

## *Enclosure 1: Slovenian Tourist Board's instructions on overall brand design*

### **I FEEL SLOVENIA brand**

I feel Slovenia is the brand of Slovenia and Slovenian tourism. It is managed by the Government Communication Office. The idea behind the brand is for it to be carried forward and developed by everyone who is a part of Slovenia.

The following documents are available to ensure the correct and effective use of the I feel Slovenia brand:

1. Slovenia's Brand Handbook
2. Overall Slovenia Brand Design
3. Slovenia Tourism Brand Handbook

All three documents (available here: <https://www.slovenia.info/en/business/slovenian-tourist-board/i-feel-slovenia>) are the main tools for managing the brand and provide instructions for its use, including for the purposes of this public tender. They describe the content of the brand and add the most general guidelines for its implementation.

In their communications, tour operators continue to make extensive and consistent use of the I feel Slovenia brand in accordance with the brand manuals. In printed publications, the I feel Slovenia logo is positioned in the upper left corner, whereas in digital communications, the nearest and the most reasonable approximation to this position is suggested. It is desirable that the applicant highlights the I feel Slovenia brand on its website to make it stand out (it is recommended that it be positioned in the upper left corner of the website) as it contributes greatly to the positioning of the offer – and not placed at the bottom of the website.

### **The MY WAY communications platform addressing foreign tourists**

At the end of 2018, the Slovenian Tourist Board launched a new communications platform called MY WAY to market Slovenian tourism on foreign markets. To ensure its correct and effective use, the Slovenian Tourist Board published the MY WAY Communications Manual. It is the key communication tool of the Slovenian Tourist Board that defines the content and visual concept of the new communications platform and creative MY WAY solutions under the umbrella brand I feel Slovenia. The Communications Manual is available here:

[https://www.slovenia.info/uploads/my\\_way/prirocnik\\_ang\\_version.pdf](https://www.slovenia.info/uploads/my_way/prirocnik_ang_version.pdf)

In accordance with the core idea of the platform, which is based on unique, authentic and personalised experiences, tour operators participate in the platform by presenting, offering and developing experiences that are in keeping with the promise and communication of the brand. In their communications, the tour operators may not use MY WAY headline formulations (My way of...) but they can use the identification words, story and communications tone of the MY WAY platform presented in Chapter 7 of the My way Communications Manual ("Communications Tone



and Story").

The tour operators' promotions further develop their own brand identity, including their overall brand design and marketing communications.

In digital communications, it is desirable and recommended that, in addition to the hashtag #ifeelsLOVEEnia, the hashtag #mway be used on foreign markets (always in the English language and in this order). Position: next to the website mention or other hashtags.

### Elements of the overall brand design in advertisements:

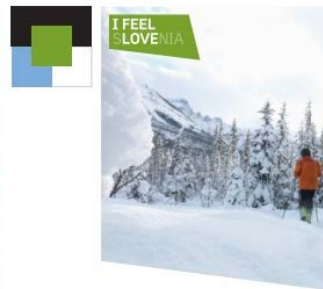
- the I feel Slovenia logo is mandatory – always in the upper left corner (based on the type of advertisement that enables the use of the logo, otherwise only the hashtag #ifeelsLOVEEnia)
- the hashtag #ifeelsLOVEEnia
- the hashtag #myway is optional

### Selection of the I feel Slovenia logo – summary (positive/negative):

The positive (green) version is used on bright backgrounds and the negative (white) version is used on dark backgrounds.



I FEEL SLOVENIA

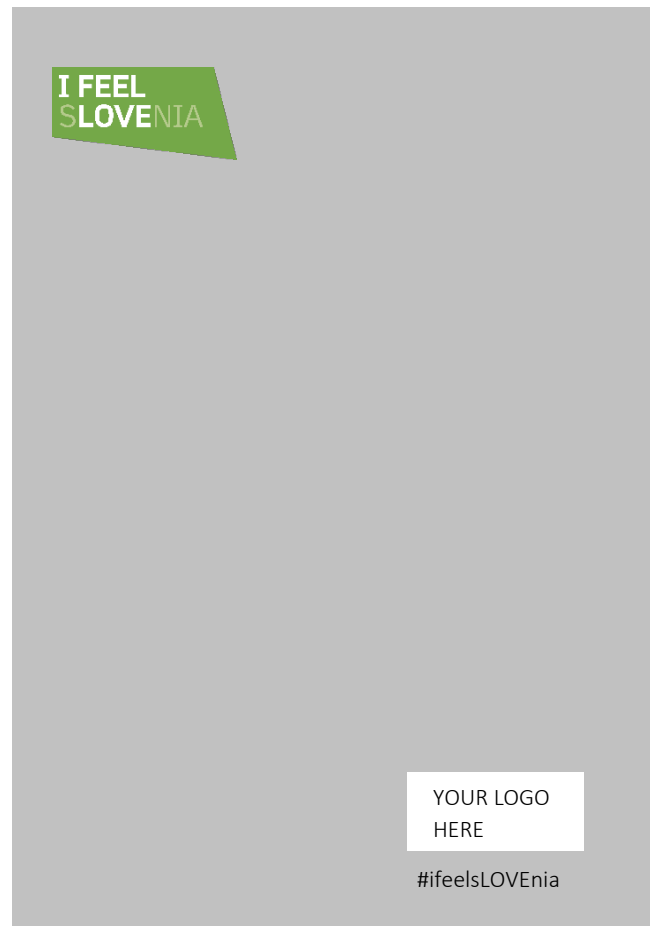
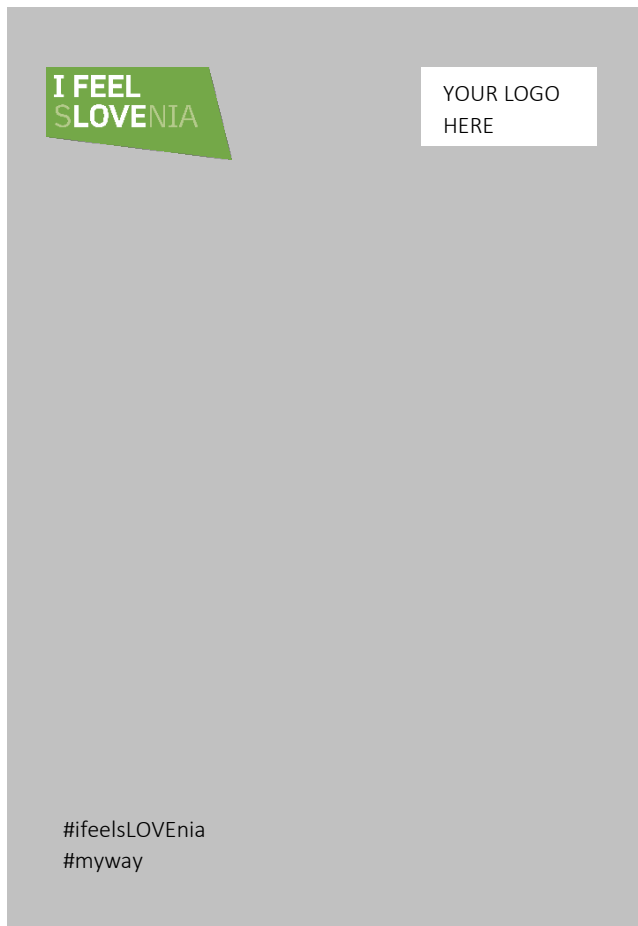




## EXAMPLES OF LOGO POSITIONS IN DIFFERENT TYPES OF MEDIA:

### 1. Printed advertisements:

In printed advertisements, the I feel Slovenia logo is positioned in the upper left corner. The hashtag #ifeelsLOVEnia is mandatory, #myway is optional. Position examples:





## 2. Roll-up banner:

On a roll-up banner, the I feel Slovenia logo is always positioned in the upper left corner and the tour operator's logo is positioned below it. The upper right corner contains the website [www.slovenia.info](http://www.slovenia.info) and the tour operator's website is positioned below it. Position example:



## 3. Social networks:

On social networks, the logo is not mandatory but if it is possible, the I feel Slovenia logo is positioned in the upper left corner of the picture. The hashtag #ifeelsLOVEria is mandatory, #myway is optional.

## 4. Banners:

On banners, the I feel Slovenia logo is mandatory and positioned in the upper left corner. The hashtag #ifeelsLOVEria is mandatory, #myway is optional. Position example:

I FEEL SLOVENIA



### 5. Video advertisement/TV commercial:

In video advertisements/TV commercials, the I feel Slovenia logo is mandatory and included at least in the final telop. The hashtag #ifeelsLOVEnia is mandatory, #myway is optional. Position example:



### 6. Google ads – Gmail and Search ads:

The hashtag #ifeelsLOVEnia is used in the texts (hashtags in titles are not permitted). Position examples:





Celje, eine Fürstenstadt

Ad ⓘ

Visit Celje



### Celje, eine Fürstenstadt

Diese Altstadt ist die Heimat der mächtigsten mittelalterlichen Adelsfamilien Europas.

#ifeelsLOVEnia

Inspirierend

## 7. Radio advertisement:

In radio advertisements, the hashtag #ifeeslovenia must be included if the radio permits it. The same goes for the mention of I feel Slovenia in the text of the advertisement.

## 8. Invitation, follow up and thanking guests

In invitations and thanks you notes, the tour operator's logo is positioned in the upper right corner. This is the case in both the electronic and printed version. Position example:





## 9. PowerPoint presentation

In a presentation, the I feel Slovenia logo is always positioned in the upper left corner of all the slides while the tour operator's logo is in the upper right corner. Position example:

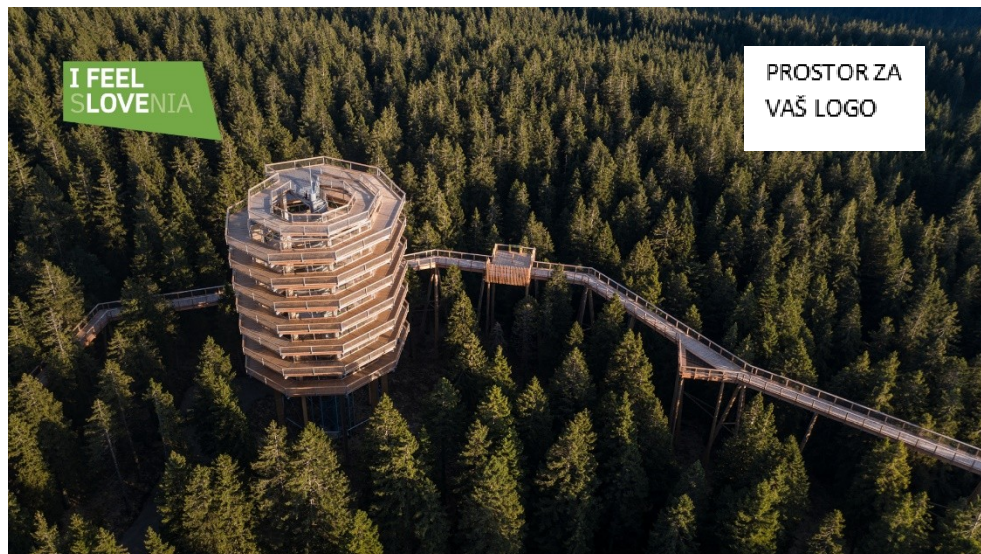


## 10. Webinar

In webinars or virtual presentations, the Teams/Zoom background with the logo in the upper left corner is recommended.

More information : <https://www.slovenia.info/en/press-centre/news-of-the-tourism-press-agency/14826-vabljeni-k-uporabi-privlacnih-ozadij-za-vasa-spletna-srecaanja>





I FEEL  
SLOVENIA

PROSTOR ZA  
VAŠ LOGO