

ADVENTURE
SMART.UK



Working with the AdventureSmart UK campaign

Communication & Brand Guidelines

November 2022

Every day thousands of people set off for an adventure in the great outdoors. Some choose strenuous sports such as rock climbing or coasteering, others take a less extreme approach such as walking, cycling or simply playing on the beach with the family.

The majority will have a fantastic time and will take home treasured memories; for a few their day will be marred by discomfort, brushes with danger or accidents and some will have to be helped by rescue and emergency services.

Many of these incidents could have been easily avoided; with a little preparation, everyone can help to ensure that their adventure is a treasured memory, not a nightmare.

AdventureSmart UK...

- aims to reduce the number of avoidable incidents that the rescue and emergency services deal with each year
- is a comprehensive set of safety messages that enables organisations to give good, clear consistent safety advice
- messages are developed by experts from leading safety and sporting organisations to provide all the essential information needed for people to get outdoors, confident that they have prepared for a great day
- is not an organisation it is a campaign that is delivered by the many partner organisations that want people to enjoy the great outdoors safely.
- partner organisations can be found at www.adventuresmart.uk/partners.

**ADVENTURE
SMART.UK**



AdventureSmart provides a positive narrative to guide conversations about safety

You can be sure that you are providing agreed, good practice, based on the latest behavioural science

**Be Adventure Smart
Make your good day better**

Help us spread the word!

Use AdventureSmart to encourage your customers/clients/members to enjoy the great UK outdoors safely. Together we can promote clear safety messages, keeping visitors and local communities safe and comfortable in the outdoors and returning to regale their friends with wonderful stories.

From the start, when people begin to think about and research their trip, through their booking process and repeatedly through their visit we want them to keep coming across the AdventureSmart messages.



A background image of two hikers on a trail. The hiker in the foreground is wearing a plaid shirt and black leggings, with a backpack. The hiker in the background is wearing a plaid shirt and shorts, also with a backpack and a trekking pole. The scene is outdoors on a grassy, rocky trail.

You and your staff/volunteers/members can change lives with one simple conversation!

AdventureSmart is a useful place to start, simply prompting with these questions gets people thinking along the right lines.

BE ADVENTURESMART

Ask yourself 3 questions before you set off:

- Do I have the right **GEAR**?
- Do I know what the **WEATHER** will be like?
- Am I confident I have the **KNOWLEDGE & SKILLS** for the day?

Take the [AdventureSmart quiz](#) »

Be Covid Smart

Working with AdventureSmart

- Adopt the AdventureSmart messages in print, on your website or on your socials.
- Signpost and link to www.AdventureSmart.UK
- Use the hashtag #BeAdventureSmart in your social media
- Use and share the AdventureSmart videos and posters (downloadable from www.AdventureSmart.UK)

Be creative -
AdventureSmart is now on
buses, signs, waterproof
phone pouches, leaflets,
carrier bags, t-shirts, flags,
banners, blogs and vehicles

Our partners are always
coming up with new ways
to spread the word



Consistency is key

The more consistent we are, the more likely it is that people will understand our messages and take the appropriate action to stay safe whilst enjoying the outdoors. By joining forces to consistently communicate safety advice we can build trust in the **AdventureSmart UK** brand.

We have taken time to develop a comprehensive set of key messages which are clear, positive and precise.

The wording of the messages should not be altered.

The full set of **AdventureSmart UK** messages can be found at www.adventuresmart.uk/key-messages

It's not what we say it's the way that we say it

Be positive: AdventureSmart UK should be the voice of a knowledgeable friend.

Encourage people to explore our landscapes safely not put the 'fear of death' into them. Give them the information they need to make informed choices and take responsibility for themselves and their companions' safety.

Avoid over-formal language or ambiguity. Make conversations in print, online, or face-to-face inclusive and warm, with a personal, human touch; imagine you are talking directly to a visitor.



A picture speaks a thousand words, and
a good picture speaks thousands more

The choice of images used to support the
AdventureSmart UK messages is an important
factor in their communication and the resultant
degree of engagement with the campaign.

Images need to be;

- High quality
 - Engaging
 - Dynamic
 - Not clichéd
- All images featuring people must show best safety practice in accordance with the key messages.
 - Where possible connect people with landscapes. Avoid images which look like stock photography with set-up poses and scenery.
 - Think about whether you need negative space in the picture, so that there's space for you to add message text and logo.



Protocol for press releases

All press releases associated with the AdventureSmart campaign must comply with the principles outlined in this document. Most importantly:

- **Positivity:** AdventureSmart branding and messaging must only be used in a positive context. For example, it must not be associated with information/statistics about incidents/call outs/fatalities in the outdoors.
- **Consistency:** All AdventureSmart messages used in press releases must, where possible, use the agreed wording. Small changes can be made to suit the context, but this must not alter the basic meaning and tone. If significant changes are required agreement must be sought from the AdventureSmart management team.
- **Tone:** The language and tone of the press release should be clear, friendly and without jargon. Consider who the release is aimed at and write for the target audience. Different versions of the same press release might be required for different audiences.

Please:

- Include a quote from a spokesperson who is well briefed about the AdventureSmart campaign and who will be available for follow-up. To find a suitable spokesperson contact Paul Donovan, 07970 871711, escape.routes@btopenworld.com
- Include images which meet the comms guidelines.

- Include the AdventureSmart UK logo.
- Include the following in the 'Notes to editors'

AdventureSmart UK is a rollout of the safety campaign AdventureSmartWales which was launched in 2018, part-funded via the Welsh Government's Tourism Product Innovation Fund.

The aim is to reduce the number of avoidable incidents which the rescue and emergency services deal with each year. The objective is to establish a comprehensive set of safety messages and to work with the outdoor sector to promote these far and wide.

Experts from leading safety and sporting organisations have developed these messages to provide all the essential information needed for people to get outdoors, confident that they have prepared for a great day.

For general project enquiries contact Paul Donovan, 07970 871711 escape.routes@btopenworld.com

Before you send please consider whether there is there anything in your press release that could harm the AdventureSmart brand. If in doubt please don't send, contact Paul Donovan (escape.routes@btopenworld.com) to discuss.

AdventureSmart UK: Our Brand Guidelines

With the adoption of a cohesive, professional and quality visual identity for **AdventureSmart UK** we can effectively engage audiences with our messages.

A logo pack can be downloaded from www.adventuresmart.uk/asuk-logos/

Working with the AdventureSmart UK Brand

- The **AdventureSmart UK** logos are fixed artwork and must not be recreated, cropped, enhanced, distorted, stretched or otherwise altered.
- The logos should always be legible and must never lose their integrity when reduced to a small size. To ensure this the logos should never appear in print smaller than 25 mm in width.
- Please do not alter or introduce new colours to the **AdventureSmart UK** logo or brand collateral.
- Always make sure the logo is visible when used on photos or coloured backgrounds. The text in the logo can be converted to white if this improves legibility. **DO NOT ATTEMPT TO MAKE THE GRAPHIC ELEMENT OF THE LOGO WHITE**
- If the logo is not legible when used over an image then use the boxed version. Remove any keyline around the box
- DO NOT BREAK UP THE TEXT IN ANY WAY other than those provided as logo files
- Wherever possible use the strapline: Be AdventureSmart: MAKE YOUR GOOD DAY BETTER
- If the partner organisation wishes to use their own logo it is acceptable to use the AdventureSmart.UK text only banner in place of the **AdventureSmart UK** logo.

Products

The **AdventureSmart UK** logo is not to be used as a selling point for products. Groups may not produce, sell or distribute products bearing the **AdventureSmart UK** logo or name as a primary point of interest. Examples include **AdventureSmart UK** apps, vehicles, backpacks, patches, t-shirts, educational materials, outdoor gear, books, websites and other merchandise. If the **AdventureSmart UK** name or logo does appear directly on a product, it must first be approved by the **AdventureSmart UK** Project Management.

Logo Downloads

AdventureSmart UK logos can be downloaded from www.adventuresmart.uk/logos

Contact

For further information regarding branding, logo use, text use, or any other questions, please contact: Paul Donovan escape.routes@btopenworld.com or Emma Edwards-Jones, emma@snowdonia-active.com.

The AdventureSmart.uk logo can be used in 2 colourways with the graphic element. Where space is limited one of the 2 text only versions may be used.

ADVENTURE
SMART.UK



ADVENTURE
SMART.UK



ADVENTURESMAKRT.UK

ADVENTURE
SMART.UK

ADVENTURE
SMART.UK



ADVENTURE
SMART.UK



AdventureSmart National Primary Logo - Transparent background

Note: 2 different colourways are available (Red or Purple versions) - Use either based on use or preference

Do not alter the main logo colours in any other way

Please contact AdventureSmart UK if you would like to establish AdventureSmart in your region

ADVENTURE
SMART.UK



ADVENTURE
SMART.UK



ADVENTURE
SMART.UK



ADVENTURE
SMART.UK



ADVENTURE
SMART.UK



ADVENTURE
SMART.UK





ADVENTURE
SMART.UK



ADVENTURE
SMART.UK



**ADVENTURE
SMART.UK**



**ADVENTURE
SMART.UK**



ADVENTURE
SMART.UK



ADVENTURE
SMART.UK

AdventureSmart National Square Logo - Ecrú boxed



ADVENTURE
SMART.UK



ADVENTURE
SMART.UK

ADVENTURE
SMART.UK

ADVENTURES.MART.UK

ADVENTURE
SMART.UK

ADVENTURES.MART.UK

Lake District Cumbria

ADVENTURESSMART.UK

Lake District Cumbria

ADVENTURE
SMART.UK



Lake District Cumbria

ADVENTURE
SMART.UK



Lake District Cumbria
ADVENTURE
SMART.UK



Lake District Cumbria
ADVENTURE
SMART.UK



Lake District Cumbria
ADVENTURE
SMART.UK



Lake District Cumbria
ADVENTURE
SMART.UK





Lake District
Cumbria

ADVENTURE
SMART.UK



Lake District
Cumbria

ADVENTURE
SMART.UK



Lake District
Cumbria

ADVENTURE
SMART.UK



Lake District
Cumbria

ADVENTURE
SMART.UK



Lake District
Cumbria

ADVENTURE
SMART.UK



Lake District
Cumbria

ADVENTURE
SMART.UK

Cymru ~ Wales
ADVENTURES.MART.UK

Cymru ~ Wales

ADVENTURE
SMART.UK



Cymru ~ Wales

ADVENTURE
SMART.UK



Cymru ~ Wales
ADVENTURE
SMART.UK



Cymru ~ Wales
ADVENTURE
SMART.UK



Cymru ~ Wales
ADVENTURE
SMART.UK



Cymru ~ Wales
ADVENTURE
SMART.UK





Cymru~Wales

ADVENTURE
SMART.UK



Cymru~Wales

ADVENTURE
SMART.UK



Cymru ~ Wales

ADVENTURE
SMART.UK



Cymru ~ Wales

ADVENTURE
SMART.UK

AdventureSmart Regional Square Logo - Ecrú background



Cymru~Wales

ADVENTURE
SMART.UK



Cymru~Wales

ADVENTURE
SMART.UK

Cymru~Wales

ADVENTURE
SMART.UK

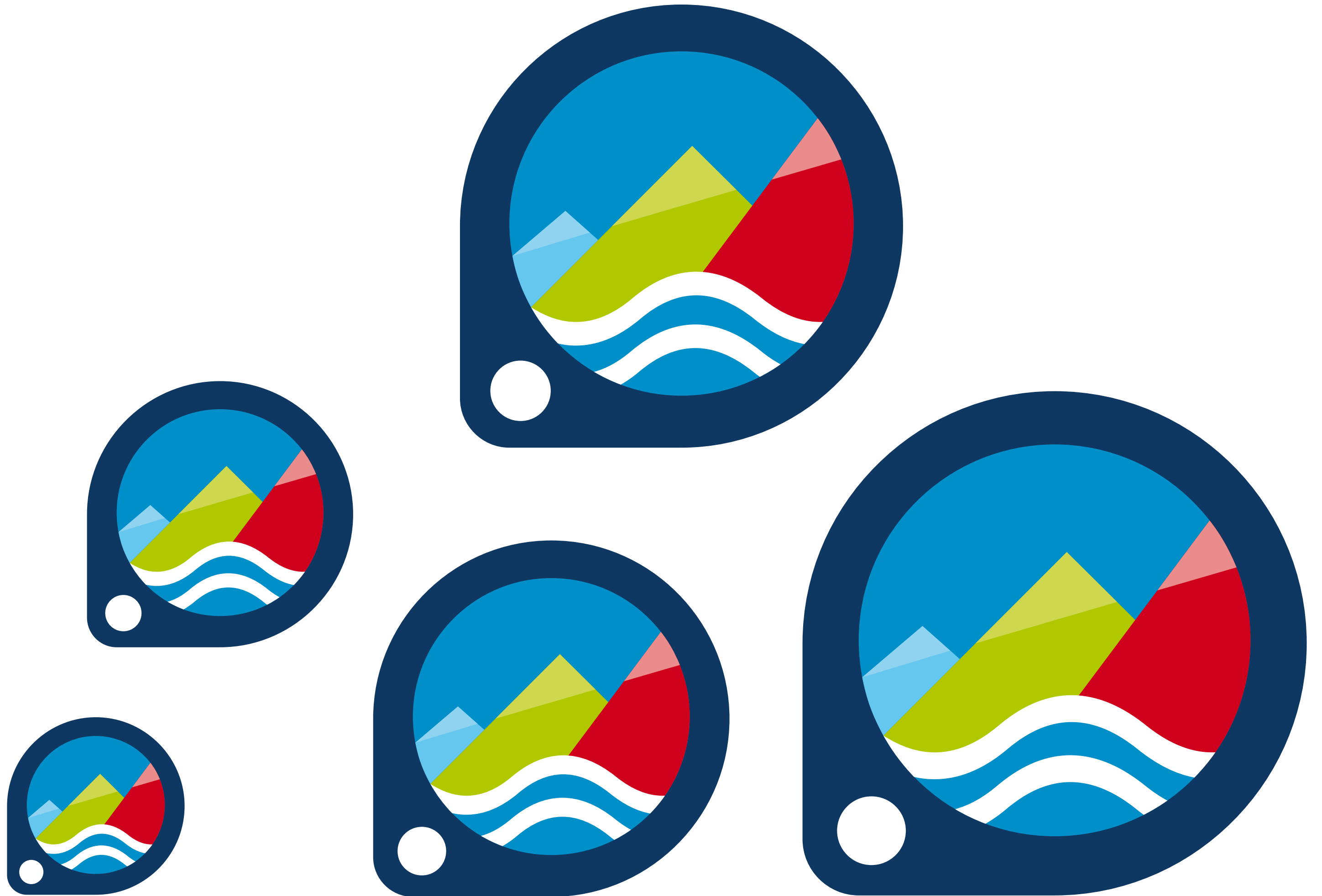


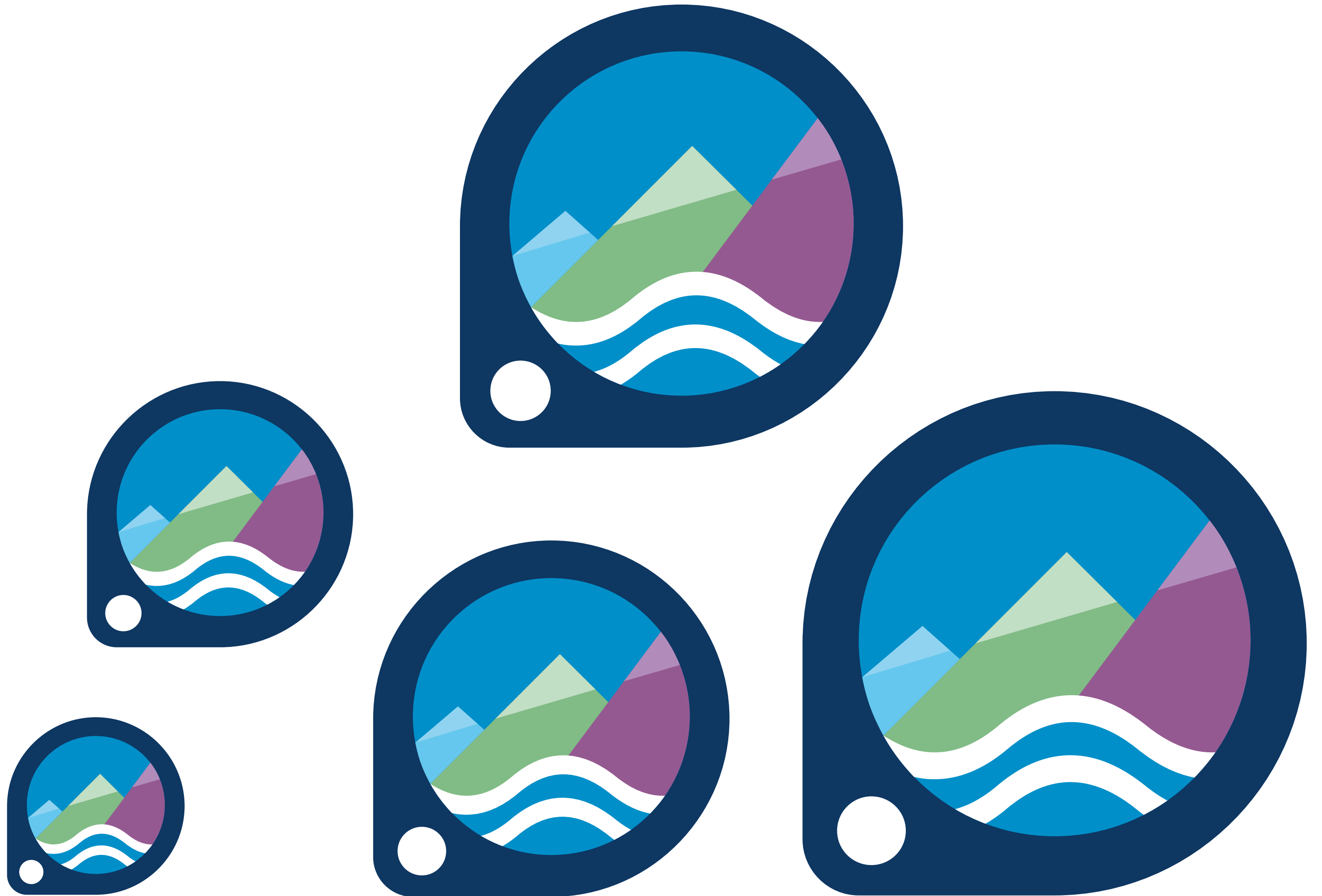
Cymru~Wales

ADVENTURE
SMART.UK



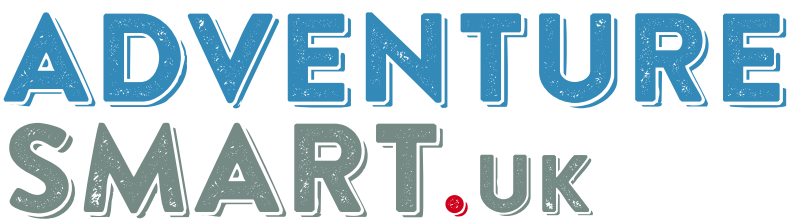
AdventureSmart Regional Primary Logo - Transparent background







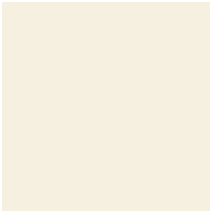
ASUK COLOUR PALETTE



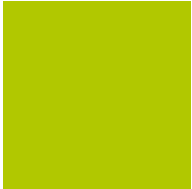
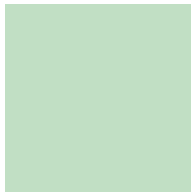
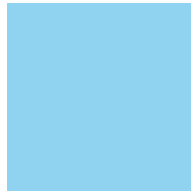
Horizon Blue
(ASUK reserved)
75/100/100/7



Greeny Grey
(ASUK reserved)
53/29/38/20



Ecrú
(background box)
5/5/15/0



SUGGESTED REGIONAL COLOURS



Dragon Red
(Cymru ~ Wales)
5/100/100/7



Oranged
0/60/100/0



Who's Torquing
60/0/20/0



Blue Dayz
100/100/0/0



Chartreuse
(Cumbria & Lakes ?)
40/0/100/0



Violet Flame
40/60/0/0



Golden Glow
0/17/74/17

Fonts

ADVENTURES.MART.UK

Font: Brandon Printed One Shadow

Regions

Font: AvantGarde Bk BT

Cymru~Wales

Lake District Cumbria

Violet Flame

Blue Dayz

Oranged

Who's Torquing

Golden Glow



Products

The AdventureSmart UK logo is not to be used as a selling point for products. Groups may not produce, sell or distribute products bearing the AdventureSmart UK logo or name as a primary point of interest. Examples include AdventureSmart UK apps, vehicles, backpacks, patches, t-shirts, educational materials, outdoor gear, books, websites and other merchandise. If the AdventureSmart UK name or logo does appear directly on a product, it must first be approved by the AdventureSmart UK Project Management.

Contact

To obtain a current AdventureSmart UK logo or for information regarding branding, logo use, text use, or any other questions, please contact:

Paul Donovan
escape.routes@btopenworld.com



Join AdventureSmart UK

If your organisation/business would like to be recognised as an AdventureSmart UK partner or if you are interested in establishing your area as an AdventureSmart region please contact Paul Donovan (escape.routes@btopenworld.com) or Emma Edwards-Jones (emma@snowdonia-active.com)



Developed in partnership by the many organisations who want people to enjoy the great UK outdoors safely.