

#gather in
suffolk

Gather campaign toolkit

Introduction to the gather campaign

The **gather** campaign, running from mid-May–November, is an East Suffolk wide campaign, with the aim of increasing interest and visits during the shoulder season – September–November.

The campaign will be supported by a comprehensive PR plan and paid media on channels including TikTok, Instagram and YouTube.

There are plenty of ways you can get involved and make the most of this exciting opportunity.

The aim is to build a stronger collective push for East Suffolk this shoulder season, helping us raise visibility, inspire visits and encourage people to stay longer across the area.

By coming together, we can amplify our impact – every business and organisation that joins strengthens the reach and effectiveness of this campaign.



Campaign logo

Our campaign logo is a speech bubble which brings to life the social element of the **gather** campaign.

The logo can be used in various colour combinations shown in this document on page 5.

No elements can be changed apart from colour. Only use supplied logo assets from us.

Logos in JPEG and EPS formats can be downloaded here:

[EPS Logo Downloads](#)

[JPG Logo Downloads](#)



#gather in
suffolk



#gather in suffolk



Campaign themes

The campaign is based on 5 pillars shown below.

gather to feast

Food & Drink

- Seasonal food & drink
- Food experiences
- Different landscapes to eat in
- Social eating moments

gather under big skies

Nature & Outdoors

- Seasonal food & drink
- Nature-led experiences
- Shared outdoor moments
- Times of day experiences

gather to roam

Exploration

- Food & drink to explore 'on the go'
- Route-based experiences
- Landscapes in motion
- Shared exploration
- Flexible pace

gather the stories

Culture & Heritage

- Food & drink traditions
- Meet the maker
- Shared cultural experiences
- Heritage and folklore experiences

gather & reset

Wellness

- Nourishing food & drink
- Wellbeing experiences
- Restorative landscapes & settings
- Reconnecting moments

Colour palette

The **gather** colour palette has taken shades from the existing Naturally palette. We have laid out approved colour combinations on page 6Not .

Limegrass RGB 208 / 223 / 180 HTML D0DFB4 Naturally	Admiral Blue RGB 0 / 73 / 136 HTML 004988 Naturally	Lighthouse RGB 158 / 16 / 27 HTML 9E101B Naturally	Pinked RGB 247 / 195 / 218 HTML F7C3DA Naturally
Straw RGB 255 / 220 / 162 HTML FFDCA2 Naturally	Earth RGB 142 / 61 / 26 HTML 8E3D1A Naturally	Sand RGB 250 / 215 / 197 HTML FAD7C5 Naturally	Seagreen RGB 1 / 100 / 113 HTML 016471 Naturally
Heath Green RGB 53 / 74 / 40 HTML 354A28 Naturally	Broadsky RGB 192 / 231 / 250 HTML C0E7FA Naturally	Berry Red RGB 117 / 42 / 86 HTML 752A56 Naturally	Clay RGB 255 / 227 / 213 HTML FFE3D5 Naturally
		Dusk RGB 250 / 197 / 200 HTML FAC5C8 Naturally	Night Sky RGB 72 / 40 / 120 HTML 482878 Naturally



Colour combinations

Shown here are the approved colour combinations.

#gather in
suffolk

Clay
RGB 255 / 227 / 213
HTML FFE3D5

Berry Red
RGB 117 / 42 / 86
HTML 752A56

Heath Green
RGB 53 / 74 / 40
HTML 354A28

Broadsky
RGB 192 / 231 / 250
HTML COE7FA

Naturally

Naturally

Naturally

Naturally

#gather in
suffolk

Dusk
RGB 250 / 197 / 200
HTML FAC5C8

Night Sky
RGB 72 / 40 / 120
HTML 482878

Limegrass
RGB 208 / 223 / 180
HTML D0DFB4

Admiral Blue
RGB 0 / 73 / 136
HTML 004988

Naturally

Naturally

Naturally

Naturally

#gather in
suffolk

Straw
RGB 255 / 220 / 162
HTML FFDCA2

Admiral Blue
RGB 0 / 73 / 136
HTML 004988

Sand
RGB 250 / 215 / 197
HTML FAD7C5

Seagreen
RGB 1 / 100 / 113
HTML 016471

Naturally

Naturally

Naturally

Naturally



Typography

For headings/pullouts, DM Serif is used and for all other typographic content, DM Sans is used.

Both of these fonts are available via Google in the links below:

[DM Serif Display](#)

[DM Sans](#)

DM Serif Display

We should keep to a minimum size of 32px (24pt) for headings using DM Serif Display. The larger the better for pull outs and quotes but maintain a consistent size throughout.

DM Sans

Use DM Sans Regular for all body text and DM Sans Bold for sub headings. Use no smaller than 16pt for body text on a line height of 22pt.



‘Here’ animation

The ‘Here’ animation is a video template that can be downloaded and tailored accordingly to bring real places to life during the campaign period, as inspiration for visitors. Simply download from the link below which contains the animated file with the elements that can be changed.

[Download ‘here’ animation template](#)





Social media templates

The examples shown opposite are typical Facebook and Instagram social post assets. Please follow specifications as shown.

You can download PSD files from the links below that can then be imported directly into Canva (by dragging and dropping) so that you can edit them and make them personal to your organisation.

The placemaker icon should always sit in the top left hand corner. Please use colour combinations from p6..
[Download placemaker icons](#)

The **gather** headline should always sit in the bottom left hand corner, with any of the hashtags from p14.

The speech bubble logo should always sit in the bottom right hand corner.

The same specifications apply to a social post of 1080 x 1350px.

1080 x 1080 px
[Download psd template](#)

1080 x 1350 px
[Download psd template](#)

Social Post
1080 x 1080 px



Social Post
1080 x 1350 px



Speech Bubble
Logo
312px wide

66px inner gutter

Place name icon
37px wide

Place name
28pt DM Sans Regular

Gather headline
135pt DM Serif Regular
116pt line leading
~25 spacing

Hashtag
50pt DM Serif Regular
~25 spacing

Opaque Dark Gradient
On 3 sides of the image
a black gradient is applied
to the image to aid clarity
of type.

Darkest point of gradient
is 60% black.

Lightest point of gradient
is 0% black.

This overlays the image as
a multiply.





Social media templates

For this size of social post, please follow the specifications shown opposite. Again, please apply the opaque dark gradient to the three sides for better type clarity.

Use your judgement to either reduce or increase opaqueness depending on the background image you have used.

1200 x 630px
[Download psd template](#)

Social Post
1200 x 630 px



46px inner gutter

Place name icon
32px wide

Place name
22pt DM Sans Regular

Gather headline
123pt DM Serif Regular
106pt line leading
-25 spacing

Hashtag
37pt DM Serif Regular
-25 spacing



Speech Bubble
Logo
263px wide



Email Banner template

For this the size of email banner, please follow the specifications shown opposite. Again, please apply the opaque dark gradient to the three sides for better type clarity.

Use your judgement to either reduce or increase opaqueness depending on the background image you have used.

600 x 200px
[Download psd template](#)

Email Banner
600x 200 px

36px inner gutter

Gather headline
74pt DM Serif Regular
66pt line leading
-25 spacing

Place name icon
22px wide

Place name
17pt DM Sans Regular



URL
31pt DM Serif Regular
-25 spacing

Speech Bubble
Logo
263px wide



Photography

Please feel free to use the approved imagery shown here.

[Image gallery downloads](#)

You're also very welcome to use your own existing photography to support the **gather** campaign.

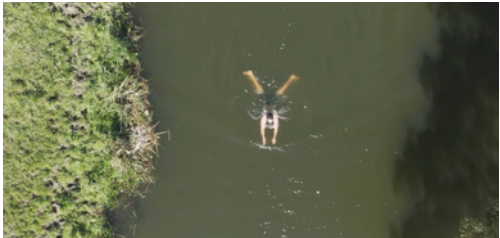
Please ensure these show groups of people or couples and highlight real people in genuine situations (candid interactions preferred).

Please avoid staging that feels overly posed.



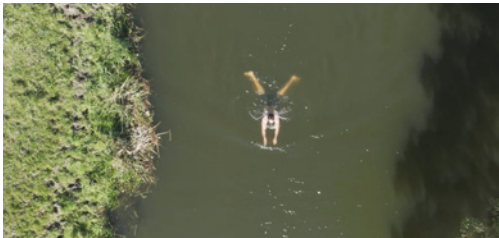
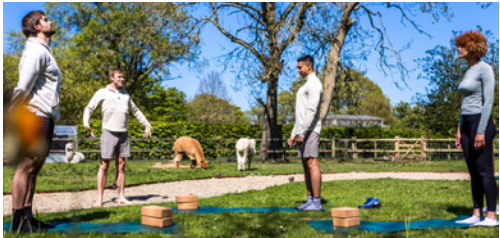


Photography





Photography





Campaign hashtags

The campaign is largely designed for social media platforms. We have developed a number of hashtags for our target demographic that can be used when posting **gather** related content.



General:

#gatherinsuffolk
#whowillyougatherwith
#visitsuffolk
#exploresuffolk
#TheSuffolkCoast

Audience & location specific:

#londonescapes
#ukgetaway
#citytocoast
#weekendescapeuk
#ukshortbreak
#coastalinspiration
#coastandcountryside

Stay/linger longer:

#staya little longer
#coastalbreak
#unhurriedtravel



Campaign wording

This page includes ‘ready to use’ snippet text that can be included in newsletters and promotional emails as required.

Short campaign intro snippets
(Ideal for the top of an email or section intro)

Option 1

As summer softens into autumn, Suffolk becomes a place to pause, reconnect and share the season. The light changes. The pace eases. The coast and countryside open up, inviting moments that feel unrushed and more meaningful.

This is the time to **gather in Suffolk.**

Option 2

Make autumn the moment you come together.

Explore places to stay, seasonal experiences, food and drink and inspiration across the Suffolk Coast – and plan a gathering that feels right for you.

Option 3

Across the Suffolk Coast, early Autumn is shaped by togetherness – around tables, under big skies, along winding paths and in places where stories have been shared for generations.

Whether you’re travelling with friends, bringing family together or carving out time to reconnect, Suffolk offers space to gather in ways that feel natural, generous and grounded in the season.



Campaign wording

Theme-specific email snippets

Gather to feast

In Autumn, Suffolk begins to tell a different story. Kitchens warm. Markets fill. Fires crackle. Producers, makers and communities have time to share what they do, why they do it and where it comes from.

Autumn is the perfect time to **gather to feast**.

Gather under big skies

As Summer fades and the light softens, Suffolk opens up. Wide skies stretch across beaches, heathland and marshes, paths quieten, fires flicker back into life and the great outdoors beckons.

Autumn is the perfect time to **gather under big skies**.

Gather to roam

As the crowds thin and the colours shift, Suffolk becomes a place to experience at your own pace. Paths open up. Distances feel shorter. The landscape reveals itself step by step, bite by bite.

Autumn is the perfect time to **gather to roam**.

Gather the stories

In Autumn, Suffolk begins to tell a different story. Kitchens warm. Markets fill. Fires crackle. Producers, makers and communities have time to share what they do, why they do it and where it comes from.

This Autumn is the perfect time to **gather the stories**.

Gather and reset

As the pace of the year changes, Autumn in Suffolk offers room to breathe. The air feels clearer. The light softens. The landscape becomes calmer, quieter and more restorative.

This Autumn is the perfect time to **gather and reset**.



Campaign wording

Strong social-invitation prompts
(Designed to encourage sharing, forwarding
and group planning)

Who will you gather with this Autumn?

Forward this to the people you'd
bring with you.

This feels like a group plan waiting
to happen.

Send this to someone you need a break with.

Autumn in Suffolk is better shared.

Soft call-to-action lines

Make Autumn your reason to gather.

Start planning your Suffolk gathering.

Turn this season into a shared memory.

Make it an overnight stay and linger longer.

Discover your own way to gather in Suffolk.

Closing sign-off options

Gather to feast.

Gather under big skies.

Gather to roam.

Gather the stories.

Gather and reset.

Gather in Suffolk.

This Autumn, make time to
gather in Suffolk.

Itineraries and 'gather' content

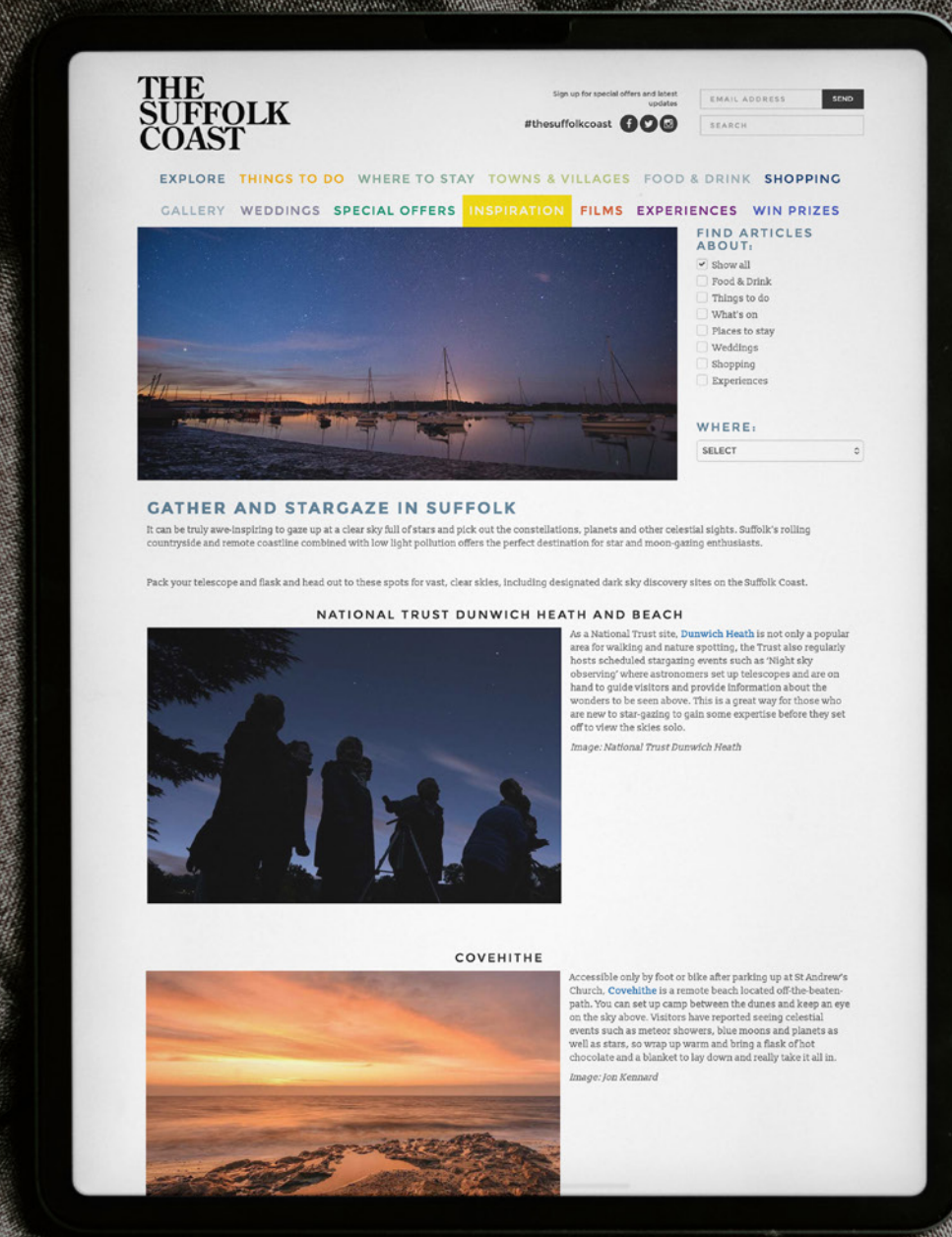
The Suffolk Coast website is home to a host of **gather** blogs, available here:

[Blog content downloads](#)

Submitting your own events for the campaign

If you have events coming up between September and November that we can promote as part of the **gather** campaign, please submit the details of these via The Suffolk Coast website and tick 'Gather' in the event category.

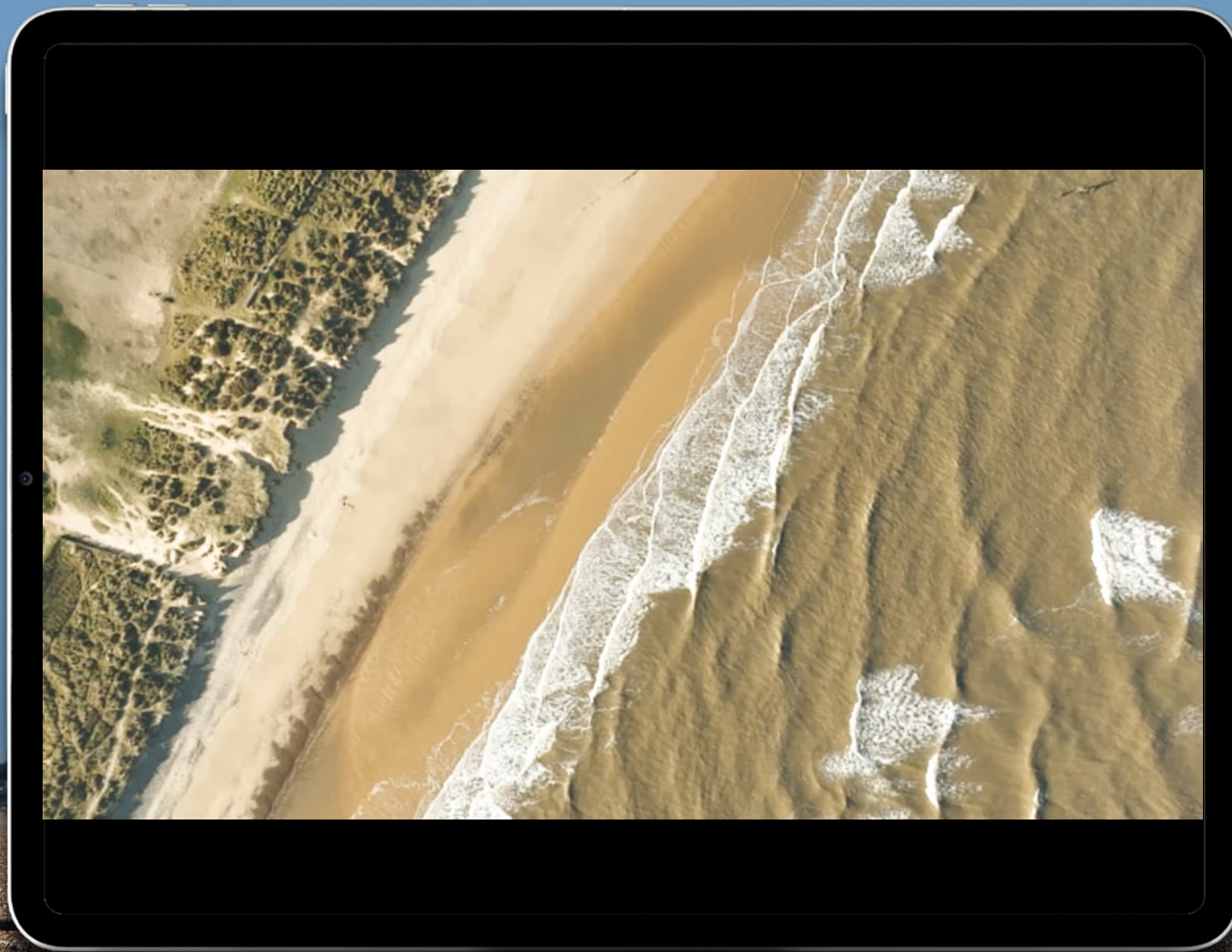
<https://www.thesuffolkcoast.co.uk/add-an-event>





gather video

To download the video click here:
[Download Video](#)





Partner Directory

This is list of a list of the businesses involved in the **gather** campaign.

Fire and Feast Suffolk
Instagram: @fireandfeastsuffolk

Restaries
Instagram: @restaries

Harris & James Chocolate Experience
Instagram: @harris_james_chocolate
TikTok: @harrisandjames

The Silo Café and Secret Sauna
Instagram: @the_silo_cafe
@secret_sauna

Walberswick Beach and Walberswick Ferry
Instagram: @walberswickferry

Saxmundham train station
Instagram: @greaterangliauk
TikTok: @greaterangliauk

Black Dog Deli
Instagram: @theblackdogdelis
TikTok: @theblackdogdeli

Willows
Instagram: @willows.suffolk

Pinch café
Instagram: @pinch.suffolk

Fish & chips on the beach- Aldeburgh
Instagram: @aldefishnchips

Wildlands
Instagram: @wildlands_suffolk

Fishers Gin
Instagram: @fishergins
TikTok: @fishersgin



Partner Directory

Pump Street chocolate shop & bakery Instagram: @pumpstbakery TikTok: @harrisandjames @pumpstreetchocolate		Acre Bakery Instagram: @acre_farm TikTok: @acre.farm	
Orford Castle english-heritage.org.uk		New Street Market Instagram: @newstreetmarketwoodbridge	
Snape Maltings Instagram: @snapemaltings			



Brand Ambassadors

Still Southwold Ltd	Wellness / Spa
Southwold Town Council	Local Authority / Events
New Street Market	Venue / Events / Food
All Seasons Cottage Breaks	Accommodation
Nobel Prawn	Food / Private Chef
Halesworth to Southwold Railways	Attraction
The Croft Campsite	Accommodation
Mill hill Farm Caravan & Camping Park	Accommodation
A Passion for Seafood	Workshop
Leiston Book Festival	Events
Wentworth Hotel	Accommodation

National Trust	Attractions
Pippa with the beach Sauna	Wellness / Spa
Tingdene holiday Parks	Accommodation
Lois Gunn Studio	Retail
Virtuad Ltd	Virtual agency
Secret Sauna	Wellness / Spa
RSPB	Attraction
Britten Pears Arts / Snape Maltings	Venue / Events / Food
Hippersons	Accommodation/ activity
Hotel COCO	Accommodation/ Food
Blyth Rise Stays	Accommodation

Event Directory

Event directory link for The Suffolk Coast website:

[Directory Link](#)



gather to roam free

Where wide-open landscapes
invite you to breathe deeply and wander
without limits.

Snape Maltings

#gather in
suffolk

thesuffolkcoast.co.uk/gather



gather to taste

Experience the flavours that define Suffolk
– from farm-fresh produce to artisan treats
crafted with passion.

Fire & Feast

#gatherin
suffolk

thesuffolkcoast.co.uk/gather



gather and share

From great food to great company,
in a destination where togetherness
comes naturally.

 Fishers Gin

#gather in
suffolk

thesuffolkcoast.co.uk/gather



gather and share

From great food to great company,
in a destination where togetherness
comes naturally.

📍 Aldeburgh Beach

#gather in
suffolk

thesuffolkcoast.co.uk/gather



gather to reset

Good company, fresh air and time
that feels like it's yours again.

#gather in
suffolk

Wildlands

thesuffolkcoast.co.uk/gather



gather to experience

A place that's full of character,
flavour and stories waiting to be
uncovered together.

Harris & James

#gatherin
suffolk

thesuffolkcoast.co.uk/gather



#gather in
suffolk