

South West Peak Landscape Partnership

Brand and Design Guidelines

(Updated August 2020)



SOUTH WEST PEAK
LANDSCAPE AT A CROSSROADS



Introduction

The South West Peak Landscape Partnership (SWPLP) logo, brand and design style guide has been developed to standardize communications and improve public recognition of the SWPLP.

These guidelines have been prepared to help staff and volunteers working for the SWPLP and the associated Partner organisations adhere to the identity and brand of the SWPLP.

The benefits of adhering to these guidelines include a strong, clear and consistent identity for the SWPLP and increased public recognition of the SWPLP and the associated communities and supporting Partners.

The brand and design guidelines have been approved by the following Partners for use in all official SWPLP communications.





Organisation	Representative Name (Signature)	Date
Cheshire East Council	Richard Doran	
Cheshire Wildlife Trust	Martin Varley	
Environment Agency	Tim Brooks	
The Farming Life Centre	Rachel Metcalfe	
Historic England	Benjamin Parker	
Nature Peak District	Penny Anderson	
Natural England	Andrew Miller	
Peak District National Park Authority	Suzanne Fletcher	
RSPB	Mike Shurmer	
Severn Trent Water	Zara Turtle	
Staffordshire County Council	Sarah Bentley	
Staffordshire Wildlife Trust	Julian Woolford	
Support Staffordshire	Jill Norman	
United Utilities	Ian Harper	

Using the Logo

The SWPLP logo should always appear in full and should never be stretched or distorted, separated on different pages, or reorganized, and the colours should not be altered. Always use an original logo rather than copying from another document or website as this degrades the resolution. The typeface used in the logo is Gotham. No substitute typeface should be used. The SWPLP logo can be used in 3 different formats.

CMYK Solid Logo

This is the main logo option to be used for 4 colour process printing (i.e. full colour print).





	Light Blue	C:40 M:09 Y:04 K:0
	Heather	C:43 M:70 Y:0 K:0
	Yellow	C:10 M:05 Y:100 K:10
	Green	C:56 M:14 Y:100 K:31



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RGB Logo





This is the main logo option to be used for digital purposes, e.g. websites etc.).

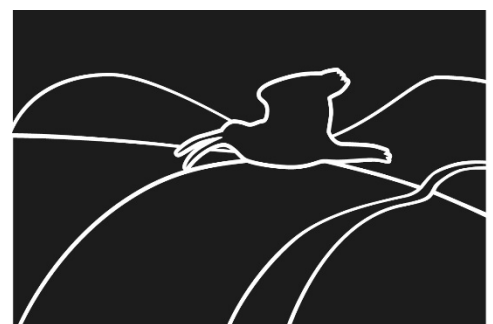
	Light Blue	R:175 G:203 B:231
	Heather	R:146 G:98 B:161
	Yellow	R:217 G:204 B:25
	Green	R:112 G:132 B:46



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Single Colour Pantone Logo

	Light Blue	Solid Uncoated 658 U
	Heather	Solid Uncoated 2593 U
	Yellow	Solid Uncoated 605 U
	Green	Solid Uncoated 377 U



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Size and Positioning

In general, the logo should never be used below a size of 25mm wide. As a general rule, if the strapline text becomes hard to read or make out, then the logo is too small and should be resized.

In general, the logo should appear in the top left corner of all SWPLP documents and should always be at least 10mm from the top and left edges of the page (A5) or 20mm from the top and left edges (A4).



Exclusion Zone

There is an exclusion zone around the logo of ~5mm. As a general guide this is approximately the width of the “EAK” in the PEAK text of the logo. This ensures that the area around the logo is not cluttered and the logo remains clearly visible.

In the case of the combination NLHF and SWPLP logo this same exclusion zone should be used around the combination logo as well



Using the Logo on Stationery and Printed Literature

On all printed literature the logo should be used as described in the *Using the Logo* section, to ensure consistency at all times.

The below logo, originally developed for the SWP website, may also be used in printed literature or other mediums as appropriate.



Using the Logo on Websites

When using the logo on screen for websites, allow sufficient space around the logo so as not to crowd it. Do not allow the logo to be stretched or compressed in any way. Use a JPEG/PNG of the logo at no smaller than 95 pixels wide.

The below logo is the version currently used on the SWP website (top left of the main header) and can be used on any web-based literature when appropriate from a design standpoint.



Using the Logo in Conjunction with the National Lottery Heritage Fund Logo

The National Lottery Heritage Fund (NLHF) logo should always appear with the SWPLP logo to promote the National Lottery Heritage Fund and make the connection with National Lottery players, this is a requirement of NLHF funding.

Please see the appended guidance from NLHF regarding the use of their logo.

The following combination logo is approved for use with SWPLP documents, letters/emails, business cards and news releases.

The below combination logo should be used for all documents, letters/emails, email signatures and news releases.



The below logo can be used for SWPLP business cards and in other instances that may be appropriate from a design standpoint.



Using the Logo in Conjunction with Partners Logos

When required, a partner's logo may be used alongside the SWPLP logo. Partner logos should always be secondary to the SWPLP and NLHF logos. Partner logos should be scaled to ensure they are equal in size or smaller than the SWPLP & NLHF logos, ensuring that all text included within the logo remains legible, some examples of logo use are given below.



SOUTH WEST PEAK
LANDSCAPE AT A CROSSROADS



THE FARMING LIFE CENTRE
SUPPORTING FARMING & RURAL LIFE
IN THE PEAK DISTRICT



SOUTH WEST PEAK
LANDSCAPE AT A CROSSROADS



Using all of the partner's logos together should be avoided unless there is good reason, for instance on the SWPLP website to explain the structure of the partnership.

For email signatures, the Partnership and funders branding should be primary, with the hosting partner's branding secondary. Refreshed email signature to be agreed by the Board.

Using Colour

The SWPLP colour palette takes inspiration from the colours in the landscape. The main colours from the logo should be used for accent. The different shades in this colour palette may be used when required.

Pantone palette (Publisher)

658 U 0% transparency	2593 U 0% transparency	605 U 0% transparency	377 U 0% transparency
658 U 40% transparency	2593 U 40% transparency	605 U 40% transparency	377 U 40% transparency
658 U 60% transparency	2593 U 60% transparency	605 U 60% transparency	377 U 60% transparency
658 U 80% transparency	2593 U 80% transparency	605 U 80% transparency	377 U 80% transparency

RGB palette (Word, Excel & Powerpoint)

R:175, G:203, B:231	R:146, G:98, B:161	R:217, G:204, B:25	R:112, G:132, B:46
R:206, G:223, B:240	R:189, G:160, B:199	R:238, G:228, B:111	R:182, G:203, B:107
R:222, G:234, B:245	R:210, G:191, B:217	R:243, G:237, B:158	R:206, G:220, B:156
R:239, G:244, B:250	R:233, G:223, B:236	R:250, G:247, B:205	R:230, G:237, B:205

CMYK palette

C:40, M:09, Y:04, K:0	C:43, M:70, Y:0, K:0	C:10, M:05, Y:100, K:0	C:56, M:05, Y:100, K:31

Terminology

The Partnership is called the South West Peak Landscape Partnership (SWPLP for short), not South West Peak – South West Peak is the place. Staff job titles all begin with South West Peak followed by the specific job role, e.g. South West Peak Cultural Heritage Officer.

Using the SWPLP Strapline

The “strapline” is the *South West Peak Landscape at a Crossroads* text beneath the graphic logo. This strapline should always be used in conjunction with the logo and should not be altered if possible.

If alteration is needed from a design standpoint or for other purposes; contact the SWPLP Communications and Interpretation Officer.

Using the SWPLP Mission Statement

The mission statement is: *By working together in the South West Peak, we will shape a better future for our communities, landscape, wildlife and heritage where trust and understanding thrive.*

The mission statement should not be altered, amended or abridged.

The mission statement should be used as a footer on letters and wherever needed to succinctly describe the partnership’s mission.

Fonts

When working on print with designers and other organisations or when conducting day-to-day business the fonts used are described below. These are general rules and there is a good deal of flexibility allowed for creativity and for certain design considerations.

For main headings Calibri in bold should be used with a guideline size of 16.

Calibri Bold Main Heading

For smaller headings within a document Calibri in bold should be used with a guideline size of 12.

Calibri Bold Smaller Headings

For day-to-day word processing Calibri should be used with a guideline size of 11.

Standard Calibri Text

Website Fonts

The fonts used on the partnership website are complementary to the document fonts – these are:

Headings & Titles use Caveat Brush which can be found here:

<https://fonts.google.com/specimen/Caveat+Brush>

Main text uses Open Sans which can be found here:

<https://fonts.google.com/specimen/Open+Sans>

Writing for the Visually Impaired

Keep in mind the audience that you are writing for. If there is a possibility that individuals may have poor sight or other disabilities please take this into account when composing documents.

The Royal National Institute of Blind People recommends a minimum font size of 12. If individuals require large print versions of documents size 16 font is recommended as the minimum.

Tone and Writing Style

Use a clear, concise and friendly tone but do not compromise on accuracy and professionalism. Ensure correct use of spelling and grammar. Sara Smithson (Scheme Support Officer) can provide proof reading services. Use correct terminology but avoid jargon unless it is absolutely necessary.

Information and Interpretation Panels

Information and interpretation panels should follow a consistent style and contain the following design elements. All text should remain black in order to maximise contrast for the visually impaired.

The following page sets forth general guidelines for panel design. Keep in mind that these are guidelines and if you or the designer thinks something else would work better please let either the Scheme Manager or the Communications and Interpretation Officer know so we can have a discussion.

Title:

The title should be in Calibri (bold) black text at size 80.

Header:

The header should be in black text and contain the name of the site being discussed on the panel. The text should be in Calibri bold at size 50.

Introductory/Body Text:

All body text should be in Calibri black text at size 28. Do not place text over images in a way that the text becomes illegible. Always ensure that text has a high contrast to the colour in the background.

South West Peak Landscape Partnership

Where is the South West Peak?

Stretching from Lyme Park in the north to Waterhouses in the south and from Macclesfield to Buxton, the beautiful South West Peak has a special quality all its own and is adored by both residents and visitors.

The South West Peak encompasses iconic areas such as the Roaches and the Goyt Valley.

Both areas are hubs for outdoor activity such as rock climbing, walking and even sailing.

Who Are We?

The South West Peak Landscape Partnership is funded with the support of a £2.4m Heritage Lottery Fund Grant and will be delivering 18 individual projects designed to strengthen the precious communities and resources that make the area so special to all who visit.

How Can I Help?

Are you interested in helping protect wading birds? Maybe you'd like to learn how to restore field barns? The South West Peak is always looking for volunteers and we've got something for everyone!

Check out our projects: www.southwestpeak.co.uk

Stay In Touch!

@swpeak @southwestpeak

Logo and Strapline:
SOUTH WEST PEAK
LANDSCAPE AT A CROSSROADS

Funding raised by
The National Lottery
LOTTERY FUNDING

PEAK DISTRICT NATIONAL PARK

Logo and Strapline:

The logo/strapline should appear at the bottom left of the panel and should be consistent with the Using the Logo guidelines section.

Images:

Images should be scaled to the size of the panel with a minimum resolution of 1600 DPI. Ensure there is no quality loss when printed by viewing proofs at 100%.

NLHF Logo:

The NLHF logo should be placed prominently next to the SWPLP logo and should follow the guidance laid out by NLHF for the use of their logo in Appendix 1.

Partner Logos:

Partner logos may be placed in the bottom left after the NLHF logo as appropriate and following the guidelines for logo use by individual partners.

Social Media:

Use official Facebook and Twitter logos and include @swpeak (FB) and @southwestpeak (Twitter).

Websites and Social Media

Websites

Partners' websites should ensure that projects that they are delivering on behalf of the partnership are correctly referenced. Project funders should also be correctly acknowledged. Appropriate wording includes:

[Partner] is delivering the [project name] on behalf of the South West Peak Landscape Partnership, with funding from The National Lottery Heritage Fund and [y]

[Partner] is delivering the [project name] together with [partner B] on behalf of the South West Peak Landscape Partnership, with funding from The National Lottery Heritage Fund and [y]

[Partner] is supporting [partner B] in the delivering the [project name] on behalf of the South West Peak Landscape Partnership, with funding from The National Lottery Heritage Fund and [y]

Partner websites should include a link to the SWPLP website www.southwestpeak.co.uk

Include a link to the specific Project page as well or to our Volunteering or Activities pages as appropriate.

Where a significant funder (other than the National Lottery Heritage Fund) is contributing to a project, a link to their website should also be included. Some funders may have specific requirements about this that may form part of the grant funding agreement. Always follow funders' guidelines, failure to do so may jeopardise your funding.

The SWPLP logo and NLHF logo should be displayed in a prominent location (as appropriate to the website design). Logos can be provided on request from the SWP Communications & Interpretation Officer or Scheme Manager.

Some organizations may also have specific guidelines about how their logo is used (spacing around other logos, positioning on page, etc) so if in doubt contact the communications team from that organisation or the SWP CIO.

Social Media

The SWPLP social media accounts (Twitter, Facebook) should be the primary sources of social media information and interaction.

If Partners wish to promote SWPLP projects via their own social media channels this is acceptable provided that Tweets always reference @SouthWestPeak and include @HeritageFundUK (plus any other major partners and/or funders).

Include the hashtags: #NationalLotteryHeritageFund and #[project name] e.g. #gloriousgrasslands.

Provide a link to the SWPLP website and ideally directly to the specific project/activity page. Ensure that you use a URL shortener (<https://goo.gl/> or <https://bitly.com/>) when appropriate as well.

Posts should always include an image and the poster should ensure that it is not too large and is compressed before posting. You can use this site to do so: <https://tinyjpg.com/>

If in doubt contact the SWP Communications & Interpretation Officer for clarification.

Guidance from The National Lottery Heritage Fund on use of their logo

<https://www.heritagefund.org.uk/funding/promote-your-project/logo/english>

These logos acknowledge funding from The National Lottery Heritage Fund in England, Scotland and Northern Ireland.

Three versions of our logo available

These are:

- Full colour
 - White – to be used on dark-coloured backgrounds
 - Black – to be used wherever full colour is not possible
- Print (eps) and screen (png) versions of each logo are available.

Minimum size

The logo must not be shown any smaller than the minimum sizes of 38mm x 14mm (print) and 108px x 40px (screen).

The size at which the logo is used must be proportionate to the size of the material you are producing, to make sure it's clear and easy to read. For example:

A4: minimum height 14mm

A3: minimum height 24mm

A2: minimum height 36mm

Large acknowledgement

For larger acknowledgement materials – for example on the side of a building – please make sure the logo is big enough to be clearly visible from a distance of five metres.

Order of funder logos

If you need to acknowledge more than one project funder and The National Lottery Heritage Fund is the biggest funder, our logo should come first.

Colour

The logo must only be reproduced in black, white or the Heritage Blue (Pantone 308).

Please don't use the logo in pink, gold, grey or any other colour not specified here.

Exclusion zone

We have defined an exclusion zone to protect the logo from other graphic elements such as type, image boxes or lines.

Leave clear space half the height of the crossed fingers symbol on all sides of the logo.

Logo misuse

Please don't redraw or alter our logo. Don't stretch it or cut it up (crop it) to fit into a small space.

For example, if using a logo in a Word document, please resize it by clicking on and dragging the corners and not the sides of the logo box.

Note regarding eps files

EPS files and white logos may not be viewable in your web browser. Right click and select 'save target as' to download the image and launch in your image editing package.