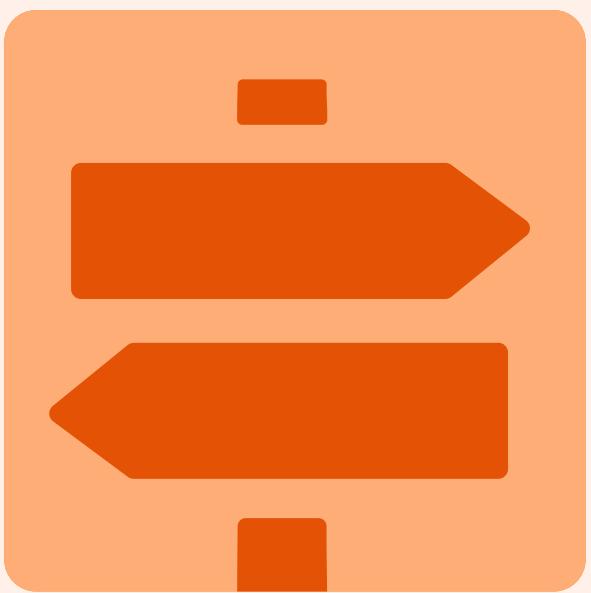


National Landscapes

Brand guidelines

Brand guidelines



2023

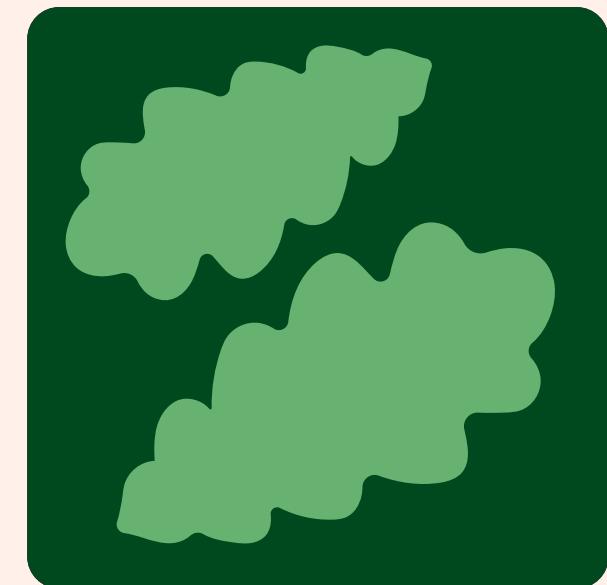
Hello

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.

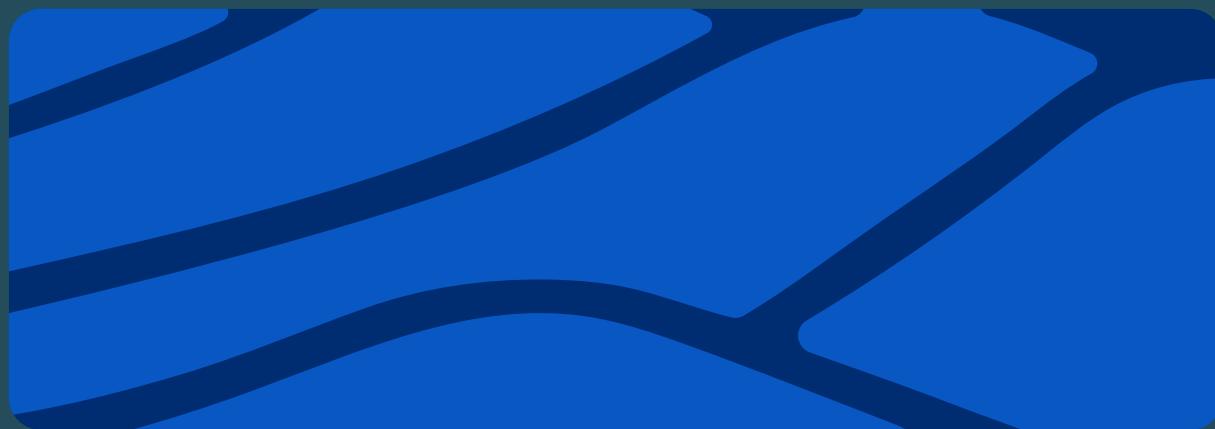
4
10
24
45
51
55
74
76
79

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.

United

Bright

Sensorial

Inquisitive

United

Bright

Sensorial

Inquisitive

Inclusive

Inclusive

Organisation function
(e.g. Partners and Policymakers)

Descriptor of landscape
(e.g. Local and wider public)

Tone of voice
Name and tagline

Each National Landscape follows the same naming convention as specified below.

'Area of outstanding natural beauty' can be used as a tagline.

(Area name) National Landscape

Area of outstanding natural beauty

The landscape

When talking about the physical place and the designation, we always simply use:

[Name] National Landscape

This is the overarching brand name, so use it consistently to build brand equity.

For example, 'The Cotswolds National Landscape is a designated Area of Outstanding Natural Beauty.'

The organisation

When you need to provide more context about your role as an organisation use:

[Name] National Landscape team

For example, 'The Anglesey National Landscape team has been working hard to conserve...'

The organisation

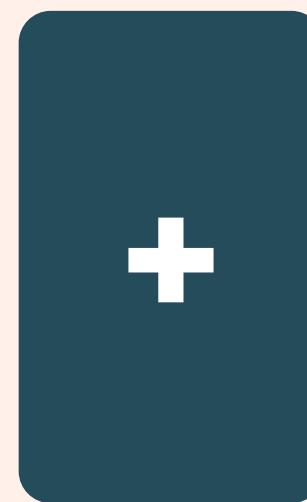
And when talking about the work you do in as partnerships, say:

[Name] National Landscape partnership

For example, 'The Malvern Hills National Landscape partnership is launching a new project to...'

Landscape

**National Landscape Area
of outstanding natural beauty**



Organisation

- National Landscape team
- National Landscape partnership

The Cotswolds National Landscape is a designated Area of Outstanding Natural Beauty, looked after by a small team working in partnership with a number of other organisations.

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

Logo
Primary Lockup
Horizontal



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.

Logo
Tab version

Vertical tab version



**Forest of
Bowland
National
Landscape**

Horizontal tab version



**Forest of
Bowland
National
Landscape**

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.

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
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

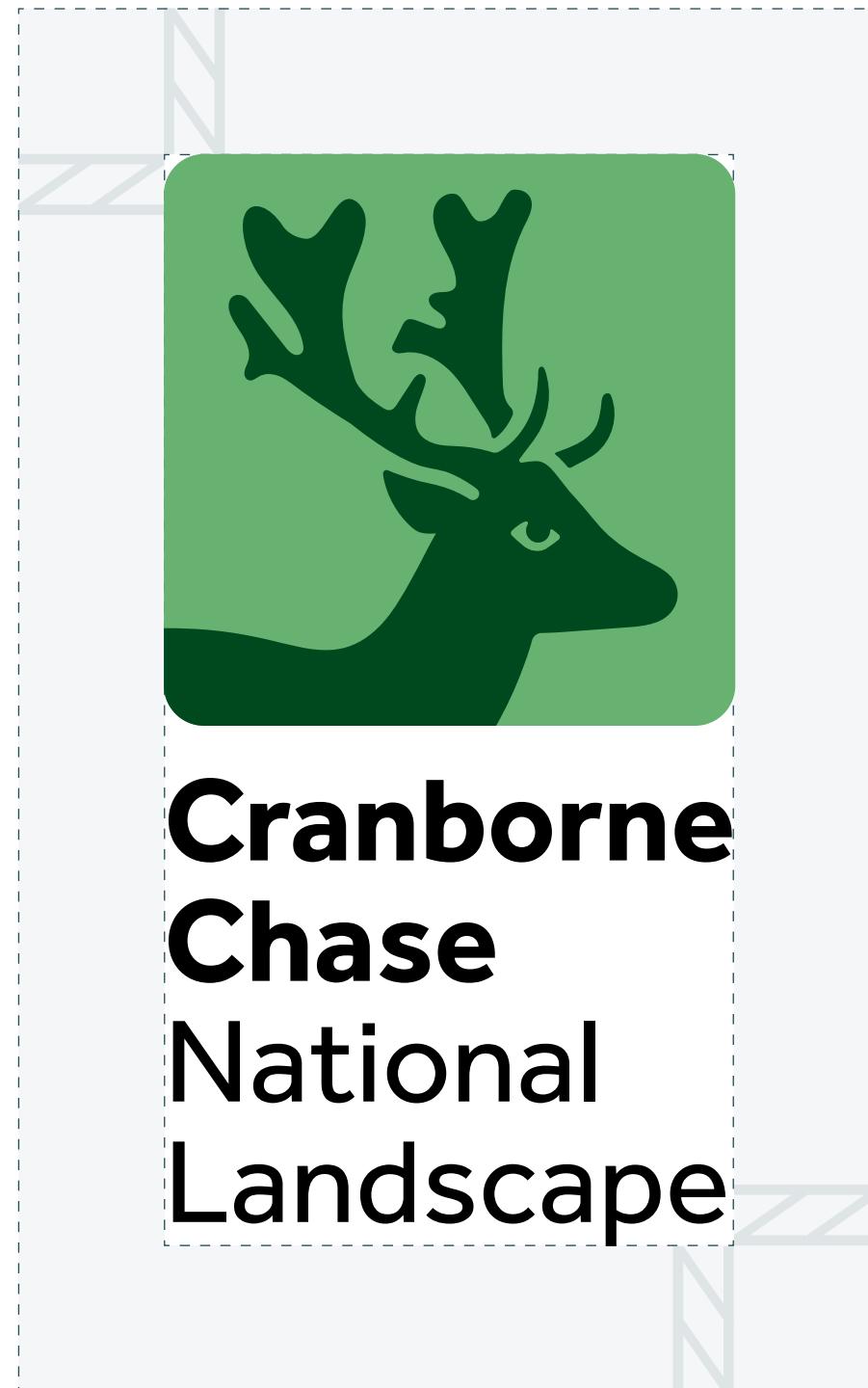


**Forest of
Bowland
National
Landscape**

Logo
Social Icon

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





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.

Smallest Size



**Cranborne
Chase
National
Landscape**

70px or 18mm

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.

Avatar



60px or 16mm

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 35mm

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.



Logo
Partnership lockups
Vertical

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.



**Coast &
Heaths
National
Landscape**

National Landscape as the leading partner



**Coast &
Heaths
National
Landscape**

National Landscape as the supporting partner

Logo
Partnership lockups
Horizontal

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.

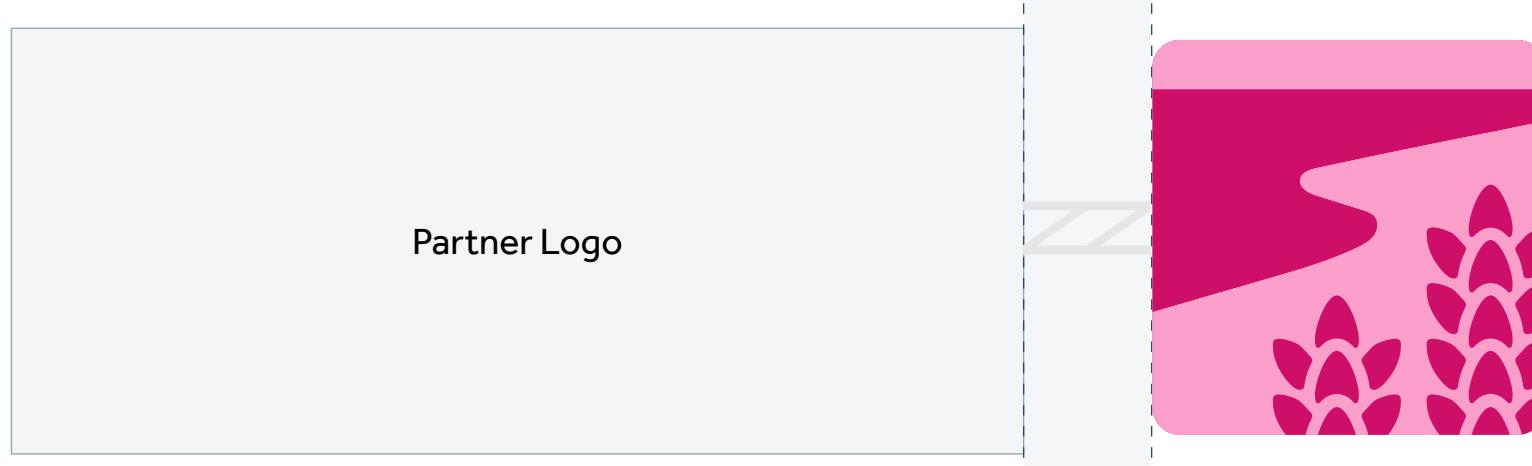
National Landscape as the leading partner



**Coast &
Heaths
National
Landscape**



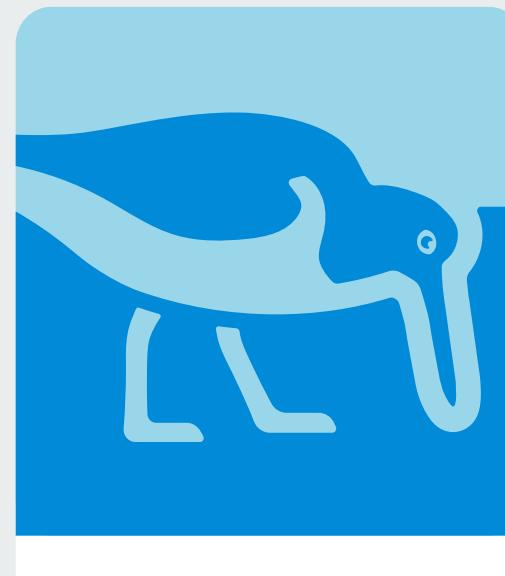
National Landscape as the supporting partner



**Coast &
Heaths
National
Landscape**

Logo
Partnership Lockups
Tab version

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.



Solway Coast
National
Landscape



Historic
England

Follow design system spacing



Solway Coast
National
Landscape



Historic
England

Example composition

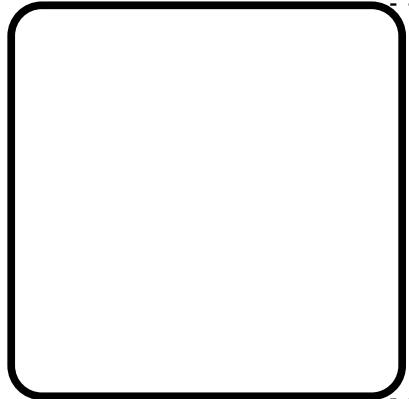
Here is an example of a partner logo grid.
When in partnership with multiple brands, it's
important to adhere to partner clear space
guidelines.



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.





**Location
National
Landscape**

N

**Sample
Text**



**Cotswolds
National
Landscape**

N

**Voluntary
Warden**



Cotswolds
National
Landscape

Voluntary Warden



**Logo
Partnership system**



**Surrey Hills
National
Landscape**



**Surrey Hills
Board**



**Surrey Hills
Arts**



**Surrey Hills
Enterprises**



**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.

**Logo
Partnership system**

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.



Surrey Hills
National
Landscape



Surrey Hills
Board



Surrey Hills
Enterprises



Surrey Hills
Society



Surrey Hills
Arts



Surrey Hills
Trust Fund

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

RGB: 37, 114, 38
CMYK: 84, 31, 100, 21
#257226
Pantone: 2273 C

RGB: 80, 158, 47
CMYK: 73, 15, 100, 2
#509E2F
Pantone: 362 C

RGB: 183, 219, 87
CMYK: 32, 0, 82, 0
#B7DB57
Pantone: 2298 C

RGB: 224, 236, 137
CMYK: 14, 0, 58, 0
#E0EC89
Pantone: 2295 C

Oceans & Rivers

RGB: 0, 45, 114
CMYK: 100, 91, 27, 16
#002D72
Pantone: 288 C

RGB: 8, 87, 195
CMYK: 89, 70, 0, 0
#0857C3
Pantone: 2132 C

RGB: 94, 147, 219
CMYK: 62, 35, 0, 0
#5E93DB
Pantone: 2381 C

RGB: 195, 215, 238
CMYK: 22, 8, 1, 0
#C3D7EE
Pantone: 2707 C

Rocky

RGB: 227, 82, 5
CMYK: 6, 82, 100, 1
#E35205
Pantone: 166 C

RGB: 255, 143, 28
CMYK: 0, 53, 96, 0
#FF8F1C
Pantone: 1495 C

RGB: 254, 173, 119
CMYK: 0, 38, 56, 0
#FEAD77
Pantone: 7410 C

RGB: 252, 200, 155
CMYK: 0, 24, 40, 0
#FCC89B
Pantone: 712 C

Moors

RGB: 80, 8, 120
CMYK: 83, 100, 17, 11
#500878
Pantone: 2607 C

RGB: 130, 93, 199
CMYK: 60, 71, 0, 0
#825DC7
Pantone: 2088 C

RGB: 173, 150, 220
CMYK: 33, 42, 0, 0
#AD96DC
Pantone: 2645 C

RGB: 222, 205, 231
CMYK: 10, 19, 0, 0
#DECDE7
Pantone: 2085 C

Limestone

RGB: 84, 88, 89
CMYK: 65, 55, 54, 29
#545859
Pantone: 425 C

RGB: 137, 141, 141
CMYK: 49, 38, 40, 3
#898D8D
Pantone: 423 C

RGB: 187, 188, 188
CMYK: 27, 21, 22, 0
#BBBCBC
Pantone: Cool Grey 4 C

RGB: 208, 211, 212
CMYK: 0, 0, 0, 20
#D0D3D4
Pantone: 427 C

Colour palette

Woodlands RGB: 0, 73, 30 CMYK: 89, 42, 100, 49 #00491E Pantone: 3537 C	Skies RGB: 0,138, 216 CMYK: 79, 37, 0, 0 #008AD8 Pantone: 2382 C	Sands RGB: 214, 154, 45 CMYK: 16, 41, 98, 1 #D69A2D Pantone: 7563 C	Heathlands RGB: 206, 15, 105 CMYK: 16, 100, 34, 0 #CE0F69 Pantone: 214 C	White RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 #FFFFFF
 RGB: 46, 136, 64 CMYK: 82, 23, 100, 9 #2E8840 Pantone: 6173 C	 RGB: 0, 156, 222 CMYK: 75, 24, 0, 0 #009CDE Pantone: 2925 C	 RGB: 241, 196, 0 CMYK: 7, 21, 100, 0 #F1C400 Pantone: 7406 C	 RGB: 252, 105, 172 CMYK: 0, 74, 0, 0 #FC69AC Pantone: 212 C	 Black
 RGB: 103, 177, 113 CMYK: 63, 9, 73, 0 #67B171 Pantone: 6170 C	 RGB: 113, 197, 232 CMYK: 51, 5, 3, 0 #71C5E8 Pantone: 297 C	 RGB: 251, 222, 64 CMYK: 3, 8, 86, 0 #FBDE40 Pantone: 114 C	 RGB: 249, 159, 201 CMYK: 0, 47, 0, 0 #F99FC9 Pantone: 210 C	 RGB: 0, 0, 0 CMYK: 100, 100, 100, 100 #000000
 RGB: 152, 216, 163 CMYK: 41, 0, 47, 0 #98D8A3 Pantone: 2254 C	 RGB: 153, 214, 234 CMYK: 37, 2, 5, 0 #99D6EA Pantone: 2975 C	 RGB: 245, 225, 164 CMYK: 4, 9, 42, 0 #F5E1A4 Pantone: 7401 C	 RGB: 248, 190, 214 CMYK: 0, 31, 0, 0 #F8BED6 Pantone: 2036 C	

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.

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

Colour backgrounds

Grassland

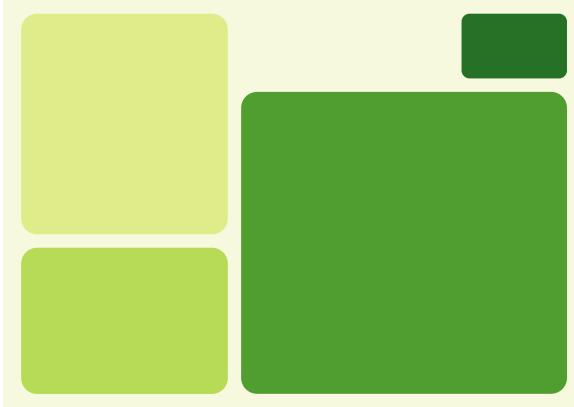
Light

RGB: 246, 249, 222

CMYK: 3, 0, 15, 0

#F6F9DE

Pantone: 2295 C (30% tint)



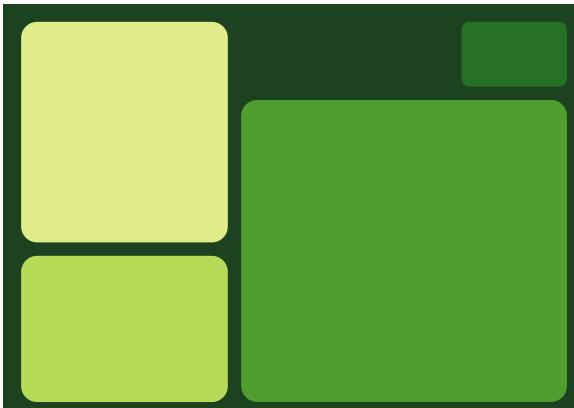
Dark

RGB: 28, 66, 32

CMYK: 82, 46, 94, 54

#1C4220

Pantone: 2411 C



Oceans & Rivers

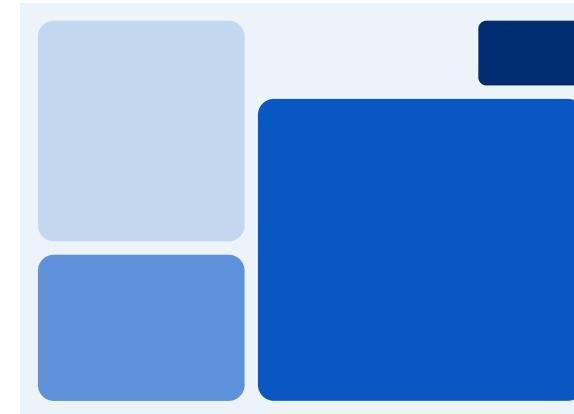
Light

RGB: 236, 243, 249

CMYK: 6, 2, 0, 0

#ECF3F9

Pantone: 2707 C (30% tint)



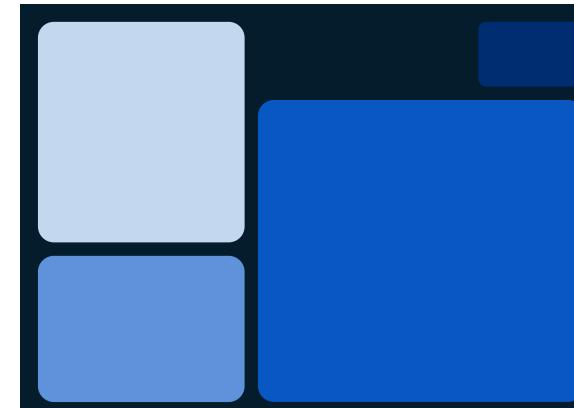
Dark

RGB: 5, 28, 44

CMYK: 90, 75, 55, 68

#051C2C

Pantone: 296 C



Rocky

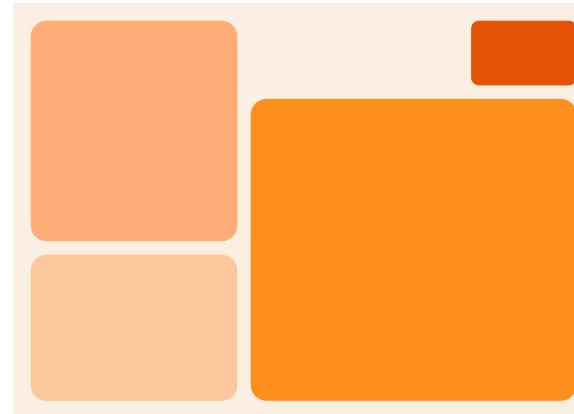
Light

RGB: 251, 239, 227

CMYK: 0, 5, 9, 0

#FBEFE3

Pantone: 712 C (30% tint)



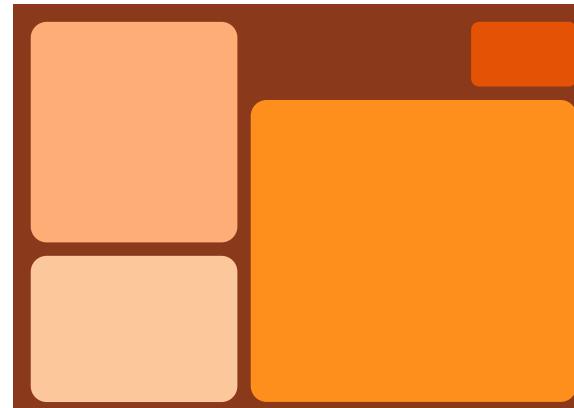
Dark

RGB: 138, 57, 27

CMYK: 29, 83, 100, 30

#8A391B

Pantone: 7526 C



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

Moors

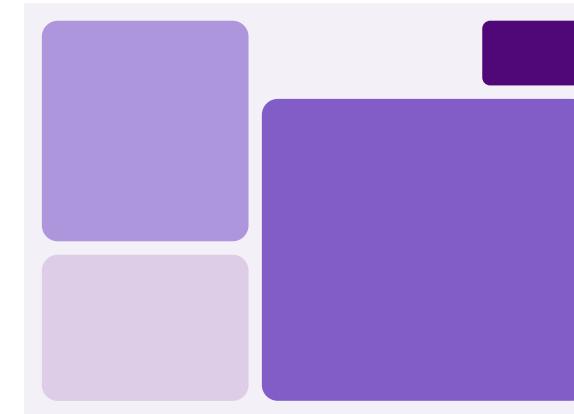
Light

RGB: 244, 240, 247

CMYK: 3, 4, 0, 0

#F4F0F7

Pantone: 2085 C (30% tint)



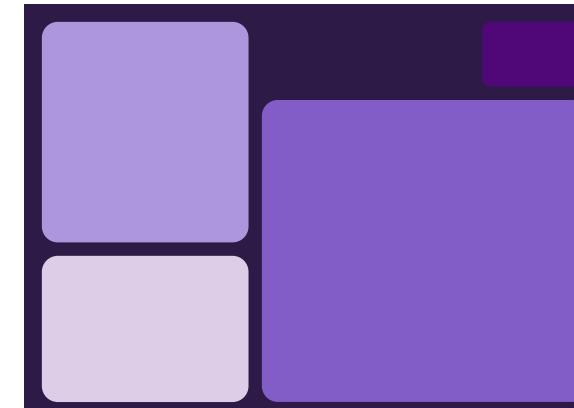
Dark

RGB: 46, 26, 71

CMYK: 89, 97, 39, 42

#2E1A47

Pantone: 2695 C



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

Limestone

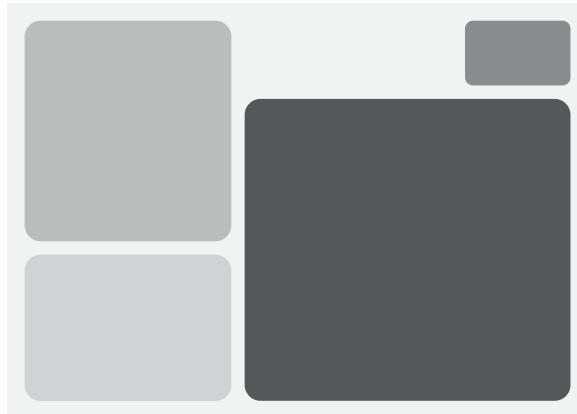
Light

RGB: 241, 242, 242

CMYK: 17, 12, 12, 0

#F1F2F2

Pantone: 427 C (30% tint)



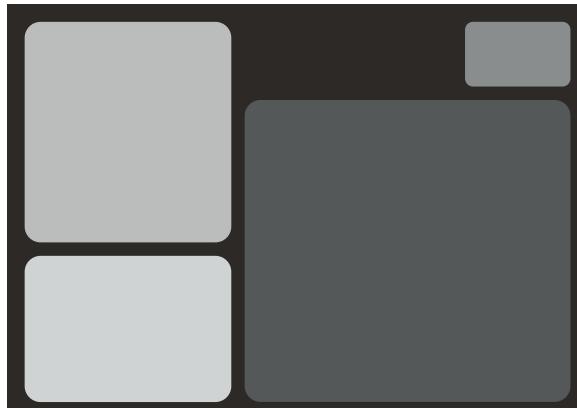
Dark

RGB: 45, 41, 38

CMYK: 67, 64, 66, 68

#2D2926

Pantone: Black C



Woodland

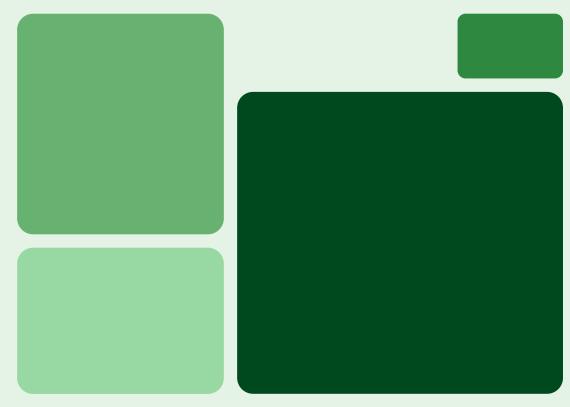
Light

RGB: 228, 243, 229

CMYK: 10, 0, 11, 0

#E4F3E5

Pantone: 2254 C (30% tint)



Dark

RGB: 24, 48, 41

CMYK: 81, 56, 70, 65

#183029

Pantone: 5535 C



Skies

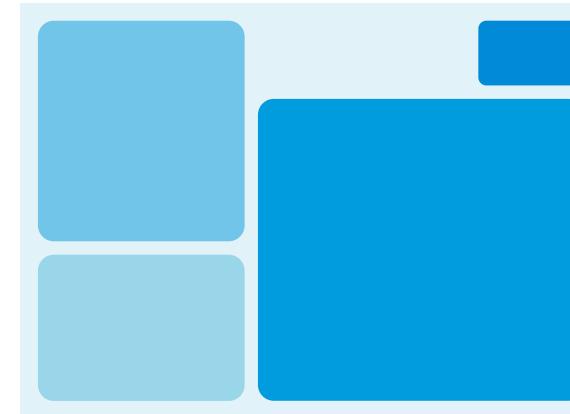
Light

RGB: 225, 242, 248

CMYK: 10, 0, 1, 0

#E1F2F8

Pantone: 2975 C (30% tint)



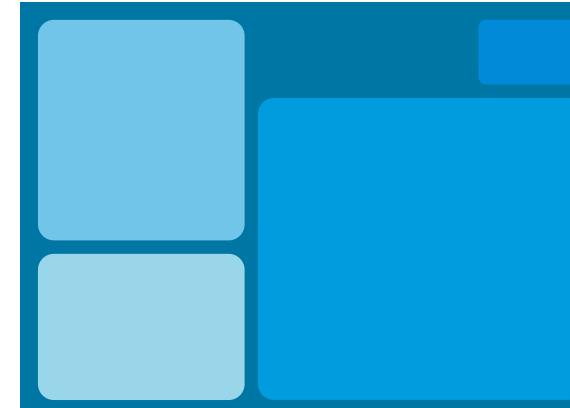
Dark

RGB: 0, 118, 165

CMYK: 88, 47, 17, 1

#0076A5

Pantone: 2185 C



Sandy

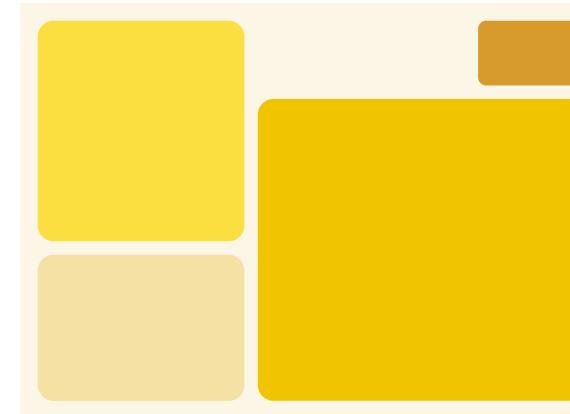
Light

RGB: 251, 246, 230

CMYK: 1, 2, 9, 0

#FBF6E6

Pantone: 7401 C (30% tint)



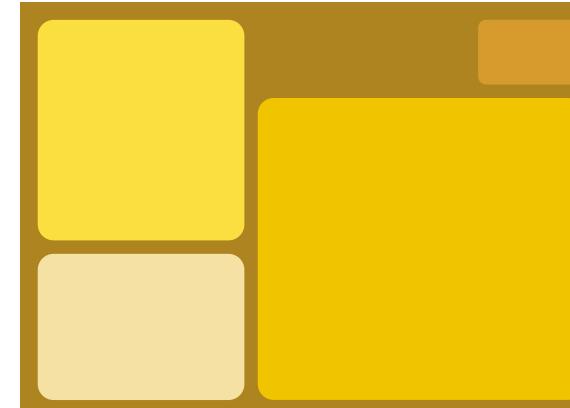
Dark

RGB: 173, 132, 31

CMYK: 31, 44, 100, 8

#AD841F

Pantone: 1255 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.

Heathlands

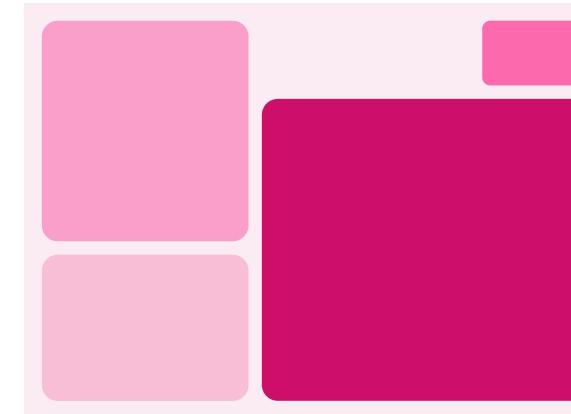
Light

RGB: 250, 236, 242

CMYK: 1, 8, 1, 0

#FAECF2

Pantone: 2036 C (30% tint)



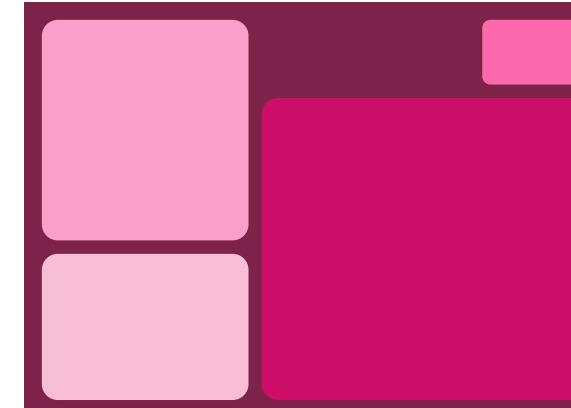
Dark

RGB: 125, 34, 72

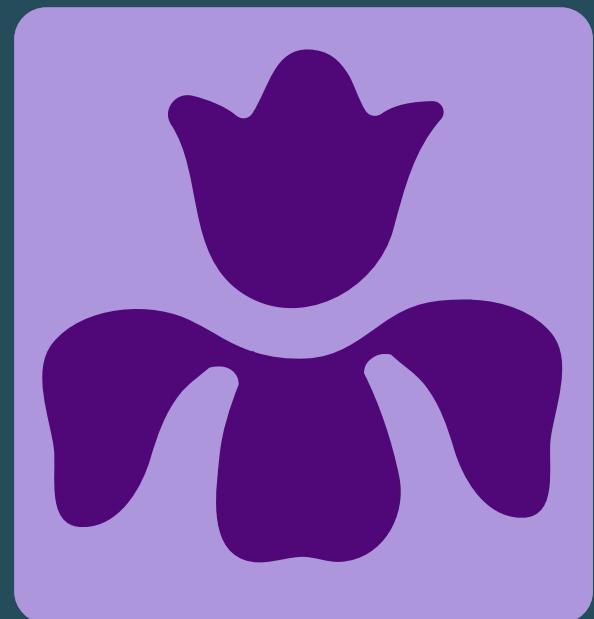
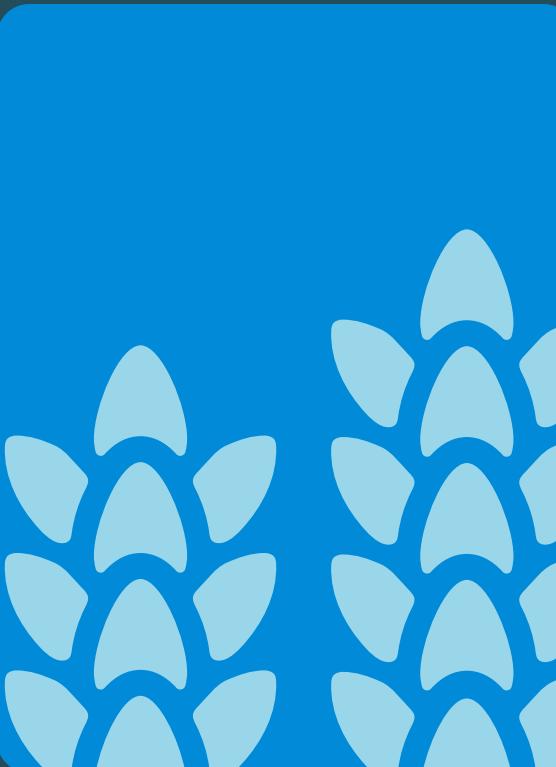
CMYK: 40, 96, 50, 29

#7D2248

Pantone: 216 C



Typography



Typography
Typefaces

Headline / Subheading type
Effra Bold

A b c

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body type
Effra Regular

A b c

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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.

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

The examples on this page show how type should be used for headlines, key messages and body copy.

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%

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 Isles of Scilly National Landscape is a beautiful, thriving place that all people feel they can be part of.

Design system

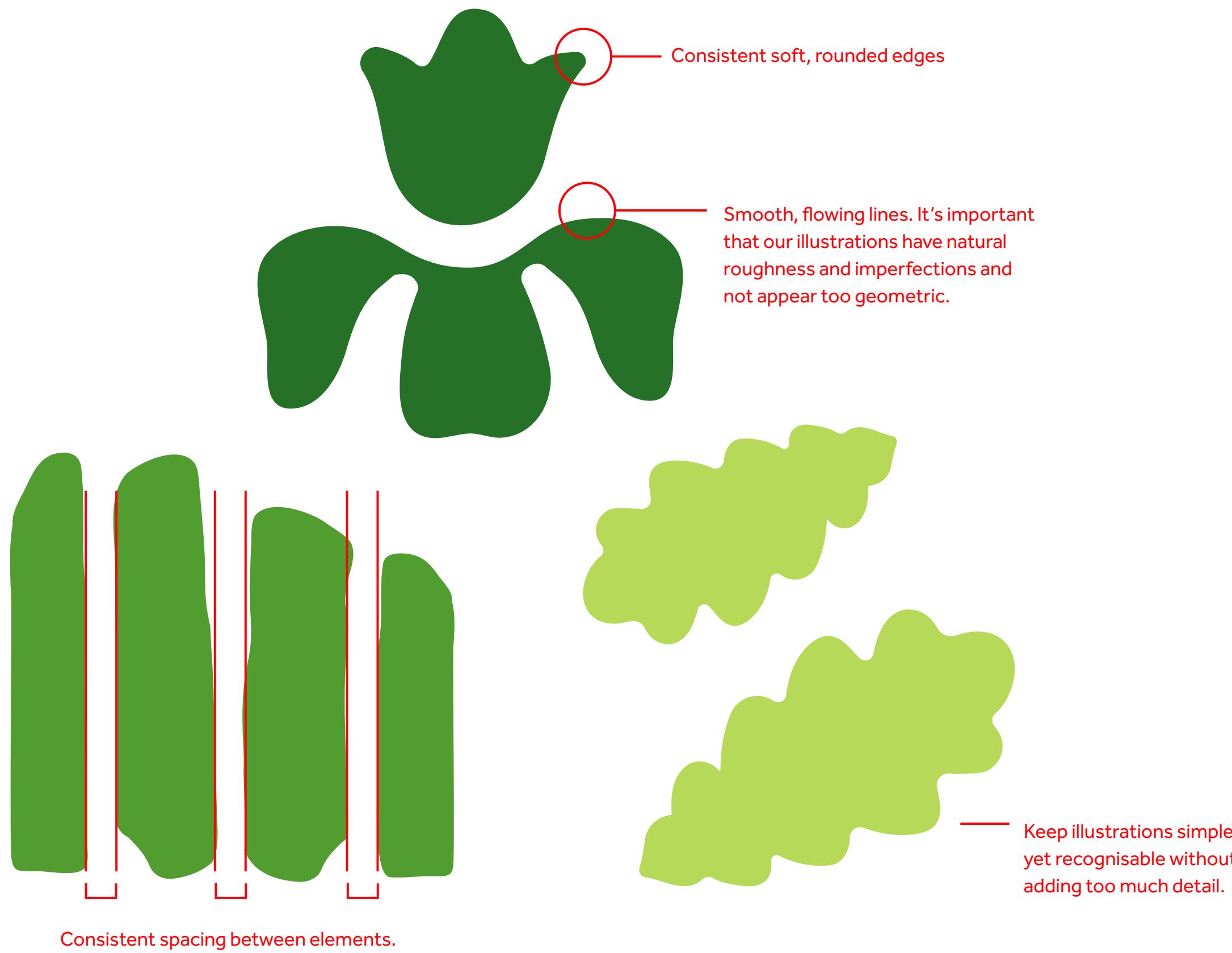


Design system
Illustration style

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.



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.

A Living Patchwork

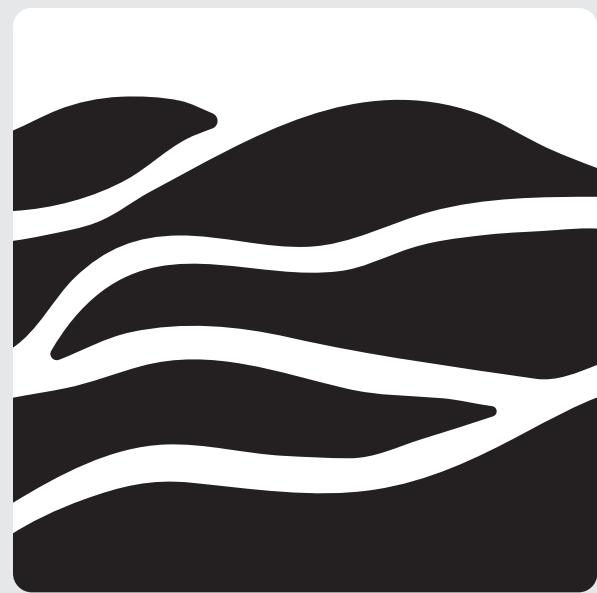


Design system

Creating new patches

Edge to Edge

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.

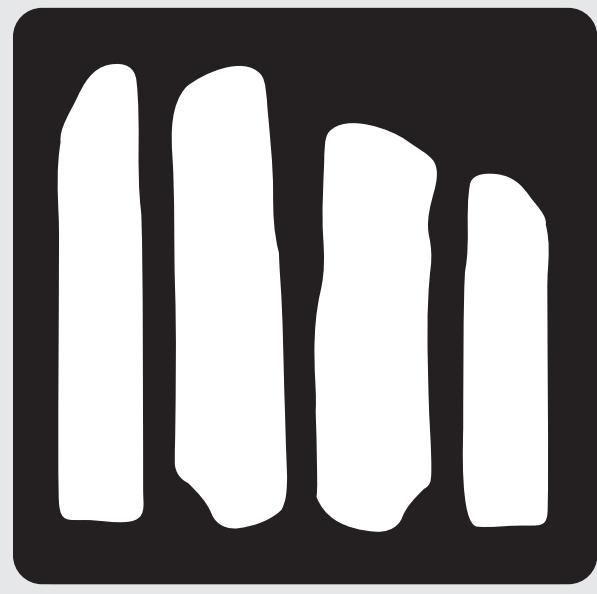
We can either create ones which are edge to edge or inset.

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.

Inset

Black and White Version



Two Tone Version

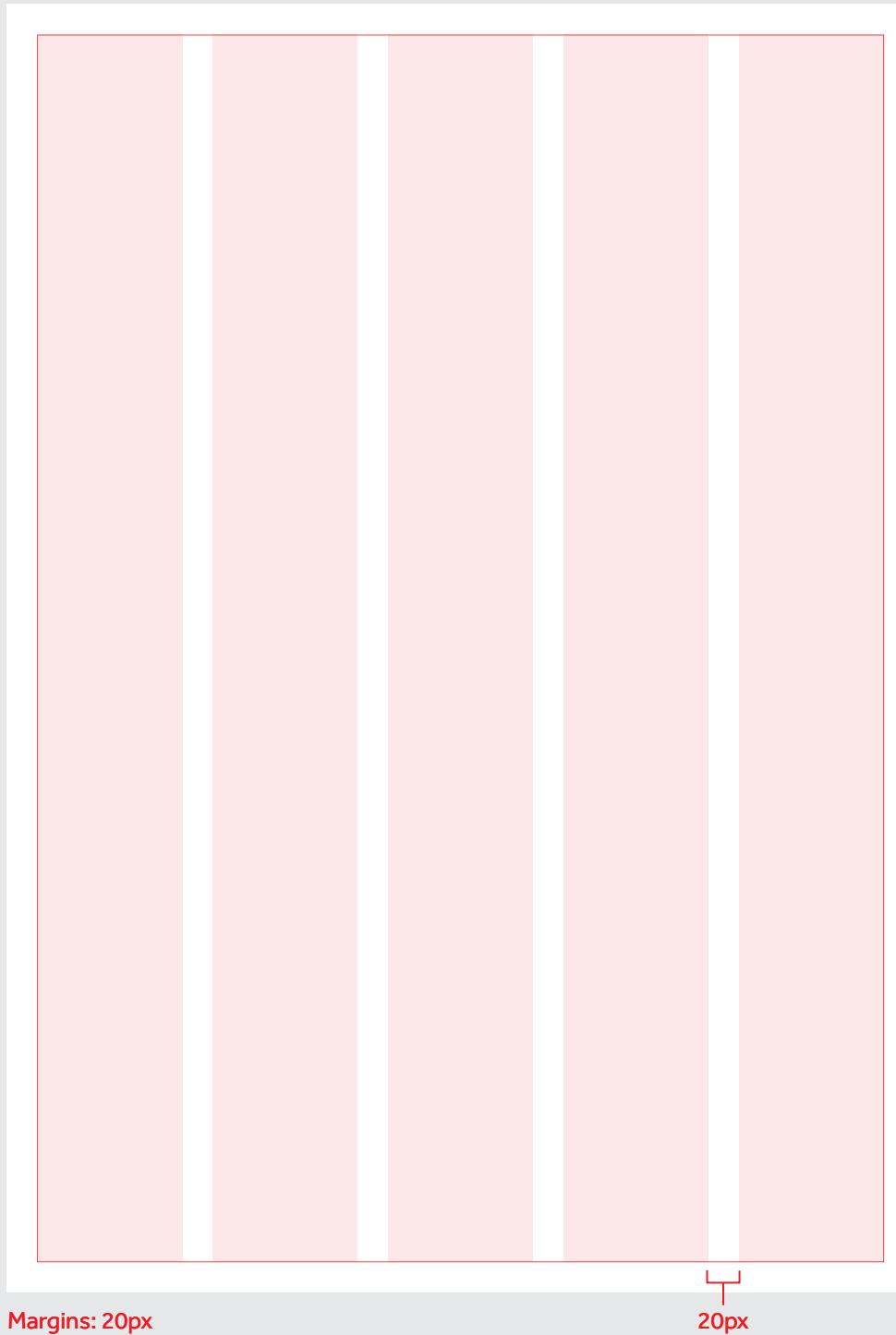


Design system

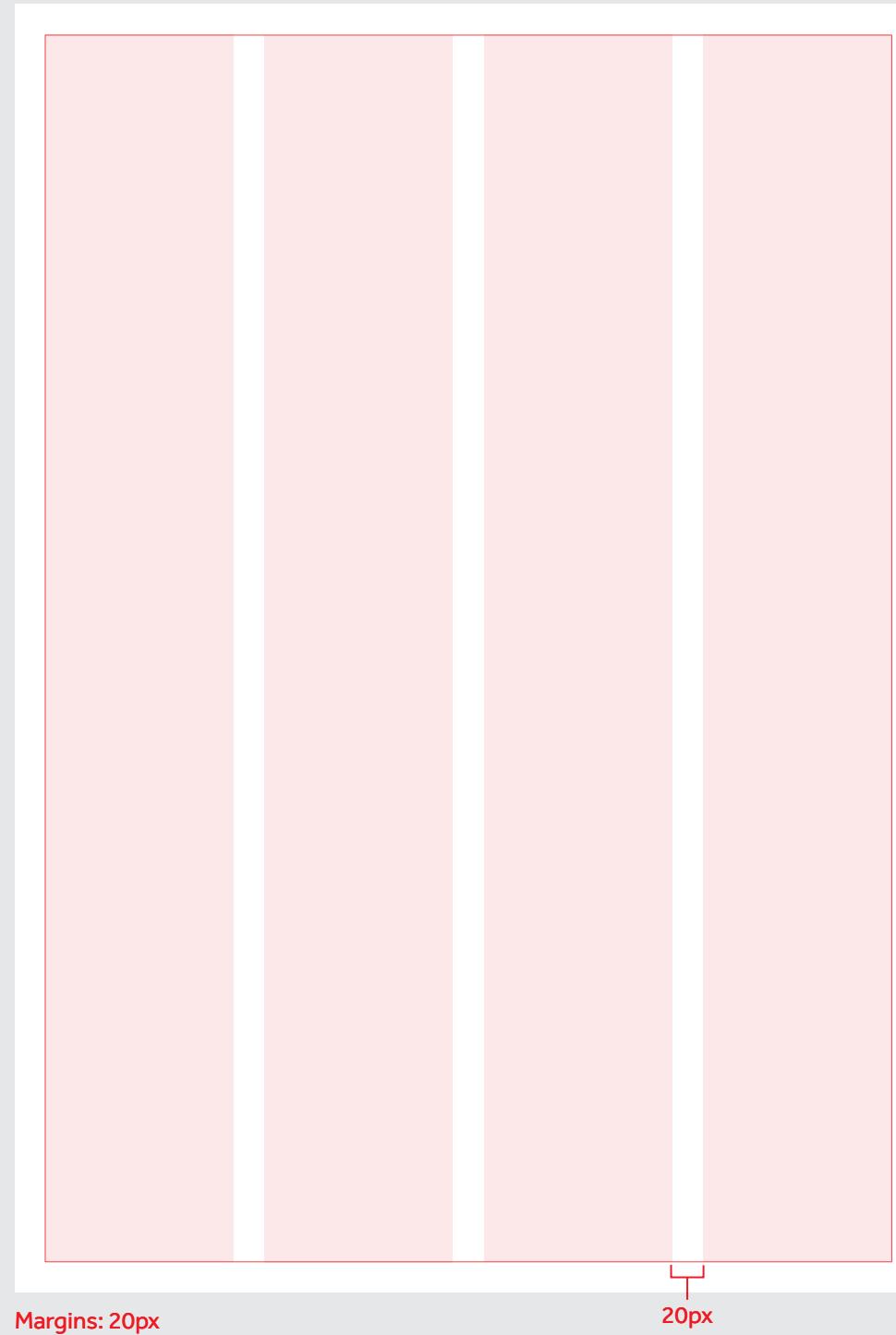
Grid system

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

Narrow Grid



Wide Grid



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.

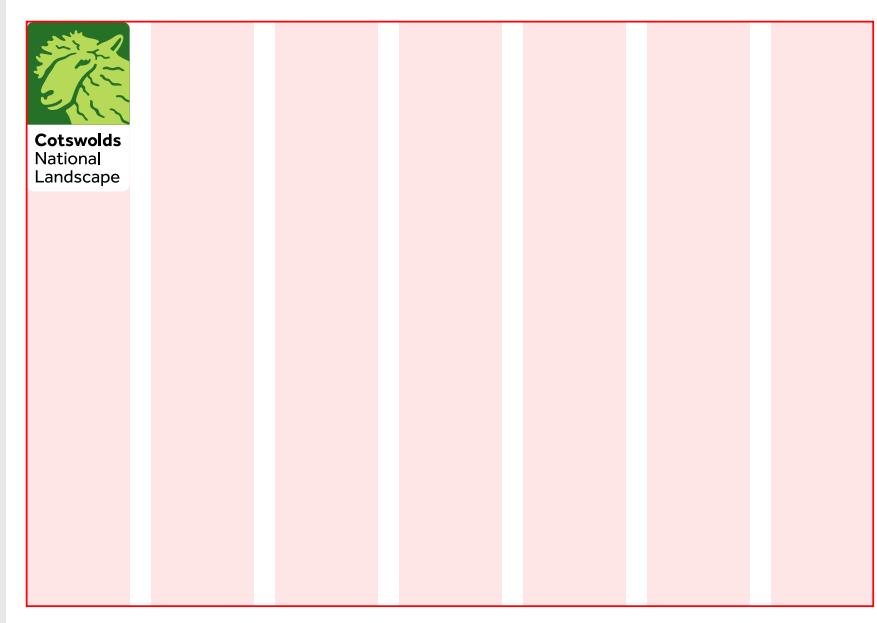
Our column grids are available in both portrait landscape and square.

Design system
Grid system

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

Narrow Grid

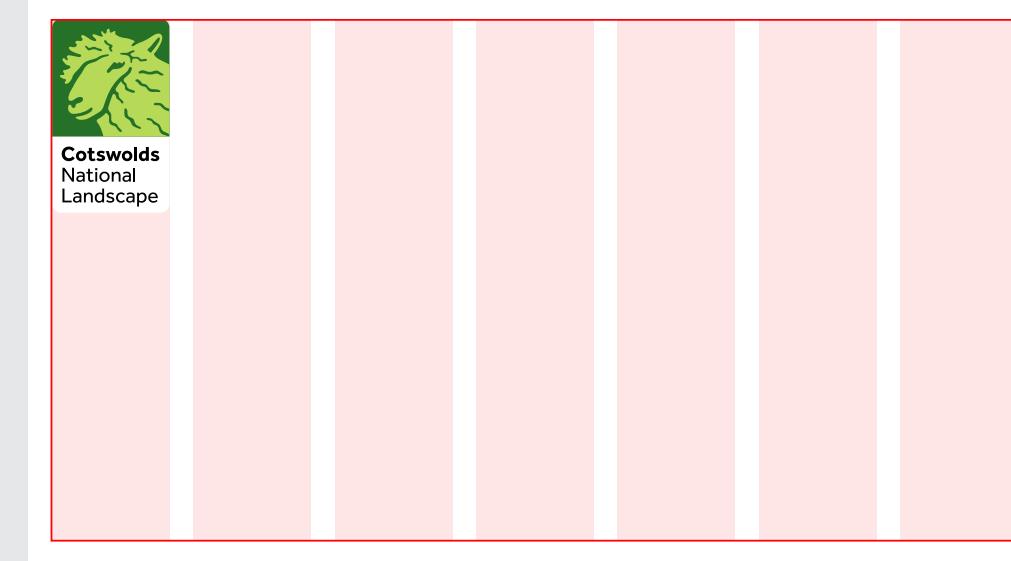
A Sizes Landscape



Square (1:1)

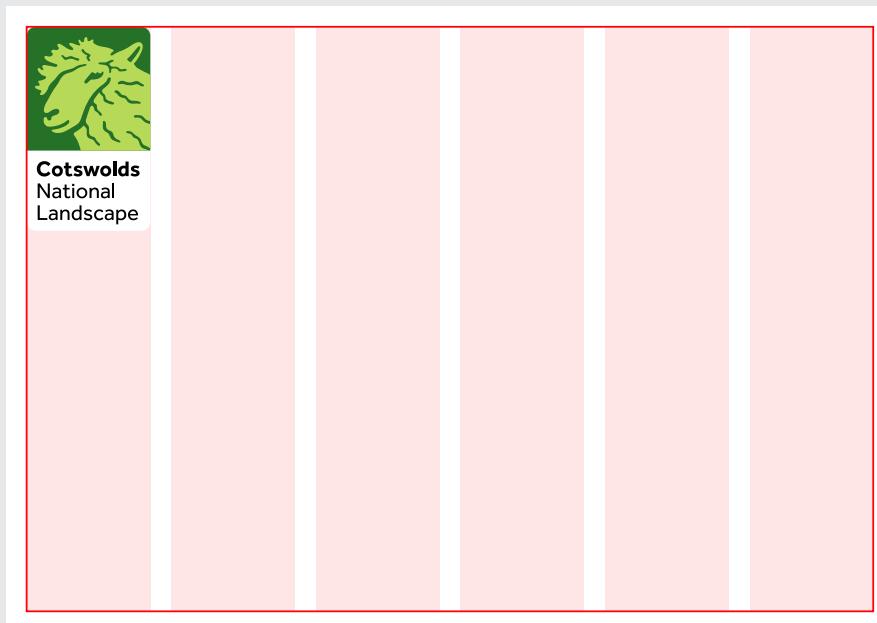


Powerpoint (16:9)

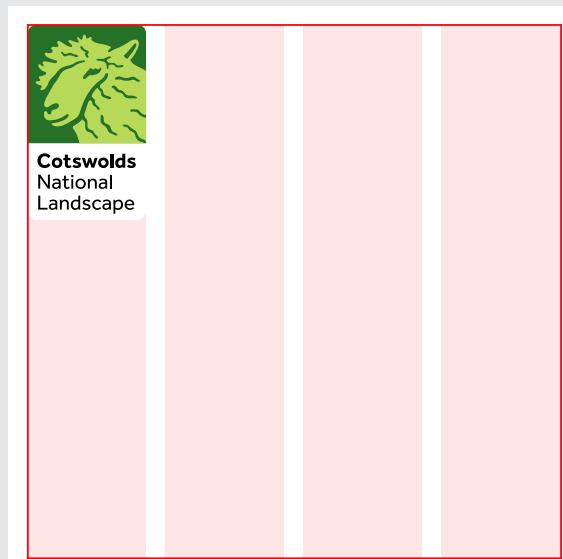


Wide Grid

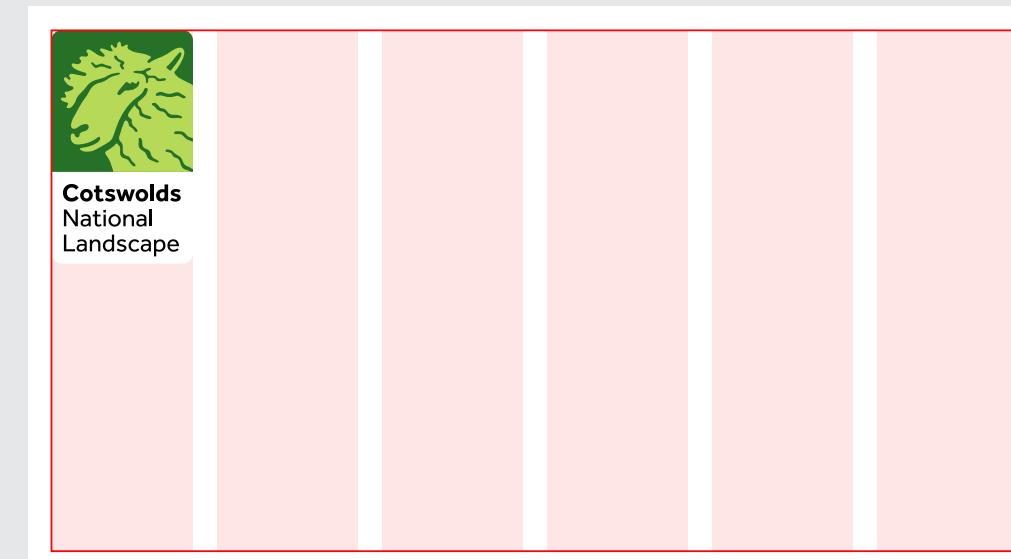
A Sizes Landscape



Square (1:1)



Powerpoint (16:9)

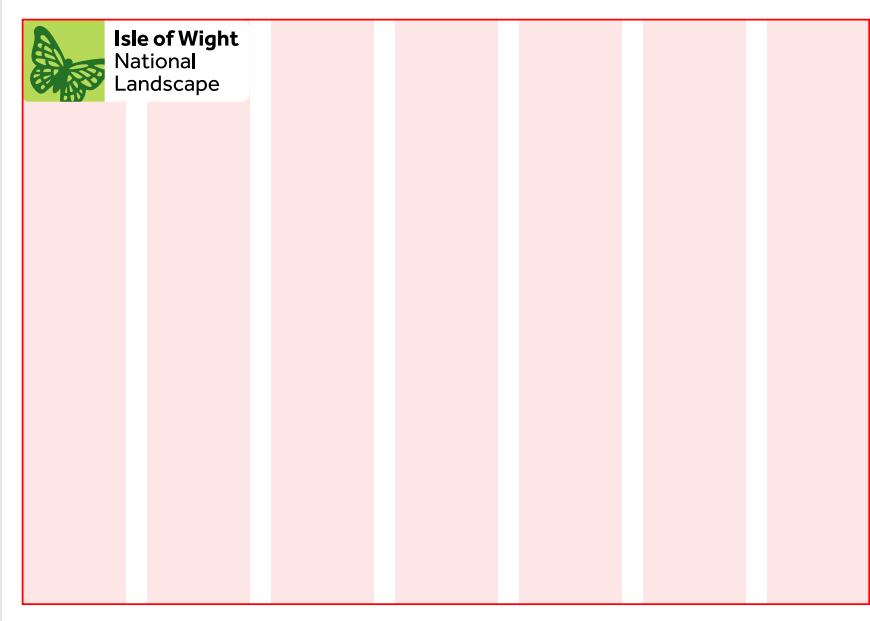


Design system
Grid system

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)

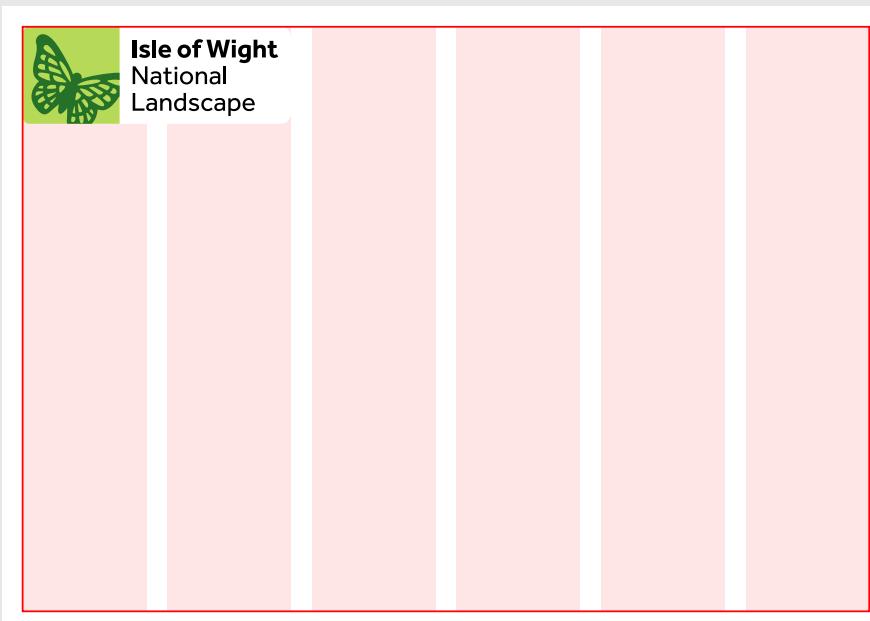


Powerpoint (16:9)



Wide Grid

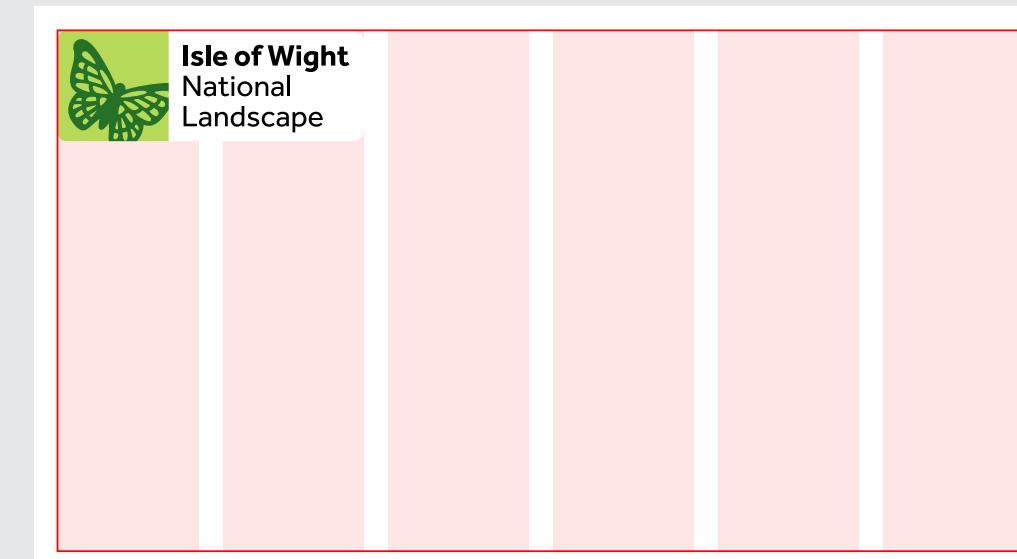
A Sizes Landscape



Square (1:1)

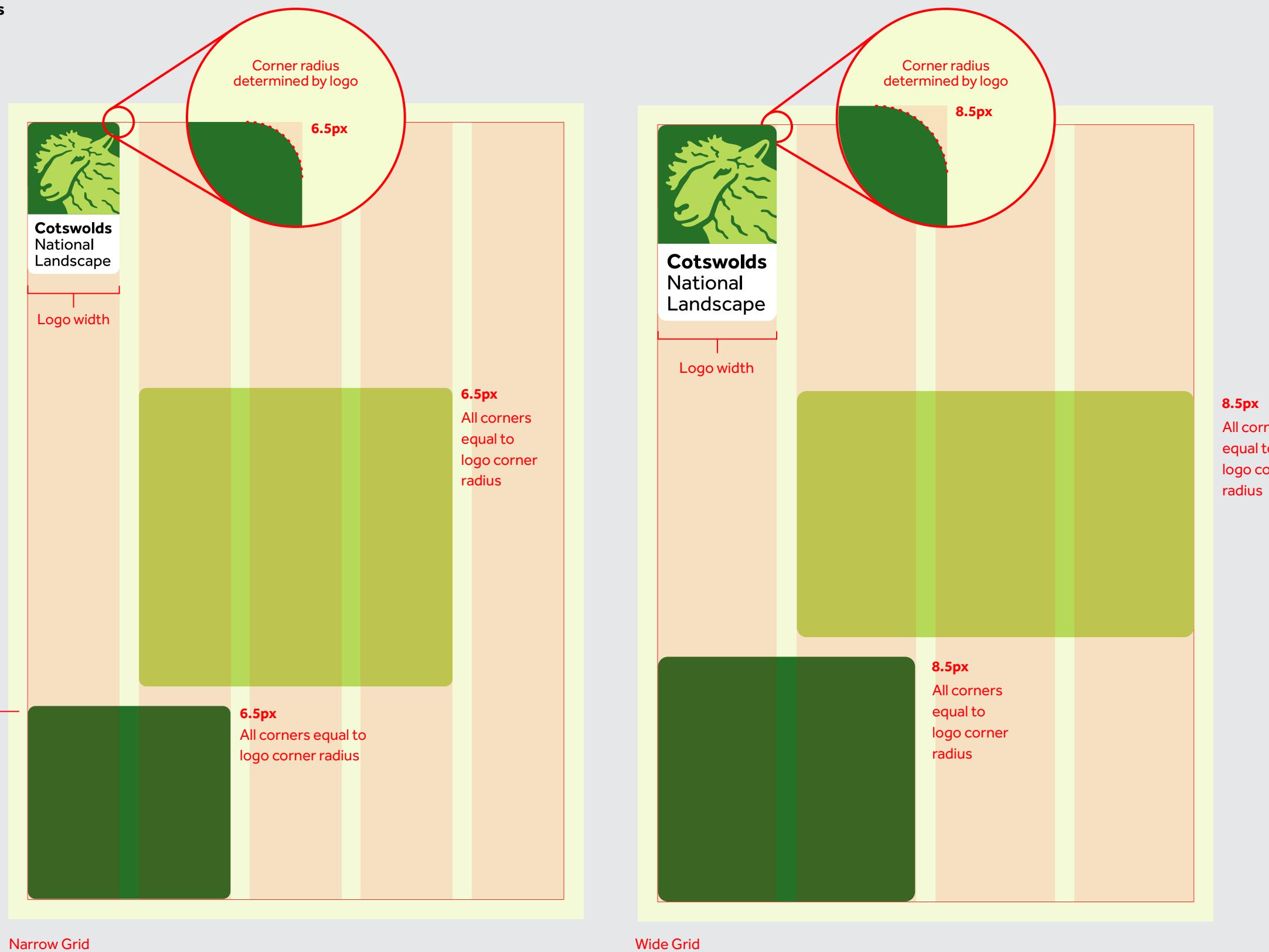


Powerpoint (16:9)



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.

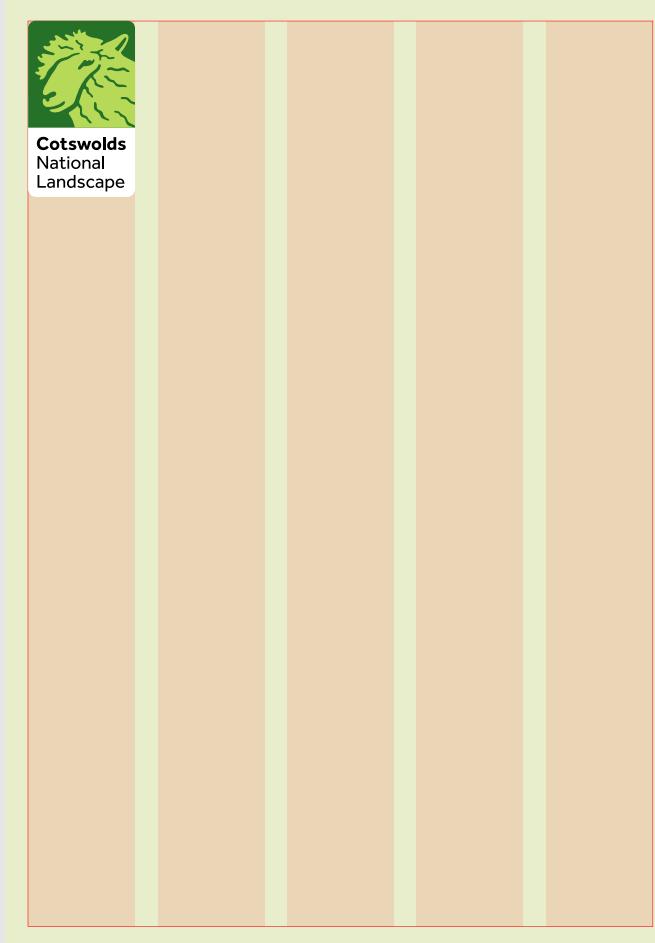
This ensures our compositions can be flexible yet remain consistent across our brand.

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

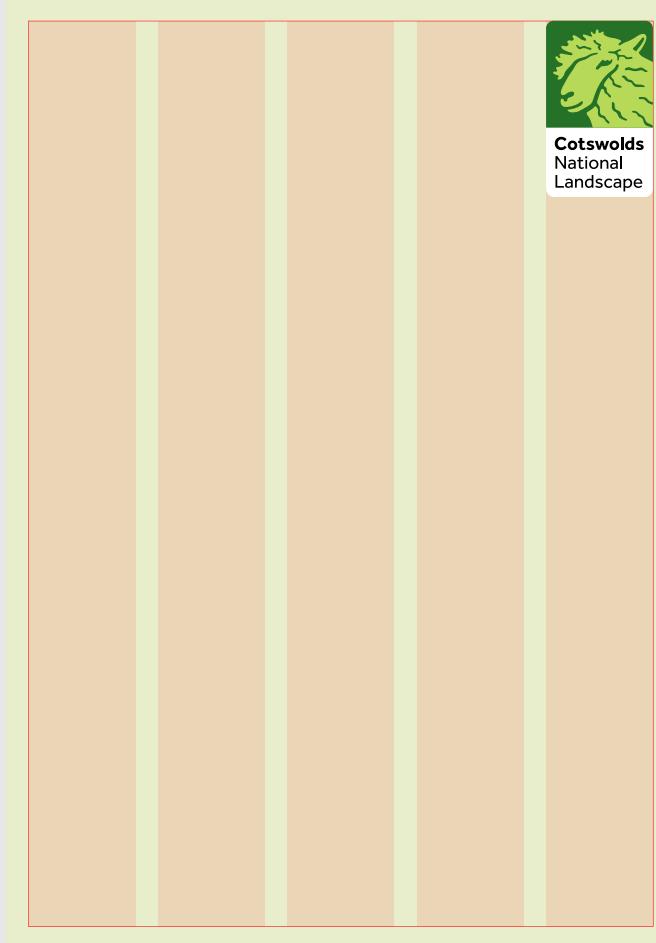
Design system
Logo Placement

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

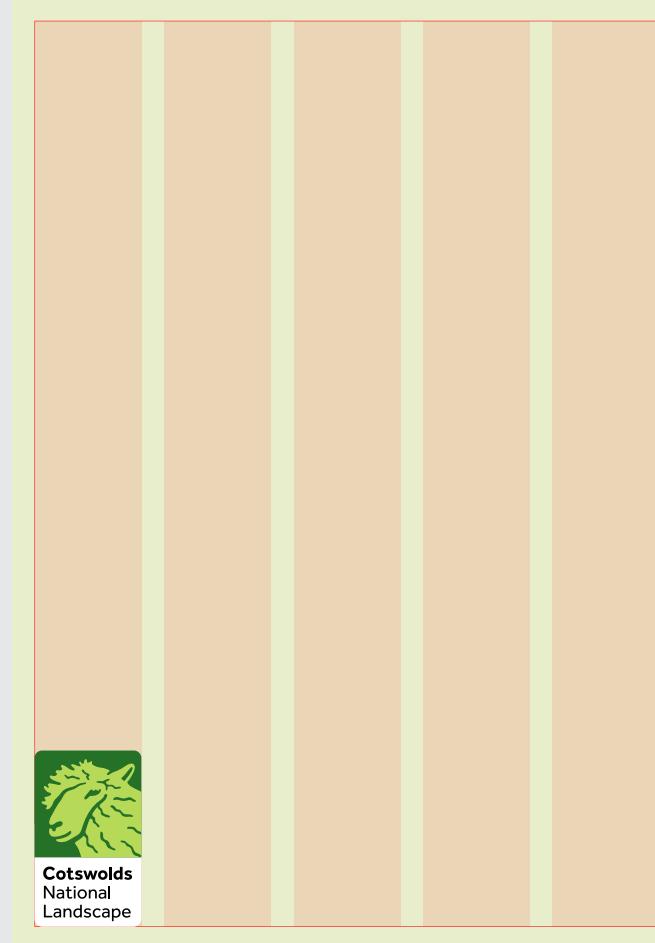
Top Left Corner



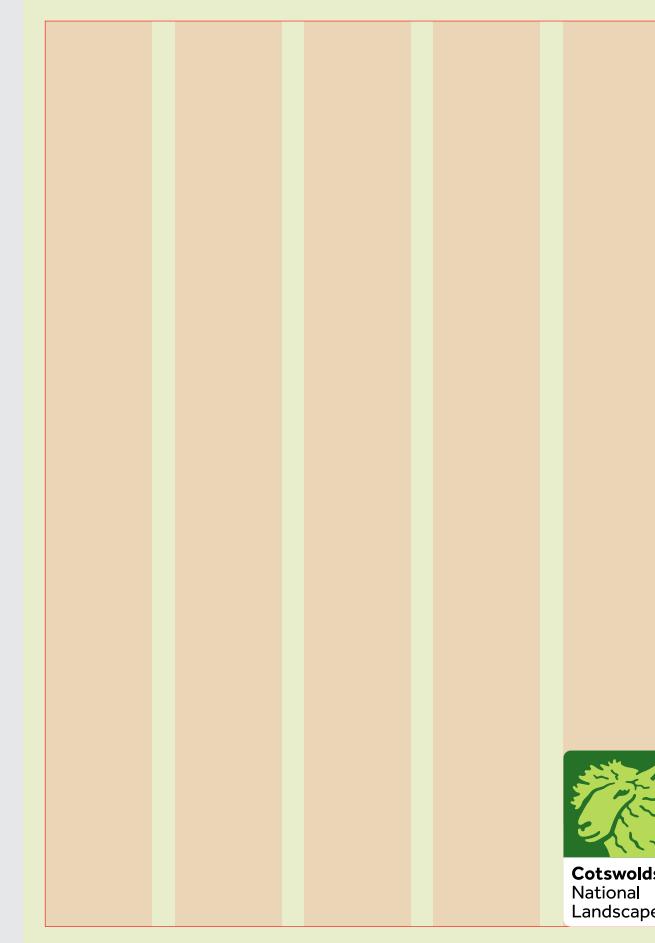
Top Right Corner



Bottom Left Corner



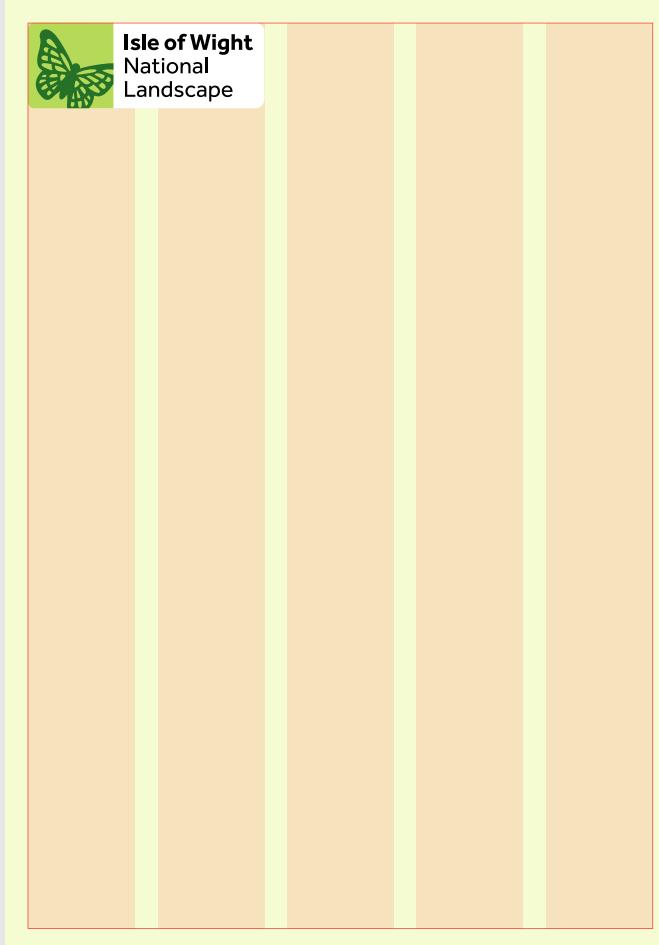
Bottom Right Corner



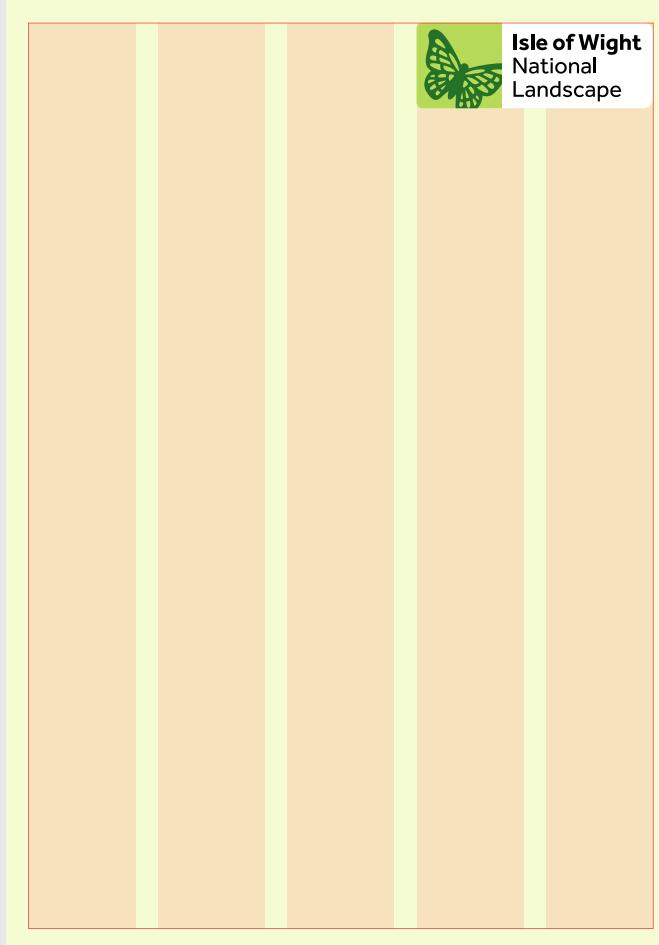
Design system
Logo Placement

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

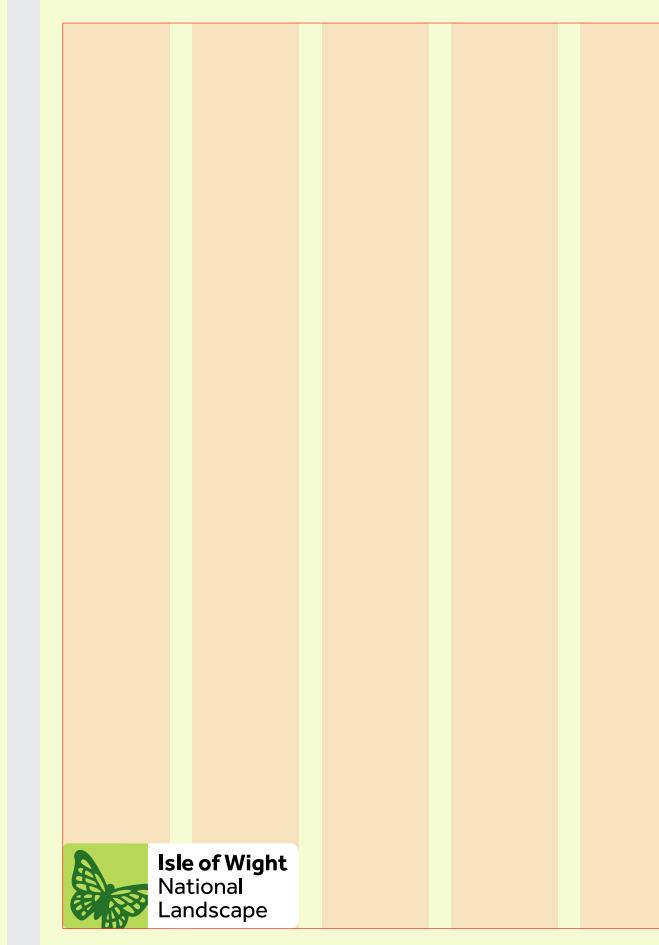
Top Left Corner



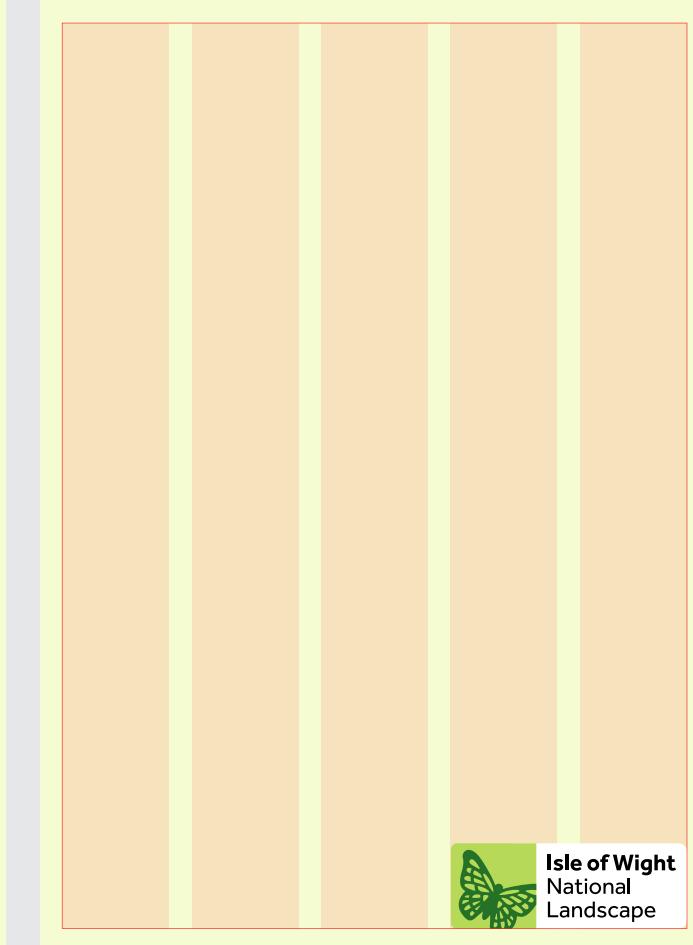
Top Right Corner



Bottom Left Corner



Bottom Right Corner



Design system
Bringing it all together
Example 1

Grid System - Narrow Grid



Composition Example

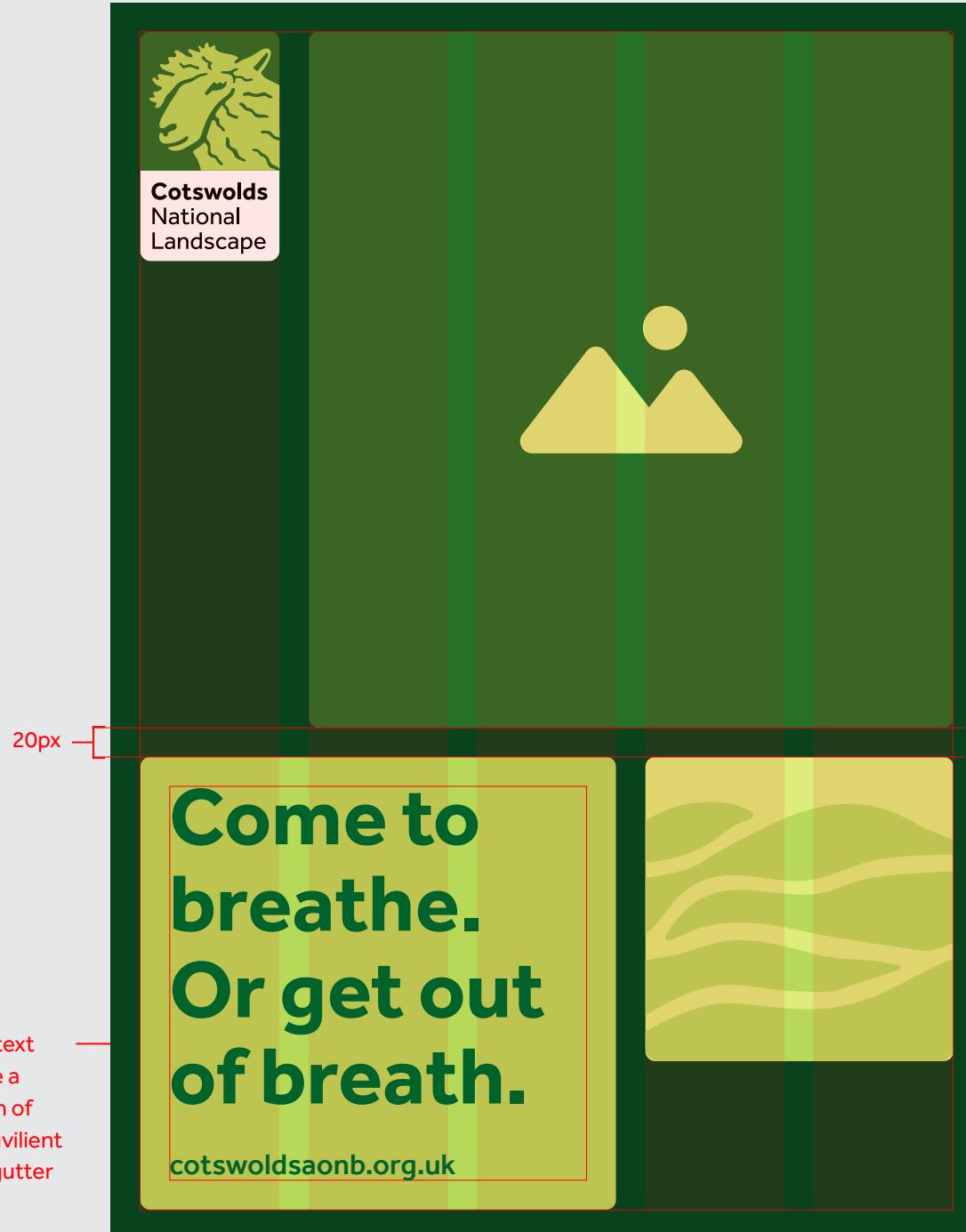


An example of a simple execution using a narrow grid system.

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

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

Grid System - Wide Grid



Composition Example



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.

Grid System - Narrow Grid



Composition Example



Grid System -Narrow Grid



Composition Example



Grid System -Wide Grid



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

Composition Example



Grid System - Narrow Grid



Composition Example



Design system
Bringing it all together
Powerpoint Example

Simple example using the narrow powerpoint
(16:9) grid, ideal widescreen presentations and
documents.

Grid System - Narrow Grid



Composition Example



Design system
Design system Flexibility

Our design system has been created so that depending on our audience we can either scale up our patchwork graphics to be more dynamic or scale them down to be more refined and pared back.

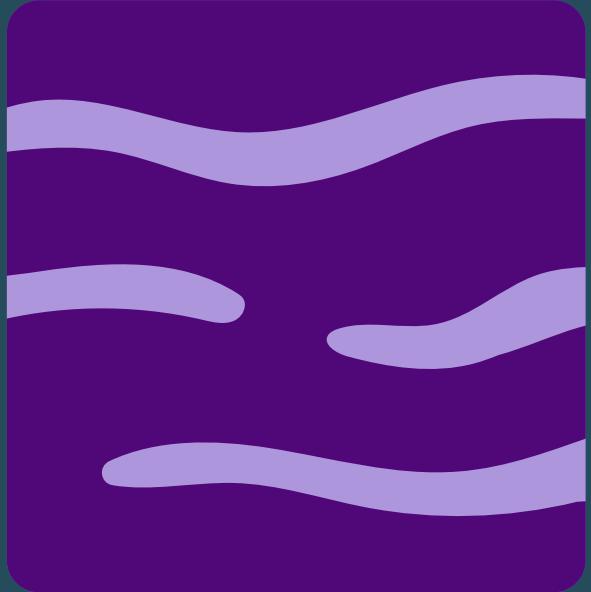
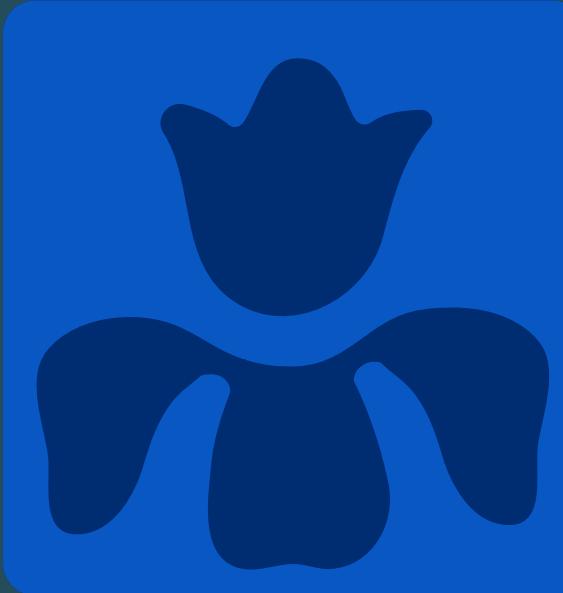


Partners and policy makers



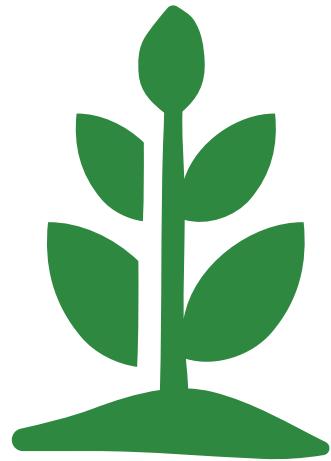
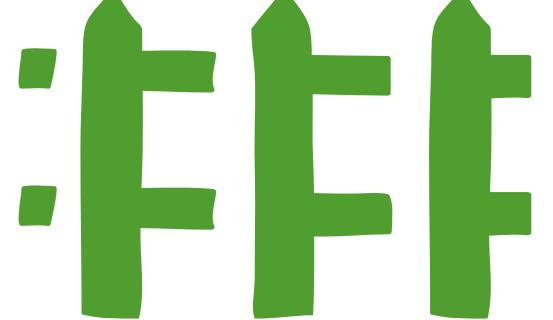
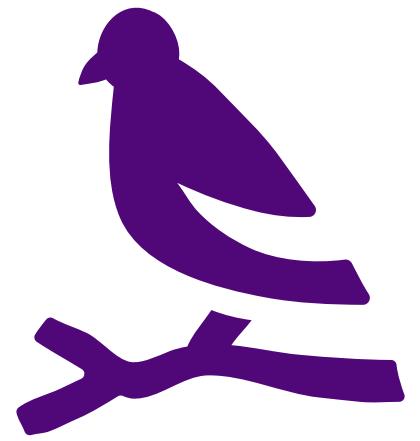
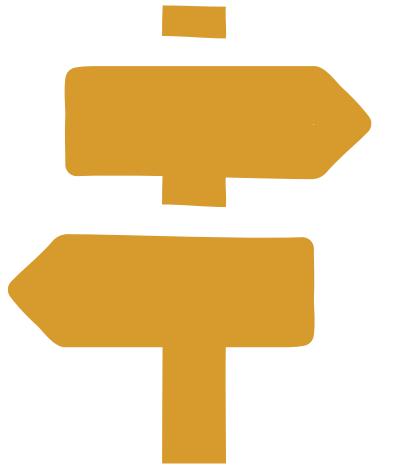
Volunteers and Visitors

Iconography

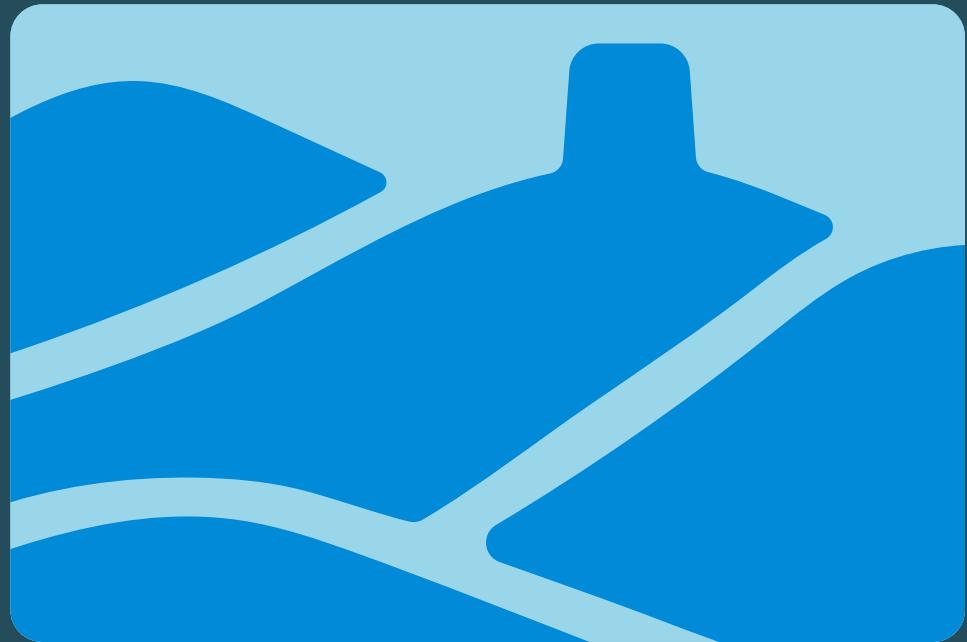


Iconography
Icon Style

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

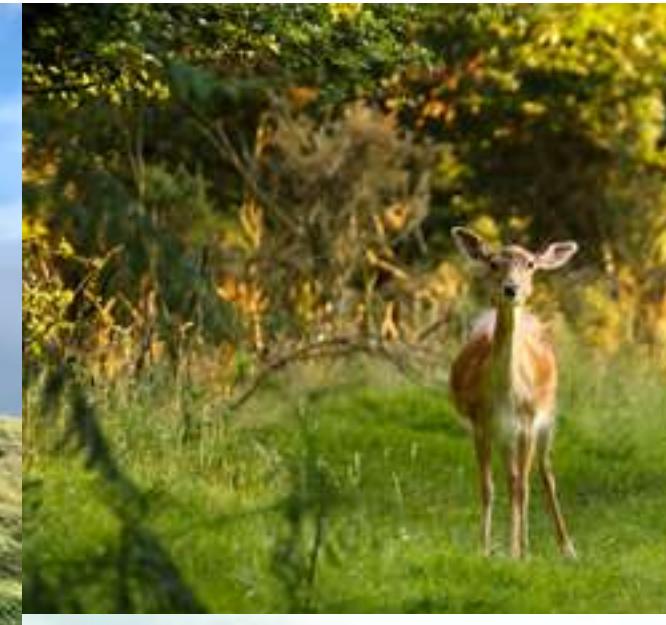
and composition we'd recommend capturing real people and experiences wherever possible.



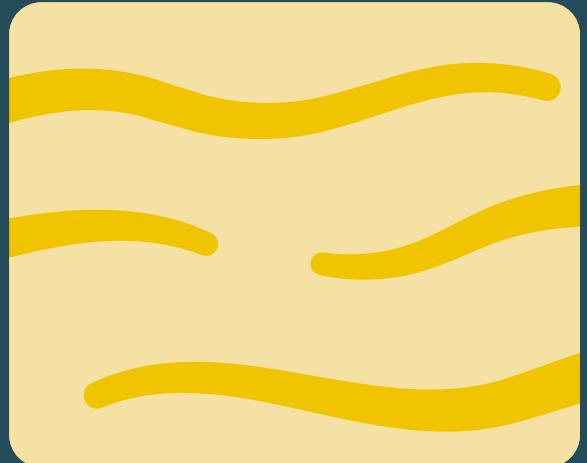
Photography
Photography style

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.

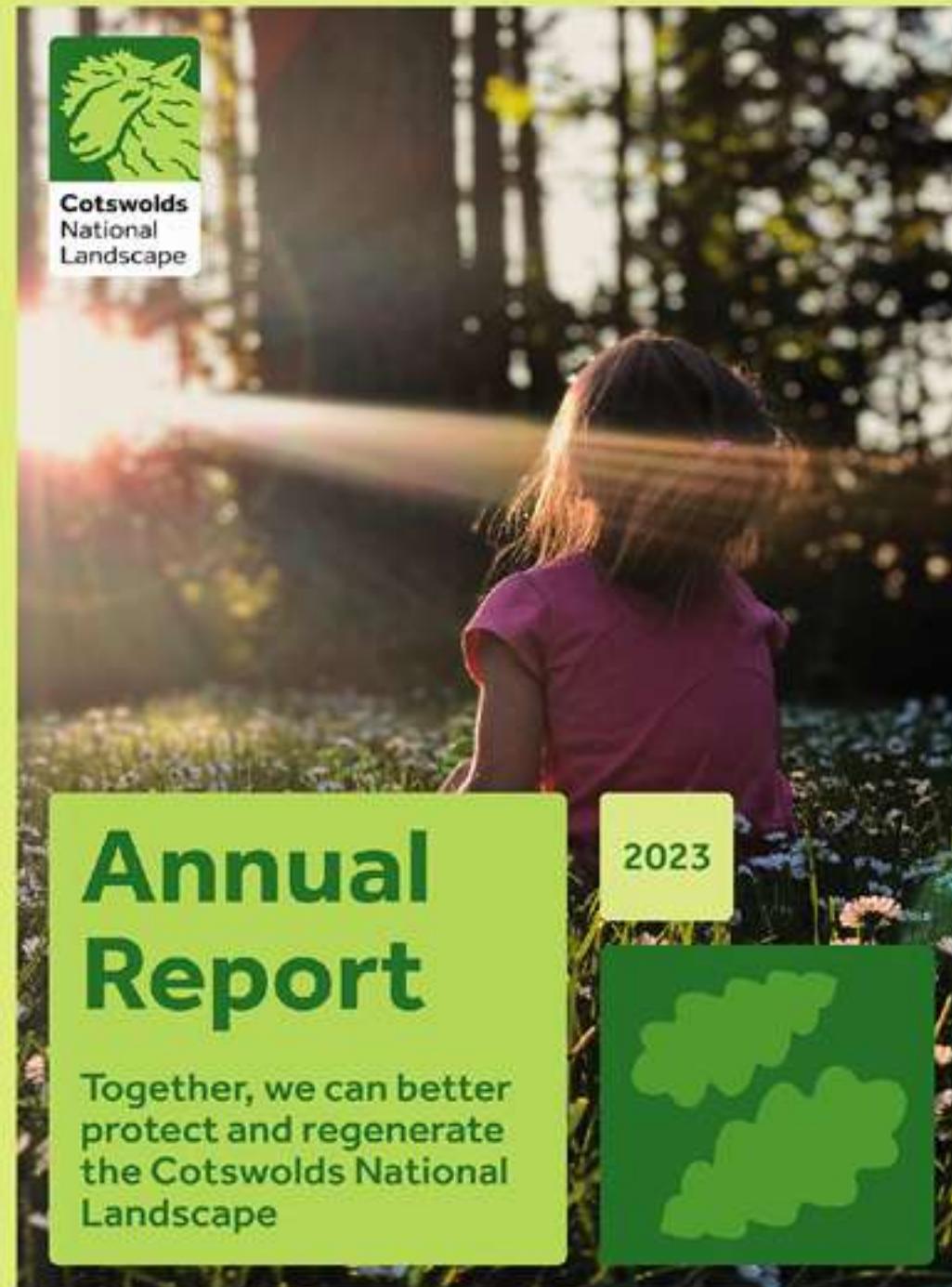


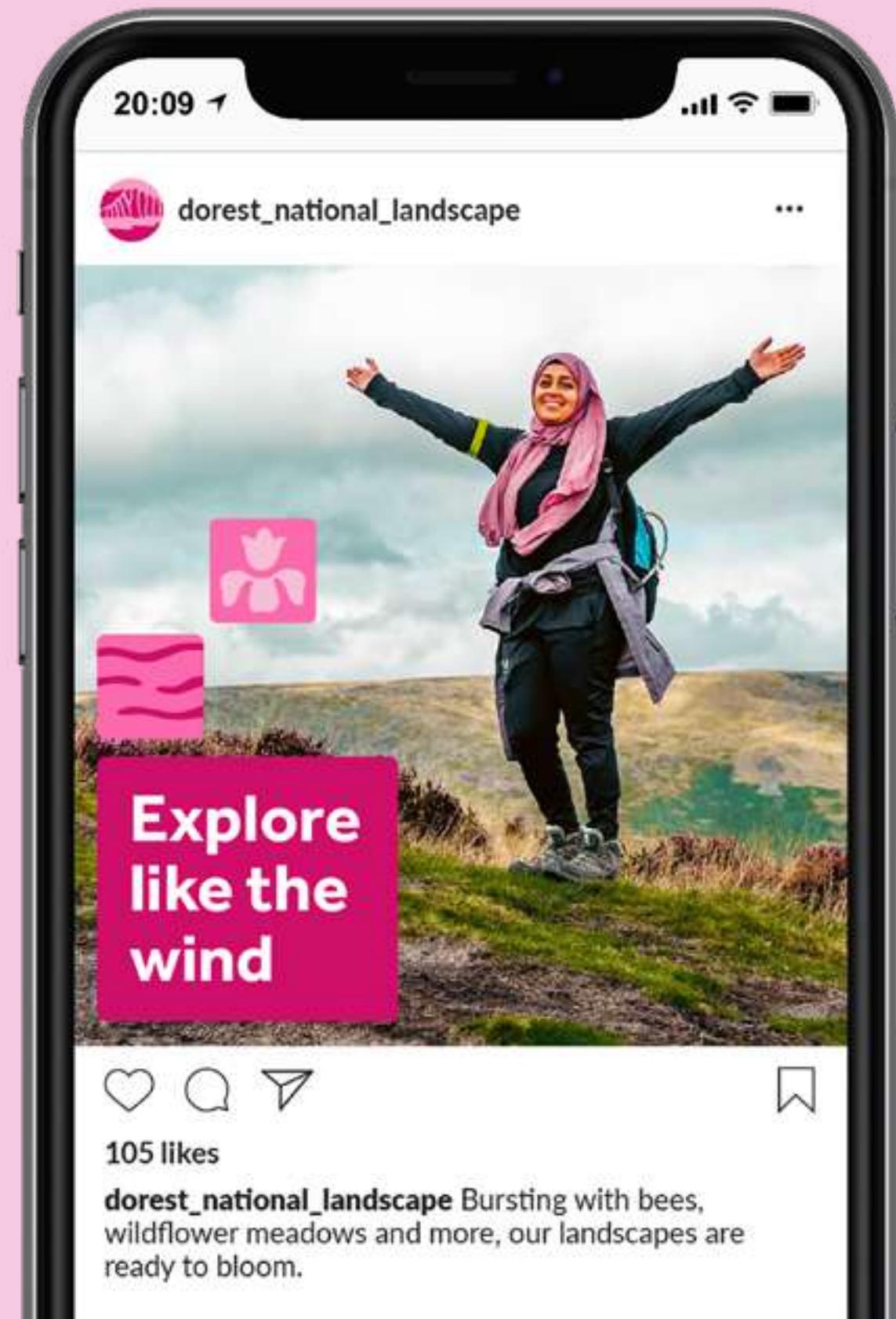
Cotswolds
National
Landscape











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



Chichester
Harbour
National
Landscape











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

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

national-landscapes.org.uk



**Shropshire
Hills**
National
Landscape



Applications
T-shirt



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

