



Developing a Sustainable Travel Brand

By Lara Fahey

Transition University of St Andrews

What is Go St Andrews?



Why did we develop Go St Andrews?





How did we develop
Go St Andrews?

Funding

15

Partnerships

Marketing



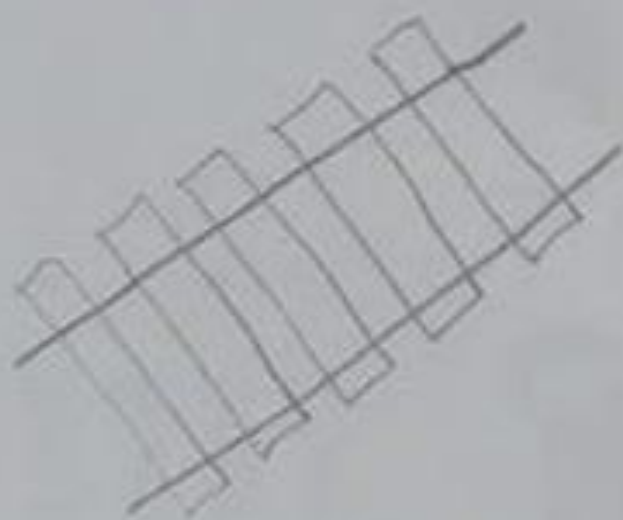
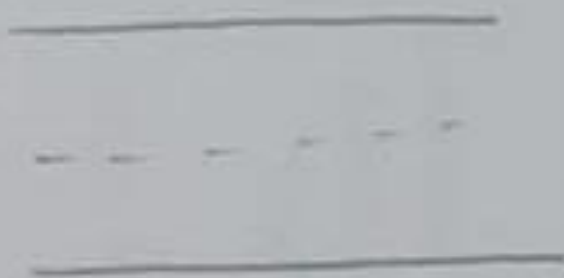
Brand



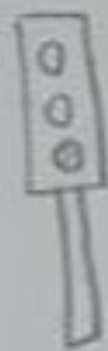
Logo

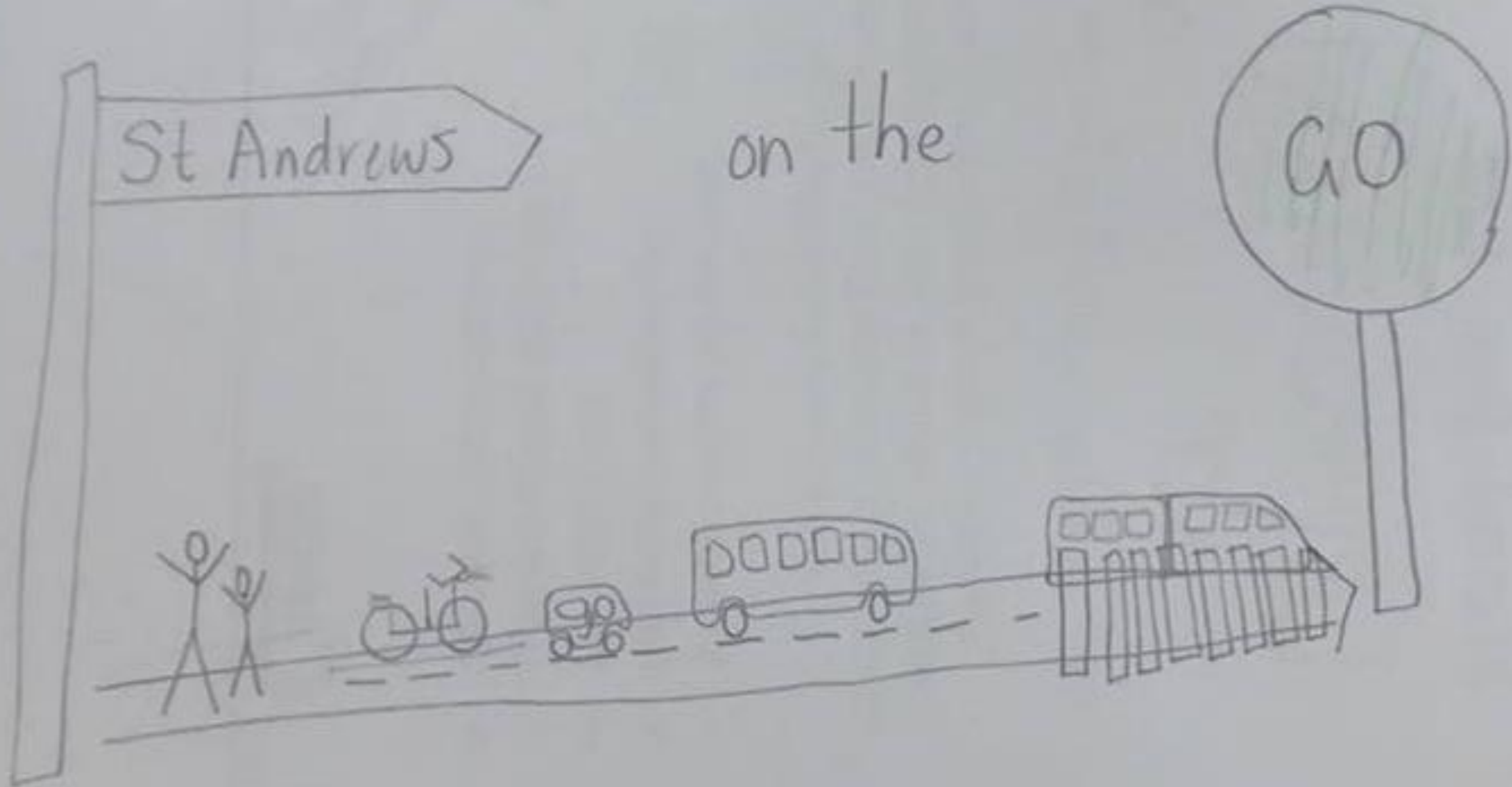


Symbols



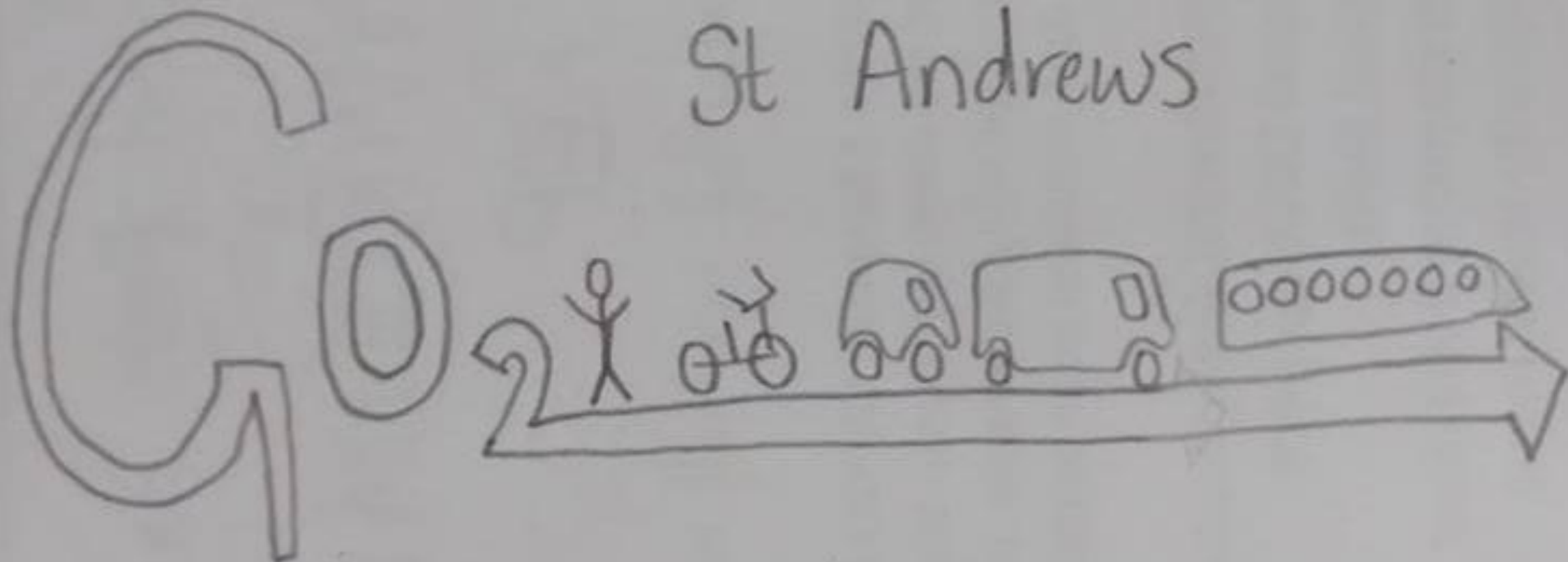
(man)





"Your guide to smarter travel in St Andrews"

St Andrews







ST • ANDREWS

smarter travel, greener journeys



Tagline



Photography

Web Presence

GO ST ANDREWS

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Non-governmental organisation (NGO) in St Andrews

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A learning journey...

With thanks to...

Fife Council

Transition University of St Andrews

University of St Andrews

Merry Scott Consulting

Andrew Nall-Cain and Milan Cater, Halftone Creative

Our marvellous sustainable transport models

And many, many more...





Any questions?

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