













Tourism Toolkit Summary

The Toolkit brings together our areas of expertise in tourism, design and marketing. From the smallest project to the most complex, we can create effective solutions that are memorable, inspiring and informative. We combine creativity with practical tried and tested experience - designing for quality and long term success.

VISITOR EXPERIENCE

		General	Retail	Dedicated
1	Branding & Signage			
2	Literature & Websites			
3	Dedicated Product - Architectural Heritage			
4	Commissions			
5	Interpretation & Exhibition Design			
6	Animation			
7	Audio Visual			
8	'Skyline' Sub Brands			
9	Concertina Trail Guides			
10	Planning & Interpretation			
11	Specialist Campaigns			
12	Fact Files			

Area Branding & Signage

Brand building is the essential foundation in establishing a meaningful 'sense of place'

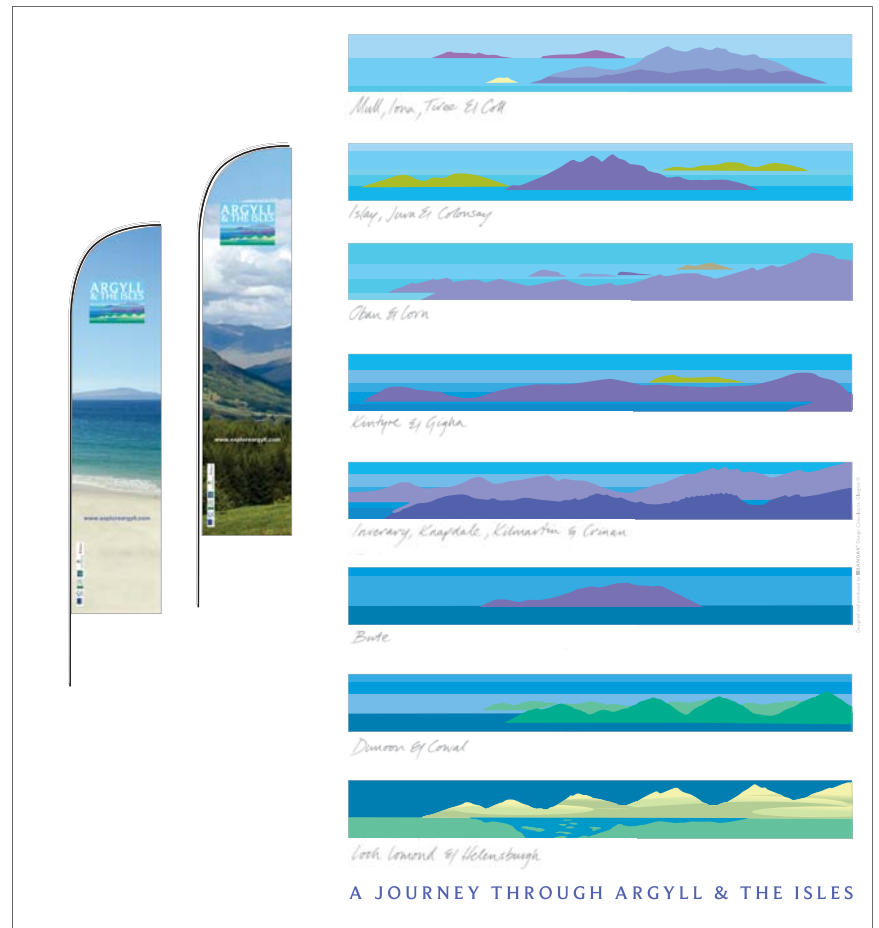


Area Branding

Argyll and the Isles is one of Scotland's most diverse and spectacular areas - our brand identity design captures the essence of all that is Argyll & the Isles covering the mainland, islands, sea lochs and peninsulas.

Regional Identifiers

Underpinning the brand can be equally important and in order to convey the diversity of the area - regional 'identifiers' were developed as an additional asset to help the visitor navigate the varied character of the landscape.



Signage and Signposting

Just as important as the development of an area brand is how it communicates and also how it presents itself in the environment. Our brand and signage programme for 'Kilmartin Glen' brings together the key landscape features of sea, standing stones and islands as a 'visual guide' to this significant region within Argyll & the Isles.



Brand Guidelines

As part of our commission to develop an Area Branding for the Tomintoul and Glenlivet Landscape Partnership, we produced Brand Guidelines defining how the brand is used across selected applications.

Master Brand Marque



Sector Specific Highlight option



A **hidden heritage** landscape
Highlight colour Pantone 526C

A **living working landscape**
Highlight colour PMS 1665C



A landscape **open to adventure**
Highlight colour PMS 660C



A **natural** landscape
Highlight colour PMS 7482C



Brand Guidelines

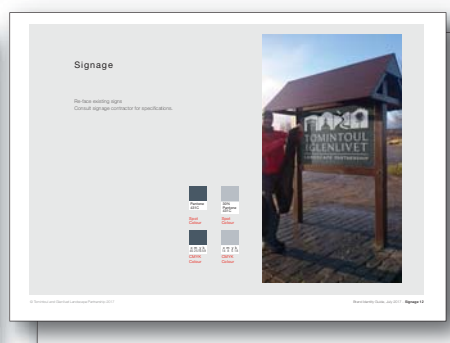
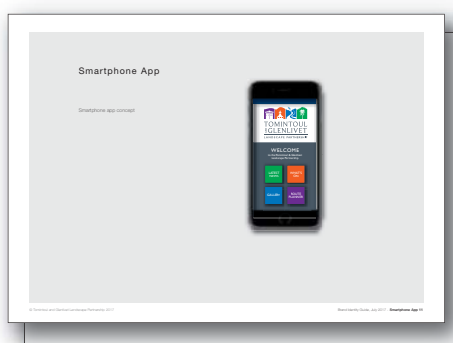
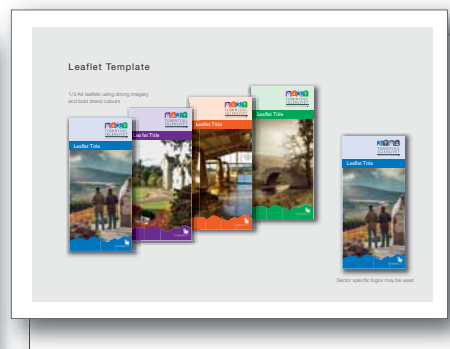
Every brand should be used in a consistent manner – this ensures successful long-term uniformity and Brand Guidelines are designed to help the user do just that. This is particularly essential for organisations that require external third party input for both design and production of their collateral. Brand Guidelines can be tailored to suit an organisation's needs, in

this case, it includes not only how to use their Master Brand Marque but also their sector-specific 'Hidden Heritage', 'Living', 'Open to Adventure' and 'Natural' sub-brands, together with the associated colour palette and typefaces. Templates were also produced for document paperwork, marketing literature, website and app usage as well as

merchandising and signage applications.

Used consistently, Brand Guidelines provide a platform that ensures an organisation's brand architecture is an asset to both the values that it holds and the practices it undertakes, they also guard against fragmentation and subsequent devaluation over time.

Sample pages



Visitor Leaflets & Websites

Fundamental to the success of any tourist destination is how it communicates its offer in both traditional and new media in consistent and easy to use formats.

Area Literature

Often displayed within and outwith an area's boundaries, Area Literature must be eye catching, brand consistent and informative. 'Pocketable' literature featuring the area's character, heritage and geography together with a helpful trail map are an essential element in any Tourist Authority's marketing toolkit.



Activity Literature

Underpinning any area is 'must see and must do' Activity Literature covering the a – z of the area's assets – combined with a useful trail planner – giving the visitor a real sense of arrival and discovery.



Websites

Online development is often overlooked in capturing a 'sense of place' but this should run hand in hand with traditional literature as, In today's market, so much is carried out 'on the move' with tablets and smartphones.



Architectural Heritage

Our unique 'Architectural Heritage' format brings together architectural buildings, historical monuments and landscapes in an accurate and engaging format.

City and Architectural Trail Guides

Essential in navigating any town or city is an easy to use trail guide. Our Architectural Heritage format combines accuracy and illustration in a user friendly format as well as producing a revenue generating 'collectable'.



Creating profile

Architectural Heritage provides any town, city or area with a product capable of reproduction on a range of materials and scale from A1 posters to postcards.



Commissioned designs

Product development can add value to your brand with a commissioned range of designs as a revenue generating stream.



Commissioned Heritage Products

Our 'Architectural Heritage' designs lend themselves perfectly to a wide range of extensions that not only add value to your brand but also are a revenue generating stream.

Portfolios and range extension

From portfolios to prints and postcards to packaging, Architectural Heritage's unique style lends itself to a wide range of revenue generating products, from the Palace of Westminster, to London, St Andrews and major cities each capturing their unique 'sense of place'.



City 'Artmaps'

Our Artmap formats are unique designs based on a city or location's topographic footprint, interpreted into an accurate stylised and memorable icon, capable of reproduction in a variety of materials and scales.



Bespoke commissions - The V&A

Utilising archival art and design collections, we can develop unique bespoke retail gift products - the range illustrated was commissioned for the V&A and draws upon their Charles Voysey ink wash illustration collection as inspiration.



Exhibition Design

As well as our 'FOUNDATION' audio visual productions (see sheet 7) our Visitor Centre content ranges from audio visual storyboarding and film making to static exhibitions and interactive learning including design, production and installation management.

Audio Visual

Our work includes research, storyboarding, copywriting, design and production of audio visual media.



'Glasgow' Timeline

Exhibitions - The People

For history, events and people, our work is end to end from research and design through to production.



Exhibition - Places

Utilising our unique Architectural Heritage approach (see sheet 3), we can develop a visually stimulating and accurate 'walk through' for any city or region's monumental, architectural and environmental showpieces.



Exhibition of a city landscape



Trail Guide

Exhibition - The Environment

Using aerial photography we can create a birds-eye 'fly-through' of cities and landscapes capable of projection for large format or for wide screen panoramic viewing.



Educational

As part of a visitor attraction experience, interactive educational themes are based on our historical and architectural exhibitions and environmental 'fly-throughs' as learning activities.



Animation - a sense of place

ANIMATION is our unique product designed to give any place or location a user-friendly digital platform.



CITY TRAIL



REGIONAL TRAIL

Online, tablet and smartphone

ANIMATION is the opposite of hi-tech complex platforms – it is easy to use, enjoyable and engaging giving any location a true 'sense of place'.

Fundamental to the main design is that it can be supported by as much or as little detail as needed – simply click on an image to find out more in word, picture or video format – forward directions to a smartphone or even print a journey planner – any level of content can be built to suit. (see also sheet 3 for potential revenue generating productisation applications).



Interior and Exhibitions

ANIMATION also lends itself not only as a static visual backdrop but also on larger formats such as plasmas and projections – which can be either informational or interactive.

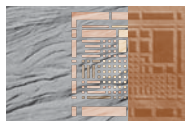


Foundation - The Story of a City

'FOUNDATION' is our unique design approach for a visitor attraction Audio Visual presentation - both as an audience experience and an 'artwork'. It is based on a black immersive theatre where, from a raised platform, the viewer watches the film projected onto a large format floor screen to literally see the story unfold beneath their feet. Commissioned by Registers of Scotland, we have produced 'FOUNDATION' stories for Glasgow and Edinburgh with Dundee currently in production.

FOUNDATION®

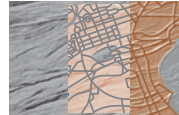
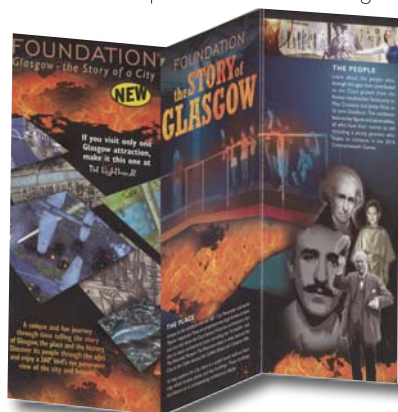
Our work to produce FOUNDATION includes research, storyboarding, copywriting, art direction of the 'visual' and 'story' for production as well as design, planning and installation of the immersive theatre.



FOUNDATION
Glasgow - the Story of a City



Glasgow's story begins with the very first settlements on the River Clyde and moves to the rise of Christianity and the importance of St. Mungo. It describes the growth of the City with its wealth creating Tobacco Lords and the significance of piping fresh water into the City. Continuing through time it tells the story of Glasgow's world renowned 'Clyde Built' ships, the Clydebank Blitz right up to the Commonwealth Games in 2014 all in the space of a breathtaking 16 minutes.



FOUNDATION
Edinburgh - the Story of a City



Edinburgh's story starts with the City's volcanic beginnings to the early Celts who make their home on the castle rock. It tells the story of the first Royal residents and of the religious tensions that led to the Reformation. The stories of Greyfriars Bobby and the murderers Burke and Hare are also told – it then moves through the decades to the advent of The Edinburgh Festival and the return of The Scottish Parliament, restored after an absence of almost 300 years.



Colzium Lennox Estate

We were commissioned by North Lanarkshire Council to design and produce an Audio Visual Interpretation along with a brand and supporting graphic Interpretation Panels for their new Visitor Centre at the Colzium Lennox Estate, near Kilsyth.



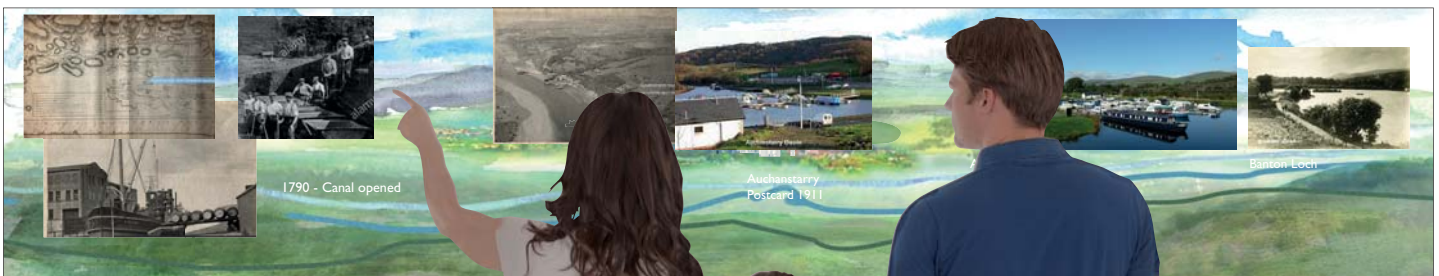
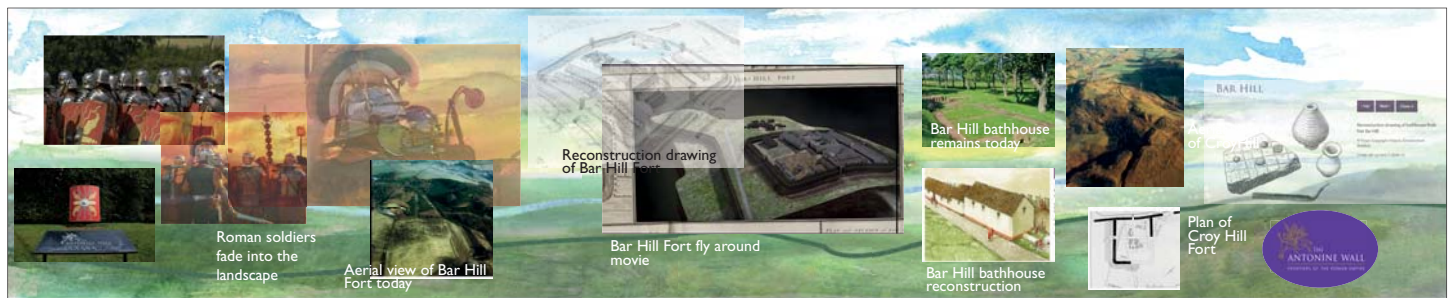
Audio Visual Interpretation

The main element of our project was to produce an Audio Visual presentation as not only a historical and educational story but also as an informative introduction for all the activities to see and do at Colzium and the wider Kelvin Valley area.

Our work included all **historical research**, **storyboarding**, **copywriting** for the AV's voice over and **art direction** of the 8 minute film which tells the story of Colzium and the Kelvin Valley 'from the beginning of time to the present day'. The installation was designed as a **panoramic 'letterbox'** with **3 large format screens** conjoined to allow historical 'pans' across the screens for **maximum visual impact**.



Exterior of Visitor Centre

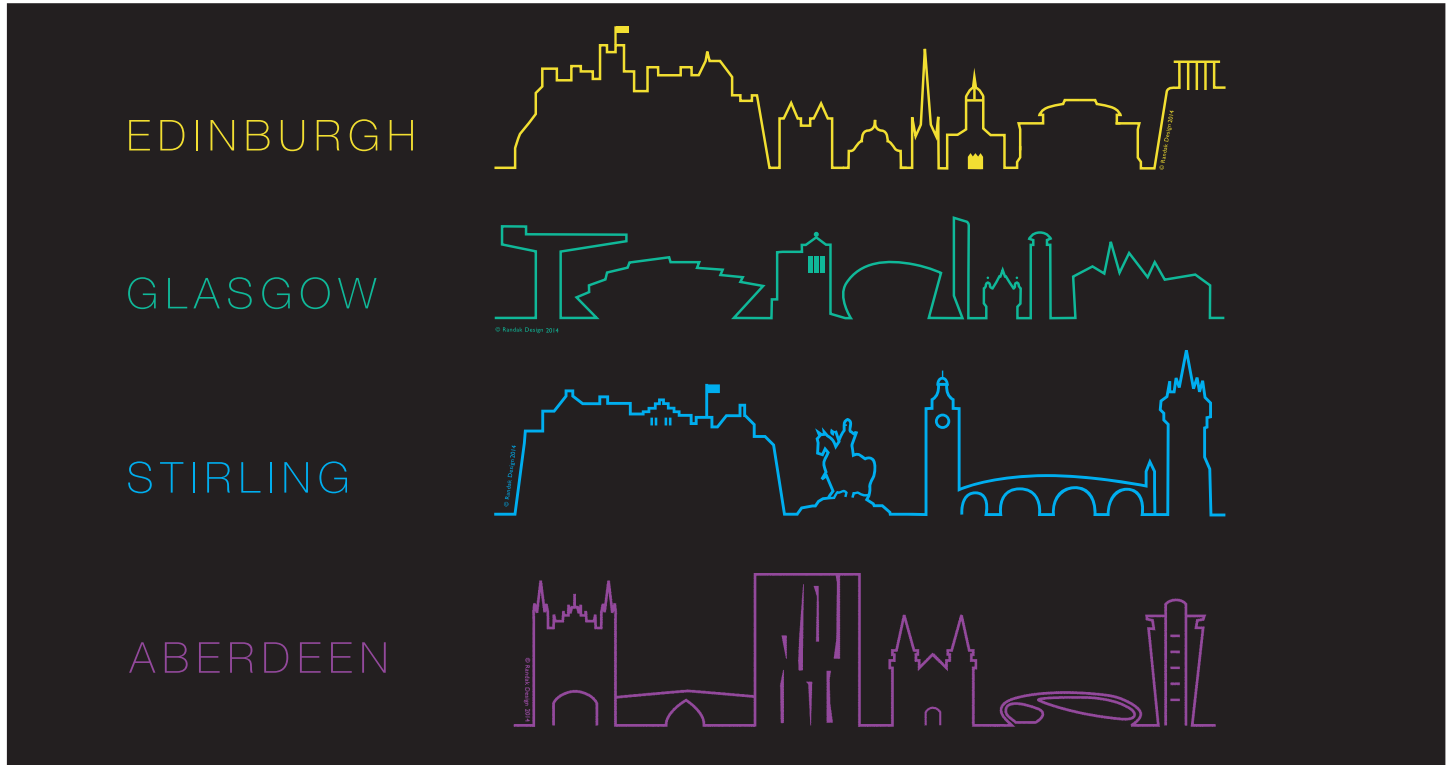


Visit www.randakdesign.com/colzium to see the audio visual presentation

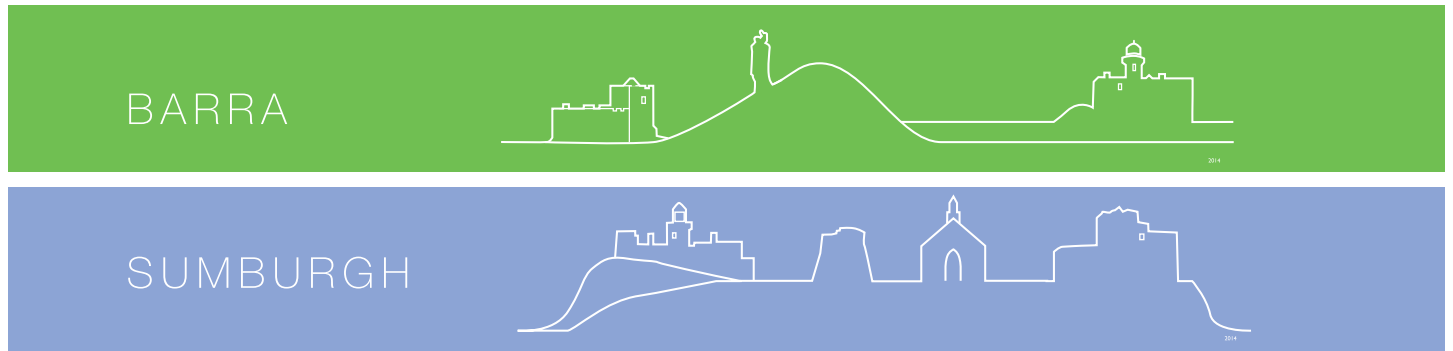
Skylines

Creating a unique profile with our 'Skyline' Icons

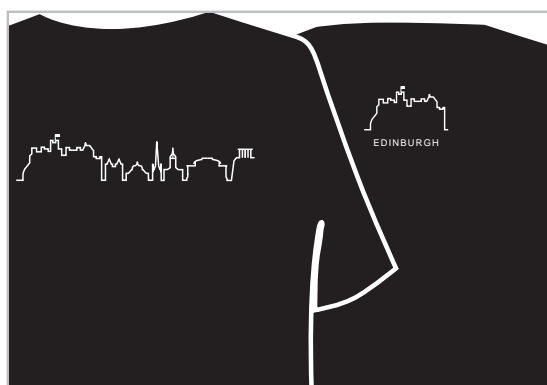
Cities



Areas



Product Development for retail



Campaigns and Promotions

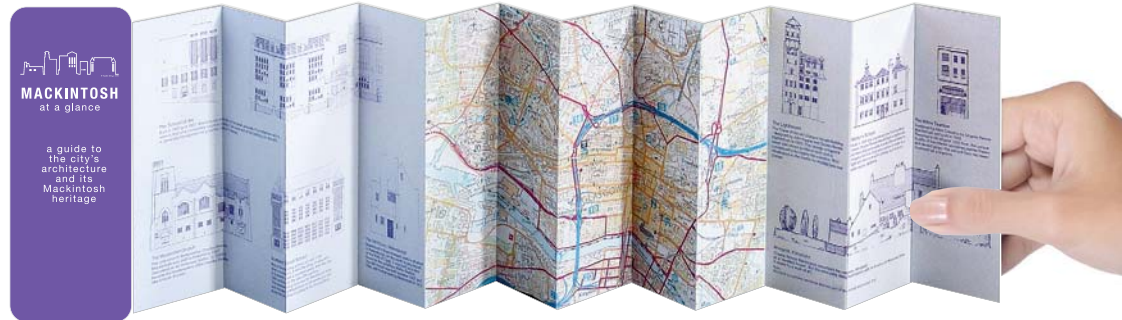


Pocket Concertina Trail Guides

Pocket 'Concertina' Trail Guides complement our large format productions - delightful and easy to use - very much a keepsake, with the advantage of not needing a 'signal' to function.

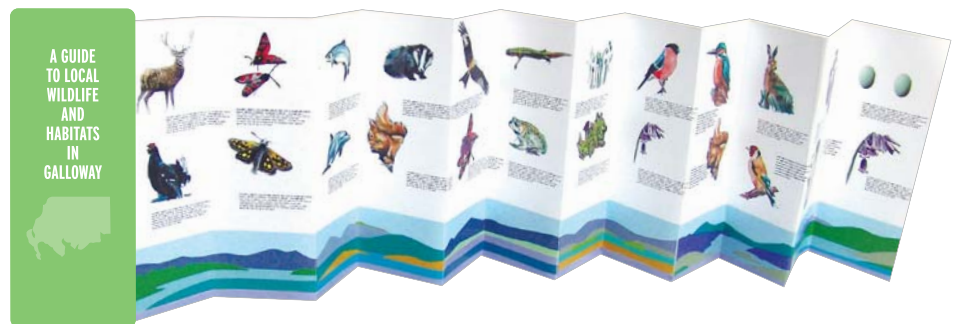
Architectural Trails

Combine our unique illustrative style with dedicated maps in an easy to use format - double sided for maximum content, a good revenue generator.



Wildlife and Landscape

Informative and educational, the combination of illustrations and our 'Landform' design provides a platform for a wealth of overlays.



Dedicated Trails

Combining routes with photographs and illustrations provides specialist walks - produced in conjunction with the RIBA London for Le Méridien, Piccadilly.



Trail Guides

Designed to lead you through an area or visitor attraction where the combination of artwork and content combine to tell a story - delightful and collectible.



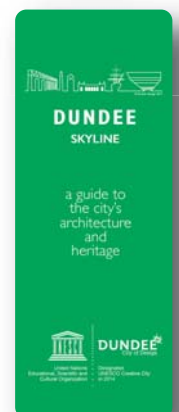
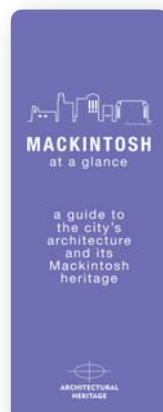
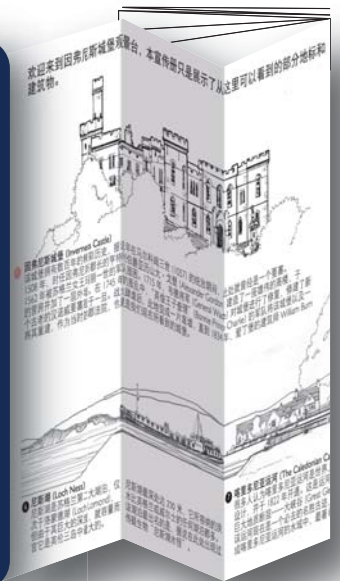
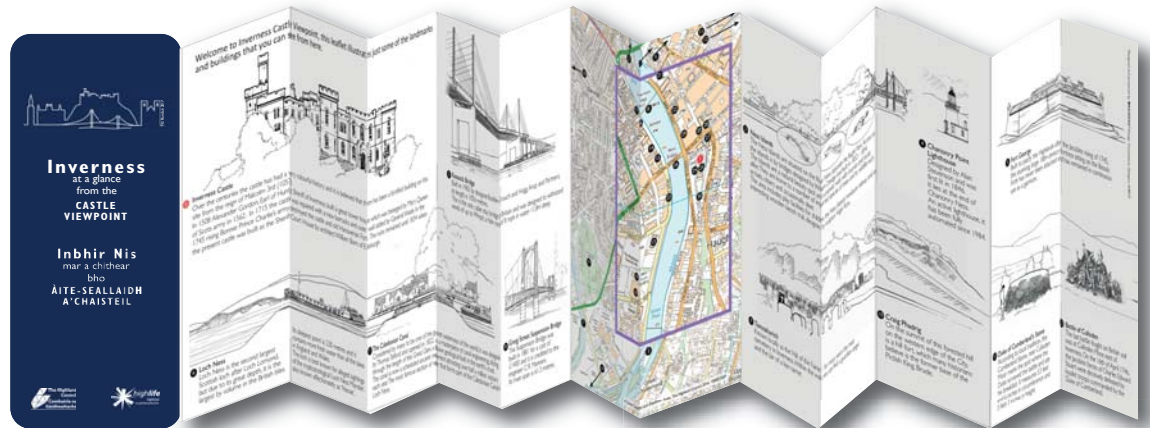
Concertina Guides with Languages

Our dedicated 'Concertina' guide celebrates both history and heritage in **six languages** - a fantastic keepsake and revenue generator.

Architectural Trails

Combining our unique illustrative style and our distinctive 'Skyline' icon with text in :

English
German
Italian
French
Spanish
Chinese

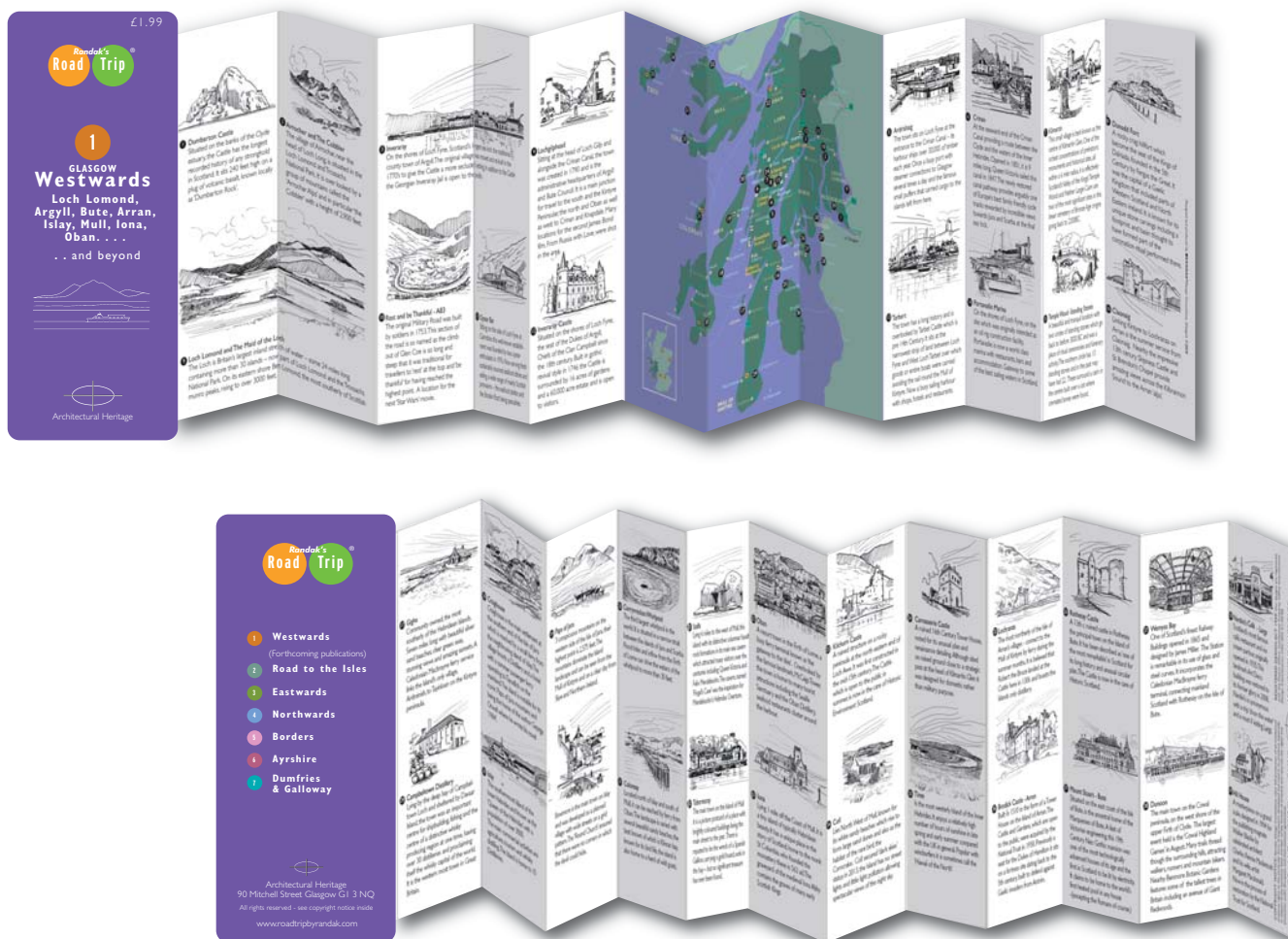


LAUNCHING FEBRUARY 2018.....Concertina Guides

Following the success of our City Guides we are now launching the first in our series of dedicated 'Concertina' publications under our Architectural Heritage™ Brand.



Over 40 'attractions' in our unique illustrative format complete with map and descriptive text covering Scotland's West Coast. Our handy pocket size guide offers a selection of 'must-sees' and includes Calmac's routes to help plan your visit.



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A delightful planner and memento of your trip and a 'back-up' when your device can't get a signal. Available at many outlets throughout each area.

- Road Trip 1 **Westwards** will be followed during 2018 by :-
- 2 **Road to the Isles**
 - 3 **Eastwards**
 - 4 **Northwards**
 - 5 **Borders**
 - 6 **Ayrshire**
 - 7 **Dumfries & Galloway**

For details contact, Architectural Heritage, 90 Mitchell Street, Glasgow, G1 3NQ
email – info@randakdesign.com On-line edition : www.roadtripbyrandak.com - launching Spring 2018

Tourism and Heritage Planning & Implementation

Colzium Lennox Estate, part of North Lanarkshire Council's cultural and visitor attractions, commissioned us to develop the interpretative content for their new Visitor Centre.



Time for all the family
Time for Colzium Play time at . . .
 Time to explore Spending time at . . .
 There's never been a better time to
Time for adventure at . . .

This was an end-to-end 'whole visit' project which included planning, content research, copywriting and story boarding, branding and positioning, audio visual and static graphic interpretation design and production. We also developed a marketing and media plan resulting in design and production of marketing and advertising collateral. The resulting deliverables are all that the visitor sees, beneath these are the true foundations – a strategic plan that sets out what every tourism and heritage project needs to achieve, how the stakeholders interests are addressed and what the delivery mechanisms will be. Outlined below are the **four principle 'pillars'** in its development, together with the **three types of implementation options** that can be tailored to suit the requirements of any project.

PLANNING

Issues

What are you trying to address and what are the outcomes you want to achieve (e.g. increased footfall / improved dwell time / revenue generation)?

Messages

What do you want to say and what tone of voice should you use?

Audiences

Who are your visitors (categorised into groups) how do you target your messages / products to these groups

Evaluation

Assess what assets you have and monitor your deliverables to ensure they are working for you

Detailed research is vital to each 'pillar' and should include a SWOT analysis as well as competitor and benchmarking analyses.

IMPLEMENTATION

Interpretation

At its simplest an interpretative plan helps to make your communication, product or service more effective. It lays down the framework for all the other components of this 'Toolkit'.

Whole Visit

Depending upon context or 'destination', Whole Visit Planning is an end to end strategy for the visitor experience, which sets out to ensure that the 'promise' is delivered.

Media & Marketing

Ensures your destination, heritage service or product offer is positioned correctly; is seen by those you want to attract; that your Unique Selling Point is clearly identified and articulated and supported by an action plan that maps out media options, priorities and budget requirements.

Properly addressed, the above steps will lead to an outputs menu – this can include media visioning, cost estimates, realistic timescales, identify responsibilities and deliverables.

Specialist Campaigns

Creating **'bespoke'** marketing collateral
- an opportunity to profile raise

Capturing the spirit

Whether it be a promotional campaign or a product range, we create iconic designs capable of working across a wide range of applications.



Memorable imagery

Creating memorable imagery to enhance your brand is an opportunity not to be missed - from billboards to postcards, having fun is allowed if it works with the brand.



OUR BRAND JOURNEY IDENTIFIES & MAXIMISES YOUR NATURAL ASSETS

From an Entire Region to a Single Location



'Sense of Place' is one of the most potentially significant elements any business, from a cottage industry to a global giant, can add to their brand strategy. Surprisingly, we have found that it is not picked up on and used by many fortunate enough to be able to claim it. We suspect, equally surprisingly, that this is because it is right under their noses - not seeing the wood for the trees syndrome, perhaps?

At the heart of the matter is the realisation that many organisations do not seem to be aware of how to use their natural advantages. Our 'journey' moves through a range of elements based on our research material where the initial assets, their values and how they can be managed to advantage are identified.

Our approach has been built up over many years as we added elements and processes to our own Brand Strategy work. Different projects have required different considerations which have evolved into what we call our 'Toolkit' that provides a comprehensive, interlocking series of creative answers - each capable of working independently or as a complete process, offering as many solutions as a client would need.

Whether it is location, environment, heritage or positioning based on authentic assets, our 'Sense of Place' helps towards an understanding of what is possible in terms of underpinning a Brand with these authentic values and how they can be made to work for a business. The massive advantage to any brand is that the natural assets are just that - natural, honest and given the appropriate handling, worth their weight in gold.

As the world shrinks, environments become more precious and product origin becomes even more significant. Assessing your brand or product in these terms makes 'Sense of Place' an increasingly valuable asset to nurture and manage. It is a journey worth taking - they used to say 'if you have got it, flaunt it'. Today that would be 'if you are fortunate to have it, nurture, grow it and protect it'.

And, strangely enough, it may turn out to be the most valuable asset a business can add to its brand strategy - you will probably be able to add it on to the balance sheet in the years to come.

Create and manage your natural assets to deliver a real 'sense of place'.

