



Campaign principles /14.1.22



# What are these principles for?

This is your guide to the Bailey brand. It details our positioning, its visual and verbal elements, and how we bring it to life across our various communications. It's a measure of everything we do, so our articulation of the brand – wherever that may be – is faithful to our original thinking, ensuring consistency for us, our retailers and our customers.

As the Bailey brand evolves, so too will this guide.

## CONTENTS

• The Nation's Favourite explained	3
• Why we're proud to be The Nation's Favourite: proof points	4
• Go Bailey! explained	6
• Brand and campaign fonts	7
• Corporate colours	8
• Range colours	9
• Tone of voice values	10
• Tone of voice tips and tricks	11
• Shell curve positioning	12
• Photography	13
• Brand in action	15
• Proposed range positioning	17
• Range elements	18

# The Nation's Favourite



The Nation's Favourite gives us something no other brand in our sector can claim.

A reason to believe, a real point of difference and a fact.

A rational brand message with an emotional hook, that positions brand and reinforces sales comms.

It goes far beyond the signature build quality, high spec and superb value for money.

It puts Bailey firmly in the hearts of leisure vehicle owners up and down the country (and in a fair few others, too).

And puts Bailey on the map with a point of competitive difference in the market.

The Nation's Favourite leads and acknowledges and firmly roots Bailey's position for retailers, customers and consumers.



# Why we're proud to be The Nation's Favourite

The following validate why we're The Nation's Favourite. Split into brand and product proof points, they qualify the Bailey brand and tell our story across our comms, as and when required.

## BRAND

### We're proud of our heritage

We've been on the road longer than any other manufacturer, with over 70 years of leisure vehicle production and design behind us.

### We're family owned

We combine the spirit of a family-owned and family-run business with market-leading engineering innovation and our signature build quality.

### We live and breathe Bailey

We love to 'Go Bailey!' ourselves. It's why we get out and use our products so much, to better understand what our customers want and need. We put our products through their paces too, like we did on the recent Arctic Adventure and Bristol to Bosphorus trips.

### We're pioneers

We're pioneers of the Alu-Tech body shell construction system. Alu-Tech is patented design technology that enables us to make our caravans and motorhomes more robust and more durable yet lighter than conventional vehicles, to keep owners comfortable, safe and secure – whatever the weather.

### We're community focussed

We're getting talked about. On social media, we have nearly half of all overall brand mentions and actively support the social media community. It's an important place for us to reach new audiences, by inviting a whole new generation of bloggers and vloggers to product launches, so our community and customers can be close to the Bailey way.

### We're fit for royalty

We're the only leisure vehicle manufacturer to have been visited by Her Majesty The Queen (something of a 'Nation's Favourite' herself), who joined us to mark our 65th Anniversary.

**NOTE:** *we're constantly adding to and evolving evidence of our validation of The Nation's Favourite.*



# Why we're proud to be The Nation's Favourite

## PRODUCT

### We have the most satisfied customers

We consistently do well in independent satisfaction surveys. We were voted Best Caravan Manufacturer in the 2019 Practical Caravan Magazine Owner Satisfaction Awards, with great scores for both reliability and value for money. It's official: our customers are the country's most satisfied.

### We're award winning

We're proud of our award-winning designs. And with over 100 winner awards in the last 10 years, it's great to be recognised by the industry experts as 'The Nation's Favourite' – as well as by our wonderful customers, of course.

### We're the most tested

We test our vehicles to the limit, so we know they're up to the elements and that the people using them are safe. We were the first manufacturer to crash-test our motorhomes, and we cold chamber test all of our ranges to make sure they can be used comfortably year-round.

### We don't just make leisure vehicles

We're the only manufacturer with a dedicated parts and accessories business. The home of Bailey parts, PRIMA Leisure supplies over 20,000 products (from awnings to BBQs), so customers can get the most from their caravan or motorhome experience. Everything is available online.

### We're committed to the environment

We take our environmental responsibility very seriously, and we're proud to say our leisure vehicles are 85% recyclable, with all the timber coming from sustainable forests. Our vehicles are lighter and more aerodynamic which helps to improve fuel economy, while the Alu-Tech bodyshell provides greater insulation, so less energy is used for heating.

### We believe in better value for money

We build all our caravans and motorhomes using the simple principle: offer great specifications at a competitive price, with no hidden extras, so our customers' money goes further.

**NOTE:** *we're constantly adding to and evolving evidence of our validation of The Nation's Favourite.*



Go Bailey!

**GO BAILEY!**

Go Bailey! activates The Nation's Favourite.

An evocative, emotive and energetic call-to-action, it gives Bailey an instant and inimitable personality – and perfectly qualifies our more functional messaging.

It's an ownable, lasting springboard for sales-orientated comms, that invites consumers to adventure, while boldly activating the brand name. An encouraging and provocative nudge that signs off all comms.

Go with The Nation's Favourite. Go Bailey!

# Brand/campaign fonts



Minimum size: <25mm>

## Headline font

Our practical headline font introduces our proposition (The Nation's Favourite) and leads our text.

## Subhead font

Used to punctuate text with helpful breaks.

## Copy font

Clear, practical, legible and versatile copy and numeral font.

## Lifestyle font

Our distinctive lifestyle handwritten font sets up our emotive headlines and serves as our CTA (Go Bailey!).

## Adelle PE Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

## Source Sans Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

## Source Sans Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0 1 2 3 4 5 6 7 8 9  
?!&@' "<>% \* £ € ® ½

## Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0 1 2 3 4 5 6 7 8 9  
?!&@' "<>% \* £ € ® ½

"ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz."

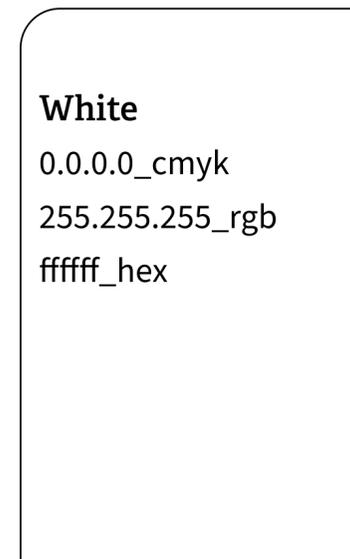
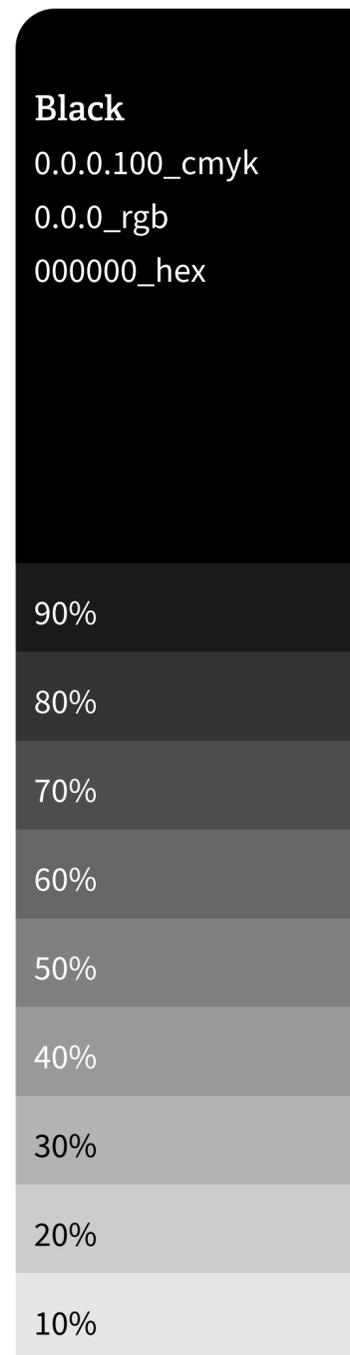
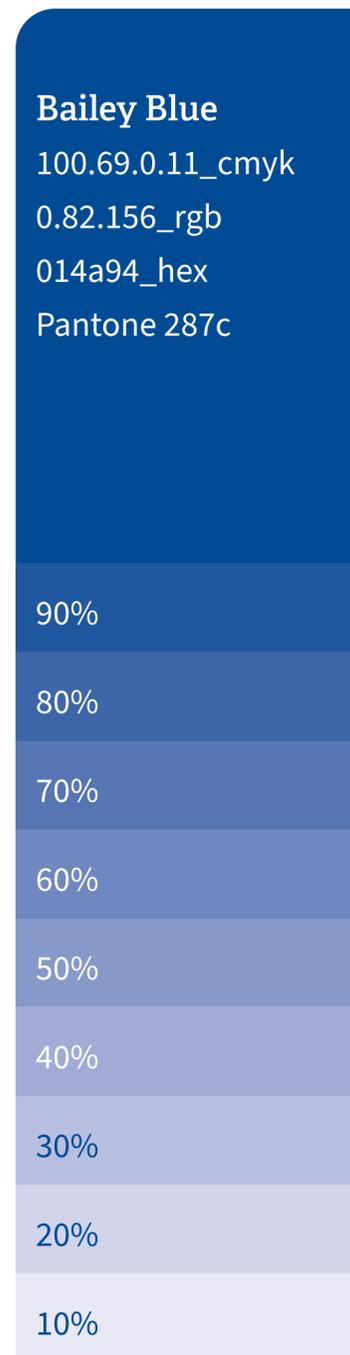
## FLOOD

"ABCDEFGHIJKLMNOPQRSTUVWXYZ!"

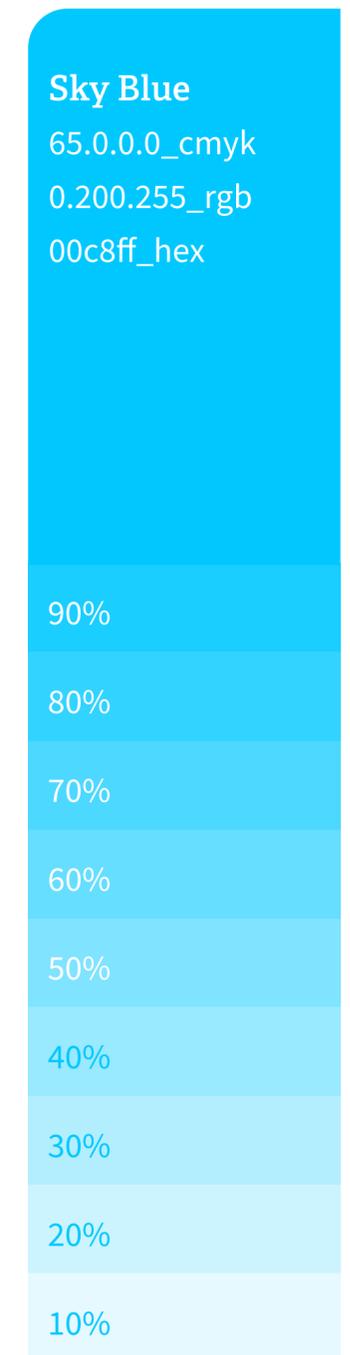
# Bailey Corporate Colours

The Bailey Blue is the primary colour that is used for the master oval Bailey logo.

The full spectrum of tints in increments of 10% can be used, to create more flexibility in design.



We have two secondary tones for generic use.



# Bailey Range Colours

We use these colours to distinguish our caravan and motorhome ranges, and to complement our primary brand colours.

## Caravans

### Alicanto Grande

46.38.45.23\_cmyk  
119.112.104\_rgb  
777068\_hex

### Pegasus Grande SE

100.78.31.16\_cmyk  
21.62.108\_rgb  
153e6c\_hex

### Unicorn V

33.32.52.14\_cmyk  
168.152.120\_rgb  
a89878\_hex

### Phoenix+

67.75.11.1\_cmyk  
113.81.146\_rgb  
715192\_hex

### Discovery

82.22.72.0\_cmyk  
30.138.98\_rgb  
1e8a62\_hex

## Motorhomes

### Autograph

35.60.90.40\_cmyk  
126.82.33\_rgb  
7e5221\_hex

### Alliance Silver Edition

50.39.39.0\_cmyk  
147.147.148\_rgb  
939394\_hex

### Adamo

73.38.0.0\_cmyk  
72.137.201\_rgb  
4889c9\_hex



# Bailey ToV

## We're warm and welcoming

We're a family business and very proud of our roots. We see Bailey owners and retailers as an extension of the family-run enterprise we've built up over the last 70 years. It's why everyone should feel welcome, even if we haven't got to know them yet.

## We're down-to-earth

We enjoy life's simple pleasures: the outdoors, good times with friends and family, and making memories. It means we're pretty straight-up and down-to-earth, so we're chatty and informal, but never over-familiar. No fuss, no bother, nothing too complicated. Even when we're talking about something technical, we make it as simple as possible.

## We know our stuff

With 70 years of experience under our belts, we know our stuff. That doesn't just mean the technical ins and outs of all our leisure vehicles, but also taking the time to understand our retailers and customers. We love to listen and learn, and gladly share knowledge when we need to.



# Bailey ToV

## A quick word on tone of voice

It's not just what we say, it's how we say it: the words we choose when we're writing help to build and reinforce the Bailey brand and bring our personality to life. So, whether it's a social post, a press release, or a chat with an owner (or potential owner), it should always sound and feel like it's coming from Bailey.

It means:

- We're warm and welcoming
- We're down-to-earth
- We know our stuff

A few things to bear in mind:

- Always think about your reader – we're communicating with, not at. They have no obligation to stick around, so they should feel welcome, comfortable and included.
- Talk to your reader. Use 'you', 'we' and 'us'. We think of Bailey and their owners as a family, and we're all in it together.
- Read everything out loud (in your head is fine). If you wouldn't say it yourself, you probably shouldn't say it at all. This exercise is very effective in sorting the 'yes' from 'hmmm, not sure'.
- Never use a long word when a short one will do.
- Speak with clarity and understanding, but never to the point of being over-familiar or too matey.
- Mix up sentence lengths to add pace and punch, just like you would in a conversation.
- Even though we're always friendly, we're always professional and personable, so imagine you're talking to a friend of a friend.

## Speaking in social

- Short is sweetest.
- It should feel informal and conversational.
- Talk directly to the audience: 'We think you'll love it' is warmer and friendlier than 'We think customers will love it'.
- 'Front-load' the post, so there's a hook, and the important information is up front. Then expand and explain in the rest of the post.

## DON'T

- Waffle
- Use jargon – our readers should never feel intimidated
- Sound brash, arrogant or patronising
- Be chummy or overly enthusiastic
- Over-use exclamation marks – we're not shouty!!!! The exception is our 'Go Bailey!' call-to-action
- Forget to read everything back to yourself

## DO

- Get straight to the point
- Use everyday words
- Communicate the benefits
- Be clear
- Be conversational
- Be chatty
- Read everything back to yourself

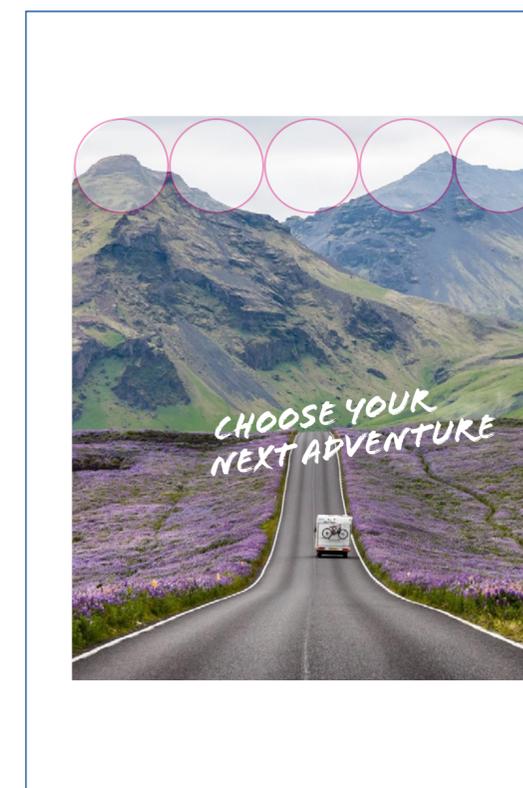
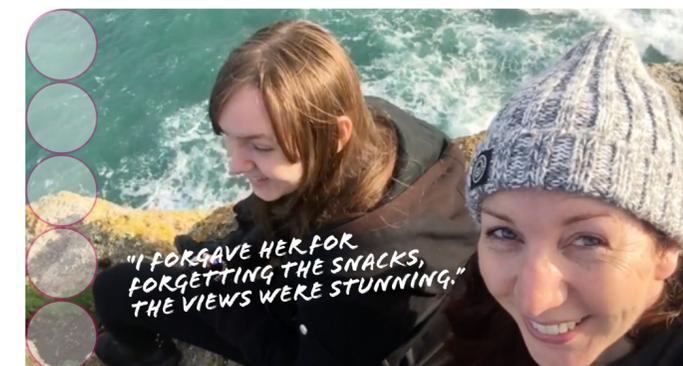
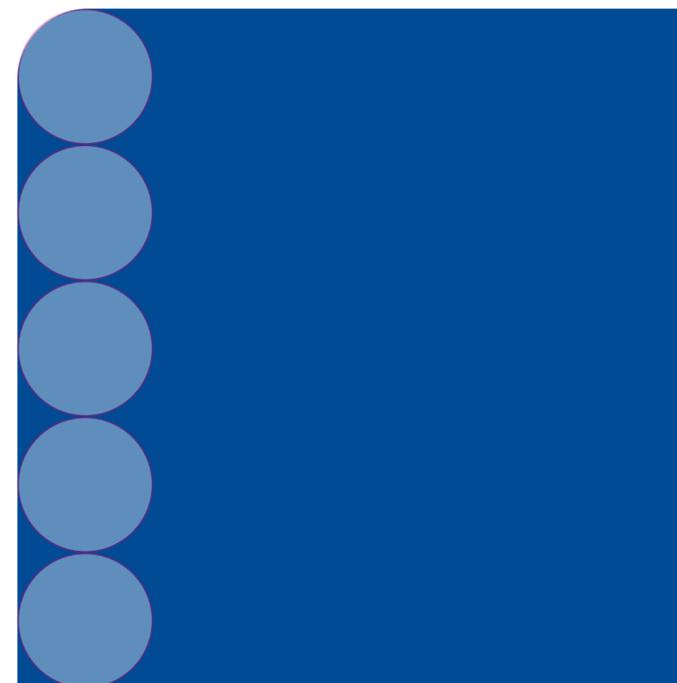
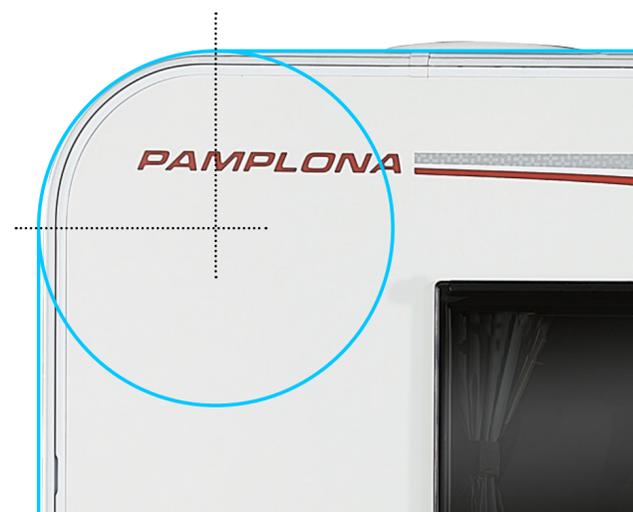
**And remember: these are guidelines, not hard-and-fast rules.**



# Shell curve positioning

The 'Bailey curve' is unique to our brand and gives us an instantly recognisable characteristic in the marketplace. By using it as a graphic device, we bring this element of our brand into our comms.

- It should always be the top left corner.
- For the size of radius of the curve, use the shortest edge of the image or shape and divide into five.
- Only one image or shape per page/slide/screen/asset should have a curve.
- When the shape has a thin short edge, for example on a CTA button, divide the height by two.

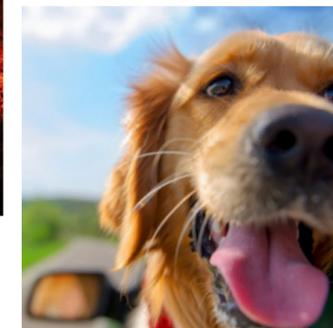
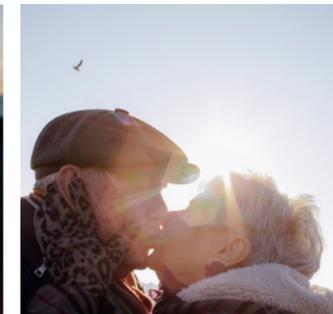


GO DISCOVER

# Photography

## Mood boards:

Lifestyle: Imagery very much from the user's POV, it's okay to feature a deliberately clumsy crop or a slightly overexposed shot that's badly composed, a selfie view or an uneven angle. These are real life stories captured 'as if' by users.



# Photography

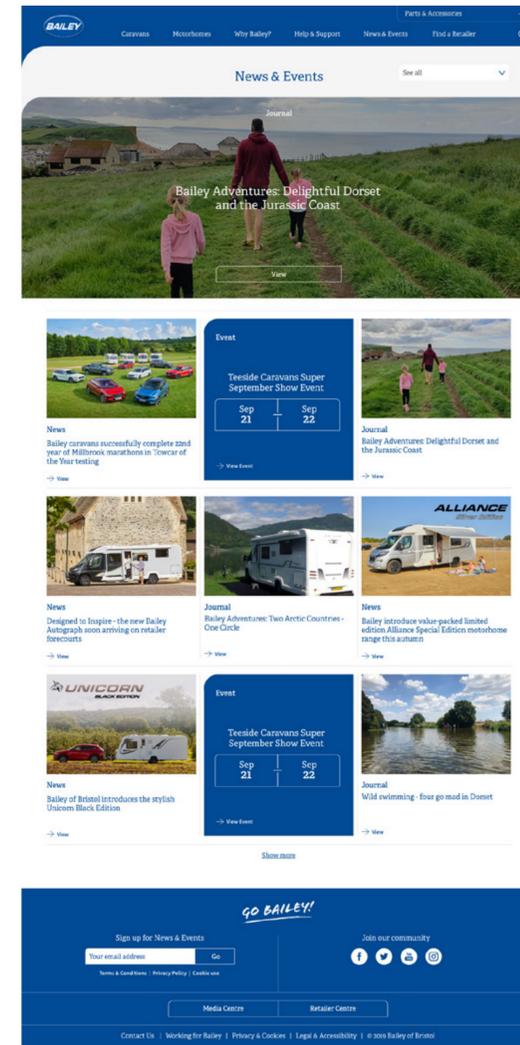
## Mood boards:

Product: In addition to what a Bailey product enables – the layout, features and details of products are the selling points. Not only must we capture the newest on-trend innovations, just as vital are owner favourites and expected standard equipment.





# Brand in action



# Range positioning

Positioning is vital to create clear choice, benefit and characteristics for the ranges in order for customers to navigate product offerings.



Luxurious & limitless



Stylish & spacious



Style & sophistication



Effortless & elegant



Comfortable & capable



Performance & practicality



Compact & confident



Smart & spirited



# Range elements

[Range logo lock-up]



Luxurious & limitless

[Range introduction]

Generous in every direction, the 8ft' wide Alicanto Grande is the last word in luxury. Choose from two fully specified layouts, where the only thing not included is the view.

[Example range lifestyle headline]

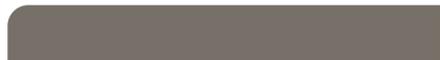
**FIVE-STAR  
ADVENTURE**

[Range key facts]

## Favourite facts

- Two luxurious layouts for up to 4 people
- Vertical infinity front window – with a 50% increase on window size
- Flush fit 'Piuma' side windows with integrated framed flyscreen and blinds
- Lightweight 8ft wide design for comfortable touring or seasonal use
- AL-KO ATC trailer control system and stabiliser hitch
- Four season all weather sustainability with Alde radiator central heating system
- Tech ready with Avtex mobile Wi-Fi and wireless charging pad
- Additional RGB colour change ambient lighting system
- Washroom heated towel rail (twin axle only)
- 5ft wide king-size fixed island beds with superior pocket sprung 'Poise' mattress
- Rooflight mounted Omnivent extractor fan above kitchen

[Key colour]



[Range logo lock-up]



Stylish & spacious

[Range introduction]

The extra wide 8ft' wide Pegasus Grande SE has been designed to offer a unique range of generous layouts, perfect for relaxing or entertaining in style.

[Example range lifestyle headline]

**TIME OUT  
(AND STRETCH OUT)**

[Range key facts]

## Favourite facts

- Six roomy layouts for 4 to 6 people
- Lightweight 8ft wide design for comfortable touring or seasonal use
- Truma 100 watt solar panel for off-grid holidays
- Large through-boot exterior storage locker (model specific)
- AL-KO ATC trailer control system and stabiliser hitch
- Tracker Retrieve system
- Four season all weather sustainability with Truma Combi blown air heating system
- G-shaped lounge design or U-shaped dinette area (model specific)
- Thetford K-series combined oven, grill and hob and electric hotplate
- Twin axle models with Dometic 153 litre fridge freezer with dual hinged door

[Key colour]



# Range elements

[Range logo lock-up]



Effortless & elegant

[Range introduction]

Effortless practicality meets simple elegance. Packed with features, the Unicorn range sets a new standard, so you can escape in style.

[Example range lifestyle headline]

FREE-STYLE  
LUXURY

[Range key facts]

## Favourite facts

- Seven practical layouts for up to 4 people
- Vertical infinity front window – with a 50% increase on window size
- Tracker Retrieve system with integral intruder alarm
- Truma 100 watt solar panel for off-grid holidays
- Four season all weather sustainability with Alde radiator central heating system
- AL-KO ATC trailer control system and stabiliser hitch
- TyrePal Tyre Pressure Monitor System (TPMS) and AL-KO secure wheel lock for extra security
- External satellite, mains electric and BBQ points
- Stylish interiors featuring ‘Light Oak’ furniture and a choice of two luxurious soft furnishing schemes

[Key colour]



[Range logo lock-up]



Comfortable & capable

[Range introduction]

Strike the perfect balance between space, comfort and affordability, with the Phoenix+ range. Lightweight, versatile – and ready for everything.

[Example range lifestyle headline]

COMFY IN ALL THE  
RIGHT PLACES

[Range key facts]

## Favourite facts

- Six comfortable layouts for 2 to 5 people
- Spacious yet lightweight design accessible to a wide range of tow vehicles
- AL-KO stabiliser hitch and TUV tested 14” alloy wheels for added security
- Light and airy interiors featuring a vertical opening front skylight
- Efficient 12V task and mood lighting
- Thoughtful selection of 230v power sockets and USB points
- Four season all weather sustainability with Truma Combi blown air heating system
- Thetford K-Series combined oven, grill and hob
- 800 watt microwave oven
- Dometic 106 litre refrigerator

[Key colour]



# Range elements

[Range logo lock-up]



**Compact & confident**

[Range introduction]

**Dare to be different, with the agile, eye-catching Discovery range. The contemporary styling and ingenious use of space make a Discovery the perfect partner to every adventure.**

[Example range lifestyle headline]

**DREAM BIG  
THINK SMALL**

[Range key facts]

## **Favourite facts**

- Three compact, lightweight layouts for 2, 3 or 4 people
- Unique Alu-Tech wrap around bodyshell profile for improved aerodynamics
- AL-KO stabiliser hitch and TUV tested alloy wheels for added stability
- Four season all weather sustainability with Truma combi blown air heating system
- Light and airy interiors featuring a vertical opening front skylight
- Contemporary styling featuring contrasting furniture finishes
- Thetford Triplex combination oven, grill and burner hob
- Dometic 103 litre refrigerator
- Cleverly designed washroom includes an on-board shower
- Exclusive accessories including PRIMA wrap around awning

[Key colour]



[Range logo lock-up]



**Style & sophistication**

[Range introduction]

**The best of all worlds. The Autograph range makes no compromises, marrying performance with complete comfort, to bring true luxury to even the most ambitious adventures.**

[Example range lifestyle headline]

**FIRST-CLASS  
FREEDOM**

[Range key facts]

## **Favourite facts**

- Eight sophisticated layouts for up to 6 people
- Extra wide bodyshell with MTPLMs ranging between 3,500-4,250kg
- High-performance Peugeot Boxer 2.2 HDi 165bhp engine
- Lightweight AL-KO AMC chassis enables larger payloads
- Fully specified cab featuring cruise control, driver and front passenger airbags, air conditioning and Peugeot Satellite Navigation system
- Dometic reversing camera
- Thule wind-out awning
- Truma 100 watt solar panel for off-grid holidays
- Four season all weather sustainability with Alde radiator central heating system
- Thetford Caprice combination oven, grill, gas hob and electric hotplate
- Dometic 153 litre fridge freezer with dual hinged door (model specific)

[Key colour]



# Range elements

[Range logo lock-up]

**ALLIANCE**  
*Silver Edition*

Performance & practicality

[Range introduction]

Practical and powerful, the Alliance Silver Edition is designed to be driven. And with seven layouts to choose from, you'll feel just as at home off the road, as you are on it.

[Example range lifestyle headline]

MAKE  
EVERYWHERE  
HOME

[Range key facts]

## Favourite facts

- Seven practical models for 2 to 6 people
- MTPLM under 3,500 kg making them suitable to drive by anyone holding a full UK driving license
- High-performance Peugeot Boxer 2.2 HDi 165bhp engine
- Lightweight AL-KO AMC chassis enables larger payloads
- Fully specified cab featuring cruise control, driver and front passenger airbags, air conditioning and Peugeot Satellite Navigation system
- Dometic reversing camera
- Thule wind-out awning
- Truma 100 watt solar panel for off-grid holidays
- Four season all weather sustainability with Truma combi blown air heating system
- Thetford Triplex combination oven, grill and gas hob
- Dometic 95 litre refrigerator

[Key colour]

[Range logo lock-up]

**ADAMO**

Smart & spirited

[Range introduction]

Adamo is the perfect companion to every adventure. Smart design meets seamless practicality across three endlessly flexible layouts, each with exterior garage storage, for whatever you want to throw life's way.

[Example range lifestyle headline]

GET UP  
AND GONE

[Range key facts]

## Favourite facts

- Three flexible layouts for up to eight people; all models have four travel seats
- Ford chassis and cab, with automatic transmission for easy driving
- External onboard garage space, to separate outdoor kit from living space
- Flexi-lounge configures to meet living needs: eat, sleep, or relax in front of the slide-out TV
- Electric-powered drop-down beds
- Four-season capability with Truma Combi 4 heating system and storage for 2 x 11kg refillable gas bottles
- 100w solar panel and leisure battery for true 'off-grid' adventures
- Fully equipped kitchen, with 3-ring gas hob, hot plate, separate grill and oven, and a bigger sink

[Key colour]