

SLOVENIA TOURISM BRAND HANDBOOK

I FEEL
SLOVENIA

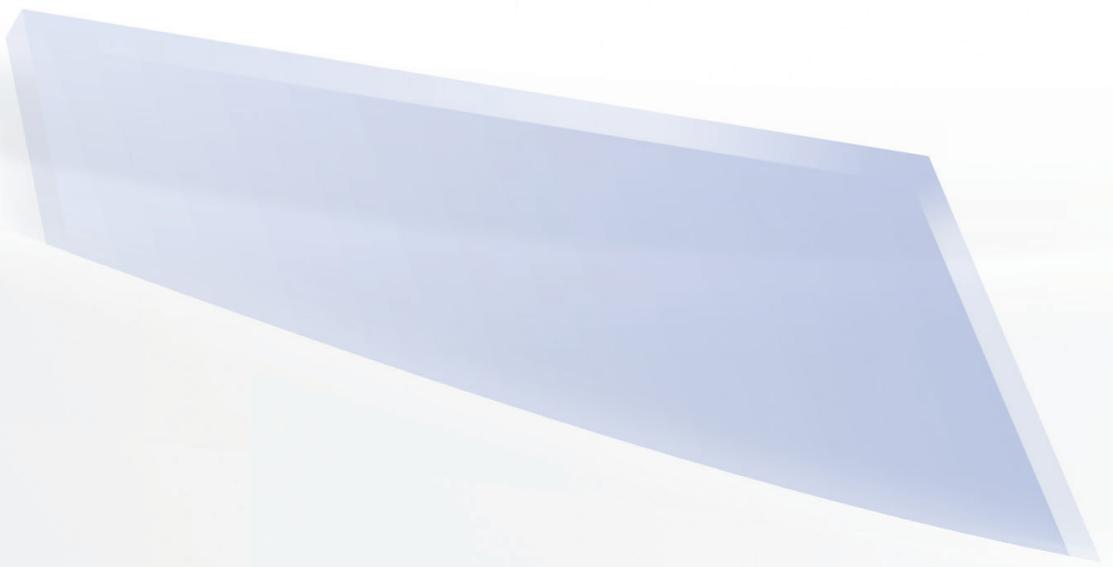
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Contents

3

WHY DO WE NEED A SLOVENIA TOURISM BRAND HANDBOOK?	5
TOURISM BRAND HANDBOOK	6
IDENTITY OF THE SLOVENIA TOURISM BRAND	7
CORE OF THE SLOVENIA TOURISM BRAND	7
SLOVENIA AS A TOURIST DESTINATION	8
GUIDELINES FOR THE PRESENTATION WEBSITE OF THE SLOVENIA TOURISM BRAND	9
GUIDELINES ON PROVIDING A SLOVENIAN TOURISM EXPERIENCE	10
WORDS AND PHRASES	11
TYPICAL FORMS	11
MOTIFS	13
COLOURS	14
LOGO	16
FONT FAMILY	17
EXPERIENCE	18

I FEEL
SLOVENIA



Why do we need a Slovenia tourism brand?

5

THE TOURISM SECTOR IMPACTS THE IMAGE OF THE WHOLE COUNTRY.

Although a country brand is a set of characteristics that apply to a country across all sectors, it is the tourism sector that most often has the biggest impact on the country's image. A country that is seen as a desirable tourist destination often also has prestige in other areas: the economy, culture and art and other fields. The opposite is also true – a country's reputation in the political, sports, cultural, economic and scientific fields has an impact on its success as a tourist destination.

THROUGH A TOURISM BRAND TO A CORRESPONDING EXPERIENCE

Through a tourism brand we supplement the natural characteristics of a given destination with dimensions that are not as self-evident as natural sights of interest. We add an emotional and experiential promise that enhances the value of the destination's natural characteristics. Through consistent communication and the development of all promises – both functional at the level of natural characteristics and emotional/experiential – we provide a country with visibility on the world tourism map. A tourism brand gives everyone involved in providing an experience to our visitors a set of foundations on which to place their own activity and in this way build an integrated tourism experience. Modern tourists do not buy holiday packages, tours and excursions; instead, they buy experiences. The more genuine this experience is and the more it touches the tourist at the emotional and experiential level, the greater the impression the country will leave on them. Visitors who return home with impressions that correspond to the promises made to them before they left will pass their positive experience on to others. The brand defines the promise. Meanwhile, the responsibility for ensuring that promises are kept lies with all of us.

**I FEEL
SLOVENIA**

Slovenia tourism brand handbook

PURPOSE OF THE SLOVENIA TOURISM BRAND HANDBOOK

The Slovenia Tourism Brand Handbook is one of the principal tools for managing the tourism brand. It serves as an aid to the appropriate use, implementation and communication of the tourism brand by all stakeholders in Slovenian tourism. These include representatives of Slovenia's tourism sector, parastatal institutions responsible for tourism promotion, huge numbers of civil society organisations that look after the thousands of little details that make up Slovenian tourism at the local level, and all individuals who present their own environments to visitors. The Slovenian tourism experience is built by everyone who comes into contact with domestic and foreign tourists and with whose help these tourists experience Slovenia.

USE OF THE SLOVENIA TOURISM BRAND HANDBOOK

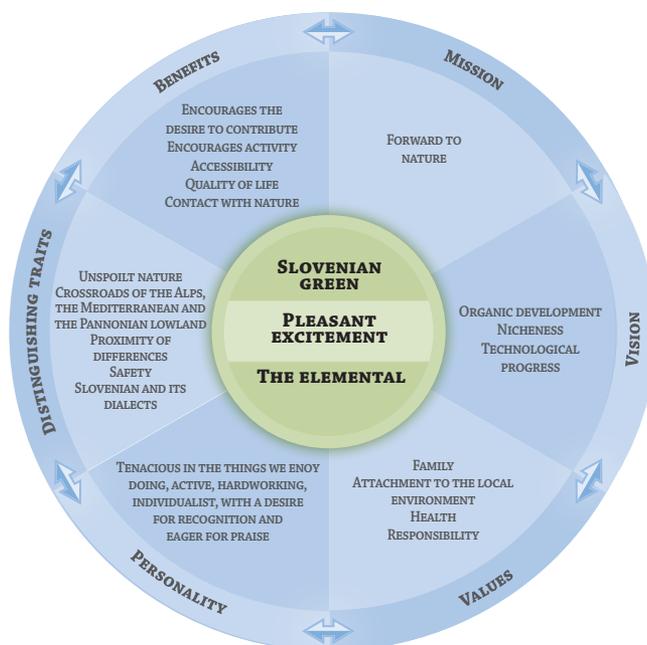
The Slovenia Tourism Brand Handbook is divided into two parts. The first part of the handbook describes the identity of the Slovenia tourism brand. The second part contains guidelines on providing a Slovenian experience in the tourism field. Familiarity with the identity of the Slovenia tourism brand and the correct use of the tourism brand are the foundation for achieving the desired image of Slovenia as a tourist destination.

GUIDELINES ON PROVIDING A SLOVENIAN TOURISM EXPERIENCE

The guidelines on the provision of a Slovenian tourism experience in the second half of the handbook represent instructions that the various representatives of Slovenian tourism will use in a manner appropriate to their own particular goal. The Slovenian Tourist Board will use the Slovenia tourism brand in different materials and with different goals than a provider of hotel tourism services. The way a climber presents Slovenia to a fellow-climber from another country will be slightly different from the way a tourist guide presents it to a group of domestic guests on a day trip around Slovenia. The brand image represented by the logo is far from being either the only or the most essential example of the use of the Slovenia tourism brand. The experience of Slovenia as a tourist destination is far more important. Anyone who uses the Slovenia tourism brand for whatever purpose should therefore think about how to present Slovenian tourism products holistically, via all the senses. Through the correct use of the guidelines for providing a Slovenian tourism experience, domestic and foreign tourists will not only see Slovenia, they will also feel it.

Identity of the Slovenia tourism brand

The main thing that distinguishes Slovenia from other tourist destinations is its untouched natural environment at a crossroads of diverse landscapes. This distinguishing characteristic is enhanced by the sense of balance that is the consequence of the particular characteristics of the people of Slovenia, of our values and views, and also of the country's geographical position. We have succeeded in preserving a balanced range of natural and cultural sights of interest within a small area. The tourism brand is strongly tied to the Slovenia brand, called **I feel Slovenia**. The content of the two brands is uniform, but certain elements particularly stand out in the tourism context. These are highlighted in the chart below. Like Slovenia as a whole, Slovenia as a tourist destination cannot be presented by a simple image: it is necessary to feel it and experience it. In this respect the Slovenia brand and the Slovenia tourism brand differ from the brands of other countries.



Core of the Slovenia tourism brand

The green of Slovenia – »Slovenian green« – is the experience of the country that stays longest in the memory. It is soothing because it symbolises the balance of the individual and society, and the development of the latter. Yet an infectious energy spills out of the constant Slovenian pursuit of desires. Slovenia encourages you to finally do what you have always wanted to do but... You start to feel a pleasant excitement. You are going to do something for yourself. The harmony of the senses with which you experience the green of Slovenia continues to give you energy even after the end of your holiday, and soothes you at the same time. A holiday in Slovenia restores balance. Partly because in Slovenia you are always in contact with something elemental. Be it water, the scent of the forest or the genuine flavour of a typical dish.

Slovenia as a tourist destination

SLOVENIANS BUILD THE SLOVENIAN TOURISM EXPERIENCE

We love our country – which is why we also want domestic and foreign guests to speak well of it in the context of tourism. Since our main values include family and a connection to the local environment, we also try to create a closeness to visitors in tourism. We want visitors to feel Slovenia, because this makes them more likely to choose Slovenia for another holiday. Because we are involved in things we love, we are in balance, and this is also reflected in our health. Our healthy way of life is also demonstrated by our attitude to food, recreation, free time and work. The zeal with which we pursue our goals is infectious.

GREEN AROUND ME, GREEN IN ME

While it is people who build the Slovenian experience, it is the unique features of Slovenia itself that are the foundation of the experience of Slovenia. Slovenia is special. Within a small area, it combines water in practically all of its forms, and diversity of landscapes and every shade of green, unspoilt nature. The linking factor behind Slovenian tourism is a well-preserved natural landscape. It combines cultural and natural heritage into a balanced whole. That is why you feel safe in Slovenia. An elemental contact with nature and yourself restores balance. The memory of the green of Slovenia gives you energy and at the same time soothes you. You feel Slovenia. The green of Slovenia will draw you back.

ELEMENTS OF DIVERSITY TAILORED TO MY WISHES

Slovenia is characterised by its accessibility. The distance from the Europe's largest metropolises is measured in minutes. In Slovenia you can travel incredibly quickly between different climates, landscapes and language areas. Diversity is an essential characteristic of Slovenia. Accordingly, its tourism products are also diverse. The visitor who wants diversity can combine a range of different Slovenian tourism products into a holiday in Slovenia. On the other hand visitors who want to indulge themselves in one, preferred manner can choose from among the wide range of Slovenian tourism products the specific product that enables them to do that.

HARMONIOUSLY ENGAGING ALL YOUR SENSES.

Slovenia offers a genuine experience that restores the individual's inner balance. By taking a holiday in Slovenia, we do something for ourselves, since Slovenia supports the individual's pursuit of his or her desires. Slovenia enables, supports and advocates »selfness« – the dedicating of attention to yourself and indulging yourself with the things that you like. Only if you are satisfied will the people around you be satisfied. Slovenia deliberately develops the harmony of all experiences that stimulate the senses. In Slovenia you feel you. You go back to your everyday life with the knowledge that inner balance is only possible if you do not deny personal desires. A break of this kind, complemented by genuine contact with unspoilt nature, fills visitors with energy and restores their inner balance.

TOURISM THE SLOVENIA WAY

Slovenia has unanimously adopted the guidelines of organic development. Slovenian tourism develops in harmony with nature. Although we are individualists in spirit, we Slovenians share common goals.

– we want to preserve nature and our own values and live quality lives. That is why we support the desire of individuals to be involved with the things they love. This, after all, is where they are best. And we only want to offer the best to our guests. This kind

of development means, at the same time, that our tourism is niche tourism destined for select target groups. Mass tourism dictates a uniformity that we Slovenians neither know nor want to know. But because we want to offer only the best to our guests, from niche tourism products we create boutique products that indulge all the senses and restore balance through a break in unspoilt nature.

Guidelines for the presentation website of the Slovenia tourism brand

The Slovenia tourism brand lays the foundations for the presentation of Slovenian tourism products to domestic and foreign guests. The guidelines for the presentation website include all the elements of a classic marketing mix, but are not only intended for marketing Slovenian tourism. They are in fact aimed at everyone who plays a part in creating the Slovenian tourism experience: tourist guides, waiters, hoteliers, climbers, those responsible for the development of Slovenian tourism, and others. Everyone who promotes tourism in Slovenia or is involved in it in whatever way will incorporate the guidelines into their product or service in a manner that is consistent with their activity.

<p>PRICE</p> <p>The niche and boutique character of Slovenian tourism products places the Slovenian tourism experience on a higher rung in terms of quality (though not necessarily a high one). This therefore dictates a price that is higher than the average price for the tourism product in question.</p>	<p>PRODUCT</p> <p>A holiday in nature that allows me to do something just for myself.</p> 	<p>PHYSICAL EVIDENCE:</p> <p>Following guidelines to provide a Slovenian tourism experience, other focuses deriving from the Slovenia tourism brand (e.g. saying hello in the Slovenian language and saying goodbye in the guest's own language)</p>
<p>PROCESSES</p> <p>A system of cooperation and the management of connections among Slovenian providers (diversity in a small area), a system of simple reservations and provision of information about Slovenia (reachability of Slovenia), a system for managing relations with tourists (proximity of tourists), keeping up with trends in tourism and applying them to Slovenian capacities (proximity of desire).</p>		<p>SALES CHANNELS</p> <p>Networking in connection with other fields, a »niche« character that dictates a selective choice of partners/ events abroad and at home.</p>
	<p>PEOPLE:</p> <p>Slovenian tourism is promoted and implemented by a varied range of organisations and individuals who must be motivated and trained to implement the Slovenia tourism brand.</p>	<p>COMMUNICATION</p> <p>A »niche« character that dictates a focus on the target markets and target groups for which Slovenian tourism products are designed, consistent communication of the same key messages</p>

Incorporating the described elements of Slovenia into the Slovenian tourism offering and tourism provision makes it possible to build synergies among different providers of tourism products. If we succeed in making the image of Slovenian tourism products consistent with the identity of the Slovenia tourism brand as set out here, the presentation of one tourism product will result in all other Slovenian tourism products gaining in value too. Through consistent and integrated implementation of the Slovenia tourism brand it is possible to increase the interest of domestic tourists in a Slovenian holiday while increasing Slovenia's competitiveness on the world tourism map. At the same time, a recognisable and positive tourism brand will also contribute to raising Slovenia's profile in other areas.

Guidelines on providing a Slovenian tourism experience

The tourism brand provides guidelines for all further activities relating to the presentation of Slovenia and its tourism offering.

The Slovenia tourism brand is the basis for all further activities relating to the presentation of Slovenia in the field of tourism. The guidelines on providing a Slovenian tourism experience are aimed above all at institutions and individuals whose main task is the presentation of Slovenia as a tourist destination. At the same time, however, they are also aimed at everyone who wishes to present their own (tourism) product, service or achievement and would like to incorporate a sense of the Slovenian tourism experience into this presentation. The latter will incorporate the Slovenian experience into their product or service in a manner that corresponds to the goal of the presentation.

For the Slovenian Tourist Board, the umbrella organisation responsible for the development and promotion of Slovenian tourism, following the guidelines for building a Slovenian tourism experience is essential. For all other institutions or individuals responsible for the presentation of Slovenia in the tourism field, following the guidelines is recommended. Through uniform application of the guidelines, Slovenia will more quickly achieve visibility for the image by which we want to Slovenia to be known in the field of tourism. Use of the Slovenia logo must always be consistent with the guidelines for the use of the logo described below – regardless of who is using it.

Below are guidelines for presentation of the Slovenia tourism brand through:

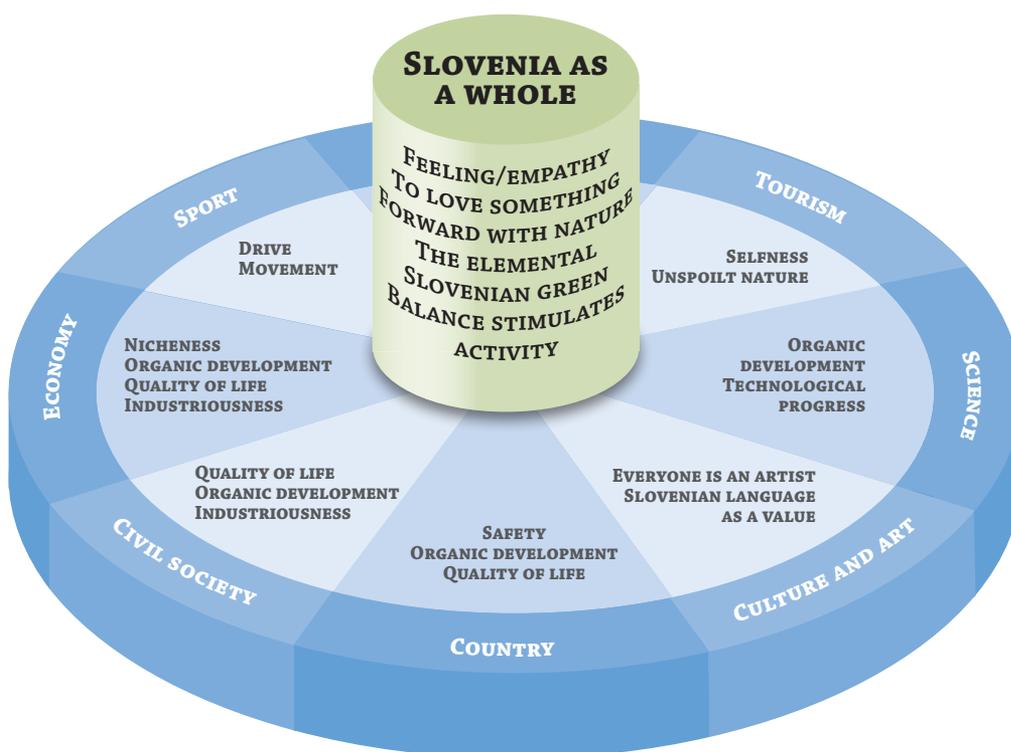
- WORDS AND PHRASES,
- TYPICAL FORMS,
- MOTIFS,
- COLOURS,
- LOGO,
- FONT FAMILIES,
- GENERAL EXPERIENCE.

Presentation of Slovenia in the tourism context is consistent with the presentation of Slovenia as a whole. Some of the guidelines on providing a Slovenian tourism experience are therefore identical to the guidelines laid down by the Slovenia brand.

Words and phrases

The slogan through which Slovenia presents itself is **Slovenijo čutim** [literally: **I feel Slovenia**]. The slogan is depicted by the Slovenia logo. Whenever the English version of the slogan – I feel Slovenia – is used, »Slovenia« is pronounced in the Slovenian way (SloVENeeya). One of the important elements of the Slovenia brand is, in fact, its connection to the Slovenian language. The slogan can be translated into other languages.

In the field of tourism, alongside the slogan, we also describe Slovenia with words and phrases, as set out below. The words listed are intended to help representatives of the Slovenian tourism sector formulate the messages that they communicate to domestic and foreign guests.



Typical forms

The Slovenia tourism brand is the set of characteristics typical of Slovenia in the field of tourism. The core of the Slovenia tourism brand contains, in addition to the experiential promise of »Slovenian green«, the emotional promise of pleasant excitement and the functional promise of the elemental. All three promises must be realised through the Slovenian tourism experience.

ILLUSTRATING THE ELEMENTAL

The presentation of Slovenia must function cleanly, clearly and unobtrusively.

The elemental aspect can be illustrated through:

- THE COLOUR WHITE,
- A CLEAN SHAPE,
- POSITIONING: NO ACCUMULATION OF ELEMENTS (COLLAGE NOT RECOMMENDED),
- EVENT DESIGN (A CLEAR EVENT SCHEDULE),
- OTHER WAYS APPROPRIATE TO THE OCCASION.

ILLUSTRATING PLEASANT EXCITEMENT

The presentation of Slovenia must always include a certain dynamism that symbolises pleasant excitement.

DYNAMISM CAN BE ILLUSTRATED THROUGH:

- A COLOUR THAT CONTRASTS WITH THE RECOMMENDED COLOUR PALETTE,
- AN UNUSUAL SHAPE,
- DYNAMIC TEXT,
- OTHER WAYS APPROPRIATE TO THE OCCASION.

ILLUSTRATING SLOVENIAN GREEN

The phrase »Slovenian green« represents the typical Slovenian environment, the Slovenian desire to preserve the environment and, at the same time, the balance between the industriousness of the population and the calm of the environment. Green is the colour of balance.

WE CAN PRESENT IT THROUGH:

- THE COLOUR GREEN,
- NATURAL MATERIALS (E.G. WOOD, STONE),
- EVENT SETTING (E.G. BY A RIVER, IN A FOREST, ON A STAGE SURROUNDED BY GREENERY),
- OTHER WAYS APPROPRIATE TO THE OCCASION.

ELEMENTS THAT CLASH WITH THE SLOVENIA TOURISM BRAND

The Slovenia tourism brand points to the balanced coexistence of individual elements (human beings, nature, towns, beliefs, etc.). Each element separately is natural, with nothing artificial about it.

For this reason the use of the following elements is not recommended:

collage: Slovenia is sufficiently diverse in every detail, so an arbitrary collage is not necessary;

- ARTIFICIAL ELEMENTS: BECAUSE SLOVENIA IS ORGANIC, GENUINE;
- OTHER ELEMENTS THAT CLASH WITH THE BRAND IDENTITY: DANGER, URBAN CULTURE, ETC.

When depicting the Slovenia tourism brand, the use of the motifs defined below is recommended. In this way, we will present Slovenia and Slovenian tourism to (potential) visitors in a uniform manner that is consistent with the promised experience. The use of homogeneous motifs helps make the Slovenian tourism offering more memorable.

THE PRIMARY MOTIF IS NATURE.

Unspoilt nature is the connecting element of Slovenian diversity. The »forward with nature« orientation of Slovenians is something that should be perceived by everyone who comes into contact with Slovenia, no matter how fleetingly. Because unspoilt nature is also a connecting element of the Slovenian tourism offering, the use of the nature motif in all its diversity is recommended.

THE NATURE MOTIF CAN BE PRESENTED THROUGH:

- IMAGE (PHOTO, DRAWING, GRAPHIC, ETC.),
- THE COLOUR GREEN,
- SOUND (E.G. THE RUSTLING OF A FOREST, THE BABBLING OF A BROOK),
- PLANTS AND ANIMALS,
- THE THEME OF AN EVENT (E.G. PROTECTING THE ENVIRONMENT, CLEANING RIVERS),
- NATURAL MATERIALS
- AND IN OTHER WAYS APPROPRIATE TO THE OCCASION.

THE SECONDARY MOTIF IS WATER.

Water is a special element of nature that on the one hand symbolises the elemental, while on the other it represents a connecting element of nature that is present in all Slovenian tourism products. Use of the water motif can substitute the nature motif. Alternatively, the nature motif can be supplemented by the water motif. It is recommended to use the motif of water in all its various forms in all presentations of Slovenian tourism.

THE WATER MOTIF CAN BE SHOWN THROUGH:

- IMAGE (PHOTO, DRAWING, GRAPHIC, ETC.),
- THE COLOUR BLUE,
- SOUND (E.G. THE SOUND OF RUNNING WATER),
- WATER ITSELF (E.G. JUGS OF WATER, AN EVENT BY A LAKE),
- THE THEME OF THE EVENT
- AND IN OTHER WAYS APPROPRIATE TO THE OCCASION.

Colours

The colours that represent Slovenia in the field of tourism are indicative of our »forward with nature« orientation and the balance that is the consequence of actively pursuing personal interests within a common vision. The choice of colours is dictated by balance, which nevertheless functions dynamically.

PRIMARY LEVEL – GREEN TONES

The colour green is present practically everywhere in Slovenia, so green tones represent primary colours. Green symbolises balance because it has a soothing effect but at the same time invigorates. For this reason the colour green is always used in presentations of Slovenia in the context of tourism, although green does not necessarily have to dominate in terms of area. The use of »Slovenian green« (Pantone U377) is recommended if possible.

Monochrome printing Colour printing CMYK

Display on computer
screen

Pantone U 377

C:45 M:0 Y:100 K:25

R:120 G:162 B:47



If the use of Slovenian green is not possible (e.g. photographs, specific material that does not exist in this colour), the closest approximation is used.

SECONDARY LEVEL – BLUE TONES AND WHITE

In addition to green, Slovenia is characterised by blue and white. These are also colours that are connected with nature. They soothe and have a clean effect. White additionally represents the elemental aspect that is at the core of the Slovenia tourism brand. Both colours are subordinate to green and can also be presented using motifs that are usually associated with these two colours.

In presenting Slovenia in the context of tourism, they can be represented through:

- USE OF THE COLOUR ITSELF (E.G. FONT, COLOUR OF MATERIAL),
- A MOTIF ASSOCIATED WITH BLUE OR WHITE (E.G. SKY, WATER, SNOW),
- A SOUND SYMBOLISING THE COLOUR BLUE (E.G. RUSHING WATER),
- OTHER WAYS APPROPRIATE TO THE EVENT.

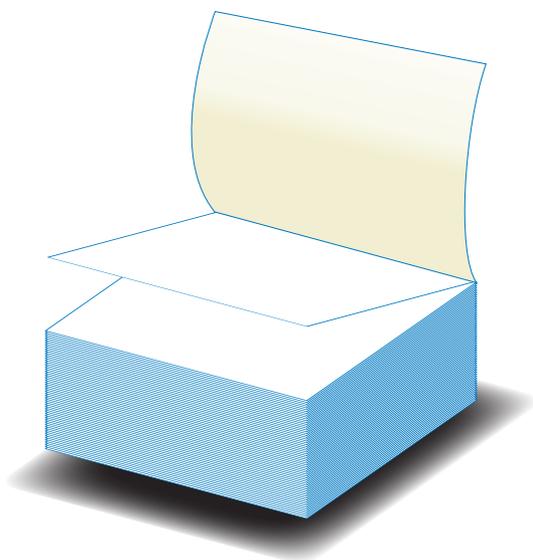
Monochrome printing Colour printing CMYK Display on computer screen

Pantone U 300

C:100 M:44 Y:0 K:0

R:0 G:121 B:193

When using blue, the use of a special shade of blue is recommended (Pantone U300). If the use of the recommended blue is not possible (e.g. photographs, specific material does not exist in this colour, etc.), the closest approximation may be used.



TERTIARY LEVEL – OTHER COLOURS

Other colours are used in accordance with the message and theme of the presentation. They can be used to introduce dynamics to a colour scheme that is characterised by green, blue and white (or a motif symbolised by the latter two colours).

Logo

The uniform use of the Slovenia brand logo with the legend **I feel Slovenia** increases the recognition both of the brand and of Slovenia itself.

The **I feel Slovenia** logo is the global identification symbol of Slovenia.



**I FEEL
SLOVENIA**

permitted use of the logo on a white or lighter multicolour background



**I FEEL
SLOVENIA**

permitted use of the logo on a darker multicolour background



**I FEEL
SLOVENIA**

permitted use of the logo on a white background (monochrome black-and-white printing)



**I FEEL
SLOVENIA**

permitted use of the logo on a black background (monochrome black-and-white printing)

The logo of the Slovenia brand with the legend **I feel Slovenia** may only be used in the prescribed manner. Use of the Slovenia brand logo on products or for labelling services is a way of communicating the connection of the product or service with Slovenia. Since there are no restrictions on the use of the Slovenia brand logo for promotional purposes, it can be used by anyone to indicate association with Slovenia, provided that they follow the guidelines for use of the logo. An electronic version of the logo is available online at www.slovenia.info. Also available from this website will be a handbook on the use of the Slovenia brand corporate identity, which will lay down more detailed guidelines on providing an experience of Slovenia. This handbook will also set out all other guidelines regarding the use of the Slovenia brand logo.

Because we Slovenians are very proud of our language, a variant of the Slovenia brand logo with a Slovenian version of the »I feel Slovenia« slogan (**Slovenijo čutim**) is used to create a sense of affiliation with the Slovenia brand. »Slovenijo čutim« can also be used as the headline message of a communication campaign. Acceptable variants of the Slovenia brand logo and campaign headline message, to be used when the aim of communication is to create a feeling of affiliation to the Slovenia brand among Slovenians, are shown below.



**SLOVENIJO
ČUTIM**

permitted use of the logo on a white or lighter multicolour background



**SLOVENIJO
ČUTIM**

permitted use of the logo on a darker multicolour background



**SLOVENIJO
ČUTIM**

permitted use of the logo on a white background (monochrome black-and-white printing)



**SLOVENIJO
ČUTIM**

permitted use of the logo on a black background (monochrome black-and-white printing)

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

Whenever the headline **Slovenijo čutim** (in the prescribed form) is used as the headline message of an individual communication campaign of the Slovenia brand designed to create a sense of affiliation with the Slovenia brand, it is recommended that the **I feel Slovenia** logo be used because of the effects of association with the global logo of Slovenia. The joint appearance of the **I feel Slovenia** logo with the **Slovenijo čutim** logo is not recommended. The joint appearance of »Slovenijo čutim« as the headline message of an individual communication campaign with the **Slovenijo čutim** logo is not recommended.

Font family

The Slovenia brand is characterised by balance, which is the consequence of the active pursuit of an individual's desires. The chosen font families therefore have clear features while at the same time expressing dynamism. The chosen font families are somewhat atypical, which introduces a dynamic component into the presentation of Slovenia in the context of tourism.

PRINTED MATERIALS IN THE LATIN ALPHABET

PRIMARY FONT FAMILY – COPY

The COPY font family features clean and elementary forms. Its use is recommended when writing core messages. It is the font family used by the **I feel Slovenia** logo and its variant **Slovenijo čutim**.

SECONDARY FONT FAMILY – CHAPARRAL

The CHAPARRAL font family has a large number of members, which gives the user a large number of options when using it. It is compatible with the COPY font family and can be used to substitute it in materials with smaller areas. Its use is also recommended when writing text that is added to the key message.

PRINTED MATERIALS IN THE CYRILLIC ALPHABET

Use of the primary and secondary font families in the ceramic alphabet is defined by the same conditions as use of the primary and secondary fonts in the Latin alphabet.

Primary font family - ITC OFFICINA SERIF OSF

Secondary font family - RODEO

ONLINE USE

The font families recommended for online use are different from those recommended for printed materials because the readability of a font differs depending on whether it is online or in a printed medium. The online use of primary and secondary font families is defined by the same conditions as the use of primary and secondary fonts in printed media. The recommended font families are the same for the Latin and Cyrillic alphabets.

Primary font family – VERDANA

Secondary font family – GEORGIA

EXAMPLE OF COPY FONT

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

EXAMPLE OF CHAPARRAL FONT

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

EXAMPLE OF FONT

ITC OFFICINA SERIF OSF

А	Б	В	С	Д	Е	Ж	З	И	Ј	К	Л	М		
О	Њ	П	Р	С	Т	У	В	Х	У	Х	У	Х		
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о	њ	п	р	с	т	у	в	х	у	х	у	х		
0	1	2	3	4	5	6	7	8	9	€	¥	Ј	#	
Б	б	А	а	Д	д	Е	е	В	в	Г	г	З	з	Й
Н	н	М	м	П	п	О	о	С	с	У	у	Т	т	Ј
Ъ	ъ	Щ	щ	Ъ	ъ	Ы	ы	Ц	ц	Я	я			

PRIKAZ PISAVE RODEO

а	б	в	г	д	е	ё	ж	з	и	й	к	л	м	н	о
А	Б	В	Г	Д	Е	Ё	Ж	З	И	Й	К	Л	М	Н	О
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EXAMPLE OF GEORGIA FONT

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

EXAMPLE OF VERDANA FONT

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

Experience

A country's tourism brand is not only presented via posters, advertisements and brochures. For tourists, the personal contact established with the destination and its inhabitants is far more important. Their satisfaction with their holiday is tied to their overall experience in Slovenia. It is therefore advisable to present Slovenia in the tourism context in a manner that includes all the senses, or at least several of them.

By using the guidelines set out above, it is possible to provide a Slovenian tourism experience even before the visitor comes into personal contact with Slovenia, above all through the use of promotional materials and advertisements. When the tourist (domestic or foreign) comes into personal contact with a Slovenian tourism product, the experience can and must be enhanced by additional elements that are compatible with and complementary to the presentation material, including:

-
- smell (e.g. the smell of cut grass, hay, a forest),
 - sound (e.g. rustling leaves in a forest, a babbling brook),
 - touch (e.g. soft wood, warm surfaces),
 - taste (e.g. the diversity of flavours, a range of elementary flavours).
-

ON THE BASIS OF THE ABOVE GUIDELINES, A DESIGNER ENTRUSTED WITH DESIGNING PRESENTATIONAL TOOLS WILL DESIGN MATERIALS THAT WILL CONSISTENTLY AND UNIFORMLY HELP CREATE A TOURIST EXPERIENCE OF SLOVENIA. WHILE THE GUIDELINES LIMIT THE POSSIBILITIES OF USE OF ELEMENTS OF THE BRAND, AT THE SAME TIME THEY ENCOURAGE EVERY INDIVIDUAL TO REALISE THEM IN ACCORDANCE WITH THEIR OWN GOALS. AS A RESULT OF THE LIMITATIONS, THE EFFECT WILL BE A COMMON ONE, BUT IT WILL NOT BE UNIFORM. A BRAND IS IN FACT A LIVING ORGANISM THAT EVERY USER BUILDS ON FROM DAY TO DAY THROUGH THEIR OWN ACTIVITIES. THE SLOVENIA TOURISM BRAND HANDBOOK IS THEREFORE AN INSTRUMENT, NOT A RESULT. USED IN THIS WAY, IT WILL SERVE ITS PURPOSE: WE WILL MAINTAIN OUR DIVERSITY AT THE SAME TIME AS COMMUNICATING THAT WHICH CONNECTS US – SLOVENIAN GREEN.

