

A COAST FOR ALL...

A Coast for All...

2024 sees the launch of the new England's Coast campaign, A Coast for All ...

This builds on the success of the Year of the Coast 2023 which shone a light on the breadth of events, experiences and opportunities on our coastline.

Just as the Year of the Coast campaign, A Coast for All ... is aimed at everyone working, living and involved with the coast, whether businesses, destinations or visitors. It is all-embracing to be as flexible as possible to adapt to a huge variety of themes throughout the year.

By working collaboratively on this campaign, we can have a collective voice and highlight the wealth of holiday experiences and boost the number of visitors to build up the coastal visitor economy and create growth.



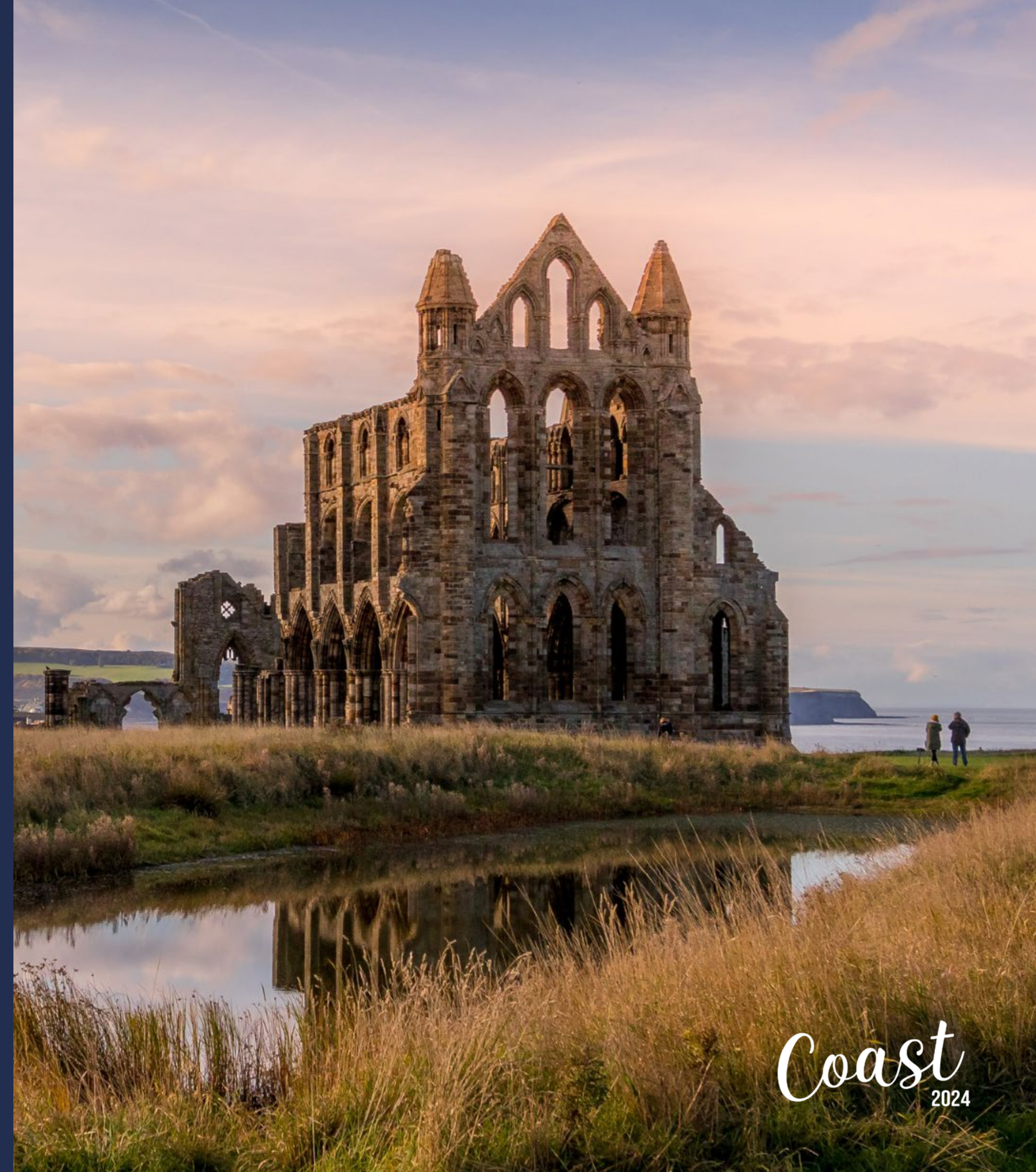
How will 'A Coast for All' work?

This toolkit outlines how you can incorporate the branding into your website and assets.

Using four overarching headings, the campaign can be used for multiple themes which will be used for England's Coast marketing activity – blogs, social media, press releases, press trips and travel trade engagement.

It will also underpin wider engagement nationally with politicians, academics and key stakeholder groups on environmental and economic issues.

A Coast for All... is an opportunity to raise the profile of the coast and introduce a new audience to its nature, culture and heritage and spread the message that England's coastline is for everyone.



A Thematic Approach

While we will focus on four headings, coastal sustainability and accessibility will be key features throughout the year. Woven into these themes will be new product, events and experiences and much, much more!

A COAST FOR ALL SEASONS

Not just spring and summer but autumn and winter, gardens, nature reserves, dark skies, nature-watching

A COAST FOR ALL EXPERIENCES

All weather activities, immersive experiences, food and drink, family fun, have-a-go lessons

A COAST FOR ALL ADVENTURES

Water sports, cycling, walking, foraging, embracing the great outdoors

A COAST FOR ALL OCCASIONS

Events, castles, stately homes, romantic escapes, days out, art exhibitions, Christmas, Valentines

How do i get involved?

Please use the logos in your planned activities to amplify your messaging.

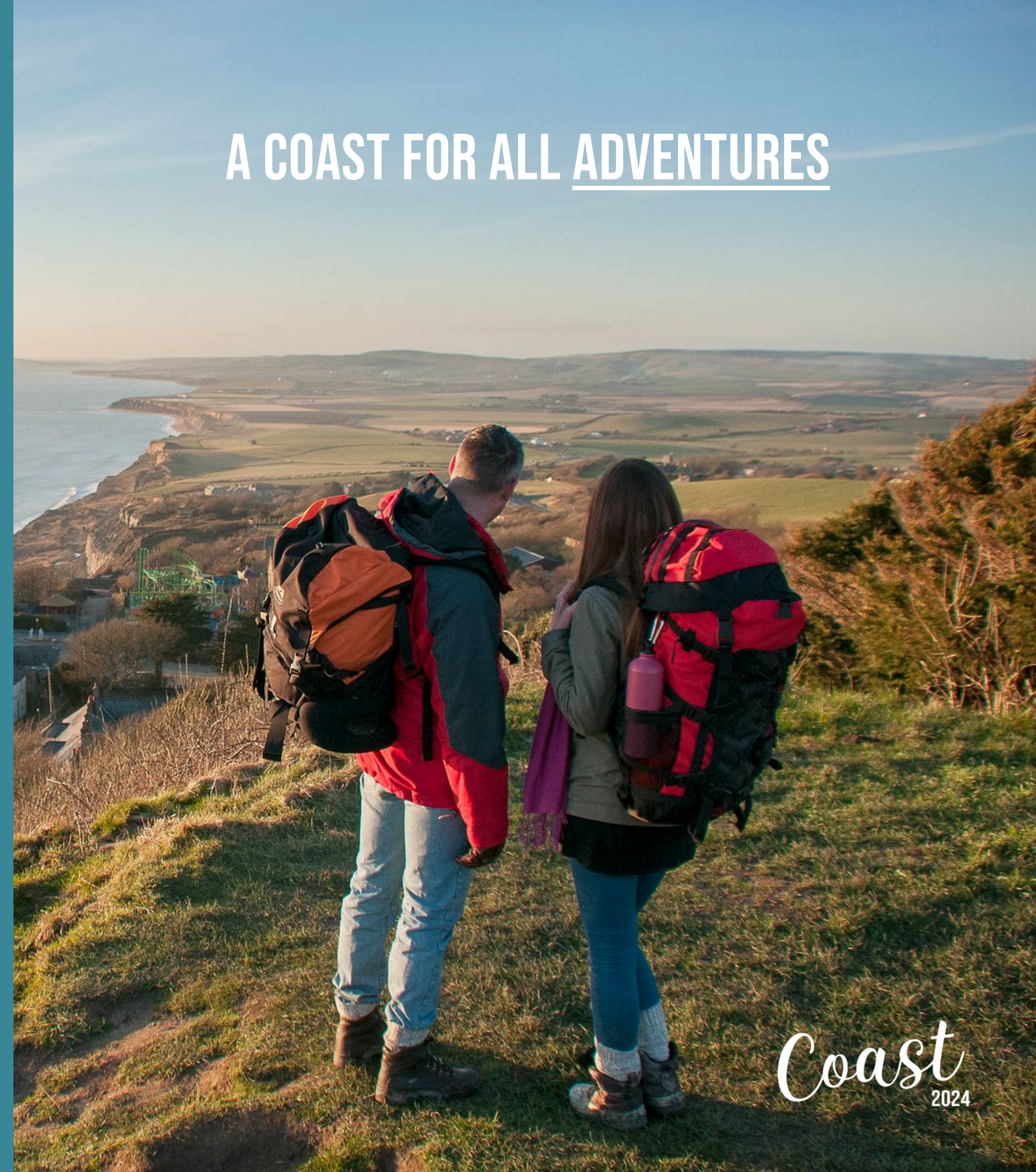
Incorporate the logos in your websites, integrate the branding for your social messaging, newsletters and blogs.

For tourism related events, marketing and media enquiries: Share with us your latest news on events, festivals and experiences, new openings, local stories and personalities and the impact of the opening of the England Coast Path in your area - Contact sheron.crossman@coastaltourismacademy.co.uk

For wider strategic, policy and research enquiries:

Contact samantha.richardson@coastaltourismacademy.co.uk

A COAST FOR ALL ADVENTURES



LOGOS AND SOCIAL MEDIA USAGE

#COAST2024



A COAST FOR ALL...

Coast
2024

Campaign Logo Lockups

Both of the Campaign Logo Lock ups have been created in the following formats:

- PNG, SVG, EPS
- Black
- White

This is to allow for usage on all Partner Channels.

[Download Toolkit Here](#)

Primary Logo

A COAST FOR ALL...

Secondary Logo

Coast
2024

Campaign Slogans

A COAST FOR ALL ADVENTURES

A COAST FOR ALL EXPERIENCES

A COAST FOR ALL OCCASIONS

A COAST FOR ALL SEASONS

A COAST FOR ALL ADVENTURES

A COAST FOR ALL EXPERIENCES

A COAST FOR ALL OCCASIONS

A COAST FOR ALL SEASONS

Campaign Colours

For this campaign we have chosen 6 bold colours to complement the playful logo, these colours should be used in block forms, they are great for adding a splash of colour to a social post or design.



DEEP SEA BLUE

#222E50

RGB 34, 46, 79

CMYK 96, 88, 39, 39



METALLIC SEAWEED

#388697

RGB 57, 135, 150

CMYK 75, 29, 33, 10



PERSIMMON SUNSET

#EE6123

RGB 237, 96, 36

CMYK 0, 73, 91, 0



SAND CRAYOLA

#F2C14E

RGB 242, 193, 78

CMYK 5, 26, 77, 0



AMARANTH SUNRISE

#B6244F

RGB 182, 36, 79

CMYK 0, 80, 57, 29



SKY MAGENTA

#C179B9

RGB 193, 121, 185

CMYK 0, 37, 4, 24

Font

To add text to your social media posts, you can use the campaign font "BEBAS NEUE", this is a great capitalised headline font that's perfect for short, headline text to complement your posts. To go alongside this use Georgia, for sentences or paragraphs of information.

AA

A COAST FOR ALL...

We like pairing Georgia with the campaign slogan font

Logo Usage

The main logo and slogan both work best centered, over the top of a stunning photograph or on one of our bold colours. To the right are a couple of examples of how you can share these on social media.

Do's and Dont's

Please do leave ample room around the logo, this lets the logo breathe and makes sure your content doesn't look too busy.

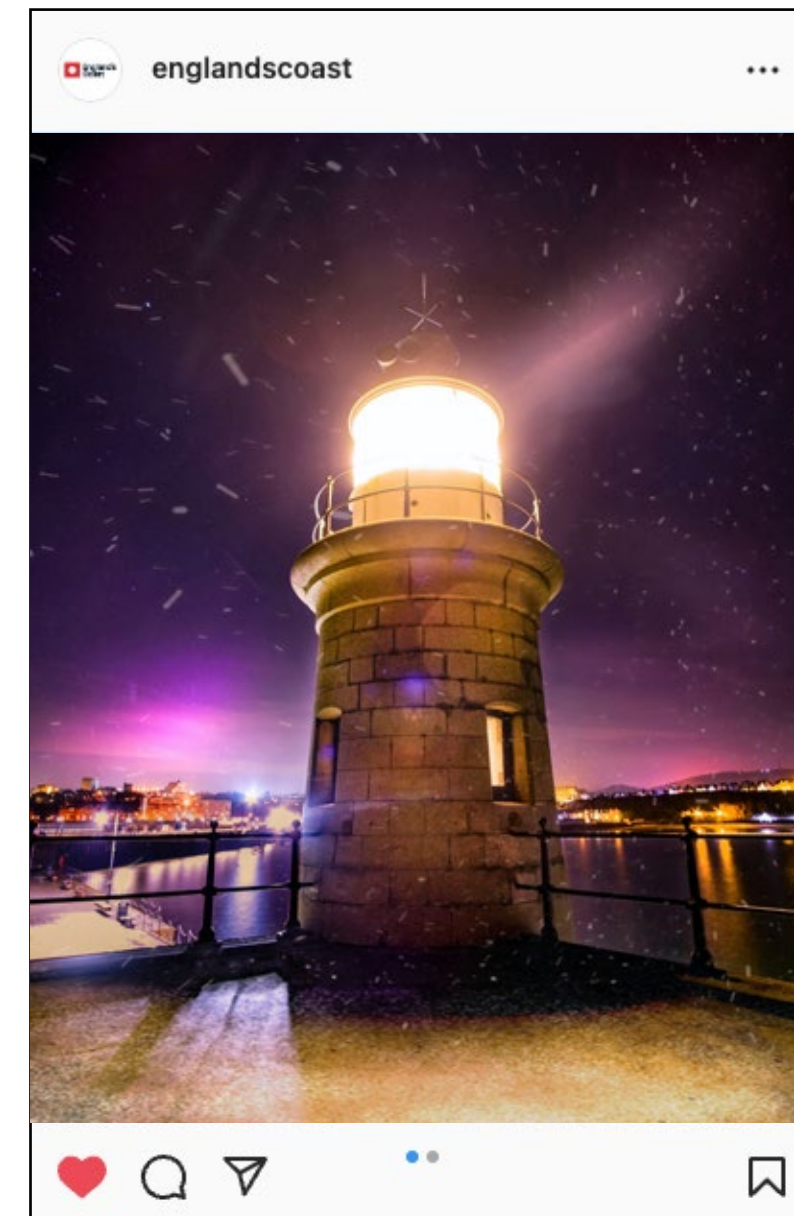


We suggest you add an alt text description saying 'Coast 2024' when placed over an image.

Do not rotate the logo, or stretch / compress it.



Instagram Usage



Example 1.

Using the logo on a solid background colour as the end slide of your image carousel.



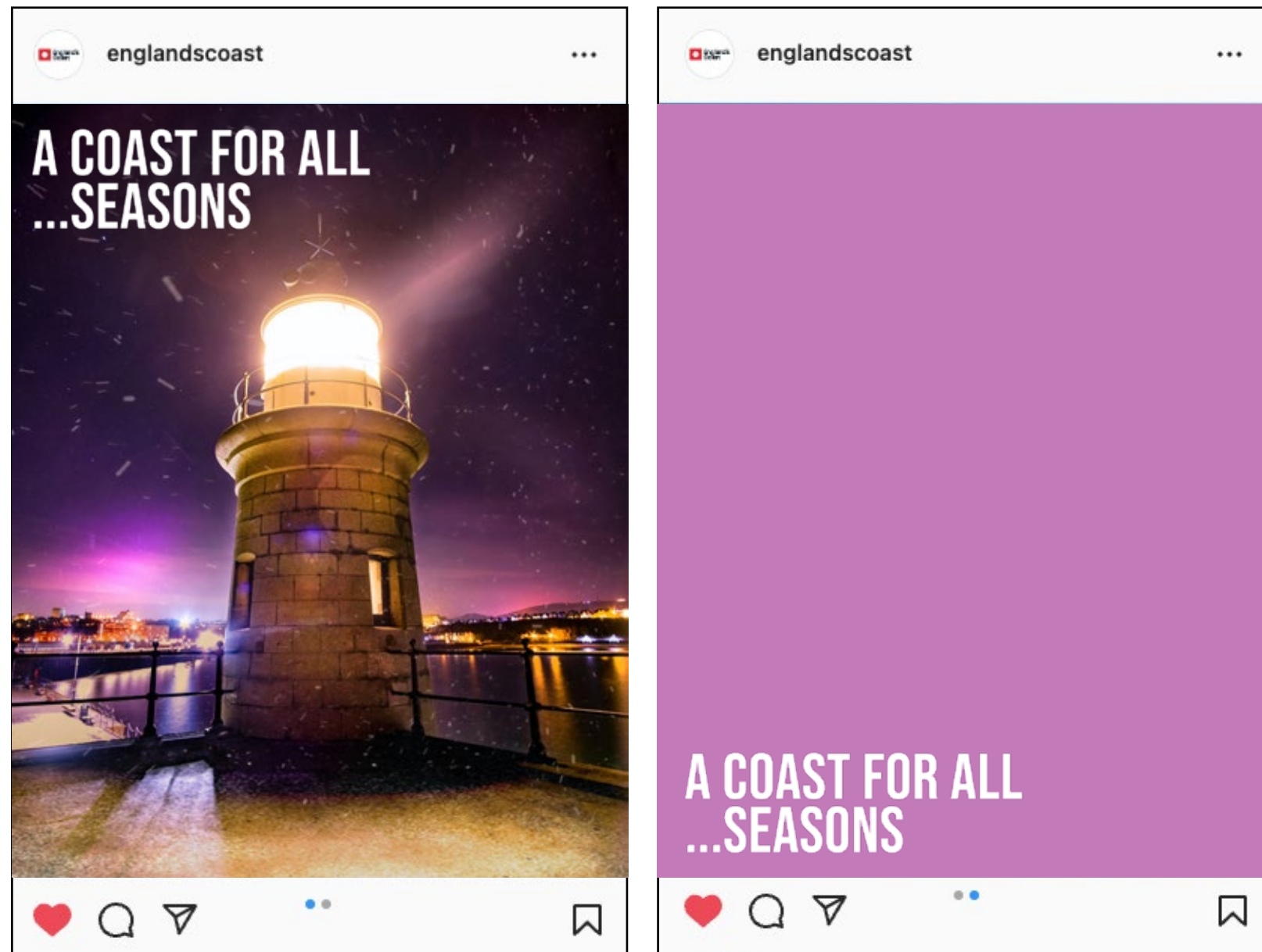
Example 2.

Using the logo centered over an aspirational coastal photograph, please note this works best over images that have a lot of sky, or aren't too busy.

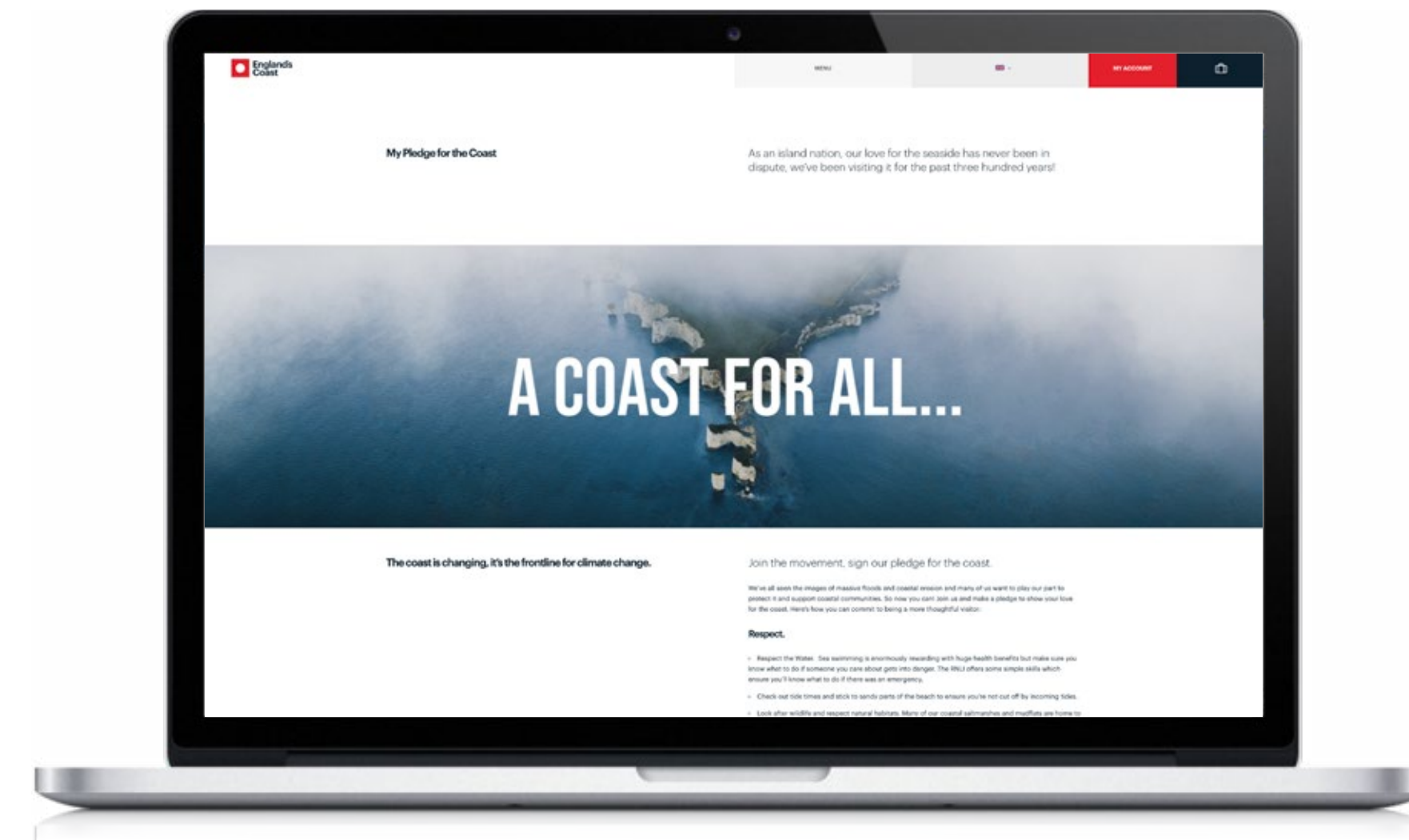
Logo Usage

The two line slogan should be used left aligned in either the top or bottom corner of an image or solid colour.

Instagram Usage

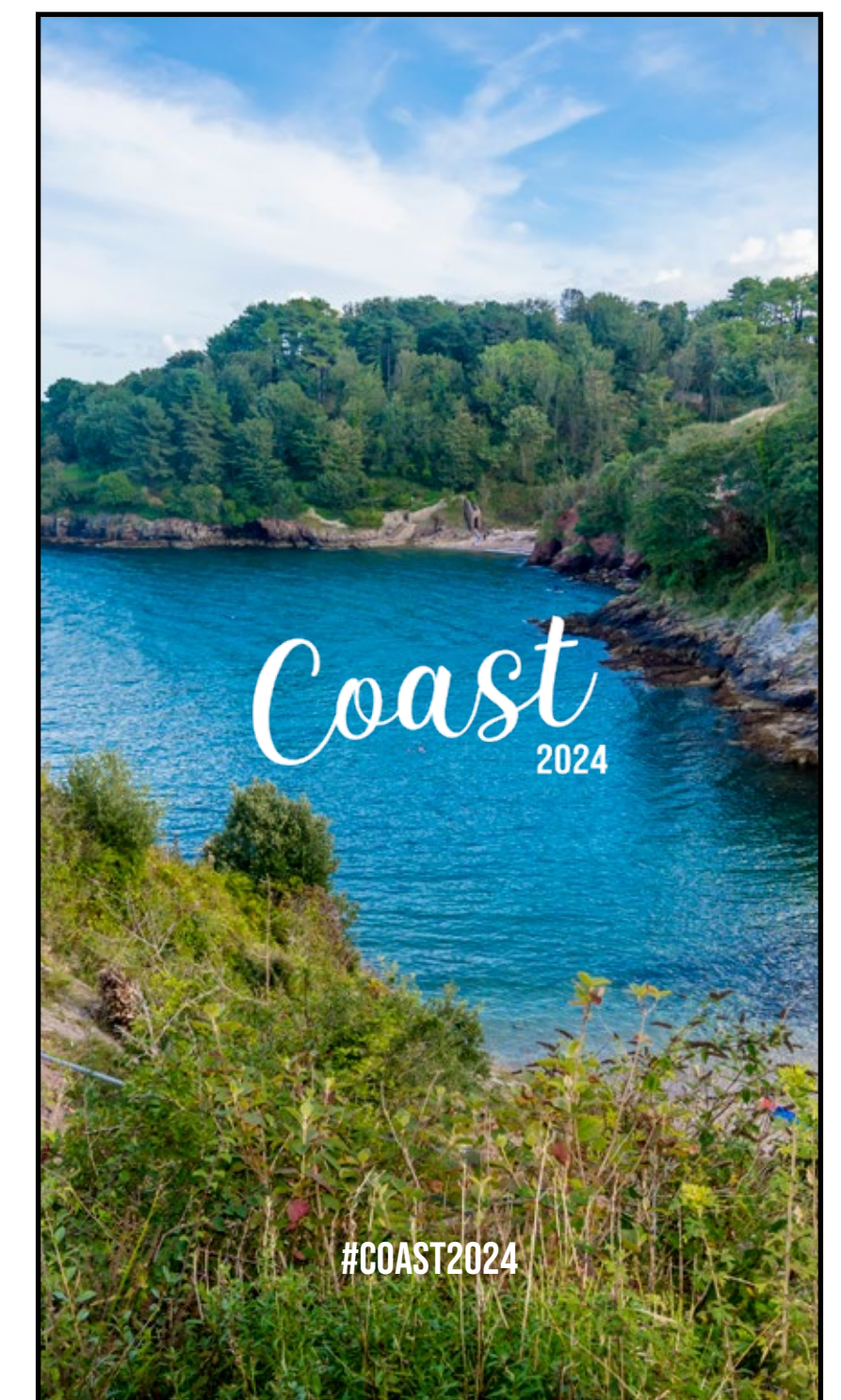
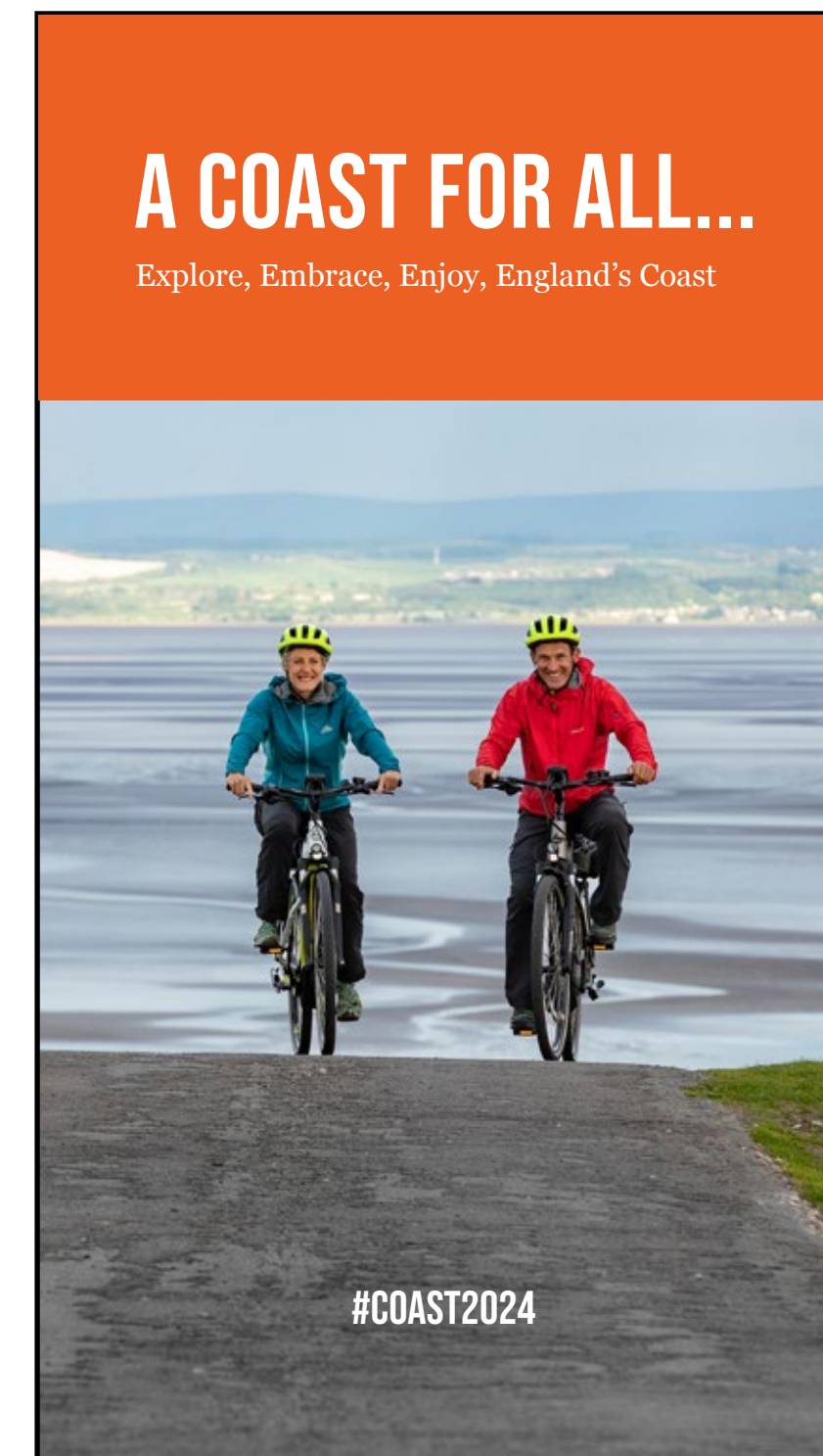


Web usage



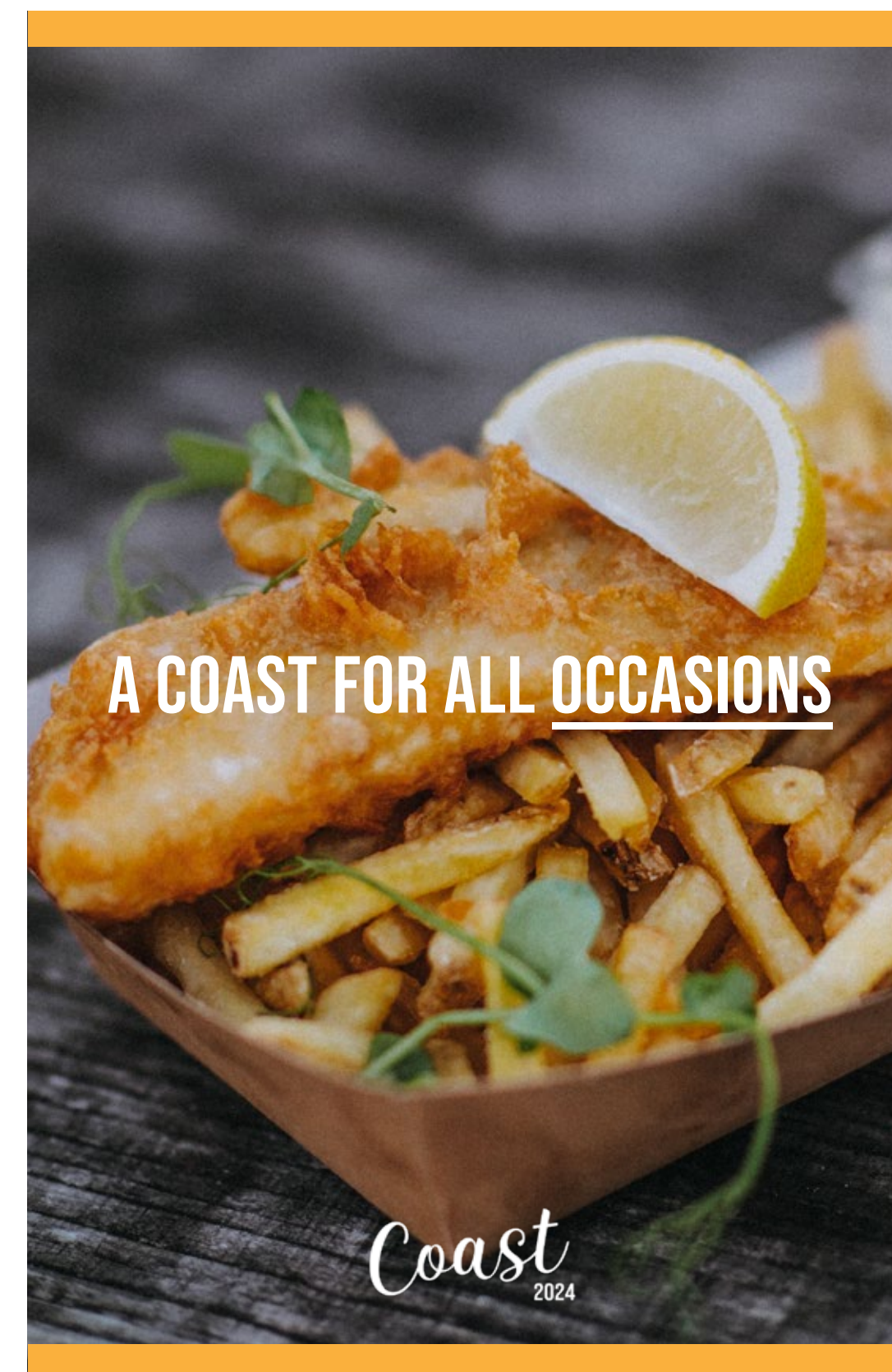
Campaign Logo Usage

Example Instagram usage
Highlighting *example* activities surrounding #Coast2024



Campaign Logo Usage

You can use the logo alongside your main logo, it's best to separate them
- see below for some examples



Example posts

The campaign hashtag is **#COAST2024**

- A coast for all seasons: wrap up warm and embrace the elements this winter. Check out our top winter walks: XXX **#COAST2024**
- A coast for all adventures: Try a micro-adventure this year, here's some ideas: XXX **#COAST2024**
- A coast for all occasions: Check out our top events XXX **#COAST2024**
- A coast for all experiences: From family fun to foraging **#COAST2024**
- We've released 4 new cycling routes. Plan your trip now! **#COAST2024**
- 2024 - this year find the perfect green escape on the coast! **#COAST2024**
- Get involved! Join a beach clean up this year at XX **#COAST2024**
- A coast for all occasions: Birthday plans? Check out our best circular hikes from pubs on the coast: XXX **#COAST2024**
- 2024 is the year to stretch your legs! Get out on the England Coast Path near you! **#COAST2024**



KEY CONTACTS

If you require any further background or assistance with our Campaign please contact the England's Coast personnel below:

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[Download Toolkit Here](#)

