

**ROYAL
GREENWICH**
- IT'S TIME!

**CHECK IN
CHECK OUT**

**CAMPAIGN
TOOLKIT**

INTRODUCTION

ROYAL
GREENWICH
- IT'S TIME!

CHECK IN
CHECK OUT

#CheckInCheckOut is a recovery campaign to encourage people to come and check in to a hotel and check out the many attractions and wide-open spaces that are available in the Royal Borough of Greenwich.

#CheckInCheckOut Relates to checking in to a hotel as well as checking in on social media.

#CheckInCheckOut Relates to getting out and exploring the Borough and what it has to offer. As well as from mental wellbeing, communicating time to switch off.

Examples:

Using as a sign off

Exploring The Line, London's public art walk.

#CheckInCheckOut

Using as a testimonial

I **#CheckInCheckOut** to enjoy a romantic weekend away.

As a call to action

It's Time to **#CheckInCheckOut** at...

CHECK IN WITH US TO CHECK OUT...

Social posts to encourage people to **Check In** to your hotel and **Check Out** the variety things to see in Greenwich.



Check In to [#NovotellLondonGreenwich](#) and get weekend wandering to **Check Out** the [@QueensHouse](#) [#CheckInCheckOut](#)



Check In to [@goodhotel.co](#) then **Check Out** a selection of Home Comforts [@RoyalTeas](#) [#CheckInCheckOut](#)



Check In at [@staycityco](#) to **Check Out** the captivating culture [#Greenwich](#) has to offer [#CheckInCheckOut](#)



Check In to [@doubletree_by_hilton_Greenwich](#) and **Check Out** all the tantalising tastes [@GreenwichMarket](#) has to offer. [#CheckInCheckOut](#)



Check In to [@canaryriversideplaza](#) then your free to roam! But don't forget to **Check Out** the local landmarks in [#Greenwich](#). [#CheckInCheckOut](#)



Check In to [@interContheo2](#) then **Check Out** the relaxing open spaces in [@GreenwichPark](#) [#CheckInCheckOut](#)

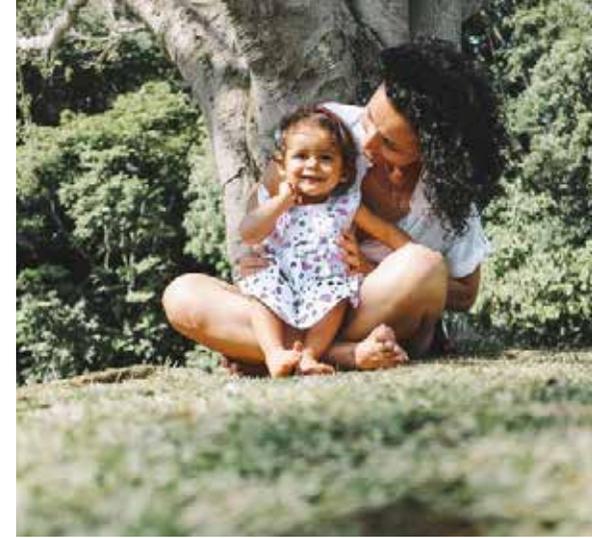
HASHTAG CAPTIONS



#CheckInCheckOut and get a room.



#CheckInCheckOut and explore this amazing area.



#CheckInCheckOut and get out in the open.



#CheckInCheckOut and unwind.



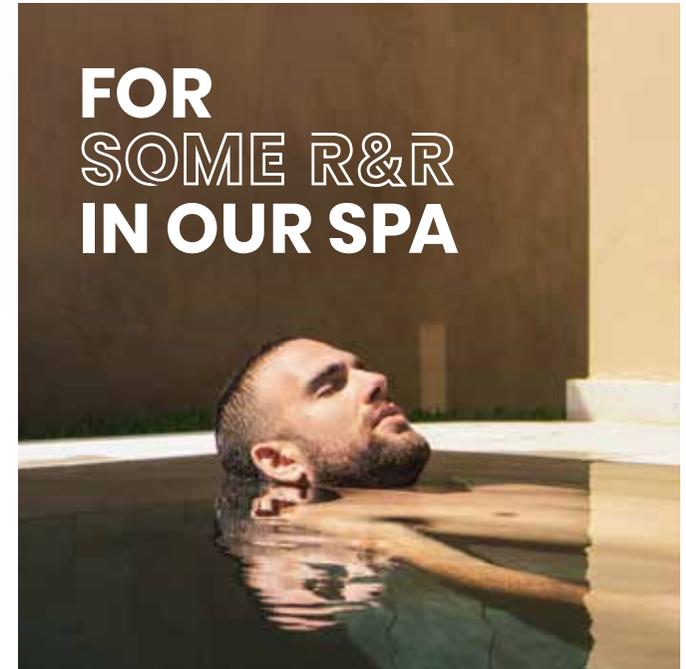
#CheckInCheckOut and wander safely.



#CheckInCheckOut and have room to roam.

HOTEL SOCIAL POSTS

CHECK IN



ACTIVITY SOCIAL POSTS

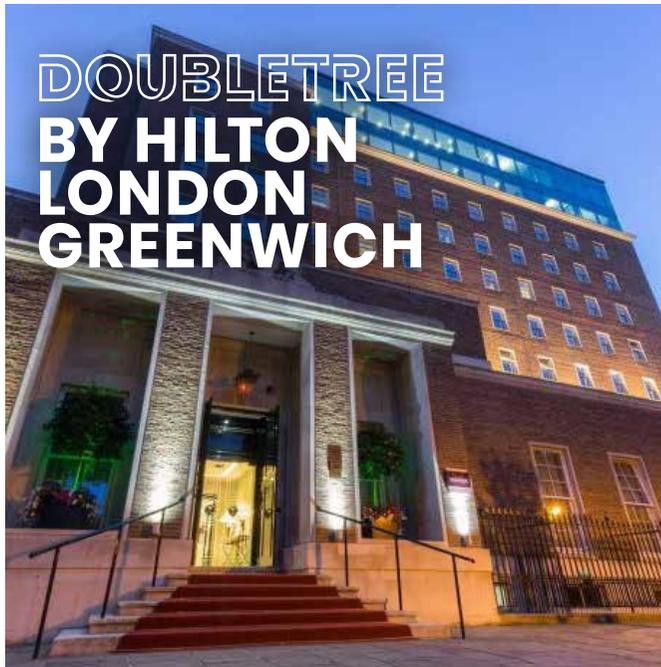
CHECK OUT



CHECK IN

TO

CHECK OUT



CALL TO ACTION

Check in @... and be moments away from checking out ... #CheckInCheckOut

Share your #CheckInCheckOut highlight/moment @...

Check in @... and hang around to check out ... #CheckInCheckOut

Tag who your #CheckInCheckOut mates would be @...@...

This is @... #CheckInCheckOut experience, it's time to discover yours @...

What's your perfect #CheckInCheckOut adventure/experience/break?

TAG 5 friends who you'd want to #CheckInCheckOut with

#CheckInCheckOut EXAMPLES

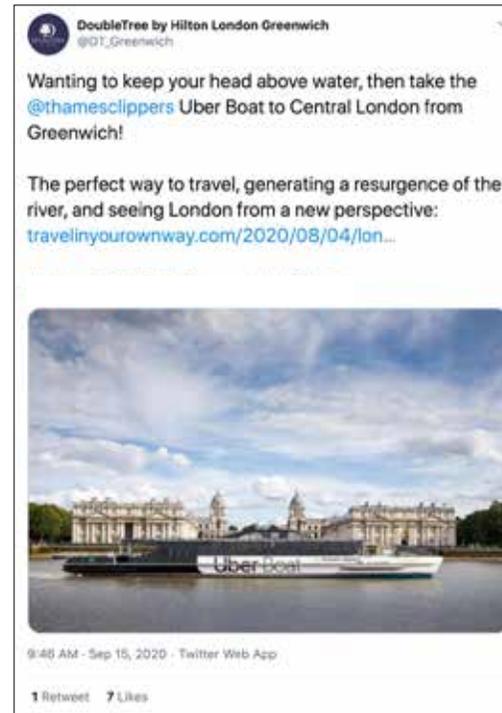
Before



After



Before



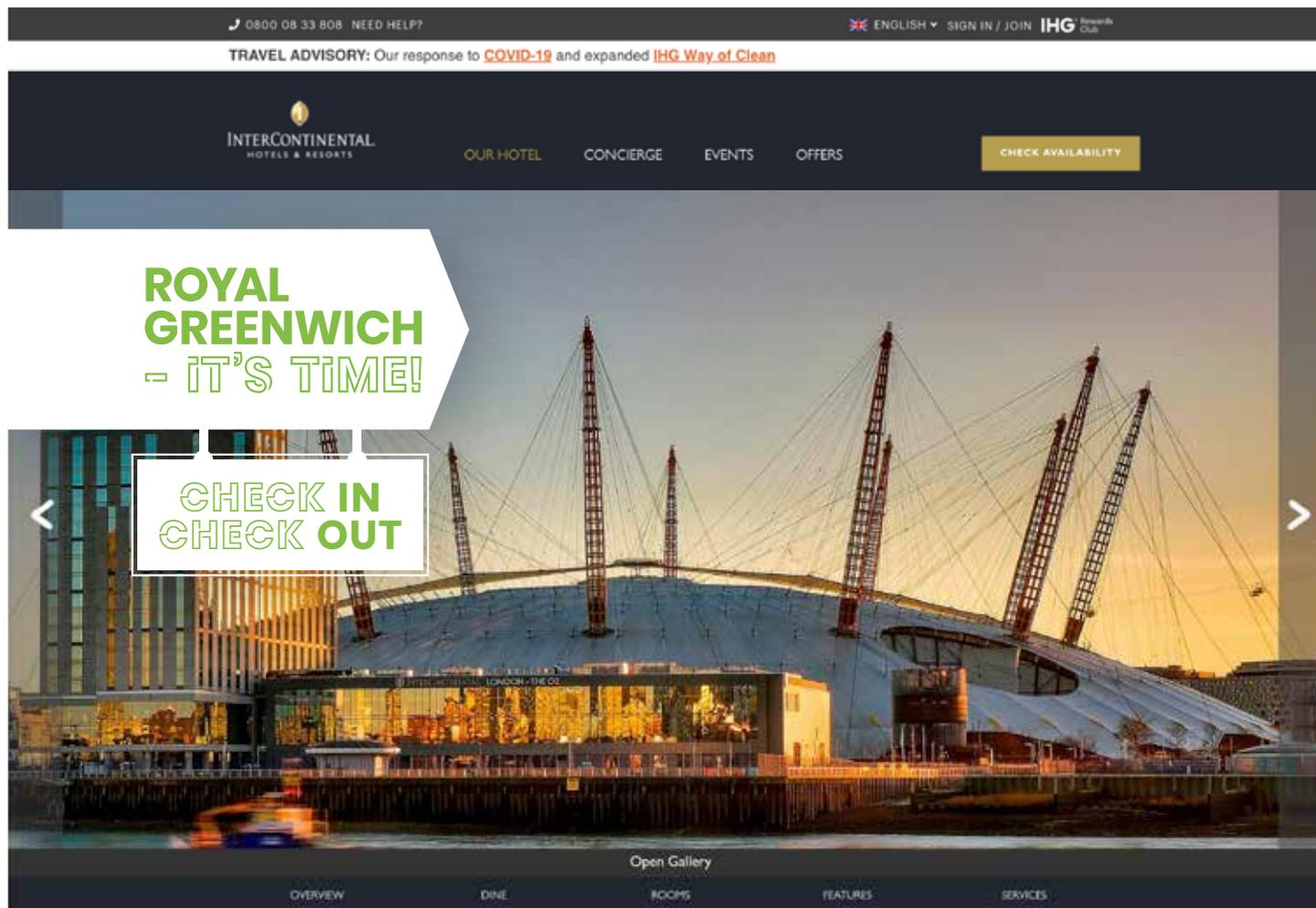
After



From today you can Check In at [#GreenwichMarket](#) now open 7 days a week where you can Check Out their unique stalls... [@Greenwichmkt](#) [@VisitGreenwich](#) [#CheckInCheckOut](#)

Wanting to keep your head above water? Check In [@thamesclippers](#) and Check Out the perfect way to travel... [#CheckInCheckOut](#)

SUPPORTING WEB EXAMPLES



.PNG files will be supplied for hotel and attractions to upload to their website homepages.

LUXURY HOTEL ON THE GREENWICH PRIME MERIDIAN WITH PANORAMIC VIEWS.

INTERCONTINENTAL LONDON - THE O2

★★★★★ 4.7/5 (1530 Reviews)

Waterview Drive, Greenwich Peninsula, London, SE10 0TW, United Kingdom
+44-208-4636868 [Email](#)

YOUR IMAGRY EXAMPLES



Check In with us and be minutes away to **Check Out** the [#thamesbarrier](#) and the amazing views of the city skyline. [#CheckInCheckOut](#) [@VisitGreenwich](#)



Check In to comfort and why not **Check Out** who can drive it like [#TigerWoods](#) [@n1golf](#) [#CheckInCheckOut](#) [@VisitGreenwich](#)



Check In and **Check Out** the luscious gardens of Eltham Palace. [#CheckInCheckOut](#) [@VisitGreenwich](#)



Why not **Check In** and reach new heights when you **Check Out** [@upatTheO2](#) to take in the views. [#CheckInCheckOut](#) [@VisitGreenwich](#)



Check In with us and witness what [@VisitGreenwich](#) has to offer when you **Check Out** the [@thamesclippers](#) across the River Thames. [#CheckInCheckOut](#)



Check In at [#GreenwichMarket](#) now open 7 days a week where you can **Check Out** their unique stalls. [@Greenwichmarket](#) [@VisitGreenwich](#) [#CheckInCheckOut](#)

HOTEL SOCIAL EXAMPLES

@doubletree_by_hilton_Greenwich

Why not **Check In** and stay in what was once a police headquarters. And be minutes away to **Check Out** the National Maritime Museum. [#CheckInCheckOut](#)



@InterContheo2

Check In for a luxury spa day for two and to blow the hair back **Check Out** Up at the O2 to take in the views. [#CheckInCheckOut](#)



#NovotelLondonGreenwich

Check In and stay in stylish surroundings in the heart of the Royal Borough of Greenwich, enabling you to **Check Out** the stunning art deco of Eltham Palace. [#CheckInCheckOut](#)



@goodhotel.co

Fancy a drink with a view? **Check In** and wind down in the sustainable restaurant or head up to **Check Out** the rooftop bar for a taste of our signature cocktails. [#CheckInCheckOut](#)



HOTEL SOCIAL EXAMPLES

@staycityco

Check In to a home from home where you can **Check Out** Greenwich Park with all its wide open green spaces.

[#CheckInCheckOut](#)



@canaryriversideplaza

Wanting to escape from it all? **Check In** to five star service around the clock and it would be rude to not **Check Out** the infinity pool that overlooks the River Thames. [#CheckInCheckOut](#)



@marriottcanarywharf

Want to get away but feel right at home? **Check In** to experience the comfort and convenience. It would be foolery to not **Check Out** The O2's upcoming events [#CheckInCheckOut](#)



@radissonbluedwardian

Needing some you time? **Check In** and enjoy an indulgent afternoon tea and for a complete escape **Check Out** the hotel's tranquil East River Spa.. [#CheckInCheckOut](#)



COMPETITION EXAMPLE

ROYAL GREENWICH - IT'S TIME

CHECK IN CHECK OUT

visitgreenwich time after time ROYAL borough of GREENWICH

A green graphic with a white arrow pointing right containing the text 'ROYAL GREENWICH - IT'S TIME'. Below it is a white box with a green border containing 'CHECK IN CHECK OUT'. At the bottom are the logos for 'visitgreenwich time after time' and 'ROYAL borough of GREENWICH'.

CHECK IN

TO WIN 2 NIGHTS AT DOUBLETREE GREENWICH

A photograph of the Doubletree Greenwich hotel at night. A white box with a green border and a green arrow pointing right contains the text 'CHECK IN'. Below it, white text reads 'TO WIN 2 NIGHTS AT DOUBLETREE GREENWICH'.

CHECK OUT

TO WIN AN UP AT THE O2 EXPERIENCE

A photograph of the O2 arena at night. A white box with a green border and a green arrow pointing right contains the text 'CHECK OUT'. Below it, white text reads 'TO WIN AN UP AT THE O2 EXPERIENCE'.

Partners, hotels and venues within Greenwich can produce social collateral that prompts visitors to unlock prizes by visiting chosen venues & hotels. These prizes would vary from a free night when you book a stay, all the way to free days out.

VENUE SPECIFIC & AMBIENT MEDIA EXAMPLES



SAFETY MESSAGING



Safely and wear a mask in all communal spaces.

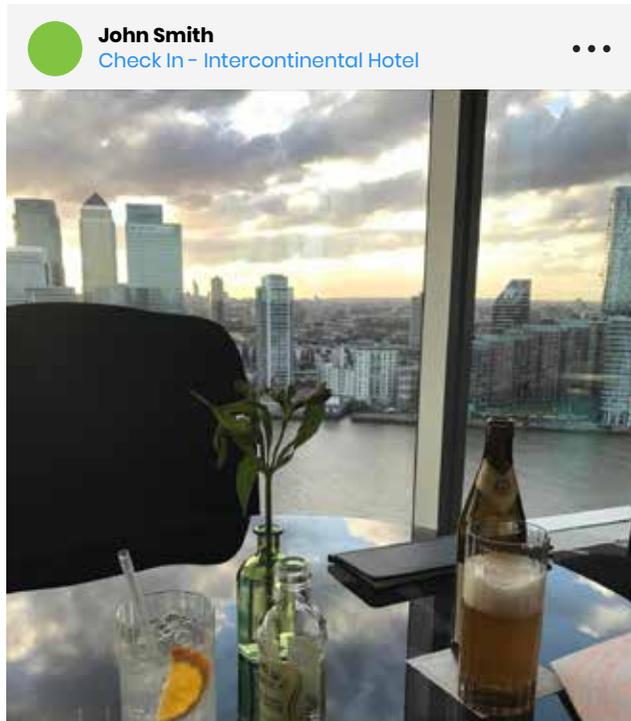


Safely with our auto check in.



Safely and remember to keep your distance.

HOTEL INITIATIVES



Create a custom location



Encourage your patrons to **Check In** on social media. Drive home that when you **Check In** at a Hotel make sure you **Check In** on social media.



Why not offer your patrons a free drink to incentivise them to **Check In** to your hotel on your social media platforms for organic reach.



Why not create your own **#CheckInCheckOut** page or information on your own hotel website for things to do and where to visit.



Add the hashtag **#CheckInCheckOut** to your own hotel bios.

LOGO USAGE

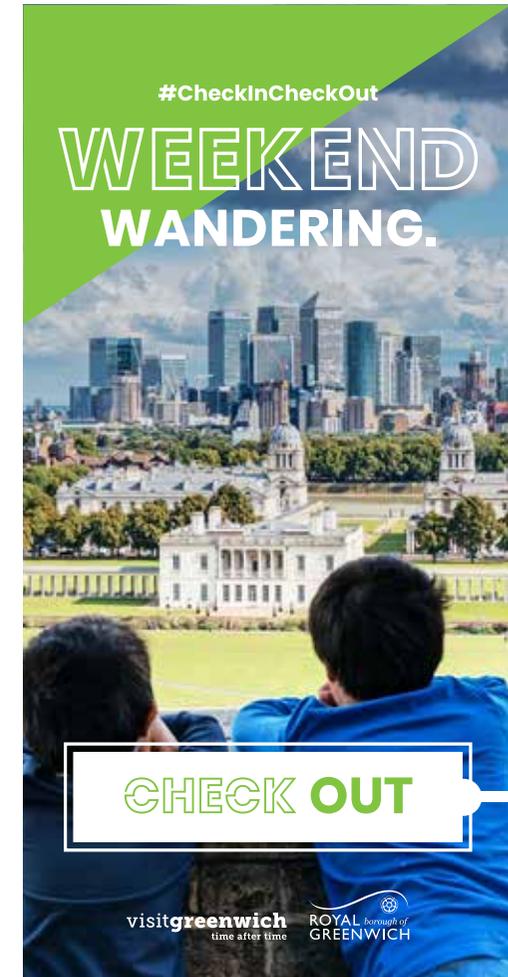
Print application example



On-screen application example

DIGITAL AD EXAMPLES

Our digital advertising should be informative and impactful, this is achieved by using large typography with the campaign paddle graphics. Chosen photography should also convey the written message.



SOCIAL STORIES

Our social stories must incorporate the **Check In, Check Out** paddles. These highlight ‘**Check In**’ places (Hotels ect.) and attractions available to visit (**Check out**).

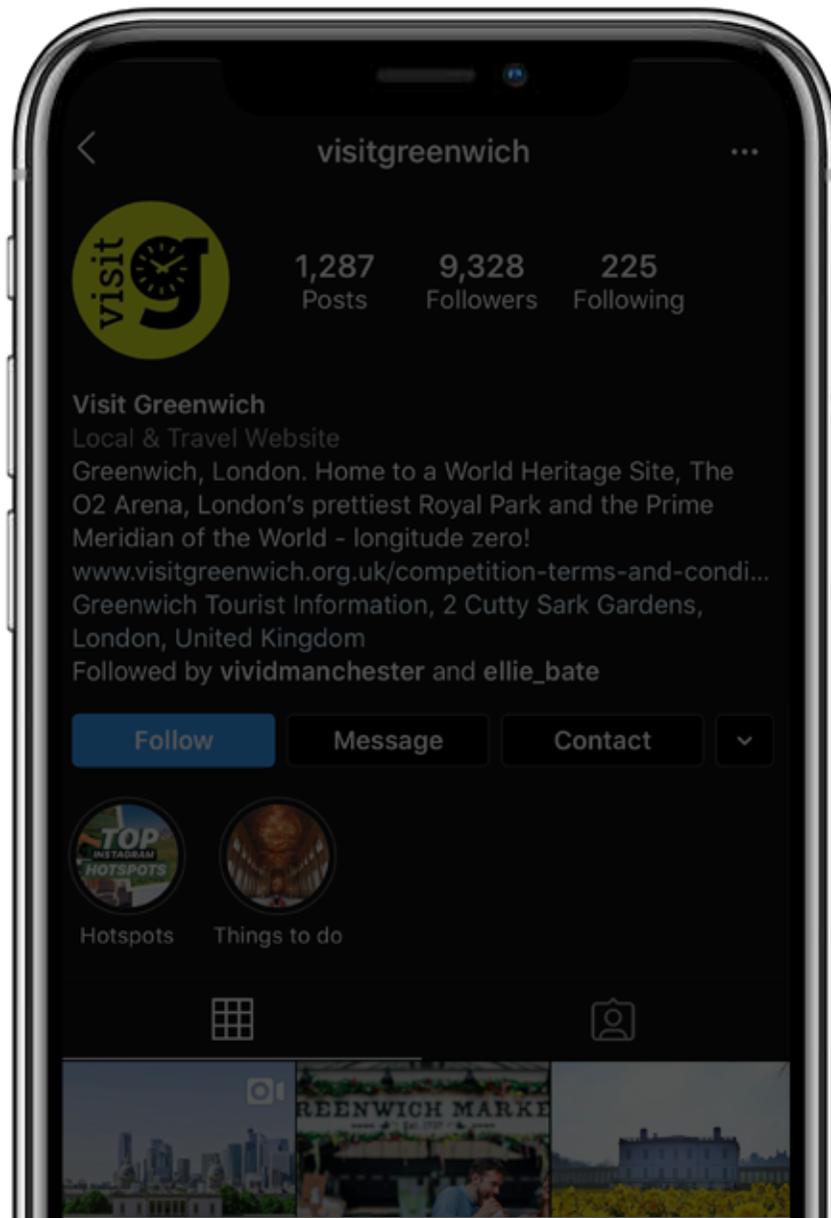
Hotels can also use this messaging to promote themselves and their services they offer.

E.g. **Check In** to the Doubletree Hilton Hotel and **Check out** our cocktail happy hour 2-for-1



Social presence

To support the web activity, **#CheckInCheckOut** would be temporarily added into the bio.



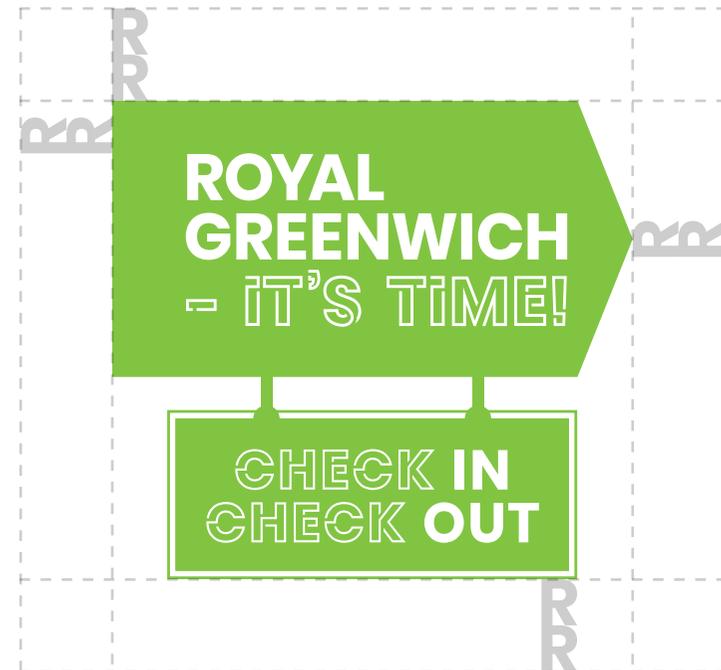


CHECK IN
CHECK OUT

STYLE GUIDE

**ROYAL
GREENWICH**
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**CHECK IN
CHECK OUT**



ALTERNATE LAYOUTS



CHECK IN
CHECK OUT



CHECK IN



CHECK OUT



CHECK IN
CHECK OUT

Our versatile hotel signs can be placed to best fit the photography while being animated into place.

GMT Prime Bold

HEADERS & TITLES

Poppins Bold

Primary Colours



CMYK	RGB	HEX	PANTONE
55 / 0 / 87 / 0	129 / 196 / 66	#81c442	376 C



CMYK	RGB	HEX	PANTONE
74 / 64 / 59 / 78	34 / 34 / 34	#222222	426 C

SUBHEADERS

Poppins SemiBold

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz 0123456789

Poppins Medium

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz 0123456789

BODY COPY

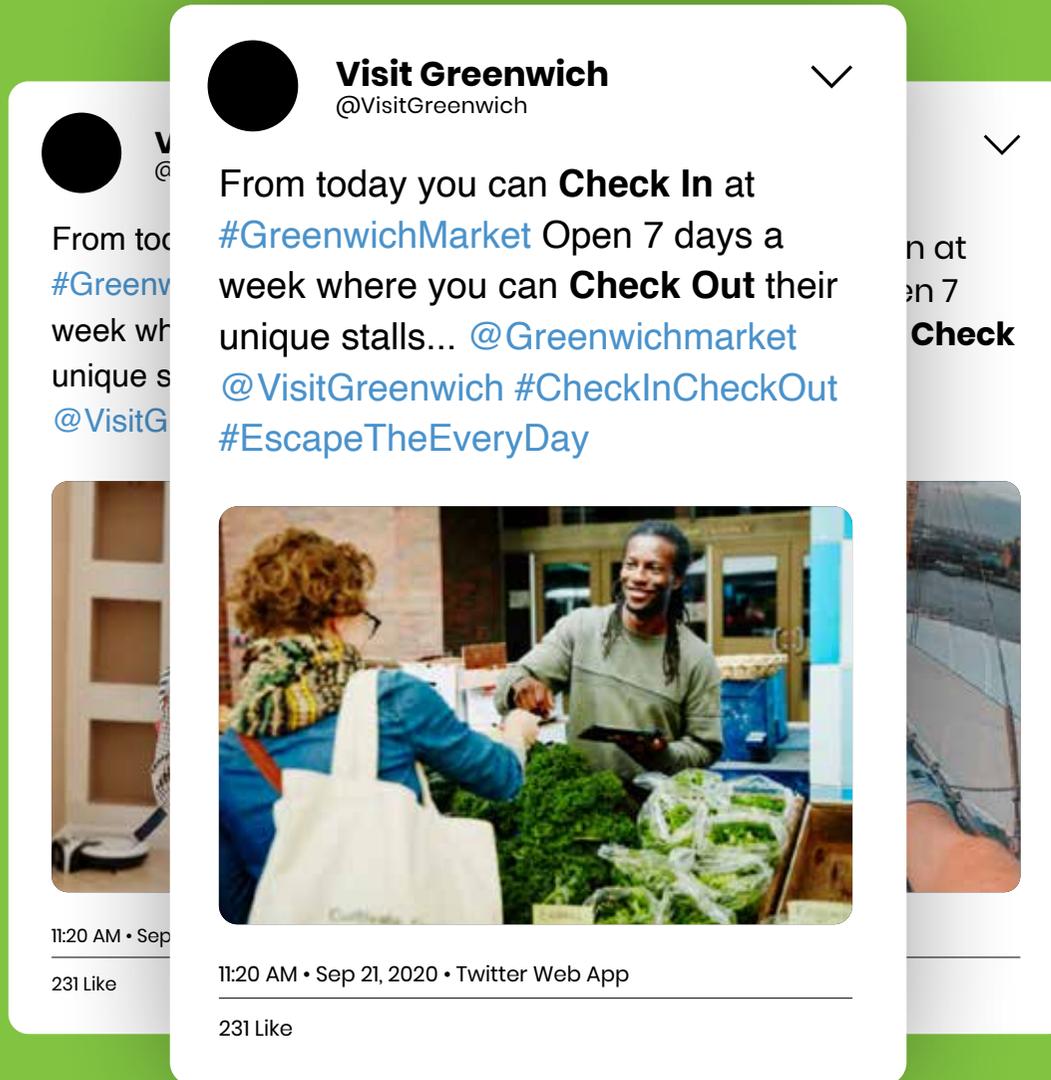
Poppins Regular

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz 0123456789

Poppins Light

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz 0123456789

HASHTAGS USAGE



When writing content for your social channels, make sure to always have '@VisitGreenwich' mentioned in the post copy along with #CheckInCheckOut this is due to the hashtag doesn't include 'Greenwich' within it.

Please remember to use the guidance on page 8 to structure your message.

Plus any other hashtags & tags that you (the hotels/attractions) want to include to help the reach of your posts.

Please also include #escapetheeveryday within your post to show your support to the Visit Britain campaign.

SUPPLIED ASSETS

**ROYAL
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**CHECK IN
CHECK OUT**

The Images used throughout this Toolkit are for reference only, please see the following [link](#) for the image library. Please contact kat@visitgreenwich.org.uk for any further image requests.

Along with this toolkit, you will be supplied with the following assets to help you create on-brand printed and digital outputs. These will be supplied in .EPS and .PNG format in both RGB and CMYK.

Assets:

Master Campaign Logo

White • Black • Colour
Small / Medium / Large

Check In Check Out Logo

White • Black • Colour
Up / Down

Check In Logo

White • Black • Colour
Up / Down / Left / Right

Check Out Logo

White • Black • Colour
Up / Down / Left / Right

Story Avatar

Colour