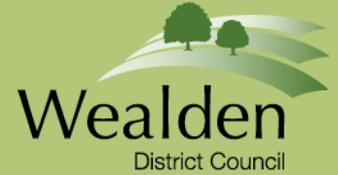




Naturally Inviting
Explore Wealden



3 Step Branding Toolkit

We are focused on driving tourism and raising awareness of the fantastic places in Wealden and culture of our district. Recently we have developed a new website dedicated to tourism, www.explorewealden.co.uk. On this website, we offer all businesses in Wealden free promotion of their services or products; it would be greatly beneficial if local businesses were also supporting us in promoting the district and all it has to offer. Therefore, we have created a variety of free to use digital resources to make this as easy as possible.

Below are three digital resources you can access for FREE today, email jane.kilby@wealden.gov.uk for more info.



- 1) We have a variety of Explore Wealden logos available to download in all formats, so you can choose the style that suits your website best.

- 2) These badges can be used for both websites and products; they look great on packaging or literature. We have created three for you to choose from in different colours:

- A Wealden Hidden Gem
- Handcrafted in Wealden
- Naturally Made in Wealden.



- 3) You also have free access to our brilliant collection of high quality images of the local area, people and culture. They are available in various sizes and formats depending on use, whether this be on your social media channels, website or flyers.

The more local businesses using our branding; the more recognisable these will be for tourists and enable them to discover even more, so please do share this toolkit with other local businesses in your network!