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# BRAND BASICS TOOLKIT

MARKETING TOOLKIT



**Welcome to your customized toolkit for navigating the world of tourism marketing! Whether you're just starting out or looking to enhance your existing efforts, this toolkit is here to guide you step by step. We've simplified complex strategies into easy-to-follow advice so that you can confidently promote your unique experiences and connect with travelers. Let's embark on this journey together and unlock the potential of your small business in the world of tourism.**

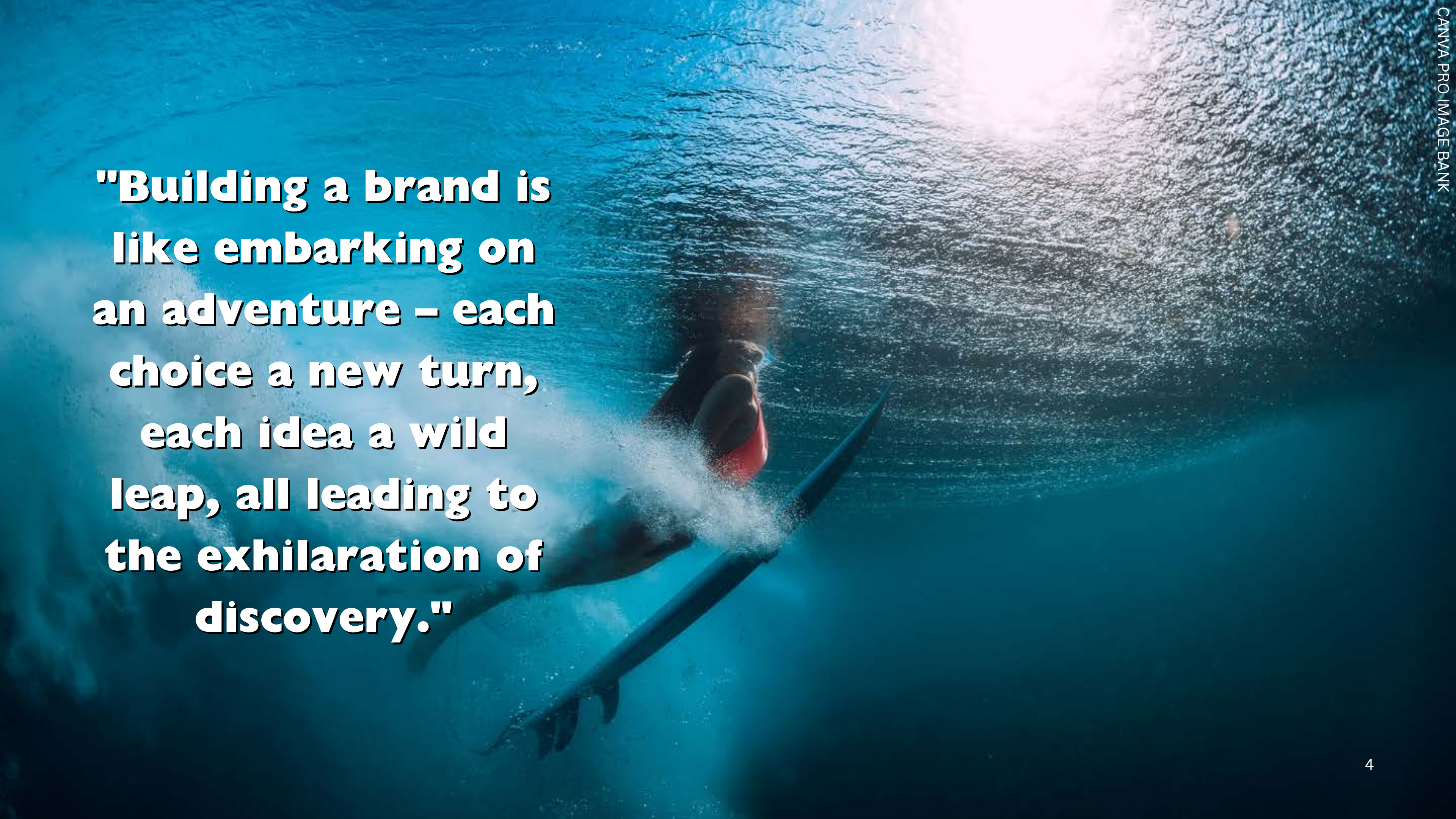
**DISCLAIMER**

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A person wearing a red life vest is surfing on a wave, viewed from below in clear blue water. The surfer is positioned in the lower right quadrant of the frame, riding the crest of a wave. The water is a vibrant blue, and the sun is visible as a bright, shimmering light source in the upper right corner, creating a lens flare effect. The overall scene conveys a sense of adventure and discovery.

**"Building a brand is like embarking on an adventure – each choice a new turn, each idea a wild leap, all leading to the exhilaration of discovery."**



**Getting Started:**  
**The Essential Tools**  
**for Your Tourism**  
**Business**

Before we dive into the world of branding, it's crucial to ensure you have the basic tools in place. These tools are foundational and will not only help you in branding but also in efficiently managing and promoting your business.



# A RELIABLE SMARTPHONE



**Why it's essential:**  
**To capture photos/videos, interact with customers, manage bookings, and use essential apps.**

 Opt for a phone with a good camera since visuals play a significant role in the tourism industry.

 Ensure your smartphone has enough storage or supports external storage options.

# CONSISTENT & RELIABLE DATA CONNECTION



**Why it's essential:**  
**To stay connected, respond to customer inquiries, and ensure you're always reachable.**



Choose a data plan that offers a good balance of affordability and data volume.



Make sure the service provider has strong coverage in your area.



Wi-Fi can be a boon, especially for activities that consume more data like video calls or uploading high-quality images.



# AN EMAIL ACCOUNT

**Why it's essential:**  
**For official communications, account registrations, receiving feedback, and more.**



## RECOMMENDATION: GMAIL

- User-friendly interface.
- Reliable and widely accepted.
- Comes with additional tools like Google Calendar, Google Drive for storage, and Google Meet for video calls.



- Easy integration with various other online platforms and tools.
- **Setting up a Gmail account:** [click this to set up your google account.](#)

## Google: Empowering Tourism Businesses

Google is a powerhouse for tourism businesses. Beyond being the world's leading search engine, its tools, including Google Maps, Google My Business, and Google Ads, enhance visibility and connect businesses to travelers. With added features for communication, data analysis, and trends tracking, Google ensures your tourism venture isn't just on the map but stands out on it.

[LINK TO GOOGLE WORKSPACE TRAINING.](#)

[LINK TO GOOGLE FOR SMALL BUSINESS TUTORIAL.](#)

**Google tools for tourism:  
free and easy to use  
[click to set up.](#)**

**TUTORIAL**






## Action Point:

Ensure you have the above tools in place before moving forward. If you're missing any of them, now's the perfect time to get them sorted!

# Embrace the Trailblazing Attitude!

Your attitude is your most valuable asset. Approach challenges with enthusiasm, curiosity, and a commitment to making a positive impact. A trailblazing attitude fuels your creativity, resilience, and the determination to create a unique and remarkable niche tourism experience.





**Now that you have  
the important  
basics in place let's  
create your brand!**



“

# What is a brand?

A brand is like the personality and identity of your business. Just like people recognize you by your personality, clothes, and how you talk, a brand is how people recognize your business. It's made up of your logo, colors, how you communicate, and what your business stands for.

“

Think of it as the unique fingerprint that sets your business apart. Your brand tells people what you do, how you do it, and why you do it. It's what makes your business memorable and helps you connect with your customers in a special way.

Just like your own identity, a brand is what makes your business one-of-a-kind.

”





## **Why is branding essential for your tourism business?**

Imagine two shops side by side: one is colorful, welcoming, with a catchy name, and the other is plain with no signboard. Which one would you enter? Branding helps your tourism business stand out, attract more customers, and leave a lasting impression. It's how travelers remember and choose you over others.

# What's your story?



## **The story behind your business:**

Every business has a unique story, a journey of how it began.

Maybe it was your passion for showing visitors the hidden gems of Sri Lanka, or perhaps a family tradition handed down over generations. This story isn't just a narrative; it's the essence that makes your business relatable and memorable.

When customers know your story, they feel a deeper connection with your service.



**It all starts  
with your  
mission,  
vision &  
values...**



# Your mission:

This is your business's purpose.  
It answers the question,  
"Why does my tourism business  
exist?" Perhaps it's "To provide  
authentic Sri Lankan experiences  
for global travelers."



# Your vision:

This is the future you imagine because of your business. It could be something like, "To be the top choice for travelers seeking a true Sri Lankan adventure."



# Your values:

These are the core beliefs guiding your business decisions. They might include "Authenticity, Sustainability, and Hospitality."





**Tips for creating your  
winning brand story...**





**TOP  
TIPS**

## **Remember Your Roots:**

Think about why you started  
your niche tourism business.

What inspired you?

What is your story?

Why do you love what you do?



## **Highlight Your Uniqueness:**

What makes your niche tourism experience stand out?

Whether it's a hidden gem location, special activities, or a strong local connection, this uniqueness is a key part of your story.



## TOP TIPS

### **Connect with Emotions:**

Consider the emotions your niche evokes. Is it relaxation, adventure, or joy? Use words that capture these feelings to help people connect with your story.



# TOP TIPS

## **Keep it Real:**

Act like you! don't worry about your English or try to be someone else. Be you. Be genuine in your storytelling.

Share authentic moments and experiences that showcase what travelers can really expect from your niche tourism offering.



# TOP TIPS

## **Keep it Simple:**

Your story doesn't need to be complicated.

Use simple language that anyone can understand.

Imagine telling a friend about your business.



**TOP  
TIPS**

**Practice Telling It:**

Tell your brand story to a friend or family member and see if they get excited. Their reaction can give you an idea of how well your story resonates.



# TOP TIPS

## **Use Imagery:**

Visuals can enhance your story.  
Share photos or videos that show the  
heart of your niche.  
A picture truly can be worth a  
thousand words.



## **Evolve with Feedback:**

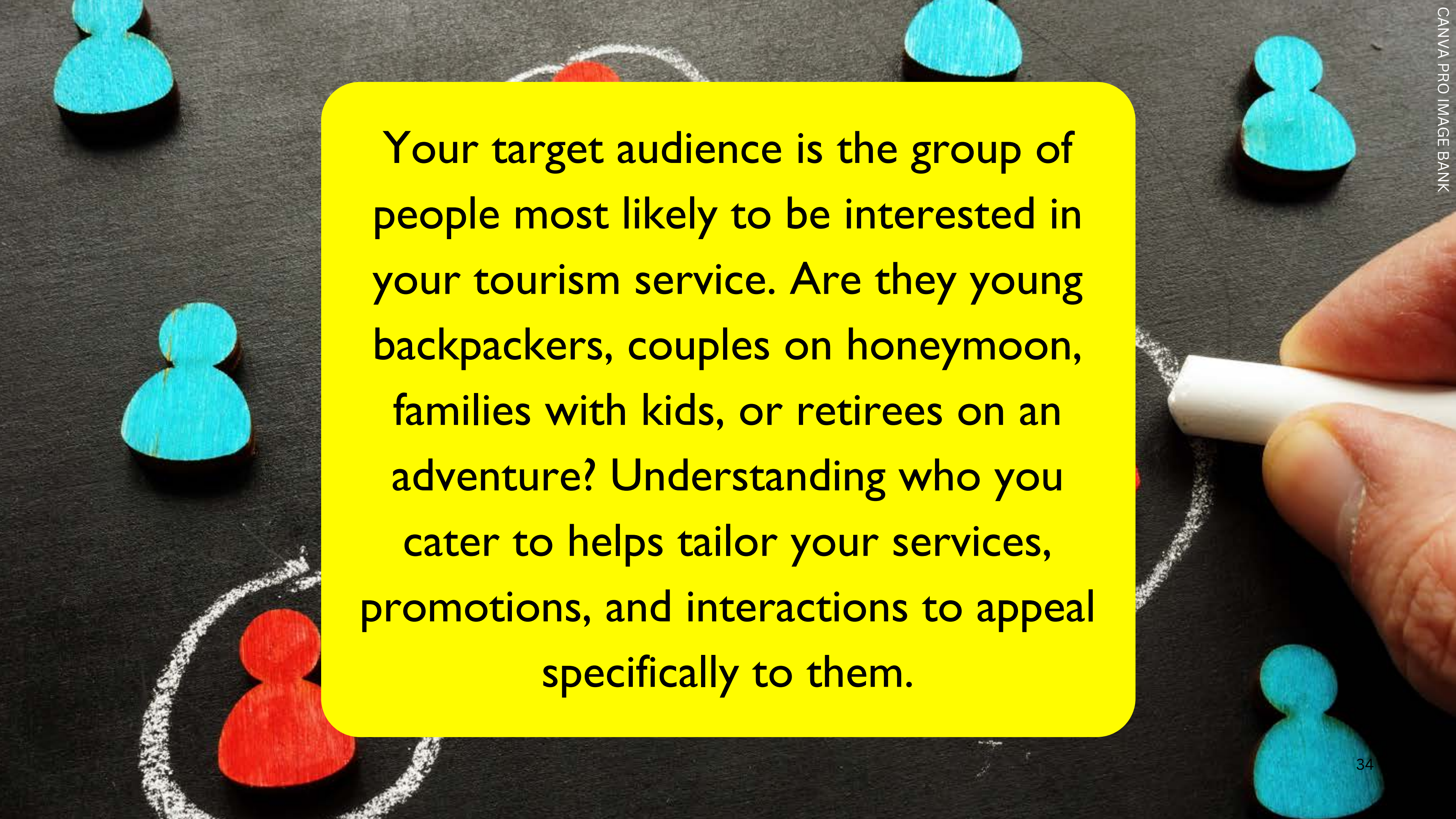
Listen to what travelers say about their experiences.

If they mention something special, incorporate it into your story.

This helps your brand story stay relevant and meaningful.



**Identifying  
your target  
audience is  
critical to your  
success.**



Your target audience is the group of people most likely to be interested in your tourism service. Are they young backpackers, couples on honeymoon, families with kids, or retirees on an adventure? Understanding who you cater to helps tailor your services, promotions, and interactions to appeal specifically to them.



**For a deeper dive into identifying the target audience specific to your niche sector, please refer to our specialized sector toolkits.**

A green pencil with a sharpened lead tip lies diagonally across a white notebook page with horizontal lines. The background is a vibrant pink color.

## Action Point!

Grab a notebook.

Write down:

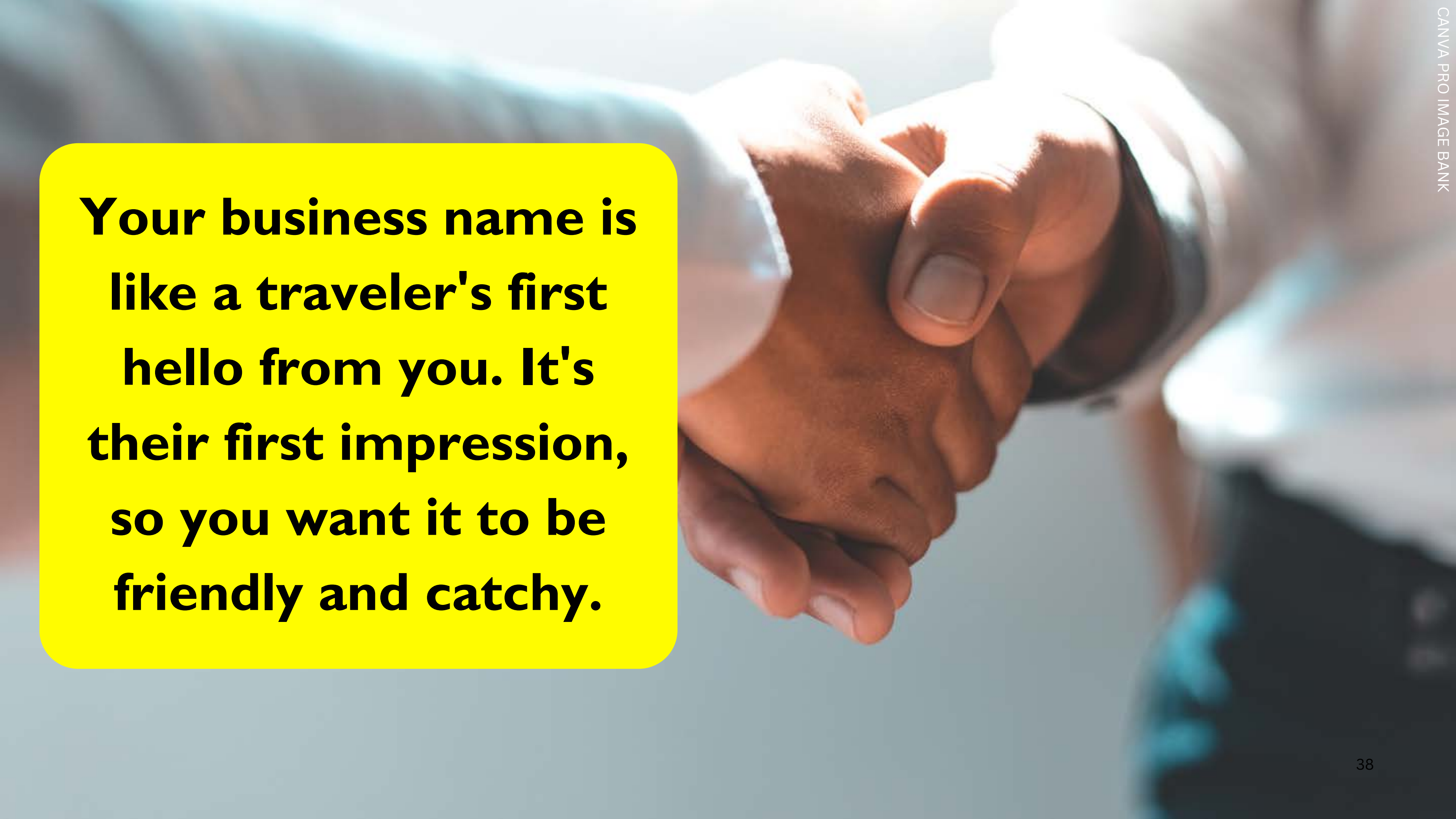
The special story of how your place started.

What's your big goal, dream, and golden rules?

Think of the travelers who'd love your place the most.



**Crafting a  
memorable  
name is vital**



**Your business name is like a traveler's first hello from you. It's their first impression, so you want it to be friendly and catchy.**



- **Keep it short and sweet.**
- **Make sure it's easy to say and remember.**
- **Think of what feelings you want it to evoke. Adventure? Relaxation? Joy?**



**Checking for name availability:**

**Before you get too attached to a name, do a quick search online. Make sure no other business has the same name or too similar.**





## **TAGLINE**

**A tagline is a short, catchy phrase that conveys a brand's essence, mission, or benefit to its audience.**



## Creating a Tagline: Simple Steps

1. **Purpose:** Understand what your business stands for. Are you about thrilling adventures, serene getaways, or cultural dives? Start there.
2. **Keep it Short:** Aim for 3-6 words. Short taglines are catchy and easy to remember.
3. **Make it Memorable:** Think of something that sticks in the mind. Rhymes, alliterations, or clever plays on words can be effective.

**Designing your  
logo is a big step!**

# **What is a logo and why is it crucial?**

A logo is like the face of your business. Just as we recognize our friends by their faces, people will recognize your business through your logo. It's a tiny picture or design that holds the big essence of your brand.



## Elements of a great logo:

- **Simplicity:** Choose clear, straightforward designs for easy recognition.
- **Relevance:** Ensure your logo fits your business. Beach huts might use waves; mountain lodges could feature peaks.
- **Memorability:** Create a unique logo that travelers remember from their Sri Lankan experiences.



## Process of developing a great logo:

- Start with your story.
- Brainstorm words that describe your brand.
- Sketch ideas based on these words.
- Ask people what they think.
- Refine your sketch.



## **Tools & resources to create a logo:**

Don't worry; you don't need to be an artist to create a logo!

There are online tools to help:

- **Canva:** A user-friendly tool with loads of templates. Perfect for beginners.
- **Looka:** It's like magic! You input your business details and preferences, and it generates logo ideas for you.
- **Talk to a freelancer:** If you'd like to work with a human touch, there are many local freelance designers who can craft a logo for you at affordable rates.

 **DO'S**

- **Simplicity is Key:** Keep your logo simple. A clear and clean design is easier for people to remember.
- **Reflect Your Niche:** Your logo should hint at what your business offers. If you're about nature, maybe a leaf or a mountain. If it's cultural, maybe a symbol that represents that.
- **Choose Colors Wisely:** Colors can evoke emotions. Pick colors that match the feelings of your tourism. Cool blues for relaxation, vibrant yellows for energy – choose wisely.
- **Versatility Matters:** Your logo should look good on websites, social media, and even on brochures. It needs to work well in different sizes.
- **Stand Out:** Your logo should be unique. Avoid copying others. It's like having your own special stamp.
- **Think Long-Term:** Don't follow trendy designs that might get outdated. Your logo should be relevant for years to come.



## DON'TS

- **Your logo doesn't work in black and white:** Your logo should work in both color and black-and-white. If it relies heavily on color, it might not look good when printed or displayed in black-and-white. Consider having two versions: one for color and one for black-and-white.
- **Your logo isn't scalable:** Your logo will appear in various sizes, from signage to small app icons. Ensure it looks great and is easily recognizable at any size. Avoid excessive text in your logo to maintain clarity.
- **Your logo has too many complex details:** Simple logos often work best. Don't overcrowd your design with too many elements or text. When in doubt, keep it clean and straightforward.
- **Your logo looks like another logo:** Be original. Avoid designs that resemble other well-known logos or those of similar businesses in your industry.
- **Your logo is not memorable:** Your logo should leave a lasting impression. A simple logo is more likely to stick in people's minds compared to a busy one.
- **Your logo is offensive or insensitive:** This can alienate potential customers and tarnish your brand's reputation, so always ensure your design respects cultural, racial, and social norms and values.

## **Consistent Branding:**

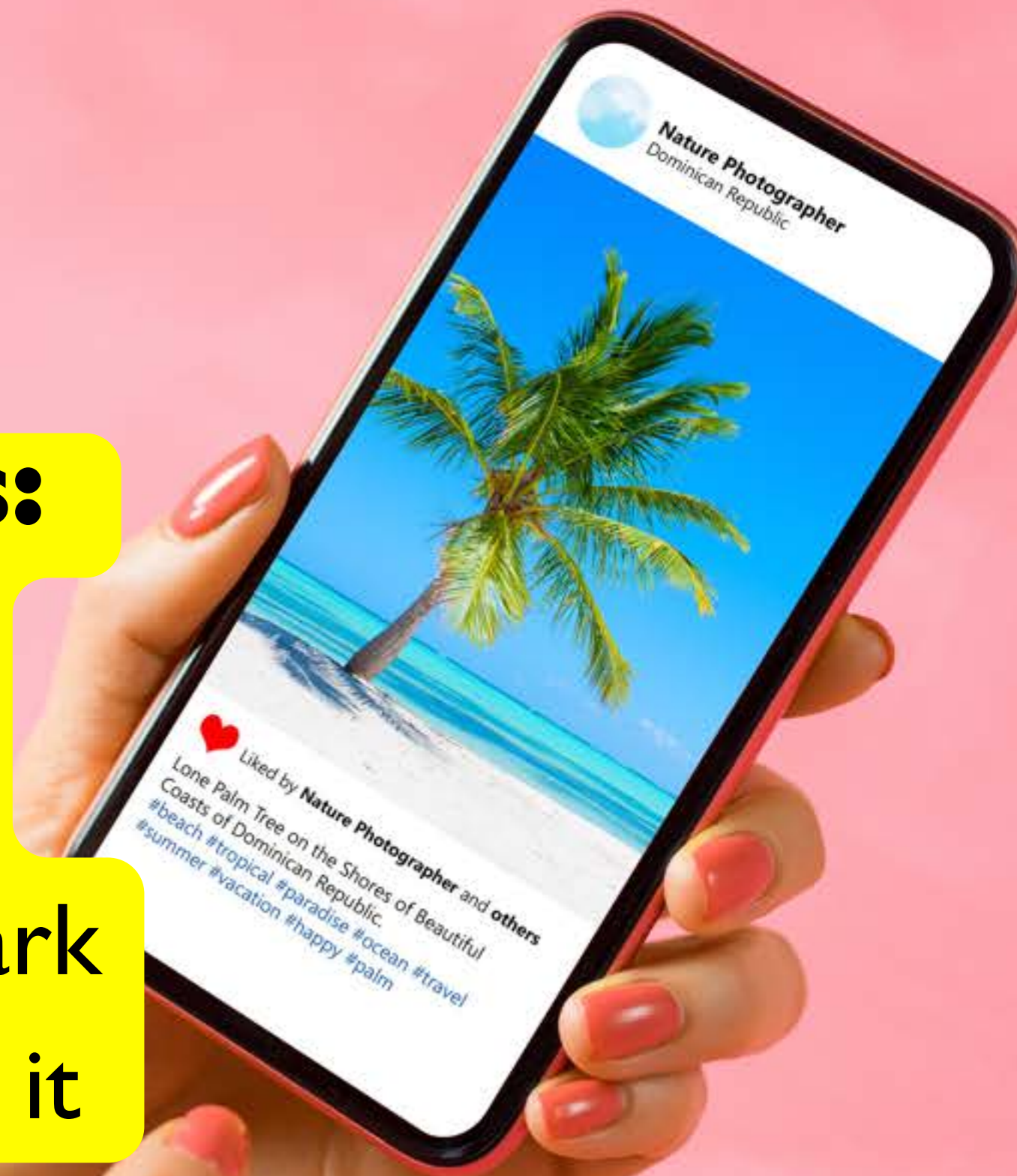
Use your logo consistently across all your marketing materials, from social media to brochures. This repetition helps people remember your brand.

## **Digital Presence:**

Display your logo prominently on your website and social media profiles. It's like a digital storefront sign that welcomes visitors.

## Social Media Posts:

Add your logo to your social media posts and stories. It's a way to mark your content and make it recognizable.



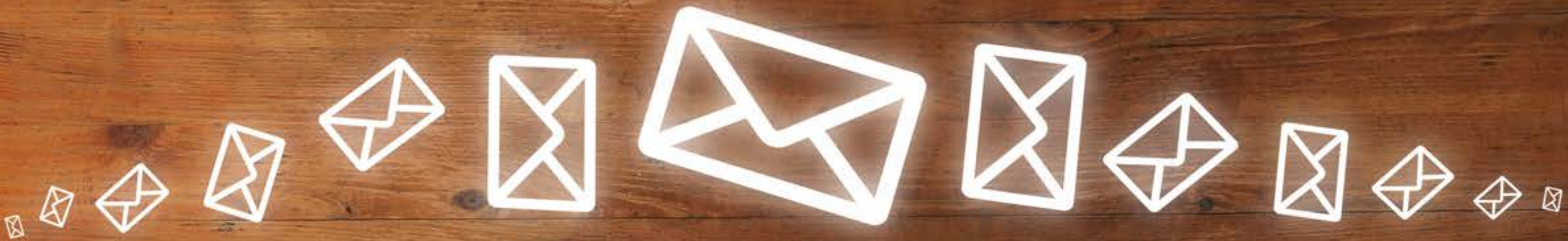
A desk setup featuring a pencil, paper clips, a notebook, and envelopes. The background is a light gray surface with various stationery items arranged on it. A white pencil is positioned vertically on the left. Two silver paper clips are also on the left. A white notebook is partially visible at the bottom left. Several white envelopes are scattered across the desk, some open and some closed. The overall scene is clean and organized, representing a professional workspace.

## **Business Cards and Stationery:**

Print your logo on business cards, letterheads, and envelopes. This makes your business look professional and leaves a lasting impression.

## **Merchandise and Signage:**

Put your logo on merchandise like T-shirts or tote bags. It's like turning your logo into a walking advertisement.



## **Email Signatures:**

**Include your logo in your email signature. It adds a visual element and reinforces your brand in every communication.**



## **Brochures and Flyers:**

Feature your logo on printed materials like brochures and flyers. It's like a visual anchor that ties everything together.



## **Promotional Items:**

If you offer giveaways or promotional items, like pens or magnets, include your logo. It turns these items into tiny brand ambassadors.

A person is holding a tablet that displays a video player interface. The interface includes a search bar at the top, a video player showing a sunset scene with people on a beach, and a 'Suggested videos' section with two video thumbnails. The text 'VideosOnline' is visible in the top left corner of the screen.

## Videos and Presentations:

Incorporate your logo into videos and presentations. It adds professionalism and helps viewers remember your brand.



## **Networking Events:**

**Wear your logo on your clothing at events.**


**It's a great conversation starter and introduces your brand to new people.**

A close-up photograph of a smartphone screen showing a Google Maps application. The map is centered on New York City, with labels for 'THE BRONX', 'MANHATTAN', 'Newark', and 'New York'. At the top of the screen, there are navigation buttons for 'Home', 'Restaurants', 'Gas', and a shopping cart icon. A yellow text box is overlaid on the map, containing the text 'Online Listings: When you list your business on directories or travel platforms, use your logo. It enhances your credibility and visibility.' The Google logo is visible at the bottom left of the screen, and a 'GO' button is partially visible at the bottom right. The background is a blurred outdoor scene.

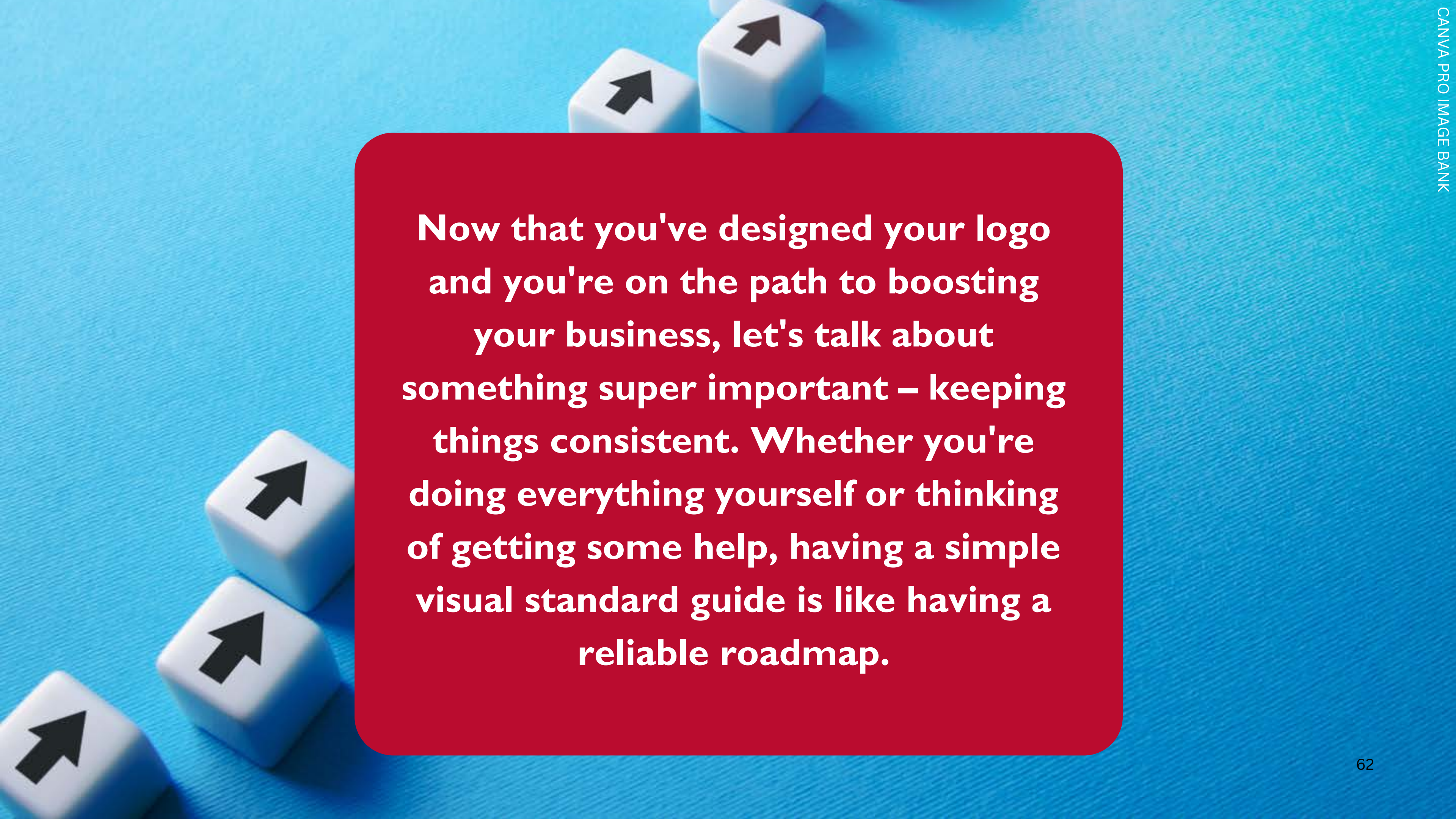
## **Online Listings:**

When you list your business on directories or travel platforms, use your logo. It enhances your credibility and visibility.


Explore nearby



**Remember, your logo is like your brand's face. By using it consistently and creatively, you're creating a visual identity that travelers will associate with your amazing niche tourism experience.**



**Now that you've designed your logo and you're on the path to boosting your business, let's talk about something super important – keeping things consistent. Whether you're doing everything yourself or thinking of getting some help, having a simple visual standard guide is like having a reliable roadmap.**



This guide helps you and your team stay on the right track. It doesn't matter if you're creating a post for social media or printing brochures – having a consistent look makes your brand easily recognizable.

## **What do you need to create consistency for your brand?**

**Fonts**

**Colors**

**Logo Placement**

**Layouts**

**Imagery**

**Tone of voice**



## Fonts:

A font is a specific design of letters, numbers, and symbols in a particular style and size. Think of it as the "look" of the text you read.



Where can you find fonts?  
You can find fonts in a variety of places, both free and paid. Here are some popular sources...

Pre-installed on your computer: Operating systems like Windows, macOS, and Linux come with a set of default fonts.



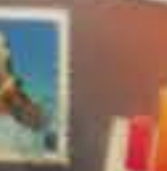
## Online Font Libraries (Free):

- **Google Fonts:** A comprehensive collection of free fonts that are optimized for web and print.
- **Font Squirrel:** Offers a selection of high-quality free fonts and a handy font identifier tool.
- **DaFont:** Features a wide variety of fonts, many of which are free for personal use.
- **FontSpace:** A platform with thousands of free fonts shared by designers around the world.

Google  
UK

Google Search

I'm Feeling Lucky



MacBook Air

## Online Font Libraries (Paid):

- **MyFonts:** A large collection of fonts for purchase, including popular options like Proxima Nova and Brandon Grotesque.
- **Fonts.com:** Offers a wide range of fonts from various foundries for purchase.
- **Fontspring:** A font licensing platform that's popular for its one-time fee model and clear licensing terms.



PAID

B

## Design Software:

Software like Adobe Creative Cloud offers access to Adobe Fonts (previously Typekit), which includes a vast library of fonts for both web and desktop use.

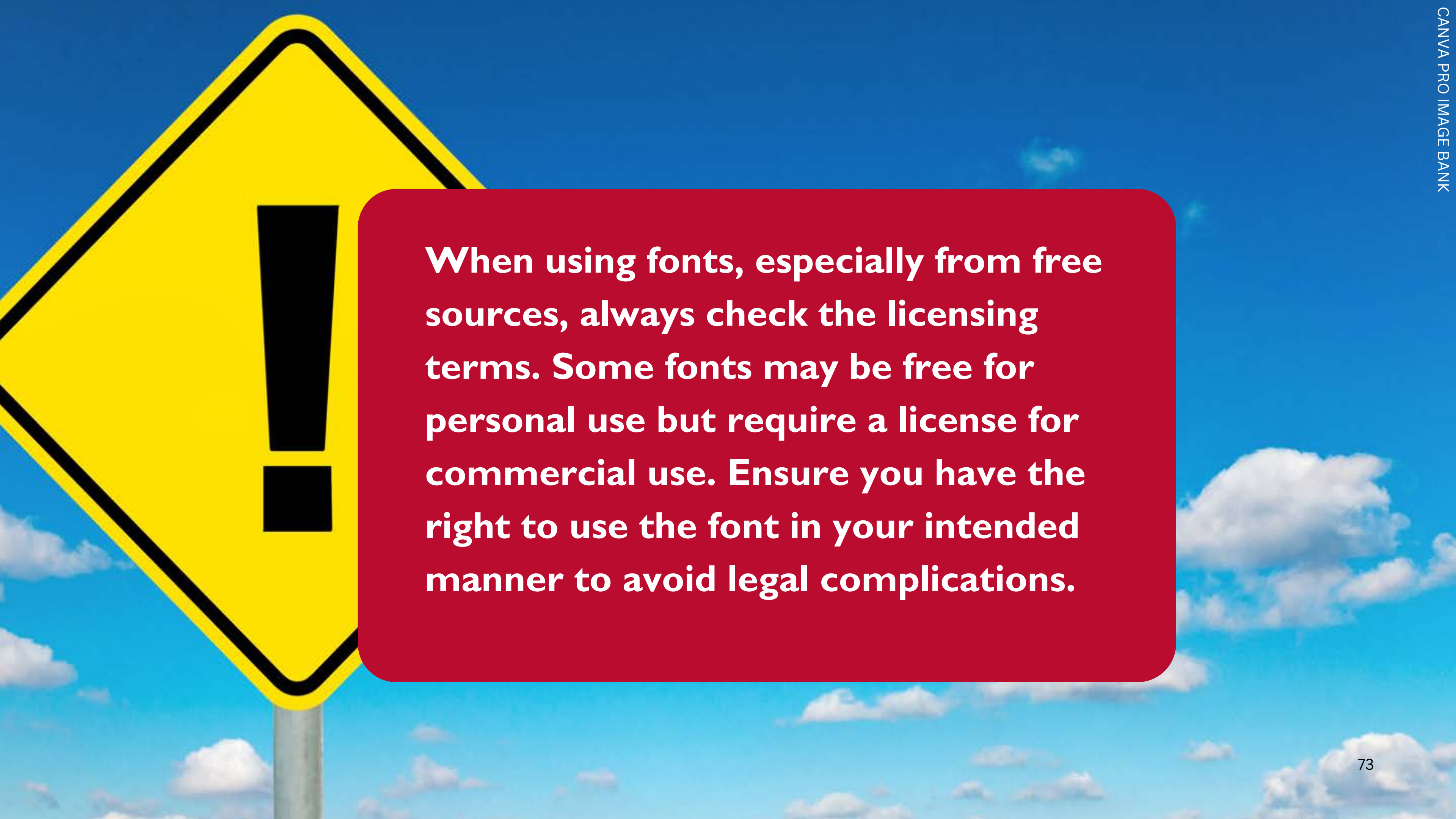
## Specialized Font Foundries:

These are companies or individual designers that specialize in creating fonts. Examples include Hoefler & Co., Linotype, and Monotype.

## Custom Fonts:

If you have a specific vision or want something unique, you can hire a typographer or font designer to create a custom font for your brand.





**When using fonts, especially from free sources, always check the licensing terms. Some fonts may be free for personal use but require a license for commercial use. Ensure you have the right to use the font in your intended manner to avoid legal complications.**



## DO'S

- **Do Consider Legibility:** Opt for fonts that are easily readable across different mediums, sizes, and devices. This ensures your message is always clear.
- **Do Choose Fonts that Reflect Your Brand Personality:** Whether it's a friendly, handwritten font for a cozy B&B or a sleek, modern typeface for a luxury resort, the font should embody your brand's character.
- **Do Maintain Consistency:** Use the same font styles across all your brand materials, from your website to printed brochures, for a cohesive look.
- **Do Pair Fonts Well:** If using more than one font, ensure they complement each other. A common practice is pairing a serif font with a sans-serif one.
- **Do Think About Font Weights:** Utilize different weights (like regular, bold, or light) of the same font family for variety while maintaining cohesion.
- **Do Check Licensing:** Ensure you have the correct licenses for commercial use and understand any restrictions they may have.

 **DON'TS**

- **Don't Use Too Many Fonts:** Stick to 2-3 fonts at most. Having too many can make your materials look cluttered and inconsistent.
- **Don't Overlook Mobile and Web Display:** Ensure your chosen fonts display well on mobile devices and various browsers. Web-safe fonts or those optimized for screens are a good choice.
- **Don't Forget about Print:** A font might look good on screen but not in print, or vice versa. Test your fonts in different contexts.
- **Don't Follow Trends Blindly:** While it's good to be aware of trends, choose fonts that are timeless and align with your brand's core identity.
- **Don't Neglect Spacing:** The spacing between letters, called kerning, can impact readability. Ensure your font choice allows for proper kerning adjustments.
- **Don't Rely Solely on Free Fonts:** While there are excellent free fonts available, investing in a premium font might provide more weights, styles, and better quality for your brand.

## Colours:

Brand colors are a specific set of colors chosen to represent a brand, helping to convey its personality, evoke certain emotions, and ensure visual consistency across all brand materials and \*touchpoints.



## **\*What is a touchpoint?**

A touchpoint is any time a person comes into contact with a brand before, during, or after their customer journey. Think of it as any interaction or moment where a brand "touches" or communicates with its audience, be it through an advertisement, a website, customer service, or even a product packaging.



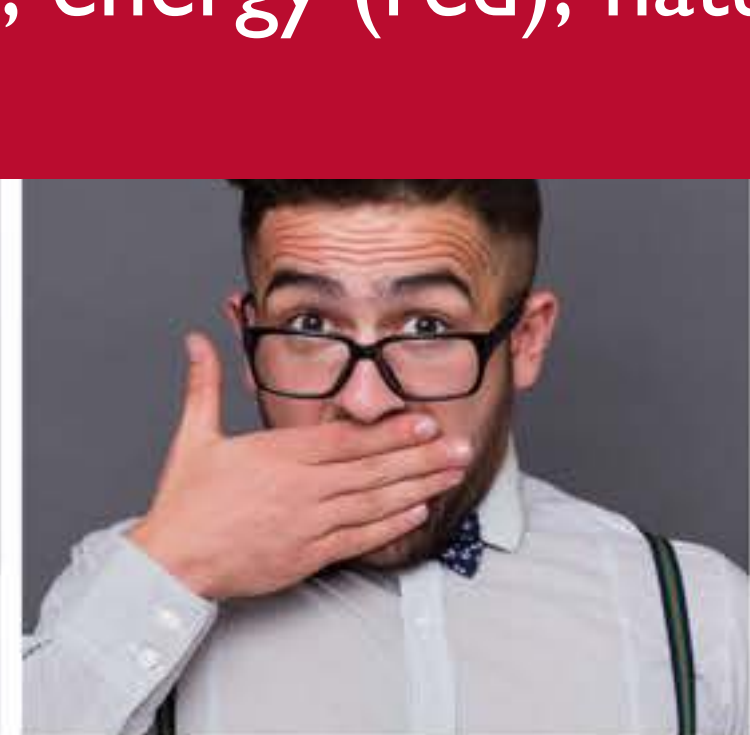
# How to choose brand colours...



**TOP TIPS**

## **Understand Your Brand Personality:**

Define the core values and emotions you want your brand to convey. E.g., calmness (blue), energy (red), nature (green).





## Research Your Target Audience:

Understand the preferences and cultural meanings of colors for your audience. Some colors might resonate differently across cultures.







**TOP  
TIPS**

### **Check Competitors:**

Avoid colors that are overly similar to direct competitors, helping your brand stand out in the market.



**TOP  
TIPS**



**Test & Get Feedback:**

Use mock-ups or samples to test potential colors. Gather feedback from potential customers, stakeholders, or even friends.



# TOP TIPS

## **Consider Versatility:**

Ensure your chosen colors work well across different mediums (online, print, merchandise) and in black and white scenarios.



**TOP  
TIPS**

**Keep It Simple:**

Start with 2-3 primary colors. You can always add secondary or accent colors later.



### **Think Long-Term:**

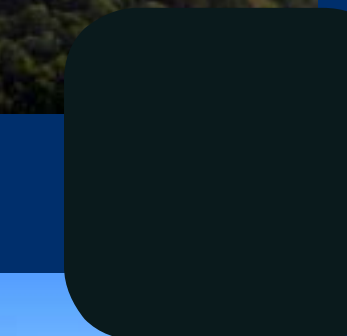
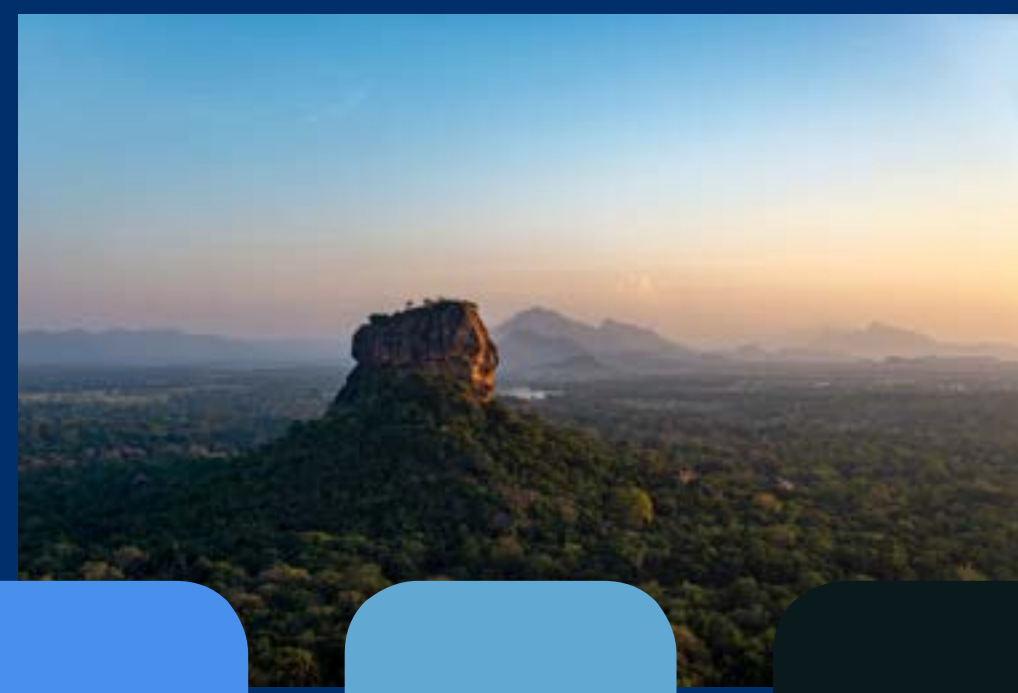
Trends come and go, but your brand color will be with you for a long time. Choose something timeless, not just trendy.



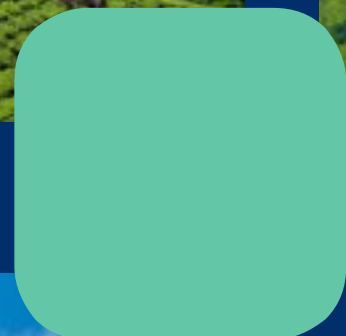
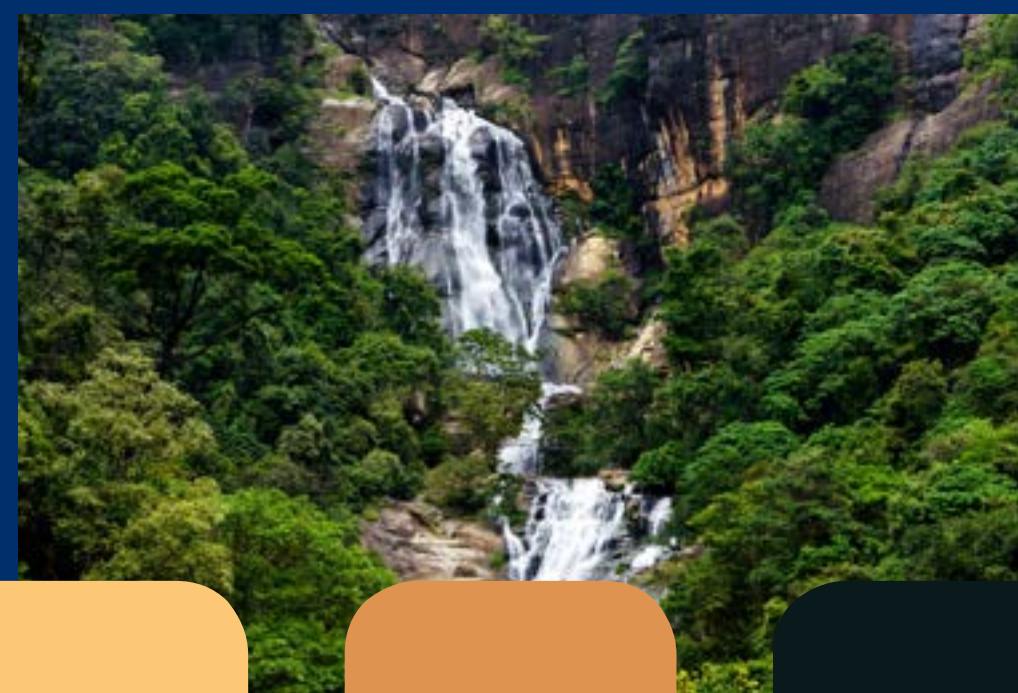
## **Not sure where to start?**

Here's a pro-tip! Snap photos of the experiences you're promoting, whether it's Sigiriya, beach weddings, or thrilling adventures. Analyze the dominant colors in those images for authentic brand inspiration.

**TOP TIPS**

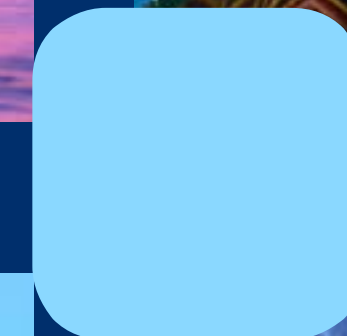
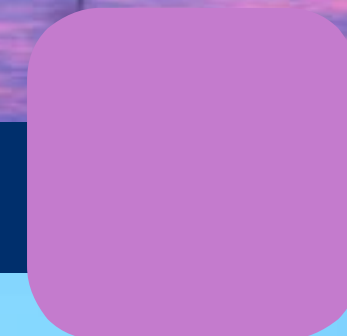
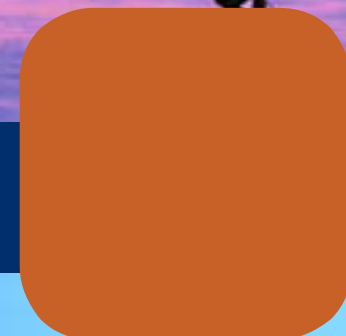
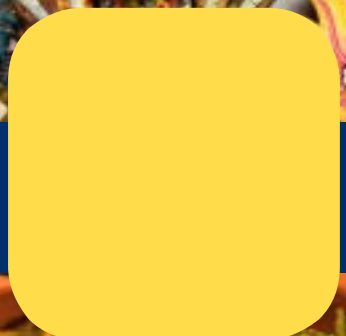


# TOP TIPS



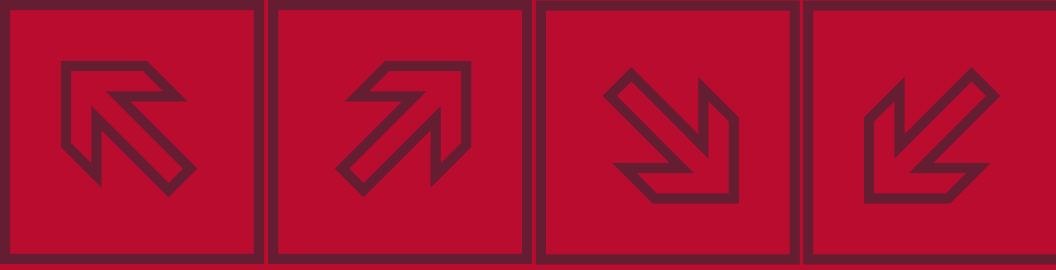


# TOP TIPS



## **Logo placement:**

Logo placement refers to the strategic positioning of a logo on various media or products to ensure visibility and recognition while maintaining the brand's aesthetic and identity.



**Here are the important things to remember about logo placement.**





**TRAVELING ADVENTURE**

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Come on holidays with us with cheap and quality packages

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**123-456-7890**  
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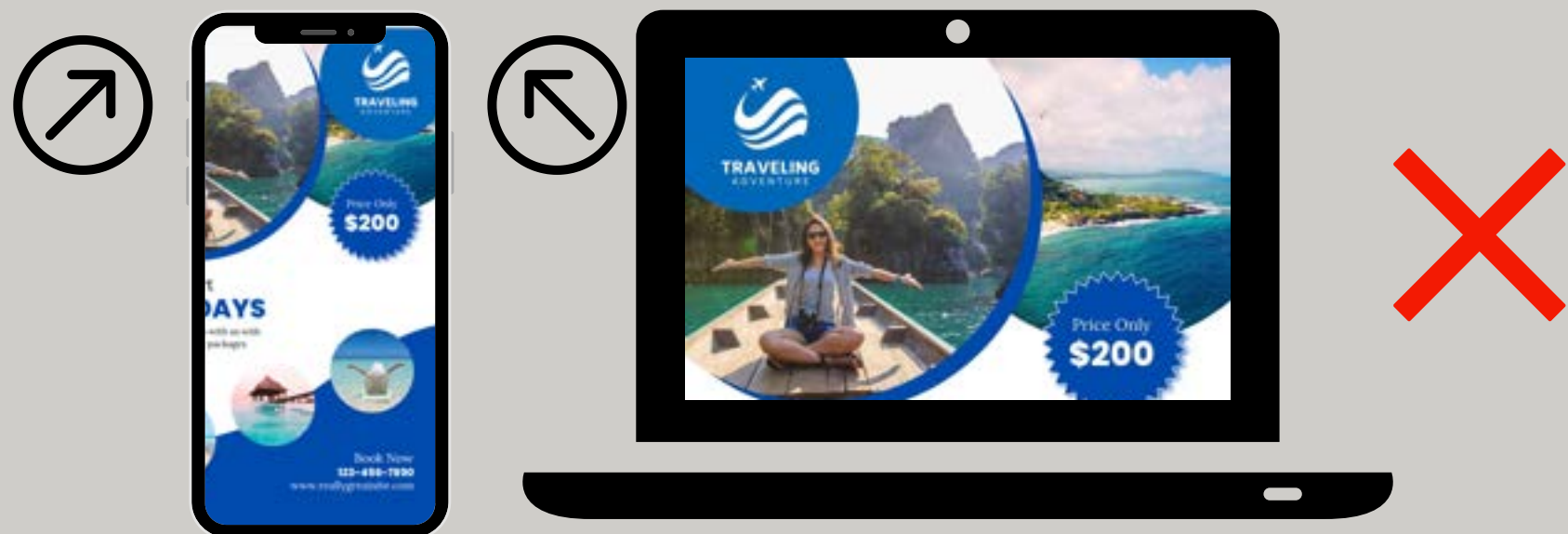
**TRAVELING ADVENTURE**

Price Only **\$200**

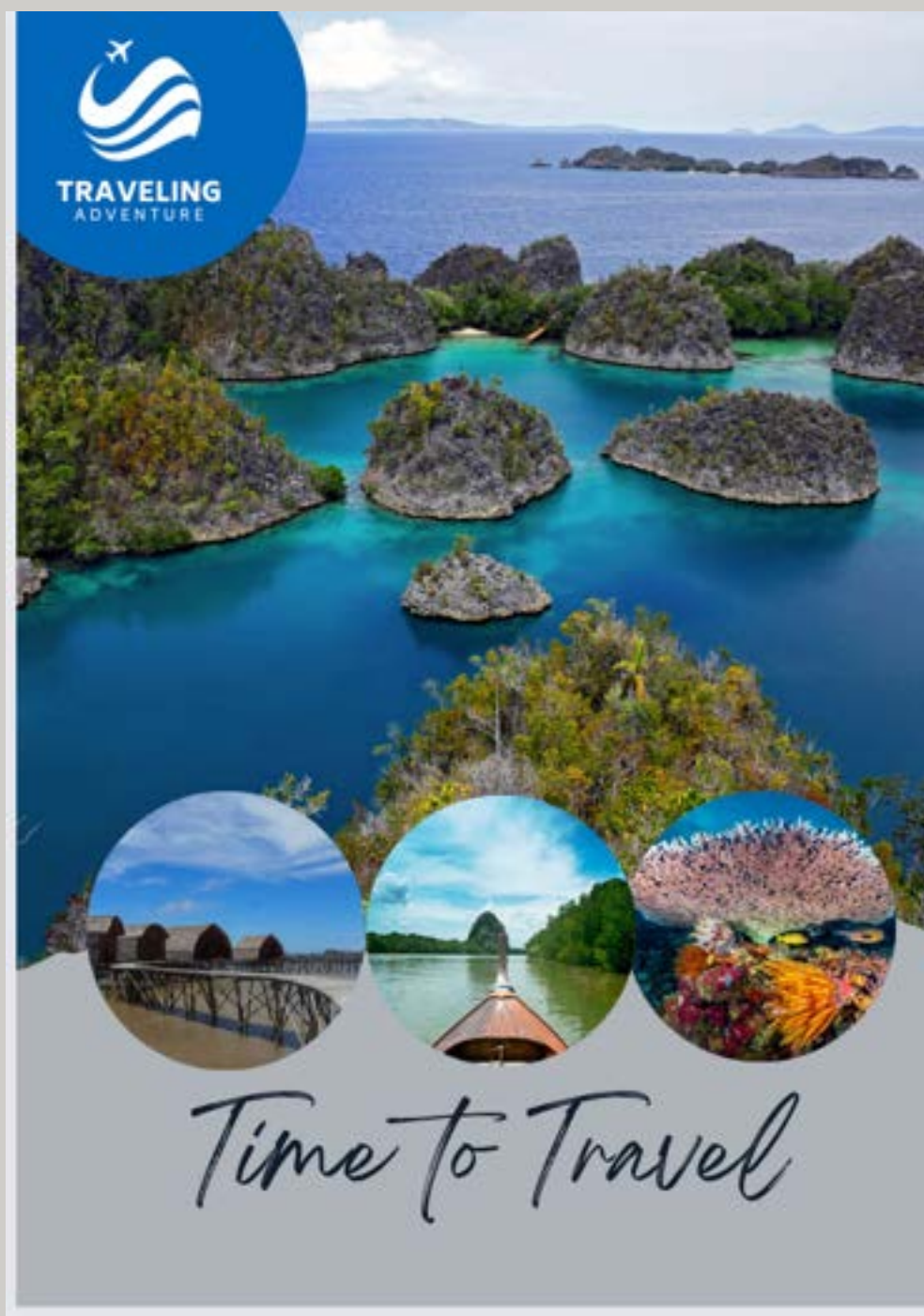
Let's Start **HOLIDAYS**  
Come on holidays with us with cheap and quality packages

Book Now  
**123-456-7890**  
[www.reallygreatsite.com](http://www.reallygreatsite.com)

**Visibility is Key:**  
Ensure your logo is positioned where it can be easily seen, whether on a brochure, website, or any promotional item.

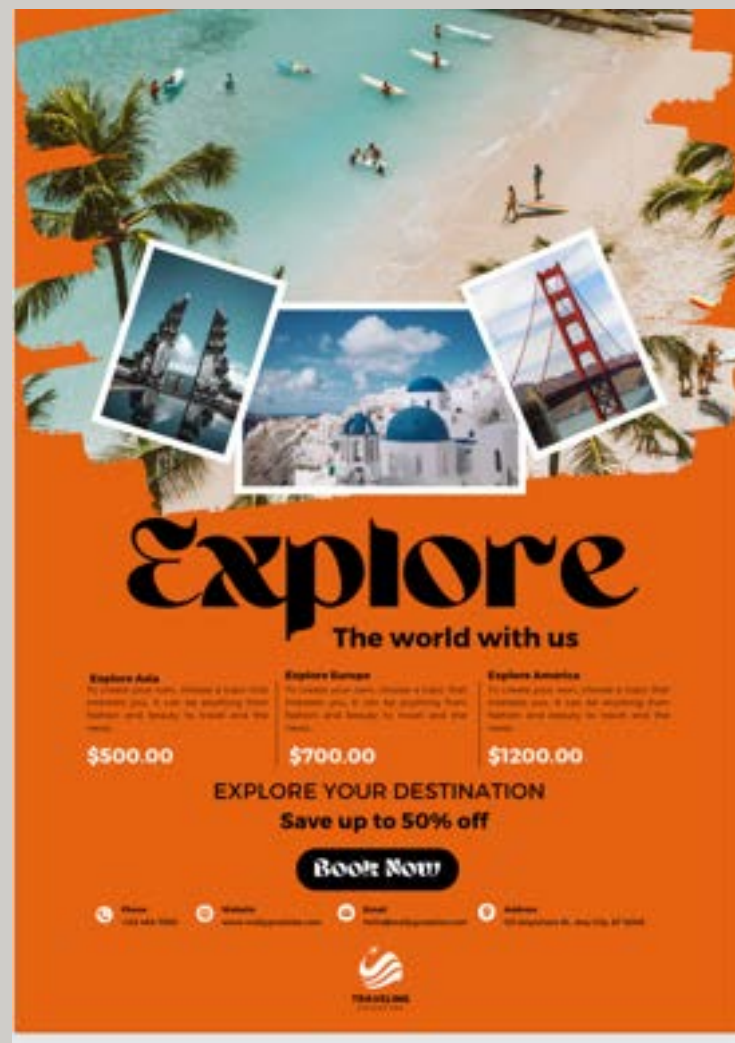
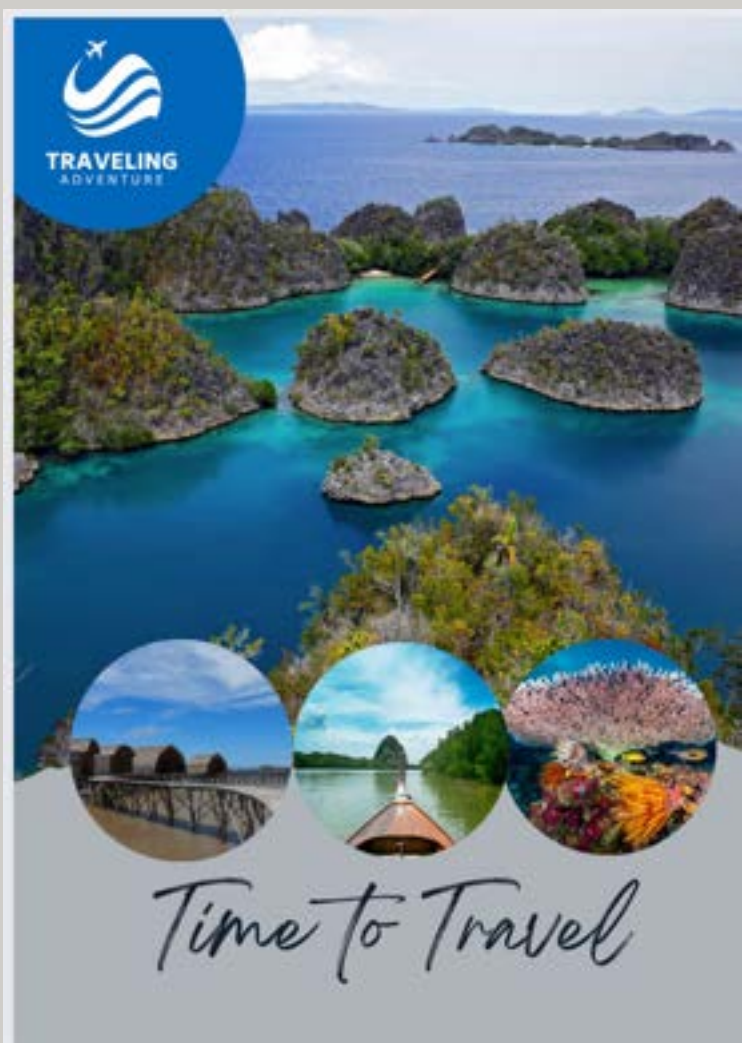


**Maintain Consistency:**  
Use the same logo placement across similar materials. If your logo is in the top left corner of your brochures, maintain that placement in other print materials for consistency.

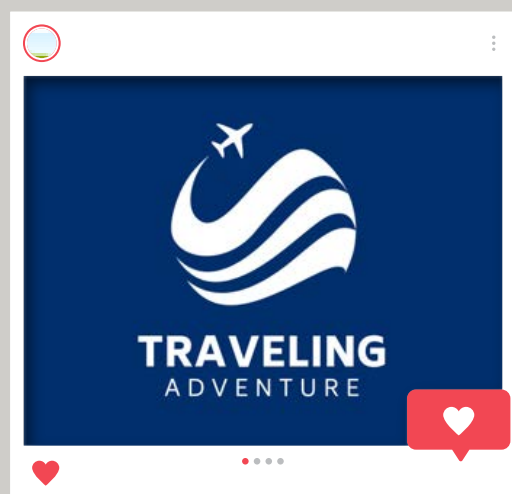
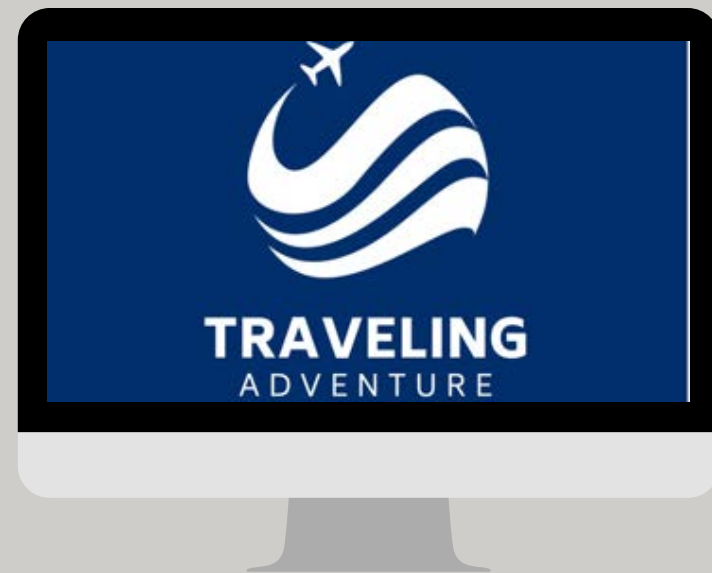


## Avoid Clutter:

Ensure the area around your logo is free from other graphics or text. This 'white space' helps your logo stand out and improves legibility.



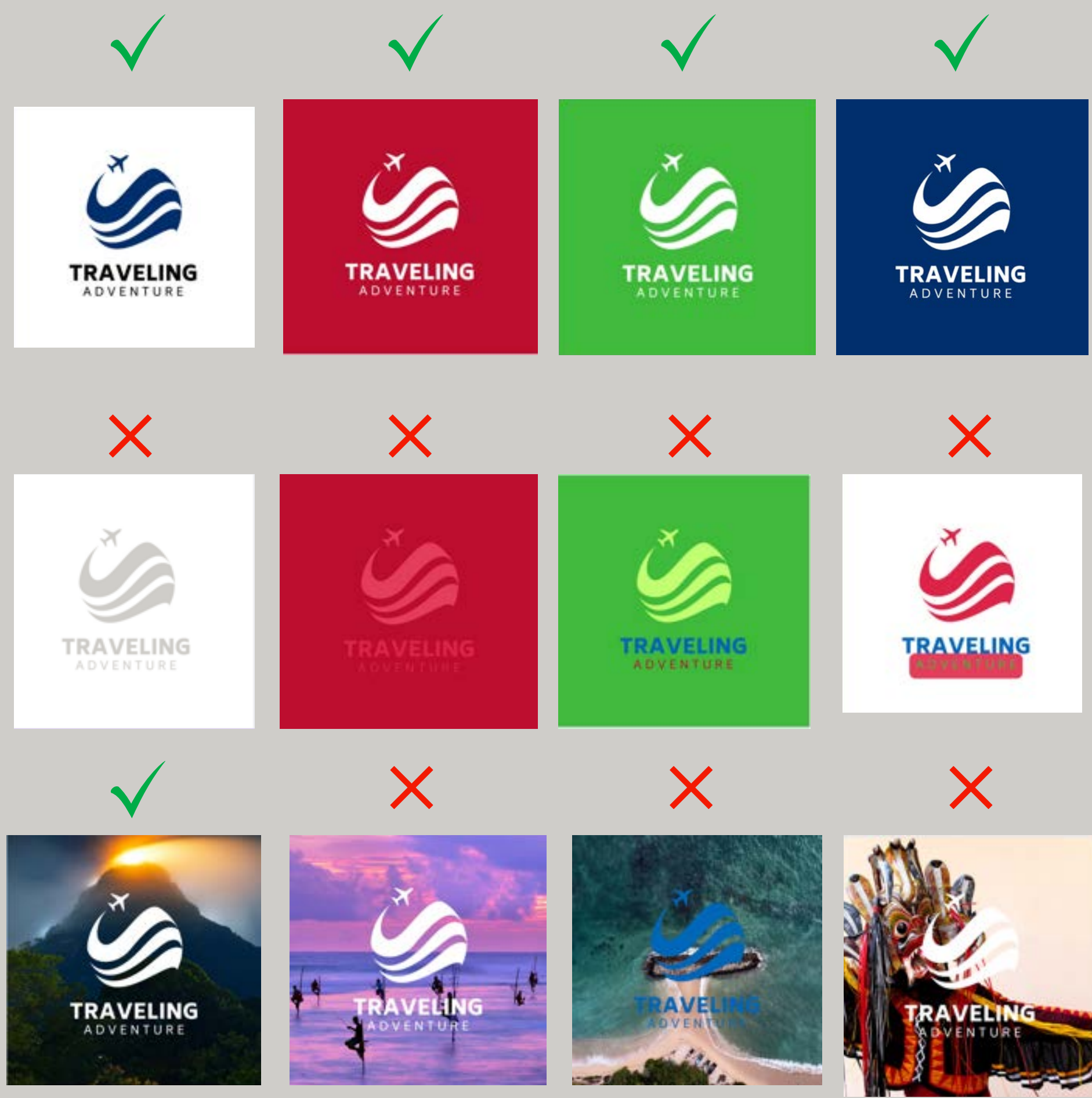
**Size Matters:**  
Your logo should be large enough to be recognizable but not so large that it overwhelms other content. Adjust size according to the medium – a billboard logo will be much larger than one on a business card.



## Adapt to Different Mediums:

While consistency is important, be flexible based on the medium. For instance, on social media platforms, your logo might fit better as a square profile picture.





**Consider the Background:**  
Your logo should contrast well with its background. Avoid placing a dark logo on a dark background or a light logo on a light one.

## 1.4 OUR LOGO

**1.0 OUR BRAND**  
**2.0 USAID**  
 CORPORATE  
**3.0 CONTRACTS & ACQUISITIONS**  
**4.0 GRANTS & COOPERATIVE AGREEMENTS**  
**5.0 COMMUNICATIONS MATERIALS**  
**6.0 PROCEDURES & CLEARANCE**  
**7.0 RESOURCES**  
**8.0 GLOSSARY**

**Clear space**  
 A minimum area within and surrounding the logo, type mark and seal must be kept clear of any other typography as well as graphic elements such as illustrations, thematic images and patterns, and the trim edge of a printed piece. More than the minimum clear space is encouraged.  
 Minimum clear space on all sides of logo and type mark is equal to the height of the "U" in the type mark. Minimum clear space on all sides of seal is equal to half the width of acronym box. See examples below.  
 Additional clear space is required when co-branding materials with partner logos. Rules for co-branding can be found in section 4.3.

MINIMUM CLEAR SPACE: HORIZONTAL LOGO

MINIMUM CLEAR SPACE: VERTICAL LOGO

MINIMUM CLEAR SPACE: TYPE MARK

MINIMUM CLEAR SPACE: SEAL (1/2 WIDTH OF ACRONYM BOX)

## 1.4 OUR LOGO

**1.0 OUR BRAND**  
**2.0 USAID**  
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**6.0 PROCEDURES & CLEARANCE**  
**7.0 RESOURCES**  
**8.0 GLOSSARY**

**Incorrect logo, type mark and seal usage**  
 The only correct uses of the logo, type mark and seal are as shown on the previous pages. A few typical incorrect examples are shown below.

WRONG FONT

COLORS TRANSPOSED

PROPORTIONS DISTORTED

SHADOW ADDED

MISSING TAGLINE

WRONG FONT AND MISSING TAGLINE

SEAL AND TYPE MARK REARRANGED

## Respect Brand Guidelines:

If you have brand guidelines or if you are collaborating with a partner who has brand guidelines, adhere to them. They'll often provide specifics on logo size, placement, and even the amount of surrounding white space.



## **Test & Gather Feedback:**

Before finalizing any promotional material, get feedback.

Sometimes, what looks good to you might not resonate with others.



For example, while some see 2000 years of tradition others see animal cruelty.



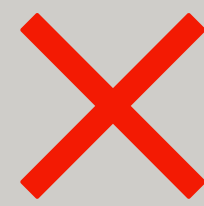
Or, while some see this as a carefree summer, others may see this as obscene.



Lots of people love dogs, but some religious communities don't.

## **Adapt for Cultural Sensitivities:**

Especially important for tourism businesses that cater to international tourists. Ensure your logo placement doesn't convey unintended messages in different cultures.



**Protect Your Logo:**  
Ensure your logo isn't placed too close to the edge of printed materials, where it might get cut off or folded.



Remember, your logo is a representation of your brand. Thoughtful and strategic placement can boost brand recognition and trust among tourists and partners.

Remember, tools like Canva are great for creating logos and all the things you need to put your logo on!

[Click the link to go straight to Canva.](#)



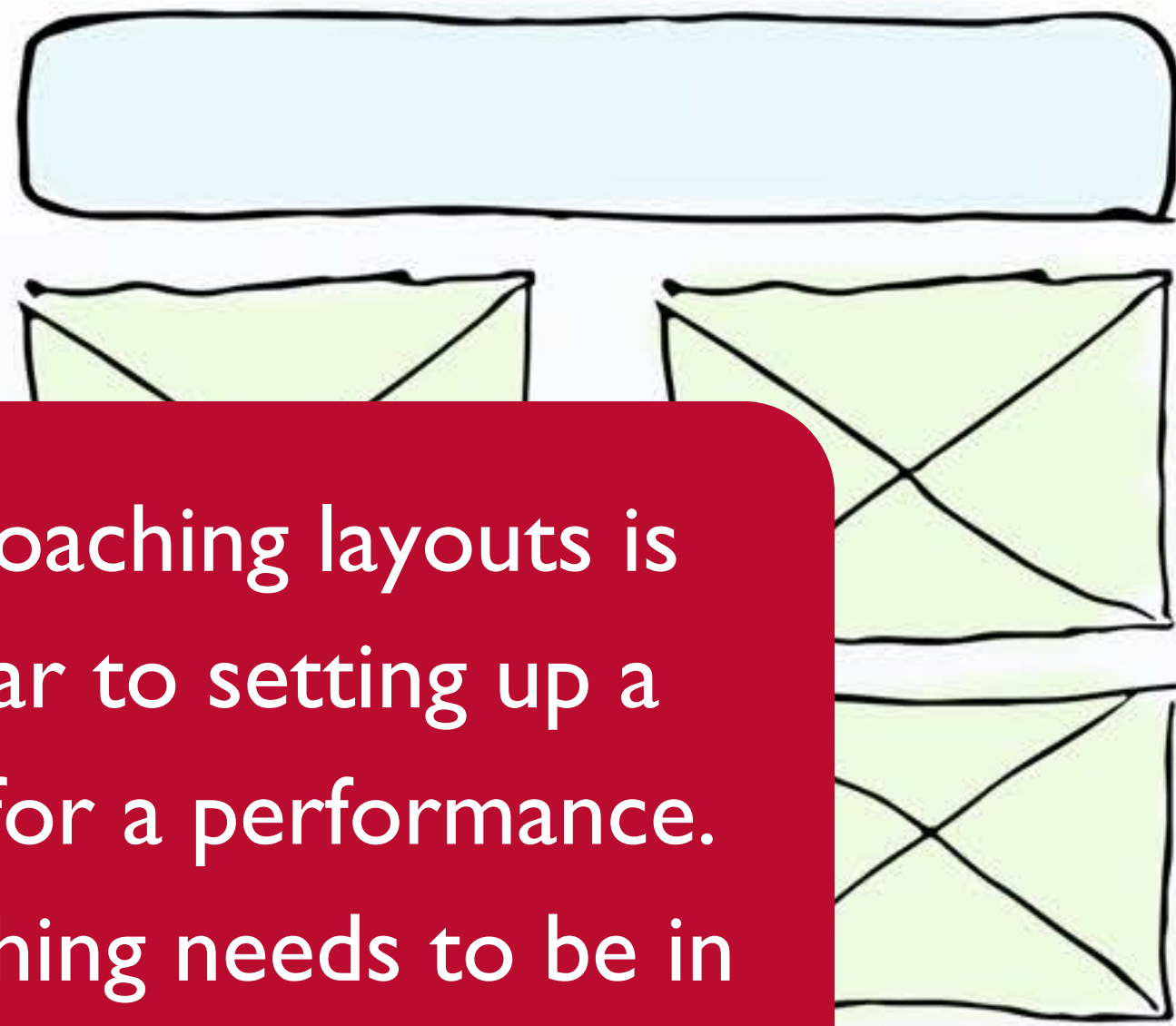
The image features three devices: a laptop in the background, a tablet on the left, and a smartphone on the right. Each device displays a simplified version of a website layout. The layout consists of a top navigation bar with a yellow square on the left and a cyan rectangle on the right. Below this is a large light blue content area, followed by a row of three white rectangular boxes, and a final dark blue footer area. The central text box is a red rounded rectangle with white text.

# Layouts

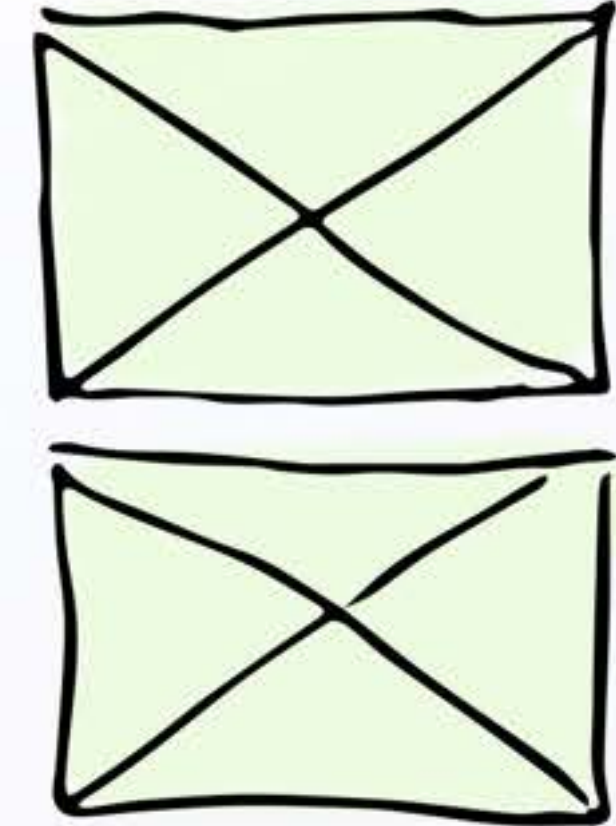
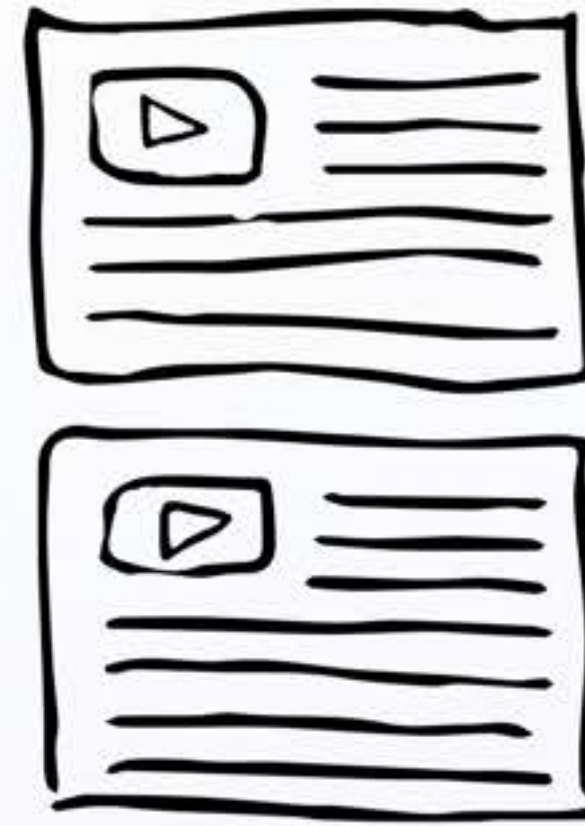
It's like arranging furniture in a room. In design, a layout is the way pictures, text, and other elements are set up on a page or screen, making it easy to read and look good.



Approaching layouts is similar to setting up a stage for a performance. Everything needs to be in the right place for the show to run smoothly. Here's a simple guide on how to approach layouts:



WEBSIT



This one is about a promo; 75% off.



This one is about seasonality.



**Purpose First:**  
Know what you're trying to achieve.  
Are you informing, selling, entertaining?  
Your layout should support this goal.

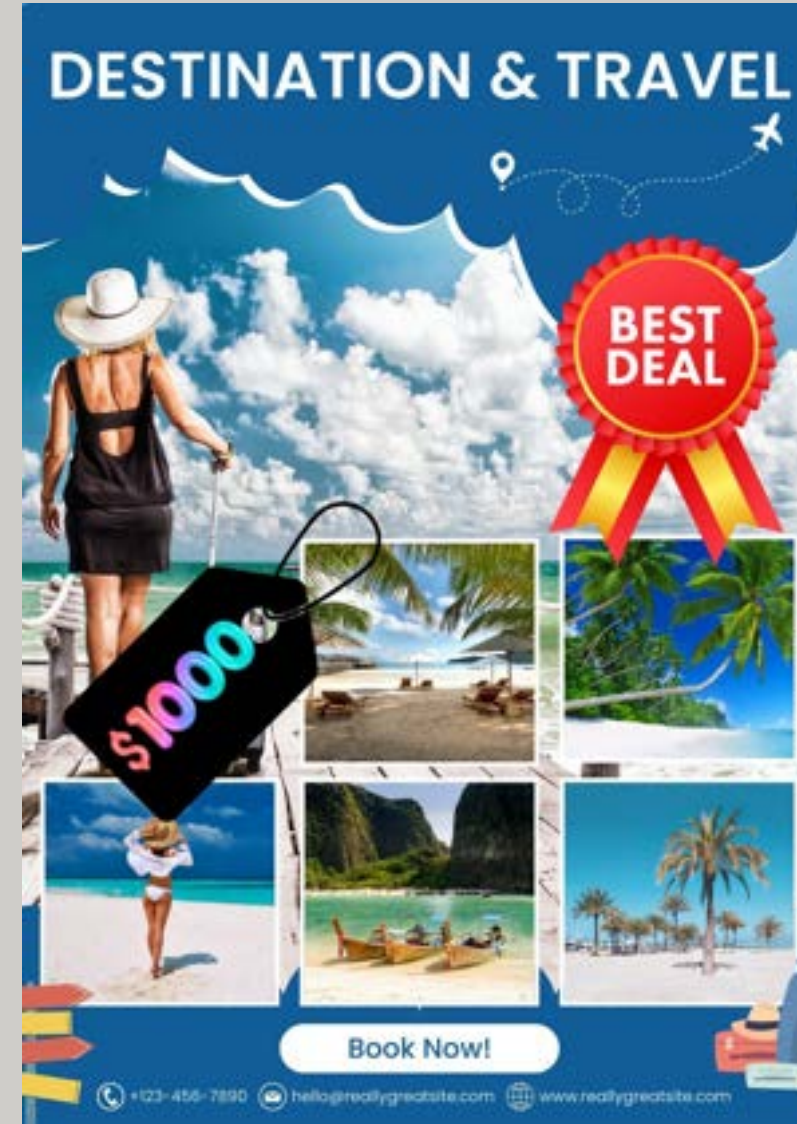
Clean



Clean

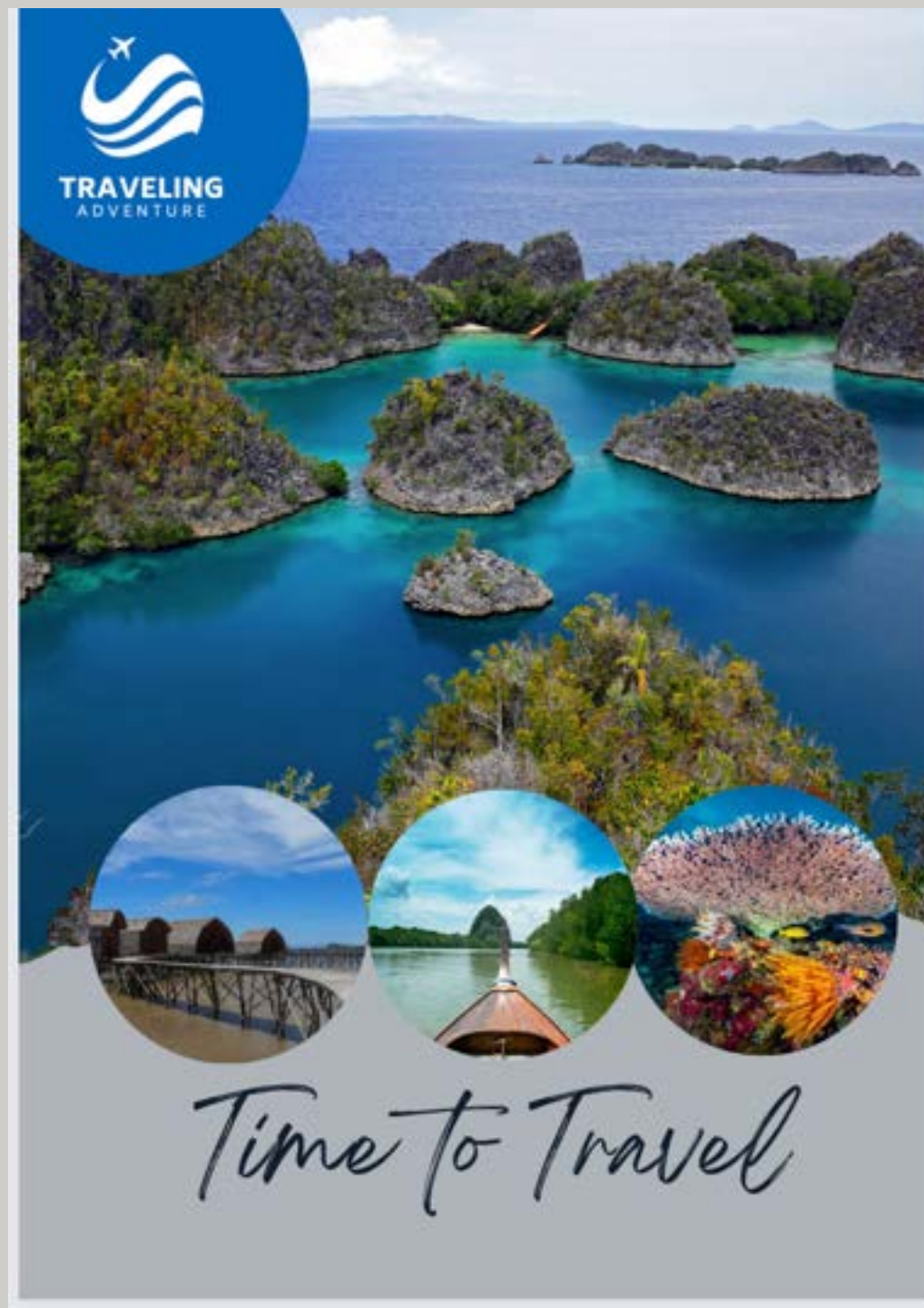


Clutter

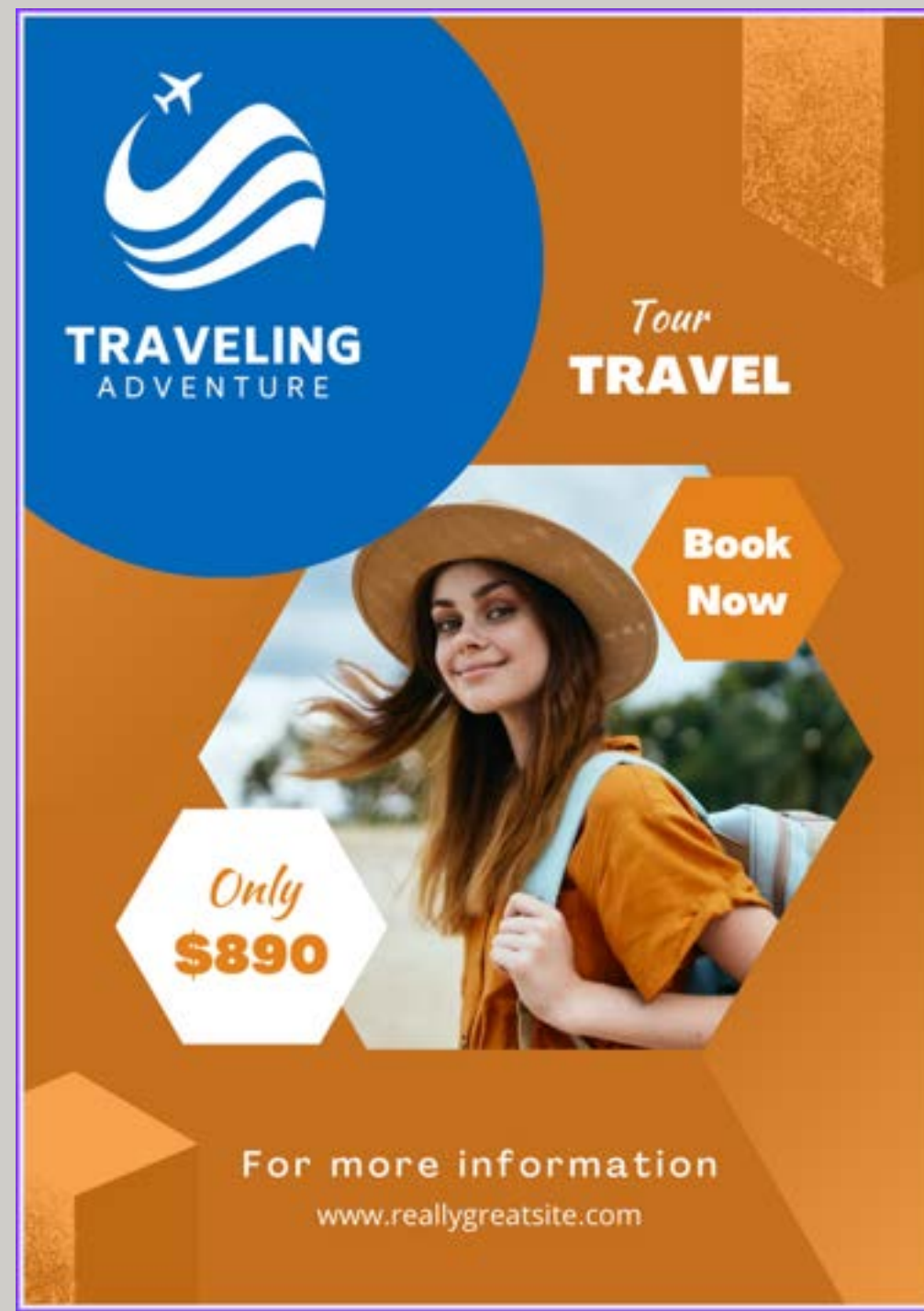


**Keep It Clean:**  
Don't cram everything in. Just like in a room, having some empty space can make it feel more comfortable and easier to navigate.

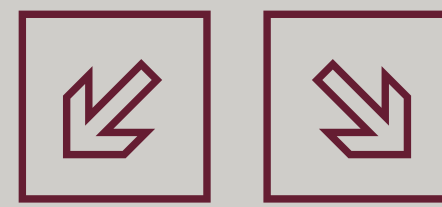
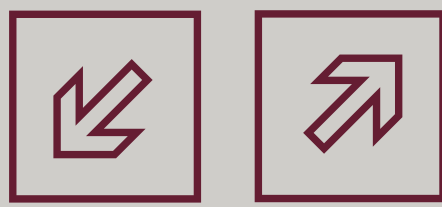
Balanced



Not balanced



**Balance is Key:**  
Think of your layout like a seesaw. If there's too much on one side, it'll tip. Spread elements evenly to make it look harmonious.



**Guide the Eye:**  
Use size, color, and positioning to direct viewers to the most important parts first. It's like setting up signposts on a road trip.



**Who we are?**

CONTACT US  
123-456-7890  
@reallygreatsite  
www.reallygreatsite.com

**TRAVEL TOUR**

Brochures are now available in electronic format and are called e-brochures. They have the added benefit of having unlimited distribution and cost savings when compared to traditional paper brochures.

**About company**

Brochures are now available in electronic format and are called e-brochures.

ONLY \$39.99

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ONLY \$39.99

**Why choose us?**

Join us now for  
02 May, 2022

35% OFF

Package tour holiday

Package tour holiday

Package tour holiday

\$39.99

\$39.99

\$39.99

**Why choose us?**

Join us now for  
02 May, 2022

35% OFF

Package tour holiday

Package tour holiday

Package tour holiday

\$39.99

\$39.99

\$39.99

**Stay Consistent:**  
If you're designing multiple pages or screens, keep some elements consistent (like where the logo or title goes). It's like having a familiar landmark on a journey.



## **Test and Tweak:**

Show your layout to a friend or colleague. If they get lost or don't know where to look, maybe it's time for a little rearrange.

Remember, a layout is like telling a visual story. Make it as clear and engaging as you would when narrating a tale to a friend. Happy designing!





## **Do I have to hire a designer?**

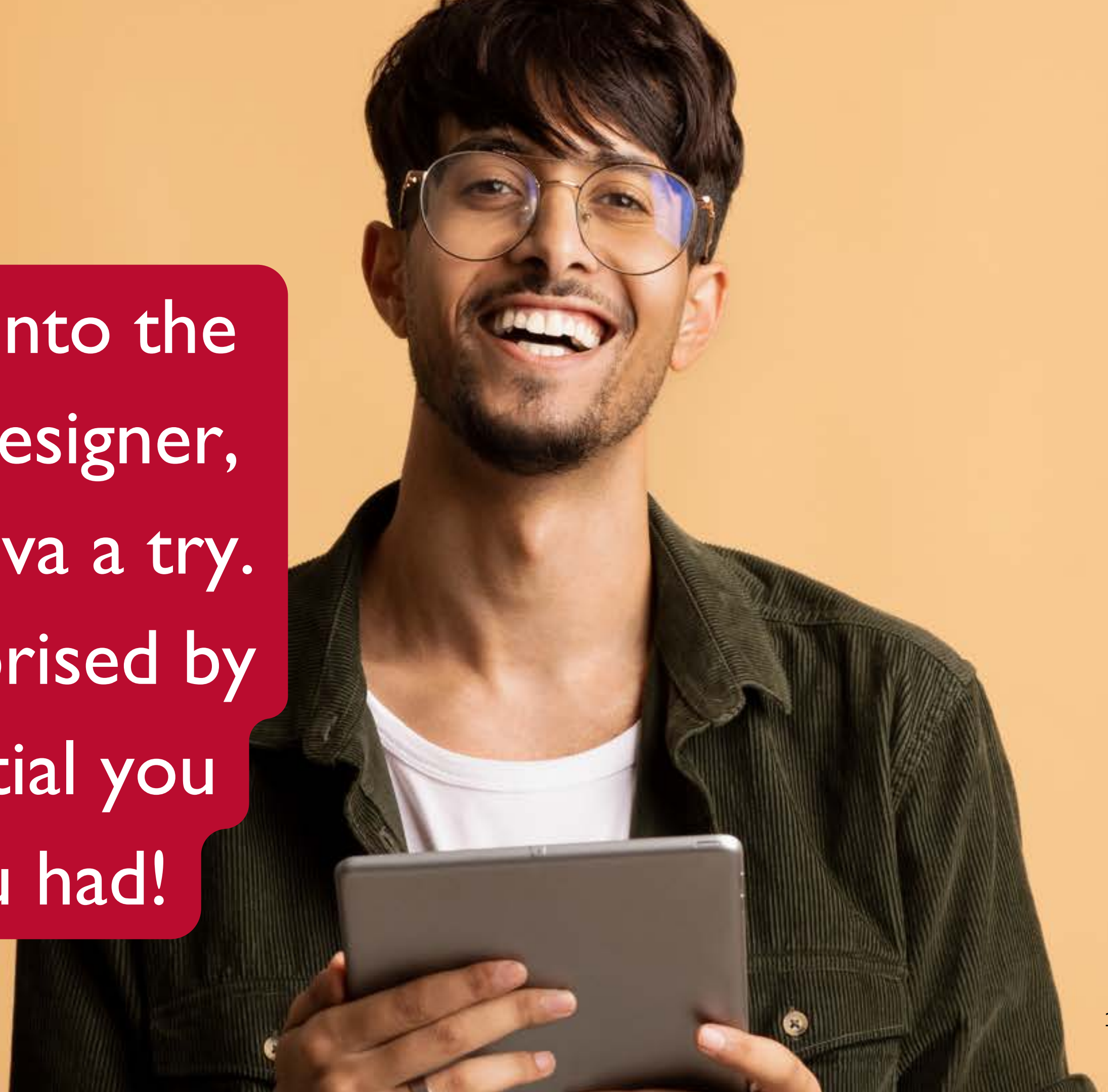
Not necessarily! While professional designers bring expertise and unique skills to the table, today's digital landscape offers tools that empower even non-designers to create compelling visuals.



Take Canva, for example. It's a user-friendly design platform packed with customizable templates for almost any project you can think of: from posters to business cards to social media posts. With its drag-and-drop interface, extensive font library, and vast collection of images, you can craft professional-quality designs without the steep learning curve.

[Click to go to Canva.](#)

So, before diving into the costs of hiring a designer, give tools like Canva a try. You might be surprised by the design potential you never knew you had!





**Here are some tips to help you  
make better design choices...**

The background of the slide is a vibrant, artistic illustration of various lanterns. Some are glowing with warm orange and yellow light, while others are in shades of blue and green. The lanterns have different patterns, including floral designs and abstract shapes. The overall atmosphere is festive and colorful.

## Website:

- **Clear Navigation:** Make sure your menu is easily accessible and understandable.
- **Consistent Design:** Use a consistent color scheme, font, and style throughout.
- **Engaging Home Page:** Capture attention immediately with an engaging banner or headline.
- **Mobile-Friendly:** Ensure the site looks good and functions well on mobile devices.
- **Whitespace:** Don't clutter; use whitespace to make content easily digestible.

## Instagram:

- **Grid Consistency:** Whether it's a pattern, color scheme, or type of post, maintain a consistent look across the grid.
- **Varied Content:** Mix photos, graphics, and videos for an engaging feed.
- **High-Quality Imagery:** Always post sharp, clear images.
- **Story Highlights:** Use them to categorize and showcase your best stories.


## Brochures:

- **Clear Headlines:** Use bold headlines to break up sections and guide the reader.
- **Imagery:** Use high-quality photos that resonate with your content.
- **Call to Action:** Direct readers on what you want them to do next (e.g., visit a website, call a number).
- **Consistent Branding:** Ensure your brand's colors, fonts, and logo are prominent.

## Email:

- **Clear Subject Line:** Capture attention immediately.
- **Mobile Optimization:** Many read emails on phones, so ensure yours look good there.
- **Short and Sweet:** Keep content concise. Link out to longer content or web pages.
- **Call to Action:** Clearly state what you want the reader to do next.



A photograph of a stone archway, likely part of an ancient structure. The arch is constructed from dark, roughly-hewn stones. The floor is also made of similar stone tiles. A large, semi-transparent red rounded rectangle is overlaid on the center of the image, containing white text. The lighting is dramatic, with strong shadows and highlights on the stone surfaces.

Remember, for all of these platforms, tools like Canva can be excellent tools to help design and layout your content, especially if you're just starting out or are on a budget!

# Imagery:

"Imagery" refers to visual representations, such as pictures, photos, illustrations, or graphics, used to convey a message or enhance the visual appeal of content.



**Approaching brand imagery is a strategic process that defines how your brand is visually represented. Here's what you should consider:**



1. **Match Your Brand:** Choose images that feel right for what you're selling or promoting.
2. **Good Quality:** Use clear and sharp photos, not blurry or pixelated.
3. **Relatable:** Pick images that your audience can connect with.
4. **Original is Best:** If you can, use your own photos instead of common ones everyone else uses.
5. **Stay Respectful:** Be mindful not to use images that might offend or misrepresent others.
6. **Legal Stuff:** Make sure you have permission to use the image, especially if you didn't take it yourself.

## **Photography:**

Photos are a snapshot of an experience. They transport people into the scene, making them feel they're right there.

- **Long Shots:** Capture the entire scene. This could be a landscape, a beachfront, or a bustling marketplace. Use it to give your audience a complete view of a place or setting.
- **Medium Shots:** These show a bit more detail and are often used for group shots or to focus on a specific element within a larger scene. If you're promoting a cultural dance, for instance, a medium shot might capture a group of dancers in their entirety.
- **Close-Up Shots:** Zoom in on a specific detail. This could be a dewdrop on a leaf, intricate designs on traditional wear, or the spices in a dish. Use close-ups to highlight unique features or evoke specific feelings.

# Long shots

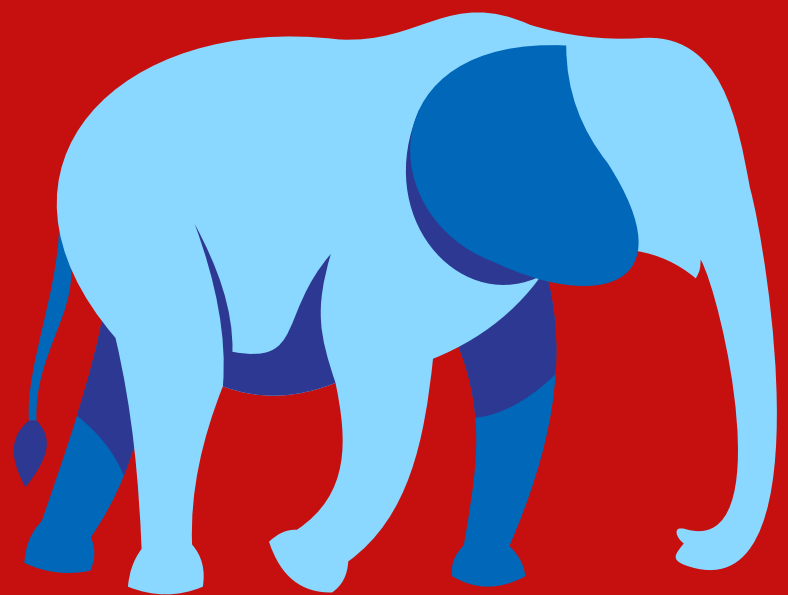


# Medium shots



# Close-up shots





## Illustrations:

Illustrations add a personal touch, and they can be a fantastic way to differentiate your brand.





- **Draw from Culture:** Sri Lanka is rich in history and culture. Create illustrations inspired by local myths, legends, traditional motifs, and architectural designs.
- **Focus on Your Niche:** If you specialize in beach getaways, incorporate beach-themed elements. If it's about mountain adventures, draw the peaks, tents, or trek paths. Make sure your illustrations resonate with your offerings.

SPECIAL OFFER



BOOK NOW



**Graphics:**  
Graphics are a blend of text, designs, and sometimes photographs. They're great for promotions, infographics, or just jazzing up a post.



- 
- **Be Consistent:** If you're using a certain color scheme or font in your graphics, stick to it. It helps in building a recognizable brand identity.
- **Keep it Simple:** Especially for MSMEs, simplicity can be your strength. Don't clutter; a clear message with an engaging design works wonders.
- **Use Graphics to Inform:** Share fun facts about your location, services, or history. It's a great way to engage and educate your audience.

**Whether you're using photographs, illustrations, or graphics, always keep your audience in mind. Your visuals should tell a story, evoke emotions, and be a reflection of the unique experiences you offer. Don't be afraid to experiment until you find what feels right for your brand!**



A woman with short dark hair, wearing a yellow t-shirt and large hoop earrings, is shouting into a blue and white megaphone. The background is a solid teal color.

# Tone of voice

Tone of voice isn't about what you say but how you say it. In branding, it refers to the consistent style or manner in which a business communicates with its audience. It encompasses everything from the words and language you use, to the personality and emotions you convey.

**Whether you're playful, formal, casual, or passionate, your tone of voice gives your brand a distinct personality, making it recognizable and relatable to your audience.**

# **Know Your Audience:**

Think about who you're talking to. What would appeal to them? Speak their language.



A person with a backpack is leading another person in a field at sunset. The person in front is wearing a yellow jacket and a purple shirt. The person behind is wearing a dark jacket. The background is a vast, open field with rolling hills under a warm, orange sky.


## **Define Your Brand's Personality:**

**If your brand was a person, who would it be? Friendly neighbor? Expert guide? Fun-loving friend?**




**Be Authentic:  
Don't try to sound  
like someone else.  
Be true to what your  
business stands for.**




A photograph of two women sitting at a desk in a dimly lit room, looking at a laptop screen. The woman on the left has curly hair and is wearing a pink top, looking intently at the screen. The woman on the right has long dark hair, wears glasses and a white patterned top, and is pointing at the screen. The background is blurred with warm lights.

**Test It Out:  
Write a sample  
message or post in  
your chosen tone.  
Does it feel right? Ask  
others for feedback.**

A photograph of two young women with long brown hair, wearing white t-shirts and sunglasses, smiling and posing outdoors. The woman on the left has her arm around the woman on the right. They are standing in front of a white wall with some graffiti. The text is overlaid on a yellow speech bubble on the left side of the image.

**Stay Consistent:**  
Once you choose a  
tone, stick with it in all  
your communications,  
be it social media,  
emails, or ads.

A photograph of three diverse women laughing together. The woman on the left has dark hair and is wearing a yellow dress. The woman in the middle has dark skin and braided hair, wearing a yellow dress. The woman on the right has blonde hair and is wearing an orange dress. They are all smiling broadly and looking towards the right. A yellow text box is overlaid on the image.

**Let's explore how tone of voice can give the same niche, in this case, cultural tourism, a completely different feel.**

# Educational & Reverent

- Tone: Informative, Respectful, Serious
- Example: "Journey through centuries, where each artifact and monument stands as a testament to a civilization's legacy. Learn, understand, and pay homage to the milestones of our ancestors."

## Casual & Friendly

- Tone: Relaxed, Welcoming, Conversational
- Example: "Hey there, history buff! Ready to hop on a time machine and chill with the legends of the past? Let's explore the tales and traditions that make us who we are today."

# Inspiring & Uplifting

- Tone: Motivational, Enthusiastic, Passionate
- Example: "Embrace the magic of our roots! Each dance, song, and story isn't just history—it's an inspiration. Come, feel the heartbeat of our culture and get inspired."

# Thought-Provoking


- Tone: Reflective, Intriguing, Deep
- Example: "Have you ever wondered what lies beneath the surface of our traditions? Every rhythm, every tale, is a door to a deeper understanding. Dive in, and let the depths of our culture challenge your perspectives."



**These tones transform the way cultural tourism feels, highlighting the versatility of how a subject can be approached.**



**Your brand story which includes your vision, mission, and values together with your logo, fonts, colour, layouts, imagery, and tone of voice all work together to create your brand!**


A person wearing a red t-shirt is shown from the chest up, with their right arm raised and fist clenched. The background is a clear blue sky with some light clouds. The person is wearing a black ring on their right hand. A large yellow rounded rectangle is overlaid on the center of the image, containing text.

**Your brand becomes powerful when it is relevant to your consumers & when it is deployed with consistency.**


**Your brand is powerful  
when it is differentiated  
from your competition.**

A person is captured in mid-air, jumping joyfully on a beach at sunset. The person's silhouette is dark against the bright, golden light of the setting sun. The sky is a mix of blue and orange, with wispy clouds. The ocean is visible in the background, reflecting the sunlight. A large, bright yellow rounded rectangle is overlaid on the center of the image, containing the main text.


**Congratulations on crafting  
a distinctive brand identity  
for your niche tourism  
business!**

The background of the slide features a warm, golden-hour sunset over a beach. In the foreground, the silhouettes of several people are captured in motion, running or jumping along the shoreline. Their arms and legs are raised, conveying a sense of joy and freedom. The sky is a mix of soft oranges and pinks, while the ocean waves are visible in the distance.

**Remember, your logo, colors, fonts, tone of voice, and layouts all work together to create a memorable and recognizable brand image.**


A woman with long, wavy brown hair is running through a field of tall, golden-brown grass. She is wearing a dark top and leggings. Her hair is blowing in the wind, and she has her hand raised near her head. The background is a clear, bright blue sky. The overall scene is bright and energetic, suggesting a sense of freedom and movement.

**Your brand image isn't just about looking good – it's about standing out, building credibility, and attracting more travelers.**


A photograph of a person holding a large bundle of harvested wheat stalks against a clear blue sky. The person is partially visible, showing their head and arms. The wheat stalks are golden and appear to be freshly harvested. The background is a bright, clear blue sky.

**A strong, memorable, consistent brand will help you grow! With a strong brand image, you're not just offering a service – you're creating an experience that travelers cherish and share.**



A person wearing dark blue pants and brown boots is standing in a field of tall, dry grass. The background is a bright, hazy sunset or sunrise sky. The text is overlaid on a yellow rounded rectangle in the center of the image.

**Your next step is marketing  
the brand you have created.  
Please download the  
marketing toolkit relevant to  
your business to continue  
your journey towards growth.**

A silhouette of a person walking on a dark horizon line against a vibrant sunset sky. The sky transitions from a deep orange near the horizon to a teal color at the top. Several birds are silhouetted against the sky, flying in various directions. A large, rounded rectangular text box with a dark red background is centered in the middle of the image, containing a quote in white text.

"Building a brand is not just about logos or taglines; it's about creating a feeling, an experience, and a promise to your audience."

