



Branding

THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

MASTER LOGOS

SECTOR MESSAGING

EXCLUSION ZONE

MINIMUM SIZE

LOCK-UP

THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE



THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

30mm



THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE



THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

39mm



THE LOGO

The main thing to know about The English Lake District World Heritage Site logo is it is here to be used. The following guidelines give you every last little detail you'll need but in short...

There are two versions, a three line, more portrait stack and a two line, landscape stack.

The logo is made up of two key elements; below the line, the full UNESCO inscription title, above it, messaging which is available in a variety of sector lead phrases.

Colour reproduction for the logos is limited to black on white or white on black. For laying over imagery and block colours (see palette), use the version which gives you the best contrast.

An exclusion zone should be included around the logo. Measured by the X height of the largest type in the inscription part of the logo.

Ideally sit the logo away from your own, however, there may be occasions where you want to place both logos together; on a sticker for example. In these instances follow the guide above.

Visit
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Working
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Grown in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Love
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Sail in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Built in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Study in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Protecting
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Stay in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Made in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Shop in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Invest in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Exploring in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Lovingly made in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Educated in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Caring for
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Explore
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Farming
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Drink in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Live in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Touring
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Handcrafted
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Learn in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Looking after
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Enjoy
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Reared in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Brewed in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Work in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Sightseeing in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Crafted in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Develop in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Nurturing
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

SECTOR MESSAGING

To support all sectors within The English Lake District World Heritage Site there are a number of messages that sit with the logo to create an engaging brand.

The messages within this initial selection have been tailored to suit their sector (see following pages), however, in the right context they can cross over, so simply find the one that works best for you.

If you are struggling for a good fit or have a suggestion to make please contact The English Lake District World Heritage Site Engagement Officer at Alex.McCoskrie@nationaltrust.org.uk

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THE ENGLISH
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THE ENGLISH
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Welcome to
THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

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THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

WHAT NOT TO DO

We want everyone to use the Lake District World Heritage Site branding to enhance their own products and services and promote the status of the Lake District, locally, nationally and globally. There are, however, a few things you should avoid...

Tempted as you might be, please don't; stretch the logo, vertically or horizontally, colour it up in anything other than black, or create your own messaging above the line.

LOGOS



PANTONE BLACK
C0 M0 Y0 K100
RICH BLACK C50 M40 Y40 K100
R0 G0 B0
HEX 000000

SPRING



PANTONE 337
C39 M0 Y22 K100
R143 G214 B189
HEX 8FD6BD

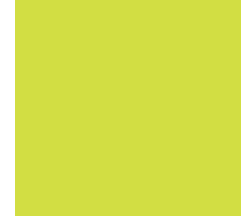


PANTONE 667
C56 M59 Y4 K14
R124 G105 B146
HEX 7C6992



PANTONE 7463
C100 M63 Y12 K67
R0 G43 B73
HEX 002B49

AUTUMN



PANTONE 584
C21 M0 Y89 K0
R210 G215 B85
HEX D2D755

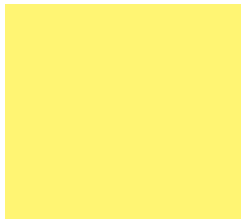


PANTONE 167
C5 M77 Y100 K15
R190 G83 B28
HEX BE531C



PANTONE 7477
C86 M29 Y21 K67
R36 B76 G90
HEX 244C5A

SUMMER



PANTONE 101
C0 M0 Y68 K0
R247 G234 B72
HEX F7EA48

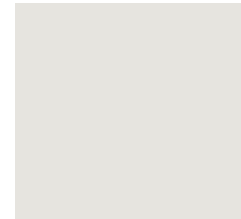


PANTONE 686
C6 M42 Y1 K2
R208 G161 B186
HEX D0A1BA



PANTONE 7736
C56 M0 Y58 K78
R57 G85 B66
HEX 395542

WINTER



PANTONE Warm Grey 1
C3 M3 Y6 K7
R215 G210 B203
HEX D7D2CB



PANTONE 658
C37 M11 Y0 K0
R177 G201 B232
HEX B1C9E8



PANTONE 518
C0 M0 Y0 K100
R0 G0 B0
HEX 000000

SUPPORTING COLOUR PALETTE

Whilst the logo itself may only be reproduced in black or white, there is a supporting palette of seasonal colours drawn from the landscape which can be used throughout branded collateral.

These colour sets can be used for backdrops, such as on flags and banners, on the website or in printed material where The English Lake District World Heritage Site brand is taking the lead.

The palette has been selected to work with the seasons. If you are producing material for a particular time of year look to use the corresponding palette.



EXAMPLES OF USING THE WORLD HERITAGE BRAND WITH YOUR OWN LOGO

When using The English Lake District World Heritage Site logo within your own material think about where it will sit best. Ideally it should sit away from your own logo. So if you're producing a leaflet for example, then try to place somewhere that gives it and your own logo space to breathe.

This document is a quick reference guide, for more details see the full brand guidelines, available from lakesworldheritage.co.uk.

If you have any questions regarding The English Lake District World Heritage Site branding please contact: Alex.McCoskrie@nationaltrust.org.uk