

## **Want to know more about marketing?**

Marketing materials can help set the tone for your event, project or business and tells your audience about who you are – it shows them your personality. The words you use, the images you use, the tone of voice are all very important and consistency across all your marketing is a must.

This is why, the Cairngorms Business Partnership, with support from VisitScotland, has produced the Cairngorms National Park Brand & Marketing Guidelines so that the Park is being promoted in a consistent and coherent way.

If you want to know more about this, please speak to the Cairngorms Business Partnership on tel: 01479 810200 or email: [alan.rankin@visitcairngorms.com](mailto:alan.rankin@visitcairngorms.com). You can learn more about membership of the CBP here: <http://visitcairngorms.com/membership.html>

Please also read the Cairngorms brand document in Communicating Cairngorms.