

GREENWICH MEANS CAMPAIGN TIME



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MAKE TIME FOR THE MEANTIME

#GreenwichTime #GM_T

Greenwich, England. The whole world's time keeper. A place from where the start of every day is measured and every single moment is counted. A place where past and future collide.

What better place then, to stay a while? To spend time, to let it fly, to lose track of it or just to make it stand still.



GREENWICH MEANS SOCIAL TIME

#GreenwichTime #GM_T visitgreenwich
time after time

We want to find out what makes people tick. Capture, tag and share your Greenwich time.

#GREENWICH TIME

Make time for the Meantime. #GreenwichTime is a campaign created to inspire people to see a 'new, bigger, ever-changing Greenwich'.

We want to position the borough as the best destination in the UK for heritage, culture and entertainment, ensuring Greenwich is an unmissable part of a London visit.

The goal is that all our partners, visitors and local businesses are inspired to invest in the campaign and embrace #GreenwichTime. Market and experiential led, our Toolkit and content sharing strategy is designed to inspire you, however, it is in no way prescriptive. We are here to advise, not tell.

It is an idea that we want you to endorse and make your own, with the assistance of our content. It's for everyone to use.

We want to promote a fresher perspective of Greenwich, therefore we have travelled down a more experiential, emotional and people-led route.

At the back of this guide, we have included our font and colours, as well as a bank of destination copy, images and videos for partners to place on their own sites.

You'll find a strategy that advises you on how the toolkit can be used for pre-visit and on-visit marketing. Your choice, you can either follow these closely, or simply use them for a little inspiration. If you let us know your ideas and plans, we're sure we can help along the way!

We have the product already, we just need to present our offer in a bigger way. We want you to push our destination as part of your own marketing. Greenwich Means campaign time, and it's our time to promote Greenwich as the perfect base for a London break.

CREATING #GREENWICH TIME CONTENT

HOW TO USE THE HASHTAG:

We want to find out what makes people tick. One of the simplest and best ways to do this is via user-generated content (UGC) to get the message out there. By creating a simple to use campaign hashtag, such as #GreenwichTime and #GM_T, it can be used to push out messaging by all stakeholders and partners. It can also be used by visitors to share their #GreenwichTime by tagging imagery/content captured during their visit.

Using #GreenwichTime and #GM_T will result in all content being collated together, opening up the opportunity to discover what 'Greenwich Means' to visitors, residents and celebrities alike. Both current and new audiences will be able to discover what makes them tick and what keeps them coming back for more.

HOW YOU CAN ADD TO THE TIMELINE

DO:

Always convey the Greenwich Means Time concept. A time spent in Greenwich is a time well spent, and the best UK destination for heritage, culture and entertainment.

We want to use language that enhances your existing offer or work to create offers that align with the campaign. From time spent relaxing in bars to travelling back in time in one of the many museums, Greenwich Means experience Time.

DON'T:

Focus on the past Greenwich brand, being perceived to be 'about history' and not seen as an A-list to visitors in London. A bigger brand proposition, with a higher profile demands greater attention.

Know your product and where it can fit within the brand, and focus on a more experiential, emotional and people-led approach.

TIP A visual feed is important for grabbing attention. To see how to capture the perfect **Greenwich Time** image, go to page 36.

The following pages will give you a guide on how the **#GreenwichTime** and **#GM_T** can be used in different ways.

CALL TO ACTION **#GREENWICHTIME**

A call to action is asking the user to do something—this can range from asking them to:

- Tag a friend.
- Share your post.
- Visit your website.



Conference Time? Book Devonport House here at: devere.co.uk **#GreenwichTime**



Use your **#GreenwichTime** wisely with 20% off hotel rooms throughout June. Find your perfect stay here: booking.visitgreenwich.org.uk



Bypass the London traffic on foot using the Greenwich Foot Tunnel—your chance to walk under the Thames! **#GreenwichTime**



Avoid the early morning **#GreenwichTime** rush by hopping onto one of our River Buses. To find your nearest river route, visit: thamesclippers.com



Book your historic **#GreenwichTime** now: for tickets to all our attractions, go to visitgreenwich.seetickets.com



Looking for a **#GreenwichTime** to remember? View the latest events @TheO2 here: theo2.co.uk/events

#GreenwichTime #GM_T

HOW WE SHOULD CAPTION #GREENWICH TIME

A caption is a brief explanation accompanying an image, video or any piece of content.

They will help to bring Greenwich time to life and entice your followers to engage more in your post. Remember, captions are just as important as your visuals!



Your #GreenwichTime spent relaxing with a stunning backdrop.



Travel back in #GreenwichTime to discover the history that lies within our museums.



Venture to new heights and have an unforgettable #GreenwichTime.

HOW WE WANT VISITORS TO USE #GREENWICH TIME

Encourage visitors to share their Greenwich experiences by using the hashtags and tagging the attractions they have visited.

Hashtags also categorise content for your audience, and allow people to discover ways to spend their #GreenwichTime.



We had an amazing #GreenwichTime, the performance @greenwichtreasure truly brought a tear to my eye.



We went to @VisitGreenwich for culture it's fair to say our #GreenwichTime didn't disappoint!



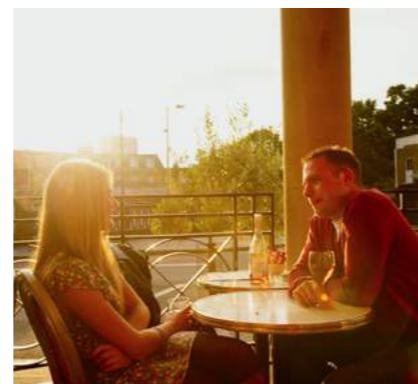
We spent our #GreenwichTime off the beaten track @greenwichmarket with sore feet & happy faces!



Hours of #GreenwichTime spent uncovering hidden treasures.



Take a break from the bustle of the city and spend your day on #GreenwichTime.



That #GreenwichTime when hours spent chatting feels like a second.

PARTNER TIP



Encourage visitors to tag the place they've visited.



The sunset this evening @TheO2 definitely made our #GreenwichTime one to remember.



Our romantic #GreenwichTime @TrafalgarTavernGreenwich We'll be back for sure!



My weekend stood at the centre of #GreenwichTime @royalmuseumsgreenwich.

SIGN OFF WITH **#GREENWICH TIME**

Signing off with the hashtags expands the reach, allowing you to write a caption that drives awareness to the campaign.



Greenwich Means 🛍️ Time
[#GreenwichTime](#).



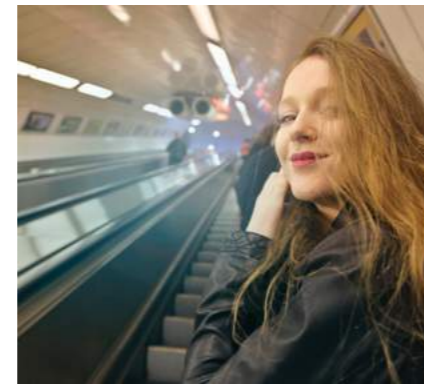
Immerse yourself in culture during your [#GreenwichTime](#).



Enjoy a relaxed dining experience from the comfort of your hotel [#GreenwichTime](#).



Catching up with friends is a great way to make use of your [#GreenwichTime](#).



Greenwich Means there in no Time [#GreenwichTime](#).



Greenwich Means WOW time [#GreenwichTime](#).

SECONDARY HASHTAG **#GM_T**

The caption should start with 'Greenwich Means' or [#GreenwichTime](#) to make the destination clear.

[#GreenwichTime](#) is the lead hashtag, with [#GM_T](#) being the secondary hashtag—we propose that you use both on each post.



Let [#GreenwichTime](#) fly as you take to the skies on the [@EmiratesAirLDN](#) [#GM_T](#).



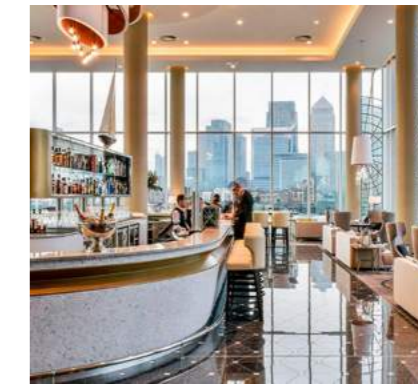
Greenwich Means drifting away Time. [#GM_T](#) [#GreenwichTime](#).



Greenwich Means get there in no Time. [#GreenwichTime](#) [#GM_T](#).



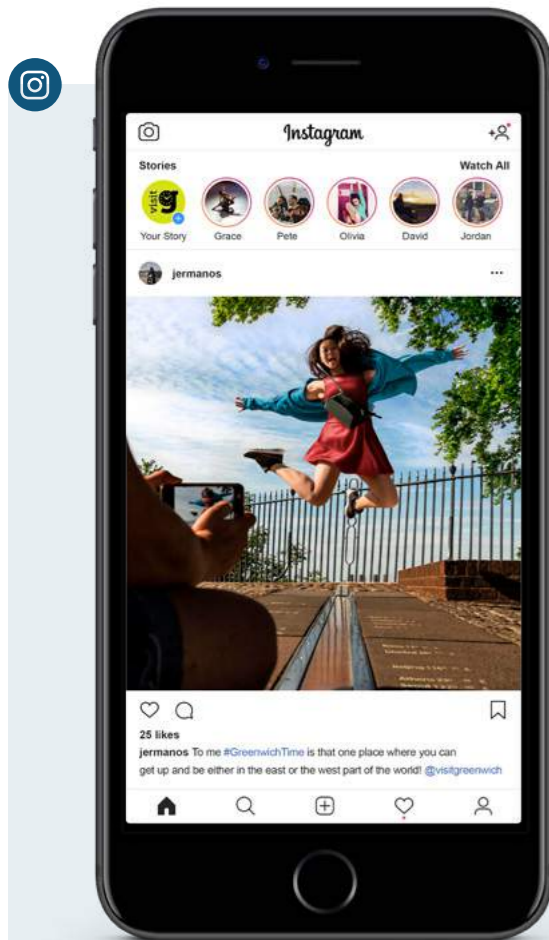
[#GreenwichTime](#) spent experiencing culture like no other. [#GM_T](#).



Greenwich Means staying in nothing less than luxury. What does [#GM_T](#) mean to you? [#GreenwichTime](#).



Have the [#GreenwichTime](#) of your life [@TheO2](#) [#GM_T](#).



INSTAGRAM

Being aware of how your audience experiences your destination can give you genuine insights and positive feedback.



TWITTER

Asking a question is a good way of getting genuine feedback and information from users.



FACEBOOK

Giveaways are a good way to get your business out there. Encouraging people to share and tag their friends in your content will direct new users to your page.

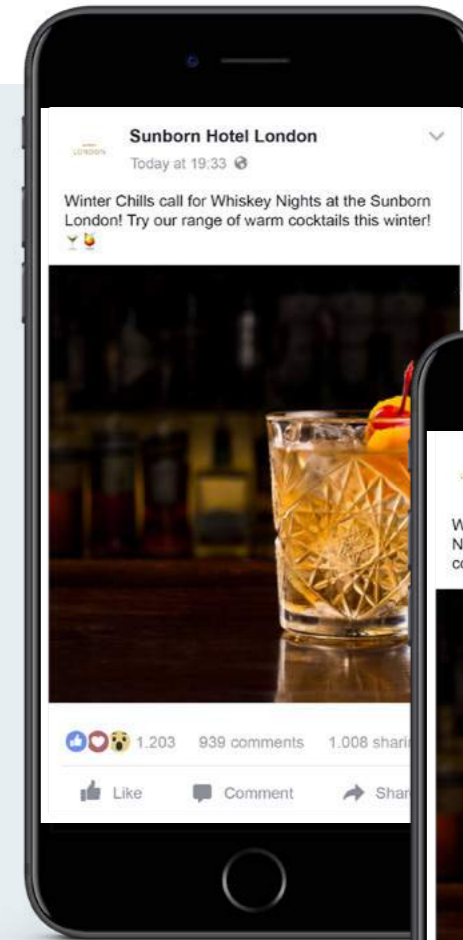
BEFORE



AFTER



BEFORE



AFTER



#GreenwichTime #GM_T

SOCIAL TIPS & TRICKS



TIME TO BE IN THE KNOW

- **Keep an eye out** for users mentioning your page on social media, using the #GreenwichTime and #GM_T hashtags in their own personal content.

This can be done via Google Alerts or the search functions of digital platforms, where hashtag usage can be found. Alternatively you can find this through your own social media accounts.

- **Monitoring your mentions** can provide user-generated content, so remember to be selective with what you choose to share and always revert back to these guidelines to ensure it is in line.
- Keep in mind the correct usage of the two hashtags, good quality people focused images and posts that showcase only the best of Greenwich!
- **Clearly tag posts with the location** of where your content is captured and by tagging the relevant partners to maximise the reach of your post to audiences. Posts that mention users via tagging, receive up to 56% more engagement than posts that don't use them.
- **Try to monitor conversations** that mention your brand in real-time and look at the sentiment behind the words.



TIME TO BE CONSISTENT

It can be difficult to find time to create content and make meaningful posts across several social media platforms, but the **key is consistency**.

Whether you post multiple times per day, once a day or once a week, building the followers and Visit Greenwich brand on social media will take time and, more importantly, consistency to get traction.

Use tools to help you make and schedule posts in advance to save time. Something else to think about is the times you post and to **not to post content consecutively after each other or within short spaces of time**—use applications to regulate your posting during key times.

If you're unsure on how to allocate your resources, a general rule is: one-third of content promotes your business to create conversions and generate profit, one-third of content should share ideas, thoughts, stories from your business, like-minded businesses or industry leaders, one-third of content should be personal interactions with your audience.



TIME TO LISTEN

- **Liking, retweeting, sharing and responding to comments** shows that you are listening to your audience and reassures users that they're being listened to. This can be done through simple interactions like thanking people for sharing their #GreenwichTime with a like or a comment.

- **Delve deeper**, what did they do before or next and offer ideas and advice for how they can do more. People will feel more encouraged to share their own content when they know a platform is regularly used, updated and responsive.
- **Understanding your customers**, who they are and their interests will help you develop relevant and engaging content. Ensure you are regularly refreshing yourself on your audience profiles as well as general trends and insights to keep content relevant.

TIME TO IGNORE

Sadly, of course, some people just want to cause trouble. They troll across social media and enjoy the notoriety this brings. If you're sure that their claims are entirely without merit, the best long-term strategy may be to ignore them.

More often than not, **campaigns will self-moderate, let others speak out on your behalf**, but if what they are saying is inaccurate and unfair—provide the facts to support your case and give other readers the true picture.

Remember: You can implement restrictions on your social media settings page such as age based restrictions, profanity filters, tagging ability. If the user continues to target your page, there is also the ability to ban this person under 'People and other pages'. Instagram allows pages to disable negative comments under the settings section 'Hide Inappropriate Comments'. Talk to your marketing or digital manager before actioning to work out the best strategy on how to tackle this.



TIME TO SELECT THE RIGHT PLATFORMS

Being vocal across numerous social media platforms is beneficial in maximising your reach. However, ensure that you are posting the **correct type of content on each of the relevant channels to maintain engagement**. Don't make the mistake of trying to be everywhere online all the time. Think carefully about the relevance of each social media platform to your business.

Consider how each individual account fits into your business's objectives and **if you're posting content across different platforms remember to try and alter it slightly even if it's just the copy**. Otherwise you run the risk of followers becoming bored and unfollowing one or more of your accounts.

For example:

- **Instagram** is best used for visual, imagery-based content, stickers and sharing UGC, it is also rated second (after Youtube) for videos.
- **Facebook** is great for promoting events in the area and announcements with images, videos, text, and stories working best.
- **Twitter** is more of a commercial platform so content such as news announcements, events and business information is best posted here.
- **Youtube & Vimeo** are of course good platforms to upload video content, opening up the opportunity to trend and create brand visibility.

Remember to **analyse your social media marketing to ensure it is effective and engages with your audience and allows you to test the impact of social content**. By monitoring, listening and understanding what target audiences are talking about or what they share should lead to production of content responding to expressed needs.



TIME RELEVANT CONTENT

Whether it be in the past, present or the future, all content posted is based on **#GreenwichTime**. The type of language and tone of voice used should reflect this. **Be prepared** as we know that sometimes things don't always go to plan. Posting content that is relevant to the present time is a great way to stay on the ball...

Here's a few examples of time relevant content:

Time Phrasing

- There's a first **#GreenwichTime** for everything
- Have the **#GreenwichTime** of your life
- It's only a matter of **#GreenwichTime** until...
- "We know the weather's a little dull today, so stay dry and travel back in **#GreenwichTime** to explore years of history in our museums"
- "Sun's out—it's **@UpAtTheO2** time! **#GreenwichTime**"

Live videos provide a real time insight into what's going on in Greenwich right here, right now.



TIME TO DEAL WITH CRITICS

Sometimes comments aren't the positive story you're hoping to hear, and we advise to act quickly before it snowballs—An open, non-judgemental enquiry asking them to pop you a direct message about exactly what happened, will be enough to take it out of the spotlight and start the process of constructive engagement and open up an opportunity to turn a negative experience into a positive one.

Remember: "Take it out of the spotlight" doesn't mean "delete". Better for people to see your constructive response to the negative comment than get buried in messages accusing you of removing all the negative social media comments. Once you've got a conversation going with the customer out of the spotlight, make sure you understand the problem and outline what the next steps will be to fix it.

GREENWICH MEANS BRAND TIME

#GreenwichTime #GM_T visitgreenwich
time after time

Find time, take time,
make time, and discover
what Greenwich Time
means to you.

CAMPAIGN LOGO

HOW TO USE OUR CAMPAIGN LOGO CORRECTLY

- To the right is our campaign logo. It has been designed to contain the focal point of any message between 'Means' and 'Time'. It is adaptable to what you want to say.
- You can adjust the underline to match the length of the inserted word in our messaging.
- The campaign logo must be in one colour. The headline colour should be taken from the background image to remain complementary.

INVERTED LOGO

GREENWICH MEANS

TIME

TIP You can invert the logo if not legible, e.g. when over motion graphics.

PARTNER TIP



OUR TIME IS IN YOUR HANDS

Emphasise what 'Greenwich Means' to you and your business.

Use your brand's own imagery or logo.

OUR LOGO

Always lead with 'Greenwich Means' to reinforce Greenwich as the destination.

The margin must be the width of one 'l' from Time.

Extendable and adjustable bar for flexibility of use.

Bar is width of one 'l' from Time

'Time' must have the same x-height as 'Greenwich Means' to not outweigh each other.

GREENWICH MEANS

TIME

Chosen headline colour must complement background.

Margin must be width of two 'l's from Time.

CAMPAIGN LOGO MUST BE IN ONE COLOUR

RESPONSIVE LOGO

HOW TO USE OUR RESPONSIVE CAMPAIGN LOGO

- Primarily used on digital when space does not allow for the full logo. It is a short hand version of campaign logo.
- Alongside the Visit Greenwich logo.

WHEN TO USE

- On broadcast & digital platforms.



TIP Inserting your logo would show an immediate collaboration with Visit Greenwich.

TIP Underscore can be used as a ticking cursor to emphasise the time aspect of campaign, when in video/GIF format.

GM_T LOGO

The underscore must sit underneath the baseline to keep balance to logo.

The margin must be the width of one 'l' from Time.

This is also how the hashtag will look.

E.g. #GM_T



Extendable and adjustable bar for responsive and interactive usage.

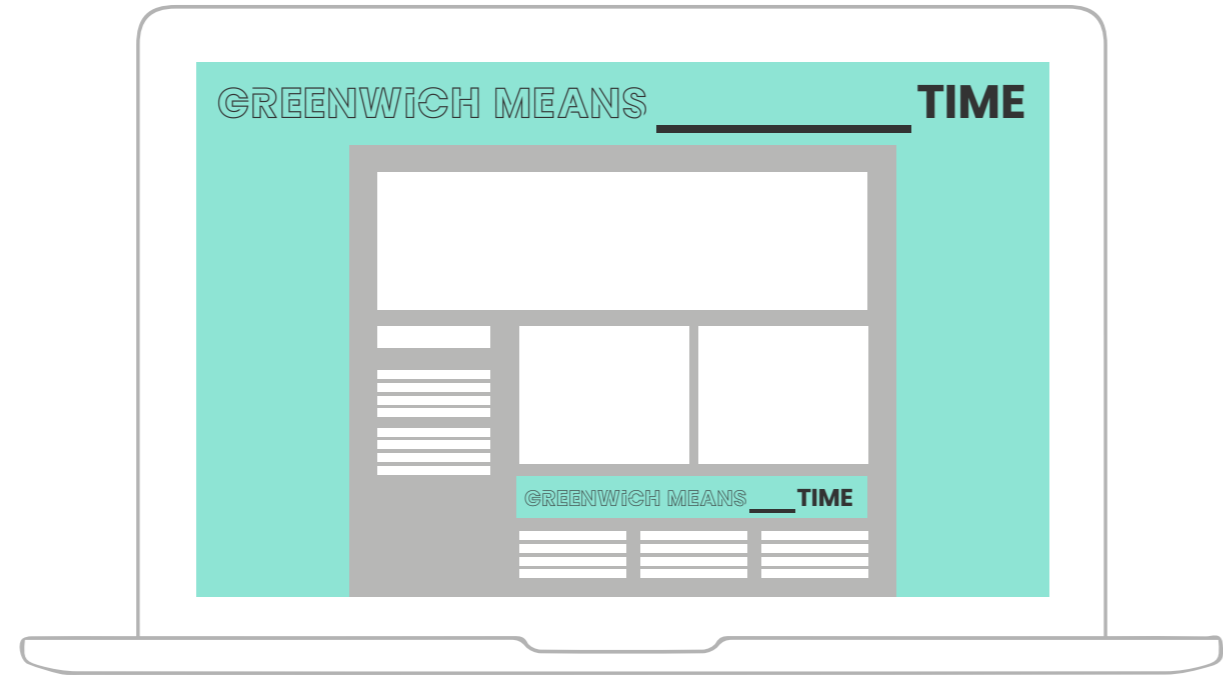
RULEBREAKERS

ADAPTING THE CAMPAIGN LOGO

In certain cases, the campaign must break the stacked format set out in pages 22 - 24.

Here are a few examples:

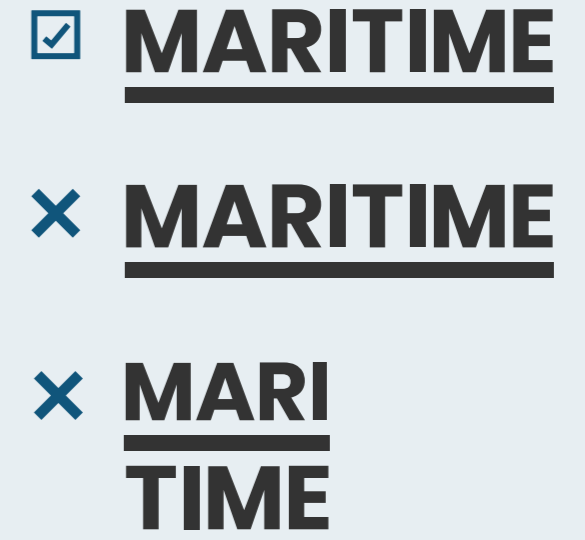
- Bus banner ad.
- Web page skin.
- Landscape digital ads.



TYPOGRAPHY RULES

If a word has fewer letters than time, the line must stay aligned to 'Time'. **Do not** increase the size of the word to fit the word 'Time'

If a word has 'Time' in it, the line must only focus on the subject. In this instance, the word can break free from the stacked rule in order to make sense.



TYPOGRAPHY

Throughout we use one font to promote clear recognition of the Greenwich Means Time campaign.

GMT PRIME

Our GMT Prime font owes its origins to the beginning of time—the Meridian Line.

The characteristics reflect the urban and impactful personality of the campaign, also acknowledging the start of the Meridian Line that circles the earth.

HEADLINE SUPPORTING FONT

Headlines are created by combining GMT Prime and Poppins. Headlines should lead with GMT Prime, followed by Poppins.

A B C D E F
 G H I J K L
 M N O P Q
 R S T U V
 W X Y Z

HEADERS AND TITLES

A B C a b c

GMT Prime

A B C a b c

Poppins Bold

SUBHEADERS

ABCXYZ
0123456789

Poppins SemiBold

ABCXYZ
0123456789

Poppins Medium

BODY COPY

ABCXYZ
0123456789

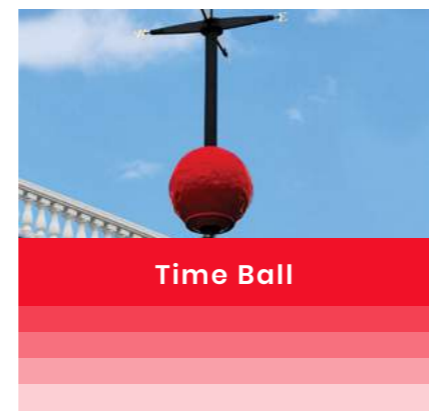
Poppins Regular

ABCXYZ
0123456789

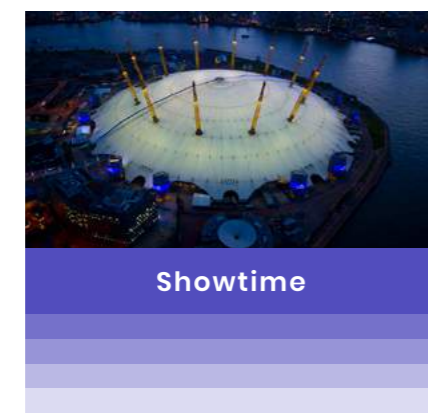
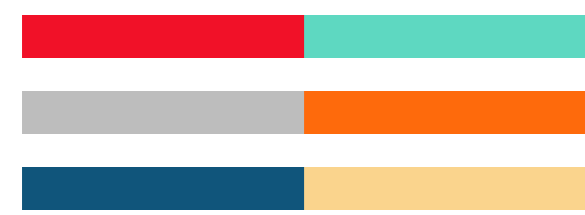
Poppins Light

COLOUR

Our colour palette brings together the tones of the destination. The fresh modern swatches add vibrancy and strong pops of colour, which are tempered with the more traditional heritage palette. All colours are inspired by Greenwich.



COMPLEMENTARY COLOURS



GREENWICH PALETTE

| | | | | | | | | | |
|--|-----------------------------------|-------------------------------|-----------------------|---------------------------------|--|--------------------------------|-------------------------------|-----------------------|--------------------------|
| | CMYK 55 / 0 / 87 / 0 | RGB 129 / 196 / 66 | HEX #81c442 | PANTONE 376 C | | CMYK 80 / 88 / 0 / 0 | RGB 99 / 36 / 169 | HEX #6324a9 | PANTONE 7679 C |
| | CMYK 1 / 22 / 80 / 0 | RGB 252 / 203 / 68 | HEX #fccb44 | PANTONE 1225 C | | CMYK 92 / 77 / 0 / 0 | RGB 36 / 55 / 197 | HEX #2437c5 | PANTONE 7687 C |
| | CMYK 15 / 31 / 73 / 3 | RGB 217 / 174 / 86 | HEX #d9ae56 | PANTONE 7407 C | | CMYK 81 / 73 / 0 / 0 | RGB 82 / 77 / 189 | HEX #524dbd | PANTONE 7670 C |
| | CMYK 24 / 87 / 100 / 20 | RGB 164 / 53 / 7 | HEX #a43507 | PANTONE 7599 C | | CMYK 58 / 0 / 34 / 0 | RGB 94 / 216 / 193 | HEX #5ed8c1 | PANTONE 333 C |
| | CMYK 37 / 97 / 96 / 60 | RGB 92 / 18 / 0 | HEX #5c1200 | PANTONE 7631 C | | CMYK 0 / 83 / 0 / 0 | RGB 242 / 69 / 149 | HEX #f24595 | PANTONE 212 C |
| | CMYK 0 / 96 / 82 / 0 | RGB 241 / 17 / 40 | HEX #f11128 | PANTONE 485 C | | CMYK 2 / 48 / 0 / 0 | RGB 250 / 161 / 211 | HEX #faa1d3 | PANTONE 210 C |
| | CMYK 29 / 22 / 23 / 3 | RGB 189 / 189 / 189 | HEX #bdbdbd | PANTONE Cool Gray 4 C | | CMYK 0 / 69 / 92 / 0 | RGB 254 / 106 / 12 | HEX #fe6a0c | PANTONE 165 C |
| | CMYK 61 / 39 / 8 / 0 | RGB 115 / 144 / 192 | HEX #7390c0 | PANTONE 7452 C | | CMYK 2 / 19 / 52 / 0 | RGB 250 / 212 / 141 | HEX #fad48d | PANTONE 148 C |
| | CMYK 93 / 60 / 30 / 15 | RGB 16 / 85 / 123 | HEX #10557b | PANTONE 7701 C | | CMYK 5 / 0 / 76 / 0 | RGB 251 / 235 / 80 | HEX #fbeb50 | PANTONE 101 C |
| | CMYK 74 / 64 / 59 / 78 | RGB 34 / 34 / 34 | HEX #222222 | PANTONE 426 C | | CMYK 40 / 0 / 79 / 0 | RGB 168 / 251 / 100 | HEX #a8fb64 | PANTONE 367 C |

TIP Use tints of a colour to give more flexibility and range.

TIP Use colours that complement your brand or imagery.

tone of voice

LANGUAGE

Our tone of voice is snappier but exciting to reflect just how important time is, integrated with emojis we can express the experiential and emotions succinctly.

KNOW YOUR AUDIENCE

It's key in your messaging to think about your target audience and what language appeals to them.

For example, if you were aiming at tourists in London you could use words like **sightseeing**, **making memories** or **discovery**.

If you're messaging involves transport to Greenwich, you may use language like **'There in no time, 8 minutes from London Bridge** or **'On Time'**.

YOU & ME
DRIFTING
ZZZZZZ
OUR TIME
DOWN
SET SAIL
DISCOVERY
SAY CHEESE

HOW TO USE MESSAGING IN OUR CAMPAIGN LOGO

A good example of this is 'WOW TIME', which can be depicted with type, an emoji or real life imagery.

GREENWICH
MEANS
WOW
TIME

GREENWICH
MEANS
🤩🤩🤩
TIME

PARTNER TIP



Use key words that work well or are exclusive to your business or brand.



LANGUAGE

Here are a few examples of the type of language to use in the Greenwich Means Time campaign:

Emojis



Generic

- Unforgettable TIME
- Down TIME
- You & Me TIME
- The Ultimate TIME
- Finding TIME
- Now TIME
- Loving TIME
- Celebrating TIME
- Making TIME
- Weekend TIME
- Loving TIME
- Family TIME
- Wondering TIME
- Different TIME

Shopping

- Spending TIME
- Treat TIME
- Style TIME

For Tourists

- Sightseeing TIME
- Making memories TIME
- Discovery TIME

Heritage

- History TIME
- MariTIME
- Royal TIME

Food & Drink

- Let's do lunch TIME
- Cheeky cocktail TIME
- Chow TIME

For Locals

- Local TIME
- Our TIME
- Culture TIME

Visit Britain

- A Great TIME
- A Right Royal TIME
- I Travel For TIME

Cool Hotels

- Room with a view TIME
- Zzzzzzzz TIME
- Hit snooze TIME

Events

- Party TIME
- Once in a life TIME
- Show TIME

Visit Greenwich

- History TIME
- Story TIME
- Your TIME

Parks & Open Spaces

- Big green spaces TIME
- Watch the world go by TIME
- Fresh air TIME

Transport

- There in no TIME
- 8 minutes from London Bridge TIME
- On TIME

For Londoners

- Escape the city TIME
- On your doorstep TIME
- Exploring TIME

On & Around The Water

- Set sail TIME
- Cruising TIME
- Drifting TIME

Instagrammable Views

- Social TIME
- Say cheese TIME
- WOW TIME

Rest Of The UK

- Capital TIME
- The Best of London TIME
- Holiday TIME

PHOTOGRAPHY STYLE

CAPTURING YOUR TIME

Our new photography style will capture those precious and perfect moments in time. We recommend shooting every image with a faster shutter speed to get a crisp picture and never miss a minute of what's out there in Greenwich.

This approach will make photography look fresh and will reflect the aspirational attitude of the destination. It will give a window and snapshot into a time well spent in Greenwich.



PARTNER TIP



Use imagery of people experiencing your business or brand.

Whether using your own photography or capturing new moments, never miss a minute of what's out there in Greenwich with this perfect picture checklist:

- 1. People at the heart of the action.
- 2. Unique to Greenwich.
- 3. Emotive and experiential.
- 4. Natural light for real experiences.
- 5. Relevant target audience.



FILM STYLE

Our supporting campaign film echoes the photography style in look. It has also captured footage using a mix of filming techniques to allow us to play with time including timelapse and hyperlapse.

It allows us the ability to speed things up to show action and dynamism and even slow things down to capture the beauty of the area.

HOW TO USE OUR FILM OVERLAYS

- Use these playful graphic overlays to create the most effective campaign film.
- Overlay should not obstruct focal point of your message.
- Your message should be clear and concise.

PARTNER TIP



Your logo should be contained within the responsive GM_T logo on the end frame.

TIP Use a colour for the typography that stands out over an image.

TIP Use a timelapse technique when filming to emphasise Greenwich Means **Time**.

TIP Create bitesize clips for social media for easily digestible content.

GRAPHIC OVERLAYS



A diagonal block of colour can overlay an image to hold the campaign logo.

The colour should complement your film.



Your typography can be fluid and adaptable to always contain the focal point of the film.



Typography use can be experimental and expressive.

Imagery behind should be minimal and non-obstructive.



END FRAME

The end frame should always use the shorthand logo accompanied by the hashtag,



GREENWICH MEANS ONLINE TIME

#GreenwichTime #GM_T visitgreenwich
time after time

Greenwich Time, a place
where every day is
measured and a single
moment is counted.

SOCIAL STICKERS

Social stickers are a fun way for people to interact with the campaign whilst spreading the Greenwich Means Time message.

The stickers are hosted via a branded account on GIPHY and can be accessed through Instagram (stories), Facebook (stories and messenger), Twitter (feed) and WhatsApp.

Once uploaded they would then be found via Instagram and twitter search with 5-10 relevant tags to enable easier searching.

Having this available to the wider public is a great way to generate growth as other accounts will be able to search and post with your GIFs on their own stories and give followers a new way to share user-generated content (UGC).

- Use the responsive logo as a static or animation with ticking icon.
- Use the #GreenwichTime as a mention or sticker so viewers can access all content relating to the campaign.
- Use the campaign logo as a static to hold imagery, copy and emojis etc.
- Use the stickers in as many different ways as you can—this can inspire users to be more creative on their stories.
- Overlaying a caption on a picture helps to add context and clarity.

PARTNER TIP



Combine your business' logo or imagery with the GM_T sticker to show collaboration.

Always tag or mention your business to easily direct people to your business' Instagram.



SOCIAL BANNERS & DISPLAY

PROFILE PICTURE

- This is the first thing people see when they search your profile—always use your logo to gain instant recognition.
- Keep the design minimal as profile pictures are small format, especially on mobile.
- Watch out for updates—new formatting can crop your banners and your brand.
- Pay attention to how the position of the profile picture interacts with the cover/banner header in the background.

STATIC IMAGE

- Don't overcomplicate—sometimes less is more.
- Make sure your message/key information is contained in the safe zone.
- It's key to use high resolution imagery to maintain a professional feel.
- Make it time relevant—update your banners with upcoming events to keep your audience in the know.

VIDEO/ANIMATION

Facebook Only

- Video/Animation as social banners add personality & movement to the brand.
- Video movement draws and maintains attention to your social page.
- Video is a good way to get a lot of information across to your audience in a short space of time.
- Recommended video length should be 30 secs max to create easily digestible information.
- Create a strong message that occurs early within the video.

FACEBOOK 820px x 360px 90px 24px

TWITTER 1500px x 500px 53px

Visible on mobile

Desktop only

SAFE ZONE

Visible on mobile & desktop

Invisible Area

430px x 172px

Invisible Area

GREENWICH MEANS TIME

GM_T

1. Graphic Overlay - see pg 35.

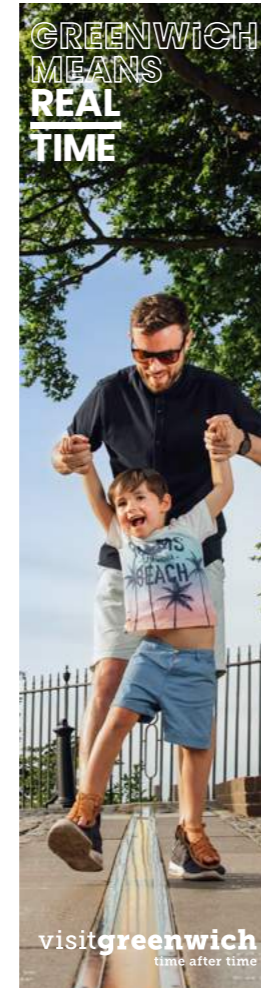
2. Video 20 - 90 secs: Facebook Only.

3. Ticking Animation - Facebook Only.

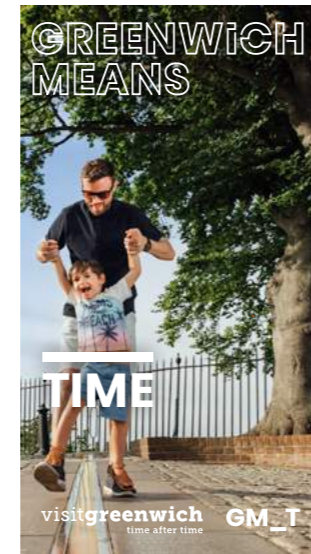
DIGITAL ADS: BANNERS

- Keep messaging short and clearly legible.
- Use colours that stand out to draw attention to your advert.
- A flashing button or call to action will encourage users to click on the ad.
- If flicking through multiple images, use the pace of a ticking clock to pace the ad and subtly reference time.
- Include the hashtag where possible.

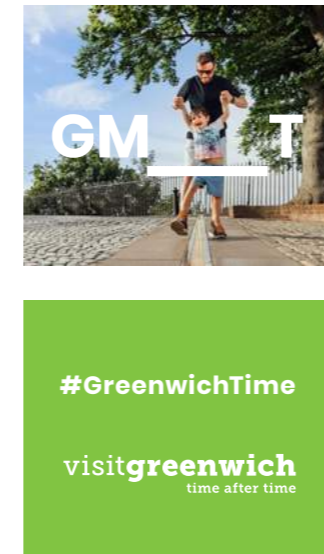
Wide skyscraper



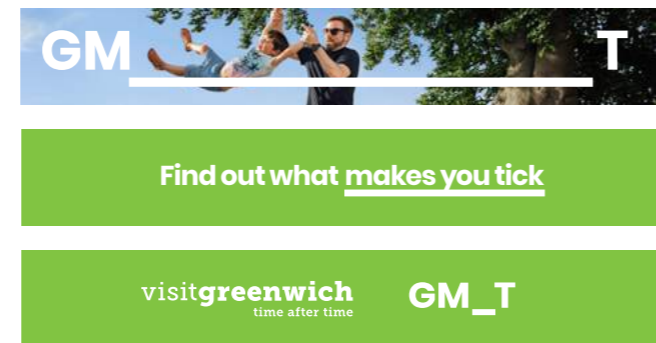
Skyscraper



Large Rectangle



Mobile



DIGITAL ADS: BANNERS

Digital ads can offer a more engaging way to connect with your audience:

- Use animation or movement to grab viewers attention.
- Use interactivity to encourage high engagement with your advert.

TIP Consider the location of your messaging to target your audience accurately.



WEB PAGE TAKEOVER

- Depending on the website, your imagery and messaging should be relevant to the target audience.
- Two images can be used if using a web page slider—this can make your messaging stand out and be more interactive.
- Include a call to action button for people to click.
- Ensure branding is clear and partners are highlighted.



BUZZFEED QUIZ

Interactive quizzes provide an opportunity to engage and spur an interaction between current/potential visitors and Greenwich.

Our BuzzFeed quiz would be pushed out on social to generate a conversation, shared by partners who would encourage their followers or database to play and direct users to the Greenwich microsite where they can find their perfect itinerary and view the film.

NEWSLETTER

There is no better way to keep the story alive than through eNewsletters, getting the right information to the right people, at the right time.

- Tailored to specific target audiences.
- Up-to-date content and scheduling with enough time for a reader to take action. E.g. book tickets for an event.
- Provide a diverse range of material for your target audience—don't pigeonhole them.
- Get the campaign message across at the start of the newsletter.
- Keep your email subject line interesting—we want people to open your newsletter!
- Aim for quality content over quantity.
- Add call to actions to direct people to where you want them to go.

Suggested content

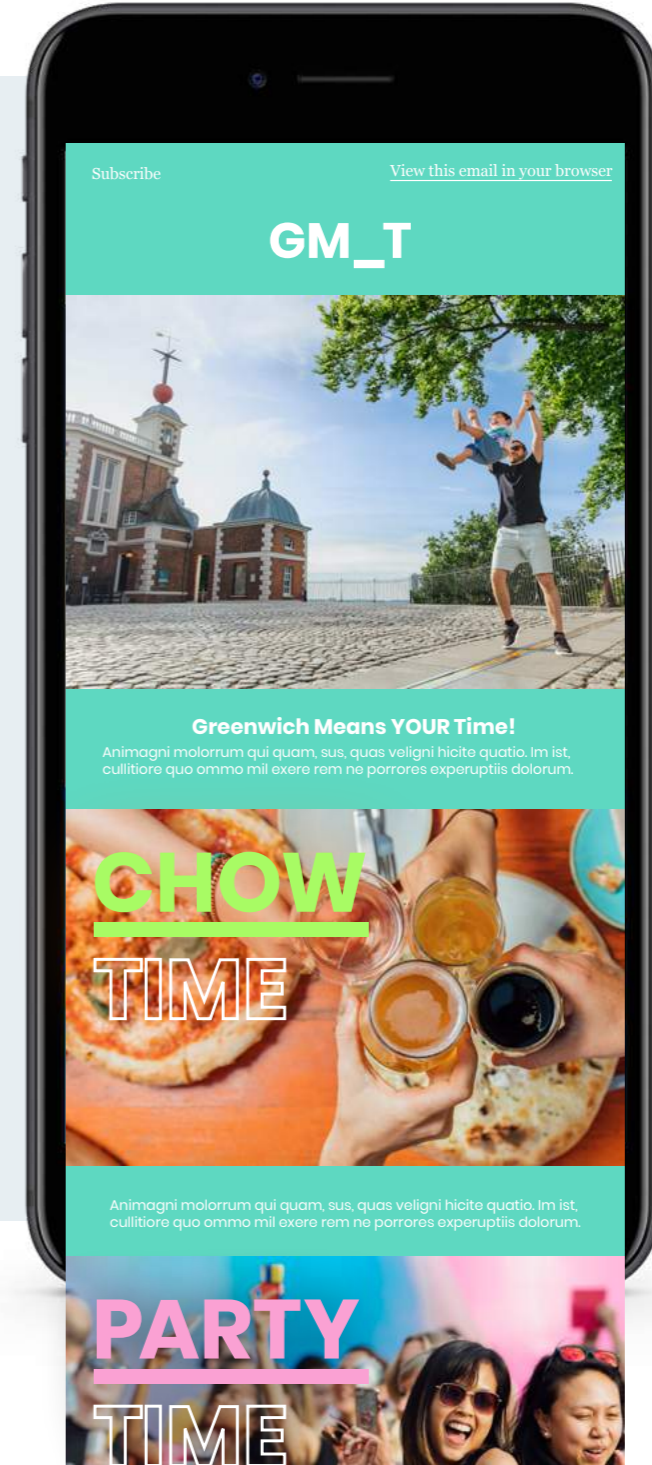
- Top 10 lists: attractions, hotels etc.
- Promoting social media channels.
- Occasions or anniversaries.
- Share achievements of your destination.
- Limited time only offers.
- Unmissable events.
- Latest deals.
- Competitions.

TIP Think about the best time of day to send your newsletter.

TIP Keep in mind to design for mobile as well as desktop.

TIP Limit the use of graphic overlays—due to the small size of a newsletter the images need to be clear.

TIP The first image they see should capture the essence of the GM_T campaign.

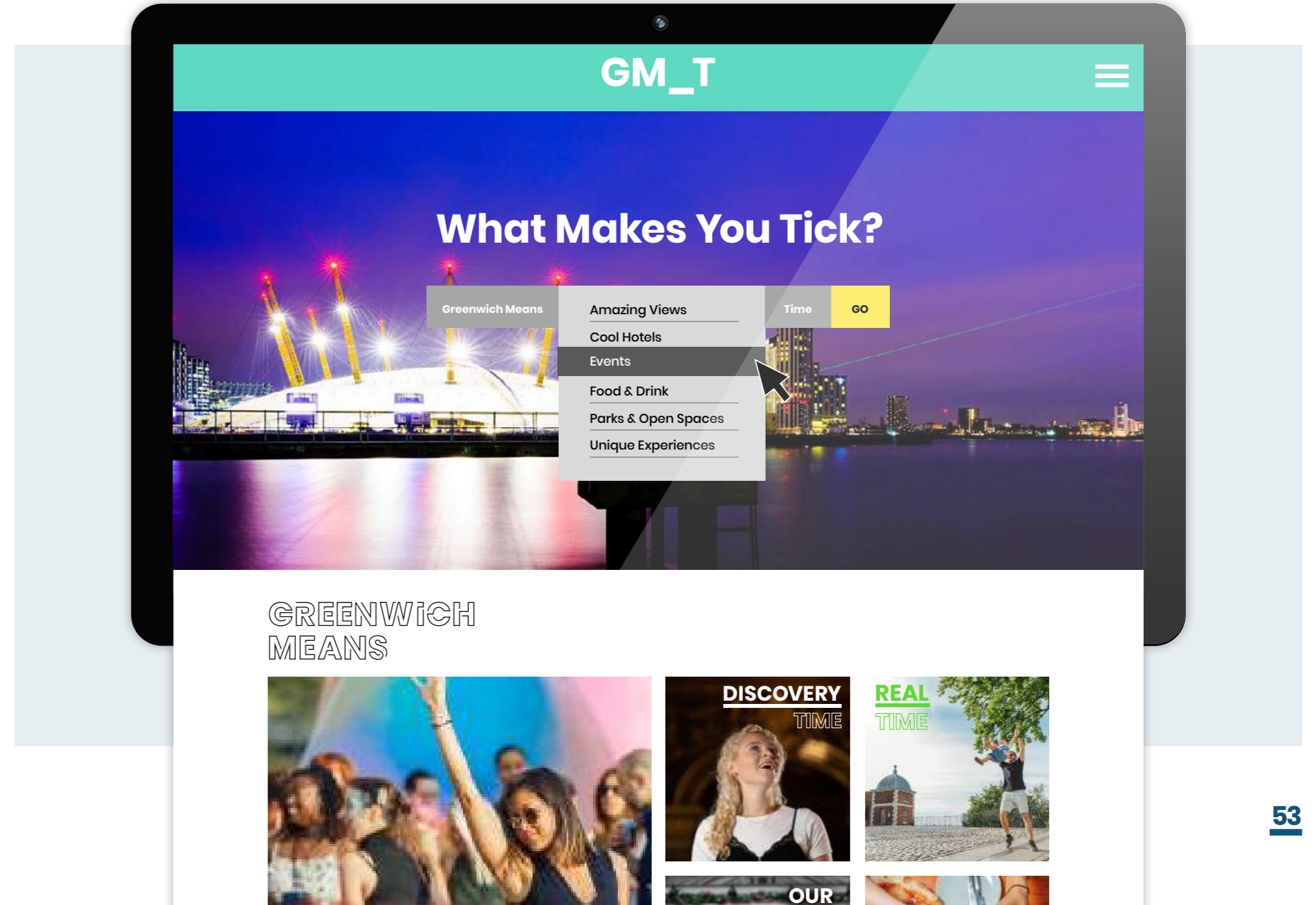


MICROSITE

A microsite acts as a hub, which includes content from all digital channels.

- Inspire people to read on and discover how they can spend their #GreenwichTime.
- Allow users to create their own itineraries.
- Up to date content, events and attractions.
- Include a 'sign up to the newsletter' pop up box when first landing on the microsite, in order to grow a database to push content to.
- Keep it minimal and easy to navigate.
- Stay on brand with language and imagery.

TIP Include a countdown clock for important events.





GREENWICH MEANS **OFFLINE** **TIME**

#GreenwichTime #GM_T visitgreenwich
time after time

Greenwich Time is in
your hands, fill it with
what makes you tick.

PRESS ADVERT TEMPLATE

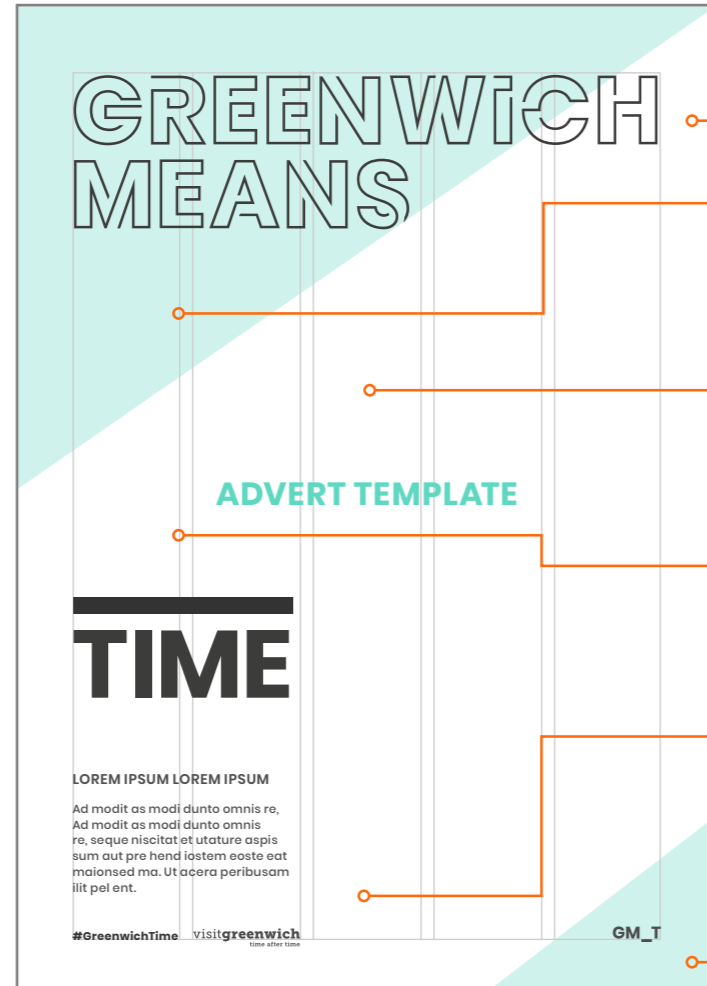
Print and digital adverts are a great way of attracting new visitors. The aim is to capture their attention, enticing them and creating an image of our destination in their minds.

'GREENWICH MEANS'

This will be the headline for offline advertisements.

Follow this checklist to create the perfect press ad:

- Is it relevant to your target audience?
- Is it unique to Greenwich?
- Is the call to action appealing?
- Is it emotive and experiential?
- Does it have people at the heart of the action?



'GREENWICH MEANS'

To be positioned at the top of the advert.

GRAPHIC OVERLAY

To hold the headline for legibility. Colour must complement background imagery.

PHOTOGRAPHY

Select imagery that will appeal to the intended audience and doesn't disrupt the headline.

HEADLINE

The underline and time can be moved up and down to hold your message, image or graphic.

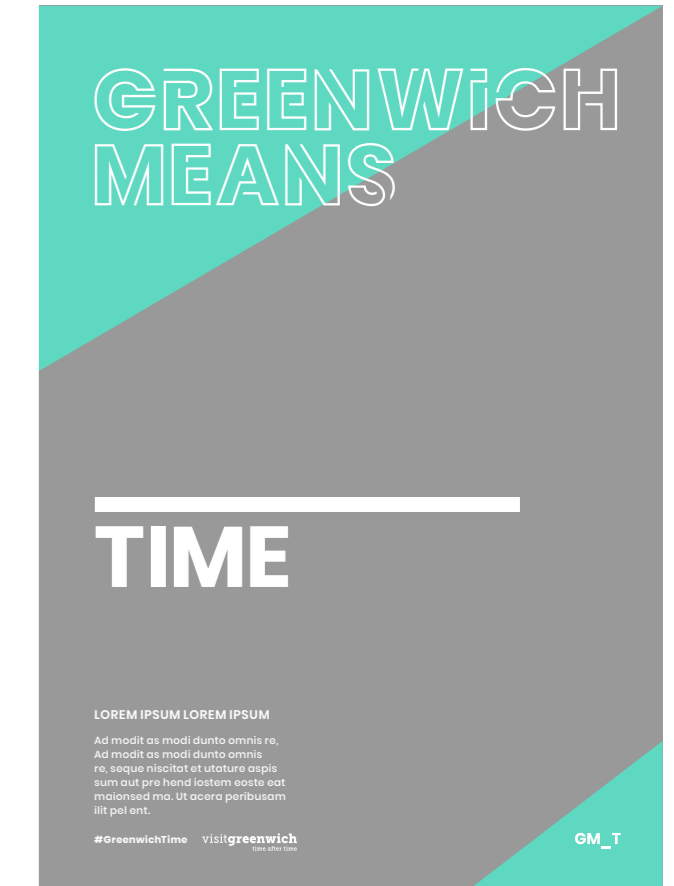
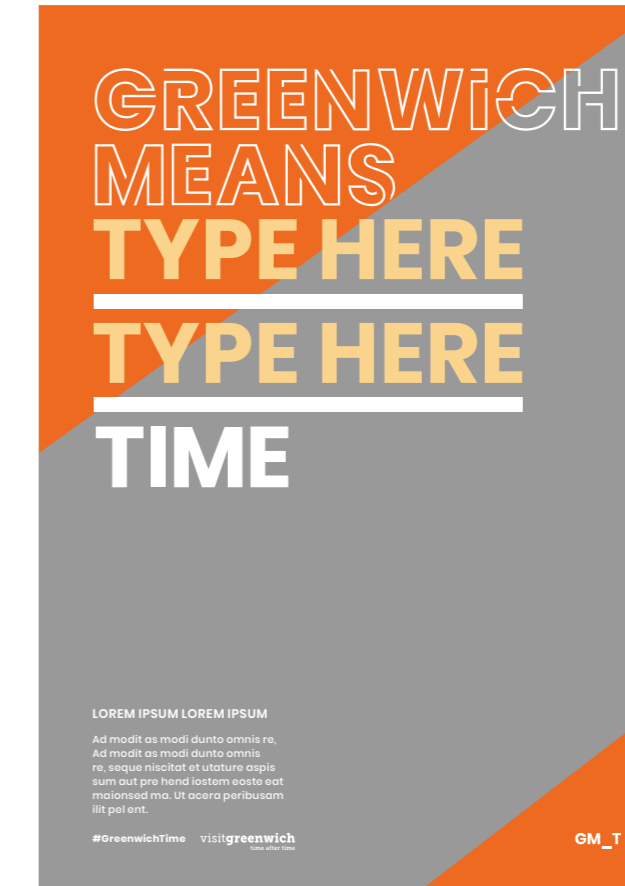
CALL TO ACTION

Make it clear and easy to follow. Sign off with our campaign hashtag. Position in clear view to generate as much social media exposure as possible.

LOGOS

Sign off with GM_T campaign and Visit Greenwich logo. Partner logos can also be included.

EXAMPLE TEMPLATES



TIP Where appropriate imagery can cut into the graphic overlay, see example on pg 64.

EMAIL SIGNATURES

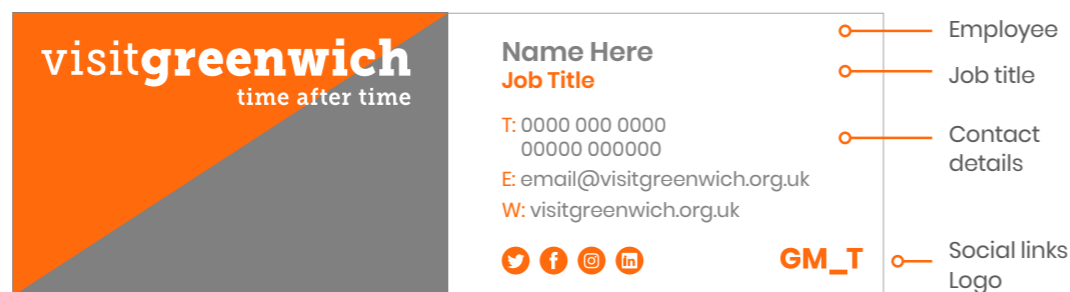
Email signatures should have as much live text/HTML as possible. This is to allow links to be clicked or tapped in order to drive traffic to the relevant online channels.

HTML will also allow these links to remain clickable and legible when featured in an email thread, whereas images will become lost.

All colours should be our brand RGB palette to ensure brand consistency online.

Our suggested design follows a two column format, with the image to the left—this refers back to the Meridian line.

Using a photo of yourself in your signature or your favourite photo of Greenwich adds a personal touch and reinforces the person led aspect of the campaign.



TIP Any image you choose could be used with or without a graphic overlay.

BUSINESS CARDS

Business cards are a great opportunity to leave a lasting reminder of yourself and the campaign. As with all collateral, we want it to be remembered.



MERCHANDISE

Partners could use the Greenwich Means Time campaign line to promote their business and its goods and services.

A cohesive message to visitors and locals alike, presented by businesses, will create a sense of community and will showcase what Greenwich truly has to offer.

From hotels to restaurants, transport to retailers, using the campaign line will help to establish Greenwich as the place to be.



BROCHURE FRONT COVER

As the campaign is people centric, the front cover should showcase this.

Ensure that the people are the focus, but the Greenwich branding is clearly recognisable and present.

Keep it simple—include the hashtag alongside minimal amounts of copy to let the branding and image speak for itself.



OUTDOOR: BUS ADVERT

This is an example of the logo being adapted for its location.

Transport ads should have minimal copy as your audience won't have much time to read your messaging.

The ad should give a quick snapshot of the essence of your campaign.



EXHIBITION

Exhibition stands are another great way to bring people into our campaign.

IMAGERY

- Images should be heroed as much as possible and easily recognisable from a distance. Always allow space for headline copy and call to actions.

PARTNER LOGOS

- Partner logos can be placed next to the Visit Greenwich logo. Give a sensible amount of spacing between them.

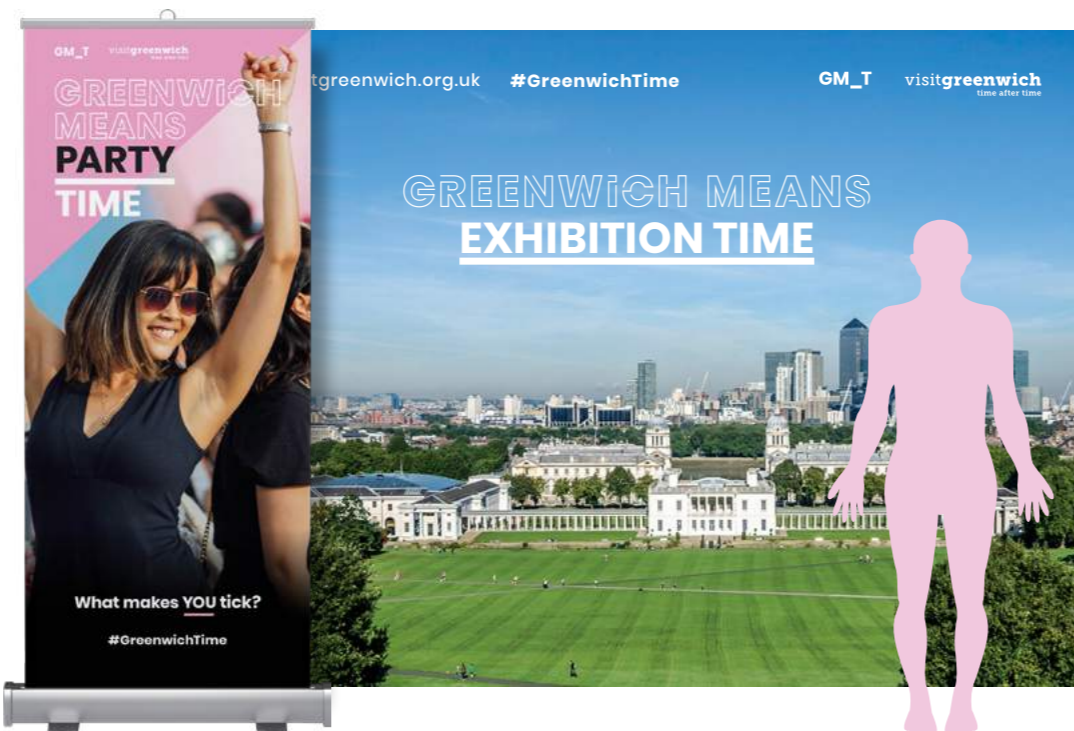
HASHTAG & WEBSITE

- Position the hashtag and web address in clear sight.

POP UP BANNER



EXHIBITION BACKDROP



LICENSING

We hope all our friends, partners and visitors will use and embrace the campaign, using it wherever possible. This toolkit has been set-up to inspire you but is in no way prescriptive. We want you to use the elements that will be relevant to you and your goals, adapting it within these guidelines to suit your needs.

All we ask is that before going ahead, you share your plans with Visit Greenwich so we're aware of planned activity.

It is possible to take the meaning and essence behind Greenwich Means_Time and completely adopt it for your brand, creating your own variants. In this instance, please speak with Visit Greenwich and Vivid to discuss.

Vivid must have first opportunity and refusal to work on any bespoke development.

Any questions, or to discuss how you can get involved further, please contact:

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