

Branding

THE ENGLISH LAKE DISTRICT WORLD HERITAGE SITE

MASTER LOGOS

THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

SECTOR MESSAGING

Visit

THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

Explore

THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

EXCLUSION ZONE





MINIMUM SIZE

THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

30mm

THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

39mm

LOCK-UP

MATHILDE'S
THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

MATHILDE'S
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

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.



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 Communications & Engagement Officer at lakeswh@lakedistrict.gov.uk

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THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

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Welcome to

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THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

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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.

Pantone Black
C0 M0 Y0 K100
Rich Black
C50 M40 Y40 K100
R0 G0 B0
HEX 000000

Pantone 2627
C 74 M 100 Y 4 K 48
R 68 G 18 B 81
HEX 441251

Pantone 2094
C 54 M 60 Y 0 K 0
R 138 G 113 B 177
HEX 8a71b1

Pantone 2057
C 17 M 56 Y 0 K 0
R 211 G 138 B 186
HEX d38aba

Pantone 665
C 18 M 24 Y 0 K 12
R 195 G 183 B 208
HEX c3b7d0

Pantone 3155
C 100 M 10 Y 28 K 47
R 0 G 95 B 114
HEX 005f72

Pantone 550
C 52 M 9 Y 18 K 0
R 132 G 192 B 207
HEX 84c0cf

Pantone 2390
C 84 M 14 Y 0 K 28
R 0 G 126 B 174
HEX 007eae

Pantone 5747
C 50 M 20 Y 100 K 70
R 64 G 76 B 11
HEX 404c0b

Pantone 7761
C 50 M 36 Y 87 K 23
R 126 G 123 B 54
HEX 7e7b36

Pantone 7744
C 33 M 17 Y 94 K 3
R 186 G 182 B 40
HEX bab628

Pantone 7494
C 39 M 13 Y 51 K 1
R 172 G 191 B 145
HEX acbf91

Pantone 382
C 28 M 0 Y 96 K 0
R 204 G 214 B 13
HEX ccd60d

Pantone 4277
C 49 M 41 Y 29 K 11
R 137 G 135 B 150
HEX 898796

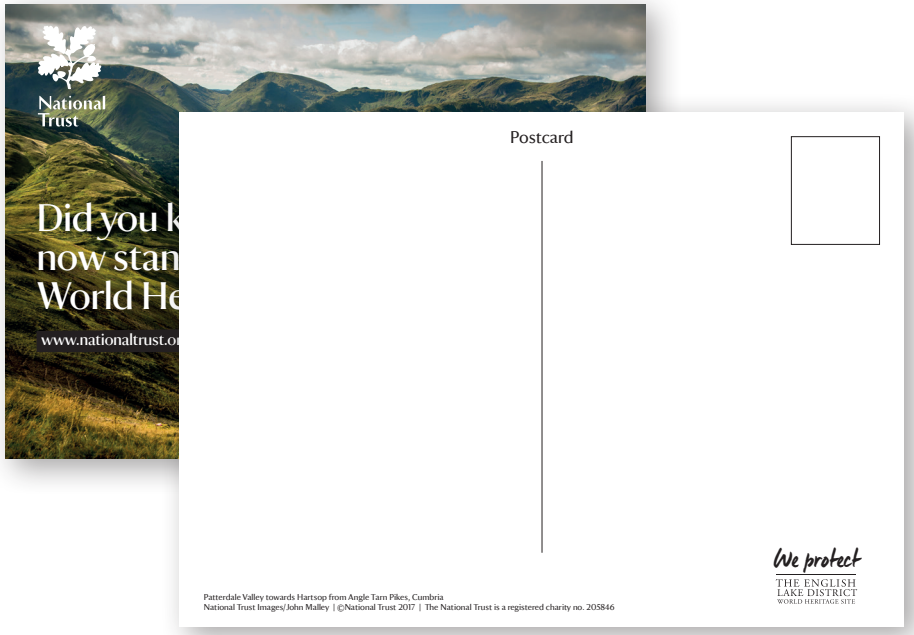
Pantone 4140
C 74 M 58 Y 51 K 54
R 54 G 62 B 68
HEX 363e44

COLOUR PALETTE

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

This palette 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.





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.



CONTACTS

If you have any questions regarding The English Lake District World Heritage Site branding please contact:
English Lake District World Heritage Site Communications & Engagement Officer at lakeswh@lakedistrict.gov.uk