
EXTRAORDINARY ISLE

Campaign Brand Toolkit

Version 1.5 | November 2024





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This is...

The mystical cloak of Manannan

The winding path of the Raad ny Foillan

The radiating sunset over Bradda Head

The seven kingdoms of Snaefell

The distinguishing call of the Manx Shearwaters

The unforgettable taste of smoked kippers

The blistering speed of the TT

The rushing flow of Spooyt Vane

The spectacular sights of a Biosphere Nation

The joyful melody of a traditional Manx ceili

The mesmerising designs of Archibald Knox

The enchanting welcome of the Fairy Bridge

The commanding presence of The Great Laxey Wheel

The Isle of Man

The Extraordinary Isle



The Extraordinary Isle

Extraordinary Isle celebrates the authenticity and uniqueness of our stunning island, translating our rich history and traditions, beautiful landscape and diverse range of wildlife into a source of inspiration to promote the island as a destination that is always in season.

With atmospheric and immersive imagery, alongside a minimal and contemporary look, we will challenge the outdated perceptions of yesteryear. We put the landscapes and people that have shaped the Isle of Man into what it is today at the heart. We will spark intrigue with stories and folklore tales that show what makes the island such a special place to live, work, play and visit.

We open our doors, and welcome the world to discover the Isle of Man as a destination to relax, be refreshed, explore, learn and most of all, be inspired and connected with nature.

Being the only entire UNESCO Biosphere nation in the world, natural diversity is embedded at our core. It's in our nature. The thread that connects all activity. We embrace, cherish and celebrate the diverse spectacle of our vibrant island.

The Isle of Man is a special place, a hidden gem in the Irish Sea. Where our culture and traditions entwine the past and the present. A place to disconnect and reconnect with nature. It's this unique blend that makes us, us – and this Isle, extraordinary.

shooyl / to walk

The Campaign

Extraordinary Isle builds on the solid foundations of our previous campaign; Extraordinary Story. Whilst our overarching Visit Isle of Man marketing offers an educational and professional resource, this campaign is the raw, authentic and aspirational viewpoint.

Objectives

Our key campaign objectives:

- **Destination Awareness** – to continue building awareness of the island to ensure the sustainability of key target markets throughout our ten-year visitor economy strategy, '[Our Island, Our Future](#)', positioning the Isle of Man as a quality year-round visitor destination.
- **Drive Aspirational Intent** – a brand and content which resonates and appeals to visitor motivations, generates interest, drives action and encourages conversation through effective storytelling and lifestyle product placement - reaching visitors where they are searching for inspiration.
- **Market Development & Increasing Visibility** – increasing the Isle of Man’s awareness, reach and visibility through effective and complementary marketing partnerships, showcasing the quality, value and unique benefits of the Isle of Man as a holiday destination.

Strategies

Overarching strategies include driving:

- **Attract** – we create awareness and inspire our audiences with content which resonates and appeals to visitor motivations showcasing the breadth and depth of experiences that cater to individual passions. We showcase the Isle of Man as a year-round visitor destination.
- **Differentiate** – we demonstrate what makes our island different. We celebrate and showcase the unique and the quirky. We use our character and personality to deliver effective storytelling to engage and educate our audience.
- **Facilitate** – we help drive action and encourage conversion by promoting bookable experiences and purchasable products and services. We help the planners, being a resource for inspiration.
- **Re-engage** – we keep the conversation going. We provide a platform for our guests to become brand advocates themselves. We celebrate and share UGC (user-generated content).



Visitor Motivations

It is vital to understand the psychological reasons why our visitors travel. These aren't the purpose of the journey, but the underlying motives.

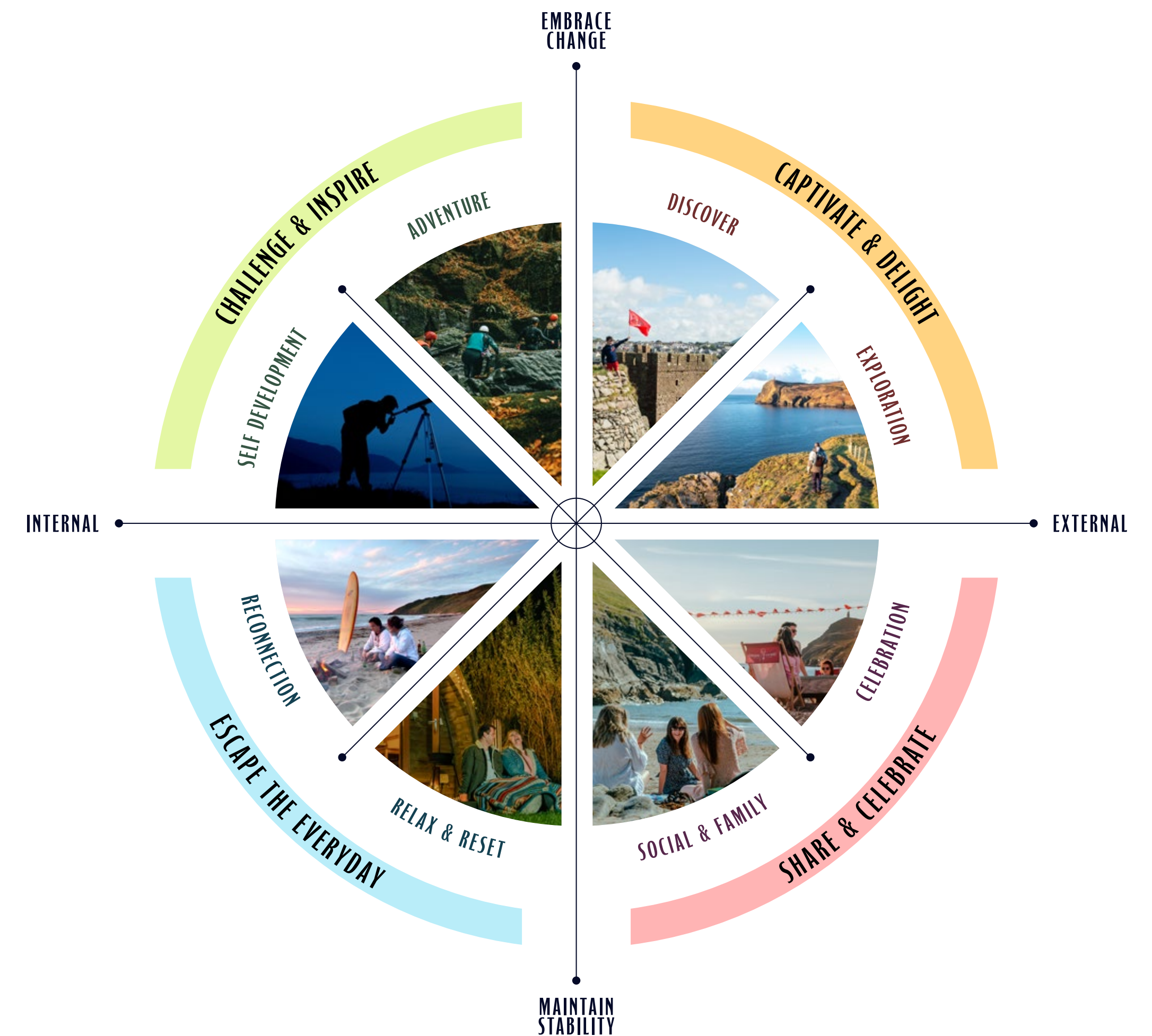
Based on Maslow's well known Hierarchy of Needs, we can map out a number of motivating factors and patterns, that often change depending on context and destination. We also appreciate that travellers who have visited many countries will have different motives to travellers with low experience, yet all can be framed in four categories.

Escape the Everyday

Challenge & Inspire

Captivate & Delight

Share & Celebrate





Campaign Tagline

Our tagline 'Our ordinary, your extraordinary' is a note to highlight and celebrate the subtle differences that make us, us.

The many things in our everyday life that are exceptional. Our people, landscapes, history and culture. We are a hidden gem, an unexplored land, a biosphere nation.

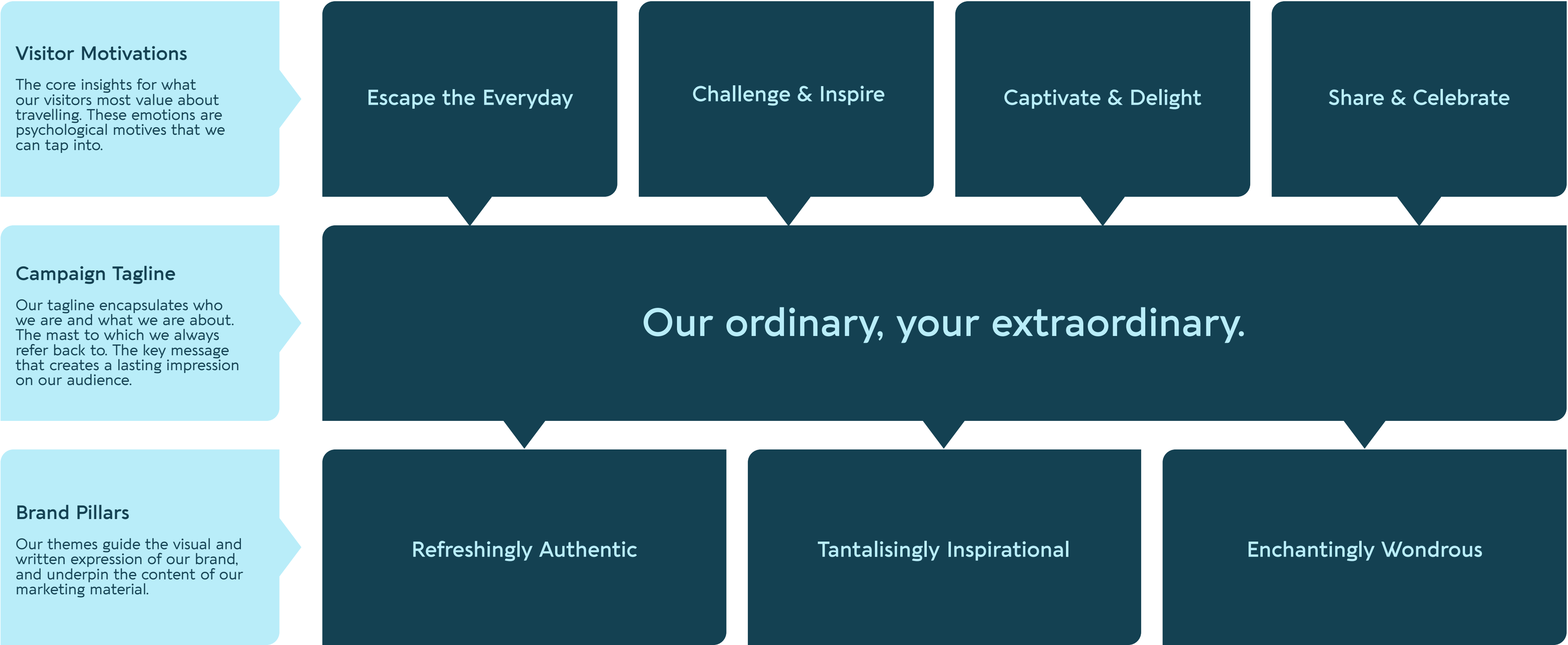
Extraordinary Isle showcases every detail, taste, texture, smell. Every thread that makes up our story. We cut through the noise and reveal our distinctive and unique destination.

Our ordinary, your extraordinary.

Campaign Framework

The Extraordinary Isle Brand Framework articulates the strategy behind our brand. It's our reference point about what makes the Isle of Man different and compelling.

With the framework at our core, this establishes the Isle of Man as a year-round destination. To maximise our impact, it is essential that our communications convey a consistent, persuasive, and authentic message.





Brand Pillars

Each pillar is a signpost that can guide our tone of voice and imagery styling for how we tell our extraordinary story. By collectively succeeding along these three elements, we can confidently inspire and position the island as a memorable destination.

REFRESHINGLY
AUTHENTIC

1.

TANTALISINGLY
INSPIRATIONAL

2.

ENCHANTINGLY
WONDROUS

3.

goaill aash
/ to relax



Pillar One Refreshingly Authentic

We invite people in by being genuine, warm and natural. It's the Manx welcome, the 'Moghrey mie'. It means being informative but informal, like we're already friends. We are engaging and passionate. We are proud to show our trueselves. We share new perspectives and different experiences. We celebrate what makes us, us. Our culture shines through. Our island is big enough to explore, yet small enough to know.

We inspire through our People & Culture – the 'Who'.



Pillar Two Tantalisingly Inspirational

We enliven the senses – sights, smells, sounds, textures and tastes. We showcase our unique landscapes, nature, wildlife, and food. We entice and energise. We are entangled by nature, where the wild invites those to wander. We are in our element, in the elements. Our island is alive with possibilities. We immerse visitors into our way of life. We inspire a sense of adventure. We are the wild within reach.

We inspire through our Nature, Food & Wildlife – the 'What'.



Pillar Three Enchantingly Wondrous

This is the land of myths, legends and folklore. We share stories, emitting energy and creativity. Our music and art captures the imagination. We celebrate the uniqueness of our island, and the beauty in the detail. We create intrigue. We encourage visitors to discover and always leave them wanting more. We weave the past with the present, mixing old skills with modern techniques. We surprise with the unexpected.

We inspire through our Myths, Stories, Arts & Music – the 'Why'.





Target Audience

Marketing activity will be segmented across our four target audiences, as identified in our ten-year visitor economy strategy 'Our Island, Our Future'.

Traditional Travellers 55+

Emptynesters and retired couples that want to take closer-to-home breaks, and come for our heritage and culture. They stick to what they know. They enjoy holidays which allow them to take things at a leisurely pace.



Curious Explorers 45+

Emptynesters and older couples that like to take holidays off the beaten track and discover new places. They are open-minded and they like to use their free time to explore the world. They enjoy being challenged intellectually.



Experience Seekers 25-45

Couples and friends that love to socialise and try new things. They are very experience-led, want to escape to the country, and look for a balance between relaxation and active leisure time.



Family Adventurers 25-45

Families and extended families that want to spend quality time together on holiday. They are looking for play-focused attractions and activities for younger children and active, family-friendly outdoor pursuits.





Traditional Travellers 55+

Our current core market of returning and regular visitors: emptynesters and retired couples that want to take closer-to-home breaks, and come for our heritage and culture.

They are conservative and traditional, sticking to what they know. They like local, quality and enjoy holidays which allow them to take things at a leisurely pace.

What are they looking for?

Heritage, culture, railways, museums, landmarks, castles and monuments. This target audience also includes those who just simply seek a short break away with their partners and/or friends to relax and generally just have a 'good time' with good food and company. They enjoy the accessible variety the Isle of Man has to offer and that it is an island - giving the sense of escapism, yet still being close to home.

Critical factors for this audience to travel:

- Familiarity
- Cleanliness & hygiene
- Slow travel
- Human warmth & interaction

Barriers holding them back from visiting:

- Lack of interest/desire
- Accessibility & cost perception
- Lack of knowledge of offering





Curious Explorers 45+

Emptynesters and older couples that like to take holidays off the beaten track and discover new places. They have a wide range of interests and enjoy heritage and culture, the outdoors and nature.

They are open-minded and they like to use their free time to explore the world and new things. They enjoy being challenged intellectually as well as being outdoors

What are they looking for?

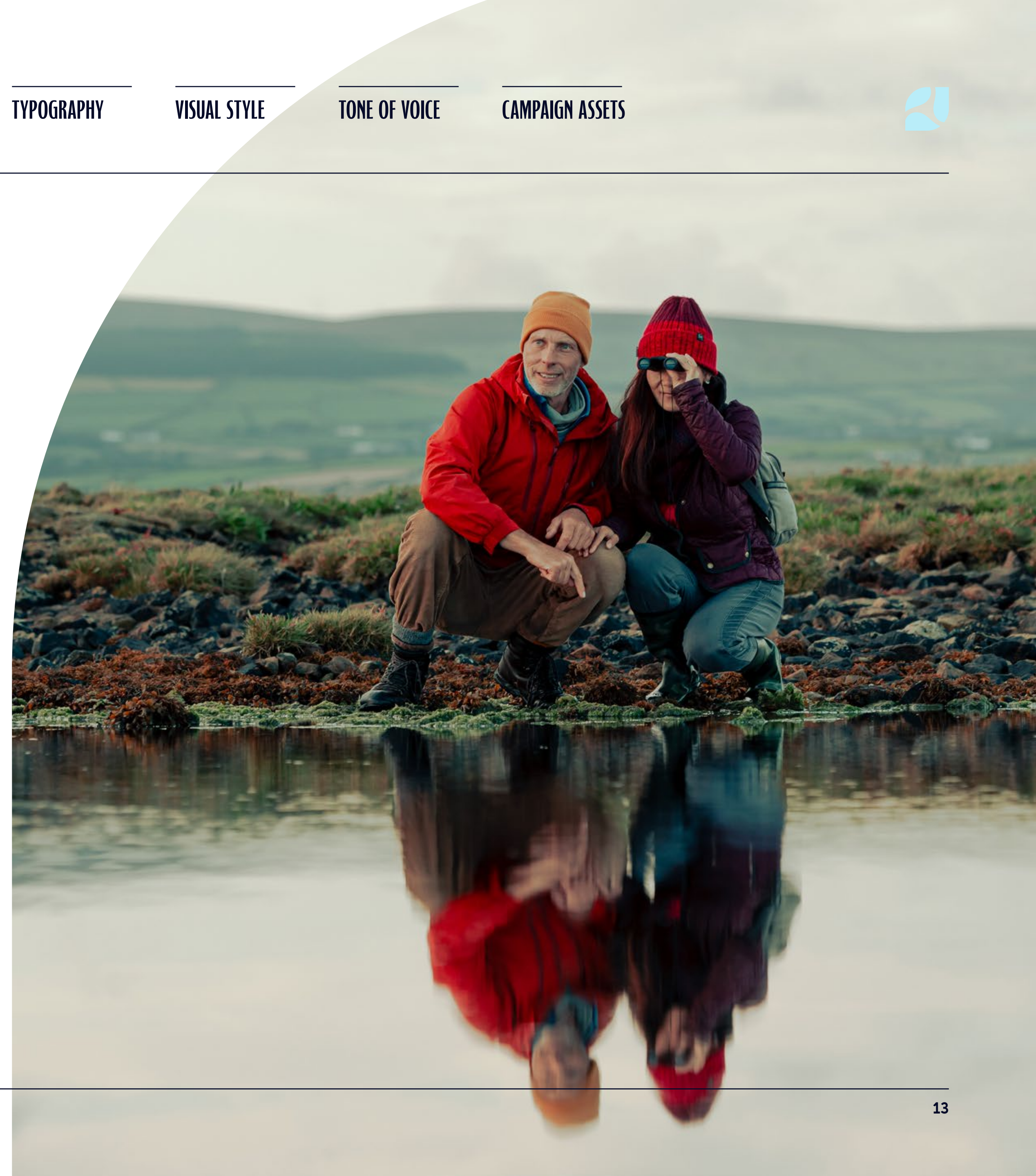
Great outdoors, walking, wildlife/marine life, stargazing, beaches/glens/forests, food and drink, heritage and culture, and wellness experiences.

Critical factors for this audience to travel:

- Off the beaten track
- Open minded
- Intellectual curiosity

Barriers holding them back from visiting:

- Strong competition
- Accommodation variety/costs
- Accessibility & cost perception
- Lack of knowledge of offering





Experience Seekers 25-45

Couples and friends that love to socialise and try new things. They are very experience-led, want to escape to the country, and look for a balance between relaxation and active leisure time.

This group live life at full speed and are always on the go. They want to do well in their careers and work hard, so relaxation time is limited and is spent reconnecting with what matters. They love outdoor activities which give them a new perspective and seek out new and exciting experiences.

What are they looking for?

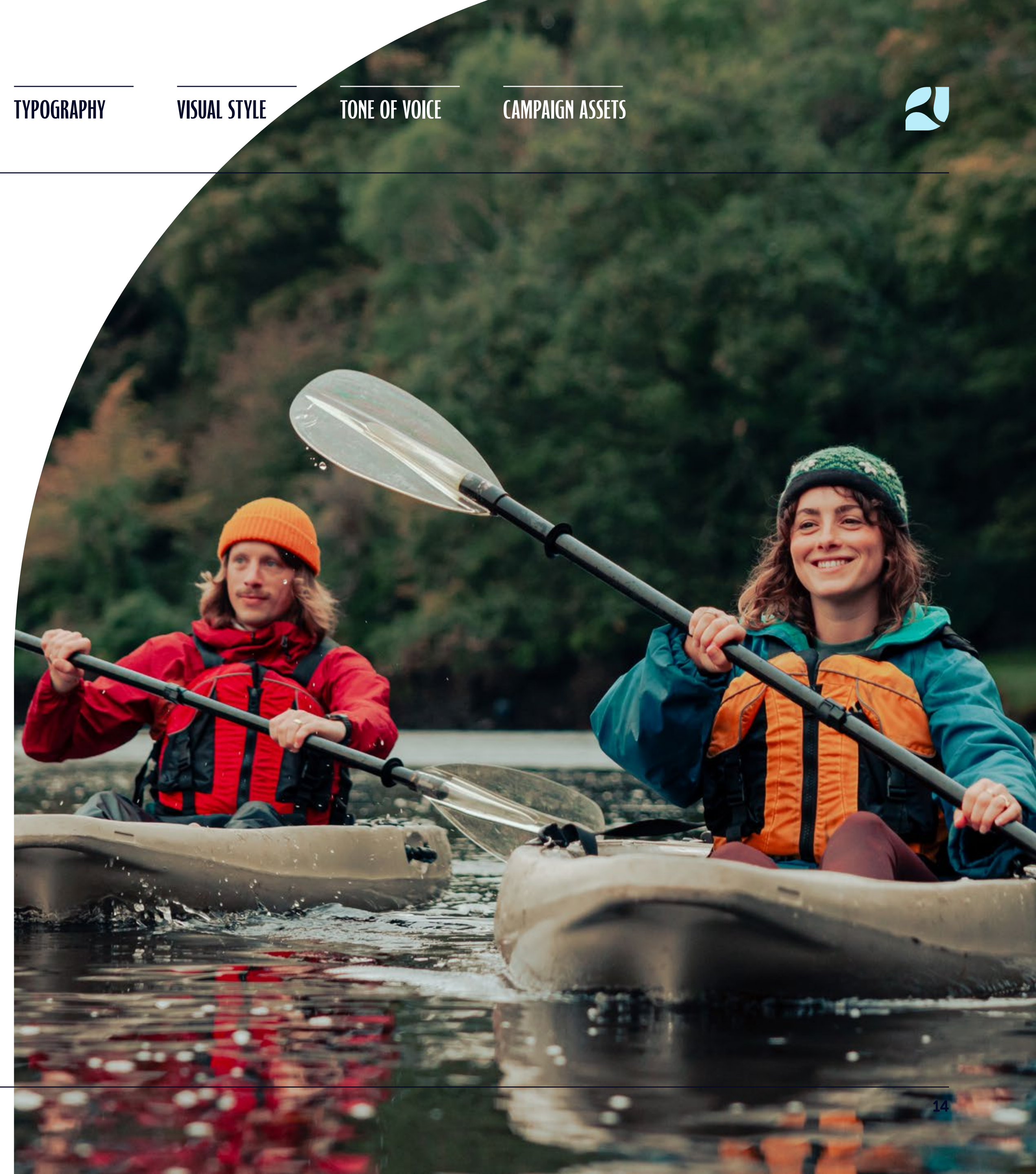
New experiences closer to home (as opposed to having to travel abroad). These can include cycling, watersports, hiking, and climbing. They're also big on wellness and 'me-time' so are big on new faves such as sea and glen dipping, and locally sourced, sustainable food and drink experiences.

Critical factors for this audience to travel:

- Country/rural escape & relaxation
- Outdoors & active
- Novelty seekers
- New perspectives

Barriers holding them back from visiting:

- Accessibility & cost perception
- Lack of knowledge of offering
- Short window/availability for travel
- Heritage & Culture (undesirable offering)





Family Adventurers 25-45

Families and extended families that want to spend quality time together on holiday. They are looking for play-focused attractions and activities for younger children and active, family-friendly outdoor pursuits for older children.

What are they looking for?

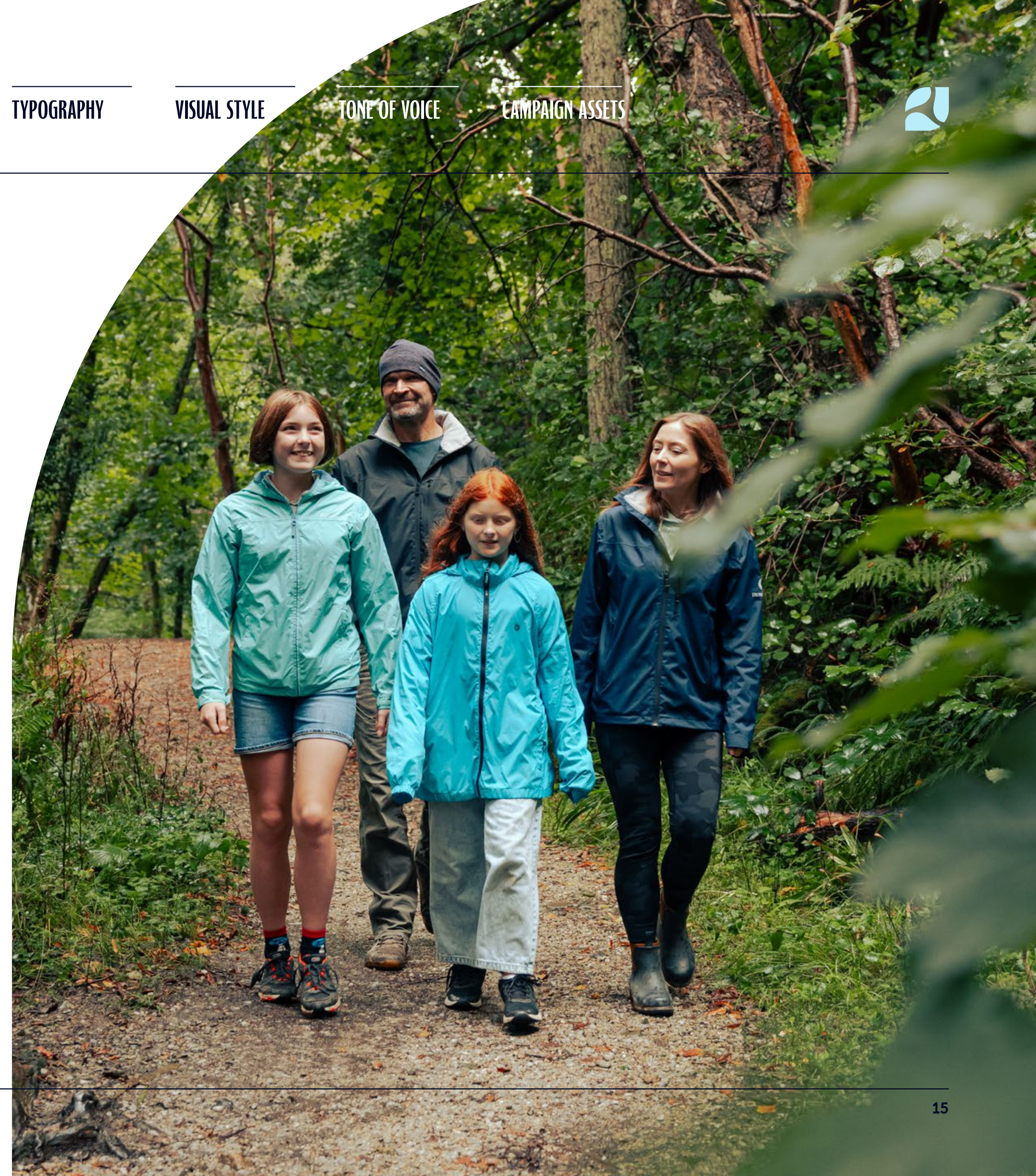
Family activities (electric scooters, paddleboarding, gorge walking, quad bikes, pony-trekking, adventure centre) and adventures (beaches, glens, forests, cycle routes, etc).

Critical factors for this audience to travel:

- Outdoors & active
- Seek great variety in offering
- Value for money
- Ease of travel

Barriers holding them back from visiting:

- Accessibility & cost perception
- Lack of knowledge of offering
- Short window/availability for travel



Future Trends

We can attract wider audiences by targeting specific interests. Upcoming travel trends show that the search for community & collective experiences is reshaping travel behaviour. Travellers value immersive wellness, enjoying deeper experiences, slowing down and creating lasting memories.

Key takeaways:

- There will be an increased desire for authentic, 'off-the-beaten-track' experiences
- Sustainability will be an even bigger priority
- A blend of wellness and adventure will drive travel choices
- We'll plan trips around nocturnal, nature-based activities
- Family values will hold more importance
- Trips and experiences will need to cater for diversity



ASTRO ADVENTURERS

Astro tourism is sky-rocketing! Stargazing and dark skies tourism is on the rise, with travellers seeking the sight of astronomical phenomena, to appreciate being part of something bigger.



RESET JETTERS

Travellers are using travel as a chance to restore and reset, going beyond yoga and spa breaks, to recharge and increase resilience, extend their lifespan and improve their wellbeing.



SPORT MODE

The popularity of 'behind-the-scenes' sports shows and docuseries are bringing sports to new audiences, fuelling a growth in sports travel to experience these events and destinations.



COASTAL AND MARINE TOURISM

Travellers seek to connect and observe iconic species like whales, sharks, dolphins, and birdlife. Travellers can engage in conservation initiatives for local marine coastal communities.



WILD FEASTING / FIELD TO FORK

Wild feasting describes the trend for beautifully curated culinary experiences in natural environments with the incorporation of hyper-local and foraged ingredients.



COOLCATIONING

With the intense temperatures and swelteringly hot summers, many are considering booking "coolcations" in temperate destinations, which also benefit from being less crowded.



HORTI-CULTURE

Botanical tourism is continuing to bloom. Travellers now have a growing desire to return to nature. In an overstimulated world, more of us are immersing ourselves into nature to reset.



ART-VENTURERS

Art is becoming more appealing to the masses with technology is helping make art an experience. Travellers are seeking to step inside the canvas, through immersive galleries, and art trails.



Our Extraordinary Biosphere Nation



Everything is connected. There is balance
between wildlife, nature, and the elements.

The Isle of Man was designated as a UNESCO Biosphere in 2016
in recognition of its special environment, culture, heritage and
economy and its people's desire to cherish and nurture them.

The Island is the only entire nation Biosphere and all our land and
our territorial sea is included.

The Extraordinary Isle campaign can help deliver Biosphere Isle
of Man's vision; where people and the rest of nature have a
sustainable future.

yn ellan ain / our island



Manx Wheel of the Year

The Manx Wheel of the Year provides structure to the passing of time, and explains the connection between nature, spirit and wildlife. As we move through the year we can align activity with the Earth's natural balance and energy.

Since ancient times our ancestors lived their lives by the seasons. The sun's position guided them as to when to sow the fields, rest, or reap the crops. Through embracing these seasons our ancestors lived in connection with the rest of nature. The Celts lived here from early times, and their influence on the lives and culture of the people has passed down to us today.

The Manx Wheel of the Year is based on two axes.

Engage - Our need for external stimulation. We are active in social settings and celebratory events with large groups of people.

vs

Nurture - Our need to focus internally. We cherish moments with those closest to us. We treat and indulge.

Awaken - Our need to enrich our senses and connect with the environment. We are inspired from new discoveries and activities.

vs

Unwind - Our need to relax and disconnect. We seek cosy atmospheres and feel comfort with our tradition.



Spring / Arragh

A period of growth, and prosperity. Spring inspires reconnection with nature. Our senses are awakened with music, art and culture. We make new discoveries and reach new heights.

Seasonal examples include:

Event Calendar

- Archibald Knox Exhibition
- Celtic Festival
- Easter Festival of Running
- MMRC Manx Classic Cars Hillclimb
- Manx Music, Speech & Dance Festival - The Guild
- Manx Wildlife Week
- Manx National Rally

Wildlife

- The first of the year's butterflies can be seen
- Willow Warblers arriving to breed
- Kittiwakes and eider ducks
- Manx Shearwaters
- Dolphins
- Goats

Nature

- Bluebells at Ballaglass Glen
- Gorse starts to bloom
- Ballanette Nature Reserve

Culture

- Laa Boaldyn
- Lag ny Keeilley
- Shennaghys Jiu Celtic Festival
- Oie Voaldyn
- Laa Boaldyn
- Manx National Hertiage Sites

Key Activities

- Birdwatching
- Walking & Hiking
- Cycling
- Manx Culture & Art
- History & Heritage

PROSPERITY
& DISCOVERY



Summer / Sourey

Summer belongs to triumph and festivity. The Isle of Man comes alive with adrenaline. The vibrant colours of our landscape inspire thrill and adventure.

Seasonal examples include:

Event Calendar

- Motorsport: TT, Southern 100, MGP, Classic
- Southern Vintage Engine & Tractor Rally
- Port Erin Festival of Brass
- Parish Walk
- Isle of Man Scooter Rally
- Full Moon Festival
- Round the Island Yacht Race
- Pan Celtic Ultra Cycling Event
- The Manx 2 Day Trial
- World Championship Viking Longboat Races
- Peel Sea Fest
- Gran Fondo Isle of Man
- Summer Railway Transport Festival

Nature

- Meadows & flower-rich fields
- Wild Heather

Wildlife

- Puffins
- Basking Sharks
- Risso’s Dolphins
- Minke Whale
- Wild Wallabies
- Loaghtan Sheep

Culture

- Mananan Festival of Music and the Arts
- Tynwald Day
- Yn Chruinnaght - Celtic Gathering
- Manx National Hertiage Sites
- Laa Lunays

Key Activities

- Heritage Railways
- Walking & Hiking
- Cycling
- Sea Swimming
- Adventure & Outdoors
- Field to Fork

FESTIVITY & TRIUMPH

Autumn / Fouyr

Autumn is a time of creativity and transformation. We seek adventure. Autumn inspires a change of direction and pace. Our senses are enlightened with colours, patterns and textures.

Seasonal examples include:

Event Calendar

- Tin Bath World Championships
- Isle of Man Orienteering
- Isle of Man Festival of Motoring
- Traditional Music Weekend
- Isle of Man Sea Kayak Festival
- Circuit of Mann - Rally Bike Championship
- Walk the Isle of Man - Walking Festival
- Manx Litfest

Wildlife

- Birdwatching
- Seal Surveys
- Minke Whales at Marine Drive
- Red-throated Divers appear in good numbers in the north.
- Grey seals begin pupping

Nature

- Orchids at Close Sartfield
- Wild Heather
- Deciduous Woodlands
- Celtic Rainforests

Culture

- Hop tu Naa
- Fire Festival

Key Activities

- Sea Swimming
- Foraging
- Wild Saunas
- Diving
- Foraging
- Hiking
- Gorge Scrambling
- Heritage & Culture
- Birdwatching
- Local Produce
- Aurora nights



Winter / Geurey

Winter is a period of wellness and indulgence. It's a time to unwind, and treasure moments. We reset and relax, and we nurture those closest to us. We recharge, romance and admire.

Seasonal examples include:

Event Calendar

- Cooish Manx Language Festival

Wildlife

- Mountain Hares wearing white winter coats
- Hen Harriers roosting at Close Sartfield Nature Reserve
- Influx of winter Thrushes, Redwings and Fieldfare
- Seals can be heard singing
- Whooper Swans in Jurby Parish
- Song and Mistle Thrushes in song

Nature

- Carpets of mosses and liverworts found in northern glens

Culture

- Cammag
- Kegeesh Ommidjagh - 'Foolish Fortnight'
- Hunt the Wren
- Laa'l Breeshey

Key Activities

- Stargazing
- Yoga/Pilates
- Spas & Wellness
- Surfing
- Dining with others / Dining Experiences
- Walking





Brand Identity

Our visual identity has been designed to fascinate and intrigue. To enable the journey of curiosity and guide the thrill of discovery.

The wordmark rings modernity and style together, showcasing an exploratory nature whilst hinting to a cultural origin.

It should never be altered or changed, and when being applied must always follow the simple principles outlined here to ensure consistency, legibility and visibility.

When rescaling the logo, please scale its width and height proportionally for the appropriate application.



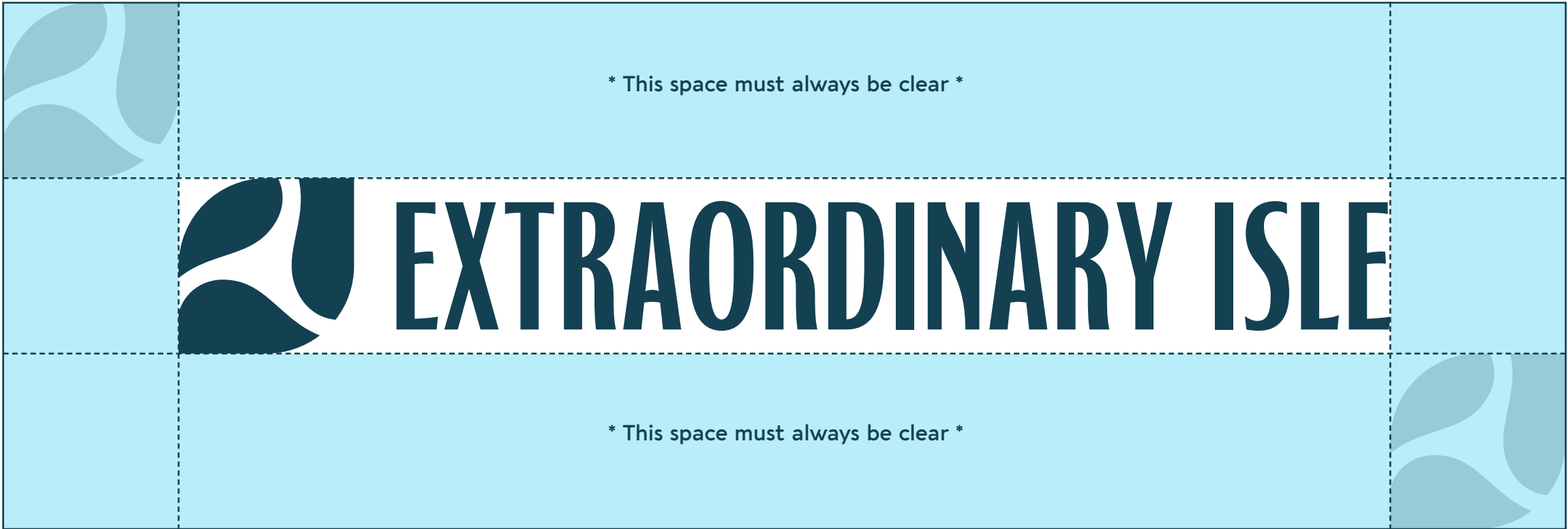
Clear space & Exclusion Zones

Clearspace & Exclusion Zones

The logotype should always be surrounded by an area of clear space which should remain free from other graphic elements. The clear space is dictated by the width and height of the triskelion symbol.

Keeping the minimum clear space area will ensure that the mark remains prominent and fully legible wherever it appears.

The logo files provided in the Campaign Brand Asset Pack have been constructed to take the clear space into consideration, with the exported artboards including the exclusion zone.



Scalability & Minimum Sizing

Using the logo at a sufficient size for the format it is displayed upon is vital. It needs to be both visible and legible across all formats. The minimum size of the Extraordinary Isle logotype and triskelion symbol is dictated by their width.

Working out the size at which we use the Extraordinary logo is a piece of cake... well, pi actually. A rough guideline for the sizing of our logo is worked out by dividing the artboard width by 3.14. This calculation ensures sufficient legibility and presence of the brand.

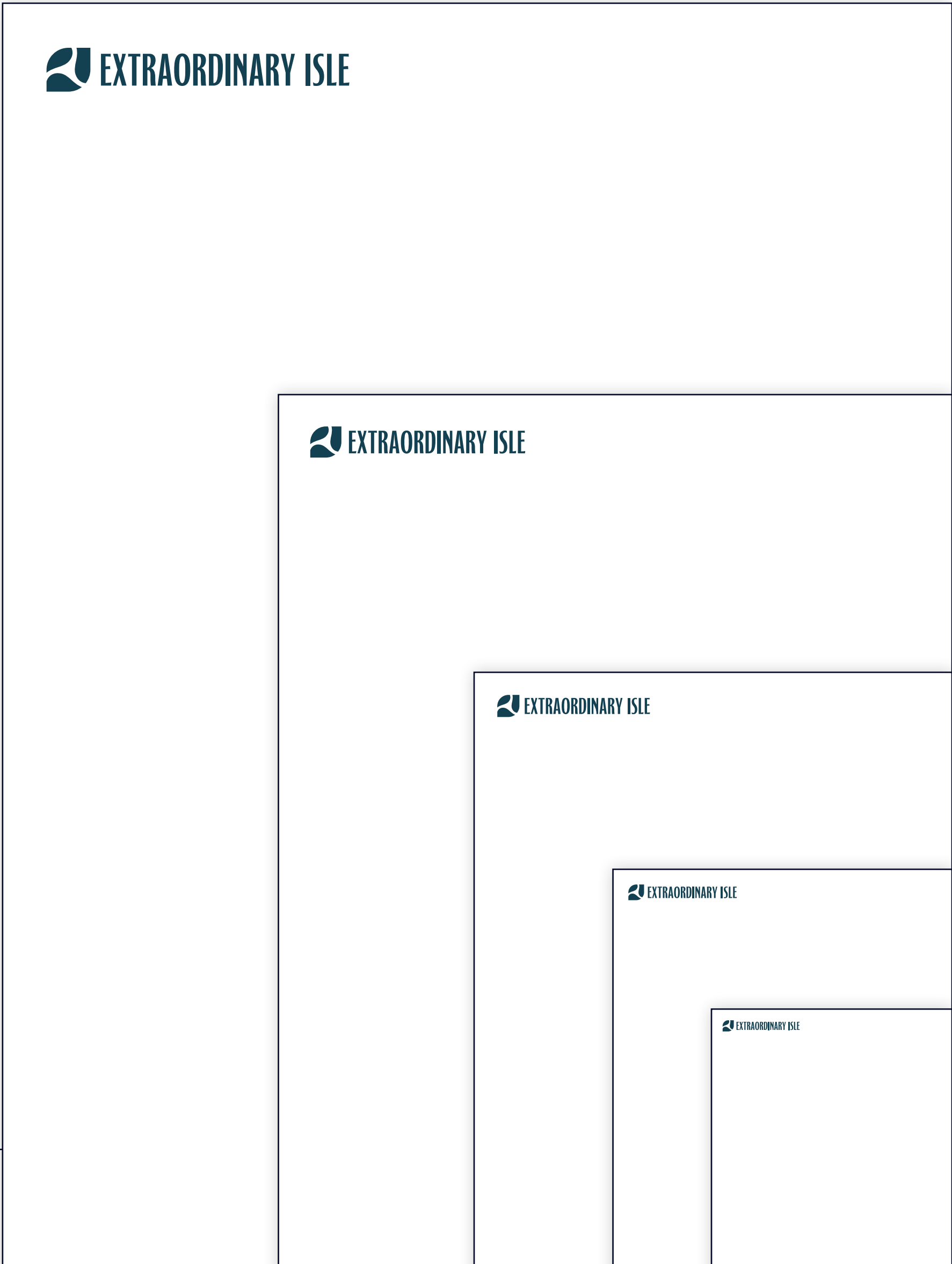
We have outlined a minimim sizing for our logo following this calculation for various standard sizes below.

A5 Portrait (148x210mm)
Logo should be no smaller than 40mm in width

A4 Portrait (210x297mm)
Logo should be no smaller than 67mm in width

A3 Portrait (297x420mm)
Logo should be no smaller than 95mm in width

A2 Portrait (420x594mm)
Logo should be no smaller than 134mm in width





Placement

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

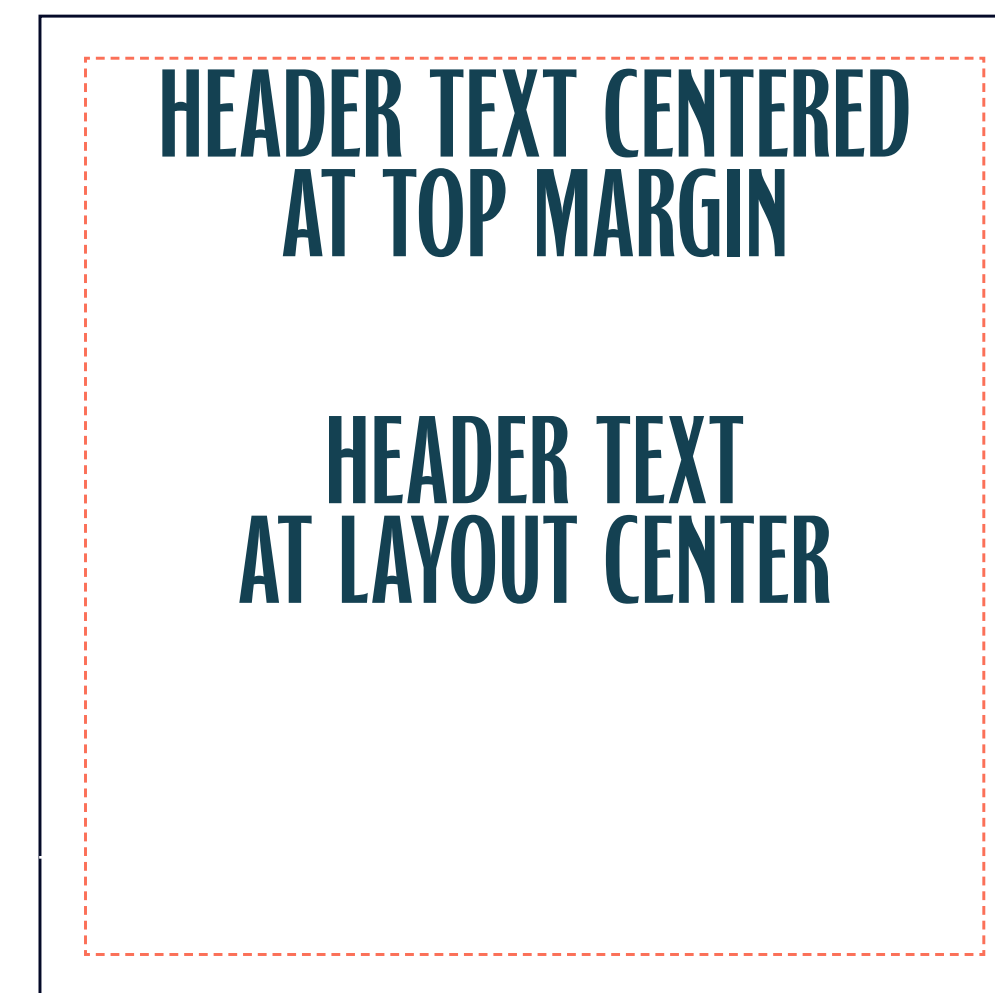
Logo

The Extraordinary Isle logo should be either left aligned or centered when on its own, and only centered when in a co-branding lockup. A co-branding lockup should always sit at the bottom of the composition, whereas if we are using the Extraordinary Isle logo independently, this can be at the top, center or bottom of the frame. When using the logo centered, we generally size the logo bigger than the recommended minimum size.

When using a co-branding lockup, we should aim for all logos to be in white, and be legible on an image background.

Header Text

We aim for our header text to always be centered, either positioned at the top margin or in the center of the artboard. We can maximise our header size to fill the composition width - this works best with punchy headers with only a handful of words.



Co-branding

In some situations such as website headers or end-screens on promotional videos, a co-branded lockup is the best way to display two logos alongside each other.

It simply consists of both logos scaled so they have equal weighting. When creating a co-branded lockup, please follow the specifications detailed on the right hand side to ensure consistency across all partnerships.

The 'X' spacing is defined by the height and width of the triskelion symbol. Your logo should be placed horizontally two 'X's from the Extraordinary Isle logo, and a maximum of ½ 'X' additional height above and below the Extraordinary Isle logo. The height any additional co-branding logo should be reviewed on a case-by-case basis to provide equal visual weighting. A 1pt divider line inbetween to keep clear distinction and clear space between the brands.





Rules of Use

Incorrect use of the logotype will undermine the impact of our communications, sending out a message of inconsistency. The examples on this page show some typical cases of misuse of the logotype. These are not exhaustive but will give an indication of likely misuses.

Logo application on image backgrounds

The chosen layout and application of the logotype should be carefully considered, and the exclusion zones taken into account, when applying it to any collateral.

The contrast of the logotype against the backdrop is vital, and should be checked to make sure the visibility and readability of the brand is sufficient at all times. Applying the Extraordinary Isle logo on imagery and colour backgrounds should be carefully considered on a case-by-case basis. It should aim to sit on uncluttered images or on 'clear' sections of photography or composition.

The Extraordinary Isle logotype should never be placed on a busy image, whereby the clarity of the logotype would be compromised.



✗ Don't place the logo over a 'busy' image



✓ Do pair the logo colour with the background image hue



✗ Don't pair the logo colour incorrectly with the image background hue



✗ Don't use a colour outside of our palette



✗ Don't place the logo in a white box



✗ Don't outline the logo



✗ Don't rotate the logo



✗ Don't stretch the proportions of the logo



✗ Don't add effects to the logo



Graphic Device

Extraordinary Isle uses a triskelion graphical symbol to ensure that audiences from afar can connect with the Isle of Man.

Based on the island's iconic shape, portrayed in a modernised and simplified form, the graphical device can be used to frame compositions, subjects and different perspectives to encourage further discovery and immersion.



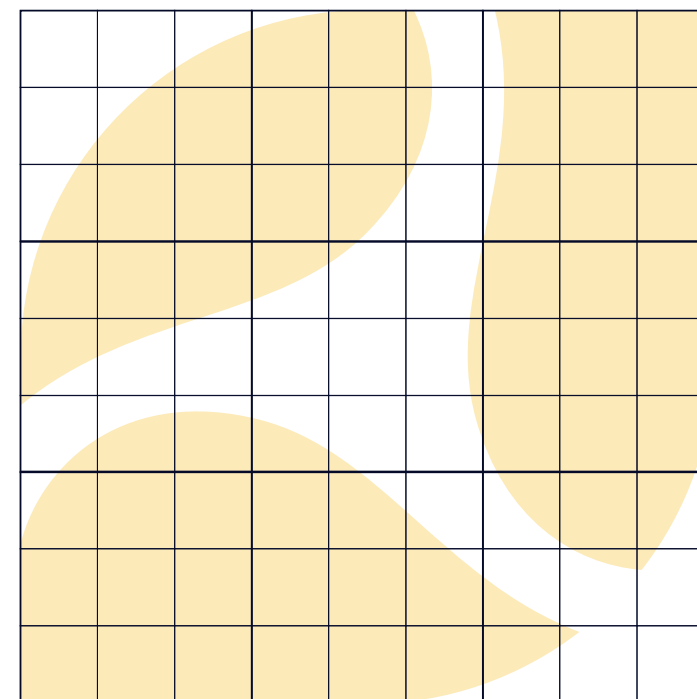


Shapes & Framing

We use the form of our triskelion graphic device in part or as a whole, to frame subjects and compositions.

As shown throughout this document, we use any of the three organic shapes from our triskelion graphical device, or the silhouette shape, to frame imagery or carry a brand colour as a background.

We can also utilise the curvature of the top left and bottom right corners on 'banners' to frame text and highlight key messaging, to tie the composition and messaging together with the text banners acting as a 'window' to interact with the imagery. We use these sparingly on top level marketing outputs such as Out-of-Home advertising or paid social media.





Colour Palette

Our colours are vibrant, bright and inspired by the Isle of Man's landscape, heritage and culture.

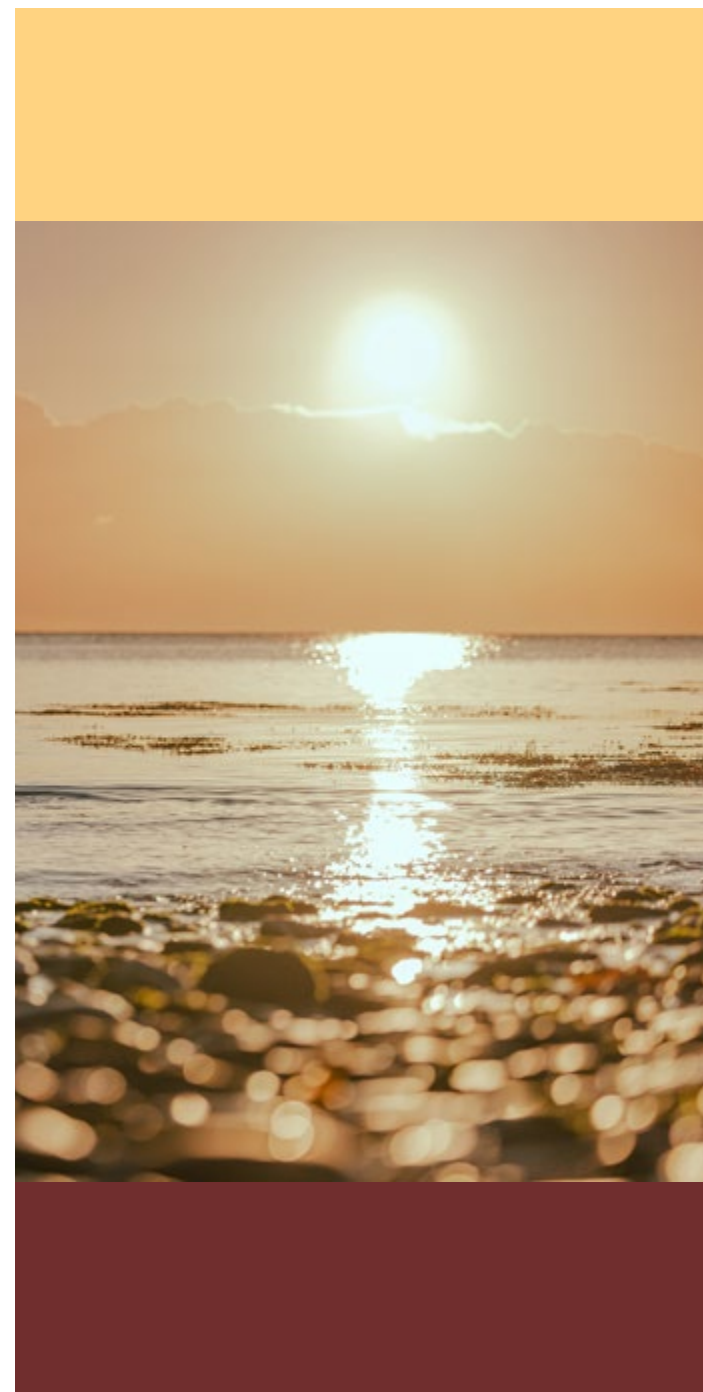
The palette has been designed to work across every season, with pairs of colours that work for any image hue. The accent colours can be used to highlight and reflect the warmth and depth of the brand, indicate seasonal content, and provide engaging pops of colour and personality over all imagery and compositions.

aalid dooghyssagh /
natural beauty



Colour Inspiration

We have six pairs of colours, inspired by hues found naturally across all four seasons, that will unite all brand communication.

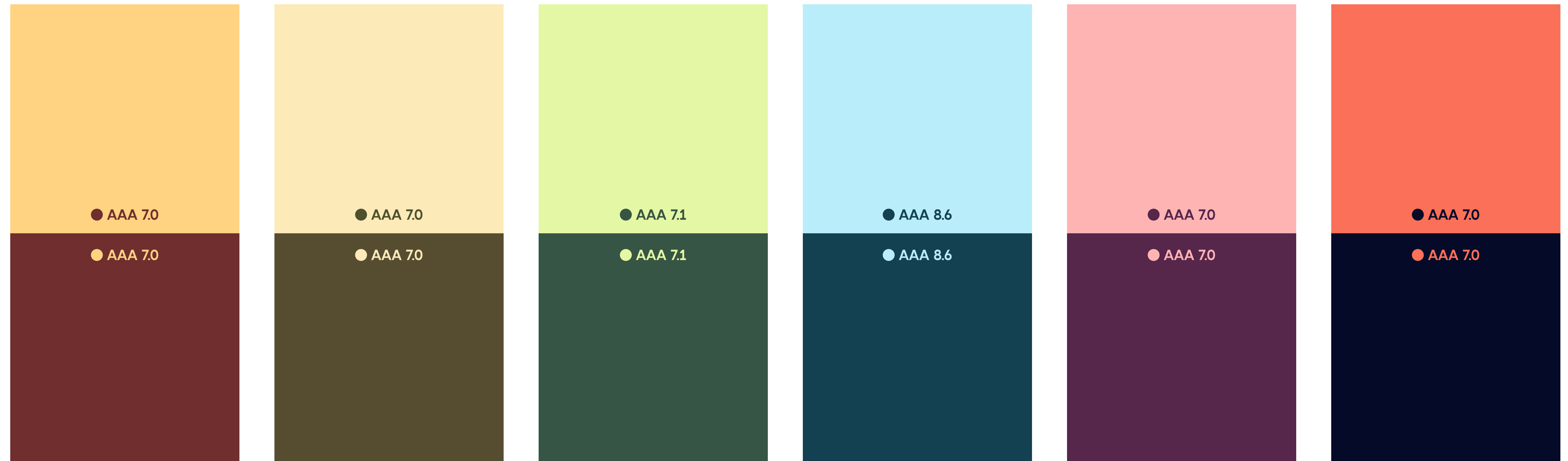




Colour Pairs

There is no hierarchy when using our colourways. Each colour pair has been designed to provide sufficient contrast and compliment the hue of any image or composition.

The colour pairs are accessible, reaching AAA WCAG standards, and provide flexibility and adaptability for all compositions.



Colour Codes

It is important to always use the correct colour breakdown or file type; CMYK for all physical print formats, RGB/Hex for any digital or web applications.

Please ensure the correct values are replicated exactly, and not recreated, changed, or altered from what is detailed.

The top set of lighter colours are brighter in tone so more suitable to be used on an image background or as an accent. The bottom set of colours are stronger in tone, so more suitable for a background colour, when text is required to be overlaid.



Heritage Gold

CMYK 0 18 57 0
RGB 255 211 129
HEX #ffd381



White Strand

CMYK 1 6 32 0
RGB 252 234 185
HEX #fceab9



Meadow Green

CMYK 12 0 44 0
RGB 228 247 164
HEX #e4f7a4



Aurora Pink

CMYK 0 37 18 0
RGB 255 180 180
HEX #ffb4b4



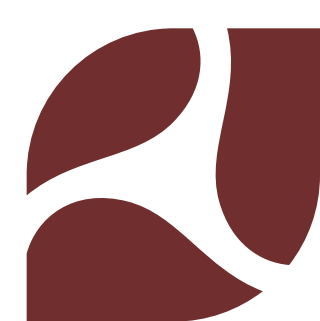
Dolphin Blue

CMYK 24 0 3 0
RGB 185 237 249
HEX #b9edf9



Puffin Orange

CMYK 0 70 65 0
RGB 251 112 88
HEX #fb7058



Loaghtan Brown

CMYK 36 84 73 42
RGB 112 46 46
HEX #702e2e



Thatch Green

CMYK 55 54 81 42
RGB 86 77 49
HEX #564d31



Woodland Green

CMYK 76 45 71 38
RGB 54 85 68
HEX #365544



Deep Heather

CMYK 63 91 42 37
RGB 86 38 75
HEX #56264b



Marine Blue

CMYK 93 65 49 38
RGB 20 65 82
HEX #144152



Moddey Dhoo Black

CMYK 90 83 53 70
RGB 4 10 10
HEX #040a28

Colour Contrast

To ensure that our communications can be easily accessed and understood by all our audiences, all of our communications and digital platforms should aim for AA or AAA accessibility standards.

WCAG AA and AAA standards measure the contrast ratio between two colours; a high contrast allows for good legibility, a low contrast makes it difficult to read. Displaying text on a background should always meet a minimum of AA standard, with AAA standard being desirable.

The level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text.

The level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text.

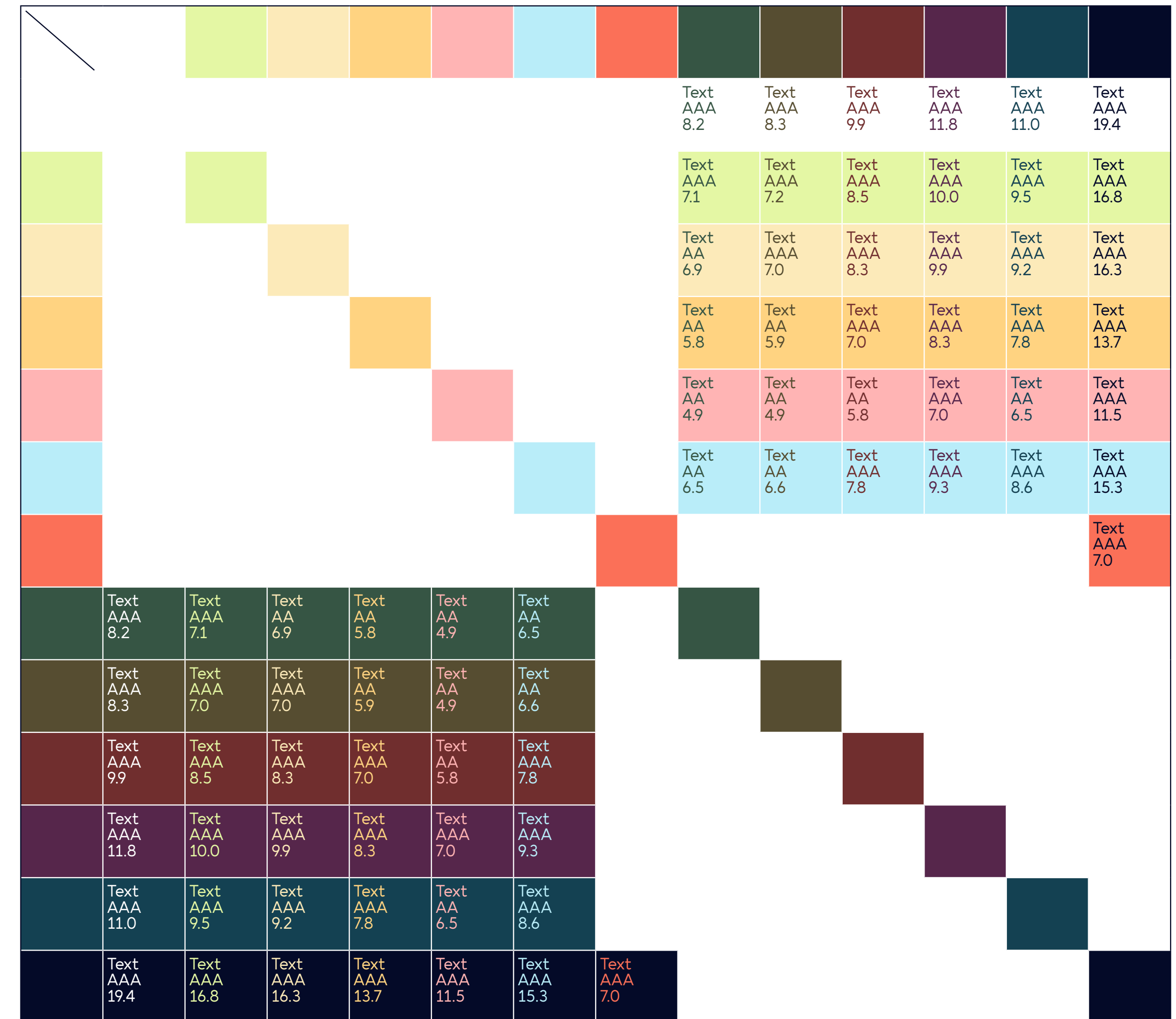
The graph shows which combinations of our brand colours achieve AA and AAA standards for contrast when being the background and text.

Large text

Large text is defined as 18 point or 14 point bold or larger. Text that is 14 point is typically 18.66px and 18 point is typically 24px. Fonts that are 18 point or 14 point bold, or larger, should have a contrast ratio of 3.00:1 or higher with its background.

Normal text

Fonts smaller than 18 point or 14 point bold (typically 18.66px) should have a contrast ratio of 4.50:1 or higher with its background.





Typography

Our typography is another important part of how we visually portray the brand's personality. We are bold with our typography and messaging. We keep it short and to the point.

OUR TYPE PACKS A PUNCH

Our Fonts

Our typographic styling consist of two primary fonts which work in unison together, and a secondary default font for use on Microsoft programmes.

Banerton

Banerton is a condensed sans serif typeface that combines a clean and modern aesthetic. It has character and personality, with a hint of Celtic origins. It should only be used for short lines and punchy headings, never for blocks of text or paragraphs.

Aquawax Pro

Aquawax reflects our island’s relationship with water and the surrounding sea. With its blade-like tail and fin-like strokes, the typeface is extremely readable at small sizes, making it perfect for body text and webfont use.

Calibri

For all secondary and desktop uses, Calibri is our standard typeface. Calibri is used for business correspondence, MS Word documents and PowerPoint presentations (where a user doesn’t have Aquwax Pro or Banerton) as it is widely available on most desktop computers.

BANERTON
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"£\$%^&*()

Regular

- Used for:
- Headers
 - Text when used as a graphical element to the composition
 - Short, punchy phrases
 - Accents & emphasis

Aquawax Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"£\$%^&*()

Light Regular Medium DemiBold Bold Heavy

- Used for:
- Subheadings
 - Body copy
 - Small print

Calibri
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"£\$%^&*()

Regular Bold

- Used for:
- Microsoft documents



Typesetting

In order to help strengthen association and recognition for the Extraordinary Isle brand, a cohesive style of typographic treatment should be used.

As a general rule, short headlines should use upper-case type, using our primary typeface Banerton. When using the Banerton font we use a reduced line spacing, normally 0.8pt, to stylistically match the condensed nature of the typeface.

Body copy should be set in sentence case, using our secondary typeface Aquawax. For our body copy we use a line spacing of 1pt.

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.

The example, a 1080x1080px Instagram post, shows how we can use varying type sizes, weights and tracking to differentiate levels of text. This helps increase the readability and interest for viewers.



Header
Banerton Regular
Uppercase
Size: 140pt
Tracking: 25
Colour: Dolphin Blue

Subheader
Banerton Regular
Uppercase
Size: 64pt
Tracking: 200
Colour: White

Body
Aquawax Bold/Regular
Sentence Case
Size: 44pt / 32pt
Tracking: 0
Colour: White



Visual Style

Our visual style is a critical extension to our brand, and is underpinned by our three pillars; being refreshingly authentic, tantalisingly inspirational and enchantingly wondrous.

As they say 'a picture is worth a thousand words'. The subject matters and compositions of the images we select have a huge effect on the way people feel about and engage with our brand. The energy, intrigue and emotion that we can achieve with imagery is very powerful, and a vital tool in how we tell the Isle of Man's extraordinary story.



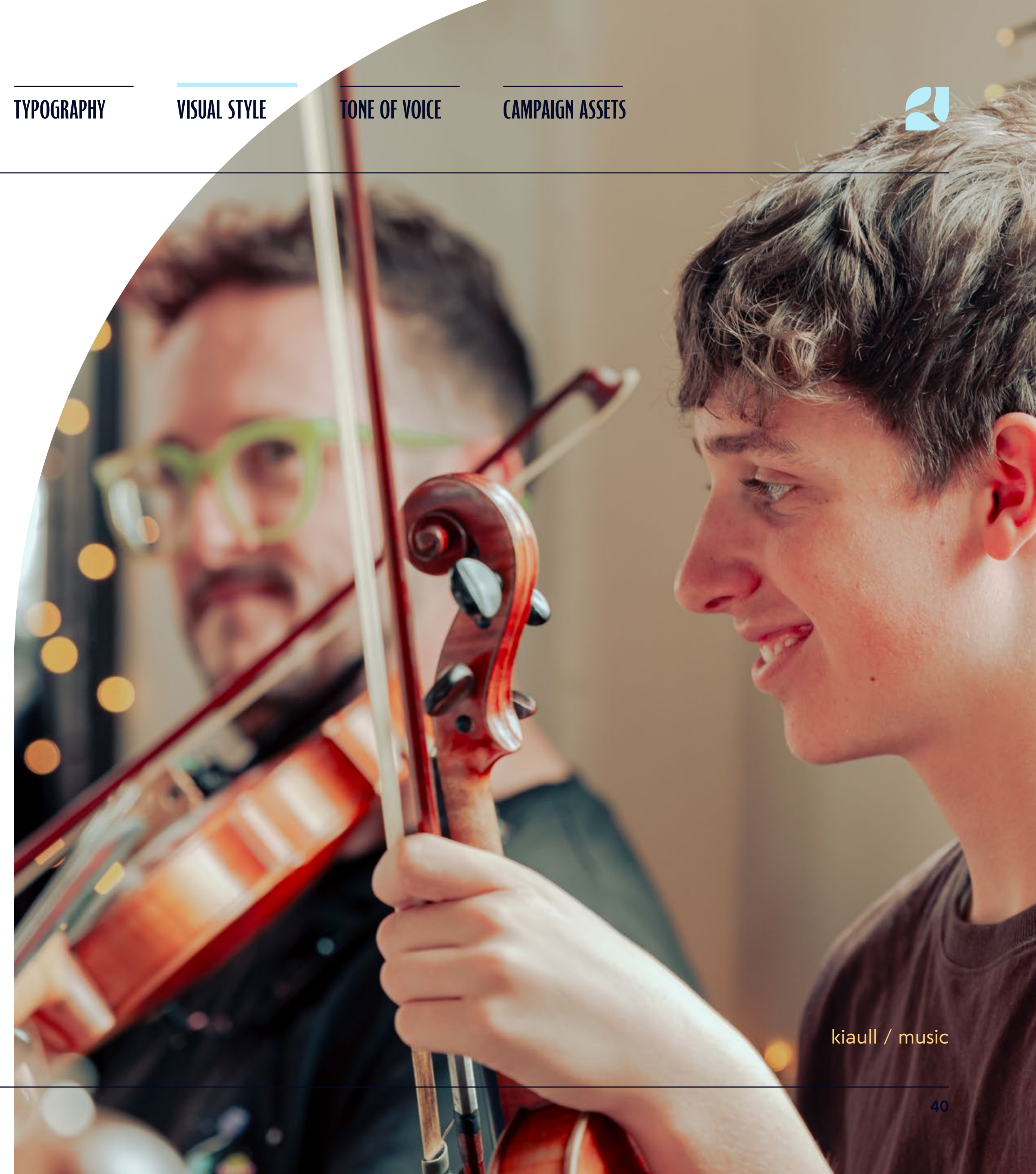
Visual Style

People

Personal experience plays a hugely important part in how we tell our extraordinary story. People should always be interacting with the place in an authentic way. Showing people in a place setting helps our audience imagine themselves there, and highlights the scale of landmarks. Through using real people, we can harness the character, energy and personality of our island.

Our people imagery should...

Be candid, informal and with natural body language. We show people fully engaged and enjoying what they're doing. We make a conscious effort to move away from the traditional 'holiday brochure' and stock imagery style. Even whilst using models, we try to direct them as little as possible. We try and capture the impromptu moments of collaboration, movement, amazement and celebration.



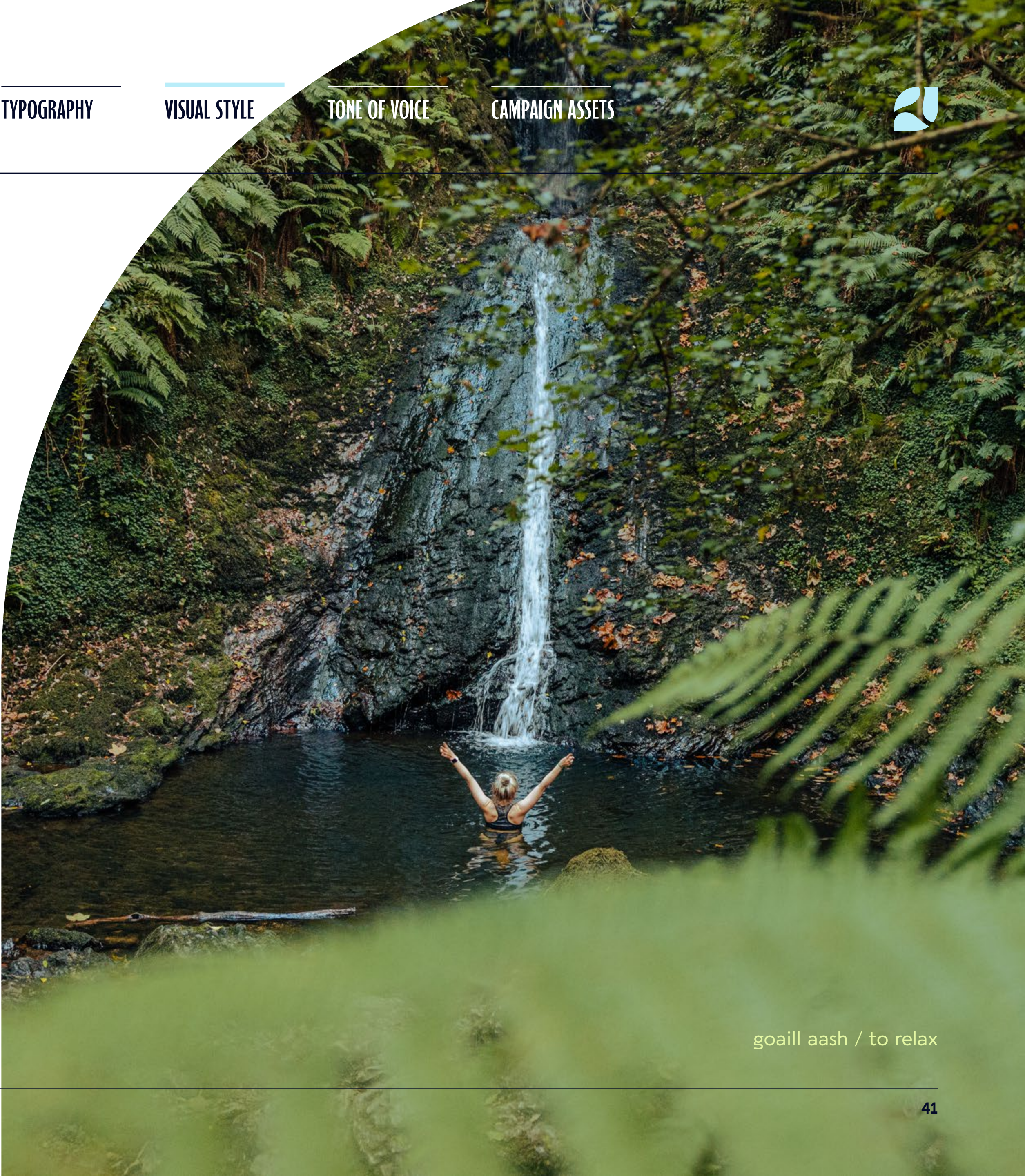
kiaull / music

Visual Style

Place

Our island is breathtakingly beautiful, we are fortunate to have stunning scenery that morphs throughout the seasons. We want to get away from the cliché shots of blue skies and clear beaches, although they still have their place. We want to inspire people to step out of the known, and explore the yet-to-be discovered areas, vantage points and paths.

Our place imagery should...
Be dramatic, breathtaking, atmospheric, and occasionally mysterious. We celebrate the beauty of our landscapes across all weathers and seasons. We display the hues, temperature and tones that are naturally present. If possible, our place imagery should connect with people. It should highlight the experience of the place and not just the place itself.



goaill aash / to relax



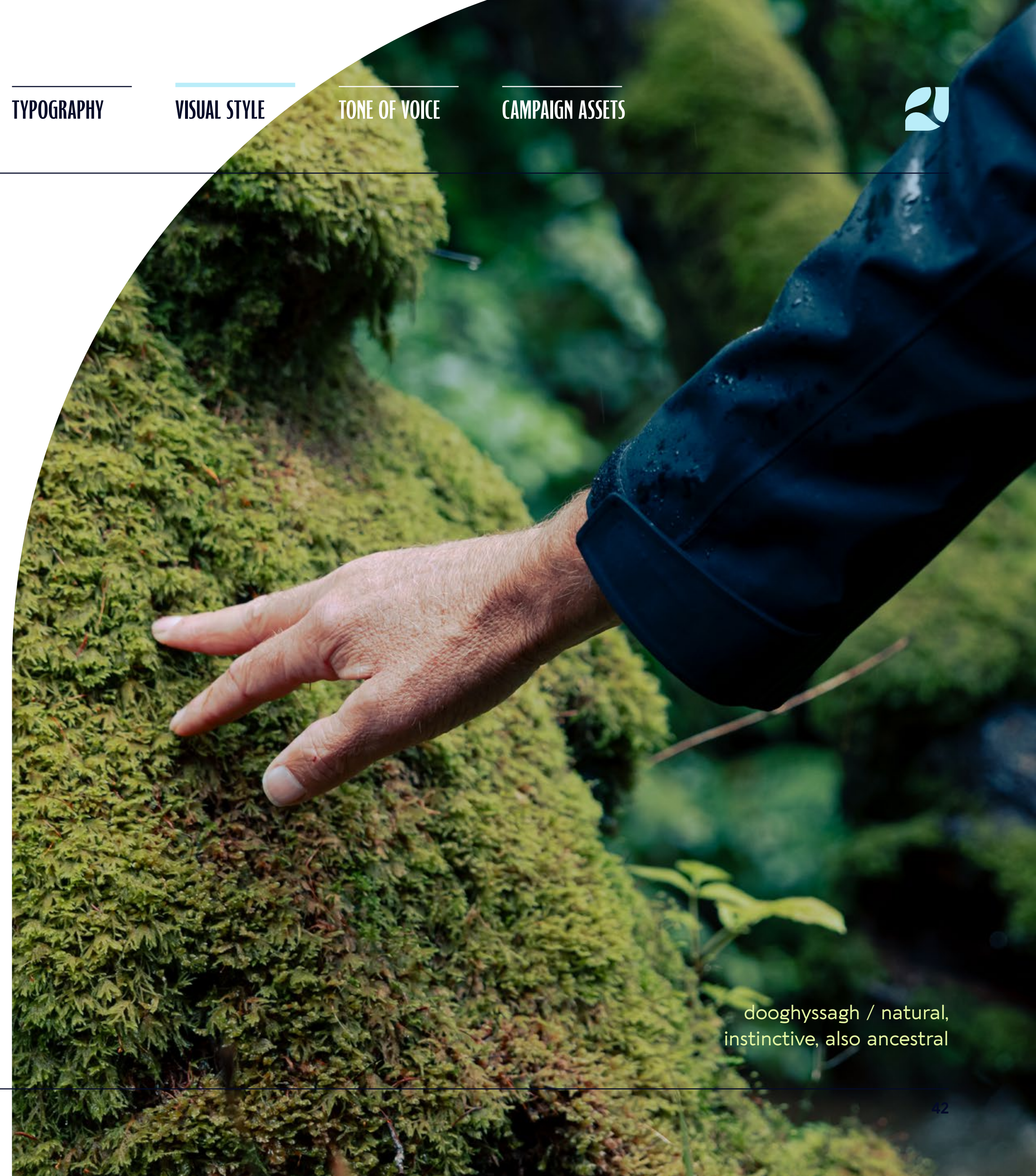
Visual Style

Detail

All of our imagery should feel immersive. We get right into the action of the scene, showing the vantage point of a participant. We allow the viewer to delve deeper into our Extraordinary Isle. We inspire our audience to almost feel, smell, see or taste the detail.

Our detail imagery should...

Be immersive and focus on enticing the viewers senses. Depth of field can be used to really draw the eyes in on the subject. We utilise a POV (point of view) style to capture the attention of our audience, and provide aspirational views. These shots can be used to highlight the smaller moments and detail, the very fabric that makes up our island. We use a short depth of field to focus on the detail, bringing the subject matter into focus and blur out the background.



dooghyssagh / natural,
instinctive, also ancestral



Tone of Voice

Our written communication should work synonymously with our visual language. We need our words, spoken or written, to work with our imagery in one unified voice.

Our writing style is defined by our three brand pillars; being refreshingly authentic, tantalisingly inspirational and enchantingly wondrous.

goaill soylley / to enjoy



Writing Styles - Refreshingly Authentic

Refreshingly Authentic means being...

Informative yet conversational

Our style should be conversational, creating a sense that we are talking directly to our audience and involving them. We use a conversational style including 'we' and 'you'. We use contractions such as we'll, you'll, we're, you're etc. We stay conversational and chatty, as if we are talking to our friends.

For example:

Hop aboard the Isle of Man Steam Railway, and you'll be whisked away on a nostalgic adventure as it gently rocks through the southern countryside. As we glide through rolling hills, you'll soak in breathtaking views and the scenic coastline, all from the comfort of our vintage train. We'll pass through some of the island's most historic towns and charming villages, giving you a perfect taste of our rich heritage.

Instead of...

The Isle of Man Steam Railway takes you on a journey of nostalgia as it gently rocks through the countryside in the south of the Isle of Man. Along the journey there are beautiful farmland and coastal views surrounding the railway. The line offers fantastic links to some of our most historic towns and villages.

Refreshingly Authentic means being...

Warm and natural

We are positive and friendly. We entice our readers and listeners – gaining their trust with our down-to-earth tone. We present information based on insider knowledge. We do not list a set of instructions for an itinerary, we share 'insider' advice and tips. We make our guests feel like they are with us on the journey.

For example:

The Isle of Man is a fantastic spot for diving, thanks to its vibrant marine life and crystal-clear waters. You'll find thriving communities of plants and animals under the surface, and with half of the island's waters being protected, the underwater world is truly stunning. For an extra treat, keep an eye out for the famous basking sharks that come to visit—it's a real highlight for divers in the know.

Instead of...

The Isle of Man, with its marvellous marine life, offers excellent diving. The waters are clear and nurture teeming communities of plants and animals. With 50% of the island's waters protected, its underwater realm is beautiful. It's famous for its visiting basking sharks.



Writing Styles - Tantalisingly Inspirational

Tantalisingly Inspirational means being...

Descriptive for the senses

We bring our writing to life by using descriptive adjectives that focus on taste, touch, smell, sound, and sight. By using sensory words, we paint a vivid picture to help our audience imagine. We share specifics and go into detail. We help our audience visualise engaging and immersing in the experience.

For example:

Perched on Bradda Head in Port Erin, Milner's Tower stands as a timeless tribute to William Milner, a beloved benefactor who greatly aided the village's fishermen and the less fortunate. Constructed in 1871, the tower rises majestically against the rugged coastline. Its stone walls, weathered by the elements, offer a striking contrast to the lush green surroundings, while the panoramic views from the top capture the breathtaking expanse of the sea and sky. Milner, a renowned safe maker from Liverpool, inspired the Tower's distinctive shape. The Tower's design, with its angular, interlocking forms, evokes the intricate silhouette of a key and lock, reminiscent of the solid craftsmanship for which Milner was celebrated.

Instead of...

Milner's Tower on Bradda Head in Port Erin was built in 1871 by public subscription as a memorial to the benefactor of Port Erin, William Milner, who did much to help the village fishermen and the poor. Milner was a famous safe maker from Liverpool and the unusual shape of the Tower represents a key and a lock.

Tantalisingly Inspirational means being...

Active, rather than passive

We use an active voice that focuses on the actions of the subject, in present tense, wherever possible. We let the subject of the sentence perform the action.

For example:

Kippers are actually smoked herring, which arrive at the factory and go straight into a splitting machine. This machine splits each herring from head to tail, removes the guts, and cleans them. Next, we soak the herring in a brine mixture before hanging them on tenter hooks. We then rack them up and smoke them in large kilns, infusing them with that distinct, smoky flavour.

Instead of...

Kippers are smoked Herring. Once in the factory, the Herring are put into a splitting machine, which splits them along the back from head to tail, guts and cleans them. The Herring are soaked in a brine mixture and then put onto Tenter Hooks, hung on racks and smoked in large smoking kilns.



Writing Styles - Enchantingly Wondrous

Enchantingly Wondrous means being...

Storytellers

Nothing is as powerful or inspiring as a good story. We tell stories and use real quotes where we can. Our audience want to uncover stories and create stories of their own.

For example:

When we think back on Joseph Pilates' time at Knockaloe, it's clear that what initially seemed like a setback was actually a hidden blessing. The internment gave him the unexpected gift of time — time he poured into developing his revolutionary ideas about body culture. Amidst the solitude, he found inspiration in an unlikely muse: the Manx Cat. Its unique, graceful movements sparked new ideas and became a symbol of the fluidity and strength he sought to embody in his work, as he once said "Change happens through movement and movement heals".

Instead of...

Joseph Pilates' internment at Knockaloe turned out to be a blessing in the end as he finally had enough time to develop his ideas of body culture. A real source of inspiration for him was the Manx Cat!

Enchantingly Wondrous means being...

Creative with words

We replace generic adjectives with words that inspire and bring zest to the sentence. We use metaphors, idioms, alliteration and rhyme as tools to make copy catchier and more memorable (although it's important not to overdo it).

For example:

The 'Way of the Gull' or 'Raad ny Foillan' in native tongue, stretches out like a ribbon of adventure across the Isle of Man. Spanning nearly 160 kilometres, or 100 miles, this premier pathway offers the chance to meander around our entire nation. It's a journey that encircles the island in its embrace, inviting you to trace its scenic contours and explore its living landscape.

Instead of...

The Raad ny Foillan, Manx Gaelic for 'The Way of the Gull', is the Isle of Man's premier long distance footpath. At almost 160 km / 100 miles in length it provides the perfect opportunity to walk around a complete Nation!



Campaign Assets

We have prepared a variety of tools and assets for businesses to use in your marketing communications to leverage the campaign. This section provides a variety of downloadable assets and templates.

snaue / to swim

Social Posts

Our editable Instagram templates allow content to be broken up into a mix of text and imagery, that can be reordered, swapped around and added to as best fits the post.

Use the brand colour palette in this toolkit to play with the backgrounds and see which colour best suits the tones of your photography.



We utilise the crop area on the 4:5 or 1080x1350px upload size to display co-branding that shows in feed, but not on our profile grid.





Giphy Stickers

We have produced a range of GIFs which have been uploaded as 'Stickers' on Giphy. These can be used on TikTok, Facebook Messenger, Instagram Stories, Snapchat, WhatsApp, and more.

Using the branded 'stickers' bring more energy to content and instagram stories, adding a playful nature to the brand. To find these, simply search on each platform's GIF/GIPHY feature for '**Extraordinary Isle**'.



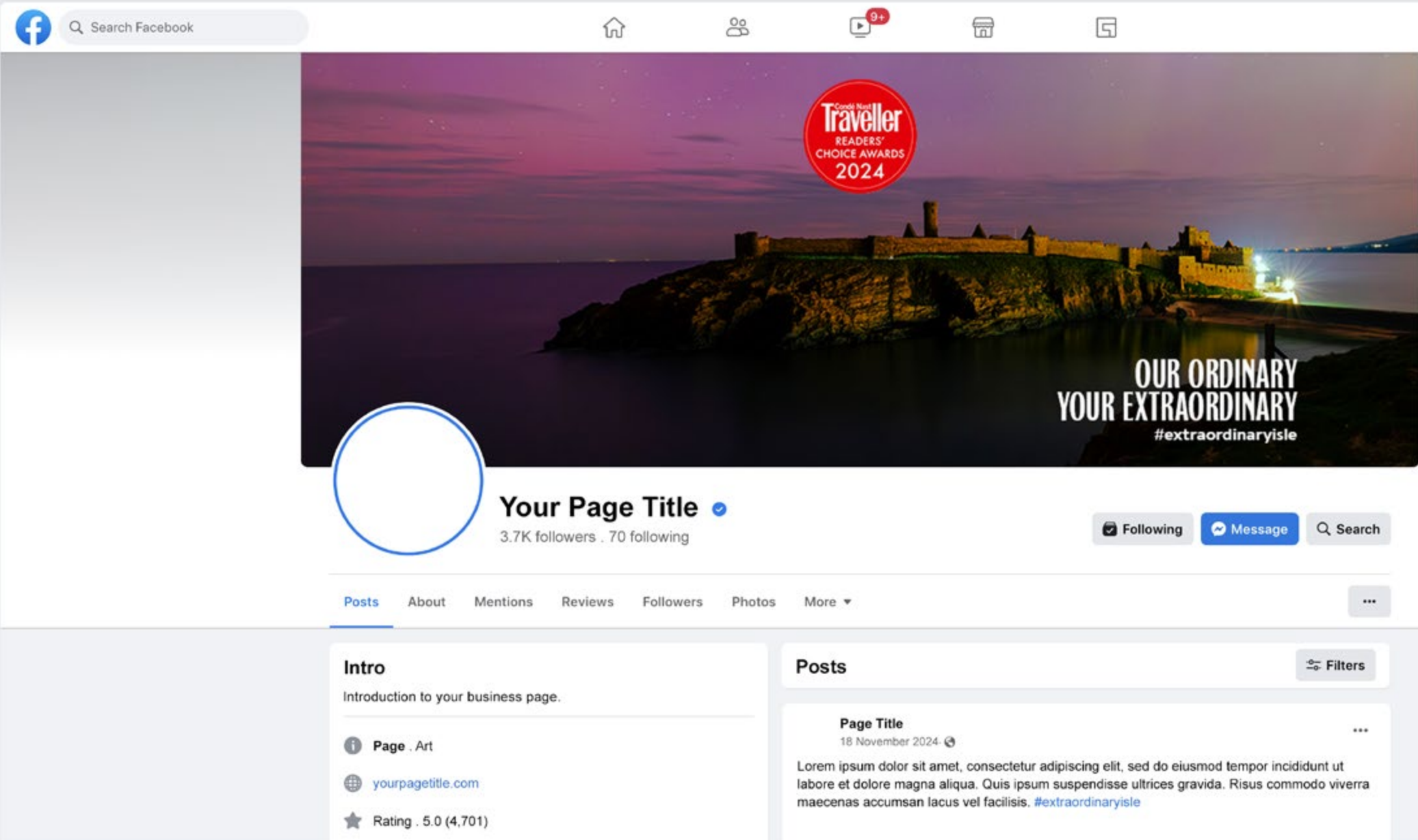
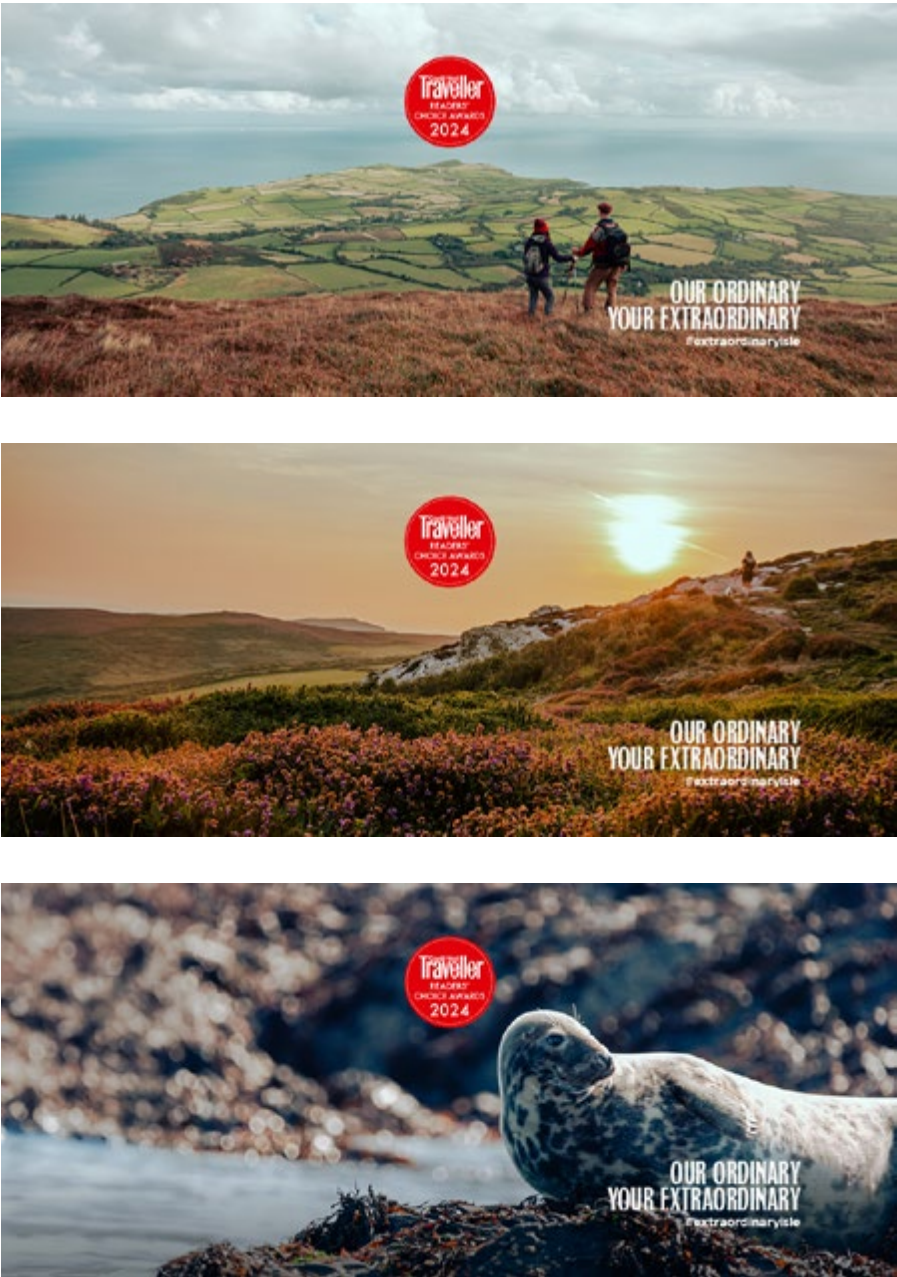
Make sure the GIFs/ Stickers are not placed in a 'busy' part of the image, and don't overlap any important details of the composition.



Cover Photos

We have designed a set of cover photos using a set of hero images that display the landscapes, people and traditions that make our island extraordinary.

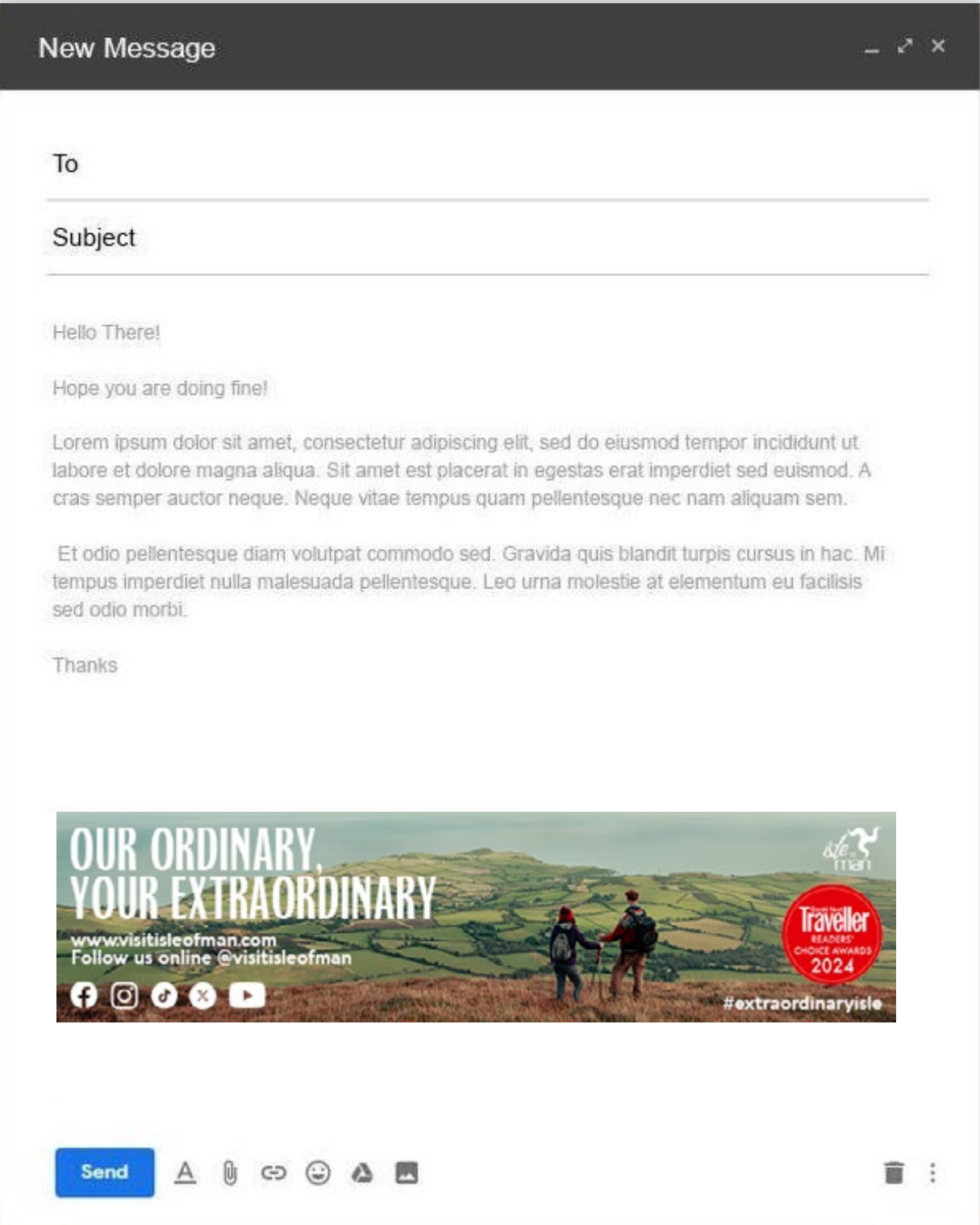
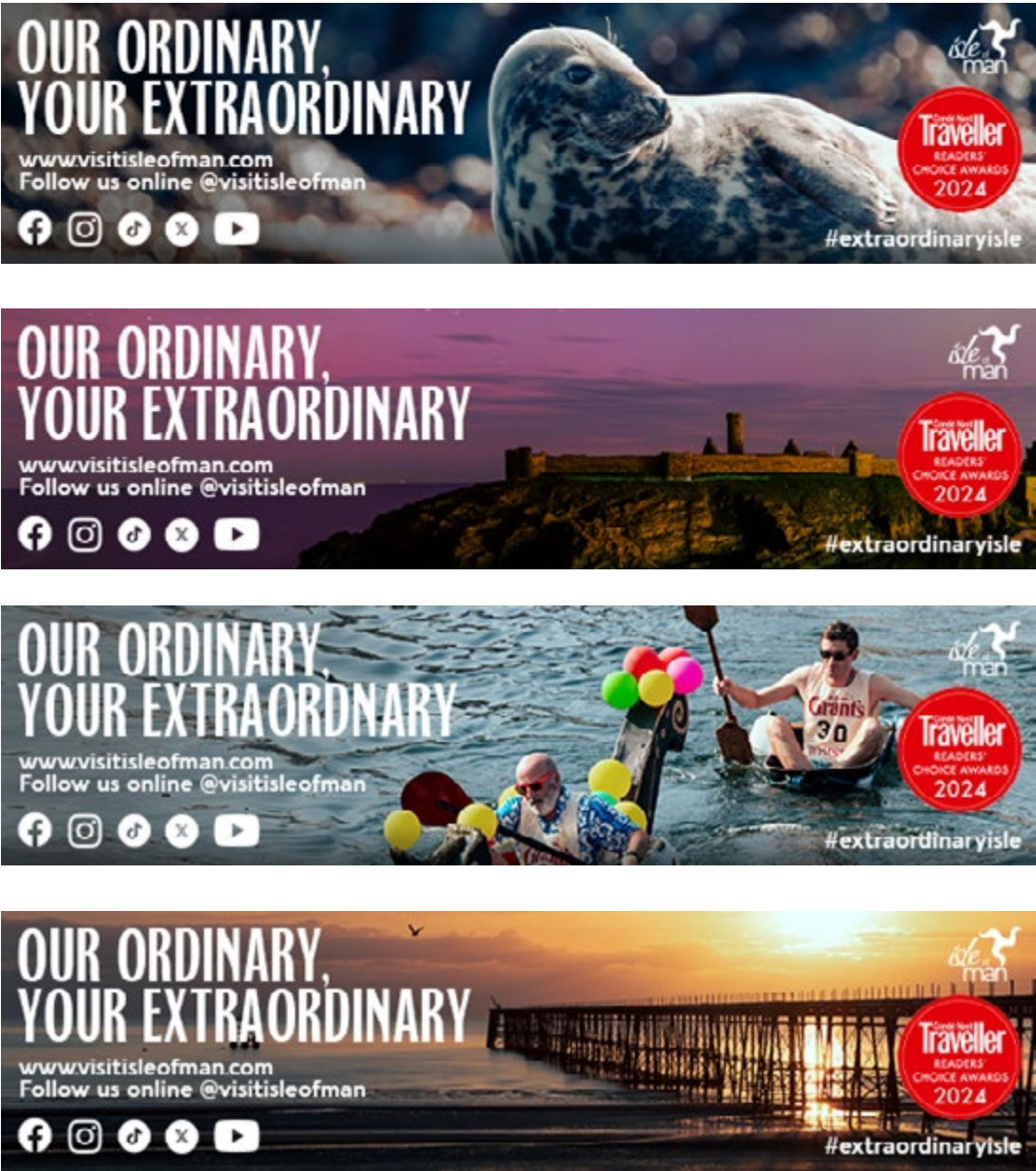
These have been designed to primarily be used on Facebook, but they are also suitable for other platforms.



Email Banners

We've provided a set of email banners to showcase a branded marketing message alongside your day-to-day correspondence.

These email banners can be added a the bottom of your email signature, and can even be linked to the Visit Isle of Man website with a hyperlink, allowing viewers to explore all that the island has to offer.





Campaign Imagery

We are continually trying to capture every corner of our beautiful isle, building up our image bank for use on this campaign.

Image Bank

We have created a collection of campaign images that can be shared and used throughout the campaign in both our and your marketing.

These can be downloaded at:

<https://flickr.com/photos/193243463@N07/albums>



THANK YOU

If you have any queries regarding the Extraordinary Isle Campaign Brand Toolkit, please contact the Visit Isle of Man Team.

