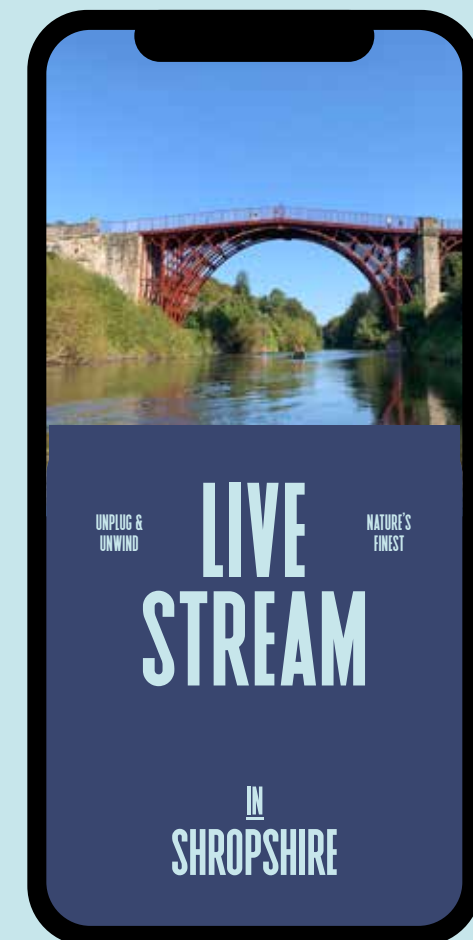
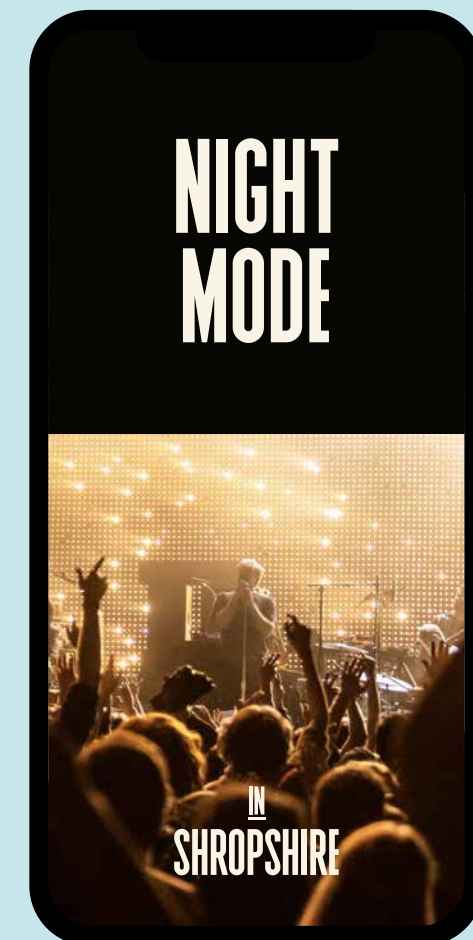
MEET THE LOCALS

IN SHROPSHIRE

Shopping guide →



IN SHROPSHIRE



MIND THE GAP

IN SHROPSHIRE

In Shropshire the average house price is £278,910 compared to £725,720 in London.
Making the house price gap between the two a massive £446,810.

QUICK ESCAPES

A PLACE LIKE NO OTHER

UNIQUE EXPERIENCES

IN SHROPSHIRE

Only 30 mins from Manchester

ADSHEL

MINOR DELAYS EXPECTED

IN
SHROPSHIRE

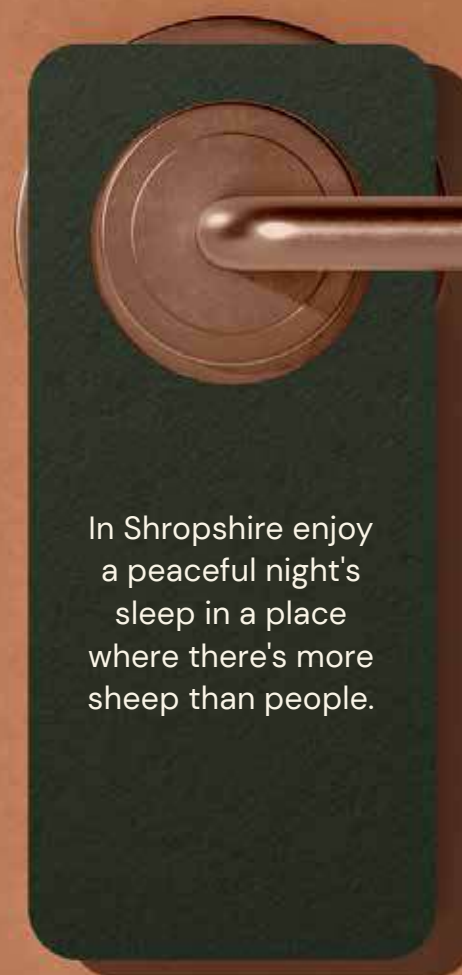
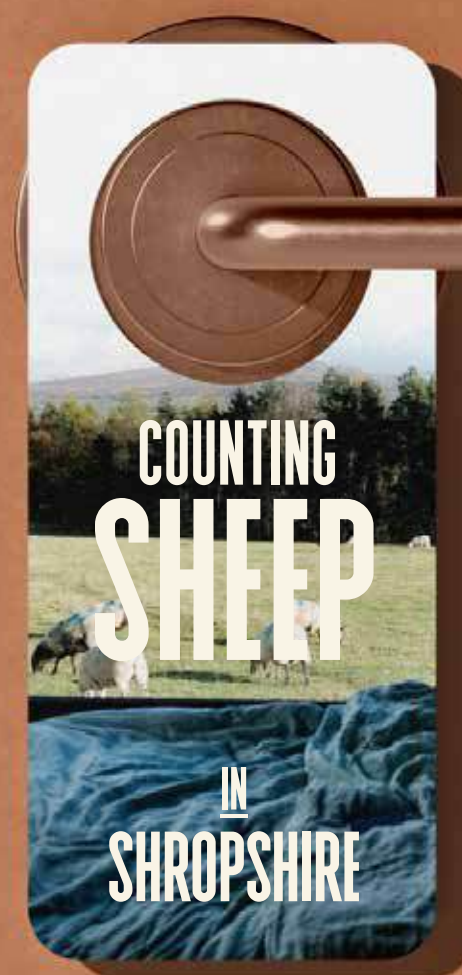
In Shropshire everything is different,
including the traffic jams.



GUIDE TO
BETTER GETAWAYS



IN
SHROPSHIRE



WORK LIFE BALANCE

IN
SHROPSHIRE

Last year over 2,000 people relocated work and found a better work life balance in Shropshire.



Shropshire
Promoted



Swing into a new career or reach high for that higher paying role.
Find better work in Shropshire

[...see more](#)





**HIGH FLYERS
WANTED**

IN
SHROPSHIRE

There are currently 250+ new job opportunities in Shropshire

FARM TO FORK IN SHROPSHIRE



Your guide to the best local food in Shropshire





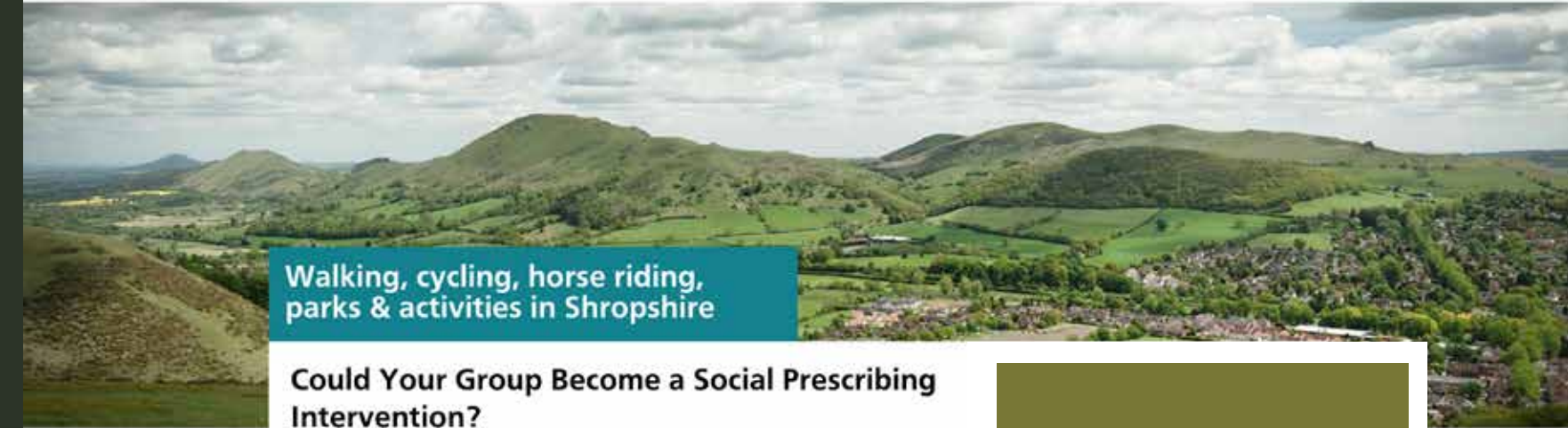
WALKING CYCLING HORSE RIDING COUNTRY PARKS & SITES VOLUNTEERING EVENTS MORE

COME AND ENJOY EVERYTHING THAT SHROPSHIRE'S GREAT OUTDOORS HAS TO OFFER

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Walking, cycling, horse riding, parks & activities in Shropshire

Could Your Group Become a Social Prescribing Intervention?

Green Social Prescribing is all about encouraging people to access outdoor spaces to get more active and improve their overall health and wellbeing. Many social prescribing interventions are schemes and activities which are usually provided by voluntary and community sector organisations.

Social link workers have identified a need for more accessible and safe green activities to help people get outside and offer the right kind of pursuits to benefit people's individual needs. There is also an urgent need to raise awareness of existing activities and develop more opportunities for diverse groups (tackling inequalities) and those with mental health difficulties.

If you feel your group or community organisation could use your knowledge, connections, skills and passion to help build the 'bridge' between social link workers, health systems and local green activities to benefit wellbeing then click on the [link](#) to find out more.

Outdoors Partnerships Annual Survey 2023

Shropshire's Great Outdoors has proved to be incredibly valuable resource for our Shropshire's residents and visitors to the County. Every year the Outdoor Partnerships team conducts an annual user survey in order to identify how and where best to use the Council's resources to maintain and improve our Rights of Way network, Country Parks and Countryside and Heritage sites. The survey also provides information to support the delivery of [Shropshire's Great Outdoors Strategy 2018-2028](#). This strategy sets out how Shropshire Council and our partners aim to conserve and enhance the natural environment, improve people's health and wellbeing and support the local tourism economy.

To get involved and give your views click on the link below.

[Shropshire's Great Outdoors Annual Public Survey 2023](#)

To view a summary of the results from last year's survey click the link below.

[Annual Survey 2022 Results Summary](#)

Be Horse Aware Campaign Video

With the weather improving and picnic season is fast approaching it may be tempting to share your left over food with animals in the countryside however this could be very hazardous to their health. Please take the time to watch this [BeHorseAware](#) video about the dangers of feeding horses when out in the countryside. Please note some viewers may find this distressing.

Join Shropshire's Great Outdoors membership scheme today!

Become a member of Shropshire's Great Outdoors membership scheme and support the Country Parks and Sites across Shropshire that you love!

Not only will you be helping to protect the future of Shropshire's beautiful countryside, but you will also receive some amazing member benefits, including:

- 10% off at [Theatre Severn](#) and [The Old Market Hall](#)
- 10% discount in the café at [Severn Valley Country Park](#), nr Bridgnorth, and discounts on events.
- Free car parking at [The Mere](#) and [Severn Valley Country Park](#)
- Discounts on bookings at the [Wardens Bungalow](#) at [The Mere](#)



THE GREAT OUTDOORS



IN
SHROPSHIRE



Explore shropshiresgreatoutdoors.co.uk

Shropshire's Great Outdoors

HORSE RIDING

IN SHROPSHIRE

Explore horse riding →

♡ 💬 📌



Shropshire's Great Outdoors

THE GRASS IS GREENER

IN SHROPSHIRE

Explore our outdoor spaces →

♡ 💬 📌



Shropshire's Great Outdoors



MOUNTAIN BIKING

IN SHROPSHIRE

Find bike trails →

♡ 💬 📌



Shropshire's Great Outdoors



SHORT WALKS

IN SHROPSHIRE

Discover walking trails →

♡ 💬 📌



CONTACT

For more information contact:

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Pauline.Jones@shropshire.gov.uk