

National Landscapes

Brand guidelines



Hello

We have created this as a guide to help shape each National Landscape's branded communications and create consistency across all applications of the identities.

Inside you'll find the different elements that make up the new National Landscapes identity system. This includes the logo, colour, typography, graphic language, iconography, illustration and photography styles.

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Brand strategy
Tone of voice
Logo
Colour palette
Typography
Design system
Iconography
Photography
Applications



Brand strategy

The following slides represent the strategic approach for our brand. This work is internal and guides how we communicate.



Our Vision

Our vision captures our ambition and represents the future we will have helped to create if we achieve our mission.

**Beautiful, thriving
landscapes that all
people feel part of**

Our Mission

Our mission captures how we're going to achieve our vision.

Protect and regenerate our landscapes and make sure everyone can enjoy them

- **Convene:** Bringing together landowners, the local community and other organisations to create a Management Plan that represents a shared vision for the future of the landscape.
- **Enable:** Supporting our partners on the ground to put the Management Plan into practice.
- **Deliver:** Working with our partners to deliver our Management Plan. Creating the collective effort needed to protect and regenerate the landscapes, and make sure that everyone is able to access and enjoy their beauty.

Our Brand Principles

Our principles guide how our brand behaves and represents our personality.

Bring people together

We're not landowners. The only way to achieve our goal is with the support of strong, inclusive partnerships. So we bring people and organisations together — supporting collaboration that not only protects and regenerates our landscapes, but opens them up for all to truly enjoy.

Embrace the journey

We're not perfect, but we are open with our approach to change. Talking about what we're doing towards nature recovery and restoration. And being transparent about our journey to becoming a more inclusive, equitable and diverse organisation – inside and out. Keeping a positive outlook by celebrating the work we've done so far.

Keep moving forwards

Our landscapes are under threat from climate change and biodiversity loss. To keep moving forwards we need to protect and regenerate them. We help our community to understand the history of our landscapes to help shape them for the future. Evolving as nature does by always maintaining a forward looking approach – working with agility, optimism and staying open to new ideas.

Listen and amplify

Listen to the needs of the landscapes and our community. Amplifying different perspectives with policy makers and bringing new ideas and stories to the fore.

Our strategic proposition

Our proposition summarises what makes us unique and forms the basis of the story we want people to understand when they think of us. Consider it as an 'internal mantra', it's not intended to be an external message or tagline.

Landscapes shape people, people shape landscapes.

When people experience the landscapes they are affected by it. It brings communities together and shapes our nation as a whole.

And the more people build a connection with the landscape, the more invested they become in shaping its future. It drives the passionate work of our partnerships, landowners and those who live and work in our landscapes. And invites in teams of volunteers to protect it, restore it and make them the best they can be.

Our brand story

Our brand story brings our brand strategy together into a single, coherent narrative.

The fabric of us

Our landscapes are our nation's fabric.
Shaping us as we shape them.
Their beauty woven not just in green
– but technicolour.

Blues and greys. Purples and golds.
With slabs of stone and pops of pink.
You'll see brick by bark and shops by streams.
You'll find noise where you'd least expect it.
And peace where you most need it.

Our National Landscapes are alive.
Breathing with us. And always at their best when shared.
A living patchwork, where each square is as essential
and imperfect as each of us.
United by sturdy seams of different threads and styles of stitch.
Without which, beauty soon unravels.

Witness to endless patterns of people and place,
We preserve and protect these ancient landscapes.
From flora to fauna; respecting all creepers, crawlers and soarers.
With every new challenge the climate crisis brings, we rise.
Adapting, eyes forward, minds open.

Let's keep our National Landscapes a place for people,
to unearth their connection with nature and pave their own path.
Where all communities – from city, coast, country
and the spaces in between – can shape their future.
Filling our nation's fabric with life
and protecting its vibrancy so it never fades.

Our landscapes are beautiful.
But people make them outstanding.

National Landscapes.
Alive with outstanding beauty.

Tone of voice



Our Tone of voice evolves from our brand principles. It's a key part of the National Landscapes brand personality, guiding what we say as much as how we say it.

We have five principles, which can flex depending on the audience and context of your writing.

Inclusive

We speak with everyone in mind and share the mic. Collaborating with all communities – from those who already know and love our National Landscapes, to those who don't (yet!).

Find common ground. Feelings are a great place to start. Use real people's voices where you can, reflecting their experiences with the landscape.

It's important to directly acknowledge the groups you're reaching out to. They want – and deserve to be – seen and heard.

Avoid jargon, alienating phrases and acronyms – if there's no alternative, take the time to explain.

We are

Inclusive
Proactive
Gale force for good

We are not

Assumptive
Tokenistic
All talk

If you're unsure about terminology, this **Diversity Style Guide** is a useful starting point.

United

We are conveners – the ones who bring people together, building strong coalitions and uniting them in our collective mission.

As the centre-point for conversation, we gather and guide different groups, speaking with certainty and firm-but-fair authority.

We exercise our knowledge and influence to connect with policymakers, landowners and local authorities.

We should sound united, representing and inspiring the larger collective of everyone who makes up our network.

We are

Confident
Informed
Shepherding

We are not

Small
Dictators
Cold

Bright

Propelled by the energy and optimism of moving forward, we write with a spring in our spirit. This brings a bouncy pace and positivity to each sentence.

We aren't rigid in the way we work, so let's bring this agility into our writing style. Keep it short, sweet and sunny. And stick to one point at a time.

For more serious topics, we can turn this principle down whilst keeping the language positive.

We are

Bright
Fluid
Sunny disposition

We are not

Stagnant
Dull
Comparative

Sensorial

We can use the five senses to capture the beauty of our landscapes and people. Share what you see, what you taste, the smells, the sounds, the textures under foot or fingertip. Explore the depth of the experience.

This invites us to be storytellers, to create immersive and evocative moments. This can be achieved by introducing rhythm, rhyme and alliteration (in moderation).

We are

Sensorial
Tactile
Full of feeling

We are not

Flat
Lifeless
Unimaginative

Inquisitive

While landscapes have been evolving for centuries, our journey has just begun. We approach the world with a desire to discover and improve – an outlook that’s passed onto everyone we meet along the way.

We write with humble curiosity, honest about what we’re yet to learn. This means posing questions, listening closely and applying our newfound knowledge.

We are

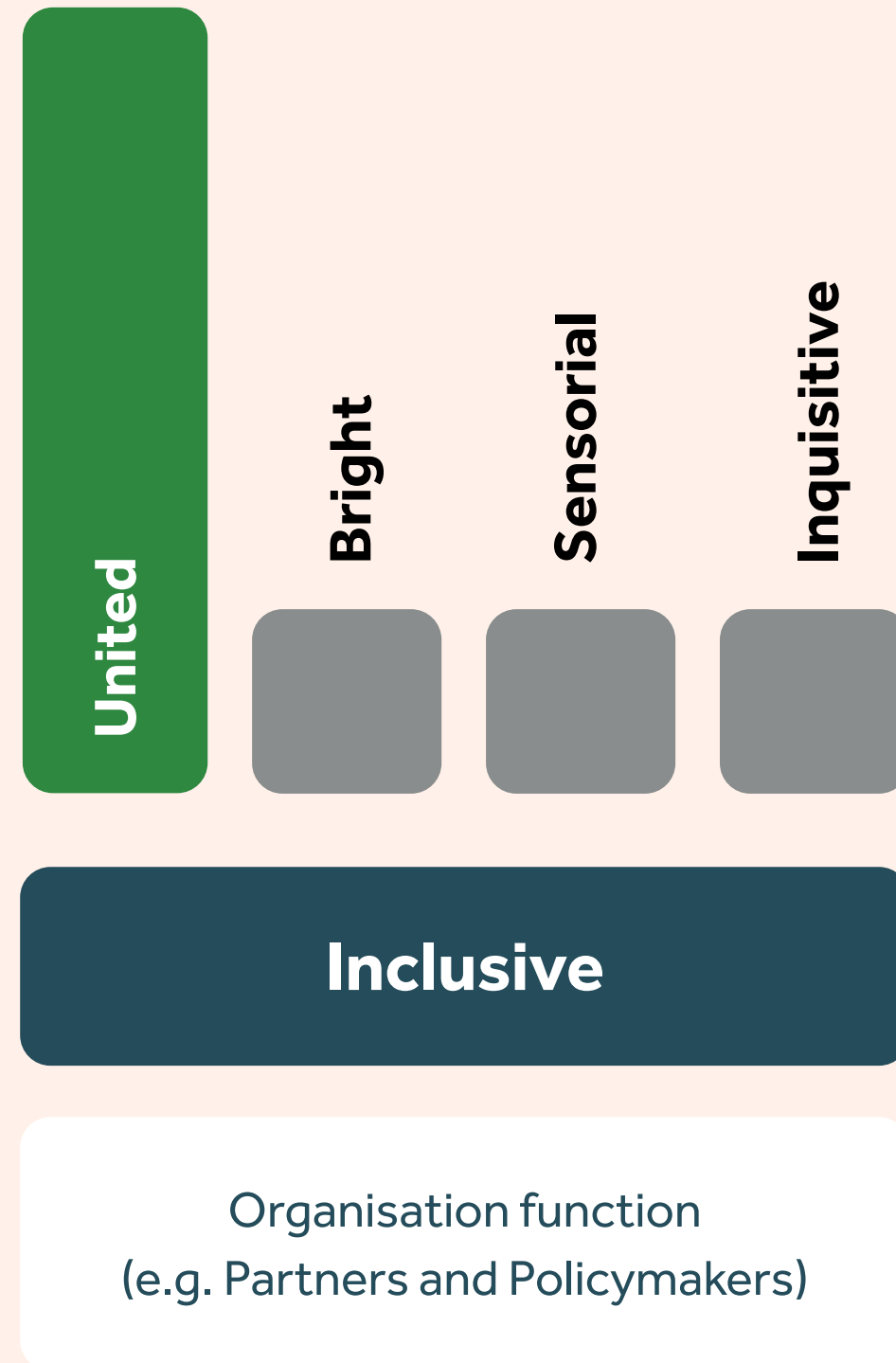
Inquisitive
Imaginative
Ready with a question

We are not

Intrusive
Stuck in the past
My-way-or-the-highway

Flexing for audience

Everything we put out to the world should be **Inclusive**, this is our 'always on' principle. We can change the levels of our **United, Bright, Sensorial and Inquisitive** principles, when talking to different audiences.



(Area name) National Landscape

Area of outstanding natural beauty

Area Boilerplate

The [Name] National Landscape is beautiful, but people make it outstanding.

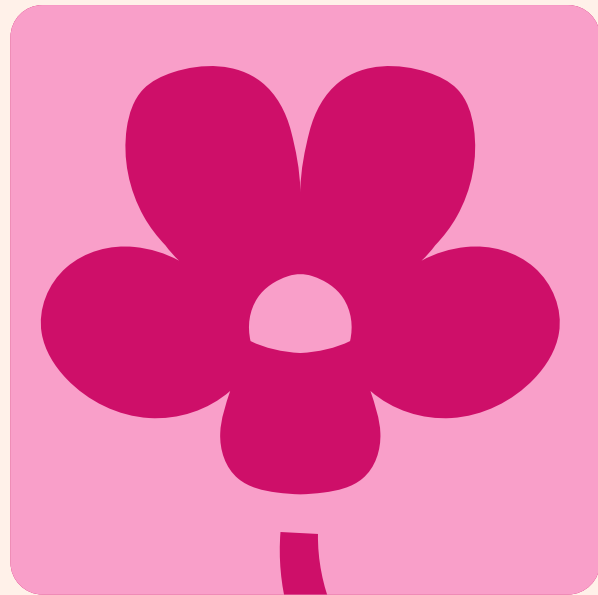
Our mission is to protect and regenerate this designated Area of Outstanding Natural Beauty. And to make sure everyone can enjoy it.

As a small team, we work in partnership with many others. Bringing together landowners, the local community and other organisations to create and deliver our Management Plan.

Through this plan, our team and partners make sure that [Name] National Landscape is a beautiful, thriving place that all people feel they can be part of

Note:

This boilerplate is to help us be more consistent in how we talk about the work we do, but you can add in descriptions about your local landscape and what makes it unique.



Logos

The area logos have been individually created to represent their own landscapes.



Logo
Primary Lockup
Vertical

This is an example of a vertical primary lockup.
This version should only be used on a white background, our tab version should be used on imagery or colour backgrounds. Please refer to page 38 for logo Do's and Don'ts



**Forest of
Bowland
National
Landscape**

This is an example of a horizontal primary lockup. This version should only be used on a white background, our tab version should be used on imagery or colour backgrounds. Please refer to page 38 for logo Do's and Don'ts.



Forest of Bowland National Landscape

**Logo
Tab version**

Vertical tab version



Horizontal tab version



The tab versions of our lockups enable consistency and flexibility when creating communications with imagery, colour backgrounds and within the design system.

The horizontal tab version should only be used when vertical space is limited. Please refer to page 38 for logo Do's and Don'ts and tab usage guidelines on page 29 for more guidance.

Vertical B&W version



**Forest of
Bowland
National
Landscape**

Horizontal B&W version



**Forest of
Bowland
National
Landscape**

Logo
Black & white version

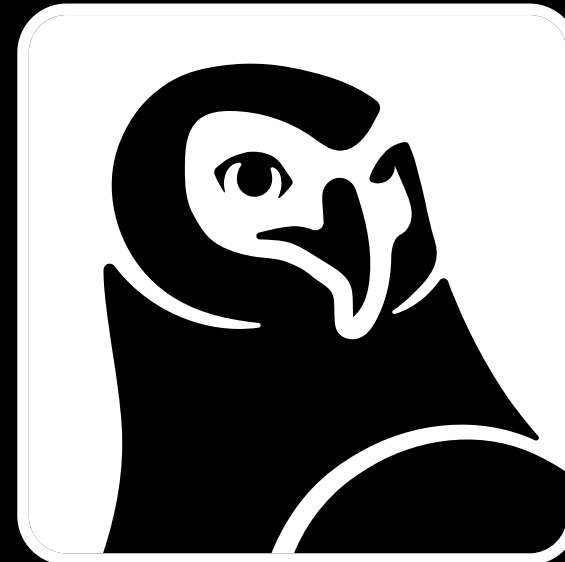
When our logos needs to be in monochrome
we can use the individual black and white
versions.

Vertical B&W version



**Forest of
Bowland
National
Landscape**

Horizontal B&W version



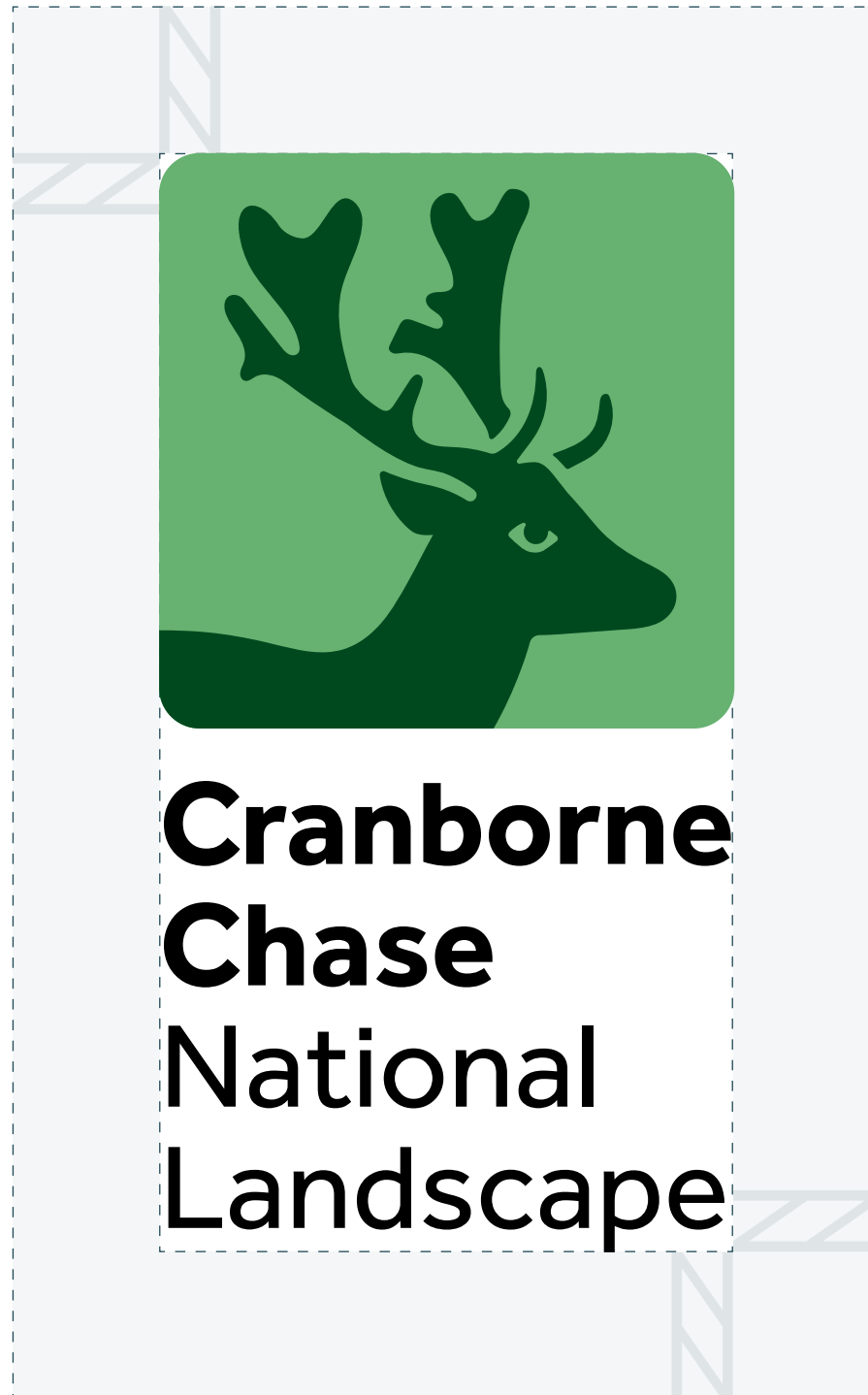
**Forest of
Bowland
National
Landscape**

Logo
Social Icon

When we need to create a profile icon, we can use the symbol on its own.



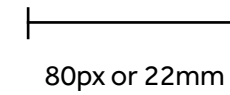
**Logo
Usage**



Smallest Size

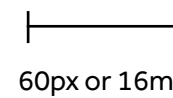


**Cranborne
Chase
National
Landscape**



80px or 22mm

Avatar



60px or 16mm

When using a vertical primary lockup, it is important that it is legible and uncrowded by any other visual elements.

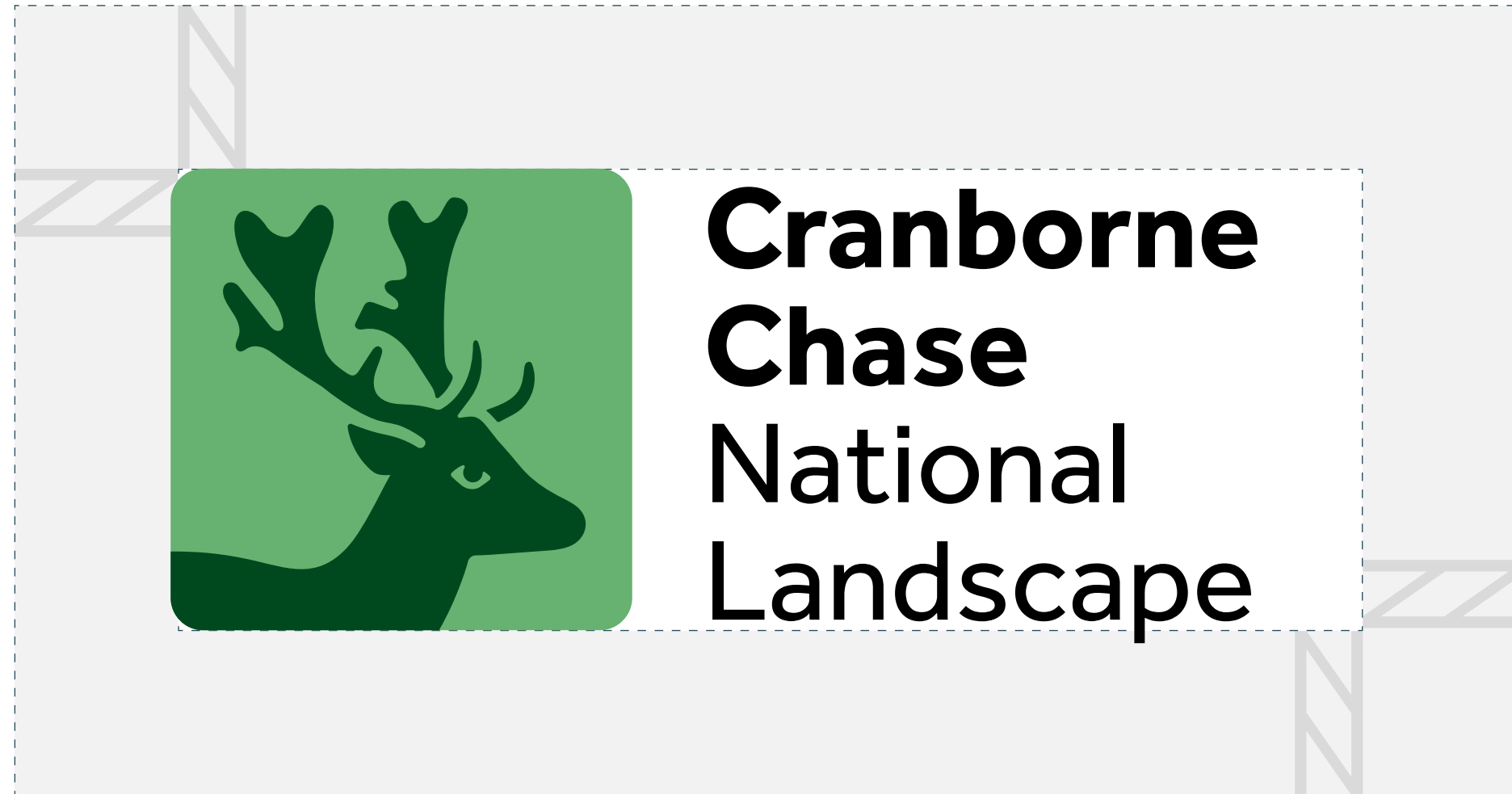
By creating a defined clear space around the logo, we can ensure it is clearly visible. For the primary logo, we create an area around it that is equal to the height of two 'N's' in the lockup.

When creating communications for screen and print, we must also make sure that we don't display the logo at a size that isn't readable. This can be ensured by following minimum size guides.

Note:

In some circumstances where our area names are much longer (e.g.. Welsh areas and Northumberland) we need to increase the smallest size so that the type is legible.

**Logo
Usage**



When using a horizontal primary lockup, it is important that it is legible and uncrowded by any other visual elements.

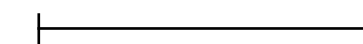
By creating a defined clear space around the logo, we can ensure it is clearly visible. For the primary logo, we create an area around it that is equal to the height of two 'N's' in the lockup.

When creating communications for screen and print, we must also make sure that we don't display the logo at a size that isn't readable. This can be ensured by following minimum size guides.

Note:

In some circumstances where our area names are much longer (e.g.. Welsh areas and Northumberland) we need to increase the smallest size so that the type is legible.

Smallest Size



130px or 22mm

Logo
Tab version
Usage

When using the tab versions of our logo the clear space should follow our Design system spacing rules. More guidance can be found on page 49.



When in partnership with another brand, it is important that our logo sits in the correct place. The position of it depends on our role and it must allow adequate clear space between the logos. In this case, the clear space is equal to the width of two 'N's' in the lockup.



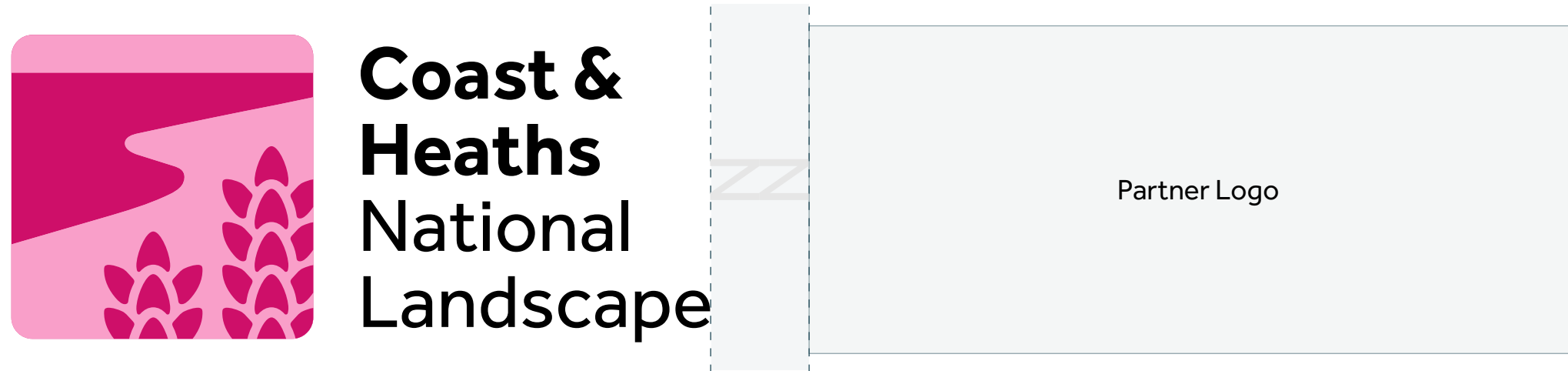
National Landscape as the leading partner



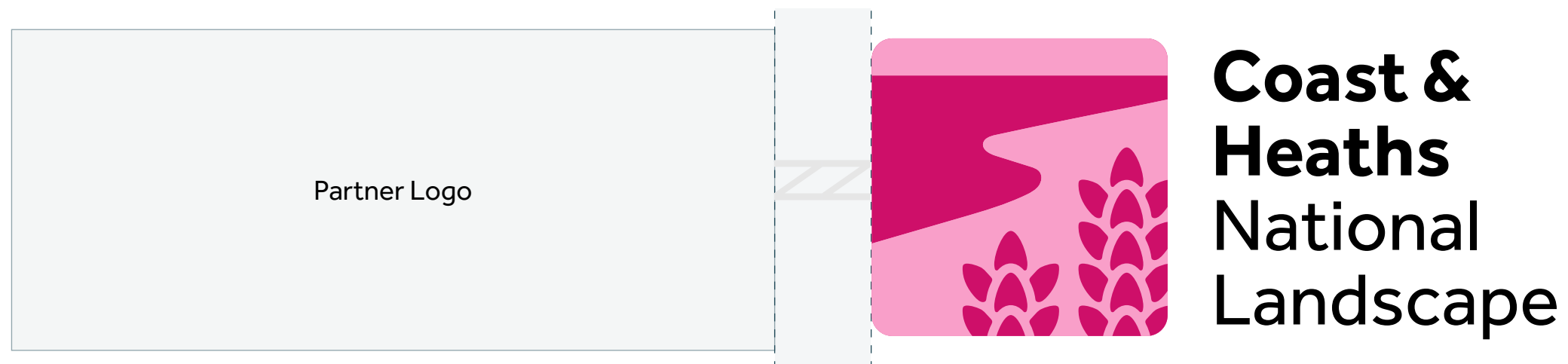
National Landscape as the supporting partner

When in partnership with another brand, it is important that our logo sits in the correct place. The position of it depends on our role and it must allow adequate clear space between the logos. In this case, the clear space is equal to the width of two 'N's' in the lockup.

National Landscape as the leading partner



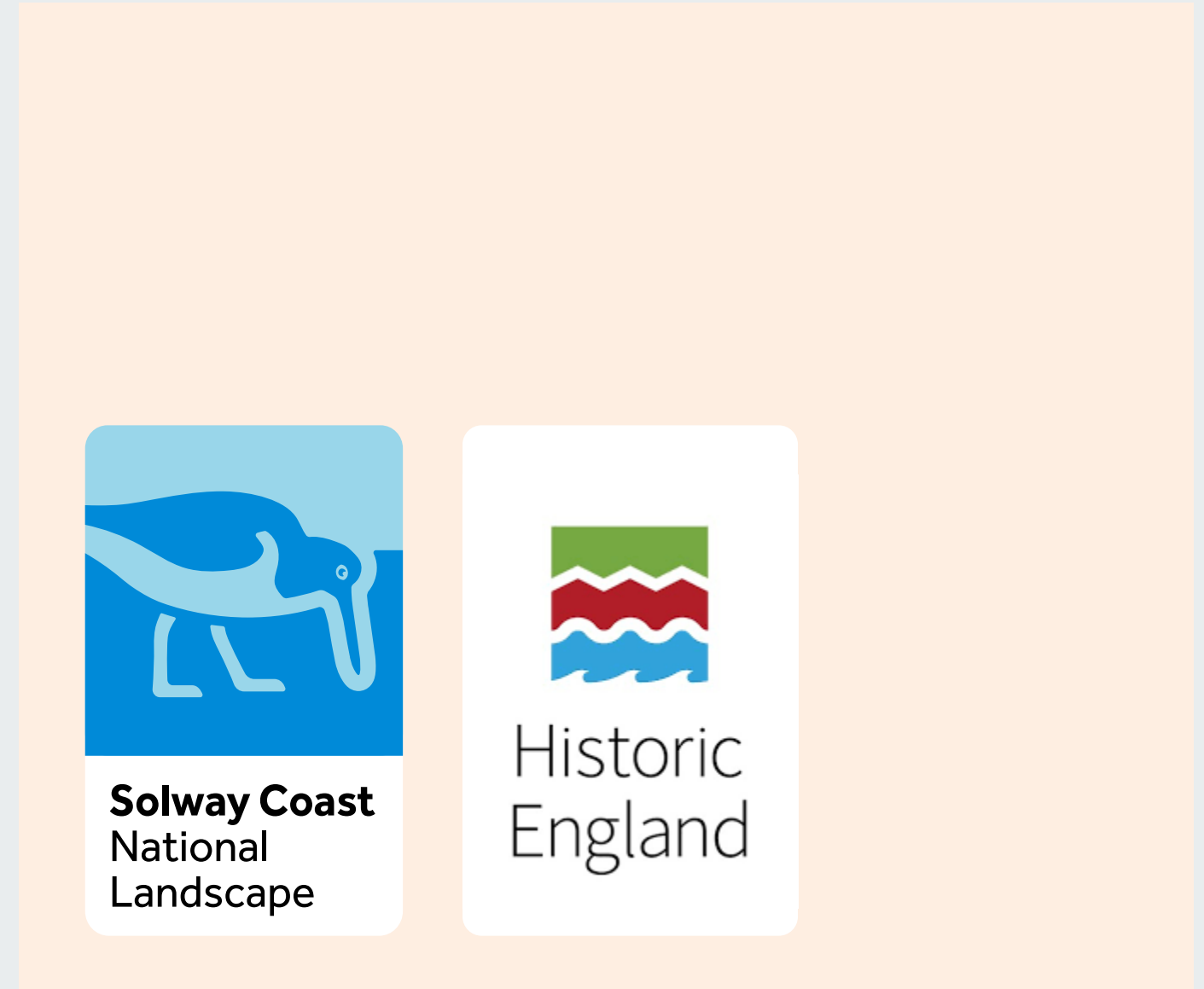
National Landscape as the supporting partner





Follow design system spacing

When in partnership with another brand and using the tab version of our logo it's important to follow the design system spacing rules and place the partner logo in a container as illustrated below.



Example composition

Logo
Partnership Lockups
Example grid

Here is an example of a partner logo grid.
When in partnership with multiple brands, it's
important to adhere to partner clear space
guidelines.



A labelling system has been created to ensure consistent application. When creating labels it's best to use primary horizontal lockups. Label type must have adequate clear space from the lockup, this is equal to the height of one 'N' from the lockup.

The label type should be scaled appropriately for legibility and to the specific application.





**Sample
Text**



**Voluntary
Warden**





Surrey Hills
National
Landscape



Surrey Hills
Board



Surrey Hills
Enterprises



Surrey Hills
Society



Surrey Hills
Arts



Surrey Hills
Trust Fund

This is an example of a vertical I partnership lockup. In the instance a National Landscape needs to create partnership labels, they can use the wider palette to distinguish specific areas of the brand. These should be set in Effra Regular and sit beneath the lockup.

This is an example of a horizontal partnership lockup. In the instance a National Landscape needs to create partnership labels, they can use the wider palette to distinguish specific areas of the brand. These should be set in Effra Regular and sit beneath the lockup.



Logo
Do's & Don'ts

The examples on the top row show correct applications of an individual lockup. The other examples show common mistakes and misuse.



This is correct.



This is correct. (Using a tab version on a dark colour)



This is correct. (Using a tab version on a light colour)



This is correct.



Do not use drop shadows, blend modes or effects.



Do not skew or distort the logo.



Do not change the colours of the logo.



Do not rotate or flip the logo.



Make sure the logo elements are clearly legible against the background. When not on white use the tab version.



Do not outline any elements of the logo.



Do not change the size of any logo elements.



Do not move or separate the individual parts of the logo.

Colour palette



Colour palette

Each National Landscape has a primary colour palette focused on a single tonal range inspired by nature.

We recommend being as consistent as possible when applying this in your brand communications.

If you need additional colours for special circumstances – e.g. to create an initiative logo (as seen on slide 37) or for a data visualisation – you should use colour from the wider palette.

Grasslands	Oceans & Rivers	Rocky	Moors	Limestone
RGB: 37, 114, 38 CMYK: 83, 31, 100, 21 #257226 Pantone: 2273 C	RGB: 0, 45, 114 CMYK: 100, 91, 27, 16 #002D72 Pantone: 288 C	RGB: 227, 82, 5 CMYK: 6, 82, 100, 1 #E35205 Pantone: 166 C	RGB: 80, 40, 117 CMYK: 83, 100, 17, 11 #500878 Pantone: 2607 C	RGB: 84, 88, 89 CMYK: 65, 55, 54, 29 #545859 Pantone: 425 C
RGB: 80, 158, 47 CMYK: 73, 15, 100, 2 #509E2F Pantone: 362 C	RGB: 8, 87, 195 CMYK: 89, 70, 0, 0 #0857C3 Pantone: 2132 C	RGB: 255, 143, 28 CMYK: 0, 53, 96, 0 #FF8F1C Pantone: 1495 C	RGB: 130, 93, 199 CMYK: 60, 71, 0, 0 #825DC7 Pantone: 2088 C	RGB: 137, 141, 141 CMYK: 49, 38, 40, 3 #898D8D Pantone: 423 C
RGB: 183, 219, 87 CMYK: 32, 0, 82, 0 #B7DB57 Pantone: 2298 C	RGB: 94, 147, 219 CMYK: 62, 35, 0, 0 #5E93DB Pantone: 2381 C	RGB: 254, 173, 119 CMYK: 0, 38, 56, 0 #FEAD77 Pantone: 7410 C	RGB: 173, 140, 220 CMYK: 33, 42, 0, 0 #AD96DC Pantone: 2645 C	RGB: 187, 188, 188 CMYK: 29, 22, 22, 3 #BBBCBC Pantone: Cool Grey 4 C
RGB: 224, 236, 137 CMYK: 14, 0, 58, 0 #E0EC89 Pantone: 2295 C	RGB: 195, 215, 238 CMYK: 22, 8, 1, 0 #C3D7EE Pantone: 2707 C	RGB: 252, 200, 155 CMYK: 0, 27, 42, 0 #FCC89B Pantone: 712 C	RGB: 222, 205, 231 CMYK: 11, 19, 0, 0 #DECDE7 Pantone: 2085 C	RGB: 208, 211, 212 CMYK: 17, 12, 12, 0 #D0D3D4 Pantone: 427 C

Colour palette

Woodlands

RGB: 0, 73, 30
CMYK: 89, 42, 100, 49
#00491E
Pantone: 3537 C

RGB: 46, 136, 64
CMYK: 82, 23, 100, 9
#2E8840
Pantone: 6173 C

RGB: 103, 177, 113
CMYK: 63, 9, 73, 0
#67B171
Pantone: 6170 C

RGB: 175, 218, 178
CMYK: 32, 0, 38, 0
#98D8A3
Pantone: 2254 C

Skies

RGB: 0, 138, 216
CMYK: 79, 37, 0, 0
#008AD8
Pantone: 2382 C

RGB: 0, 156, 222
CMYK: 75, 24, 0, 0
#009CDE
Pantone: 2925 C

RGB: 113, 197, 232
CMYK: 51, 5, 3, 0
#71C5E8
Pantone: 297 C

RGB: 153, 214, 234
CMYK: 37, 2, 5, 0
#99D6EA
Pantone: 2975 C

Sands

RGB: 214, 154, 45
CMYK: 16, 41, 98, 1
#D69A2D
Pantone: 7563 C

RGB: 241, 196, 0
CMYK: 9, 24, 96, 1
#F1C400
Pantone: 7406 C

RGB: 251, 222, 64
CMYK: 3, 8, 86, 0
#FBDE40
Pantone: 114 C

RGB: 245, 225, 161
CMYK: 4, 9, 42, 0
#F5E1A4
Pantone: 7401 C

Heathlands

RGB: 206, 15, 105
CMYK: 16, 100, 34, 0
#CE0F69
Pantone: 214 C

RGB: 240, 78, 152
CMYK: 0, 84, 3, 0
#FC69AC
Pantone: 212 C

RGB: 249, 159, 201
CMYK: 0, 47, 0, 0
#F99FC9
Pantone: 210 C

RGB: 248, 190, 214
CMYK: 0, 31, 0, 0
#F8BED6
Pantone: 2036 C

White

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
#FFFFFF

Black

RGB: 0, 0, 0
CMYK: 100, 100, 100, 100
#000000

**Colour palette
Contrast**

This page illustrates colour contrast between our type and background colours in all of our palettes. Please refer to the key below for

compliance levels. This should be followed to ensure that our communications are as clear and accessible as possible.

Grasslands	Oceans & Rivers	Rocky	Moors	Limestone	Woodlands	Skies	Sands	Heathlands
AAA	AAA	AA18pt	AAA	AAA	AAA	AAA	AAA	AA
AA18pt	AA	AA18pt	AA	AA18pt	AA18pt	AA18pt	AAA	AA18pt
AAA	AAA	AAA	AAA	AAA	AAA	AAA	AAA	AAA
AAA	AAA	AAA	AAA	AAA	AAA	AAA	AAA	AAA

Key:	Level AAA	Contrast compliant above & below 18pt
	Level AA18pt	Contrast compliant from 18pt
	Level AA	Contrast compliant above & below 18pt

Colour backgrounds

When creating compositions following our design system (page 49) we can either use light or dark backgrounds behind our elements.

These light and dark tones have been created for all our palettes to ensure contrast and consistency.

Grassland

Oceans & Rivers

Rocky

Moors

Limestone

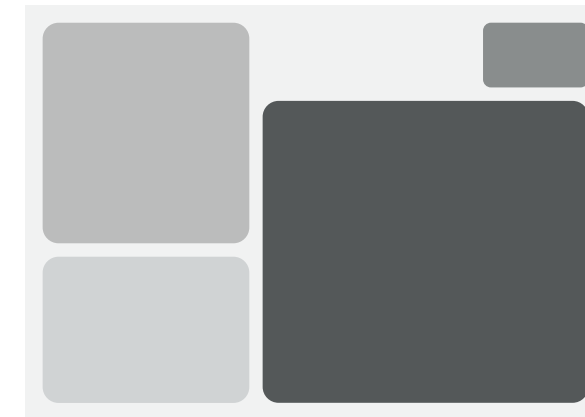
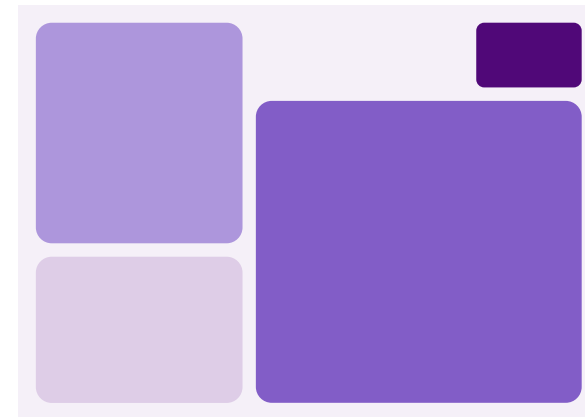
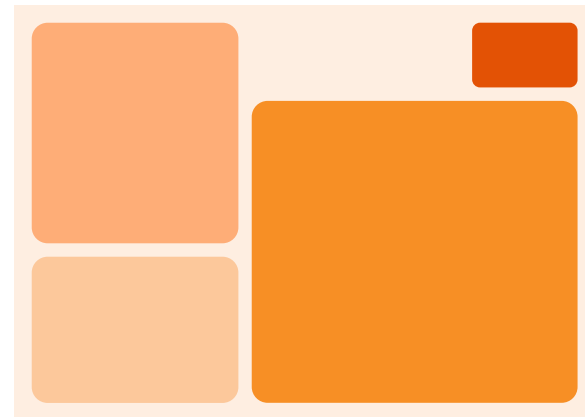
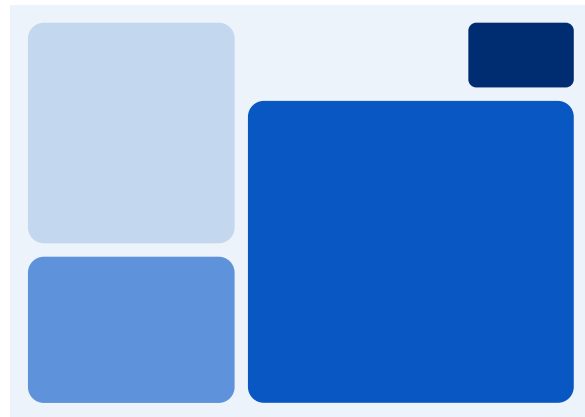
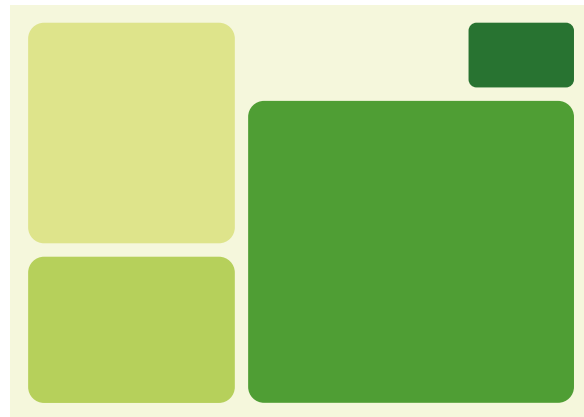
Light **30% Tint**
RGB: 224, 236, 137
CMYK: 18, 0, 57, 0
#F5F7DC
Pantone: 2295 C

Light **30% Tint**
RGB: 195, 215, 238
CMYK: 27, 10, 2, 0
#C3D7EE
Pantone: 2707 C

Light **30% Tint**
RGB: 252, 200, 155
CMYK: 0, 27, 42, 0
#FCC89B
Pantone: 712 C

Light **30% Tint**
RGB: 222, 205, 231
CMYK: 11, 19, 0, 0
#DECDE7
Pantone: 2085 C

Light **30% Tint**
RGB: 208, 211, 212
CMYK: 17, 12, 12, 0
#D0D3D4
Pantone: 427 C



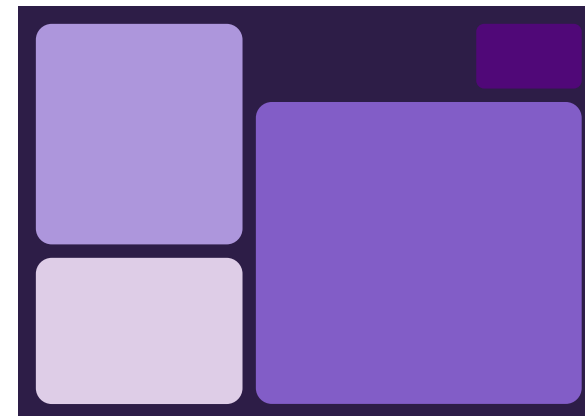
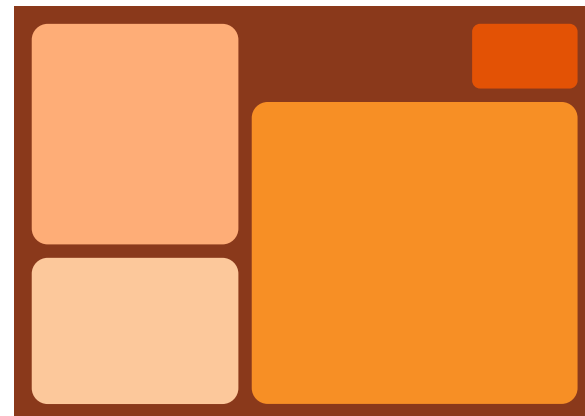
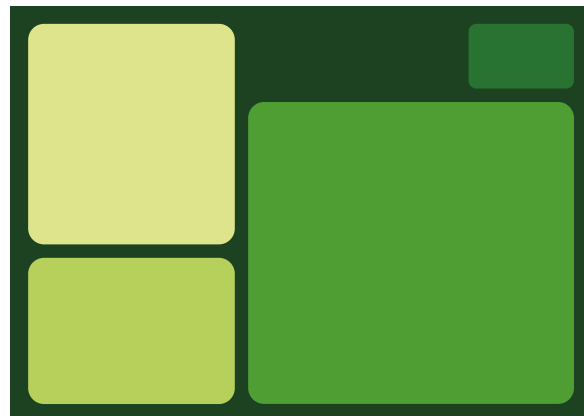
Dark
RGB: 28, 66, 32
CMYK: 82, 46, 94, 54
#1C4220
Pantone: 2411 C

Dark
RGB: 5, 28, 43
CMYK: 90, 75, 55, 68
#051C2C
Pantone: 296 C

Dark
RGB: 138, 57, 27
CMYK: 29, 83, 100, 30
#8A391B
Pantone: 7526 C

Dark
RGB: 46, 26, 71
CMYK: 89, 97, 39, 42
#2E1A47
Pantone: 2695 C

Dark
RGB: 45, 41, 38
CMYK: 67, 64, 66, 66
#2D2926
Pantone: Black C

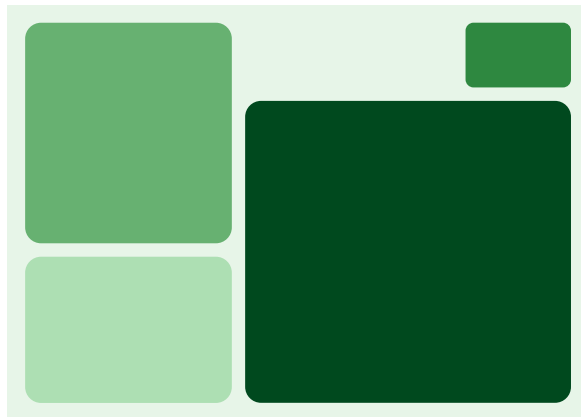


When creating compositions following our design system (page 49) we can either use light or dark backgrounds behind our elements.

These light and dark tones have been created for all our palettes to ensure contrast and consistency.

Woodland

Light **30% Tint**
RGB: 173, 223, 179
CMYK: 32, 0, 38, 0
#ADDFB3
Pantone: 2254 C

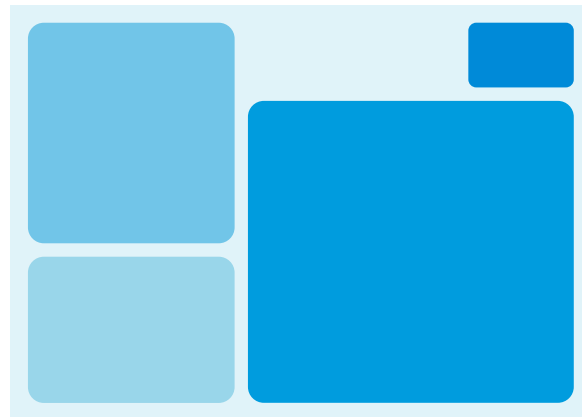


Dark
RGB: 24, 48, 41
CMYK: 81, 56, 70, 65
#183029
Pantone: 5535 C

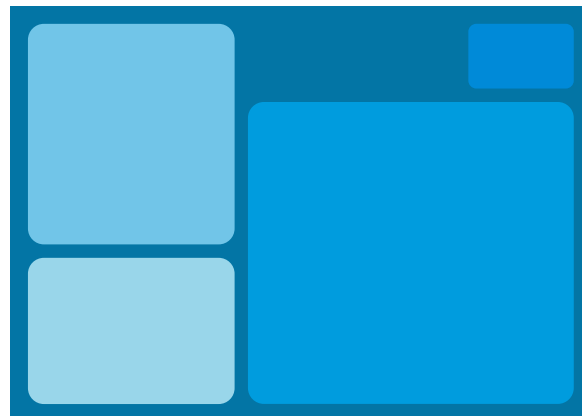


Skies

Light **30% Tint**
RGB: 153, 213, 233
CMYK: 37, 2, 5, 0
#99D6EA
Pantone: 2975 C

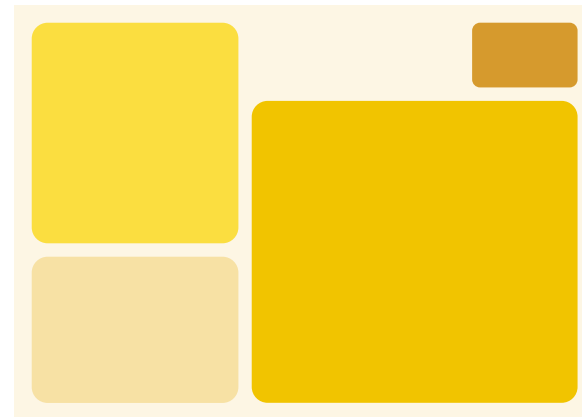


Dark
RGB: 0, 18, 165
CMYK: 88, 47, 17, 1
#0076A5
Pantone: 2185 C

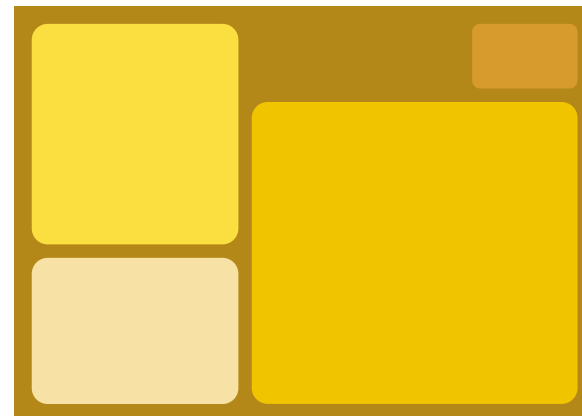


Sandy

Light **30% Tint**
RGB: 245, 225, 163
CMYK: 4, 9, 42, 0
#F5E1A4
Pantone: 7401 C

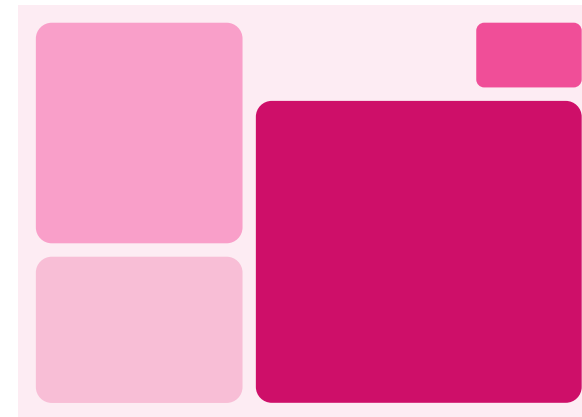


Dark
RGB: 173, 132, 31
CMYK: 29, 83, 100, 30
#AD841F
Pantone: 1255 C

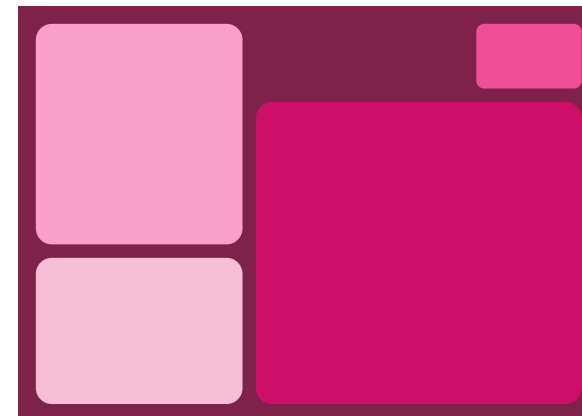


Heathlands

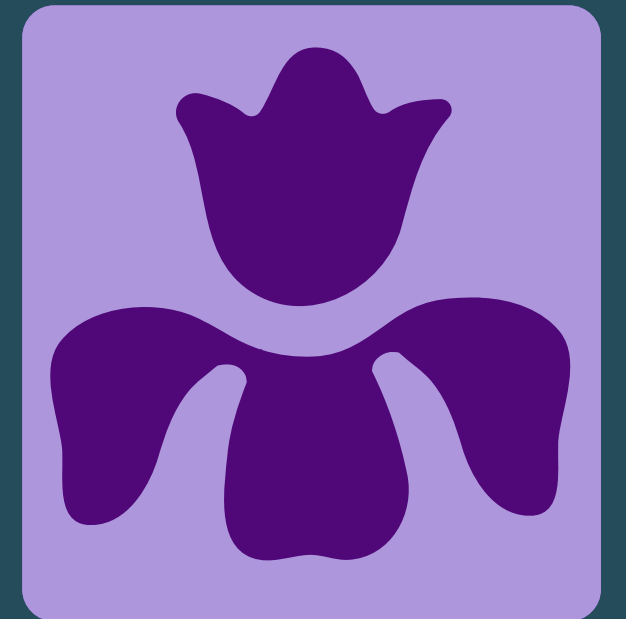
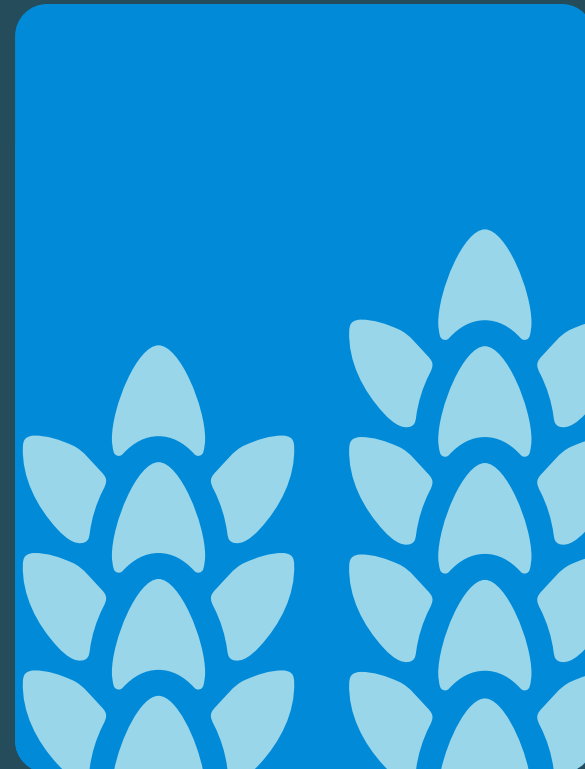
Light **30% Tint**
RGB: 248, 190, 214
CMYK: 0, 31, 0, 0
#F8BED6
Pantone: 2036 C



Dark
RGB: 125, 34, 72
CMYK: 40, 96, 50, 29
#7D2248
Pantone: 216 C



Typography



Typography
Typefaces

Effra is our primary headline typeface, with clean lines and humanist shapes, Effra is a supremely flexible sans serif.

Our subheadings and body copy is also set in Effra which has high legibility even at small scale. This makes the typeface ideal for all applications.

Headline / Subheading type
Effra Bold

A b c

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body type
Effra Regular

A b c

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography
System typefaces

When Effra is unavailable, the system typeface that should be used is Lexend.

Lexend is a open sourced Google Font, available to download [here](#)

Headline / Subheading type
Lexend Bold

A b c

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body type
Lexend Regular

A b c

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Headlines Effra Bold
Kerning Metrics
Tracking 0

Example shown
70pt, 70pt leading 100%

Landscapes shape people, people shape landscapes

Key messages Effra Bold
Kerning Metrics
Tracking 0

Example shown
46pt, 48pt leading 105%

Protect and regenerate our landscapes and make sure everyone can enjoy them

Body Copy Effra Regular
Kerning Metrics
Tracking 0

Example shown
18pt, 24.3 pt leading 135%

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Design system

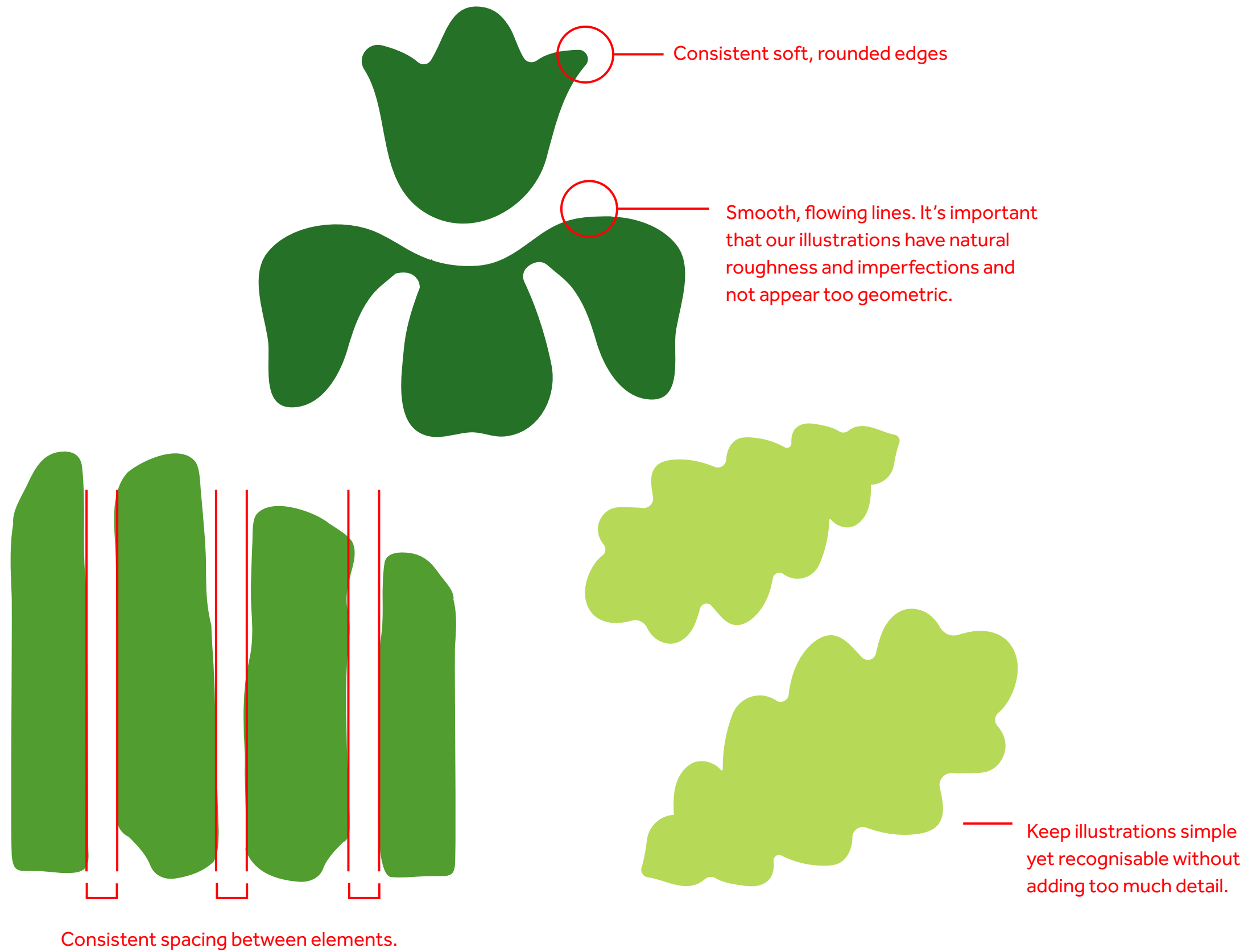


Design system
Illustration style

Our illustration style is formed of simple graphic shapes, depicting things such as flora and fauna as well as buildings, structures and landmarks.

It's important when creating new illustrations to be consistent with our style, some defining details can be seen on this page.

More guidance can be found from page 52 on how we apply our illustrations within patchworks and our Design system.



A Living Patchwork



Our Design system is based on the idea of 'A Living Patchwork'. This flexible and dynamic system reflects the diversity of our nation's landscapes.

The following sections break down how we create new patchworks, how to use the Grid system for our designs and guidance on flexibility for different audience communications.



Edge to Edge

Black and White Version

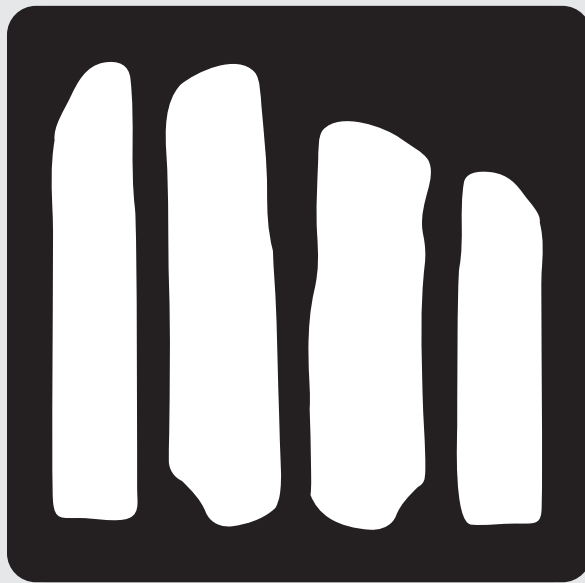


Two Tone Version



Inset

Black and White Version



Two Tone Version



When creating patches they must be positioned in a rounded container. This keeps our compositions fresh and dynamic. To keep our corner radius consistent we use our tab logo versions as a starting point. More information can be found from page 46.

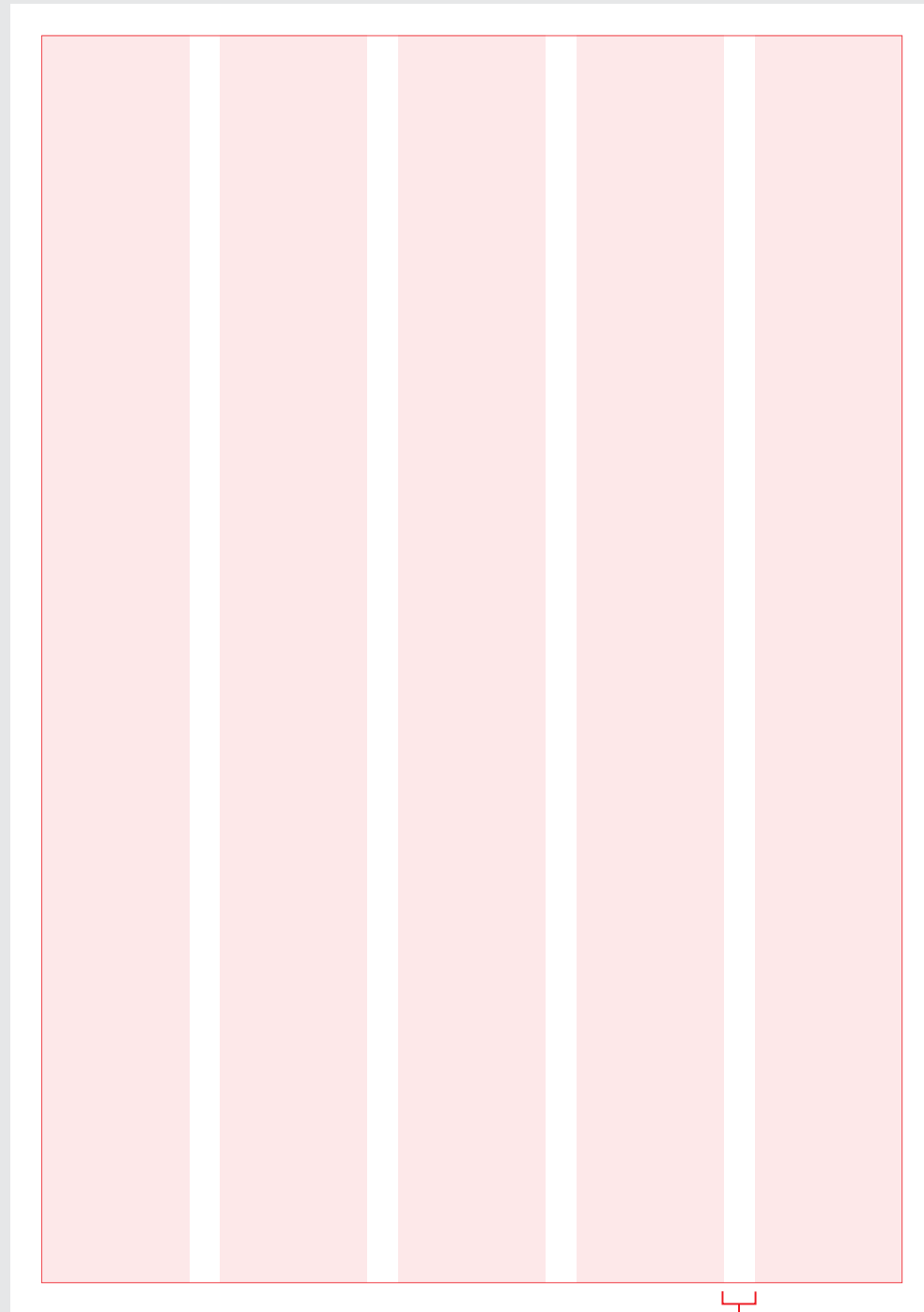
We can either create ones which are edge to edge or inset.

An example of an edge to edge patchwork could be rolling hills or a sweeping valley. Inset patchworks work best when focusing on more specific things such as plants, animals or structures such as dry stone walls.

The rules on page 46 should be followed for both type of patchwork styles.

Design system
Grid system

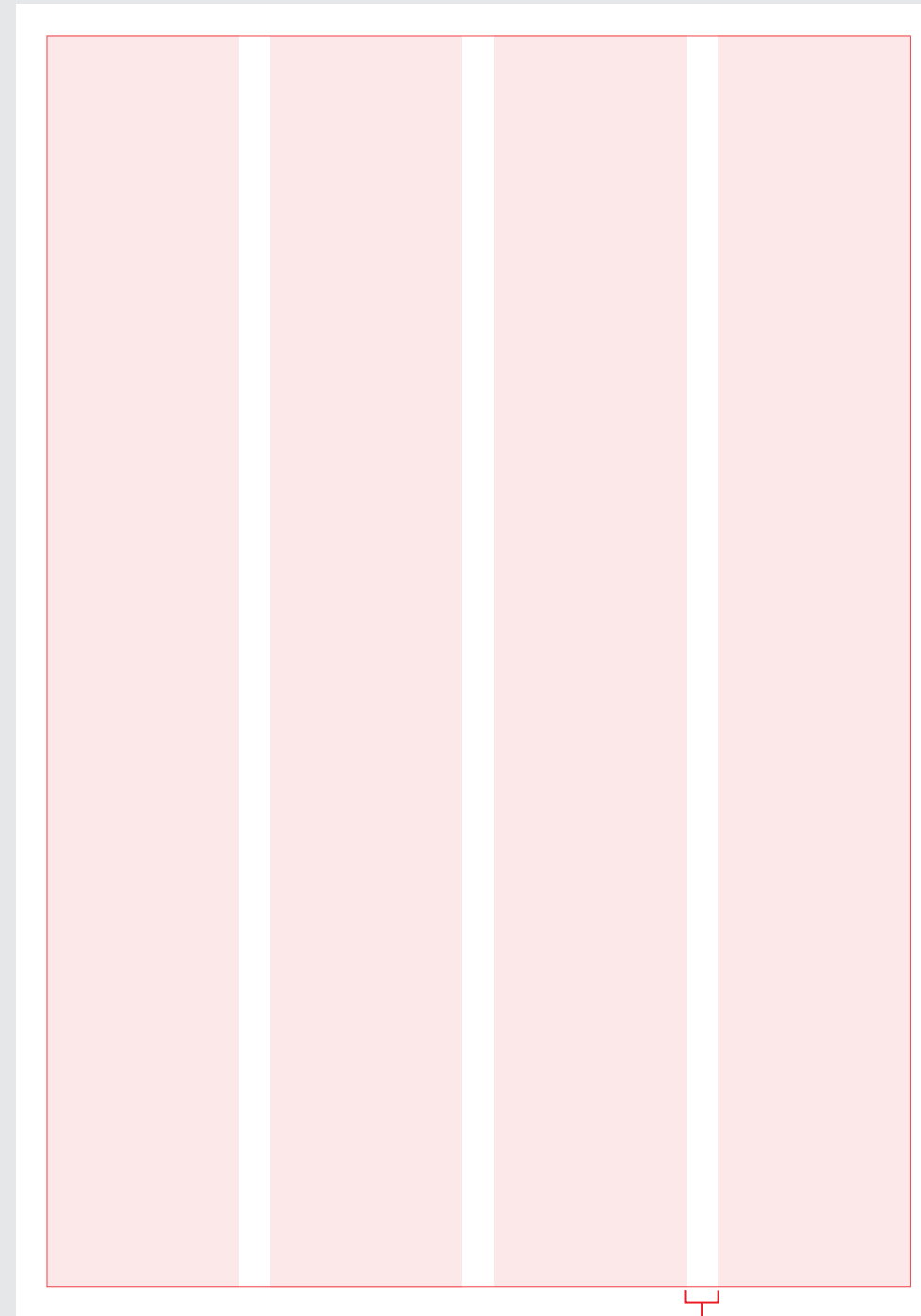
Narrow Grid



Margins: 20px

20px

Wide Grid



Margins: 20px

20px

When creating layouts, we can use either a narrow or wide grid. Which grid to use is determined by your design's complexity.

For bolder, more graphic executions you should use the wide grid. When there is more complexity and elements to balance, you should use the narrow grid.

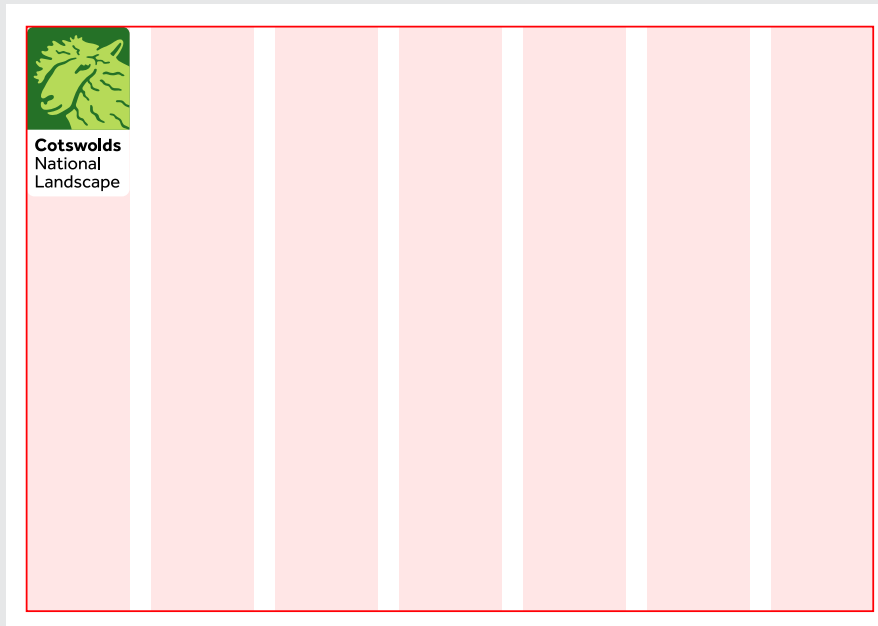
It's important to note that our margins and spacing remain the same across both grids.

Our column grids are available in both portrait landscape and square.

Design system
Grid system

Here are other formats that have been created to work across different aspect ratios.

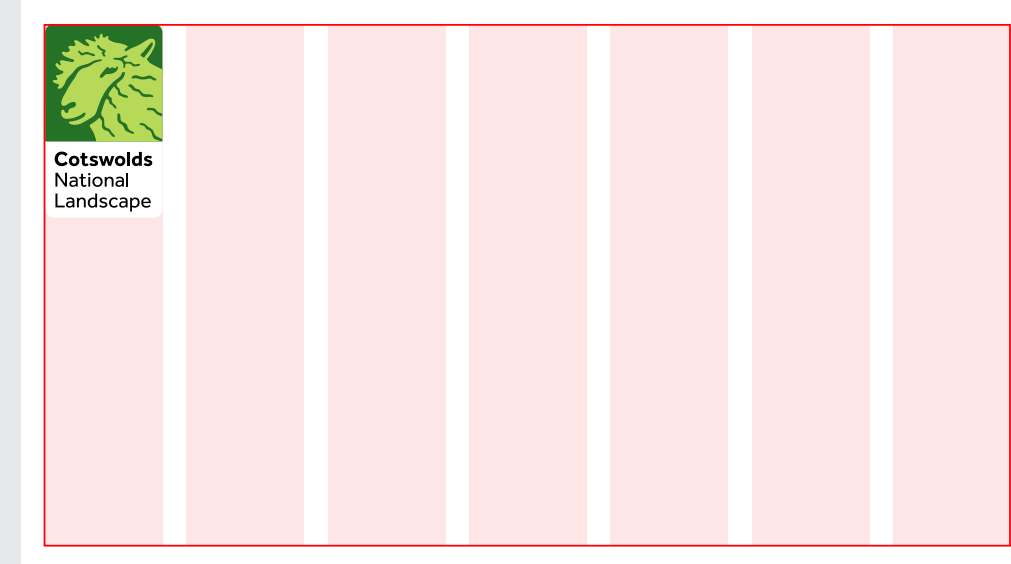
Narrow Grid
A Sizes Landscape



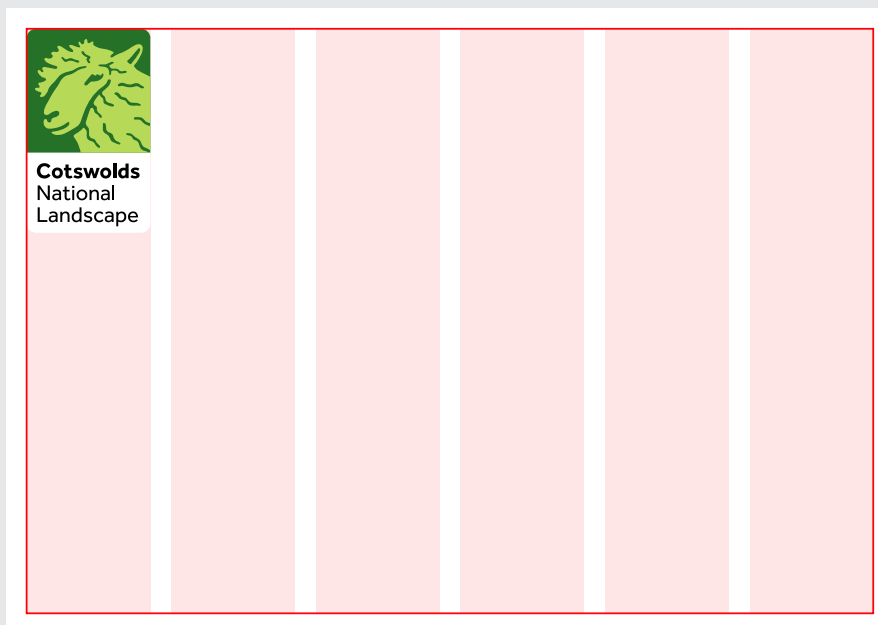
Square (1:1)



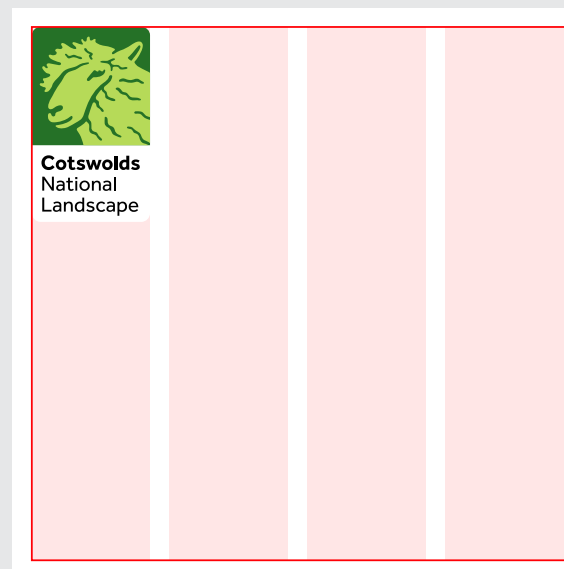
Powerpoint (16:9)



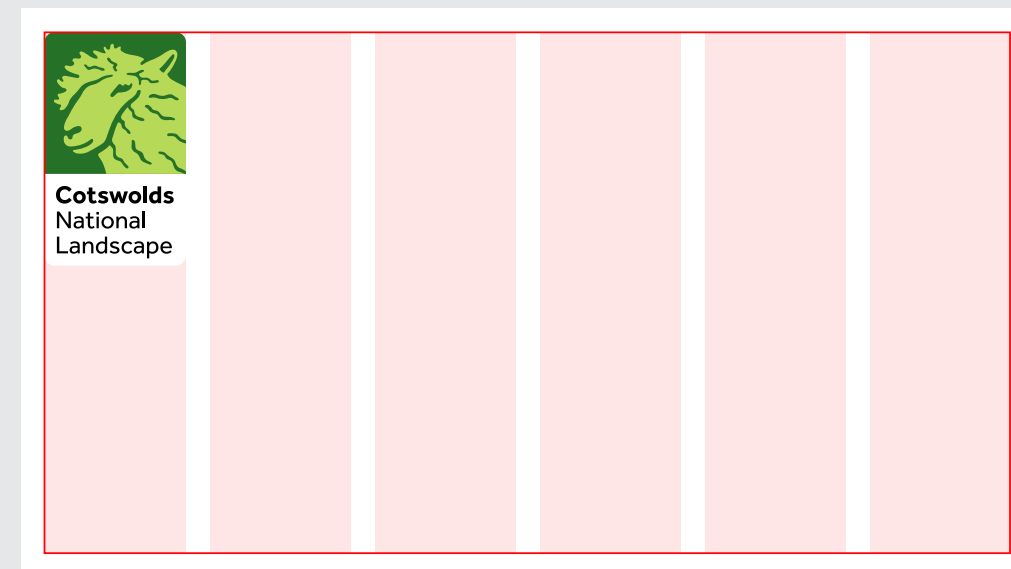
Wide Grid
A Sizes Landscape



Square (1:1)



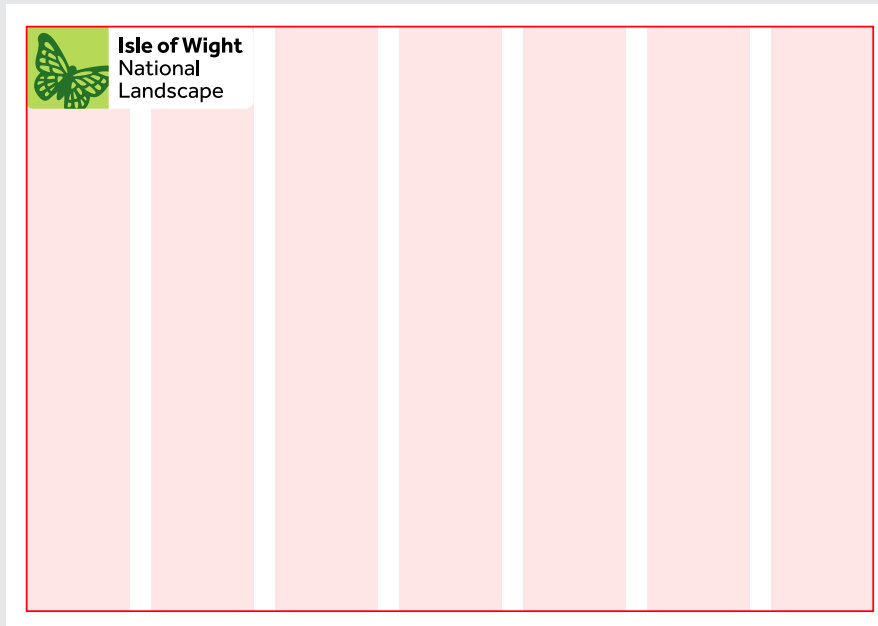
Powerpoint (16:9)



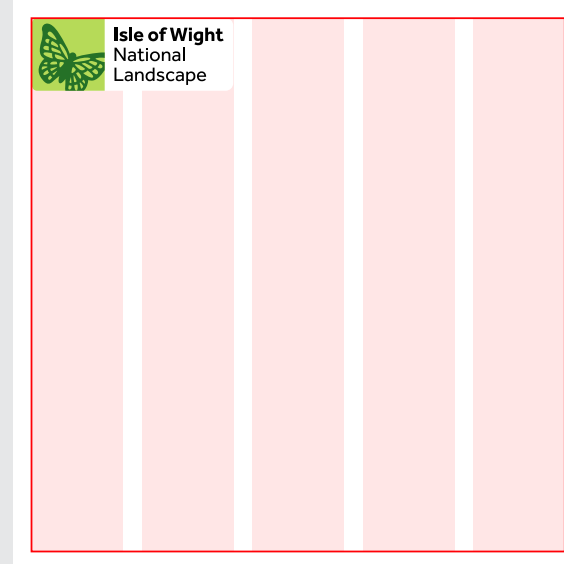
Design system
Grid system

When necessary, the horizontal logo tab can be used across all grid formats and ratios. The horizontal logo tab versions should span the width of two columns as shown below.

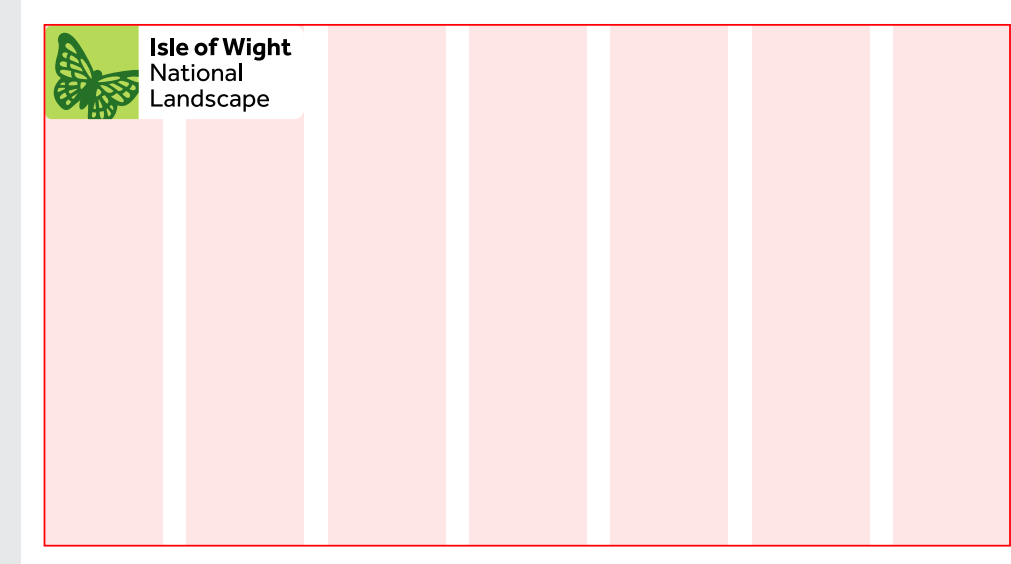
Narrow Grid
A Sizes Landscape



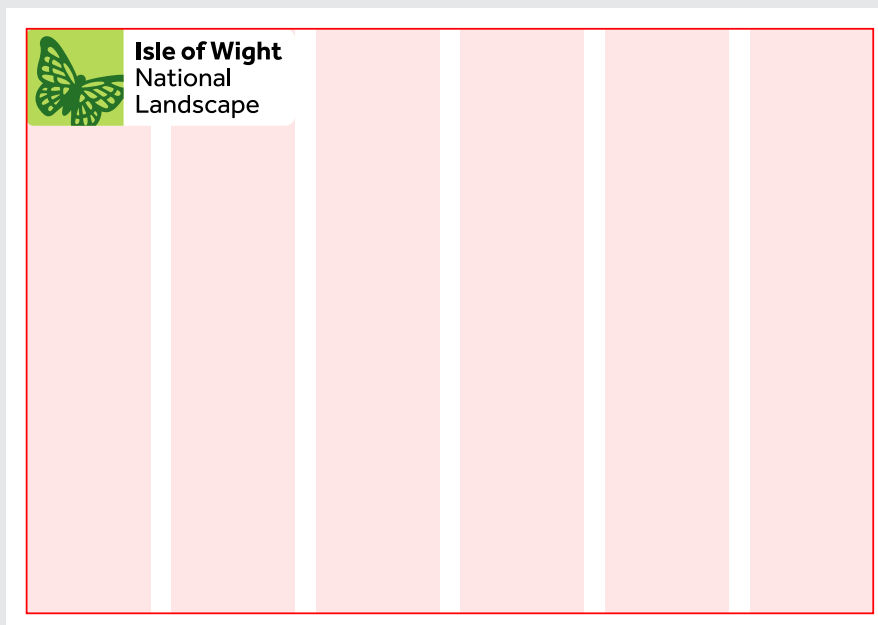
Square (1:1)



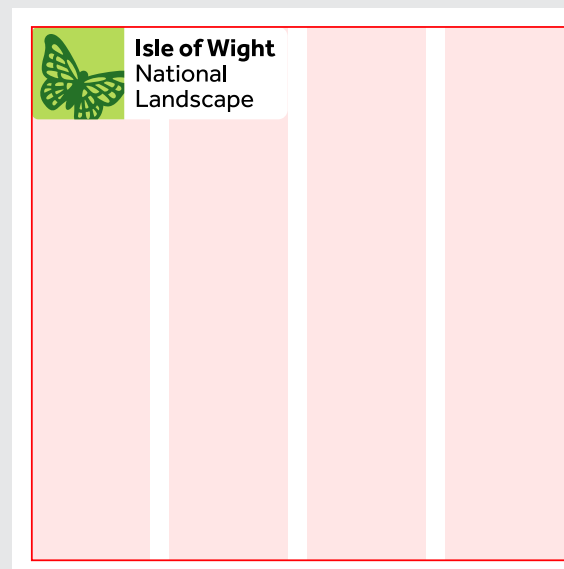
Powerpoint (16:9)



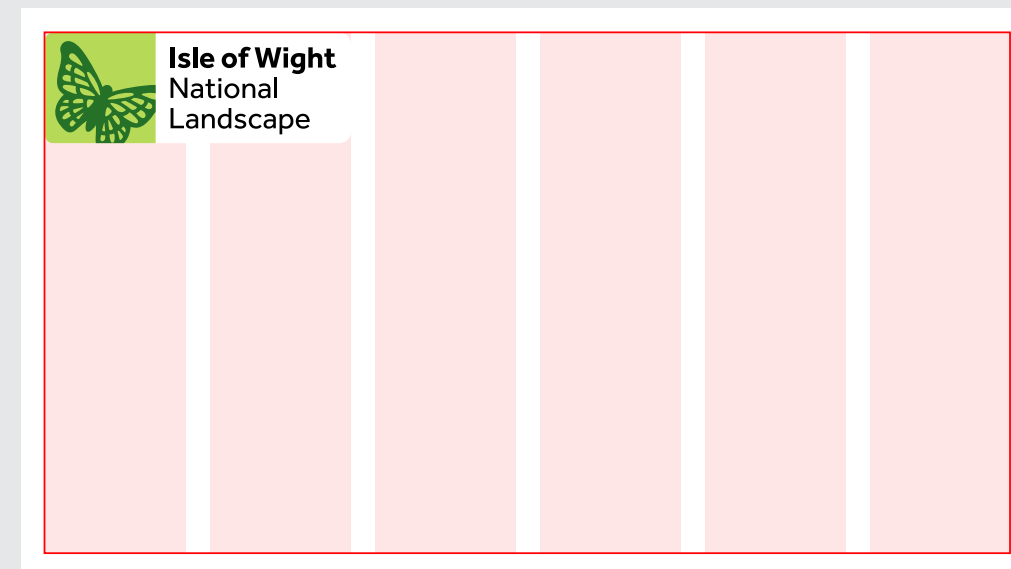
Wide Grid
A Sizes Landscape



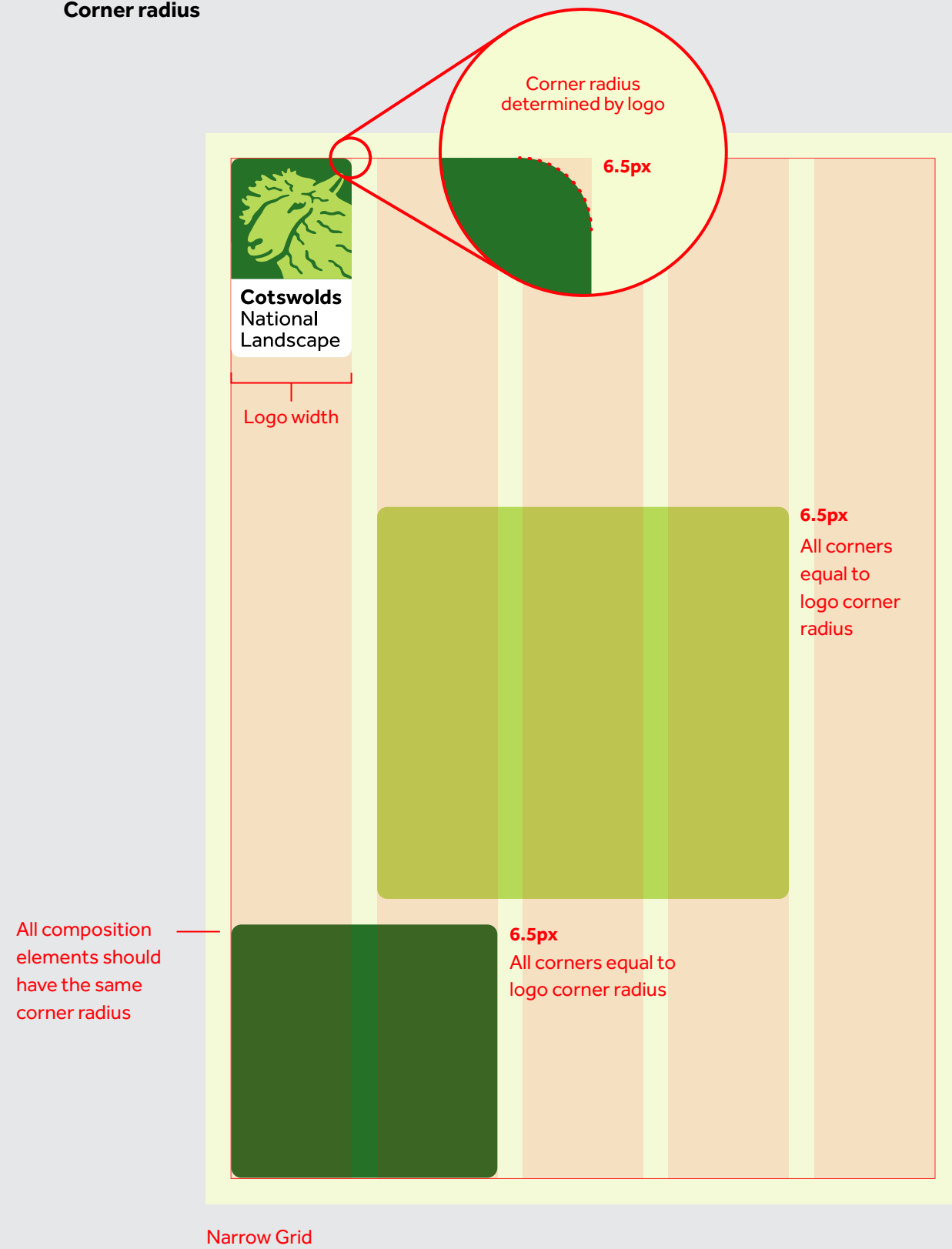
Square (1:1)



Powerpoint (16:9)



Design system
Corner radius



The radius for all composition elements is determined by the logo container, this ensures that our communications remain consistent across different page dimensions and orientations.

The logo container should only span the width of one column for either narrow or wide Grid system.

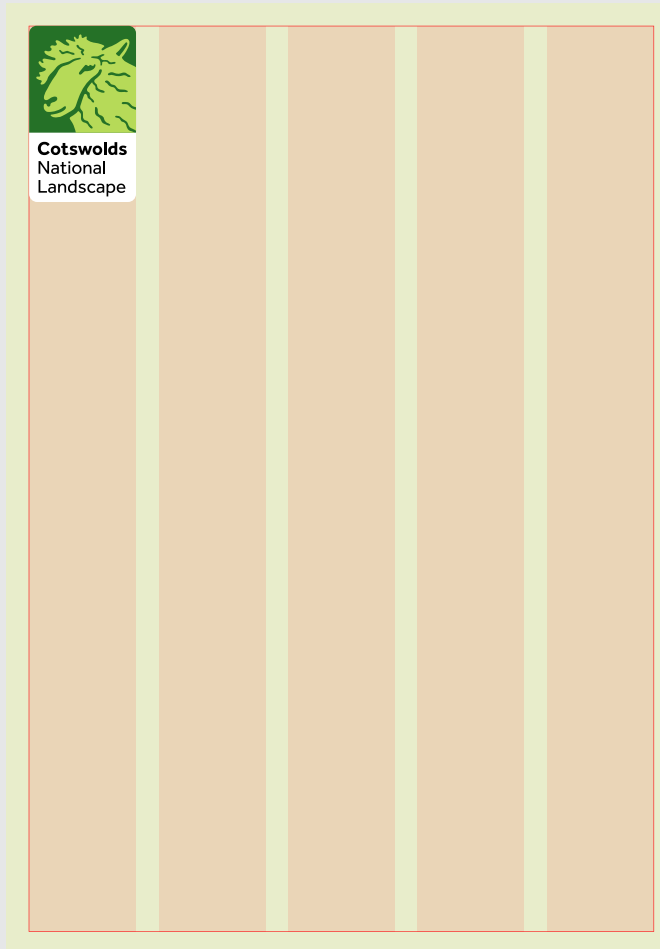
This ensures our compositions can be flexible yet remain consistent across our brand.

Logo placement guidelines can be found on page 57-58.

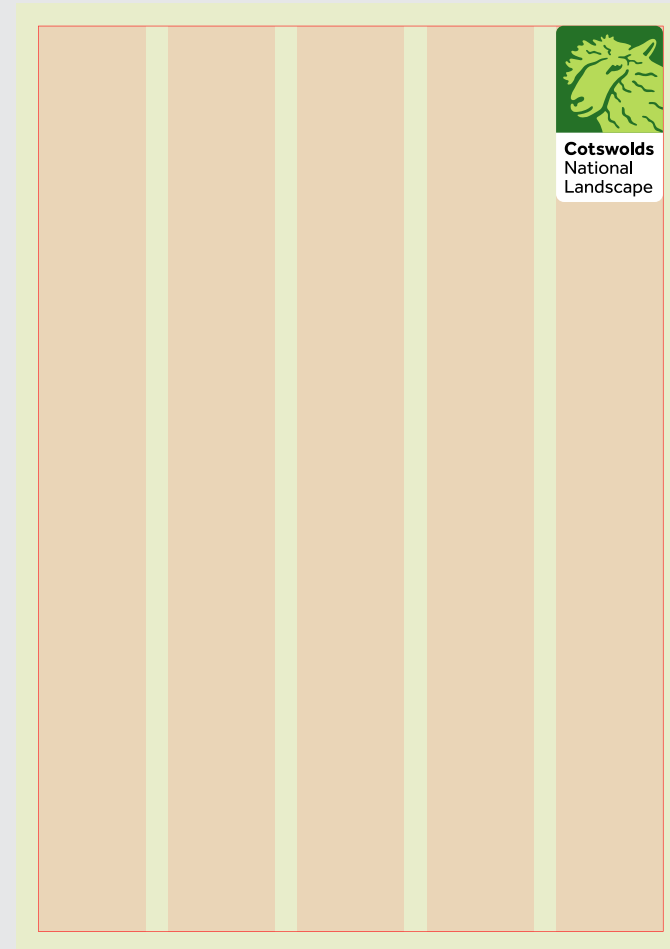
Design system
Logo Placement

To keep our communications fresh, dynamic and flexible we can place the logo in any corner. Placement should follow either of our grid systems.

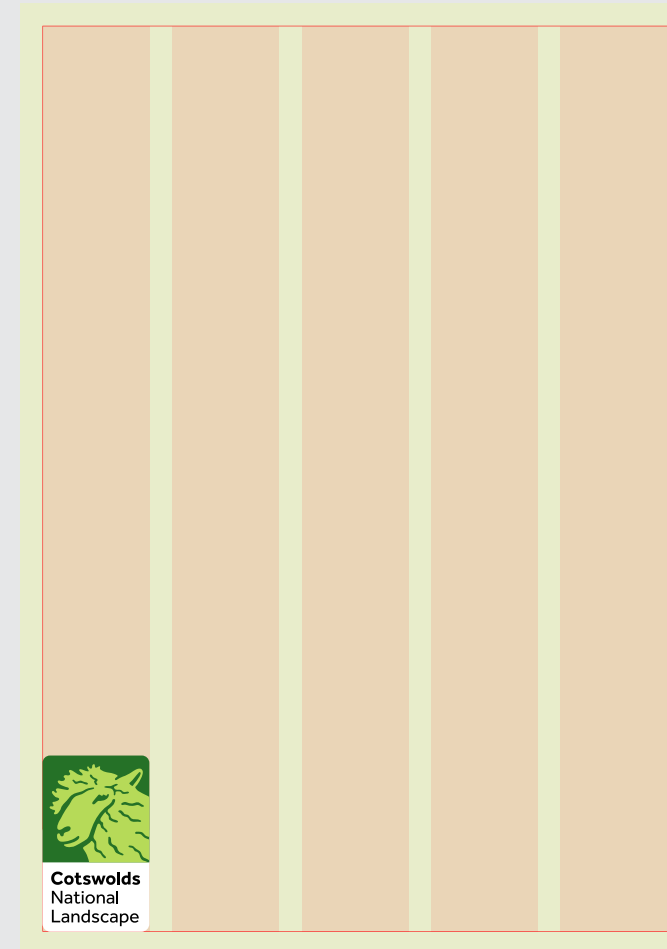
Top Left Corner



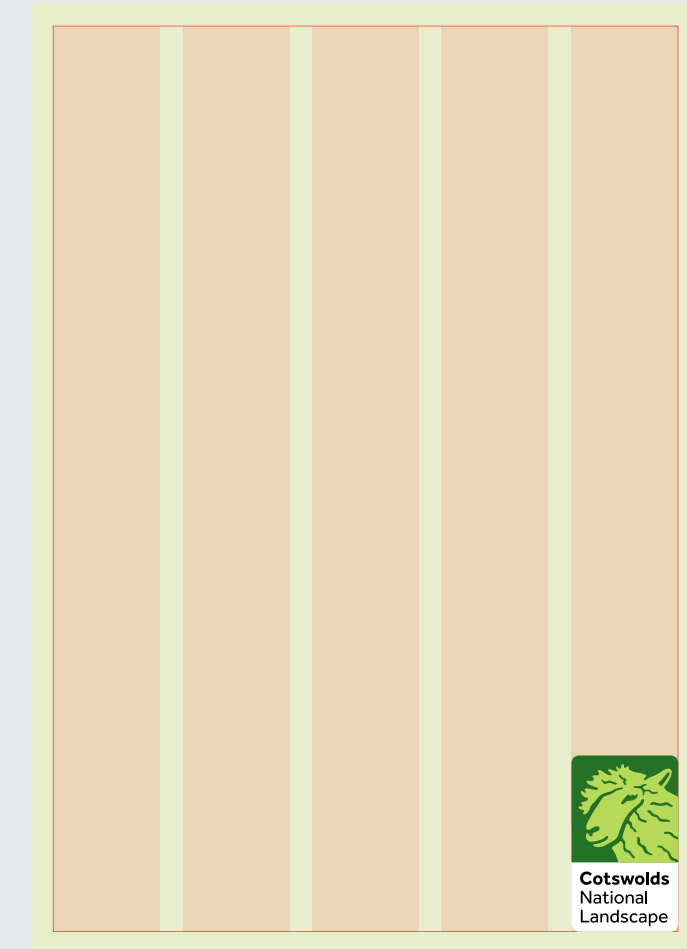
Top Right Corner



Bottom Left Corner



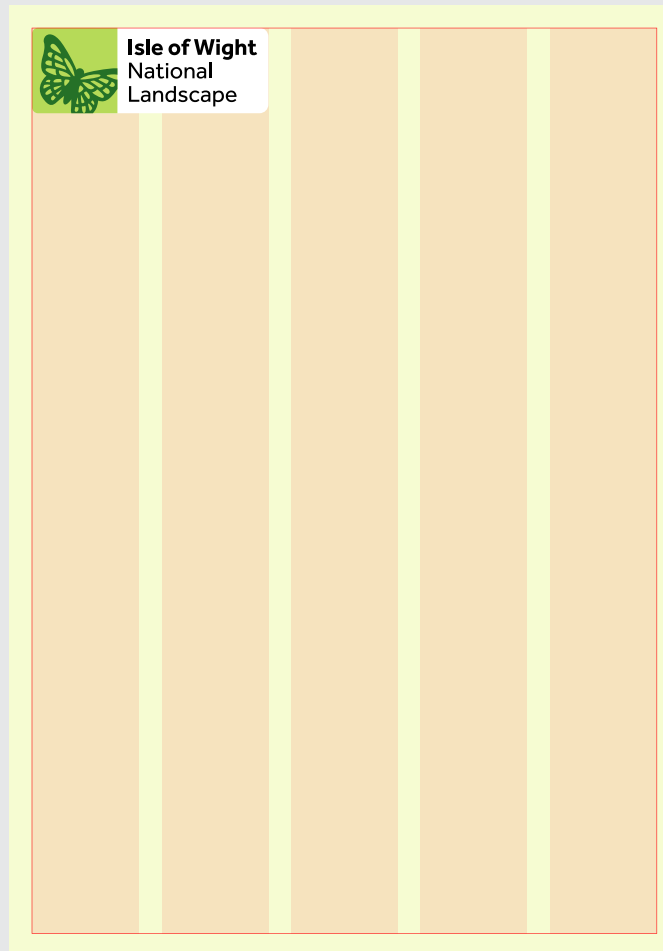
Bottom Right Corner



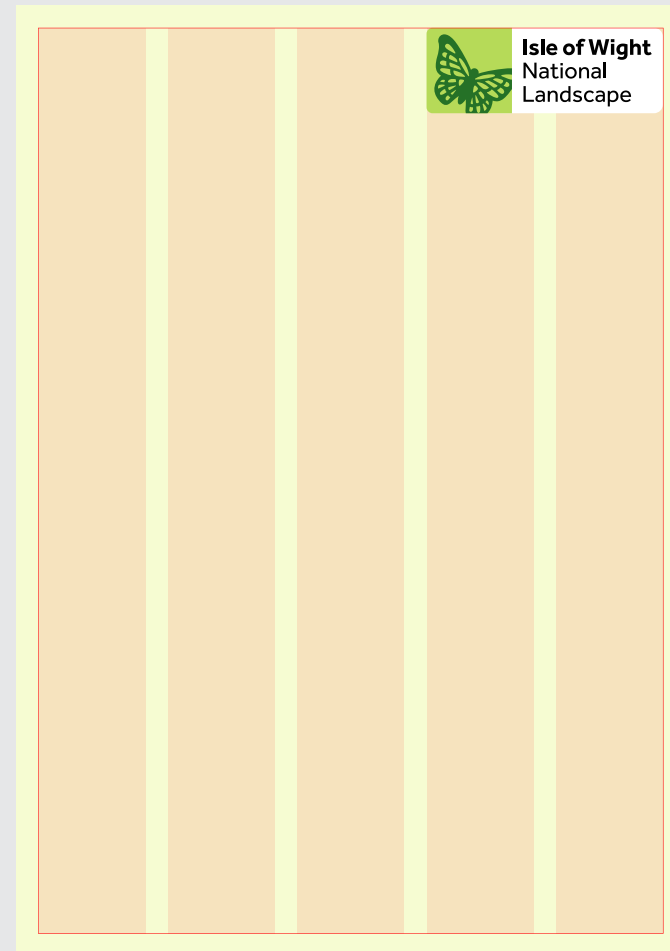
Design system
Logo Placement

The horizontal logo tab versions follow the same system and can be placed in any corner spanning two columns.

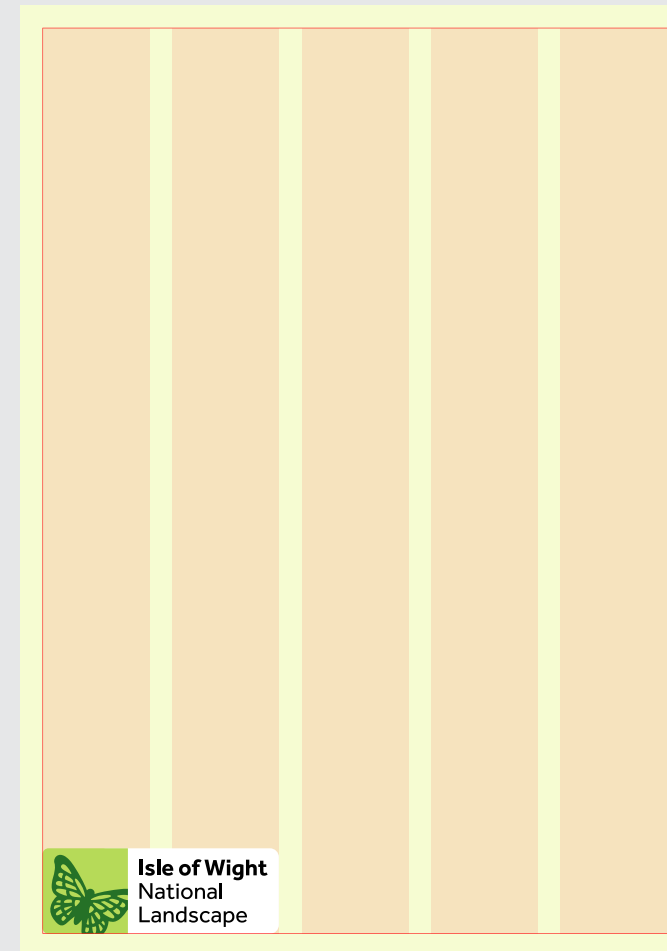
Top Left Corner



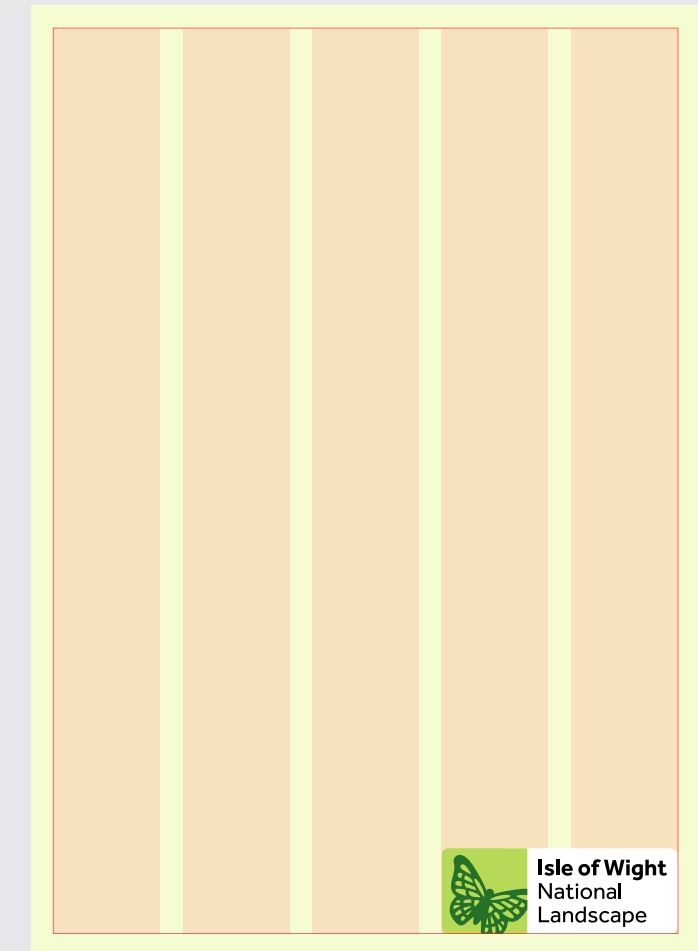
Top Right Corner



Bottom Left Corner



Bottom Right Corner



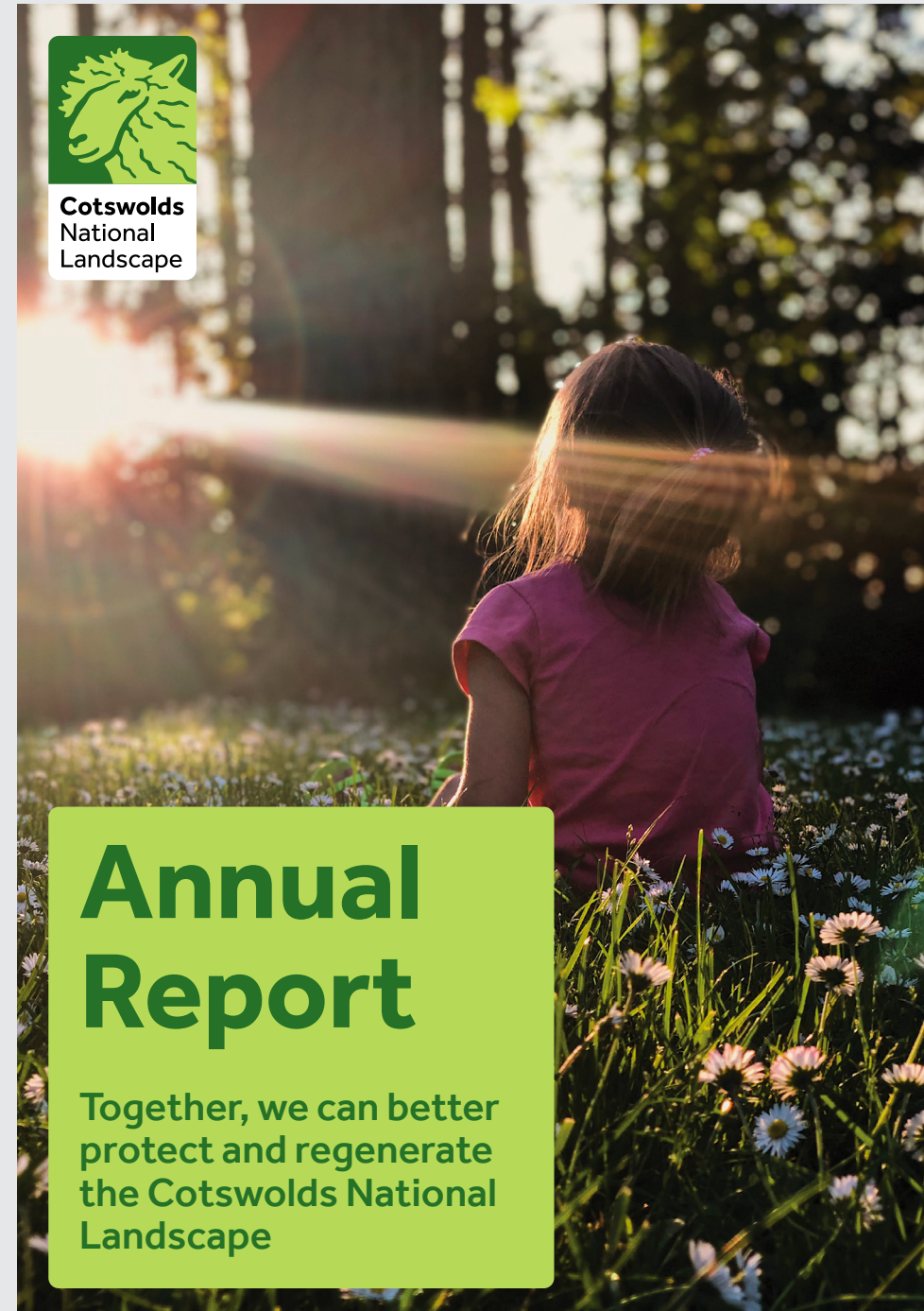
Design system
Bringing it all together
Example 1

Grid System - Narrow Grid



Contained text should have a base margin of 20px or equivalent to column gutter spacing

Composition Example

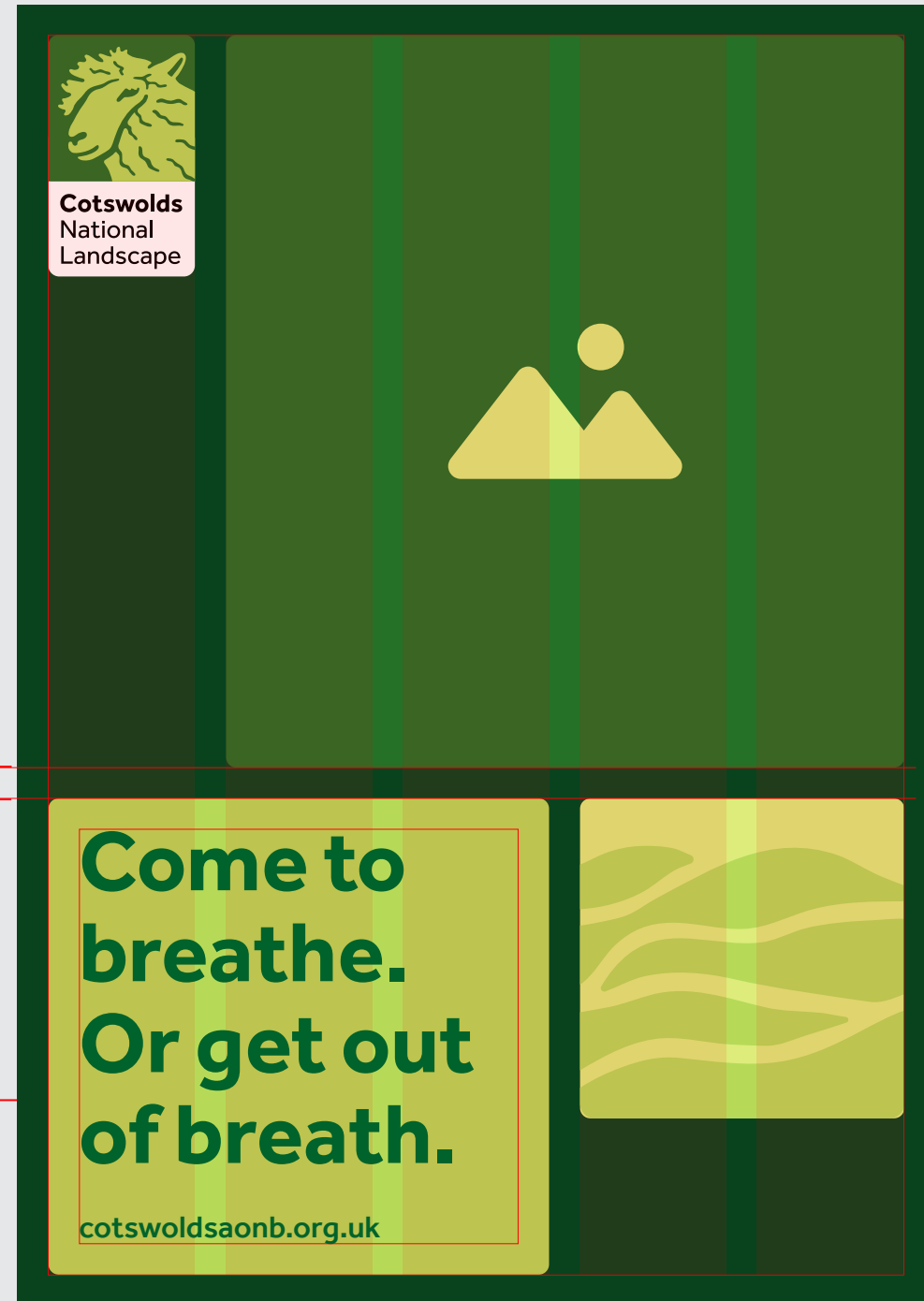


An example of a simple execution using a narrow grid system.

When using containers for text the margin should have a base margin of 28px or 1.4x gutter margin if working at a larger scale.

Design system
Bringing it all together
Example 2

Grid System - Narrow Grid



Composition Example



An example of a more graphic execution using a narrow grid system. Here you can see how the grid can be used with photography containers, graphic patches and text containers.

When using containers for text the margin should have a base margin of 28px or 1.4x gutter margin if working at a larger scale.

Design system
Bringing it all together
Example 3

Grid System - Wide Grid



Composition Example



An example of a bold graphic execution using a wide grid system. This example utilises the larger grid to create more dynamic layouts.

When using containers for text the margin should have a base margin of 28px or 1.4x gutter margin if working at a larger scale.

All elements on the page use the same spacing which should be equal to the page margins.

Design system
Bringing it all together
Landscape Example 1

Simple landscape example using the narrow landscape orientated grid.

Grid System - Narrow Grid



Contained text should have a base margin of 28px or 1.4 x gutter margin.

Composition Example



Grid System -Narrow Grid

Composition Example



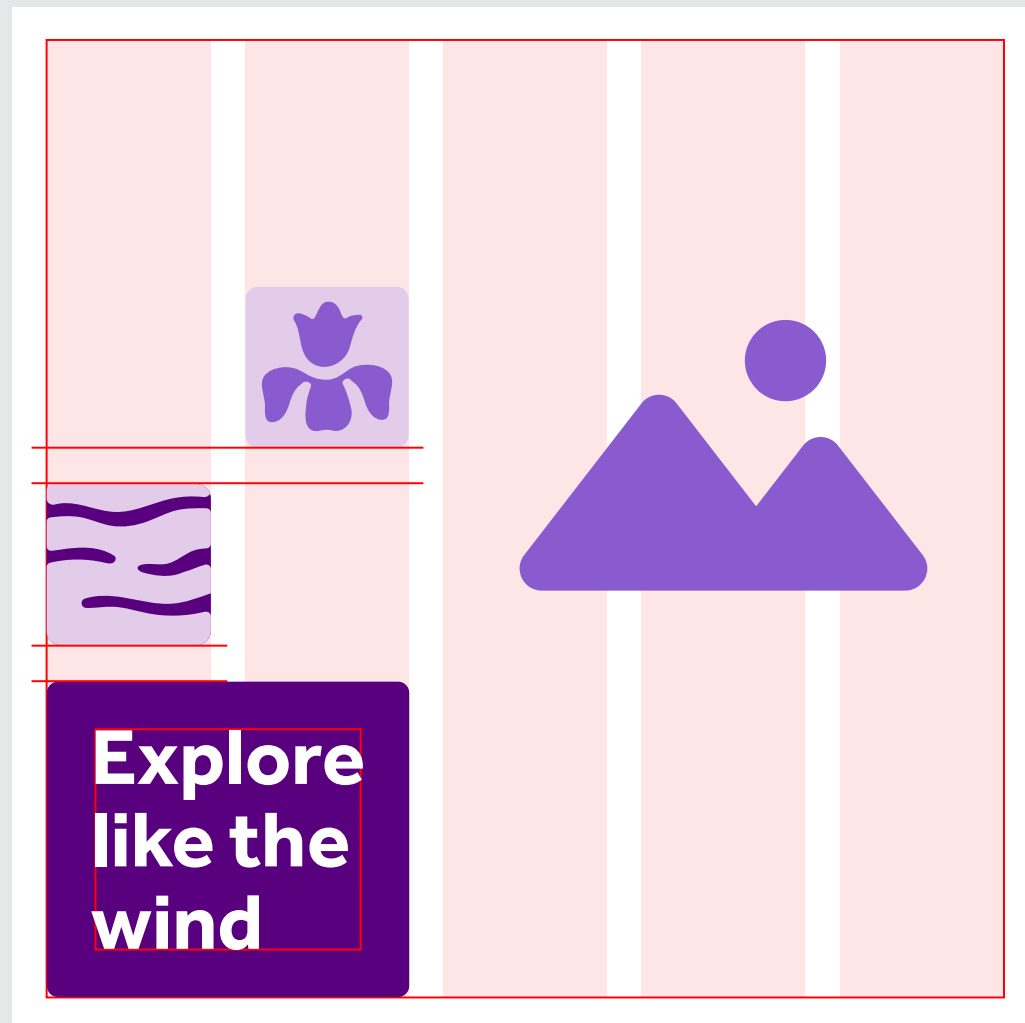
Grid System -Wide Grid



Composition Example



Grid System - Narrow Grid



Composition Example



Design system
Bringing it all together
Powerpoint Example

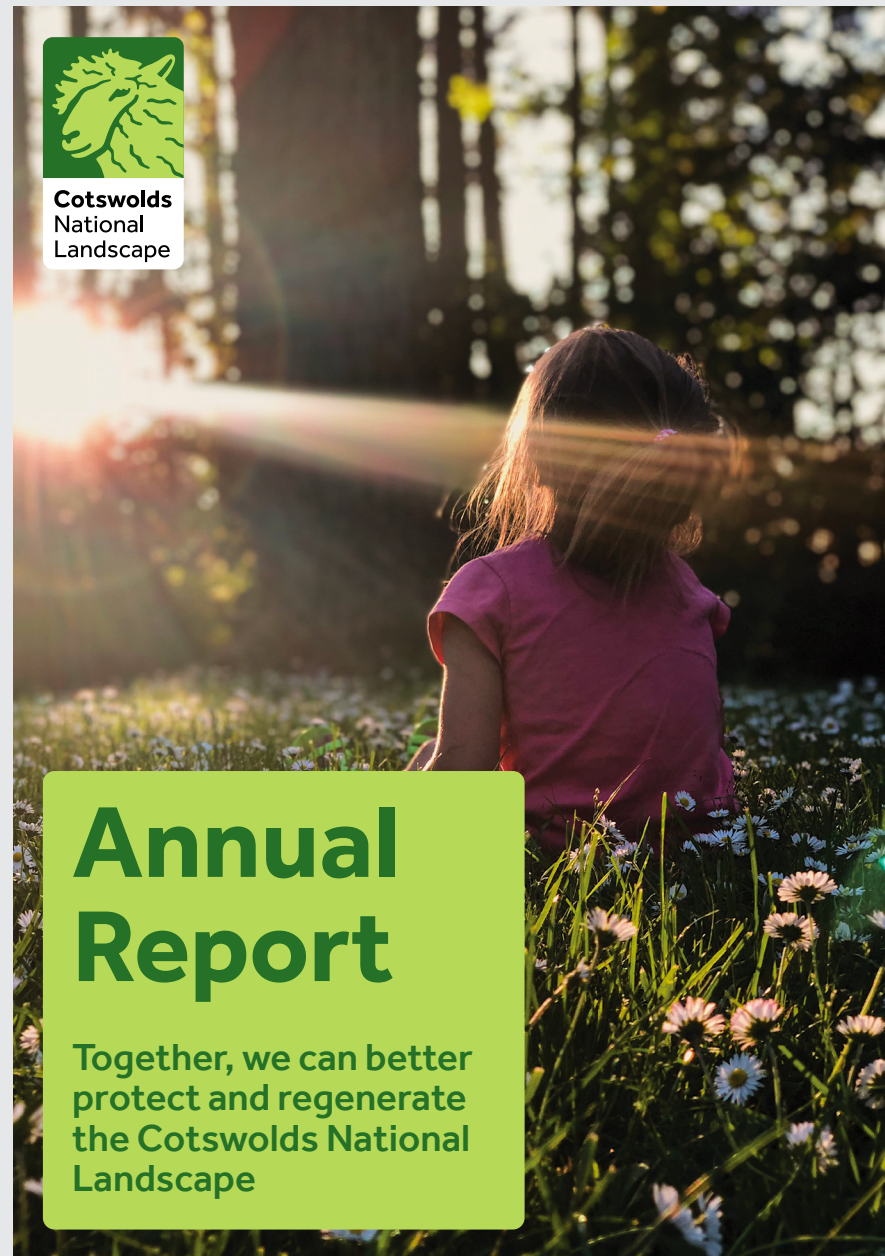
Simple example using the narrow powerpoint (16:) grid, ideal widescreen presentations and documents.

Grid System - Narrow Grid



Composition Example



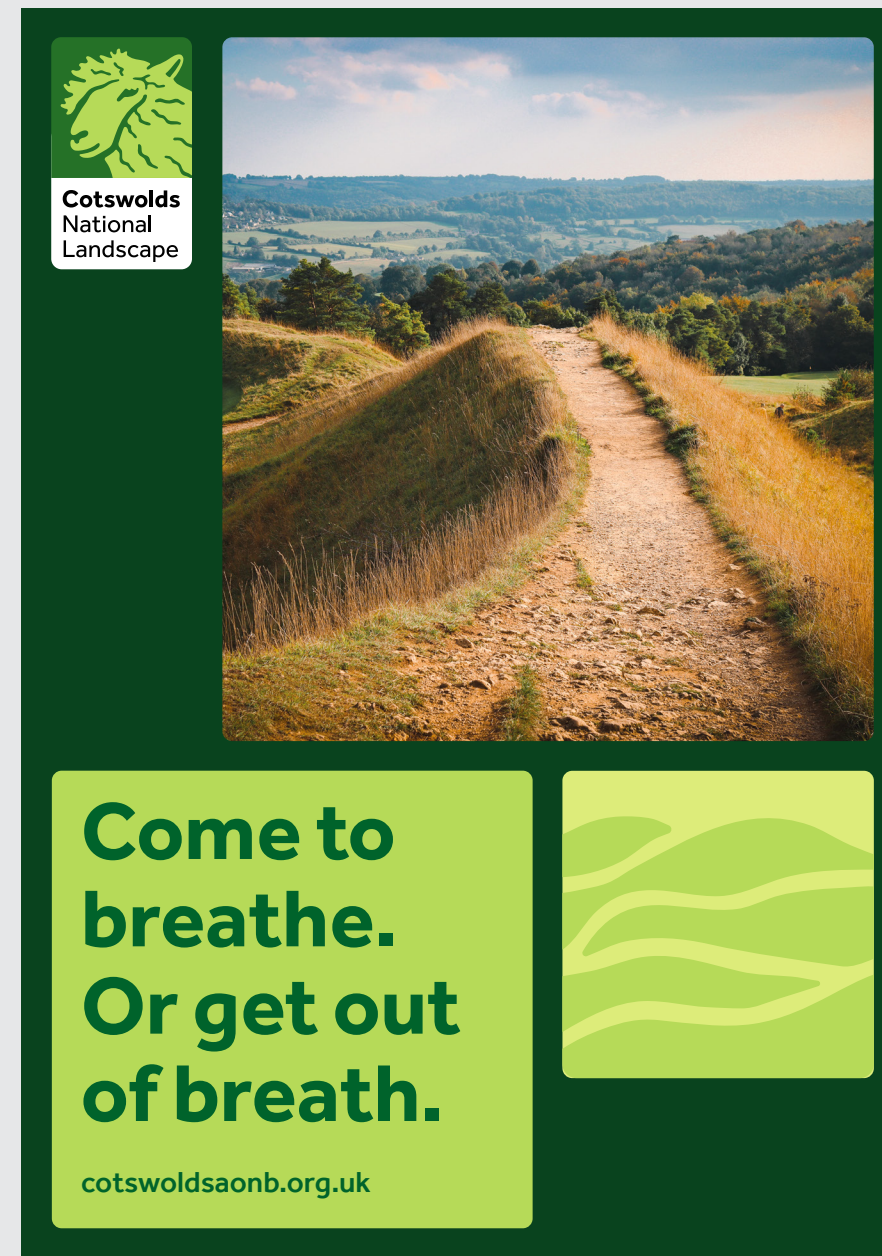


Cotswolds National Landscape


Annual Report

Together, we can better protect and regenerate the Cotswolds National Landscape

The design features a background image of a young girl in a pink shirt standing in a field of daisies, looking towards a sunlit forest. A small Cotswolds National Landscape logo is in the top left corner. The title and subtitle are contained within a light green rectangular box at the bottom.



Cotswolds National Landscape



Come to breathe. Or get out of breath.

cotswoldsaonb.org.uk

The design features a background image of a dirt path leading through a grassy hillside. A small Cotswolds National Landscape logo is in the top left corner. The headline and URL are contained within a light green rectangular box at the bottom. A decorative graphic of stylized green hills is on the right side.



Cotswolds National Landscape



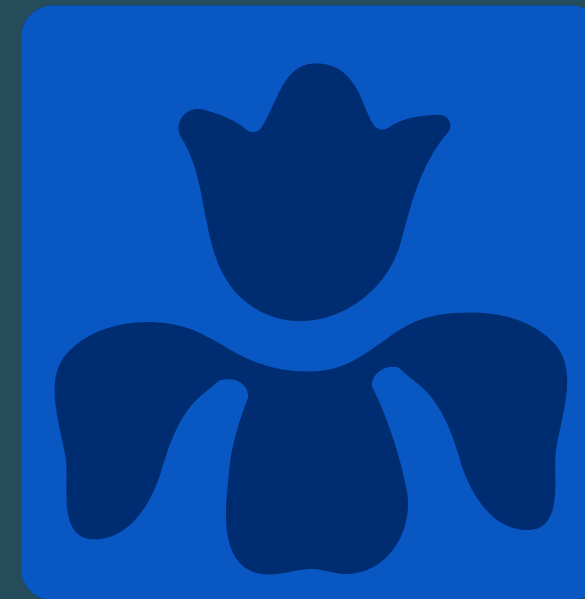
Welcome to the Cotswolds

The design features a light green background with several dark green icons: a leaf, a tree, a bar chart, and a stylized landscape. A small Cotswolds National Landscape logo is in the top right corner. The headline is contained within a dark green rectangular box at the bottom.

Partners and policy makers ←

→ Volunteers and Visitors

Iconography



Iconography
Icon Style

Our icons are simple, clean and warm. They are consistent with our illustration principles, using rounded edges, flowing lines and equal spacing. They should not contain too much detail or complexity.



Photography



Photography Style

Our photography style is warm and honest, capturing a spectrum of diverse landscapes and people. Whilst this gives direction on the type of photos we want to feature, their tone

and composition we'd recommend capturing real people and experiences wherever possible.



Photography
Photography style

Our photography style is vivid and breathtaking, capturing a spectrum of diverse structures and landscapes.

Capturing both vast expanses all the way to the granular details. We'd recommend capturing real experiences wherever possible.



Applications



Application
Engraved Wood

When engraving our logos onto materials such as wood we use our monochrome versions to ensure our logos appear correctly.



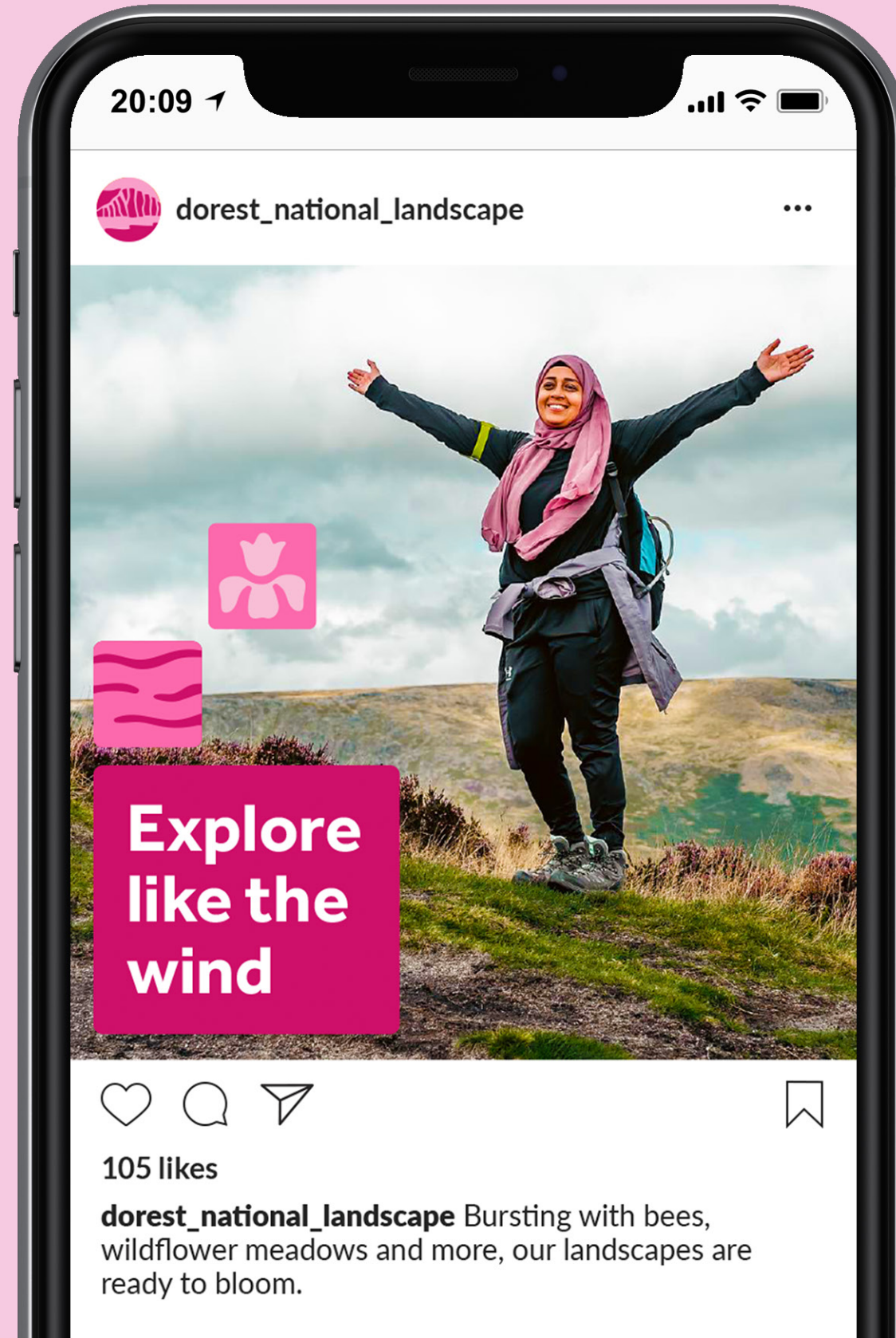
Cotswolds
National
Landscape











Invested and investing in Landscape: Who, why, how.







Explore like the wind

Our mission is to protect and regenerate the UK's most outstanding landscapes, and to make sure everyone can enjoy them.

Cannock Chase National Landscape

The poster features a yellow background with a vertical column of four icons on the left: a stylized arrow, a grid pattern, wavy lines, and a landscape with trees and a bird. A large yellow rectangular area contains the main text and a smaller yellow landscape illustration at the bottom.



Love every lump, bump and tree trunk

Llyn Tirwedd Cenedlaethol
Llyn National Landscape

The poster features a brown background with a central photograph of four people in outdoor gear working on a stone wall in a rural landscape. Below the photo is a large orange rectangular area with the main text. A small white box in the bottom right corner contains the Llyn logo and text.

**First time or
91st time?
You're always
welcome**

The Forest of Bowland is
beautiful, but people make
it outstanding

national-landscapes.org.uk



Application
Livery

An example of how our design system can be used across livery.



Applications
T-shirt



For more information regarding these guidelines,
please get in touch with:
ruth.colbridge@landscapesforlife.org.uk

