

At the CENTRE of it all

Campaign Playbook

visitpeakdistrict.com

visitderby.co.uk

visit-nottinghamshire.co.uk



Funded by
UK Government

CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS

East Midlands
Combined County
Authority

The Idea

Our concept (**At the Centre of it all**) has been created because it is literal and emotional. It's rail minutes and drive time, but it's also the feeling of being where things happen - the centre of a matchday, the centre of a stage, the centre of a skyline at night, the centre of yourself walking the Great Ridge at Dawn. Our visitors deserve to be at the centre of their experience, which they will be in East Midlands, Peak District & Derbyshire and Nottinghamshire, and our partners will put our visitors at the centre of their offering.

The campaign is separated into two strands, one for Derbyshire & Derby and one for Nottinghamshire.



Campaign Lockups

Campaign Lockup

At the
CENTRE
of it all

DMO Lockups

At the
CENTRE
of it all

CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS



East Midlands
Combined County
Authority

At the
CENTRE
of it all

VISIT
PEAK DISTRICT
& DERBYSHIRE



VISIT
DERBY

At the
CENTRE
of it all



VISIT NOTTINGHAMSHIRE

If your venue spans both regions, please use the plain white version of the campaign lockup to ensure consistency across both sets of messaging, rather than the specific Visit Nottinghamshire or Visit Peak District & Derbyshire versions.

Partner messaging lockups

We're at the
CENTRE
of Adventure

We're at the
CENTRE
of Wellness

We're at the
CENTRE
of the Story

We're at the
CENTRE
of Events

We're at the
CENTRE
of the Action

We're at the
CENTRE
of the Story

[Download Visit Nottinghamshire lockups](#)

[Download Visit Peak District & Derbyshire lockups](#)

Campaign Strand Language



At the
CENTRE
of it all



Campaign strand

Find your CENTRE

Headlines

Soul Full
Awe Some
Wild Life

Life Style
Wide Open
Art Full

Partner messaging

We're at the Centre of the Story
We're at the Centre of Wellness
We're at the Centre of Adventure

UGC messaging examples

Today I'm finding my Centre...
Join us as we do it all...
Come with me to Centre myself...

Campaign strand

CENTRE of the action

Headlines

Extra Time
Centre Stage
Stay Play

Catch Up
Full Swing
Best Shot

Partner messaging

We're at the Centre of the Story
We're at the Centre of Events
We're at the Centre of the Action

UGC messaging examples

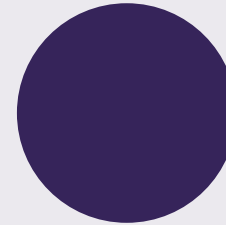
Come with me to the Centre of the story...
Let's go Centre stage in Nottingham...
Let's go to the Centre of the action...

Our Campaign Colours

A buttercup yellow from the Visit Peak District & Derbyshire brand, a vibrant green from Visit Nottinghamshire brand.

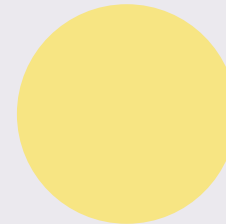
For our hero campaign colour purple, we've blended a swatch which combines purples from both brand guidelines.

At the
CENTRE
of it all



Campaign Purple
RGB 54,36,90
HEX 36245A
CMYK 94 100 30 23

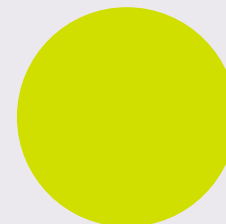
VISIT
PEAK DISTRICT
& DERBYSHIRE



VPDD Yellow
RGB 247,229,131
Hex F7E583
CMYK 4 5 60 0



VISIT NOTTINGHAMSHIRE



VN Green
RGB 208,223,0
Hex D0DF00
CMYK 21 0 85 0

Our Campaign Typography

Our primary typeface is Sentient, use for headlines, key messaging and call to action lines.

We've also added a sans serif named Synonym to provide more flexibility and establish messaging hierarchy across comms.

Primary Typeface

Sentient

Bold | Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()-_+=?;:.,'"/

[Download Sentient](#)

Secondary Typeface

Synonym

Bold | Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()-_+=?;:.,'"/

[Download Synonym](#)

Creative Look and Feel



A circular inset image showing a person rock climbing inside a theater. The climber is wearing a red helmet, a green tank top, and black pants, and is equipped with a climbing harness and ropes. They are climbing a large, textured rock face that is part of the theater's interior. The theater's seating and ornate ceiling are visible in the background.

**Put yourself
at the Centre
of it all**

How to Speak the Campaign Language

The easiest way to get involved is with the language you use and using the word 'centre' in all campaign messaging ensures a clear, consistent story that links campaign together. It highlights both the region's accessible location and the emotional experience of being at the heart of something special, whether it's a cultural event, a sporting match, or a quiet moment in nature.

For partners, 'centre' places the visitor at the core of the experience. It keeps the focus on what matters most, the visitor's journey. Whether that's feeling part of the action or finding peace in the landscape. By using this simple, powerful word, partners can help make the region feel unified and welcoming.

The beauty of 'centre' is its versatility. It can be used in countless ways to match the tone and personality of any partner, from playful to more formal, while still contributing to a strong, shared identity. When everyone uses 'centre', the whole campaign grows stronger.

AS A CALL-TO-ACTION

“Stay with us at the Centre of it all...”

AS A CAPTION

“Take Centre stage at tonight's gig...”

AS A SIGN-OFF

“...we're at the Centre of the action!”

AS A PLAY ON WORDS

“Tuck into a gooey centre...”

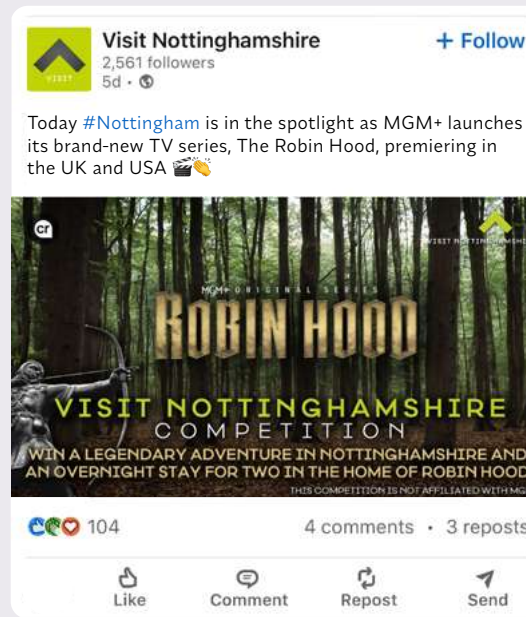
Language In Use

Here is a demonstration on how existing partner content can be adapted using the campaign language and tone of voice.

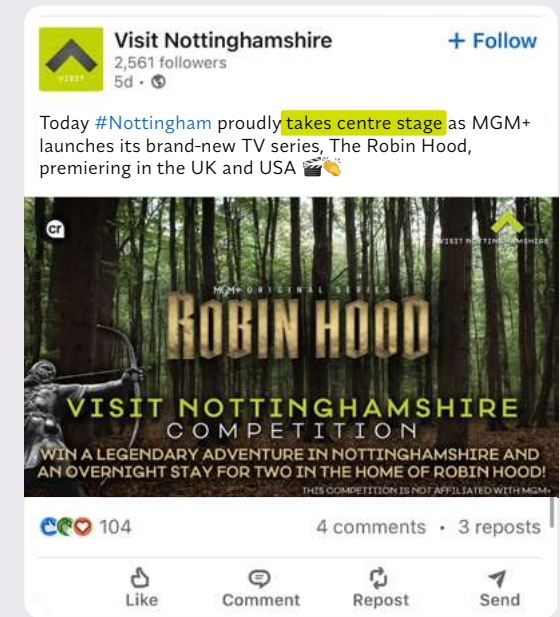
Both examples show a before and after version so that you can see how introducing the word 'centre' and focusing on visitor experience helps create stronger, more unified messaging.

These are to guide you in applying the campaign style to content with clarity and consistency.

Before



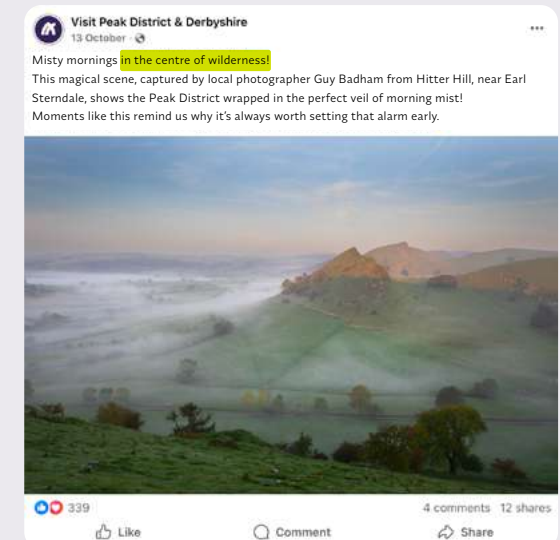
After



Before



After



Partner Examples

These examples demonstrate how partners in the Peak District & Derbyshire and Derby can incorporate the campaign language into their own messaging.

There are endless options to how this campaign language can be incorporated.



PEAK WILDLIFE PARK

“The Centre of animal encounters and nature”

FISCHER’S

“The Centre of elegance and fine dining”

ELECTRIC DAISY

“At the Centre of good vibes”

PEAKS AND PADDLES

“At the Centre of your watersports adventure”

LOST EARTH ADVENTURES

“The Centre for unforgettable outdoor adventures”

PEAK ASTRONOMY

“At the Centre of the galaxy”

THE PEAK DISTRICT NATIONAL PARK

“The Centre of stunning landscapes”

BUXTON CRESCENT

“At the Centre of luxury and heritage”

TREK CLIFF CAVERN

“Journey to the Centre of the earth!”

PEAK WALKING ADVENTURES

“The Centre of unforgettable views”

LOSEHILL HOUSE HOTEL

“Find your Centre of relaxation and comfort”

WELL WITH NATURE AT THORNBRIDGE

“The Centre of wellness in the heart of nature”

Partner Examples

Here, you'll find examples of how Visit Nottinghamshire and partners can use the campaign language in their messaging.

There are endless options to how this campaign language can be used.



VISIT NOTTINGHAMSHIRE

ROCK CITY

**“We’re Centre stage
for live music”**

CITY OF LIT

**“We’re the Centre
of literary history”**

NOTTINGHAM RACECOURSE

**“We’re the Centre
of horse racing”**

NATIONAL JUSTICE MUSEUM

**“We’re the Centre of
judiciary history”**

NOTTS COUNTY FC

**“Kick-off at the
Centre of the action”**

NOTTINGHAM CITY COUNCIL EVENTS

**“We’re the Centre of
events in Nottingham”**

BACKLIT

**“The Centre for gallery,
archive and artist studios”**

NOTTINGHAM CASTLE

**“The historical Centre
of Nottingham”**

NOTTINGHAM RUGBY

**“At the Centre of
championship rugby”**

NOTTINGHAM PLAYHOUSE

**“We’re Centre stage
for performance”**

NATIONAL WATERSPORTS CENTER

**“The National Centre
for Watersports”**

NOTTINGHAM CONTEMPORARY

**“We’re the Centre
of modern art”**

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Social Media Stickers

We've created a set of thematic stickers that can be used across social to let people know that you are part of the campaign, putting yourself at the Centre. These can be applied to grid posts, stories and reels in combination with our campaign language.

Visit Peak District & Derbyshire + Visit Derby

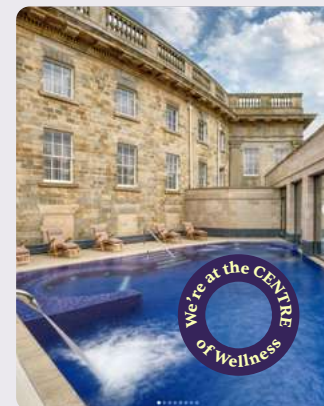


Download Visit Peak District & Derbyshire
+ Visit Derby Stickers

Visit Nottinghamshire



Download Visit Nottinghamshire Stickers



Social Media Templates

We have three social templates that you can use to join and strengthen the campaign:

Standalone Circle Device

This template is perfect for highlighting key visuals or moments. With a bold circular design, it draws attention to the focal point of your content, whether that's a stunning image, product, or experience. It's a clean, simple way to bring your visuals to the forefront and connect them to the campaign message.

Branded Campaign Template

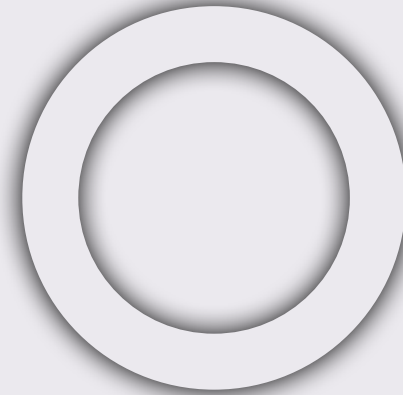
The branded template is ideal for campaign-specific social posts. With the campaign's visual assets and messaging already integrated, it ensures your content remains consistent with the wider campaign identity.

Campaign Social Overlays

Putting this overlay on your social posts is the easiest way to share your involvement and strengthen the overall campaign presence across social media.



Standalone Circle Device
To highlight key visuals



[Download Circle Device](#)



Branded Campaign Template
For a campaign branded social post.



Campaign Social Overlays
To be placed on existing graphics or photography

[Download social assets for Visit Nottinghamshire](#)

[Download social assets for Visit Peak District & Derbyshire](#)

Putting Your Social Channels at the Centre

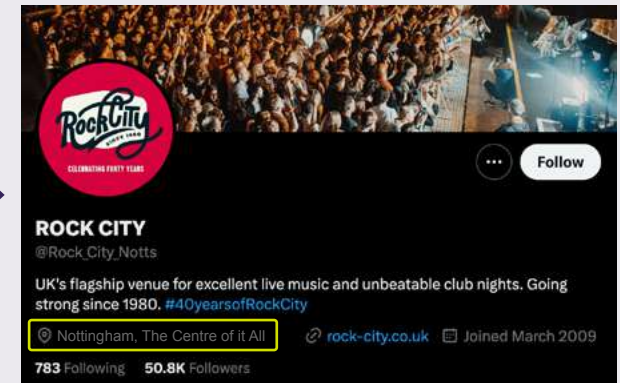
Partners can get their social media profiles involved in the campaign by simply changing the profile's official location to "Nottingham, The Centre of it All", "Derbyshire, The Centre of it All" or "Derby, The Centre of it All".

It's an easy way to join the campaign and let your followers know that you're at the heart of everything people want to experience. You can update your location in your profile settings or simply add the phrase to your bio with a pin emoji. Either way, you're helping spread the message that your business or venue is right at the centre of the action.

Before



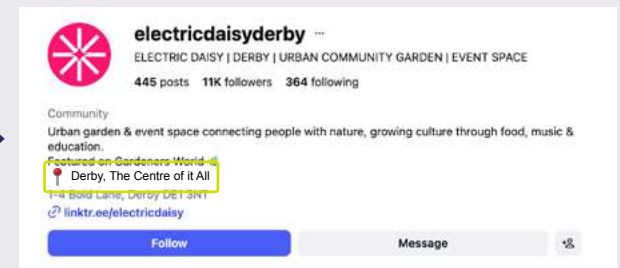
After



Before



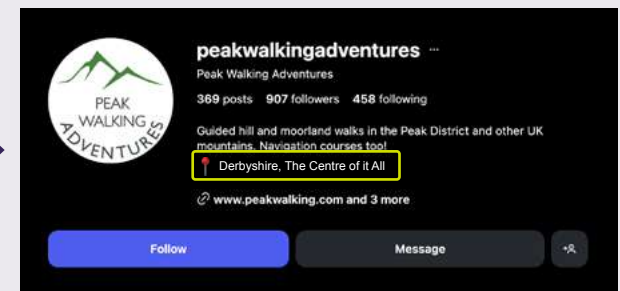
After



Before



After



Putting your Social Channels at the Centre

Add a little extra fun to social posts by tagging “The Centre of it All” as the post location.

Whether you’re in Nottingham, Derbyshire or Derby, tagging your posts with “The Centre of it All” is a simple way to show you’re at the heart of everything exciting.

Before



After



Before



After



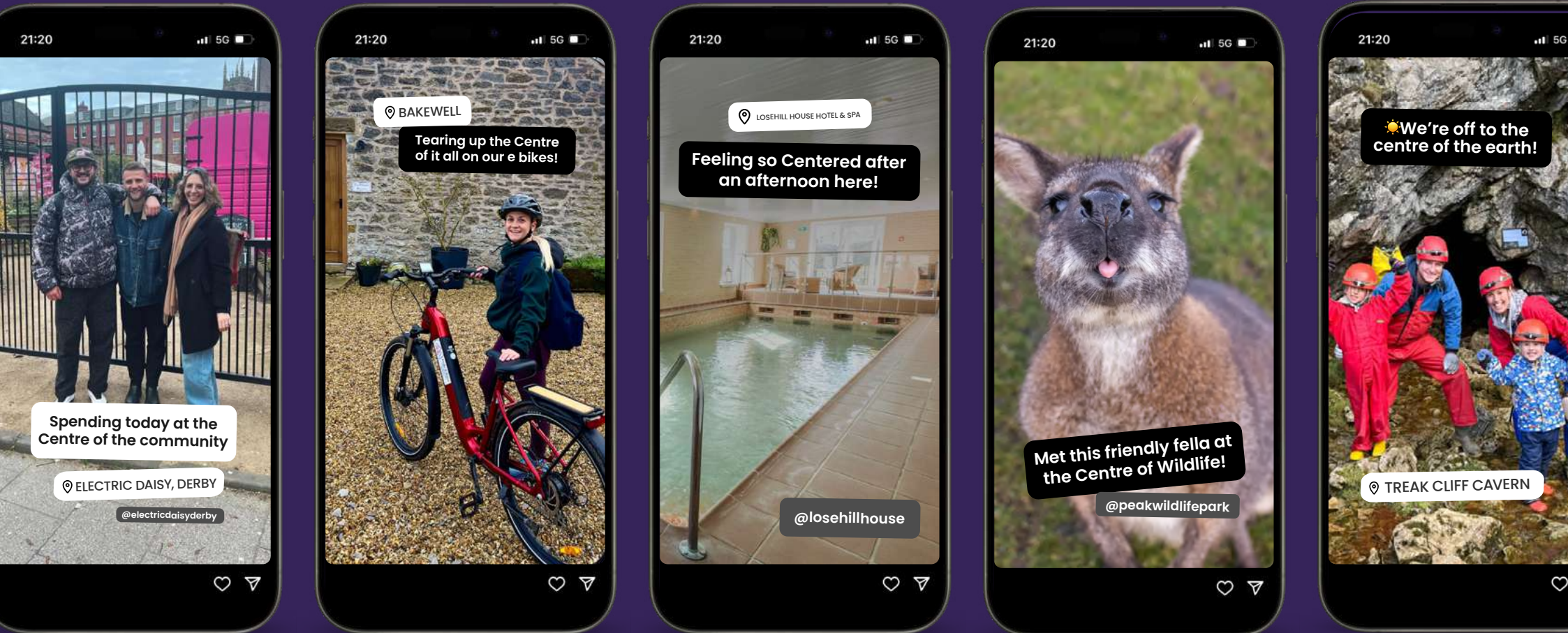
Before



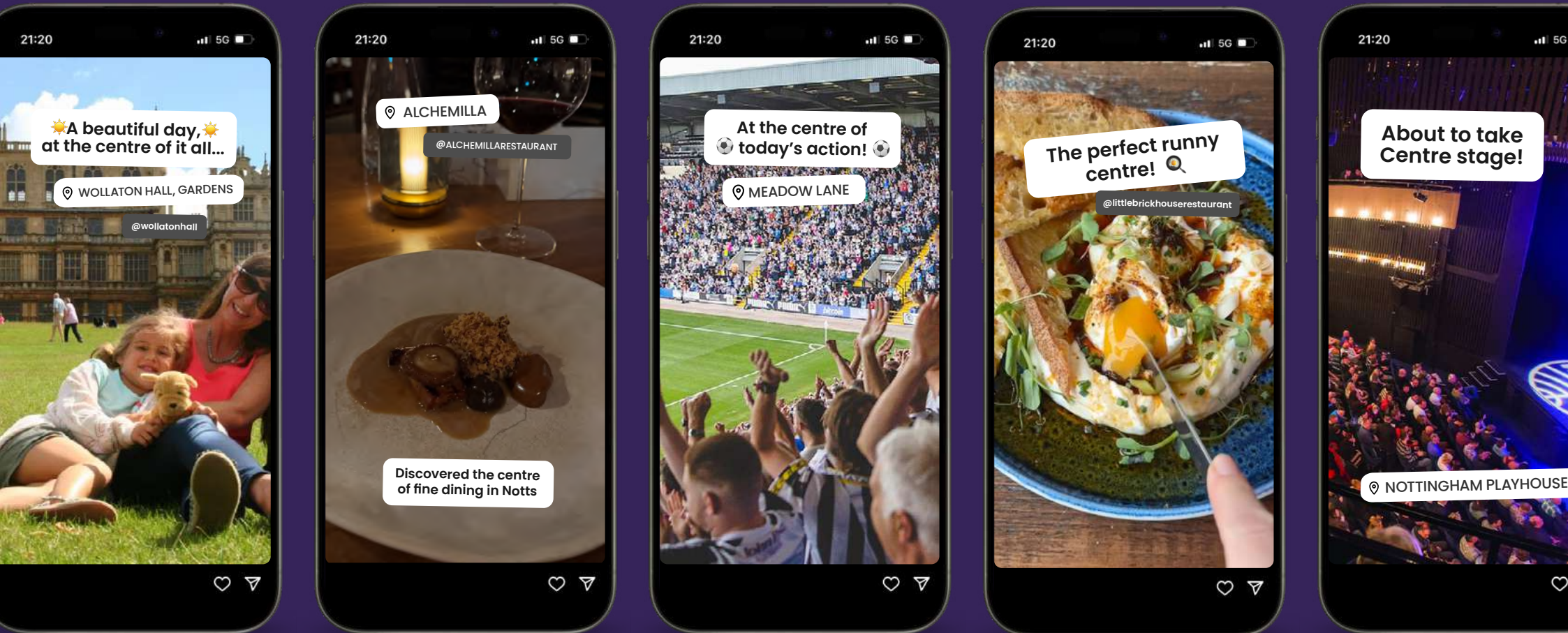
After



Capturing Campaign Content



Capturing Campaign Content



Physical Prescence

Here, you'll find examples of how the campaign language and visual assets can be applied by partners across Peak District & Derbyshire and Derby.

The examples showcase how using the campaign's language and imagery helps visitors feel at the heart of the region's unique experiences.



VISIT
PEAK DISTRICT
& DERBYSHIRE

VISIT
DERBY

Physical Prescence

Explore how Nottingham partners can incorporate the campaign language and visuals into their physical spaces.

These examples illustrate how the 'centre' theme can be applied in locations ranging from city centre signage to promotional materials for local businesses. By using the campaign's assets across posters, banners, and window displays, Nottingham can strengthen the sense of being at the heart of the action, inviting visitors to immerse themselves in the city's vibrant atmosphere.



VISIT NOTTINGHAMSHIRE

Collaboration and Cross-Promotion

Any partner who would like to get involved is encouraged to tag in Visit Peak District & Derbyshire, Visit Derby and Visit Nottinghamshire so we can stay aligned and provide support. If you have printed or physical collateral that uses 'At the Centre of it all' campaign assets, please let us know, this allows us to cross-promote your activity, collaborate more effectively, and strengthen the overall impact of the campaign.

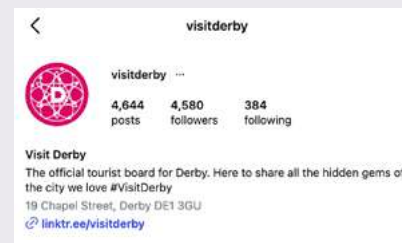
Tag your region → Share with us → Cross-promotion →
Stronger Campaign Impact



@visitpeakdistrict



@visitnotts



@visitderby



Visit Peak District & Derbyshire



Visit Notts



Visit Derby



VISIT
PEAK DISTRICT
& DERBYSHIRE

VISIT
DERBY

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