

Case Study

Forestry Commission

Glenmore Forest Park brochures and direct marketing

MORIARTI



A strong grid layout, complementary typestyles and careful selection of photographic material creates a style that captures the essence of holidays in Forest Holidays' woodland sites and can be carried into a range of supporting promotional material.

Background

Forest Holidays manages three self-catering log cabin sites and more than 20 touring caravan and camping sites throughout the UK on behalf of the Forestry Commission. As part of an ongoing modernisation program, all three cabin sites were completely refurbished in 2003. To reflect this, Forest Holidays invited **Moriarti** to provide design proposals for a complete update of their Cabins holiday brochure and the corresponding Camping and Caravan brochure.

The brief

Forest Holidays' brochures are the primary vehicle for attracting potential holiday-makers to their sites in the UK. Over 50,000 of each of these two brochures are published and mailed every year in order to help secure holiday bookings.

The key requirements of the brief were to promote peaceful and relaxing cabin, caravan and camping holidays in the heart of Britain's tranquil forests, and to highlight the quality, comfort and accessibility of the modernised cabins.

The design solution needed to balance the contemporary with the traditional, while presenting all necessary pricing and booking information in a clear and consistent manner.



Forest Holidays' Caravan & Camping brochure and supporting site information leaflets.

The response

Taking on board Forest Holidays' key objectives, **Moriarti** developed a design theme and typographic style that provided a fresh, friendly and feel-good approach for each brochure.

The strong grid layout used consistently throughout both documents creates a distinctive page style that is easy to navigate, and which maximises the use of supplied photography. The juxtaposition of handwritten headlines with sharp, contemporary typefaces for the text content ensures maximum legibility while retaining an element of individual personality.

To complement the 2004 holiday brochures, **Moriarti** continued the design theme across a range of supporting marketing materials including site leaflets, posters, promotional postcards and national press advertising.

"I am very pleased with the crisp, clear designs created by Moriarti for our holiday brochures. By developing a fresh, welcoming look and feel, Moriarti's approach has successfully captured and highlighted the improved quality and openness of our newly refurbished holiday cabins, while focusing in on the unique aspects of our product offering. Moriarti have also managed to create visual links between the two brochures while ensuring each retains its own personality and identity."

Laura Sidey

Marketing & Customer Care Manager,
Forest Holidays.

Moriarti Design & Marketing

157 Broughton Road
Edinburgh
EH7 4JJ
t 0131 557 0101
f 0131 652 3975

www.moriartidesign.com

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