Trentino
Style Guide

TRENTINO

CONTENTS

Approach

It is the nature of Trentino
that tells us a story.
Wrapped in identity, emotion,
and authenticity. This must be
the objective guiding production
of all visual content, with the
recognisable style input
of each contributor.

Content must, above all, be
an experience for the viewer.
This is achieved by choosing
dynamic camera movements,
subjective shots, and close-ups.
It is always the snapshot
from a story, never just
a nature photo.

Majestic images, asymmetrical compositions, unexpected viewpoints: an immersive experience in the scenery.

Human presence is
a key element in
brand storytelling.
Interactions between
characters and situations
must always be credible
and true.

Using real natural light
with vigorous chiaroscuro
for every shot adds intensity
to the narrative and volume
to each scene.

Method

Content production is structured around macro themes, called **pillars,** which reach across the 4 **seasons.** Each pillar contains several **situations** (Framing, Acting, Props, Outdoor panoramic scenes, Composition, Lighting and Colours), each with its own features to be told.
The purpose of this manual is to provide rules and suggestions for constructing a timely, coherent narrative.

WHEN
(SEASONS) ⟶ **WHERE**
(PILLARS) ⟶ **WHAT**
(SITUATIONS)

Pillars

Table of Situations

• High altitude crossings
  (hiking from one mountain hut
  to another)
• Long walks

• The Dolomites
• Skiing (top slopes, ski districts,
  snowboarding, ski mountaineering,
  cross-country skiing, freeriding)
• Snowshoeing

• Adventures in the snow
  (dog sledding, ice climbing,
  fat bikes, ice skating, etc.).

Framing	Full figure	Portraits	Wide-angle shots	Majestic landscapes
Acting	Enthusiasm	Effort	Authentic	Emotional
Props	Backpack	Water bottle	Skis and poles	Snow boots
Outdoor panoramic scenes	Wide-angle shots	Detailed scenes		
Family	Spontaneity	Serenity	Union	Dynamism
Composition	Asymmetry	Width		
Lights and colours	Intensity	Chiaroscuro	Magic Hour	

Framing

People: wider angle shots are to be preferred, showing the entire person, emphasising their interaction and immersion with nature. Portraits, details of their activities are included, creating a visual narrative that emphasises the human dimension.

Environment: photos should be taken of unexpected scenery, winding paths, so that the images convey a sense of majesty and adventure.

Acting

People's acting must always be credible. It should bring out the emotional and physical experience of the people on the hike, capturing their enthusiasm, effort, joy and determination as they tackle the challenges of their journey.

Forced poses that betray deliberate staging are to be avoided at all costs.

Ideal

Not recommended

Props

It is advisable to use professional equipment suitable for high-altitude crossings, long walks and hiking, such as a backpack, glasses, water bottle and walking poles. If included, these must fulfil their purpose by emphasising that the actions are real.

Family

Scenes depicting families can be included. Extras should be chosen who can act spontaneously and serenely during shots.

Outdoor panoramic scenes

Wide-angle detailed shots are recommended to highlight the vastness and diversity of the mountain environment, conveying a sense of wonder and respect for the natural beauty of the Alpine world.
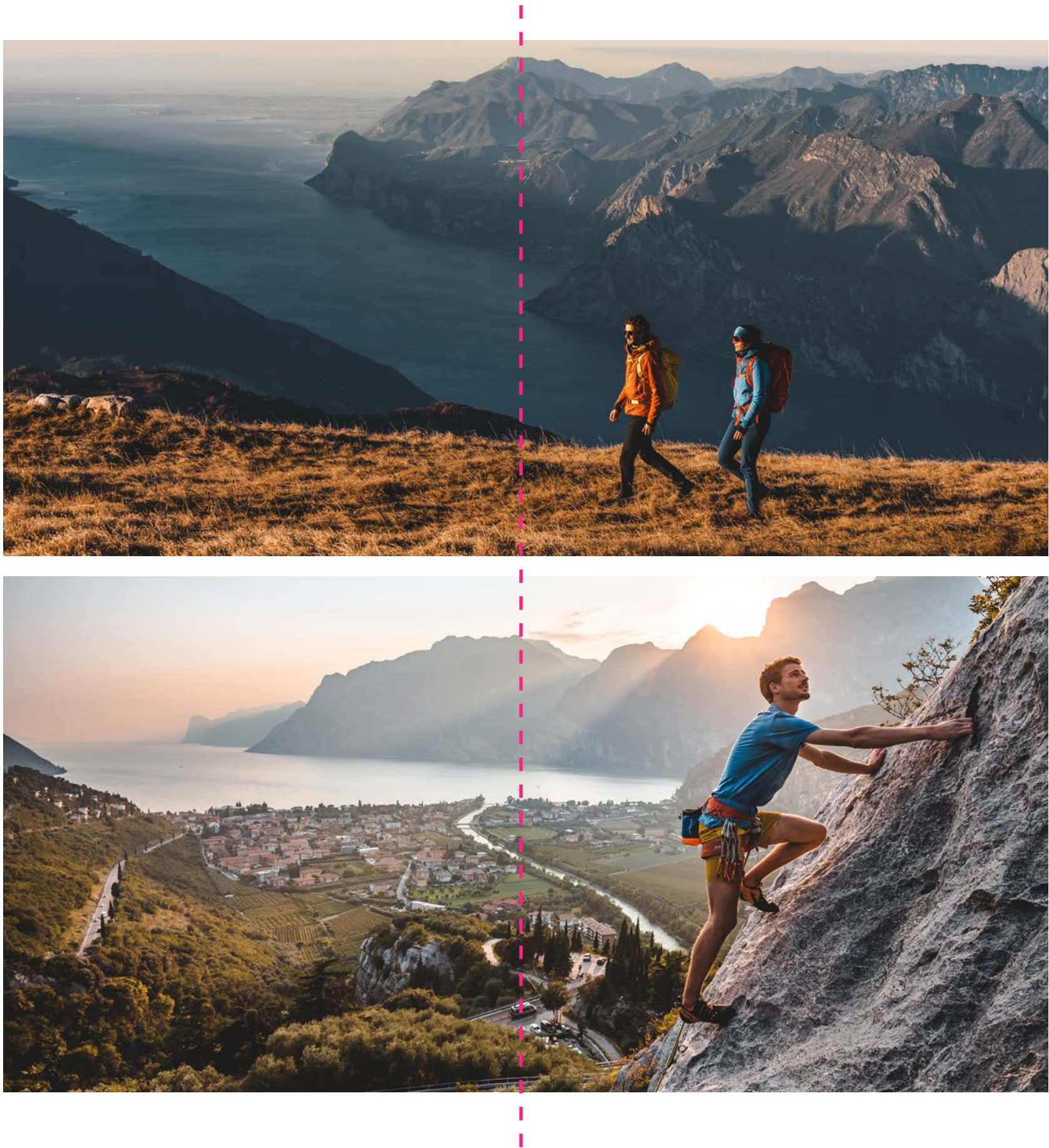
Composition

Asymmetrical compositions are preferable, with the main subject/element off-centre in relation to the chosen framing of the photo.
Extremely regular and/or specular compositions are to be avoided wherever possible.

Ideal

Not recommended

Lights and colours

Around sunrise and sunset are the best times of day, in order to capture that special atmosphere known technically as the 'magic hour'. The use of chiaroscuro is recommended in order to add intensity to the story and volume to each scene. No colour treatments must be used that alter the colours to such an extent that they make the scenery appear improbable or unnatural.

Table of Situations

- Gravity biking (bike park, downhill...)
- Cycling tourism (gravel, DoGa, MTB)
- Leisure cycling (cycle paths, bike rides, e-bikes)

- Road bikes (hard climbs)
- Water sports (rafting, kayaking, canoeing)
- Via Ferrata routes

- Climbing
- Hiking (medium difficulty walks)
- Fishing

Framing	Full figure	Portraits	Unusual perspective	Details
Acting	Enthusiasm	Effort	Authentic	Emotional
Props	Backpack	Boots	Professional equipment	Walking poles
Composition	Asymmetry	Dynamism		
Lights and colours	Lively	Chiaroscuro	Magic Hour	

Framing

People: The emphasis is on the action and movements of people engaged in mountain sports. Front-facing or side-facing figures immersed in picturesque mountain locations, intent on tackling a new challenge.
Techniques such as freeze motion, the use of fast shutter speeds and dynamic framing should be preferred in order to capture highly intense moments characterised by speed and power.
Close-up images of technical equipment and other elements crucial to these activities are recommended to add depth and visual context.

Environment: Unusual angles and perspectives and the use of equipment such as drones are recommended to obtain exclusive shots. This approach allows mountain sport to be shown from new perspectives, adding an element of originality to the images.

Acting

People's acting must always look plausible. It is important to be able to freeze moments of emotion and effort, allowing spectators to fully immerse themselves in the experience of mountain sport.

Forced poses that betray deliberate staging are to be avoided at all costs.

Ideal

Not recommended

Props

To add veracity and define a precise visual and sporting context, it is advisable to use technical and professional equipment such as hiking shoes, climbing ropes and other crucial elements for practising these activities.
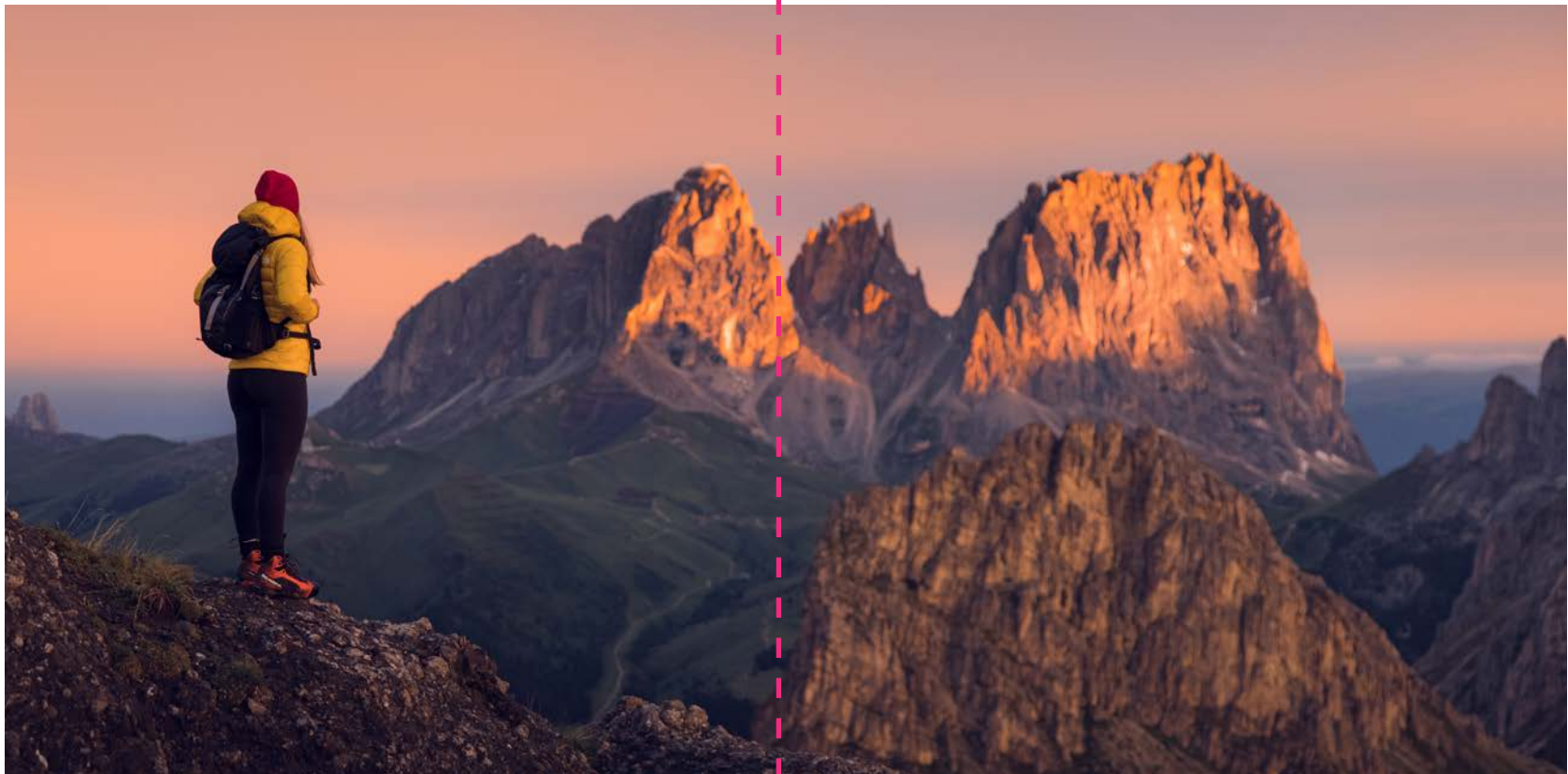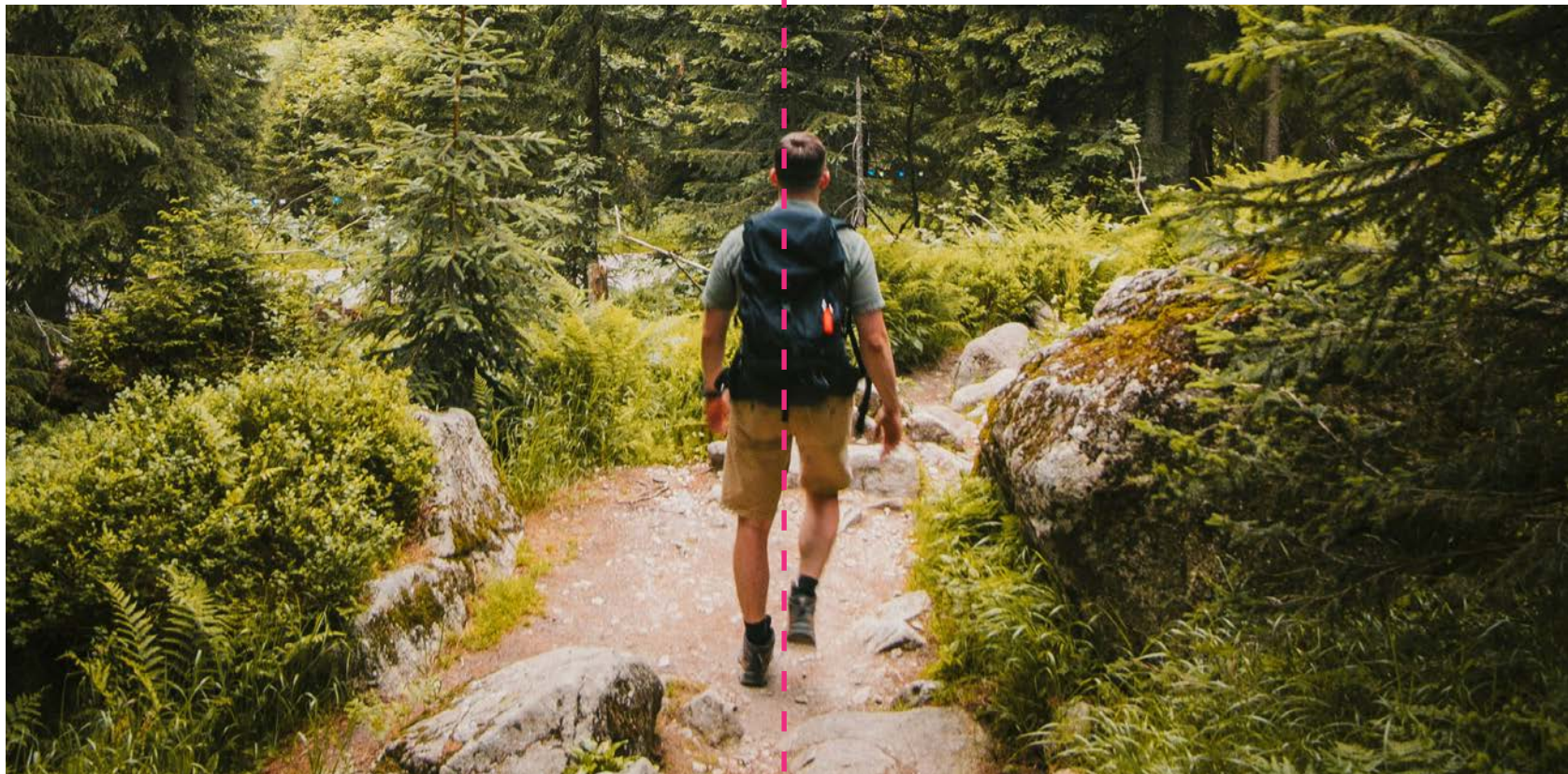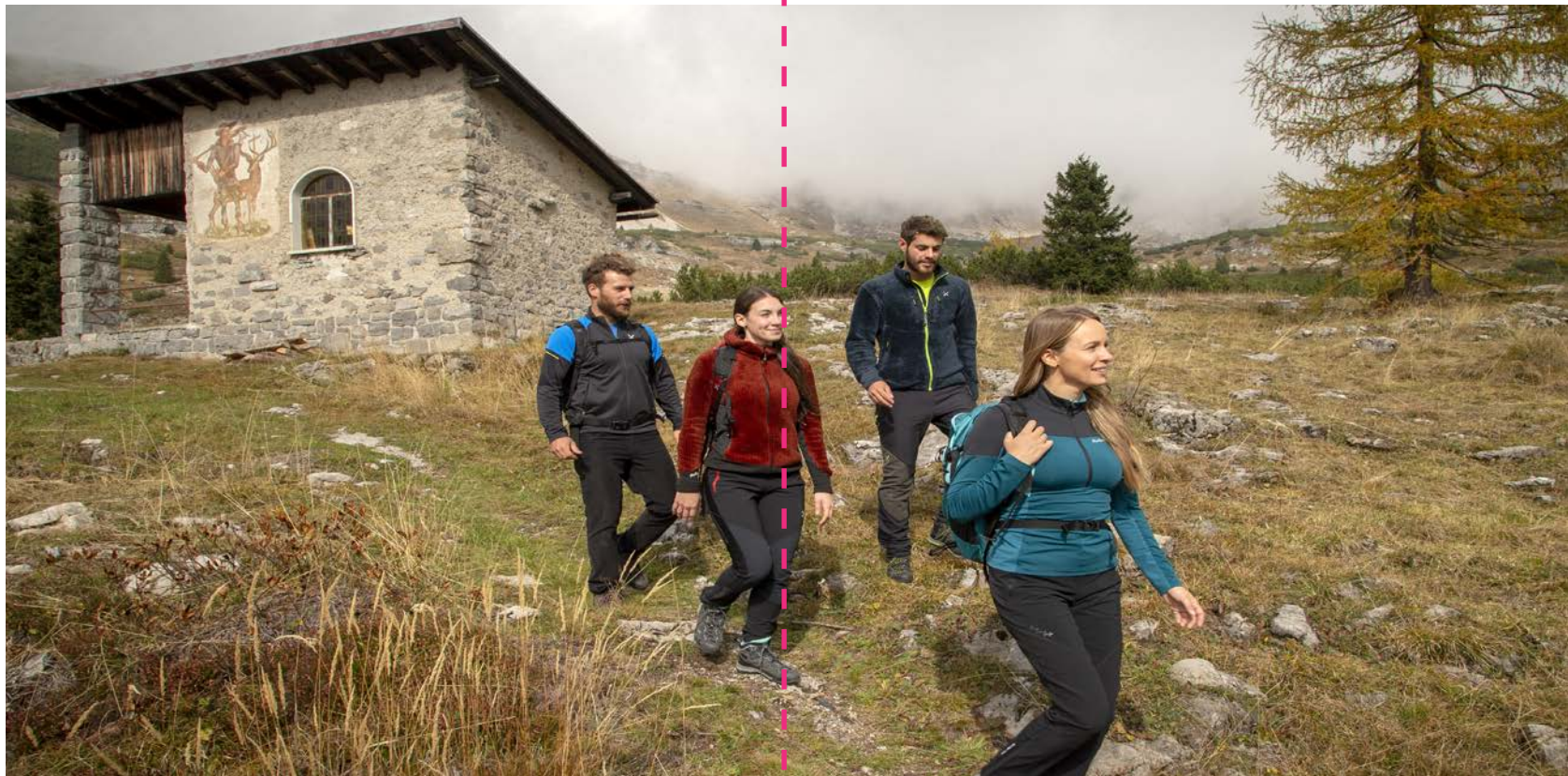
Composition

Asymmetrical compositions are preferable, with the main subject/element off-centre in relation to the chosen framing of the photo.
Extremely regular and/or specular compositions are to be avoided wherever possible.

Ideal

Not recommended

Lights and colours

Around sunrise and sunset are the best times of day, in order to capture that special atmosphere known technically as the 'magic hour'. The use of chiaroscuro is recommended in order to add intensity to the story and volume to each scene. No colour treatments must be used that alter the colours to such an extent that they make the scenery appear improbable or unnatural.

Table of Situations

- Easy walks by the lake
- Hotel by the lake
- Campsites at the lake.
- Christmas at the lake

- Lake water sports (windsurfing, sailing...)
- Life at the lake (experiences, aperitifs, bike rides, outdoor Garda)

- Blue Flag Lakes.

Framing	Full figure	Panoramic scenes	Macro	Long exposures
Acting	Wellbeing	Admiration	Happiness	Spontaneity
Props	Sports equipment	Glasses	Stroller	
Family	Spontaneity	Relaxation	Union	Interaction
Composition	Asymmetry			
Lights and colours	Lively	Chiaroscuro	Magic Hour	

Framing

People: It is preferable to photo whole figures from a distant viewpoint so that they do not take centre stage at the expense of the landscape.
When food and/or drink are being tasted, such as human figures enjoying aperitifs by a lake, shots can be close up.

Environment: the focus is on panoramic images documenting lake scenery.
Different perspectives and angles are preferred in order to emphasise the size and depth of the lakes. Focus on the biodiversity of the environment is highly relevant: macro lenses are recommended that capture the details of the flora and fauna around the lakes, conveying their fragility and harmony. The images are appealing and evocative, taken at different times of day. Experiments with long exposures are recommended to give the water a soft effect.

Acting

The human figures look relaxed and express naturalness, they gaze admiringly at their surroundings. Forced poses that make relaxing situations unrealistic are not recommended. Shots with a rear viewpoint should also be avoided.

Ideal

Not recommended

Props

Casual clothes suitable for easy walks and camping by the lake are recommended.
In the case of water sports on the lake, appropriate equipment for activities such as windsurfing, sailing, and SUP is recommended.

Family

The lakes are also a place for activities suitable for children and families. We intend to portray fun, happy situations using extras engaged in spontaneous activities by the lake. Images should not be constructed, but look natural and balanced.
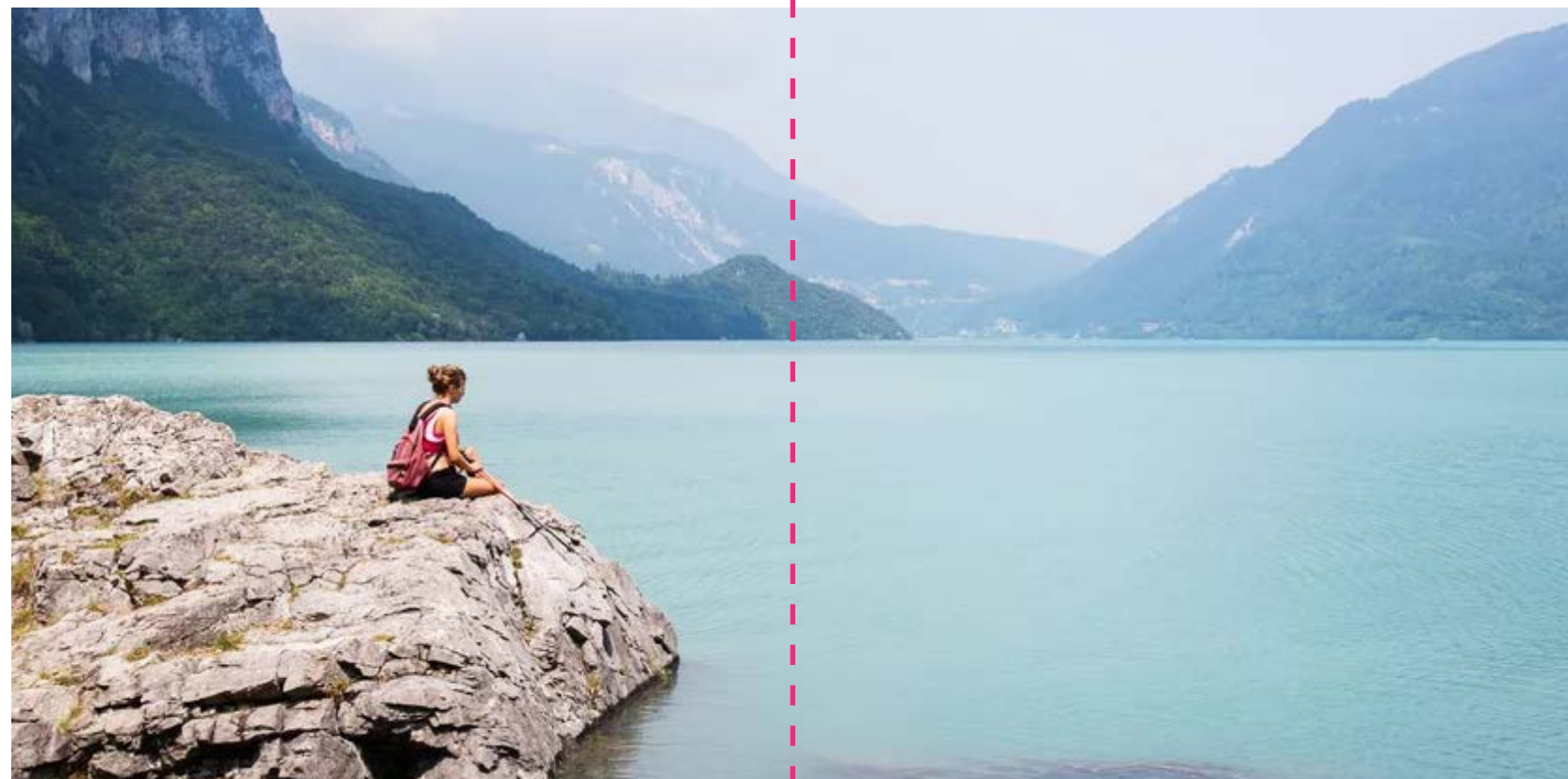
Composition

Asymmetrical compositions are preferable, with the main subject/element off-centre in relation to the chosen framing of the photo, in order to give visibility also to the surroundings. Extremely regular and/or specular compositions are to be avoided wherever possible.

Ideal

Not recommended

Lights and colours

Around sunrise and sunset are the best times of day, in order to capture that special atmosphere known technically as the 'magic hour'. The use of chiaroscuro is recommended in order to add intensity to the story and volume to each scene. No colour treatments must be used that alter the colours to such an extent that they make the scenery appear improbable or unnatural.
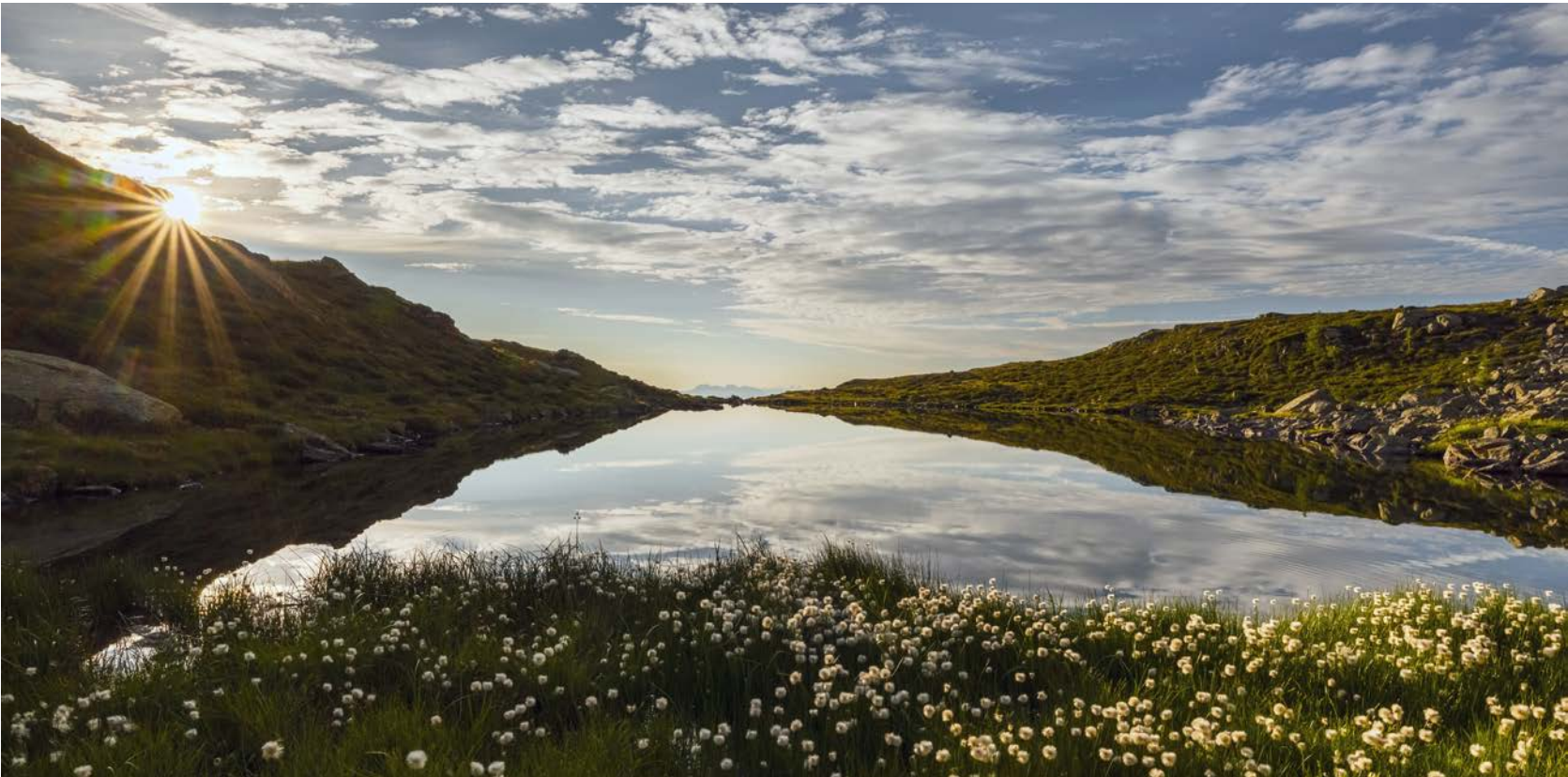
Table of Situations

- Easy walks (hiking with animals, themed and stroller walks)
- Spa
- Wellness centre

- Spa and wellness hotels
- Natural wellness (barefoot in the snow, forest bathing, wildlife watching)

- Experiences in the parks.

Framing	Full figure	Portraits	Profiles	Unusual perspective
Acting	Meditation	Joy	Relaxation	Serenity
Props	Stroller	Sports equipment	Informal clothing	Animals
Family	Spontaneity	Relaxation	Union	Interaction
Composition	Asymmetry			
Lights and colours	Soft	Lively	Brightness	

Framing

People: Close, detailed shots are used to show the expressions of joy, gratitude and serenity that emerge during experiences that connect with nature.
If the subjects are contemplating nature, they can also be shot in profile.

Environment: Emphasis on exploring the tranquillity and serenity offered by nature in the high mountains. Images of moments of peace and quiet, such as the sun rising over the peaks, fog clearing over alpine meadows or the reflection of the moon on the waters of a mountain lake.

Wide-angle shots are used.

Acting

Images of people immersed in nature. Walking among ancient trees, they contemplate breathtaking panoramic views or meditate in secluded places. Human figures practise activities such as outdoor yoga, swimming in mountain lakes or relaxing in sunny meadows.

Situations depicting subjects in unnatural poses that make the photo unrealistic and at odds with the natural surroundings are discouraged.

Ideal

Not recommended

Props

Props include items such as backpacks, water bottles, glasses, prams, sports equipment, clothing suitable for wellness activities and extras such as animals.

Family

Extras should be chosen who can act spontaneously and serenely during shots.
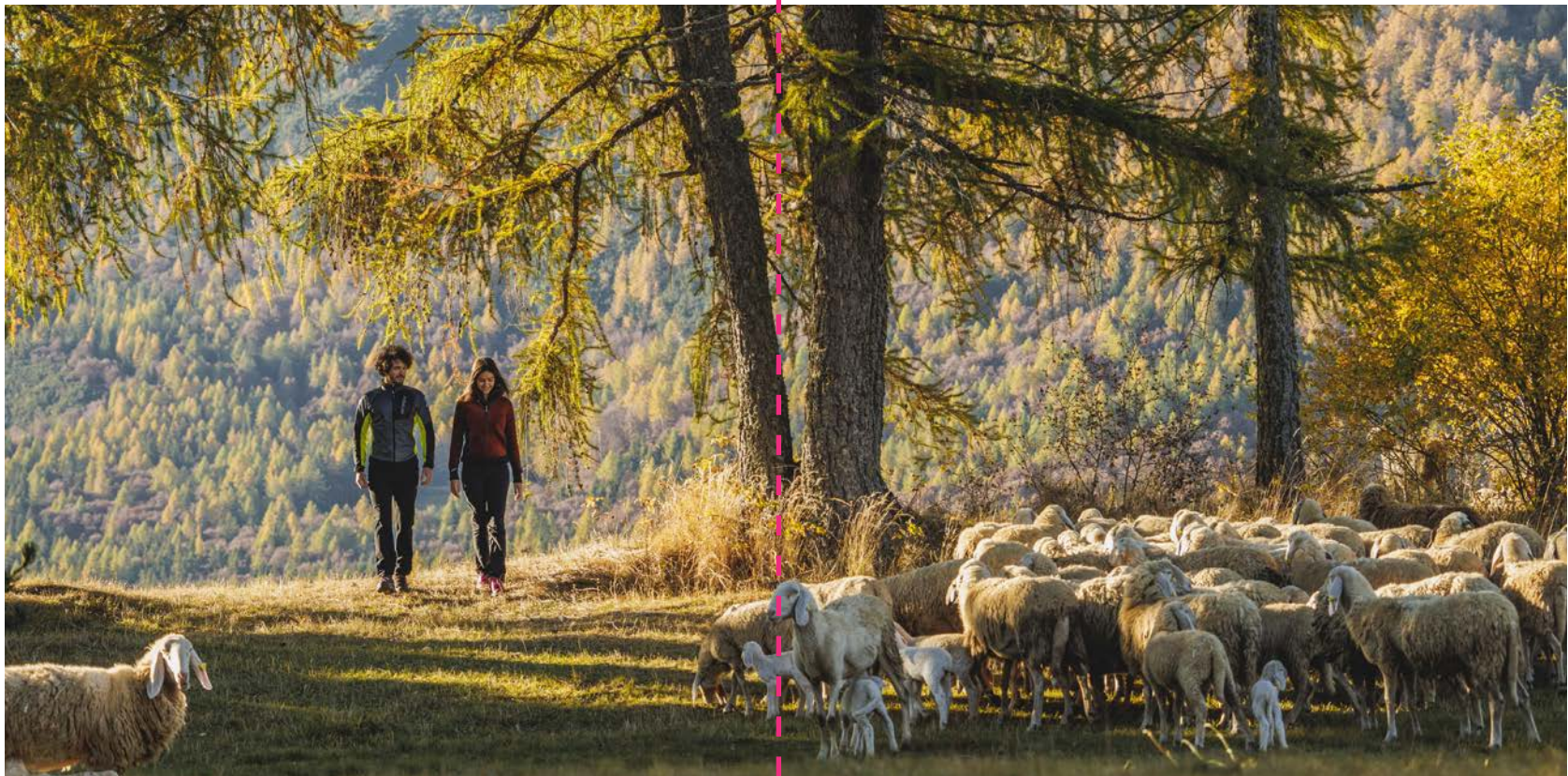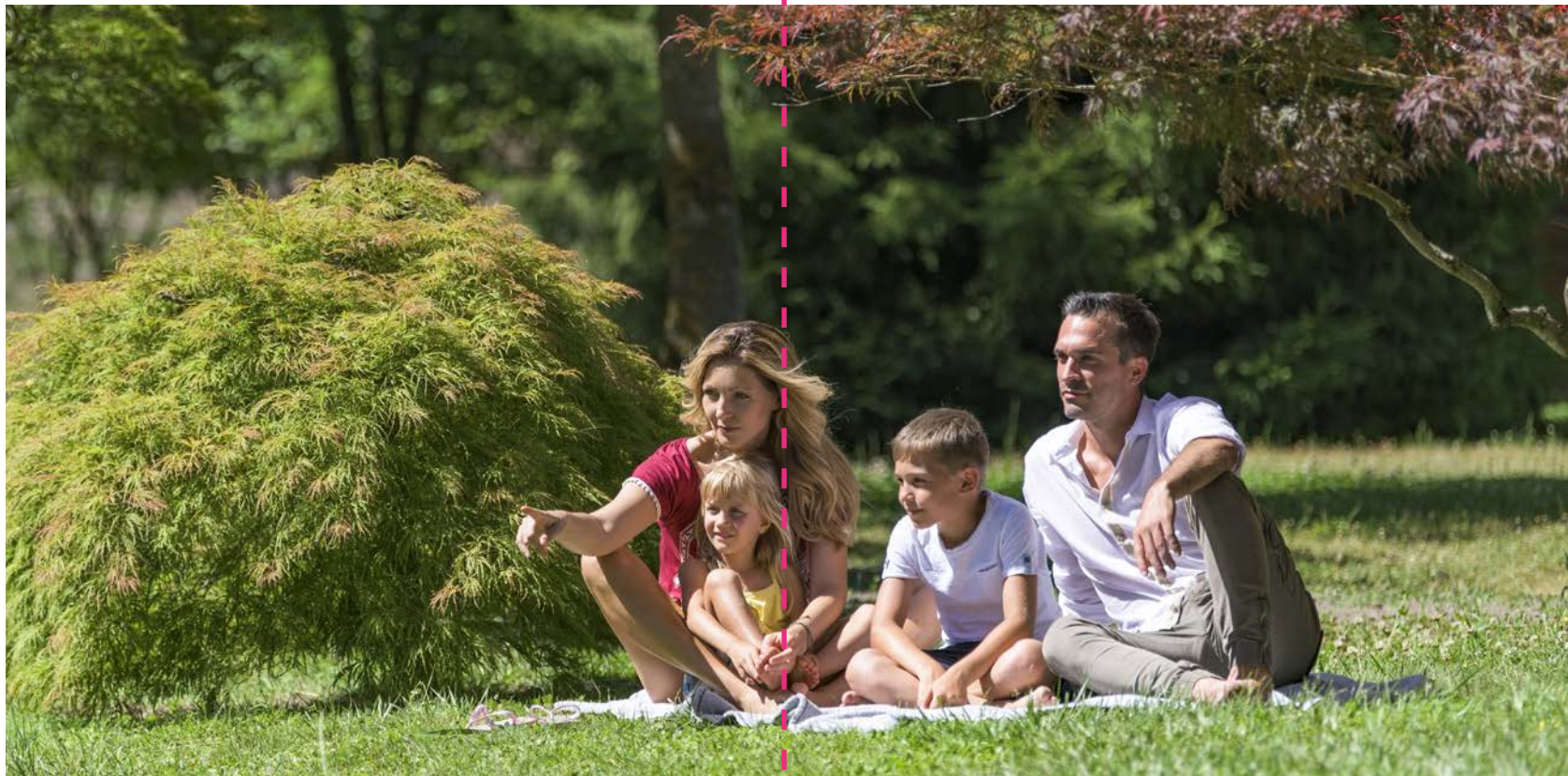
Composition

Asymmetrical compositions should be favoured
in order to create dynamism and balance between
the human figures and nature.
Symmetrical compositions, which tend to make
shots look static and too forced, are discouraged.

Ideal

Not recommended

Lights
and colours

Soft tones are used to convey a feeling of peace
and quiet that promotes wellbeing and contemplation.
At the same time, bright vivid colours are also
recommended to convey a feeling of vitality
and renewed energy resulting from the experience
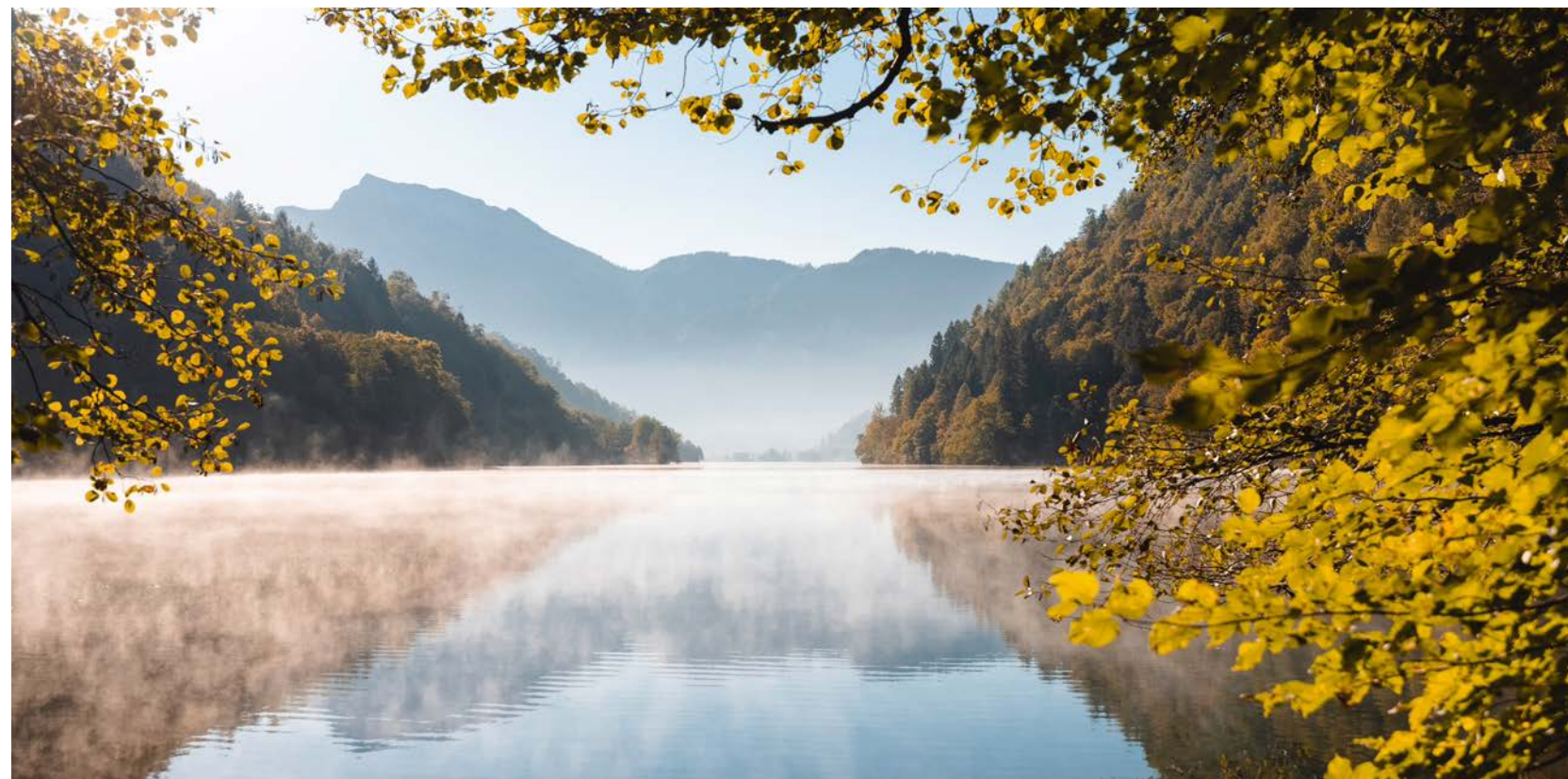of regeneration in nature.

Table of Situations

- Castles
- Museums
- Archaeological Parks
- Christmas Traditions

- Carnival Traditions
- Land Art (Arte Sella, Martalar)
- Villages (Italy's most beautiful villages)
- Exhibitions and cultural events

- Urban hiking (Trento, Rovereto)
- Forts from the Great War

Framing	Full figure	Details	Wide-angle views	Creative
Acting	Engagement	Astonishment	Immersion	Happiness
Props	Casual clothes	Traditional clothes and objects	Historical and craft tools	
Outdoor panoramic scenes	Wide-angle shots	Detailed scenes		
Composition	Asymmetry	Movement		
Lights and colours	Playing with light	Warm, nostalgic colours	Natural lighting	Night light

Framing

People: Full-length shots of people within wide-angle views should be preferred to convey the majesty of Trentino's cultural sites. In addition, original, close-up shots of elements that characterise the cultural event should be added.

Outdoor setting: Detailed images of castles, towers, city walls, churches and medieval dwellings, highlighting distinctive architectural elements. Creative framing and unusual angles highlight the majesty and authenticity of these places.

Indoor setting: Details that offer a window into the past, such as handicrafts, antique furniture and traditional clothing. Emphasis on the telling of traditions and customs through the exploration of museums and villages.

Acting

Human figures show interest and spontaneity in their surroundings, whether they are indoors or outdoors. Their attitude is determined by the curiosity arising from observing places of cultural interest.
With a combination of attention to people's gazes, ambience and lighting, images can be created that not only document the history of these places but also convey their magic and essence through the eyes of the people who live here.
Unnatural poses showing people apparently lacking in spontaneity are discouraged.
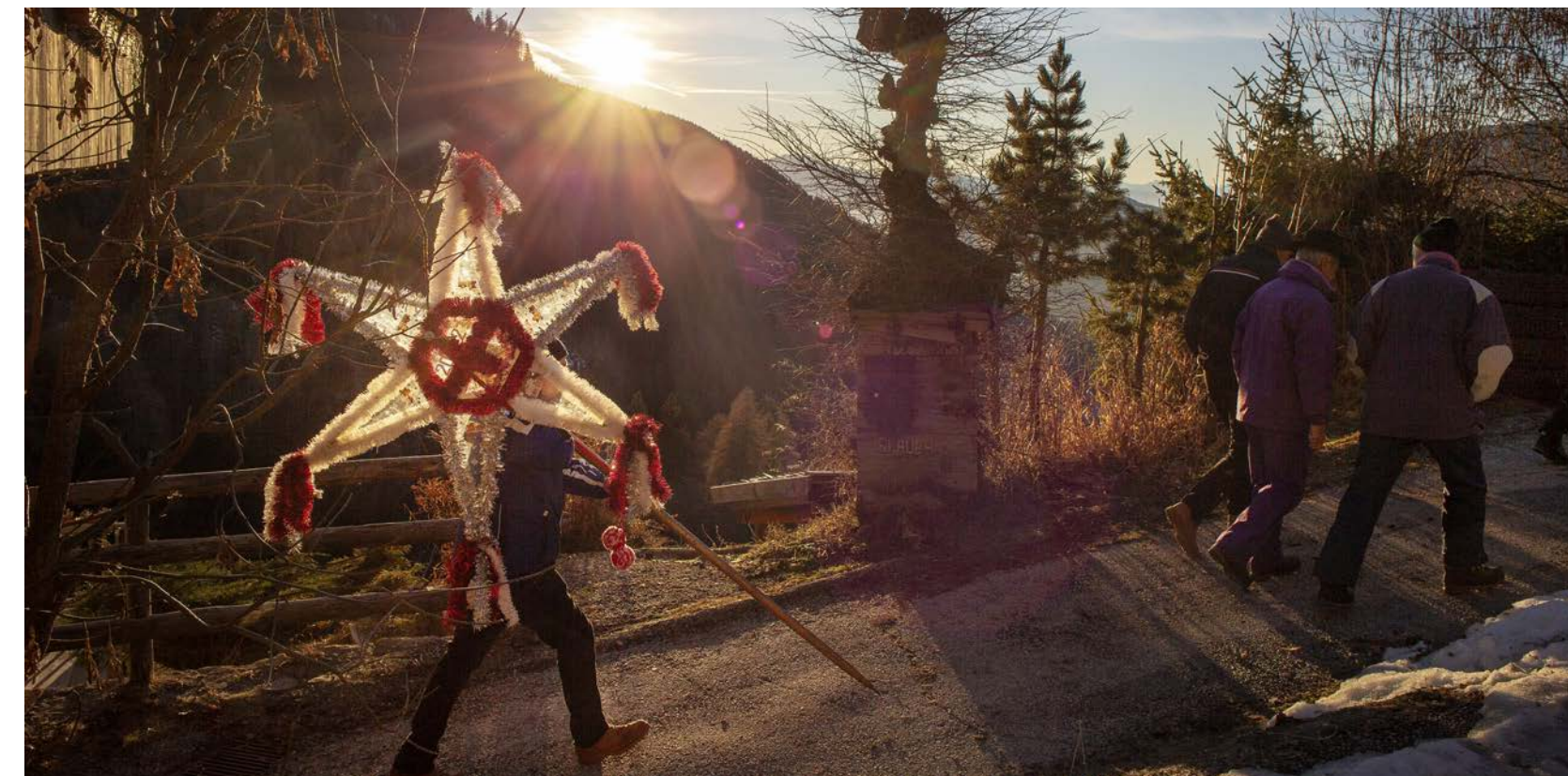
Ideal

Not recommended

Props

Images of artefacts, art objects, and domestic utensils
dating back to medieval times.
Details that offer a window into the past, such as
handicrafts, antique furniture and traditional clothing.
The human figures in these settings should wear casual,
seasonally appropriate clothing.

Outdoor panoramic scenes

The villages and cultural attractions are also photographed using panoramic shots, documenting the majesty of these historic places and their relationship with the surrounding nature, the colours and richness of which are enhanced. The atmosphere is unique and adventurous.
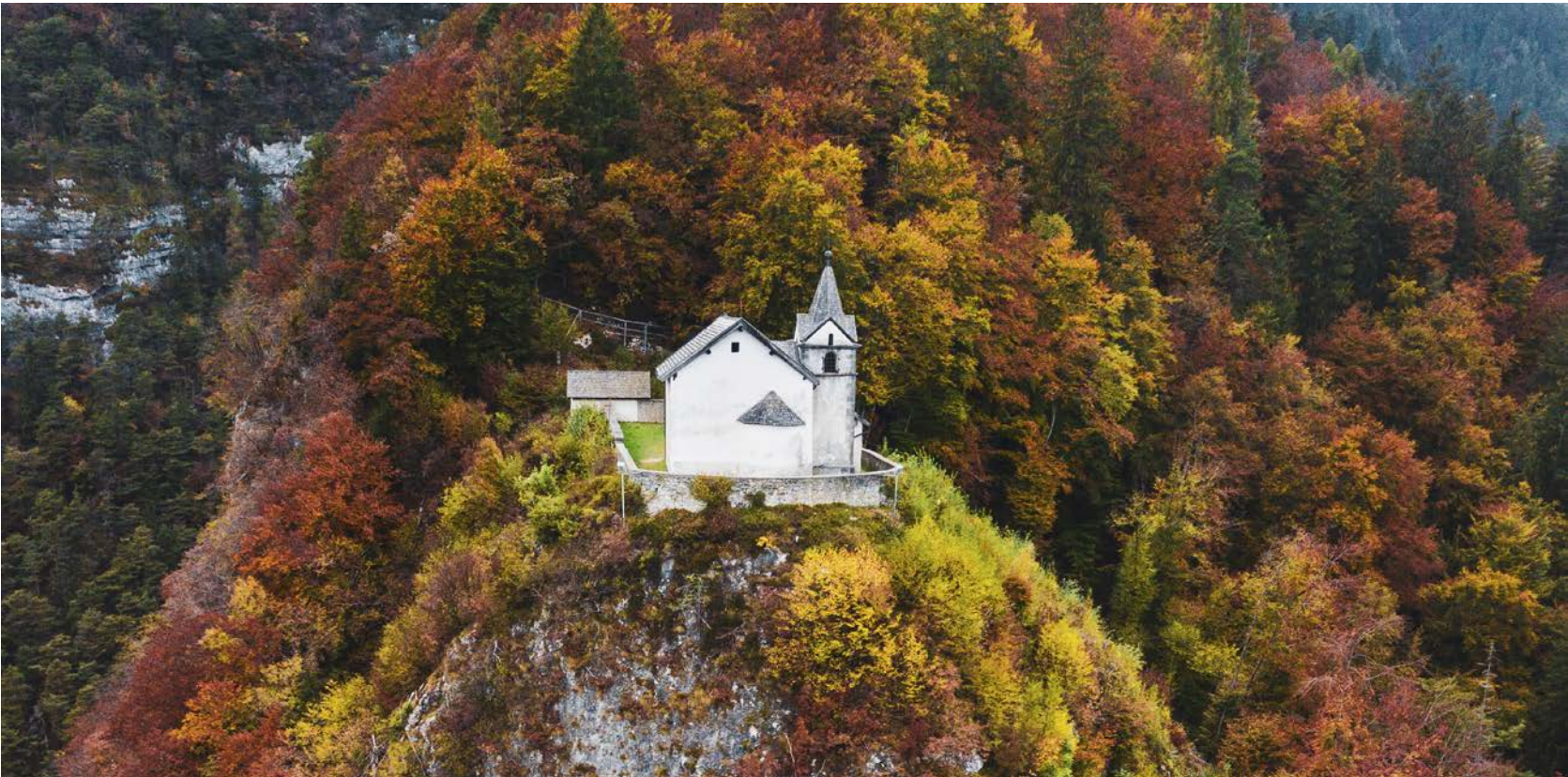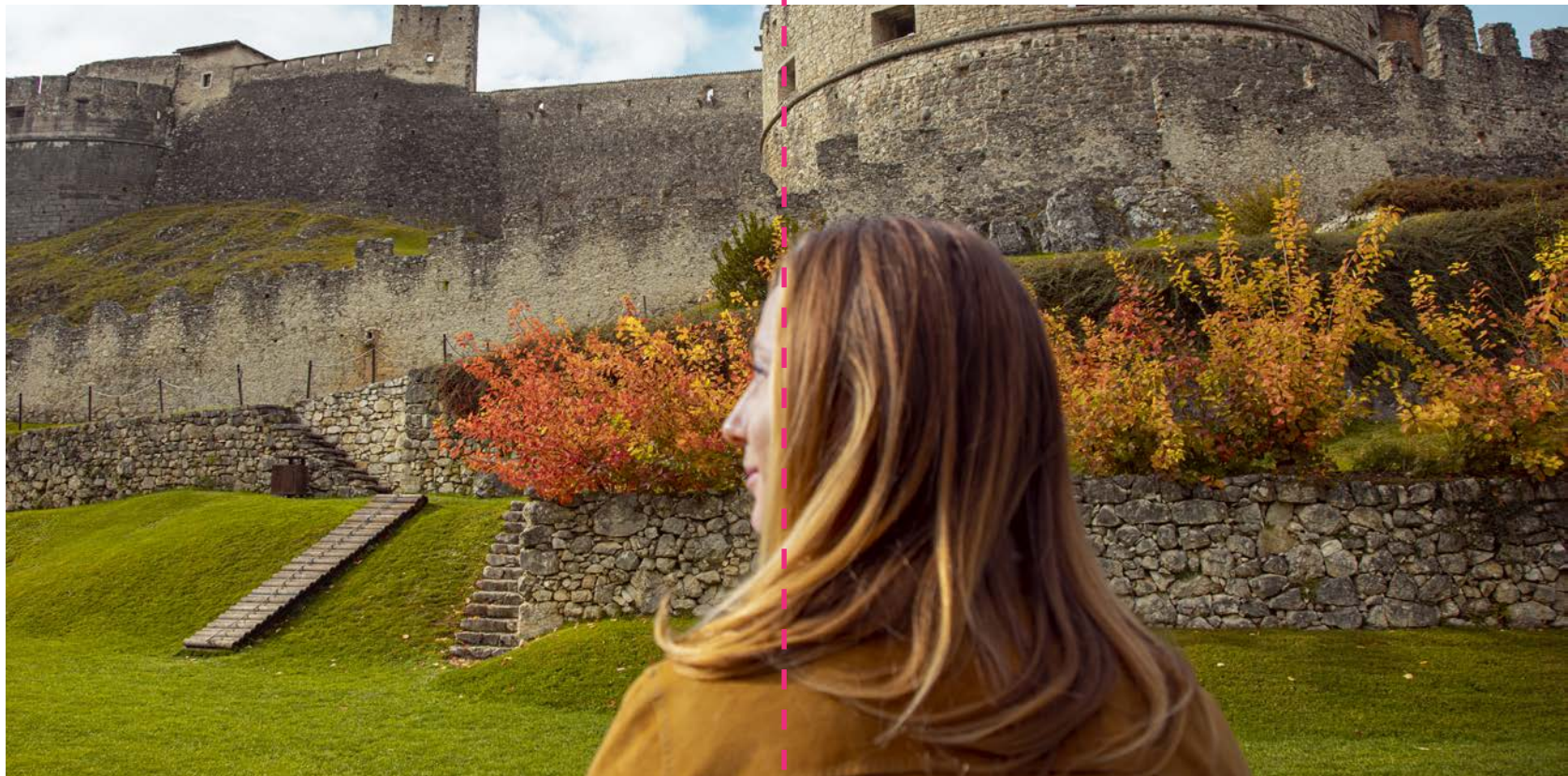
Composition

Asymmetrical compositions are preferable, with the main element/subject off-centre in relation to the chosen framing of the photo, in order to give visibility also to the surroundings.
Extremely regular and/or specular compositions are to be avoided wherever possible.

Ideal

Not recommended

Lights
and colours

The use of natural lighting and visual effects to create
an enchanted atmosphere is to be preferred.
We also recommend experimenting with night shots,
light effects and shadows, which can in fact add
depth and emphasise the architectural structure
of historical sites.

Warm colours and nostalgic tones are preferable:
use warm colour temperatures to give images
a cosy look.
This can capture the magical essence of these
historic places to take viewers on a journey
back in time.

Table of Situations

- Alpine pastures and cheeses
- Restaurants
- Agritourism
- Mountain huts

- Food and wine experiences (wine tasting, wine hiking...)
- Seasonal harvests
- Festivals and fairs

- Trentino wines
- Trentodoc
- Grappa and spirits
- Craft beers

|				
Framing	Wide-angle views	Full-body	Portraits	Macro
Acting	Spontaneity	Authenticity	Serenity	Conviviality
Props	Dishes	Glasses	Work tools	
Harvests	Industry professionals	Authenticity	Interaction	
Around the table	Realistic extras	Spontaneity	Serenity	Conviviality
Indoors	Close-up shots	Details	Natural light	Warm artificial light
Composition	Asymmetry			
Lights and colours	Natural light	Warm artificial light		

Framing

People: Full-body photos to highlight the deep connection with the territory, traditional food products, and food and wine experiences. There are also portraits of people who are an active part of this sector and moments of

conviviality around tables laden with food and drink, or aperitifs with friends, conveying the warmth of the welcome and local culinary culture. These cases call for more close-up shots.

Environment: Shots will include sweeping views of vineyards, wineries, oil mills and family farms, highlighting traditions, production techniques, and product stories. Also to be included detailed images of regional food and wine.
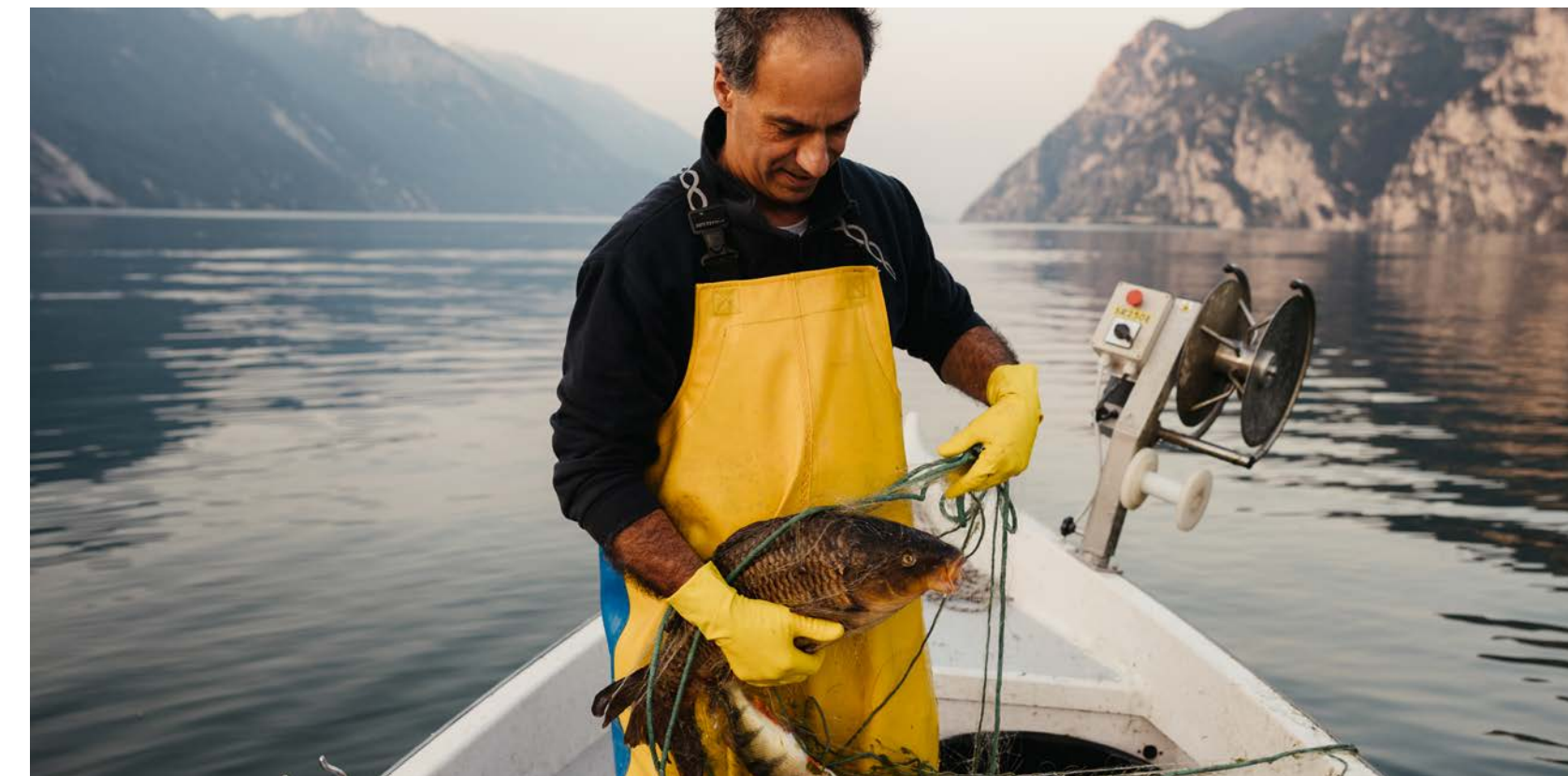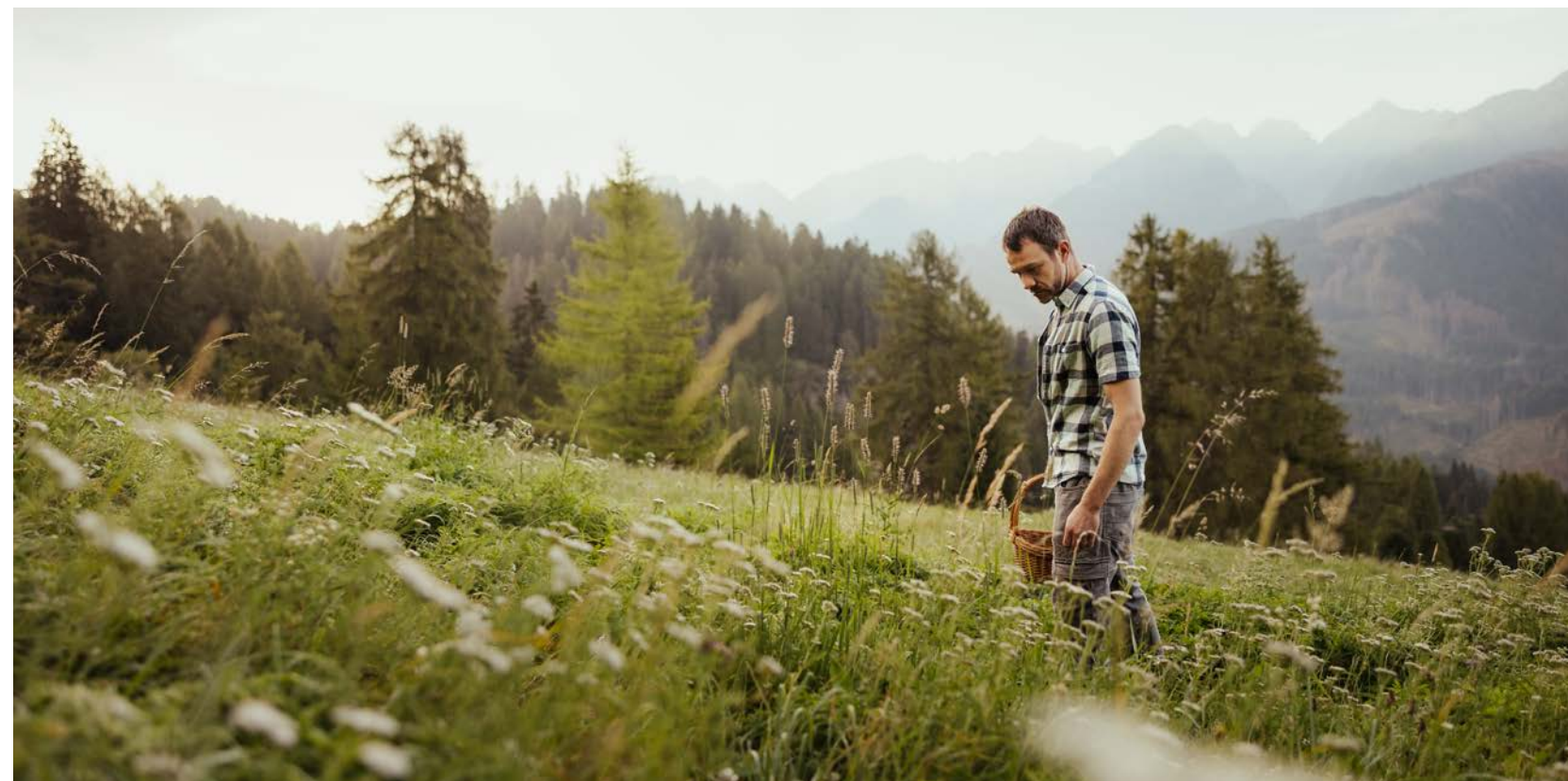
Acting

The people involved convey the warmth of the welcome and conviviality. They taste wines, cheeses, cold cuts and other local products, with expressions of pleasure, satisfaction and serenity.
The key is to portray authenticity and spontaneity, capturing sincere moments.

Unspontaneous formal posed shots are therefore discouraged, as they look less genuine and truthful. If a setting includes families, they can be depicted doing activities surrounded by nature or enjoying and sharing a table laden with food and drink.

Ideal

Not recommended

Props

To best describe and depict situations linked to food and wine, we recommend the use of objects that welcome and enhance the products that are part of Trentino's food and wine culture, such as: plates, glasses, baskets and professional tools suitable for preparing the ingredients.

Harvests

Harvests should feature the real people who actually do the harvesting in the farming and food and wine sector.
The use of extras is therefore not recommended.
This is a decisive factor in giving the image authenticity and documenting the beauty of reality.

The aim should be to capture moments when people genuinely interact with their surrounding nature and food and wine products.

Ideal

Not recommended

Around the table

When families are included, it is preferable to organise
a dedicated setting, so that the shot looks spontaneous
and the setting, if it includes a table laden with food
and drink, is however uncluttered.
If extras are used, they should look like a real family.

Ideal

Not recommended

Indoors

Close-up shots for indoor settings such as restaurants, agritourisms, mountain huts and farmsteads, in order to focus on the details of local food and wine products.
The intention is to enhance people's experience of indoor environments, with the use of natural light wherever possible. If necessary, artificial light can be used, as long as it is warm and welcoming.

Ideal

Not recommended

Composition

The use of asymmetrical compositions is recommended in order to add interest and dynamism to the images, allowing the surroundings to be included and creating a feeling of unconventional balance. Extremely regular and specular compositions are not recommended, as they can make images appear static and less visually interesting. Avoiding perfect symmetry can make images more engaging and evocative: as this is an industry where sharing and authenticity are fundamental concepts, the key is to communicate emotions and stories more effectively.

Ideal

Not recommended

Lights and colours

Favour warm, natural lighting that conveys warmth to make the moment more atmospheric. Very bright environments are recommended for food; direct sunlight on the subject to be photographed should be avoided. Backlighting is recommended to make the food look more appetising and desirable as this gives the dish consistency, giving it its own aura.

If you decide to photograph the dishes from above, make sure the background is an even hue. This helps to make the food stand out and create a cleaner composition. Close-up shots capture details such as colours, textures and aromas that arouse emotions and stimulate the senses, conveying the gratification of a true food and wine experience. If natural light cannot be used, the light used must be warm. Avoid the use of flash.

Table of Situations

- Festival of the Economy
- Cultural Events (Trento Film Festival, Lagorai d'incanto...)
- Food and wine events (DivinNoisiola, Aprile dolce Fiorire...)
- Sports events (Giro d'Italia, Riva Bike Fest, Tour of the Alps...)
- Trentodoc Festival

|				
Framing	Full-body	Community	Dynamic framing	Close-up shots of figures
Acting	Engagement	Spontaneity	Interaction	Happiness
Composition	Asymmetrical	Balanced		
Lights and colours	Lively	Vibrant		

Framing

People: Both full-body and close-up shots of people, engaged in various activities. Scenarios depicting human figures in groups are also recommended. A recurring element at large events is the community.

Environment: Dynamic shots and movement are used to convey the rhythm and vitality of the event, showing human interaction, shared joy and connection between individuals sharing a collective experience.
Detailed images of performers, traditional dances, musicians on stage entertaining the crowd and convivial situations. Close-up shots may also be used. Venues can be outdoor or indoor, depending on the type of event.
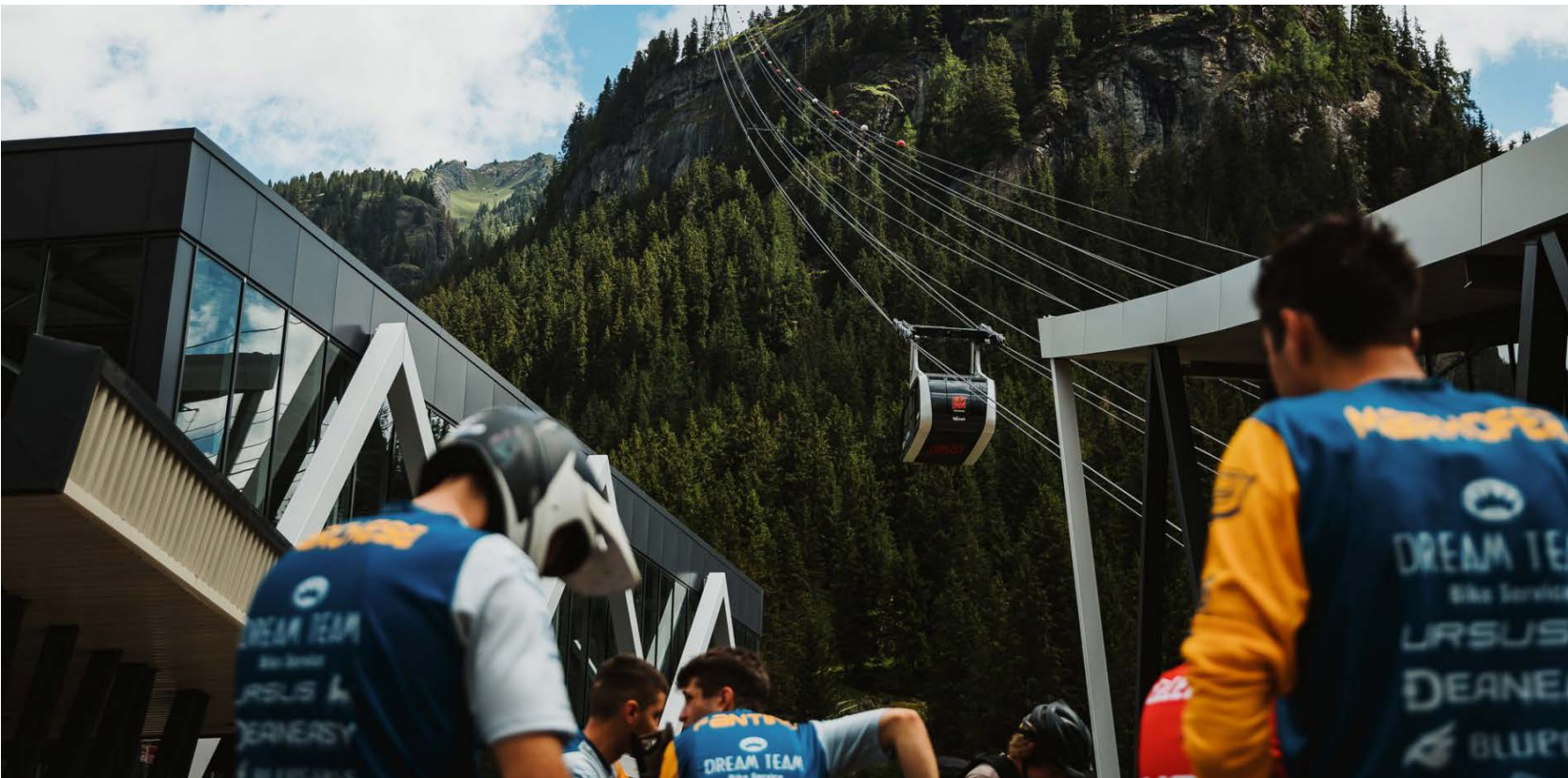
Acting

People are photographed while dancing, laughing, having fun and interacting spontaneously with artists, musicians and performers. Photos of participants' experiences during the event or festival, capturing images of people exploring market stalls, sampling food, participating in

workshops and interactive activities or immersed in art installations. The images taken capture the fun, interaction, laughter, vitality, joy, and movement, taking care not to portray moments of excessive zeal.

Composition

A dynamic approach is recommended to create visual balance with irregular arrangement of elements in the scene.
These elements consist of both interacting human figures and natural elements to make the photographs more engaging and interesting.

Ideal

Not recommended

Lights and colours

Lights and colours are bright, emphasising the vitality and joy of the moment. Focus on capturing the vibrant energy and unique atmosphere that characterises major events and festivals.

Table of Situations

- Caution in the mountains
- Trentino Tree Agreement
- Resource Savings.
- Accessibility

- Spruce bark beetle
- Large carnivores

Framing	Full-body	Portraits	Wide-angle views	Details
Acting	Serenity	Naturalness	Attention	Care
Props	Sports equipment	Multisensory objects and technology	Animals	
Composition	Asymmetry	Dynamism		
Lights and colours	Lively	Soft	Warm artificial light	

Framing

People: Both full-body and close-up photos of human figures, in order to highlight connection between people and their respect for their surroundings. Shots of people partially turned as they interact with others and the environment can be used.

Also close-up shots, like, for example, activities that are about experience and social inclusion that allow everyone to access and enjoy culture.

Environment: Images of outdoor environments and animals, flora and fauna. The vegetation highlights the region's biodiversity and varied colours. Aerial views of the territory.

Acting

People taking care of the land, safeguarding and protecting its nature.
Subjects in serene, natural poses, with no forced postures, paying attention to their surroundings and where they are as they practise activities that require special attention to safety.

People engaged in sporting activities are never portrayed individually, but always in company.

Ideal

Not recommended

Props

Props include objects such as sports equipment, multi-sensory objects and technology, and extras such as animals.
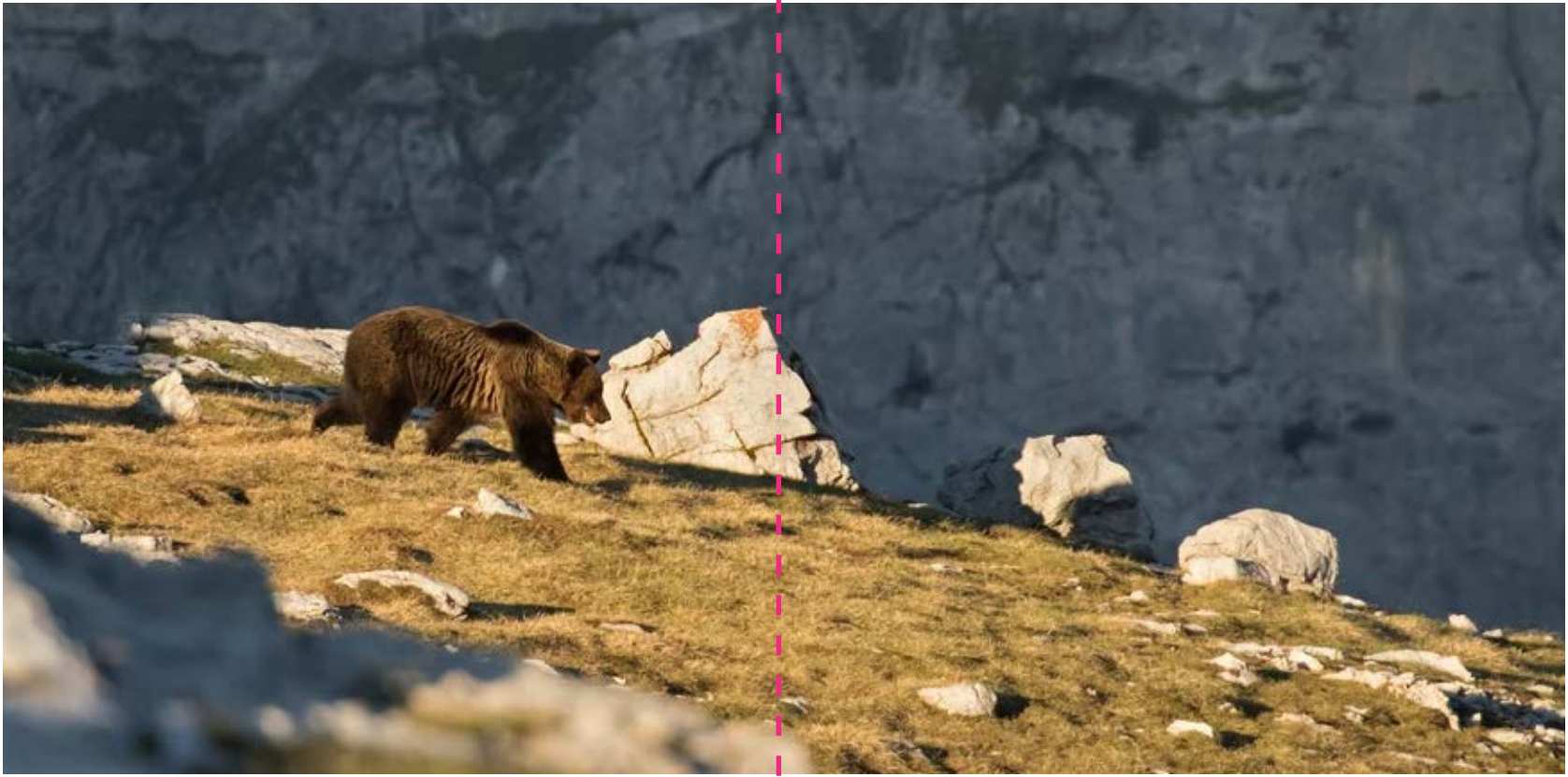
Composition

The use of asymmetrical compositions is recommended in order to create a balanced outdoor/indoor scene.
Dynamic compositions are therefore advisable to give veracity and movement even in static closed environments.

Ideal

Not recommended

Lights
and colours

Soft tones to convey the peace and quiet
of these places.
Lively tones if the aim is to emphasise the
biodiversity of nature and sporting activities.
For indoor settings, the light is artificial but warm
and conveys a cosy inclusive atmosphere.

Writing style

When producing content, precise guidelines regarding writing style should be followed to ensure consistency with the brand and develop texts in an appropriate and effective manner.

We always write
for someone else,
not for ourselves.
We do not fall in love
with our words but use
only those that serve our
purpose: to inform, excite,
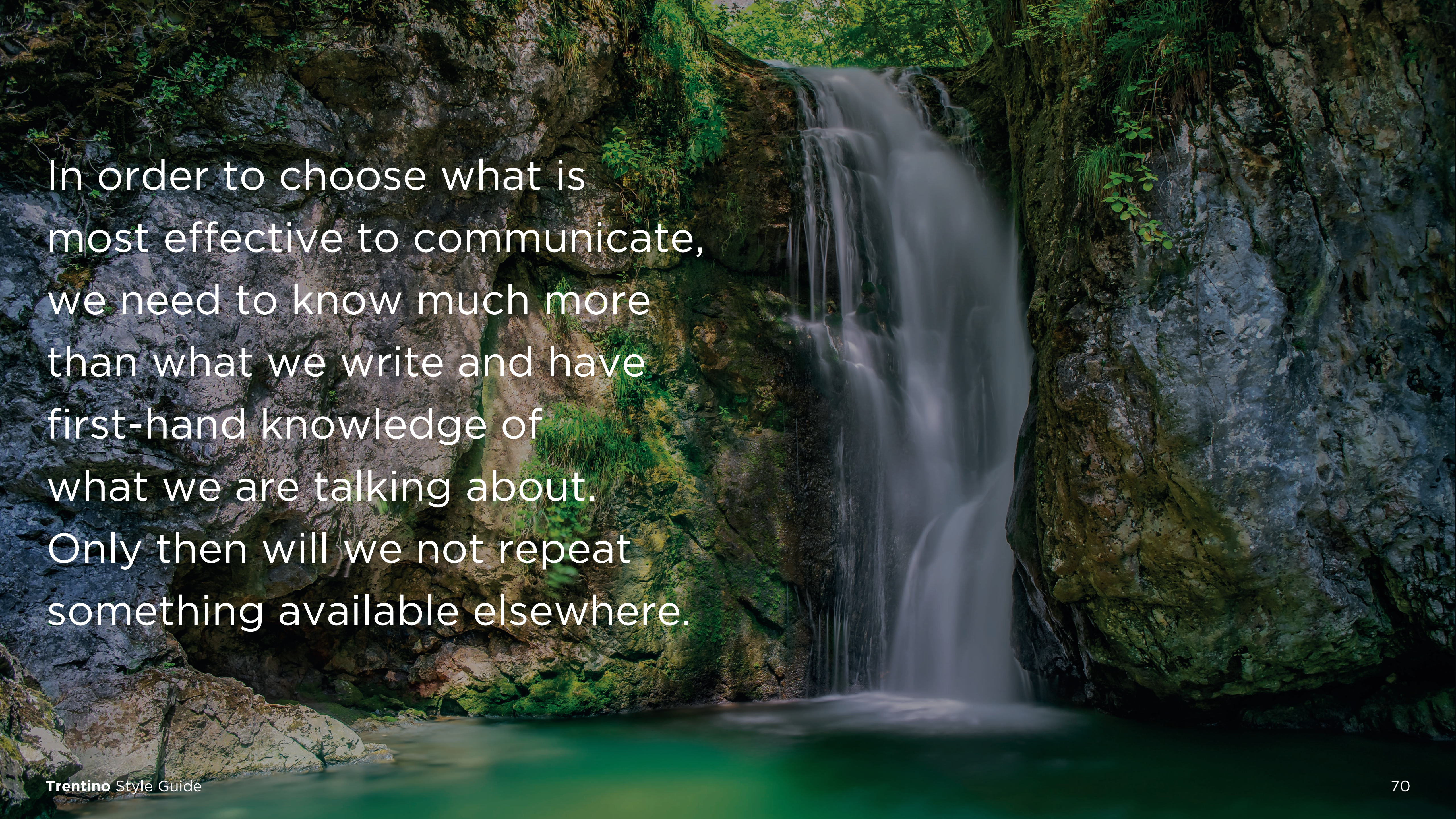engage, or prompt action.

We use words to create
images that our reader can
see with us or immediately
after us. Never before.
If those who read us anticipate
and precede our words, we
lose their interest, their
attention, their trust.

We do not write to fill a space.
We write because we have
the urge to communicate
that precise thing to someone.
We choose, from all that
we know, what we want
to show and highlight.

In order to choose what is
most effective to communicate,
we need to know much more
than what we write and have
first-hand knowledge of
what we are talking about.
Only then will we not repeat
something available elsewhere.

Everything has already
been written. Originality
lies in the sincerity of our
outlook and the truth of our
words. It is our point of view,
our perspective that makes
the scene unique and
lends us authority.

Method

WE SEE $\longrightarrow$ WE SHOW $\longrightarrow$ WE BUILD TRUST $\longrightarrow$ WE MAINTAIN A RELATIONSHIP OVER TIME

The questions that guide our story

- What does our content add to what is already available elsewhere?
- Why should anyone read us?
- Did we take the time to look and acquire all the necessary information?
- What reaction do we want?
- How do we achieve our goal? With which images and words?

Key points when constructing our story

- We know our reader and write to make them choose us, build trust, and maintain a relationship over time
- Our opening words are crucial. We have only seconds to grab our reader's attention and make them fall in love with us
- The conclusion must not close, but arouse new curiosity
- Words are not captions for pictures, they complement them, and vice versa
- To be credible, we must have the courage to take a stand. We cannot not please everyone, just those who share our values.

How we should write

- Minimal, short, explicit sentences
- We limit adjectives and adverbs, especially when generic and therefore do not communicate
- We favour the full stop that breaks up and makes for agile thinking and reading.
  Other punctuation helps us say, not show
- We use a register appropriate to the topic and our reader
- We use slang and dialects with care. We are inclusive, neither snobbish nor affected
- We favour sentences in the active form
- When we write, we **speak** in the first person plural (**we**) addressing the reader as **you**, i.e. We invite you to visit Trentino, etc.
- We carefully select the most effective words, being brave enough to delete all those not needed that only risk boring our reader. We respect their time and honour what they give us

The gender issue

We do not use schwa or asterisks.
We make the effort to construct sentences that avoid forcing us to choose masculine or feminine when referring to people.
If this is not possible, especially in the plural, we use the more spontaneous and inclusive form. E.g.: children.

Our keywords

Trentino is not merely a holiday destination: it is an area offering intense experiences.
A place to live for both the short and long term. This principle is the basis for the Tone of Voice we have built that focuses on the experiences possible in the region and how they enrich us.
Experiences, values, ways of living: these are our keywords.

|	
Authentic/not personal	*Telling a thought that is intimate yet can be shared. A thought that everyone can relate to.*
Profound/not erudite	*Sharing a profound reflection using simple language. No highbrow words or poetic structures.*
Positive/not enthusiastic	*Conveying positive emotions without sounding euphoric. No superlatives or exaggerations.*
Quiet/not sedate	*Aiming to instil tranquillity and inner peace in the user without appearing to be a destination where everything is silent. Trentino is a somewhere you can recharge your batteries thanks to the many experiences on offer.*
Welcoming/not over-friendly	*Making the user feel welcome without lapsing into the typical 'one-size-fits-all' destination for the masses.*
On social media/ not a victim of social media	*Adopting a social media language, without ever lapsing into slang.*

Correct and incorrect expressions

To speak credibly, we must not only calibrate our tone of voice, but also the expressions we use. Below is a list of expressions not to be used if we want to avoid the 'postcard effect' typical of many tourism brands, and which subject areas help us to create a valuable narrative.

Words/expressions NOT to be used		*Words/expressions COHERENT with the new narrative of Trentino*
• Unspoilt	• Magic	• Care
• Awesome	• Unique	• Balance
• Breathtaking	• History and tradition	• Respect
• Unspoilt nature	• Authentic taste	• Light
• Sustainability	• Emotion/emotional	• Awareness
• All about...	• Pure air	• Water
• Unique landscapes.	• Paradise	• Experience
• Perfect	• Dive into	• Silence
• Ideal destination	• Incredible	• Landscape
• Adrenaline	• Exciting	• Breath
• Typical	• Fun	• Life
• Authentic	• Unforgettable	• Story
• 360° view.	• Let yourself be swept away.	• Sounds (of nature and not only).
• Unforgettable	• Tradition and Innovation	• Glimpse
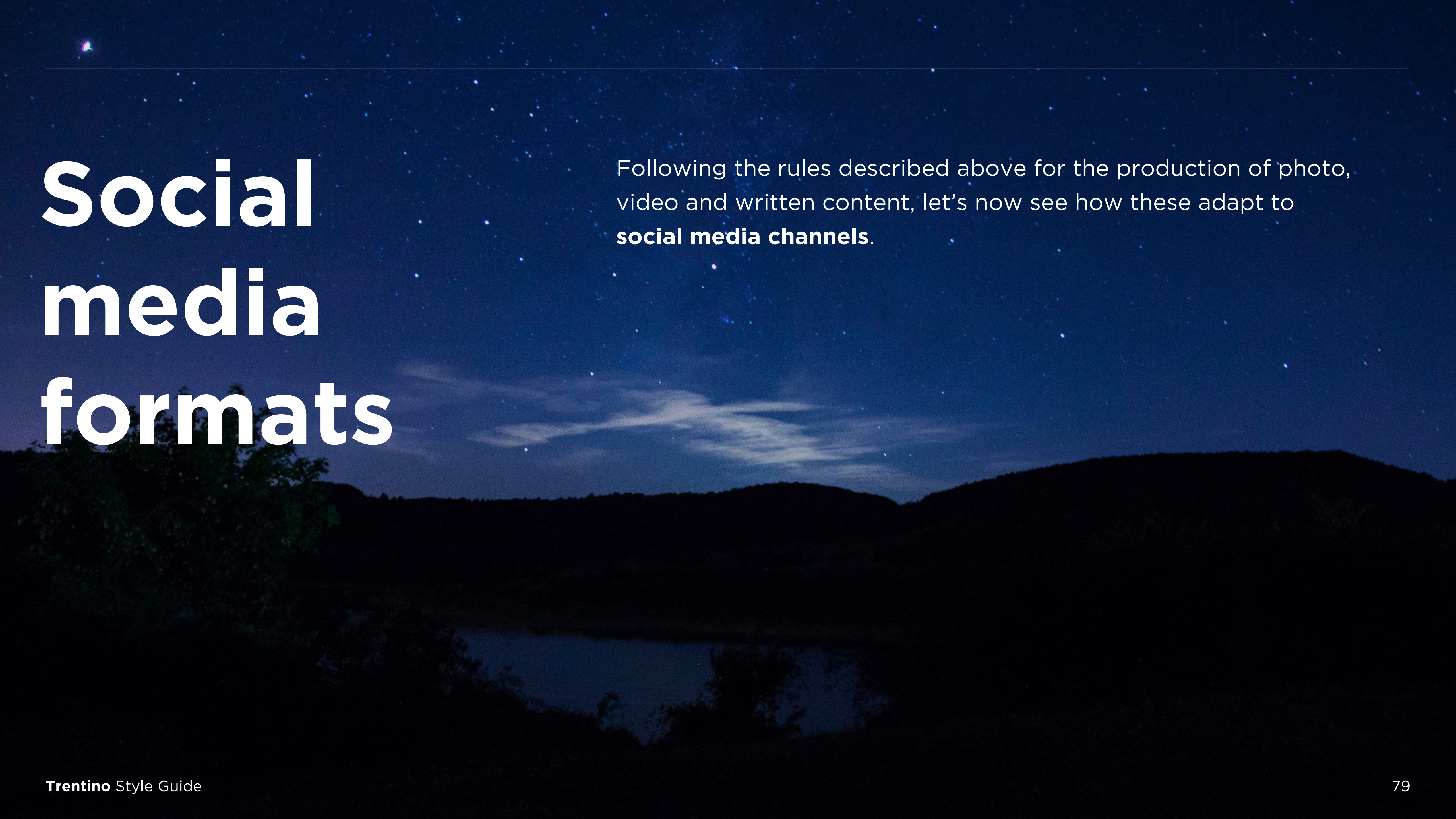
Social media formats

Following the rules described above for the production of photo, video and written content, let's now see how these adapt to **social media channels**.

Channel ecosystem: roles

Each channel has its own tone of voice, in terms of both visuals and text, as they have different targets.

INSTAGRAM ICON

INSPIRE TO SHARE

Instagram offers inspiration to all travellers with itineraries and wonders waiting to be discovered, in the most authentic way possible. The authenticity of the region, the culture and the history of its everyday inhabitants are narrated through storytelling dedicated to discovery and travel planning support.

TIKTOK ICON

ENTERTAIN & DISCOVER

The TikTok profile aims to get people to discover the most iconic experiences in the Trentino region through entertaining content and vertical information about what's on offer. The keyword here is genuineness.

FACEBOOK ICON

TALK WITH ME

Facebook plays the role of a social and promoting connector, facilitating content sharing, community building and targeted events. It is used to share relevant information and practical updates for the end user, with inspiration as the essential component.

YOUTUBE ICON

AUTHENTICITY & DEEP DIVE

YouTube is all about in-depth detail. The aim here is to deepen interest in the region and to transmit knowledge, values and awareness, improving overall brand presence on the platform.

Social fonts

Title fonts: Gotham Bold
Subtitle fonts: Gotham Medium
Font banner specifications (e.g.: first name, last name, job title...): Gotham Book
Font colour: white
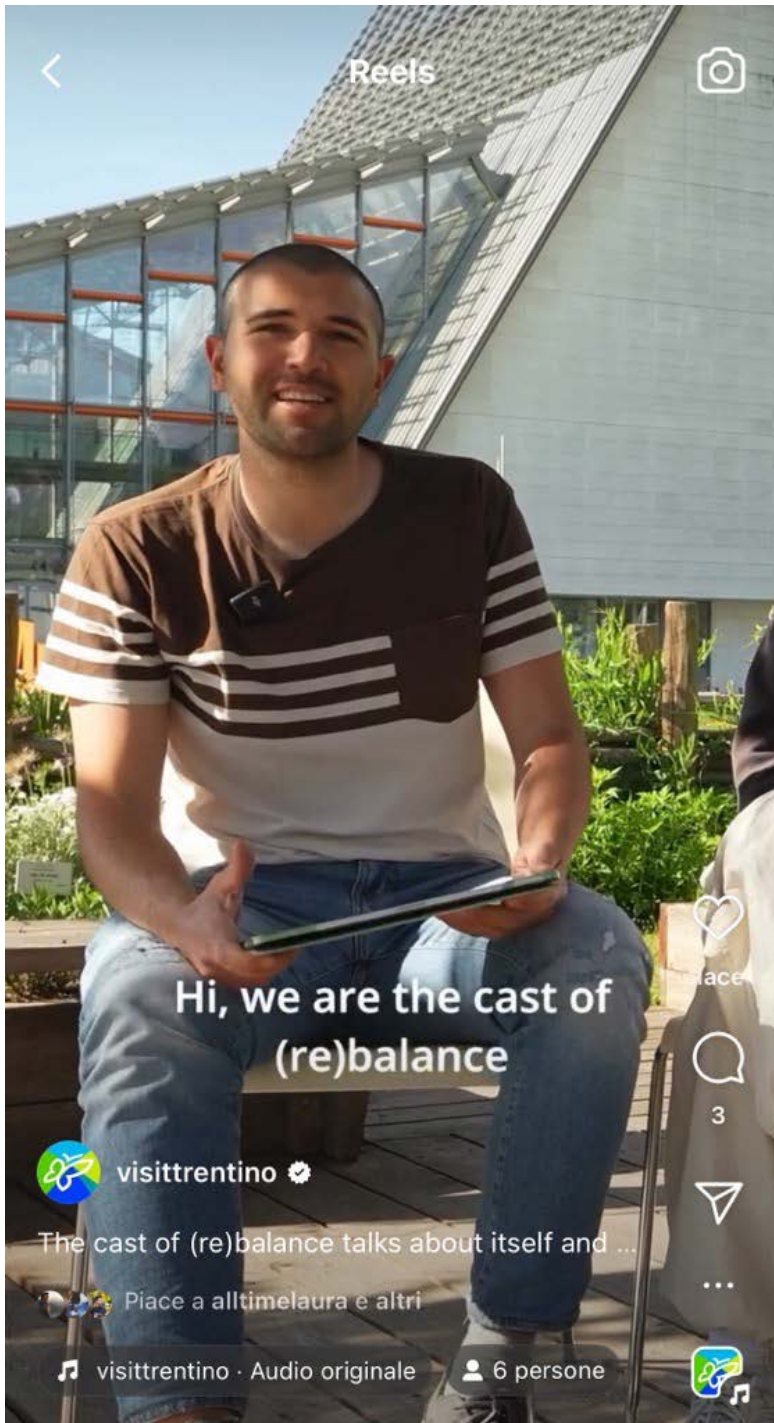
Subtitle size: use the image above as reference. Do not exceed 2 lines of text.

Position in video: for vertical cuts, leave approximately 14% of the top, 35% of the bottom and 6% of each side of the resource free from text, logos or other key elements to avoid them being covered by the profile icon or call to action.
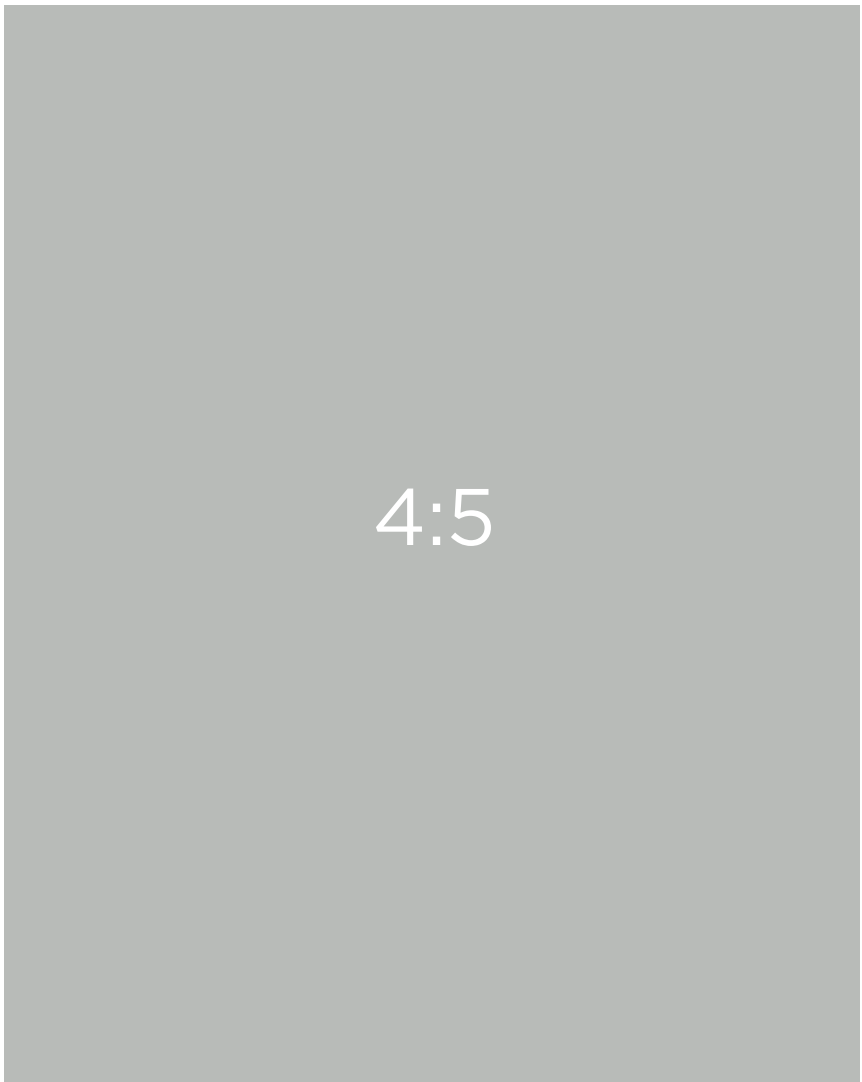
Subtitle size: use the image above as reference. Do not exceed 1 line of text.

Position in video: at the bottom of the video, above the progress bar.

META formats: Instagram & Facebook feed

organic social media

4:5

Static photos They can be published as a single photo or as a carousel (IG) and gallery (FB).

Vertical is better (almost all content is accessed from smartphones and a vertical picture fits the screen better). On organic IG feed and FB posts, the 4:5 format (1080x1350px) is strongly recommended.

Content: no or little human presence (user identification + no unnatural settings, preferring spontaneity)

Perspective moving in **depth** (greater immersiveness).

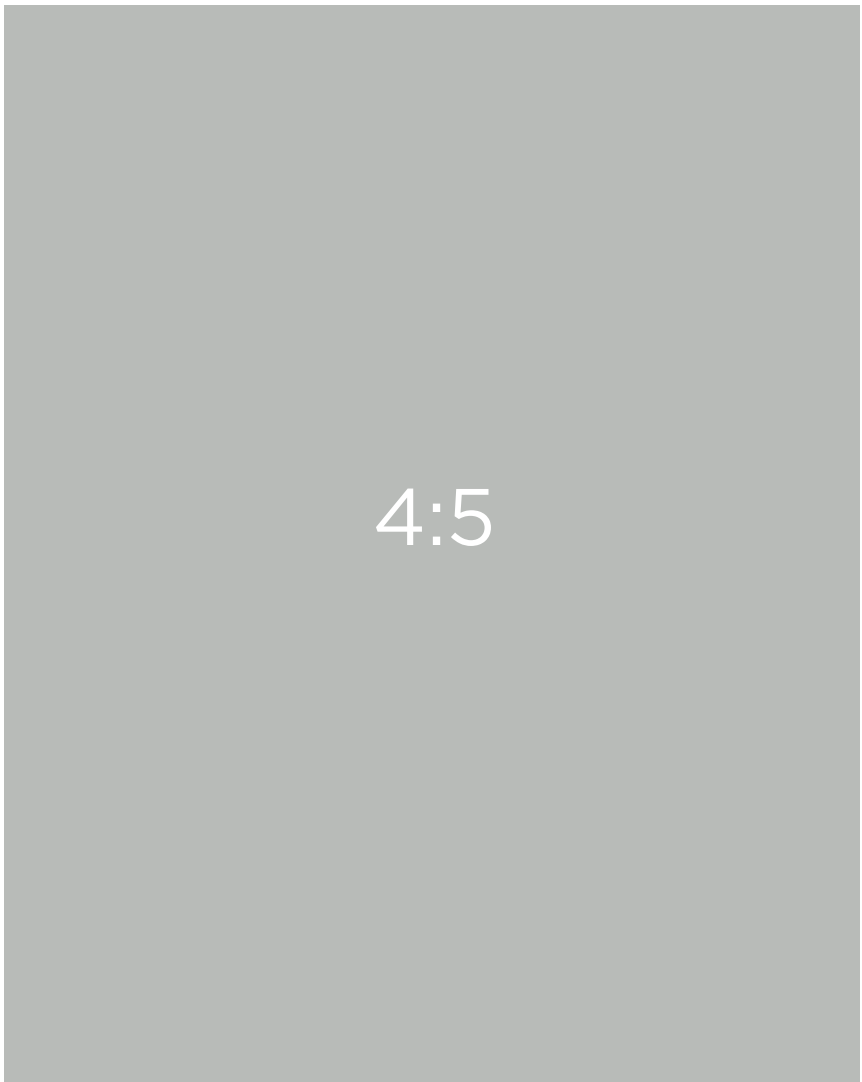**Saturated bright colours**, preferring greens (nature) and blues (water and sky), and contrasts (yellow/orange of foliage vs blue of the lakes and/or white of the first snow)

Any graphics (understood as logos, banners...) are penalising (they inhibit the visual authenticity of the content). The brand identification elements come through profile image and account name, copy, sub video and hashtag.

META formats: Facebook Videos

organic social media

4:5

Videos in 4:5, different from reels in that they run on the feed's algorithm.

Short **videos are better, as is incisive content**.

Content: informative but entertaining. FB videos allow the transmission of knowledge, but to be liked they must keep user attention high through dialogue and direction.

Steady unshaking videos. **Uniform colours between shots.** Distinct clear audio, with no external/environmental interference.

Any graphics (such as logos, banners...) are penalising (they inhibit the visual authenticity of the content). The brand identification elements come through profile image and account name, copy, sub video and hashtags.

META formats: Instagram & Facebook stories

organic social media

@LOREMIPSUMDOLOR @LOREMIPSUMDOLOR @LOREMIPSUMDOLOR

⚲ LOREM, ITALY

9:16

🔗 LOREM IPSUM DOLOR SIT

TRENTINO

Videos lasting less than 60 sec. or static images that remain online for up to 24 h.
Multiple content can be published in sequence.

Stories can be saved in highlights so that they do not expire after 24 hours, allowing the creation of columns/guides available to the audience.

Format: 9:16.

Content: In a sequence of several stories, it is important to have a basic storytelling line that unifies the content with a common thread.

Leave about 14% (250 pixels) of the top of the video without text, logos or other key elements to avoid them being covered by the profile icon.
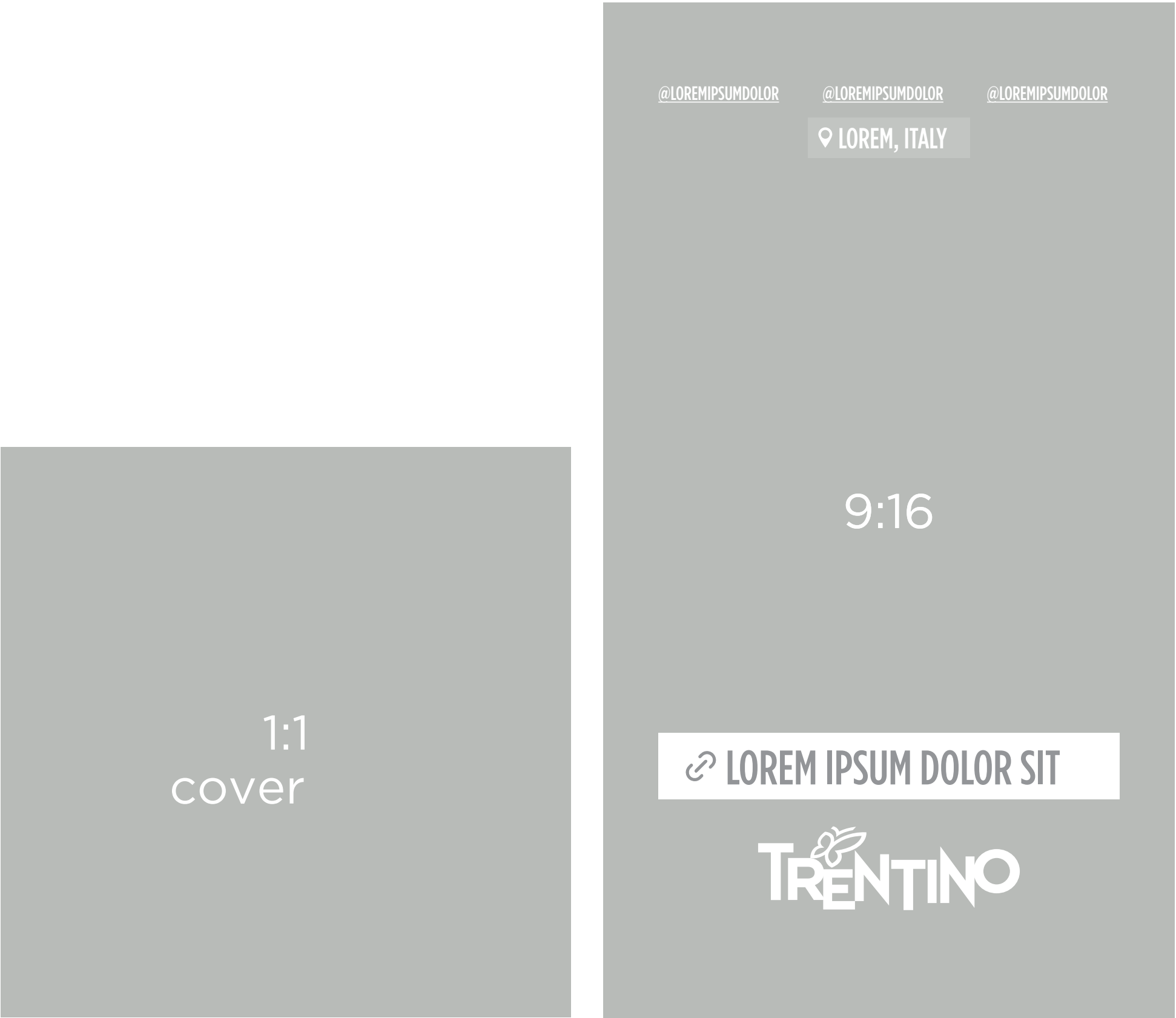
Tags, hashtags, geotags and links can and must be present. The suggested position is in the middle at the top, but this may vary depending on the material used to ensure visual balance.

Stable, not blurred shots, clear distinct audio, uniformity of colour between stories.

META formats: Instagram & Facebook reels

organic social media

@LOREMIPSUMDOLOR   @LOREMIPSUMDOLOR   @LOREMIPSUMDOLOR

⊙ LOREM, ITALY

9:16

⊘ LOREM IPSUM DOLOR SIT

TReNTiNO

1:1
cover

Scenic, immersive, engaging short videos.

9:16 format.

The length of the video influences the algorithm: short, looped videos perform
better than excessively long videos (more than 15 sec.).

Content: no or little human presence (user identification + no unnatural settings,
preferring spontaneity)
This is the content most affected by the 'trend' of the moment on the platform.

Saturated bright colours, preferring greens (nature) and blues (water and sky),
and contrasts (yellow/orange of foliage vs blue of the lakes and/or white of the
first snow)

If words are spoken, the audio must be clear and distinct. If you want to use music
from the Instagram library (favour trending pieces)

Any graphics (such as logos, banners...) are penalising. The brand identification
elements come through profile image and account name, copy, sub video
and hashtags. Great care must be taken to ensure that any text in the video is
consistent between the various headings in the channel.

Cover: 1:1 format viewed in feed. Identified by the frame of the video or loaded
from the device's gallery. It is important that it is well framed within the feed

TikTok formats: video & carousel

organic social media

9:16

3:4
carousel
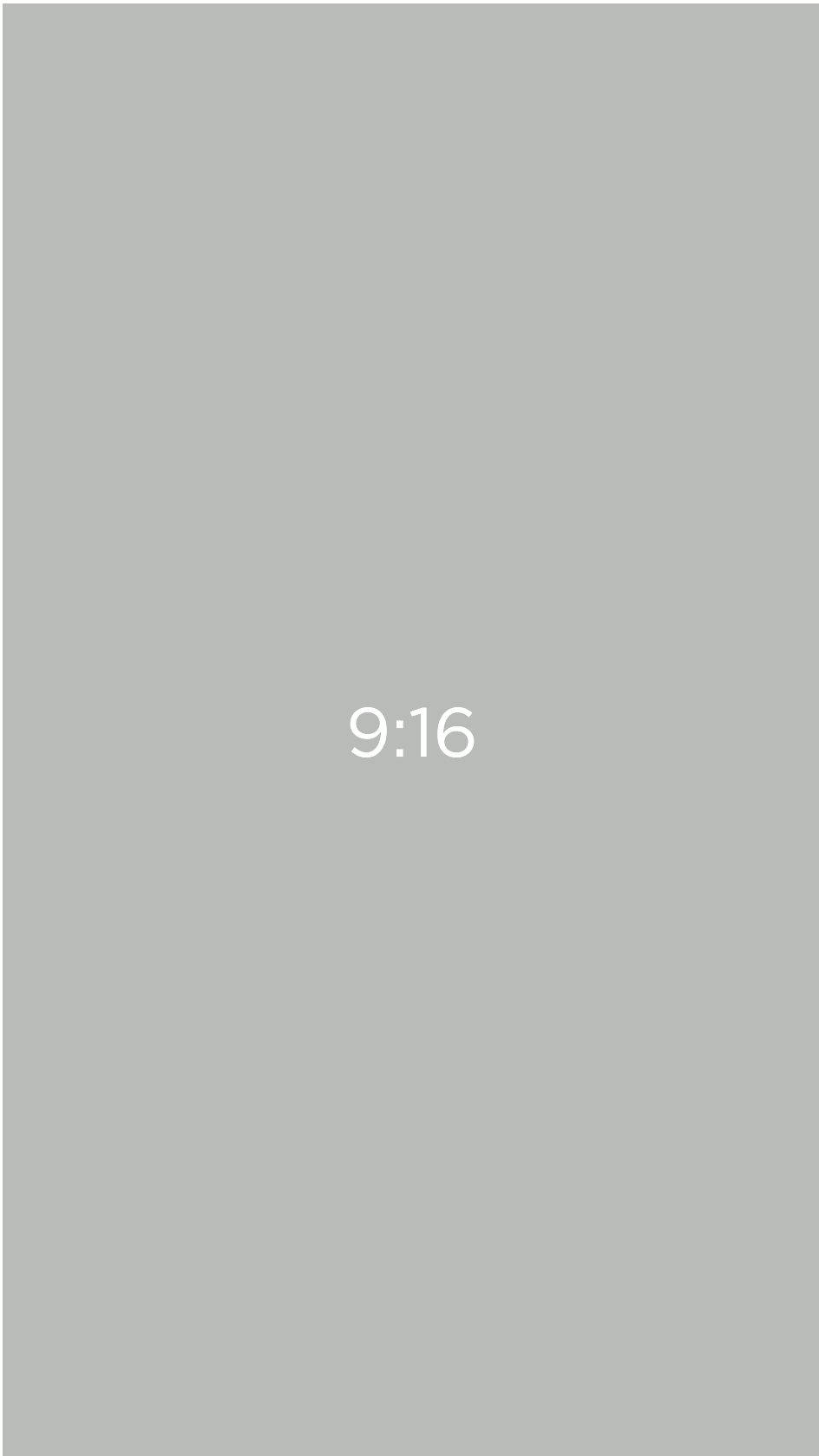
Videos: genuine organic video content (NO institutional or acted videos). 9:16 format.
When shorter than 15 seconds, they are preferred by the algorithm.

Carousel: collection of photos, preferably in 9:16 or 3:4. These enable storytelling across multiple content.

Content: the common elements in the highest-performing content are the use of trending audio, and textual and visual suspense. User relatability and absence of an unnatural setting (spontaneity performs better).

Saturated bright colours, preferring greens (nature) and blues (water and sky), and contrasts (yellow/orange of foliage vs blue of the lakes and/or white of the first snow)

Any graphics (understood as logos, banners...) are penalising (they inhibit the visual authenticity of the content). Text must be used in the video to contextualise and create hype and suspense.

Cover: identified by video frame

Paid social media formats
Statics

Given that it is impossible to predetermine the destination of visual content, wide images are preferable as they offer more room for cropping across the different formats. Cropping should entail closing in on the subject during adaptation to the required format.

The square format, in particular, should be cropped fairly close to the subject in order to emphasise the details. The crop also leaves the space necessary at the top for any creative headlines. The Trentino logo, positioned bottom right, must not overlap with the subject.

Extended shot with crop
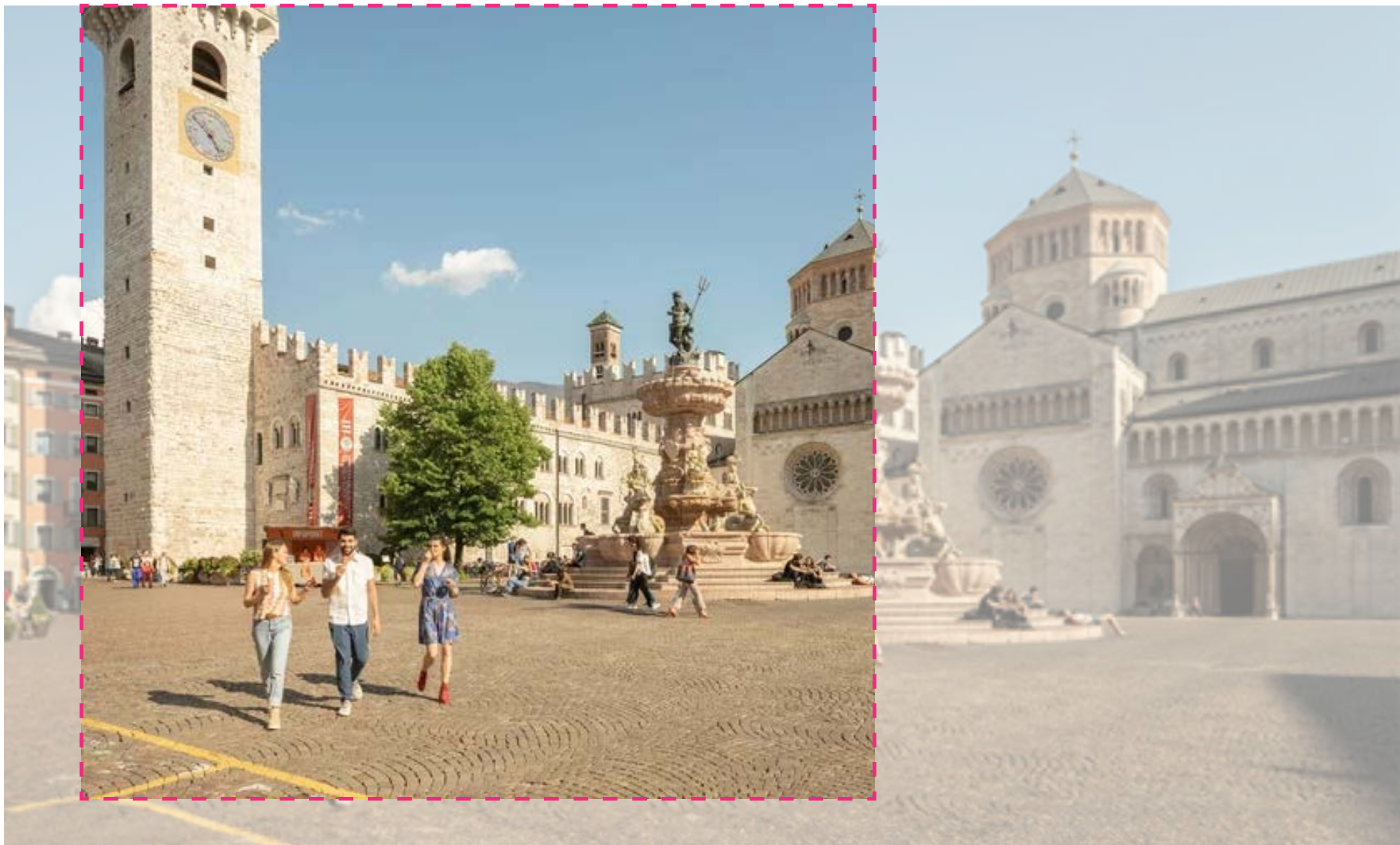
Example of square format
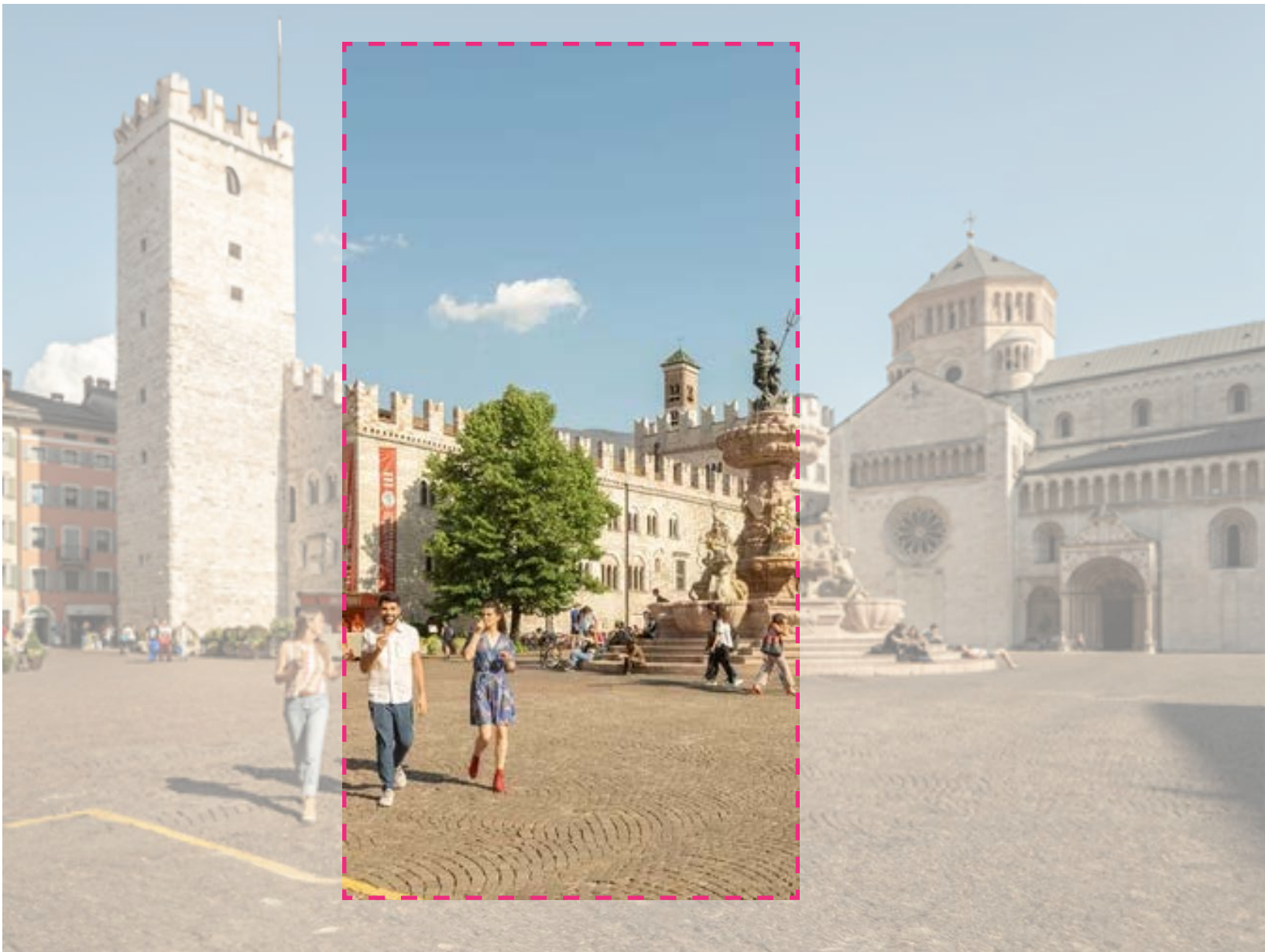

Example of carousel

Paid social media formats

Statics - stories

The vertical format should adhere to the same criteria above for best cropping of the shot.
The image should actually be cropped to try and enclose the subject at the bottom with the most relevant portion of the context.

Subsequently, there will be several shots of the subjects intent on their actions, set in contexts related to the reference pillar, accompanied by body copy values describing the primary concepts.
The end of the video features a return to a wide angle with the campaign headline.

Extended shot with crop

Example of vertical format

Paid social media formats
Video Stories

A further element of customisation is video format setting. At the beginning, this sees the Trentino logo in its animated version - the butterfly flapping its wings - positioned above a video with a wide/panoramic view related to the pillar in question,

into which it is inserted in such a way as to fill the scene as much as possible, for as balanced a result as possible. In this case, the headline will be positioned at the top and the Trentino logo at the bottom, both centred. As mentioned above, the logo must not overlap the subject in order not to impair its visibility.

Start

Unfolding

Conclusion

Digital banners

When using content in digital banners, it is a good idea to consider inserting the necessary information while respecting the established brand identity.
It is advisable to place the Trentino logo in the top right-hand corner and, if necessary, the logo of the collaborating APT or stakeholder in the bottom left-hand corner.

The written information on the banner should be in institutional fonts.
For primary information we recommend Gotham book and for secondary information we recommend Bitter bold.

Example of horizontal banner

Example of 16:9 banner

Technical Notes

Adapting images to media formats is an important step to ensure that they can be viewed correctly on different devices and platforms. Here are some general suggestions.

Size:
It is important to adapt the size of the image to the intended media format. For example, an image intended for a social media feed might require a different size to an image for a website. Make sure you comply with the recommended size specifications for the media format you are using.

Compression:
This uses image compression to reduce file size without excessively compromising visual quality.

File format:
Choose the appropriate file format according to the intended media. Common formats include JPEG for photographs, PNG for images with transparent backgrounds or text, and GIF for simple animations. Be sure to save the image in the correct format to avoid compatibility problems or loss of quality.

Optimising for mobile devices:
Consider optimising images for mobile devices, as more and more people access content via smartphones and tablets. Reduce the size of the image and optimise its display on smaller screens.

Testing on different devices:
Before publishing or distributing an image, be sure to test it on different devices and platforms to make sure it displays correctly everywhere. This may include desktop computers, smartphones, tablets and different web browsers.

Adapting text and details:
If the image contains text or important details, make sure they are clearly visible and legible on all devices. You may have to adapt the text size or image layout to ensure good legibility on different screen sizes.

Preserving resolution:
If you are creating high-resolution images for printing, be sure to preserve the resolution and quality of the image when adapting to different media formats. Avoid excessively reducing resolution, as this may compromise the quality of the print.

**Notes
for images**

The images used in this document are for demonstration and non-commercial purposes. They serve as style guidelines to all the authors who will be responsible for producing communication content.