

PARTNER TOOLKIT

**NEW +
ADVENTURES** **.ORG.UK**
Newcastle + North Tyneside + Northumberland



THE NEW
ADVENTURES
CAMPAIGN



YOUR SUPPORT

=MORE CUSTOM FOR BUSINESSES
ACROSS OUR REGION



IN THIS TOOLKIT YOU'LL FIND:



- + What the New Adventures campaign provides
- + How we are making it happen
- + What are the advantages of getting your businesses on board
- + How to bring new products to the platform
- + The New Adventures brand guidelines
- + Sample social posts from our own brand channels
- + Sample post copy for you to use/adapt for your own channels

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Thanks for being part of New Adventures.
Let's make it even bigger and better together!



THE NEW ADVENTURES CAMPAIGN PROVIDES

- + a new route to market and the ability to offer bookable product through our visitor facing bespoke campaign microsite www.newadventures.org.uk

Success to date now means the campaign will be rolled out across the whole region with your help. Working together we can reach more areas across the region, targeting new markets in line with a product development strategy that will help attract more national and international visitors to our region.

By providing clear links to the site on your corporate and visitor facing websites, supporting local businesses and your partners, we can work together to bring new bookable products to a wealth of audiences in and outside the region. This toolkit will allow you to access the resources required to do just that.



HOW WE ARE
MAKING IT HAPPEN



North of Tyne Combined Authority

This project has received funding from the North of Tyne Combined Authority - a partnership of three local authorities: Newcastle, North Tyneside, and Northumberland and a directly elected Metro Mayor. Their vision is of a dynamic and more inclusive economy, one that brings together people and opportunities to create vibrant communities and a high quality of life, narrowing inequalities and ensuring that all residents have a stake in our region's future.

<https://www.northoftyne-ca.gov.uk/>

Destination North East England

This project has received funding from Destination North East England. The North East was chosen to deliver the first-ever **Destination Development Partnership** pilot in England, receiving £2.25 million from national government. Born out of the pilot, this partnership, Destination North East England supports the growth of the visitor economy across Newcastle, Gateshead, Northumberland, North Tyneside, South Tyneside, Durham, and Sunderland.

<https://destinationnortheastengland.co.uk/>

NewcastleGateshead Initiative

This project is supported and led by NewcastleGateshead Initiative, a destination organisation that delivers for Newcastle, Gateshead, and the wider region. They are the Local Visitor Economy Partnership (LVEP) for both Newcastle and Gateshead and the accountable body for Destination North East England, the first-ever Destination Development Partnership in England. Every single one of their projects is dedicated to making a lasting social and economic impact.

<https://www.ngi.org.uk/>



WHAT ARE THE ADVANTAGES
OF GETTING YOUR BUSINESS
ON BOARD?



- + Businesses gain access to a bespoke online booking platform providing a slick user experience. It's easy to use and an innovative tech solution to providing a joined-up, integrated 'search and book' experience for consumers.
- + Provides huge potential to increase reach and boost profile for products and services across your area.
- + A supporting 'digital first' marketing campaign runs across multiple channels, targeting audiences within a 3-hour drive band, driving traffic to the New Adventures platform.
- + Allows access to an entirely new marketplace to showcase a range of experiences. Over 16.9m people have seen the campaign and 197.9k users have been attracted to the site to date [Oct'23].
- + Make sure your businesses are part of this success and help them to sign up to the TXGB platform as a first step. Help them to start the journey to accessing new audiences and bookings!



HOW TO BRING NEW
PRODUCTS TO THE PLATFORM



- + With your guidance, individual businesses should visit www.txgb.co.uk/getstarted/ and follow the simple steps outlined to get started. The TXGB team will be in touch straightaway to help with next steps. Their helpdesk is available to ensure any tourism business can get connected.

Tel: 0330 223 5050

Email: support@txgb.co.uk

It is a prerequisite that providers must use the TXGB booking platform to benefit from this initiative.

- + Once your business is on the TXGB platform, please contact the Visitor Economy team at NewcastleGateshead Initiative who will ensure the business is represented correctly on the microsite.

- + Want to bring a number of businesses together and take part in a proactive webinar, involving the TXGB team and members of the NGI digital team?

Contact Ian.Thomas@ngi.org.uk, Director of Visitor Economy in the first instance.

We are very happy to help.

The New Adventures logo is both striking and dynamic. It uses a plus sign located in the north-east section of the lock-up design.

We prefer our logo to be used as shown, white with lime accents.



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This is the preferred version of the New Adventures logo.



The logo can be reversed out of a white background but this should only be used if strictly necessary and only in print. All digital assets should use the white/lime logotype on a black background.

Our logo /lock-up
single colour

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BRAND GUIDE 

**NEW +
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Newcastle + North Tyneside + Northumberland

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In single colour we prefer our logo to be strong, a white-out version will always appear as shown but a positive variation can either be used solid or have a 55% tint to create depth.

In exceptional circumstances the logo may be adapted to delete the locations of Northumberland, Newcastle and North Tyneside when being used on partner websites and social outside these primary locations in support of the overall campaign.

For further information, please contact Kelly.gleadow@ngi.org.uk



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Our logo /lock-up
safe space

BRAND GUIDE 



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Campaign fonts

Primary logo font

Alternate Gothic Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890%&

Headline font

Nitti Typewriter Cameo

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890%&

Main body copy font

Rajdhani Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890%&

Our campaign colours

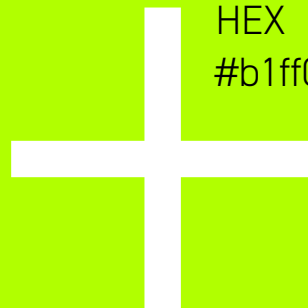
New Adventures Black

CMYK
0 0 0 100
RGB
35 32 31
HEX
#231f20



New Adventures Lime

CMYK
53 0 100 0
RGB
177 255 0
HEX
#b1ff00

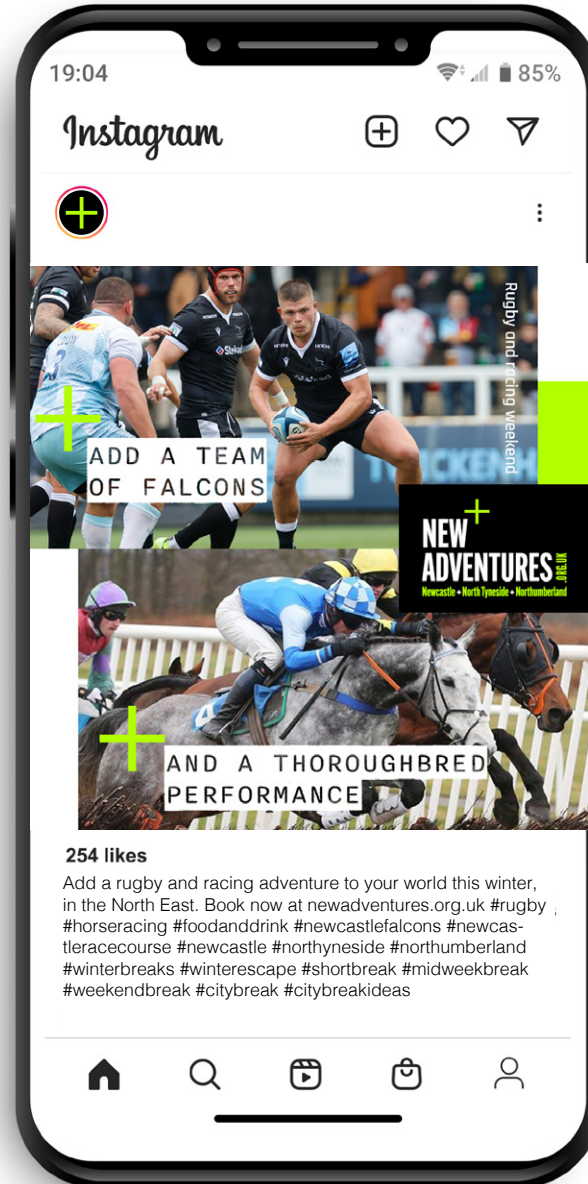


SAMPLE
POSTS FROM
NEW ADVENTURES'
OWN ACTIVITY
PLAN

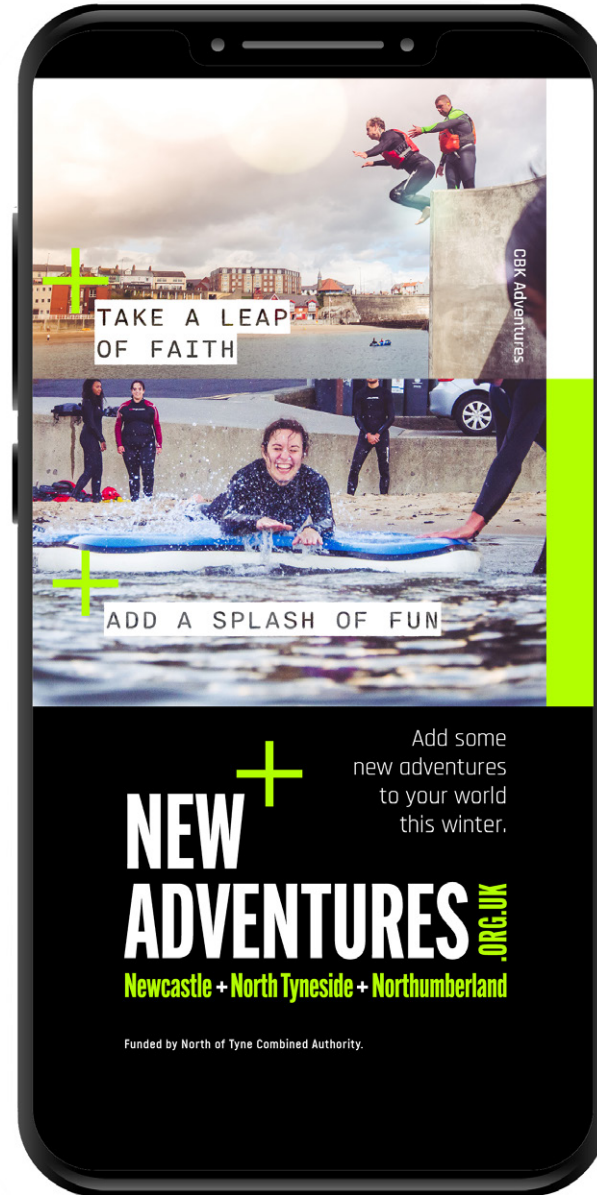


CAMPAIGN EXAMPLES

Static post



Story format



Carousel format



SAMPLE POST
COPY FOR
PARTNERS TO
USE/ADAPT

Add a new adventure to your world this winter! Find us at newadventures.org.uk along with loads more ideas for foodie, active and seasonal escapes in the North East.

OR:

Add us to your new adventure in the North East this winter! Find us along with loads of great ideas for foodie, active and seasonal escapes at newadventures.org.uk

OR:

Add **(what you do, eg A-star eats or spectacular stargazing)** to your new adventure in the North East this winter! Find us along with loads of great ideas for foodie, active and seasonal escapes at newadventures.org.uk

OR:

Take **(what you do, eg A-star eats or spectacular stargazing)**, add **(other ingredients of a great short break or day out, eg a stylish hotel and a riverside stroll)** and you've got a New Adventure for this winter! Find all the ideas you need in one place at newadventures.org.uk

Typical web/social banners



THANKS FOR BEING PART OF NEW ADVENTURES.
LET'S MAKE IT BIGGER AND BETTER TOGETHER.

NORTH
OF TYNE
COMBINED
AUTHORITY


NewcastleGateshead
Initiative

 **Destination**
North East England

 **Funded by**
UK Government


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