

Visit Angus Brand Guide

A person with a backpack is sitting on a large rock, looking out over a lush green valley. In the distance, a waterfall cascades down a rocky slope. The foreground is filled with dense green vegetation and small pink flowers. The background shows rolling hills and a clear sky.

Visit
Angus

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An opportunity for Angus

Tourism provides a strong growth opportunity for Angus and its businesses. We welcomed 1.3 million visits in 2024, with tourism generating £326 million for the local economy. This figure saw an increase of 6.7% since 2023 and Visit Angus are committed to inspiring more people to take a break in the region to continue to grow the local economy.

The potential for economic growth is clear since the top three reasons for people holidaying in Scotland, presented by Scotland Visitor Survey 2023, are Scenery and Landscape, History and Culture, and Outdoor Activities. Angus offers all of this in abundance. It's the birthplace of Scotland, with centuries of historic stories to tell, and its ideal location on Scotland's east coast between the sea and mountainous glens provides a diverse variety of visitor experiences and landscapes to explore.

One key strand in driving visitors to our region is creating a brand style and messaging that catches their eye and makes a connection with them. Our brand must be at the core of everything we produce, and it must be used consistently, so that we build a strong and recognisable identity for the region. To achieve this, we have launched a new brand with accompanying rationale and guidelines so that we can all understand the brand, and how to support it so that we can work together to attract visitors to the wonderful region of Angus.

Front cover image: Corrie Fee,
Glen Clova, Luigi Di Pasquale



Who we target

We can only connect the destination brand with potential visitors in an effective way if we understand who our target markets are.

The following market segments have been identified as having their holiday desires fulfilled by Angus.

UK Segments

Natural Advocates

Passionate about Scotland as it offers everything they want from a holiday; breath-taking scenery, a connection with nature and the chance to get away from it all. A holiday in Scotland will help them to unwind, recharge and enjoy quiet time.

Food-loving Culturalists

Will seek out a relaxing holiday experience where they can enjoy engaging in cultural experiences accompanied by great food and drink. They enjoy short breaks in the UK and will recommend quality experiences when their host has gone the “extra mile”.

A key geographical focus will be Scotland and North England.

International Segment

Experience Seekers

Willing to spend on travel and experiences, they are passionate about travel, and they love discovering new, unique, exciting

experiences that they can share with others. They want to squeeze the most out of every second on holiday.

Image: Corrie Fee, Glen Clova, Luigi Di Pasquale



What Angus delivers for the visitor

Consumer trends for Scotland are that visitors are placing growing importance on their physical and mental wellbeing, and they want their travel to be a more meaningful experience that creates lasting memories.

Our brand narrative must convey that the variety of experiences available in Angus make it the natural choice for a holiday as visitors will find themselves amongst inspiring natural surroundings. Therefore, our brand proposition is...

Angus. Your natural escape.

This provides a great platform to communicate the plethora of experiences and the natural beauty that can be enjoyed in the region to help visitors escape everyday life, unwind, reconnect, improve their sense of wellbeing and create memorable moments.

The experiences and messages that support this include, but are not limited to...

- Nestled on Scotland's east coast with its stunning coastline and expansive mountains, valleys and glens, Angus is a tranquil region offering an abundance of natural beauty and outdoor adventures along with fascinating historic towns and villages to explore.
- Known as the birthplace of Scotland, Angus holds centuries of history from Scotland's past waiting to be discovered.
- Conveniently situated between two cities (20 minutes from Dundee and within 1 hour of Aberdeen), Angus lets you slow down and immerse yourself in beautiful scenery, world class local produce, and rich history.
- The Angus Glens include ten 'Munros' (mountains over 3,000 feet), and miles of narrow twisting roads, great for cyclists, drivers, hill walkers and those who love nature.
- The area boasts castles connected to royalty, historical houses with fascinating stories to tell and the ruins of an ancient Abbey from where the Declaration of Arbroath was sent.
- Pictish Stones can be found throughout Angus, including those that remain in Aberlemno village.
- Kirriemuir was the birthplace of Peter Pan author JM Barrie and believed to be the location of the original Wendy House.
- The Davidson Legacy Cottage in Netherton near Aberlemno was the home of the founding family of Harley Davidson.
- Glamis Castle was the childhood home of the Late Queen Mother and inspiration to Shakespeare's Macbeth.
- The Angus coastline is bejewelled with coastal gems such as the golden sands of Montrose Beach, the dramatic dunes at Lunan Bay, and the spectacular red sandstone cliffs of Arbroath.



- Arbroath is home to an incredible cave network that can be explored on a kayak tour where you can learn about the sea life and history of the cliffs and caves.
- Bell Rock Lighthouse, designed by Robert Louis Stevenson, is the world's oldest surviving sea-washed lighthouse.
- Angus' country parks, including Forfar Loch, Monikie and Crombie, offer marvellous walking and wildlife spotting opportunities, with watersports available at Monikie.
- The Montrose Basin is home to over 100,000 migratory birds in Autumn and Winter, including pink-footed geese.
- Angus is home to a variety of stunning inland and challenging links golf courses including, Montrose 1562, the 5th oldest golf course in the world; Forfar, a stunning heathland course, designed by Old Tom Morris in 1871; and the famous Carnoustie Championship, host of The Open and Senior Open on several occasions.
- The fertile farmland and waters around Angus produce some of Scotland's best food and drink with award-winning seasonal delicacies, including soft fruit, Arbroath smokies, spirits and local Angus beef.
- The region offers a wide range of accommodation, from luxurious lodges and glamping getaways to cosy B&Bs and grand country hotels and mansions.

The brand storytelling for Angus must regularly communicate interesting reasons to visit, alongside our brand positioning...

Naturally Angus



Brand Wheel

The Visit Angus Brand Wheel is a vital tool to navigate the direction of the brand, ensuring strong brand identity and providing protection by guiding consistency of its use.

It is made up of several elements.

A **Brand Proposition** should create a connection with the audience and communicate why visitors would want to visit and what sets the destination apart.

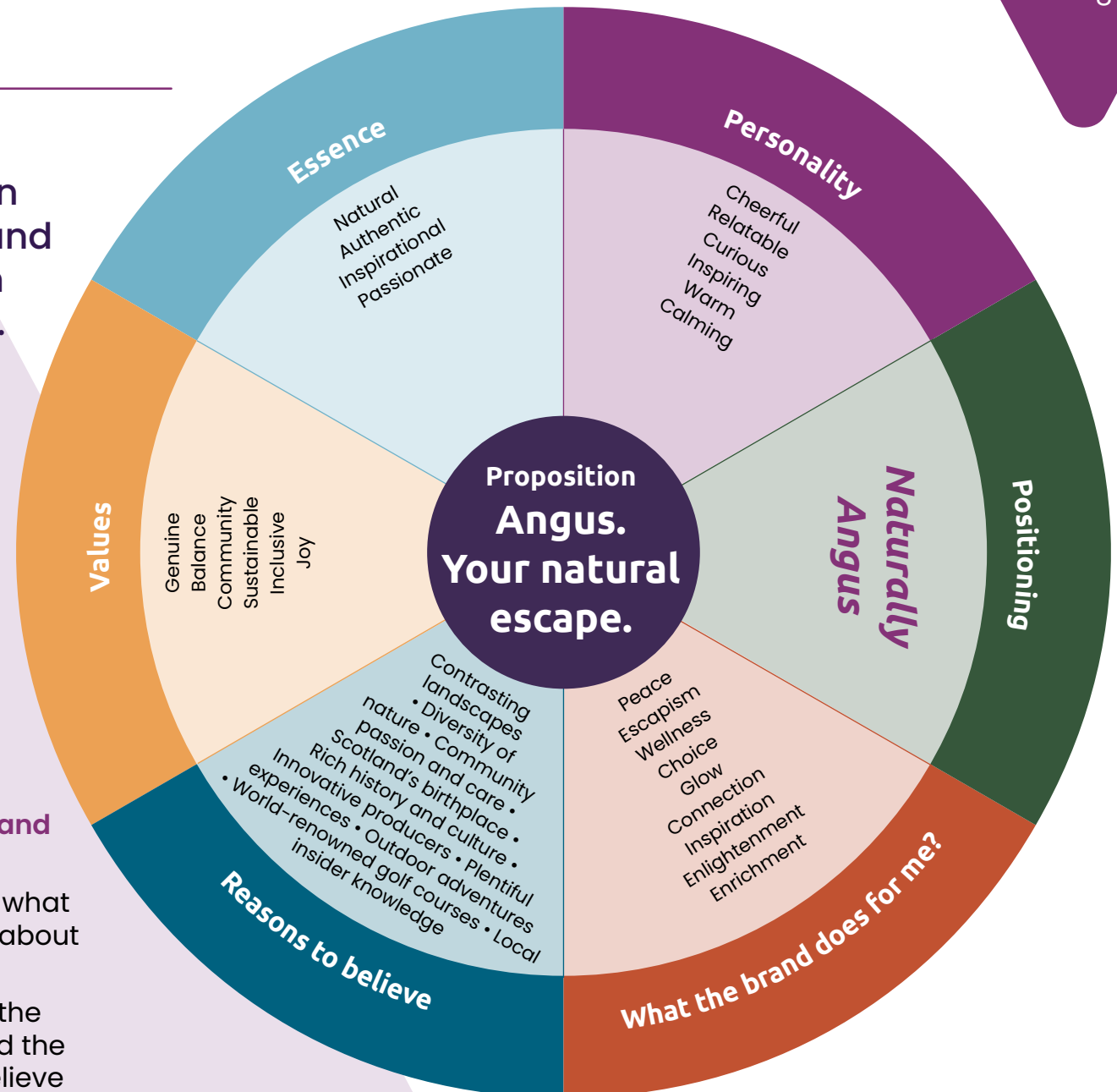
The **Brand Essence** represents the heart and soul of the brand.

The Angus brand must have a **Personality** when expressing itself. This helps convey the human characteristics of the brand that the audience can relate to.

Every brand must stand for something, and these qualities are conveyed through the **Brand Values**.

Brand Positioning should be a statement of what you want people to think of when they think about the brand.

And finally, the Brand Wheel should contain the benefits that a visit to Angus will provide, and the products and facts that confirms why we believe those benefits will occur.



Tone of voice

The tone of voice for Angus must evoke emotion, spark curiosity and establish trust whilst making people feel welcome. All communication should inherit the below characteristics.

Authentic

Curious

Inspirational

Inviting

Relatable

Warm

Optimistic

Passionate

Trustworthy

Informative

Contacts

For more information about the Visit Angus brand or for further guidance on its use, please contact:

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