

#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](#)





# 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 5.

|  |  |   |  |
|--|--|---|--|
| <p>Limegrass<br/>RGB 208 / 223 / 180<br/>HTML D0DFB4</p> <p><i>Naturally</i></p> | <p>Admiral Blue<br/>RGB 0 / 73 / 136<br/>HTML 004988</p> <p><i>Naturally</i></p> | <p>Lighthouse<br/>RGB 158 / 16 / 27<br/>HTML 9E101B</p> <p><i>Naturally</i></p> | <p>Pinked<br/>RGB 247 / 195 / 218<br/>HTML F7C3DA</p> <p><i>Naturally</i></p>  |
| <p>Straw<br/>RGB 255 / 220 / 162<br/>HTML FFCA2</p> <p><i>Naturally</i></p>      | <p>Earth<br/>RGB 142 / 61 / 26<br/>HTML 8E3D1A</p> <p><i>Naturally</i></p>       | <p>Sand<br/>RGB 250 / 215 / 197<br/>HTML FAD7C5</p> <p><i>Naturally</i></p>     | <p>Seagreen<br/>RGB 1 / 100 / 113<br/>HTML 016471</p> <p><i>Naturally</i></p>  |
| <p>Heath Green<br/>RGB 53 / 74 / 40<br/>HTML 354A28</p> <p><i>Naturally</i></p>  | <p>Broadsky<br/>RGB 192 / 231 / 250<br/>HTML C0E7FA</p> <p><i>Naturally</i></p>  | <p>Berry Red<br/>RGB 117 / 42 / 86<br/>HTML 752A56</p> <p><i>Naturally</i></p>  | <p>Clay<br/>RGB 255 / 227 / 213<br/>HTML FFE3D5</p> <p><i>Naturally</i></p>    |
|  |  | <p>Dusk<br/>RGB 250 / 197 / 200<br/>HTML FAC5C8</p> <p><i>Naturally</i></p>     | <p>Night Sky<br/>RGB 72 / 40 / 120<br/>HTML 482878</p> <p><i>Naturally</i></p> |



# Colour combinations

Shown here are the approved colour combinations.

| Color Name  | RGB             | HTML   | Color Name   | RGB             | HTML   |
|-------------|-----------------|--------|--------------|-----------------|--------|
| Clay        | 255 / 227 / 213 | FFE3D5 | Berry Red    | 117 / 42 / 86   | 752A56 |
| Heath Green | 53 / 74 / 40    | 354A28 | Broadsky     | 192 / 231 / 250 | COE7FA |
| Dusk        | 250 / 197 / 200 | FAC5C8 | Night Sky    | 72 / 40 / 120   | 482878 |
| Limegrass   | 208 / 223 / 180 | D0DFB4 | Admiral Blue | 0 / 73 / 136    | 004988 |
| Straw       | 255 / 220 / 162 | FFDCA2 | Admiral Blue | 0 / 73 / 136    | 004988 |
| Sand        | 250 / 215 / 197 | FAD7C5 | Seagreen     | 1 / 100 / 113   | 016471 |



# 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



# Photography

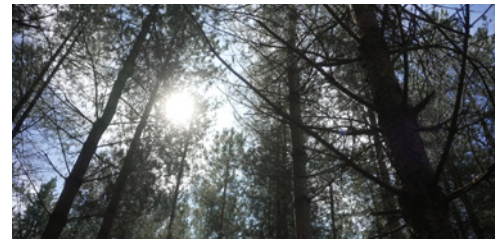
Please feel free to use the approved imagery shown here.

[Image gallery downloads](#)

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

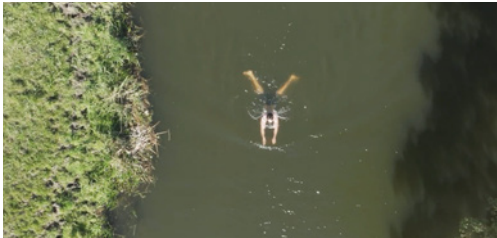
Please ensure these show groups of people or couples and highlight real people in genuine situations (candid interactions preferred).

Please avoid staging that feels overly posed.



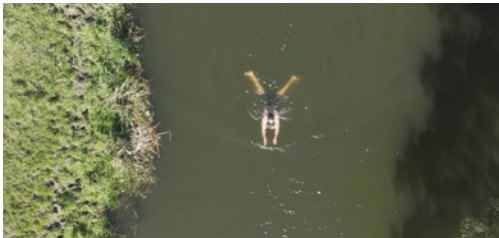
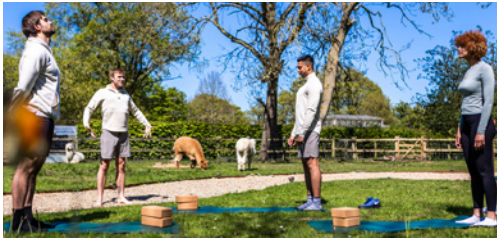


# Photography





# 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**

### Audience & location specific:

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

### Stay/linger longer:

**#styalittlelonger**  
**#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

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### 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)

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**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**

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**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**

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**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

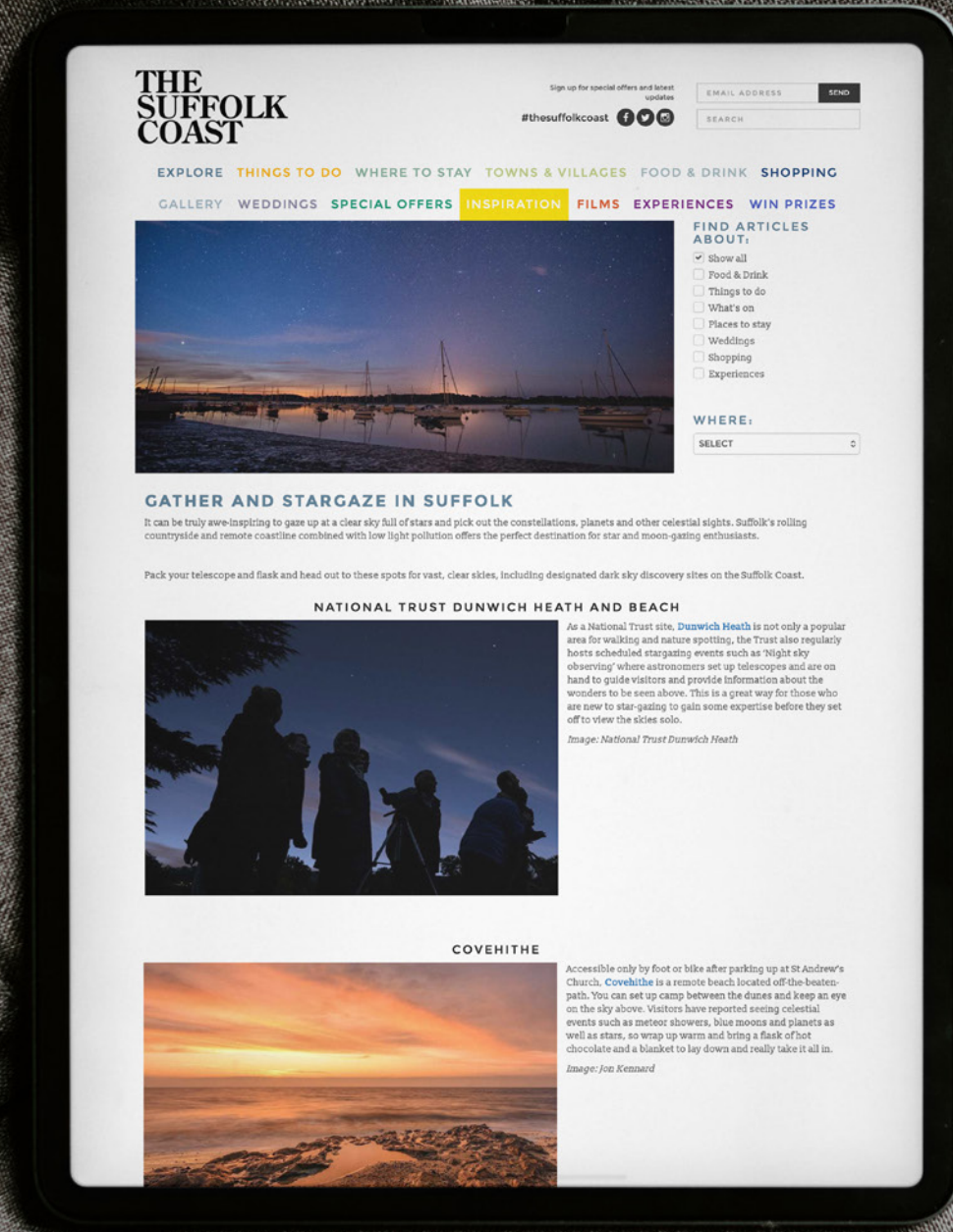
The Suffolk Coast website is home to a host of **gather** blogs, available here:

[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 in  
suffolk