

LET'S KEEP CHALKUP21 GOING FROM STRENGTH TO STRENGTH

CHALKUP21 has successfully established itself as a cultural tourism attraction. The project's reach has exceeded expectations with national coverage in The Guardian and Sunday Times, as well as numerous other recommendations both online and in print. Press coverage was exceptional with a potential reach of 6 million readers and listeners.

Signpost visitors to the website

The dedicated website <https://chalkup21.com> provides an interactive trail map, information on the nine 21st Century Art and Architecture Structures, alongside inspirational articles and interviews. We need your help to make sure that the CHALKUP21 trail continues to attract visitors and walkers to Dover. Please signpost visitors to the CHALKUP21 website. They will find all they need to plan a visit.

Marketing CHALKUP21

Please use the strong CHALKUP21 branding already established and follow these guidelines:

- Always write CHALKUP21 in uppercase and as one word
- Include the hashtag #CHALKUP21 in your posts
- Tag @CHALKUP21 in relevant social media channels
- Follow the Style Guide on reverse for use of the correct logos

Style Guide

The standard logo to use is

“DAD_CU21_logo+_rgb.png” (pictured right).

The PNG file type is good for most uses (print and digital) and can be resized downwards. Minimum size is 10mm in height.

For proper print work, you should use the EPS version of the standard logo “DAD_CU21_logo+_rgb.eps” as this can be resized up and down. Again, the minimum size is 10mm in height.

In situations, such as emails, where you would like to point the audience to the social media channels (using the hashtag to find CHALKUP21 on Facebook, Twitter and Instagram), you can use this monochrome version (pictured right) of the logo:

“DAD_chalkup21_logo_email+.png”.

Logos can be downloaded from the CHALKUP21.com homepage (next to THANK YOU towards the lower end).

For more information go to:

Website: CHALKUP21.com

Twitter: @CHALKUP21

Facebook: facebook.com/CHALKUP21

Instagram: @chalkup21

For further guidance and support, please do get in touch with Destination Dover: info@destinationdover.org

