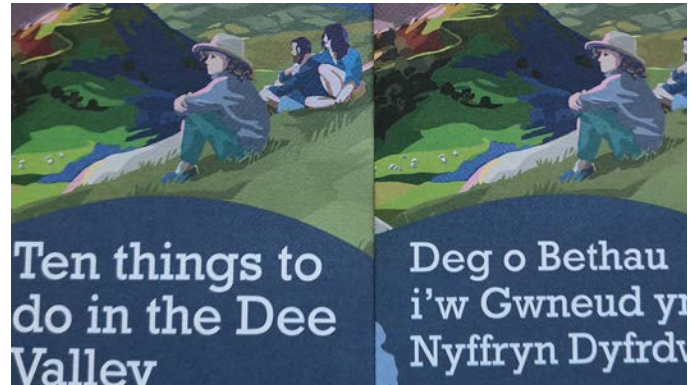


Dee Valley Leaflet



Client

Our Picturesque Landscape (Denbighshire County Council)

Challenge

Create a bilingual 5 panel Z fold leaflet for the Our Picturesque Landscape project and 10 stampers for a tourist treasure hunt.

Solution

We were approached by Denbighshire to create a bilingual 5 panel Z fold leaflet for the Our Picturesque Landscape project.

This project is a collaboration between 9 agencies in the area and centres on the stunning landscape of the Dee Valley and Pontcysyllte Aqueduct and Canal World Heritage site.

They wanted to create an easy to use interactive leaflet for people to take along with them while they visited 10 places in the area. On a visit to one of the 10 suggestions, a visitor could take a snapshot or video of the place or activity, get a stamp to say they'd done it and then share with the team on Instagram.

We had to create a design that was complimentary to the current Clwydian Range AONB branding, but inclusive of the World Heritage branding as well and show off the amazing illustrations done for the team by local illustrator David Goodman

Outputs included the leaflet and 10 bespoke stampers for each activity.

Category:

Branding Campaigns Collaboration
Creative Design Tourism

Date:

February 2020

Tags:

Bilingual graphic design Print design
Tourism Welsh