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.

Brand strategy

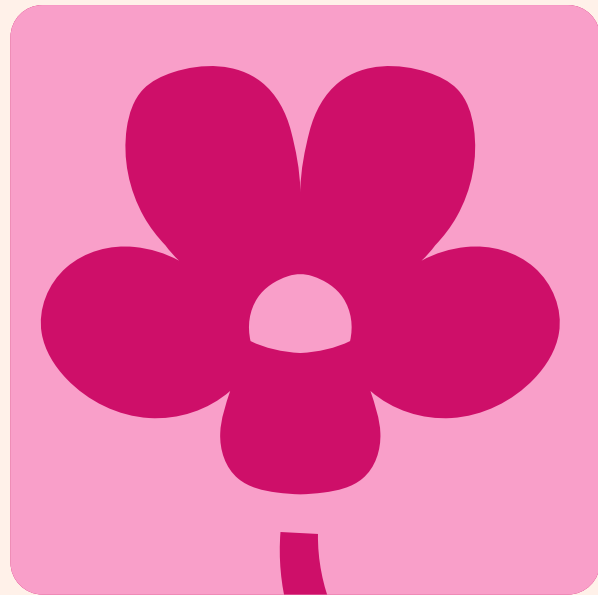Please get in touch if you would like to view the brand strategy and tone of voice.

Logos

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

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

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 tab version

Forest of Bowland National Landscape

Horizontal tab version

Forest of Bowland National Landscape

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

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

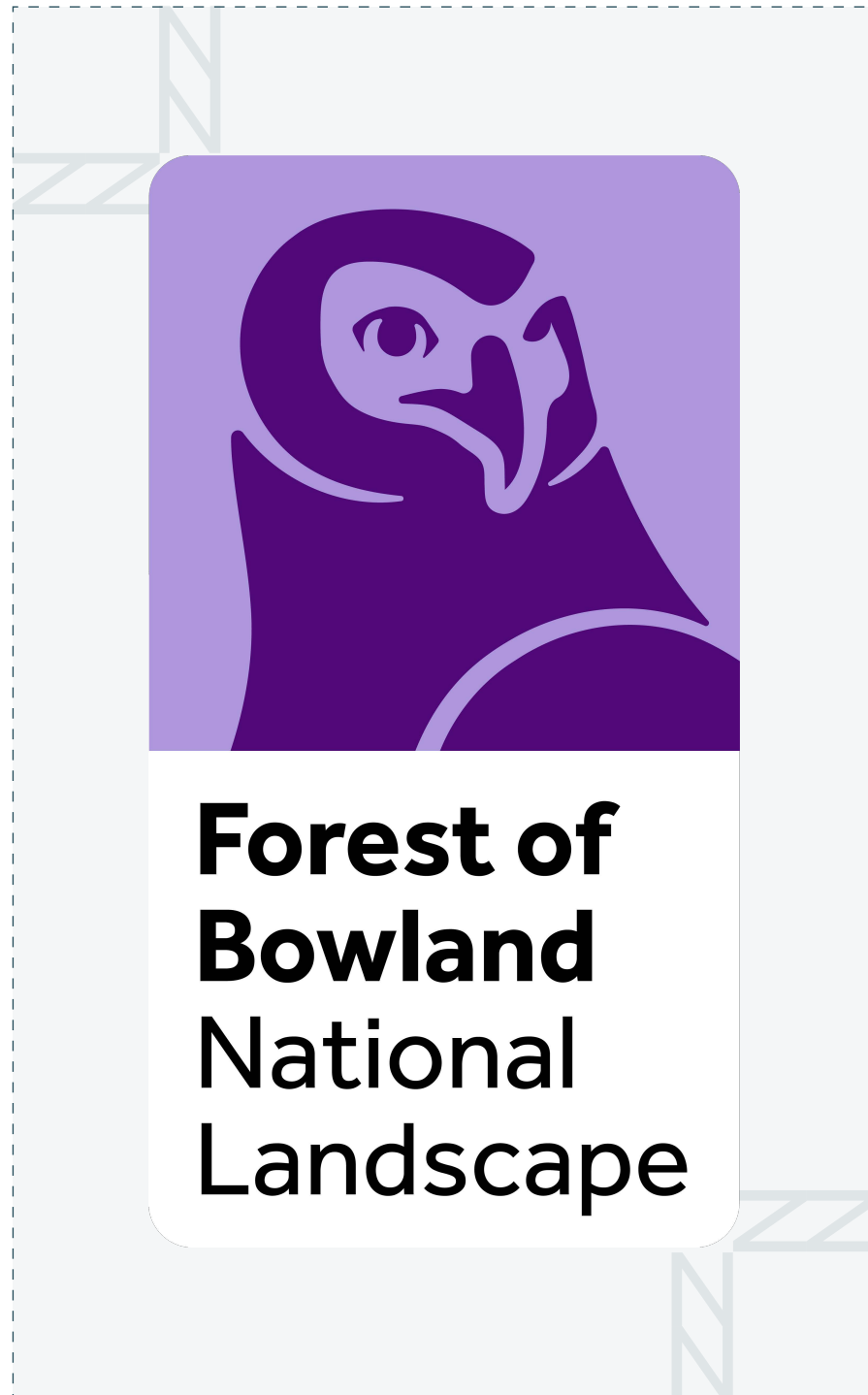# Forest of Bowland National Landscape

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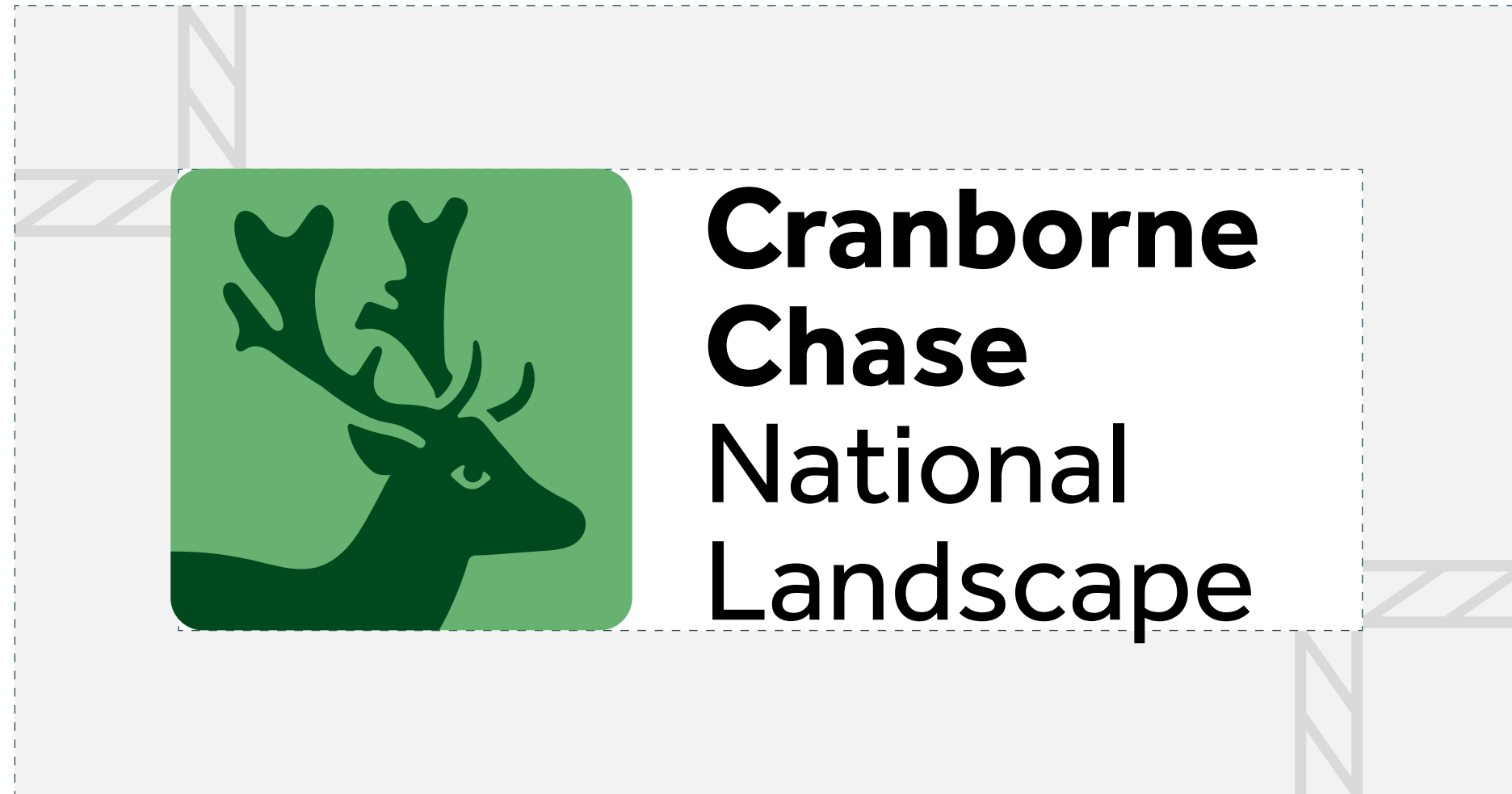
By creating a defined clear space around the logo, we can ensure it is clearly visible. For the primary logo, we create an area around it that is equal to the height of two 'N's' in the lockup.

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.

Forest of Bowland National Landscape

Smallest Size

Forest of Bowland
National Landscape

70px or 18mm

Avatar

60px or 16mm

When using a horizontal primary lockup, it is important that it is legible and uncrowded by any other visual elements.
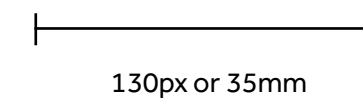
By creating a defined clear space around the logo, we can ensure it is clearly visible. For the primary logo, we create an area around it that is equal to the height of two 'N's' in the lockup.

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.**

Cranborne Chase National Landscape

Smallest Size

Cranborne
Chase
National
Landscape

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.

Coast & Heaths
National Landscape

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.
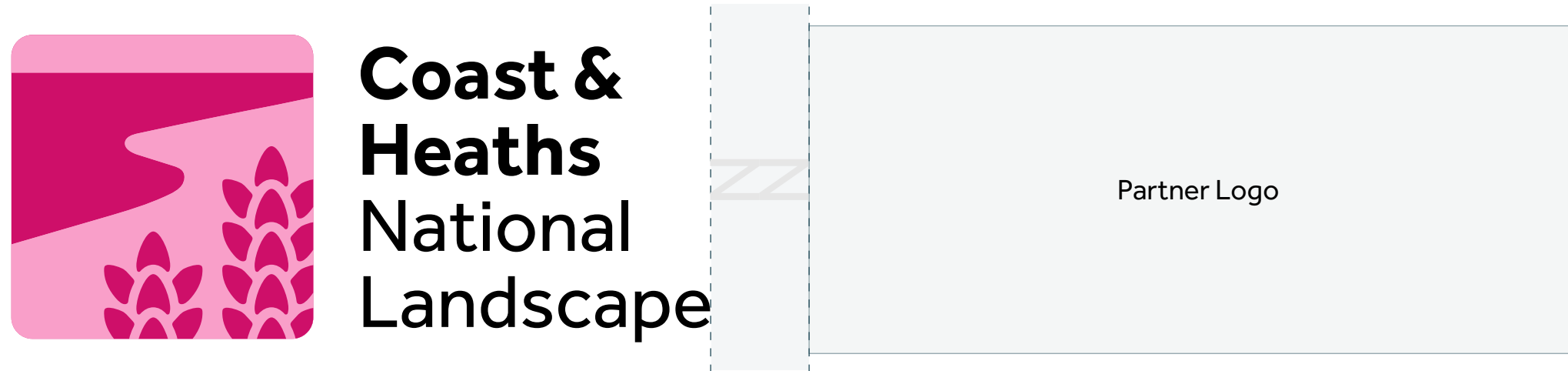
Coast & Heaths National Landscape

Partner Logo

National Landscape as the leading partner

Partner Logo
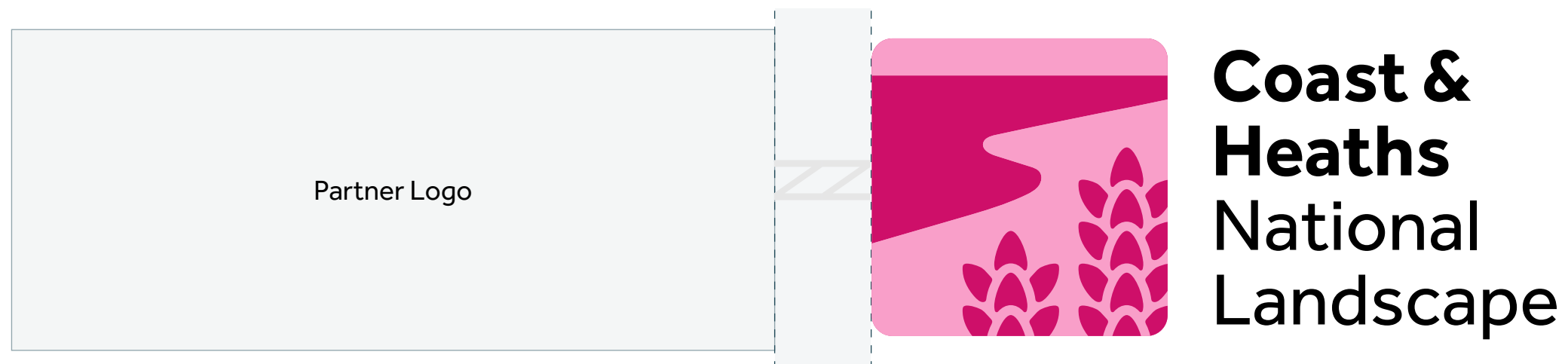
Coast & Heaths National Landscape

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

**Coast &
Heaths**
National
Landscape

Partner Logo

National Landscape as the supporting partner

Partner Logo

**Coast &
Heaths**
National
Landscape

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.

Follow design system spacing
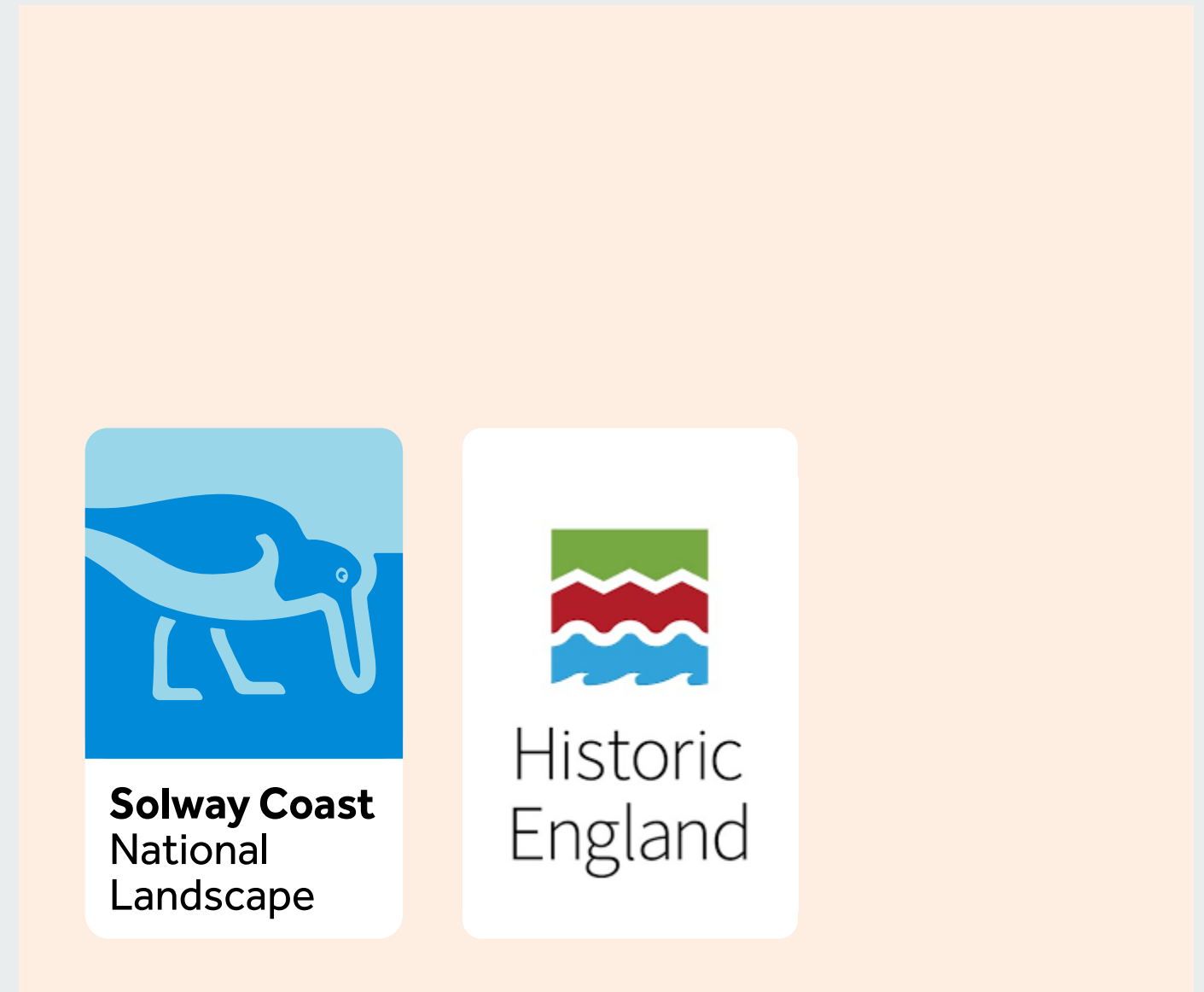
Example composition

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.

Location
National
Landscape

N

Sample
Text

Location
National
Landscape

N

Sample Text

Cotswolds
National
Landscape

N

Voluntary Warden

Here is an example of the labelling system in use on a high vis jacket.

Cotswolds
National
Landscape

Voluntary Warden

This is an example of a vertical l 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

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

Logo
Do's & Don'ts

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: 83, 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, 27, 42, 0
#FCC89B
Pantone: 712 C

Moors

RGB: 80,40, 117
CMYK: 83, 100, 17, 11
#500878
Pantone: 2607 C

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

RGB: 173, 140, 220
CMYK: 33, 42, 0, 0
#AD96DC
Pantone: 2645 C

RGB: 222, 205, 231
CMYK: 11, 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: 29, 22, 22, 3
#BBBCBC
Pantone: Cool Grey 4 C

RGB: 208, 211, 212
CMYK: 17, 12, 12,0
#D0D3D4
Pantone: 427 C

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

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

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

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

Oceans & Rivers

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

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

Rocky

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

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

Moors

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

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

Limestone

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

Dark	
RGB: 45, 41, 38	
CMYK: 67, 64, 66, 66	
#2D2926	
Pantone: Black C	
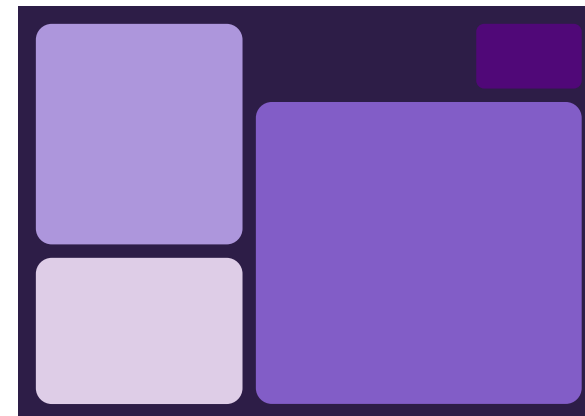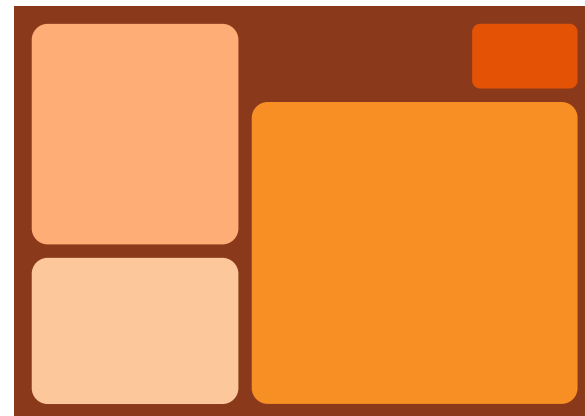
When creating compositions following our design system (page 49) we can either use light or dark backgrounds behind our elements.

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

Woodland

Light   30% Tint
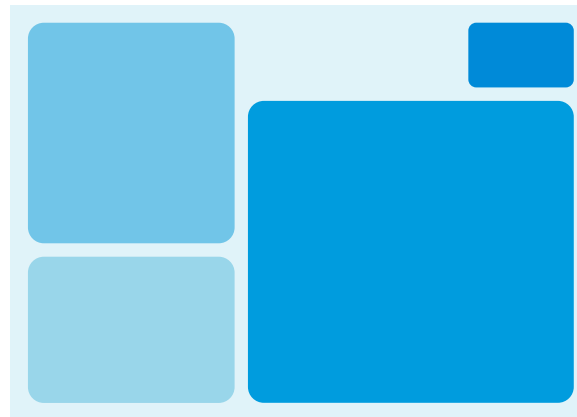RGB: 173, 223, 179
CMYK: 32, 0, 38, 0
#ADDFB3
Pantone: 2254 C
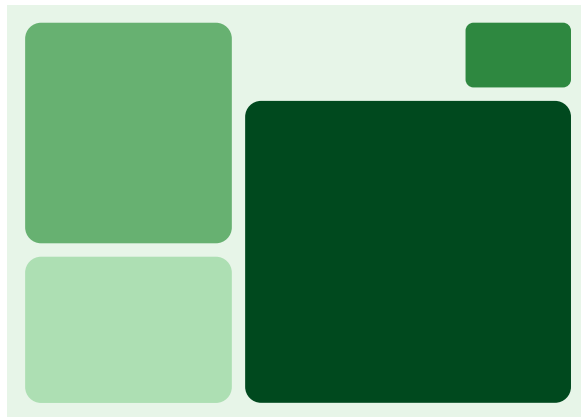
Dark
RGB: 24, 48, 41
CMYK: 81, 56, 70, 65
#183029
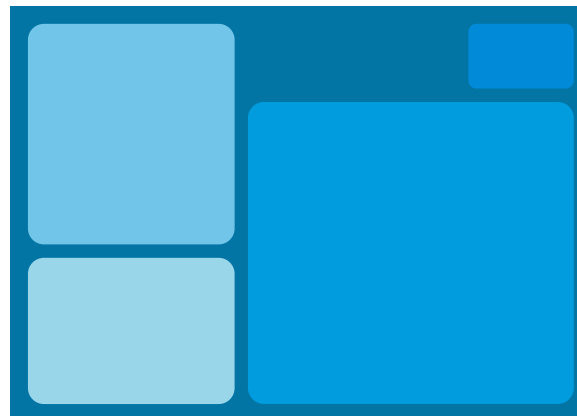Pantone: 5535 C

Skies

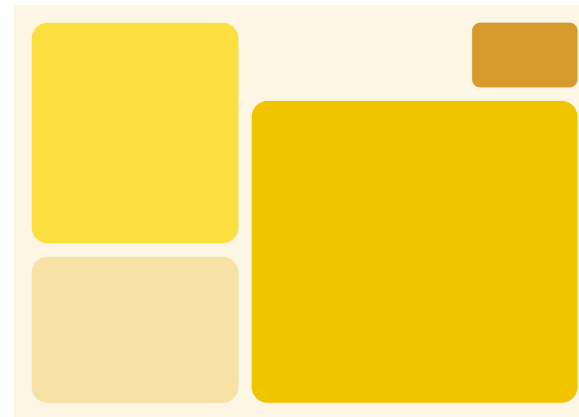**Light**   30% Tint
RGB: 153, 213, 233
CMYK: 37, 2, 5, 0
#99D6EA
Pantone: 2975 C

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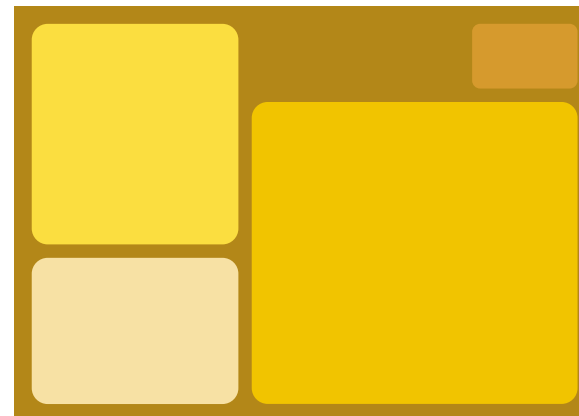Pantone: 2185 C

Sandy

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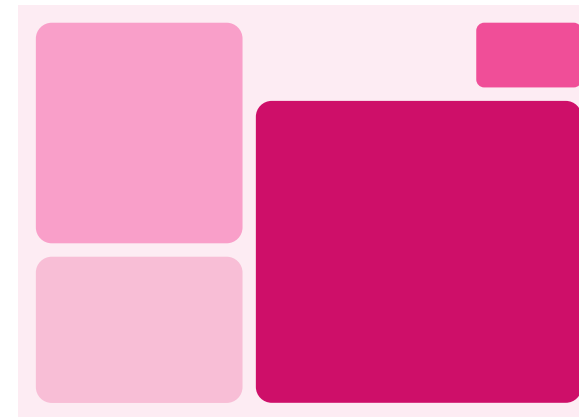RGB: 245, 225, 163
CMYK: 4, 9, 42, 0
#F5E1A4
Pantone: 7401 C

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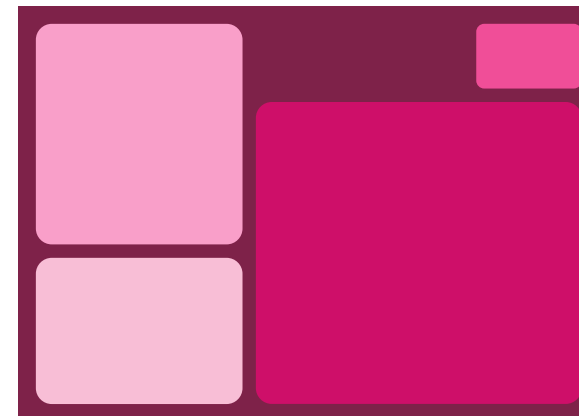CMYK: 29, 83, 100, 30
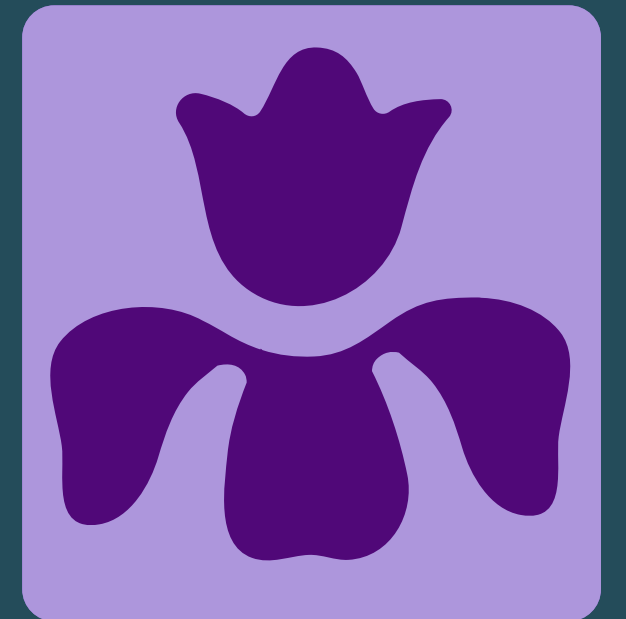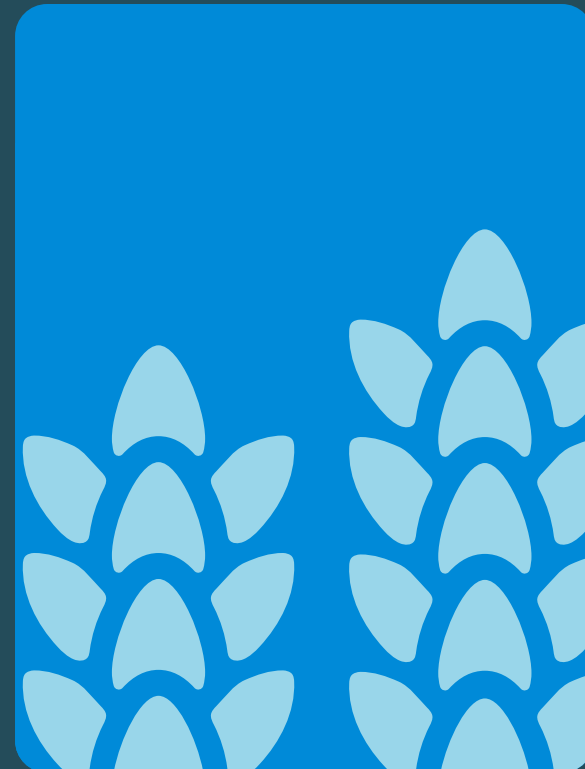#AD841F
Pantone: 1255 C

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

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

Abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body type
Effra Regular

Abc

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

Abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body type
Lexend Regular

Abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

This page shows the principles for setting text. Type should be left aligned and ragged right.

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%

Key messages Effra Bold
Kerning Metrics
Tracking 0

Example shown
46pt, 48pt leading 105%

Body Copy Effra Regular
Kerning Metrics
Tracking 0

Example shown
18pt, 24.3 pt leading 135%

Landscapes shape people, people shape landscapes

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

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.
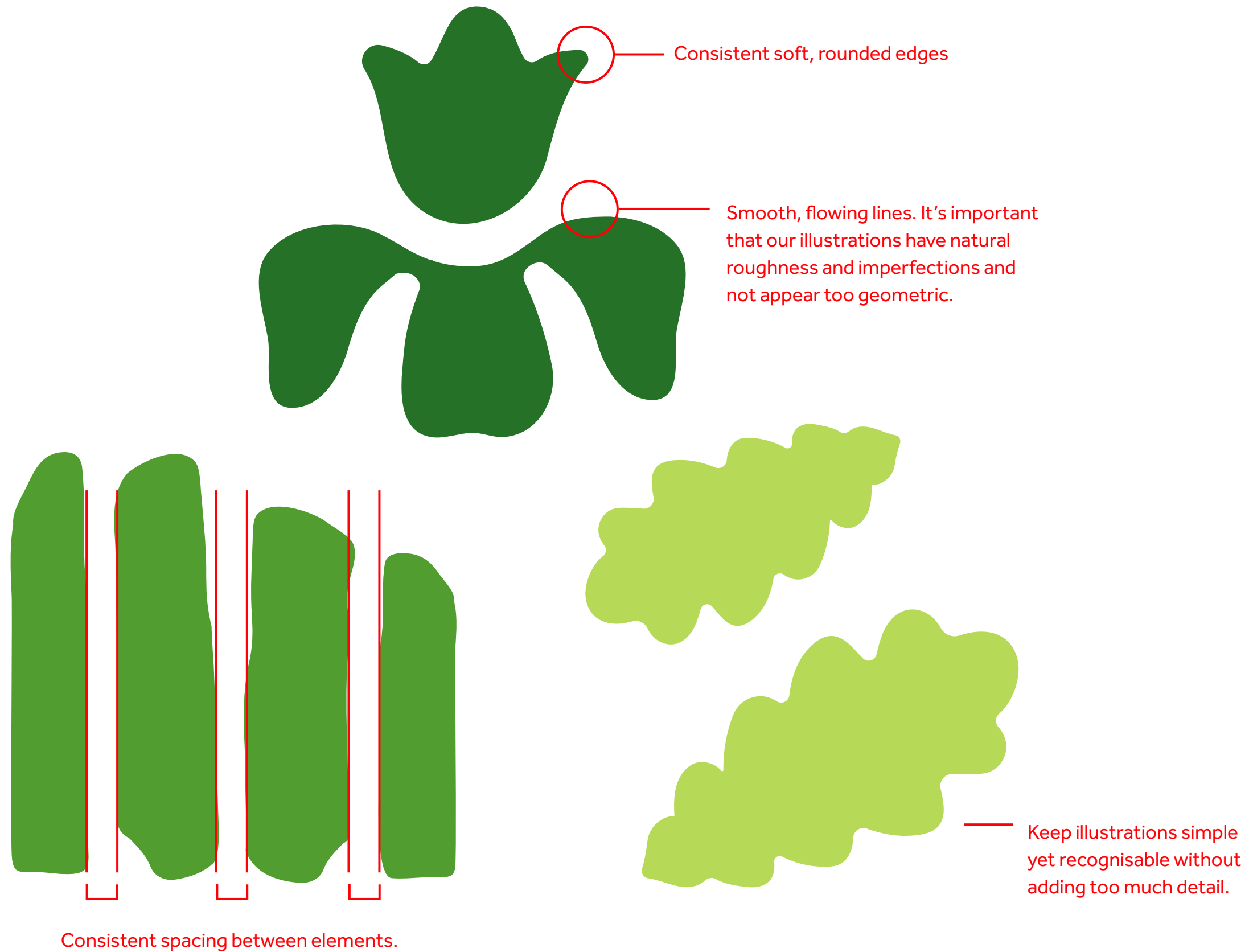
Design system
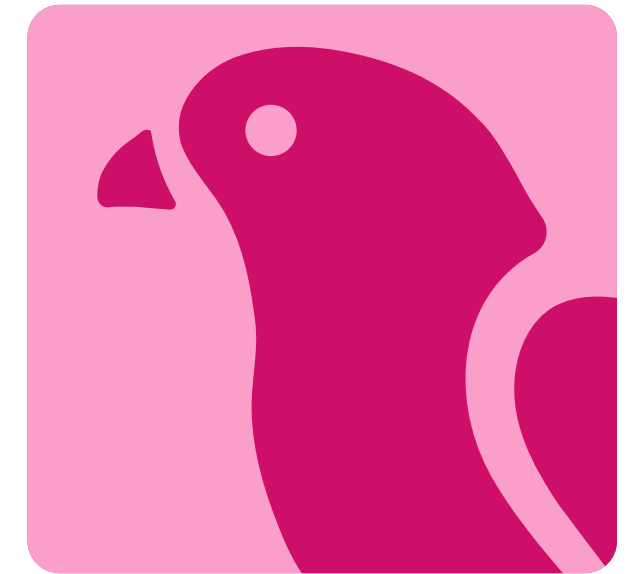
Design system
Illustration style

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.

Consistent soft, rounded edges

Smooth, flowing lines. It's important that our illustrations have natural roughness and imperfections and not appear too geometric.

Keep illustrations simple yet recognisable without adding too much detail.

Consistent spacing between elements.

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

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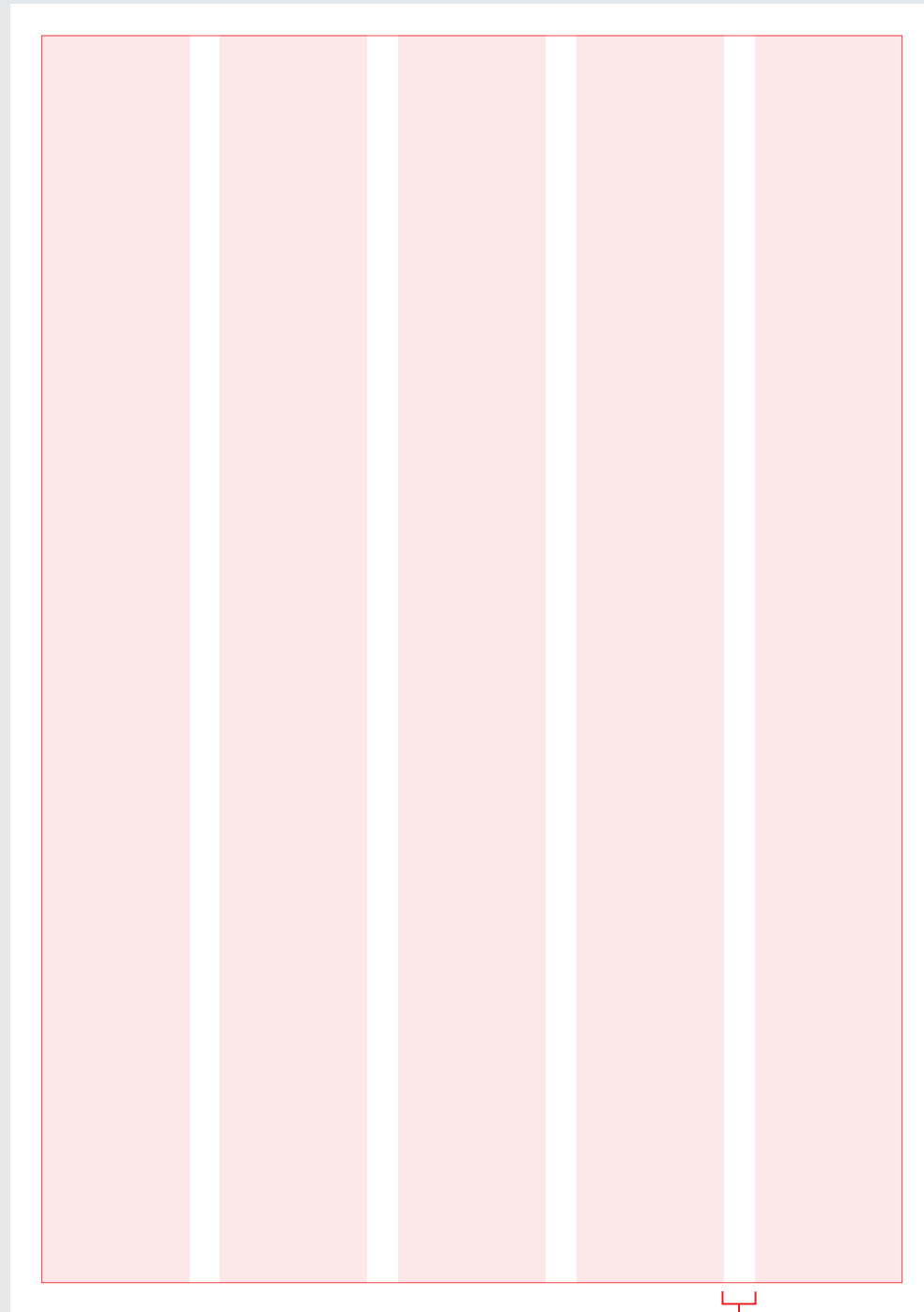
We can either create ones which are edge to edge or inset.

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.

Edge to Edge
Black and White Version

Two Tone Version

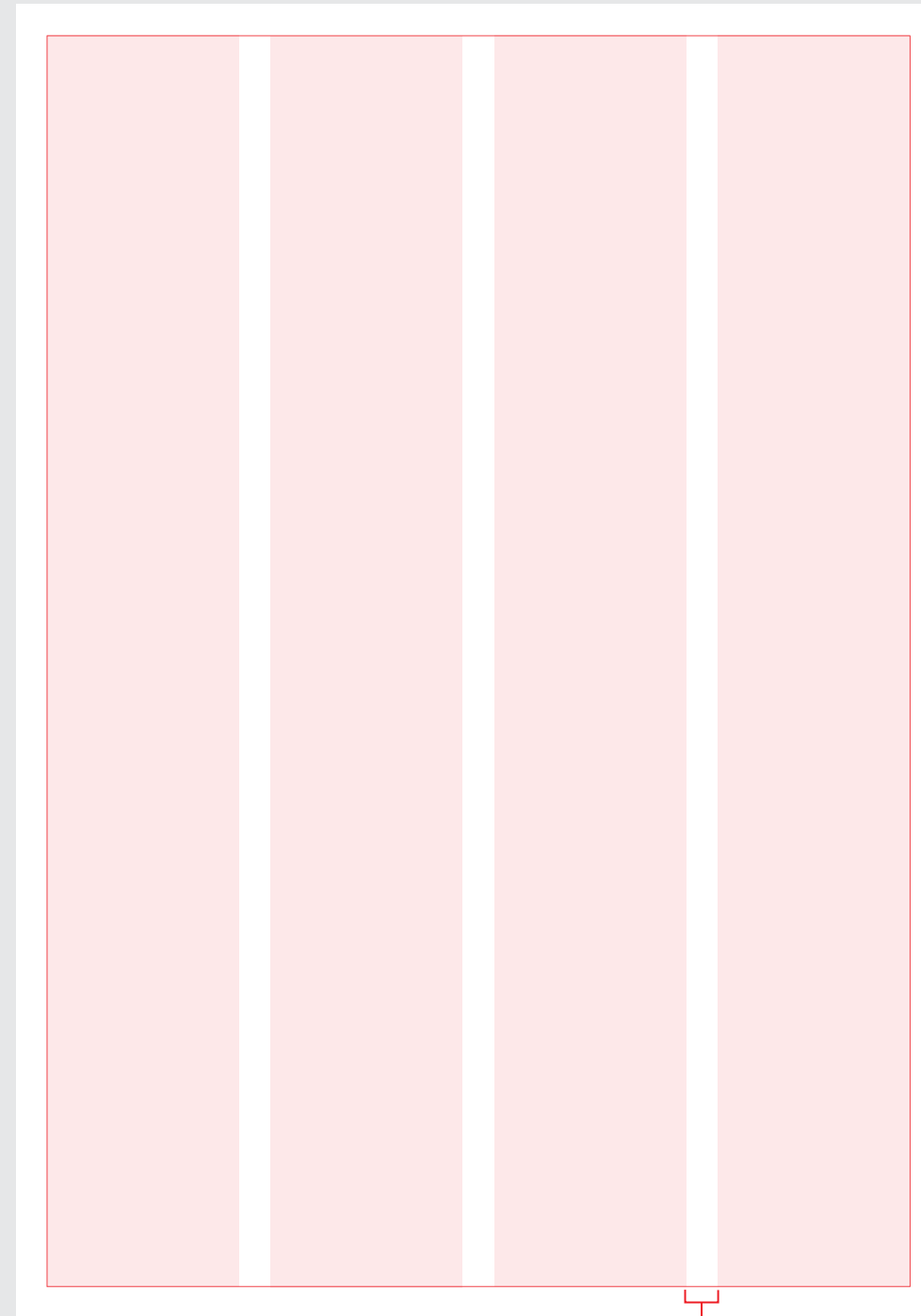**Inset**
Black and White Version

Two Tone Version

Narrow Grid

Wide Grid

Margins: 20px

20px

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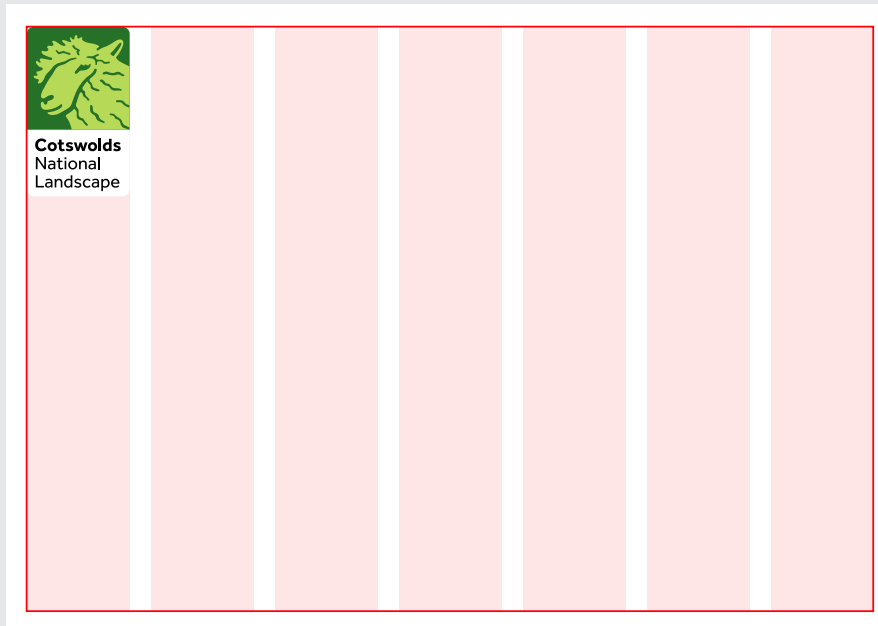
It's important to note that our margins and spacing remain the same across both grids.

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

Design system
Grid system

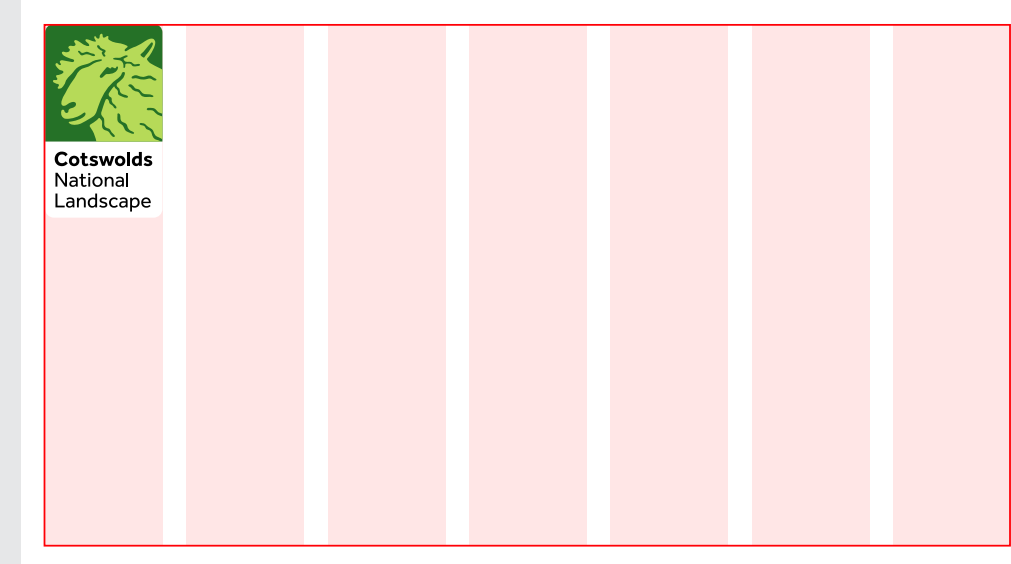Here are other formats that have been
created to work across different aspect ratios.

Narrow Grid

A Sizes Landscape

Square (1:1)

Powerpoint (16:9)

Cotswolds
National
Landscape

Cotswolds
National
Landscape

Cotswolds
National
Landscape

Wide Grid

A Sizes Landscape

Square (1:1)

Powerpoint (16:9)

Cotswolds
National
Landscape

Cotswolds
National
Landscape

Cotswolds
National
Landscape

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.
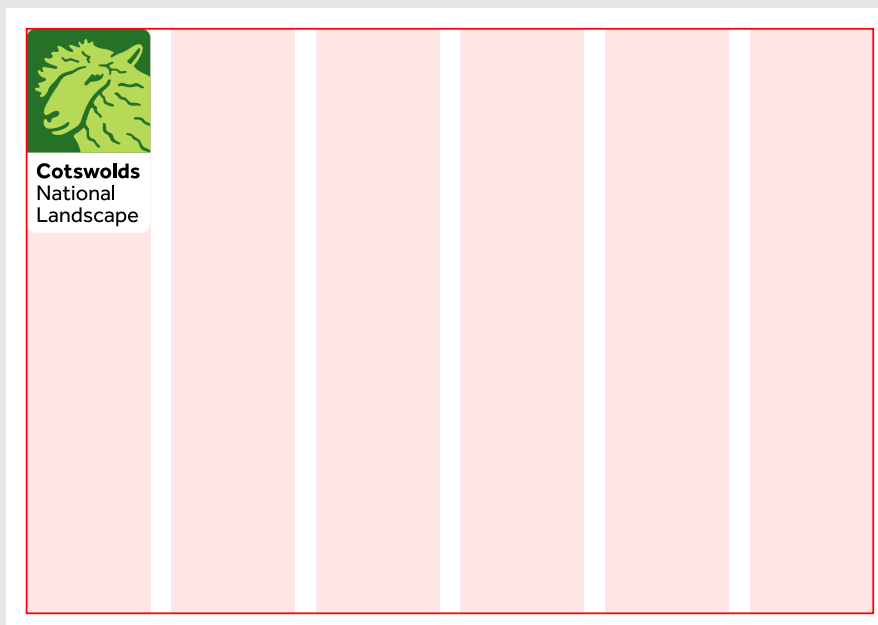
Narrow Grid

A Sizes Landscape

Square (1:1)
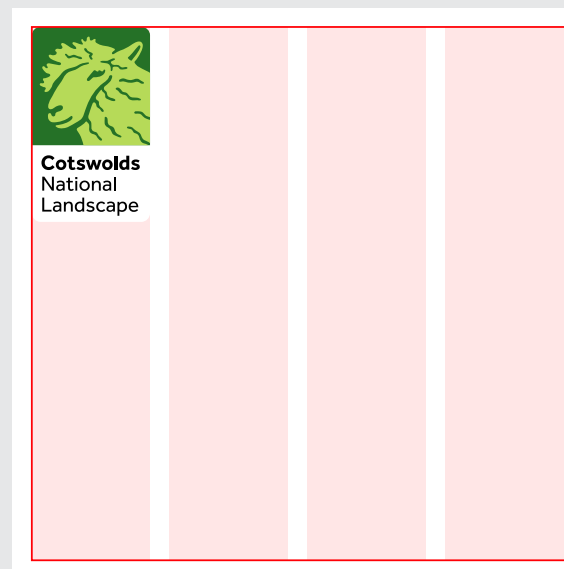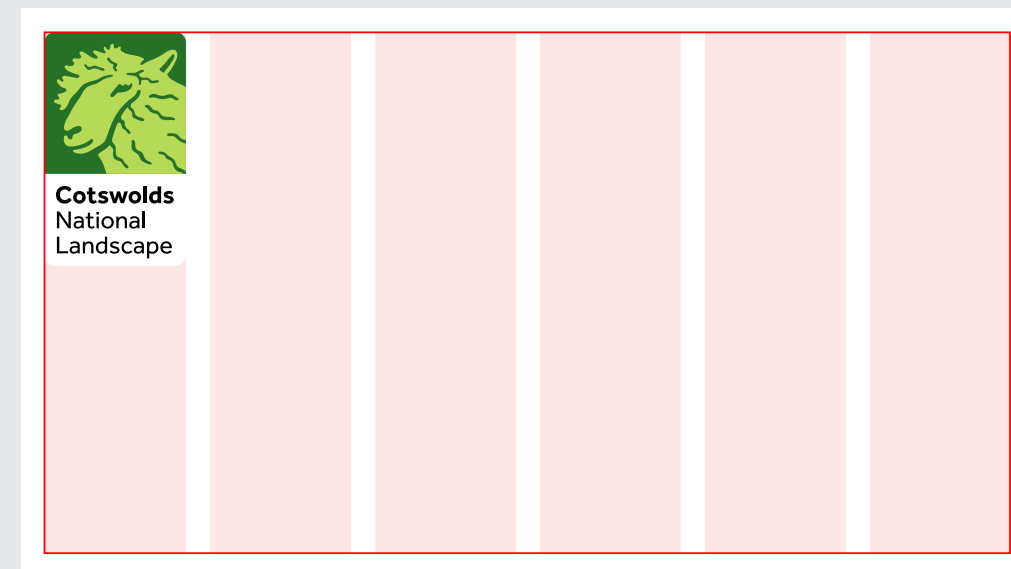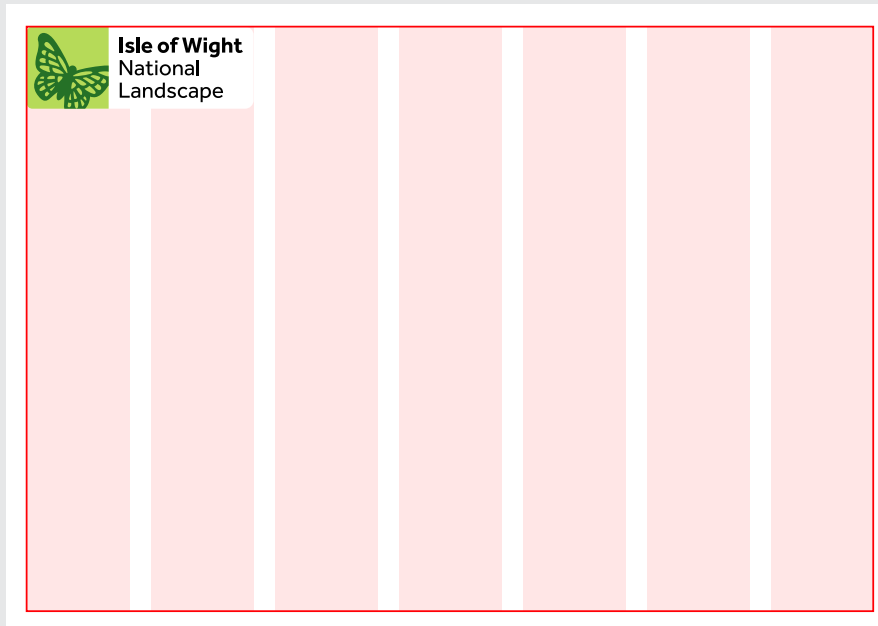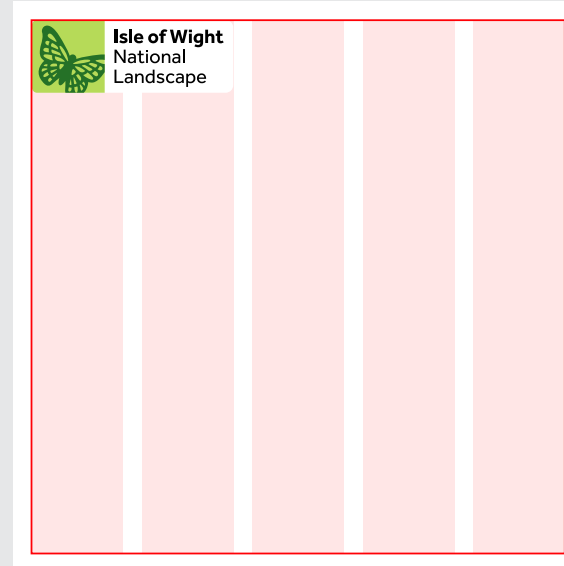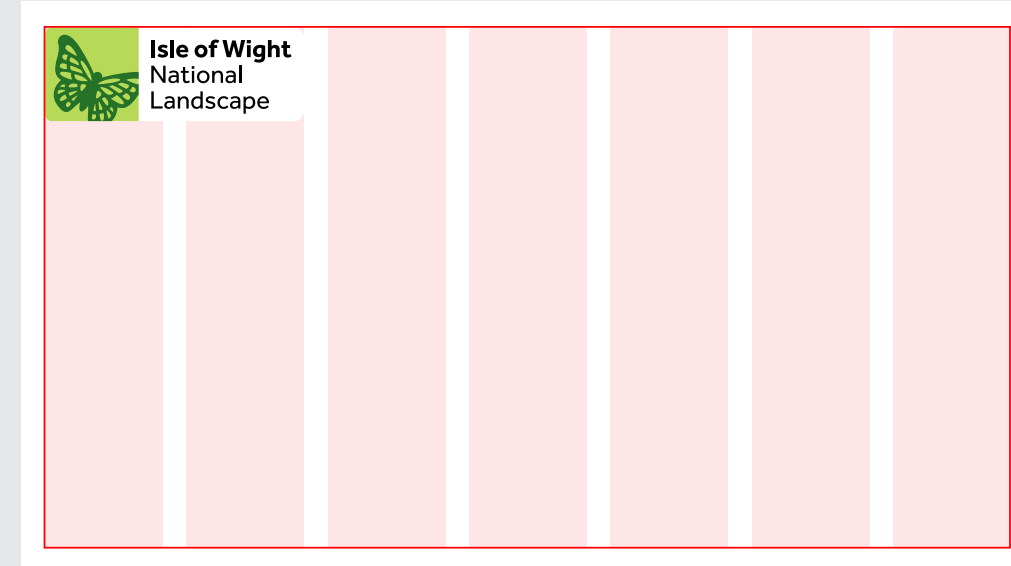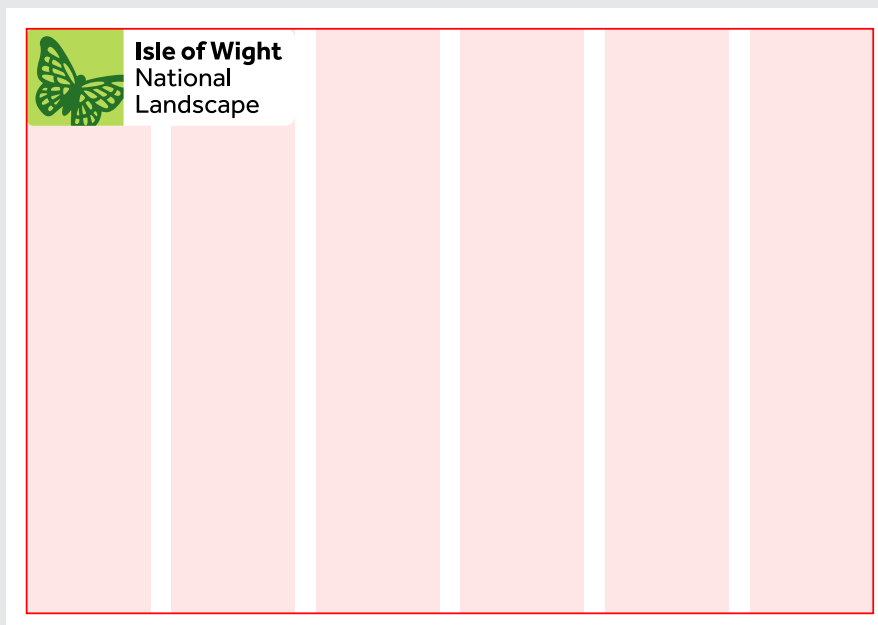

Powerpoint (16:9)

Wide Grid

A Sizes Landscape

Square (1:1)
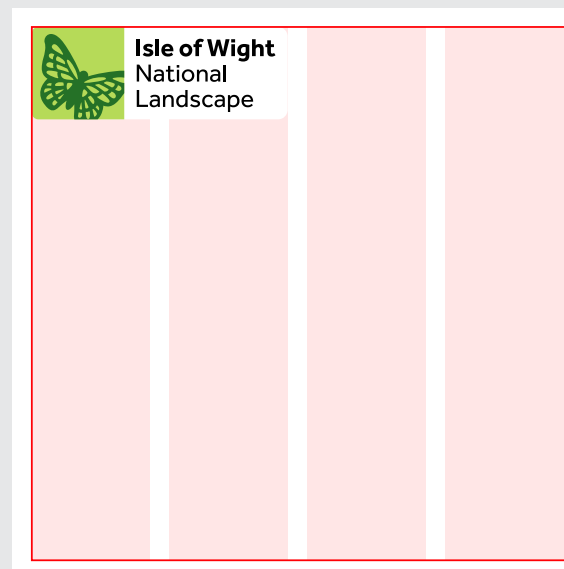
Powerpoint (16:9)
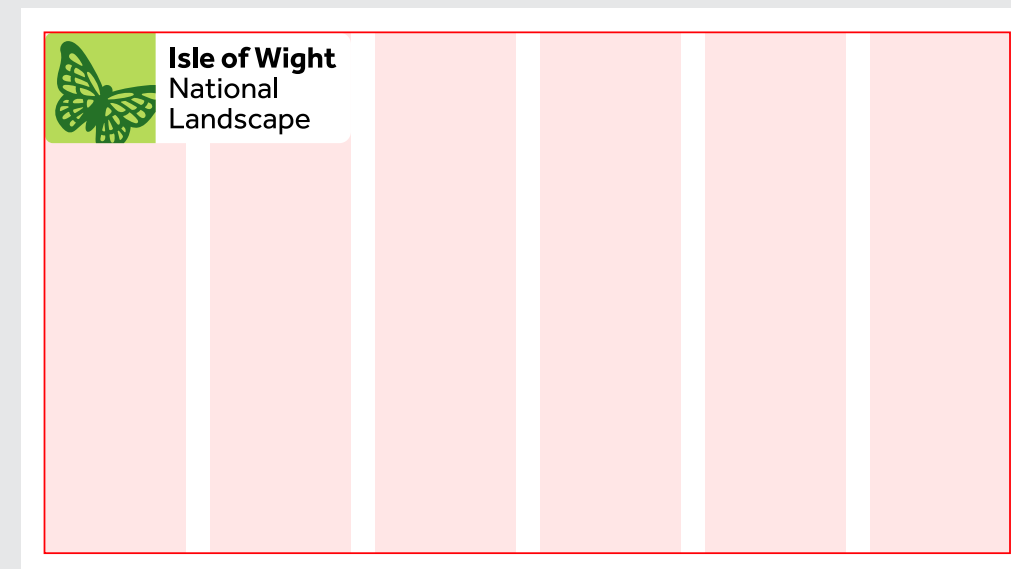
Design system
Corner radius

Corner radius
determined by logo

6.5px

Corner radius
determined by logo

8.5px

Cotswolds
National
Landscape

Cotswolds
National
Landscape

Logo width

Logo width

6.5px
All corners
equal to
logo corner
radius

8.5px
All corners
equal to
logo corner
radius

All composition
elements should
have the same
corner radius

6.5px
All corners equal to
logo corner radius

8.5px
All corners
equal to
logo corner
radius

Narrow Grid

Wide Grid

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

Top Left Corner

Cotswolds
National
Landscape

Top Right Corner

Cotswolds
National
Landscape

Bottom Left Corner

Cotswolds
National
Landscape

Bottom Right Corner

Cotswolds
National
Landscape

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

Top Left Corner
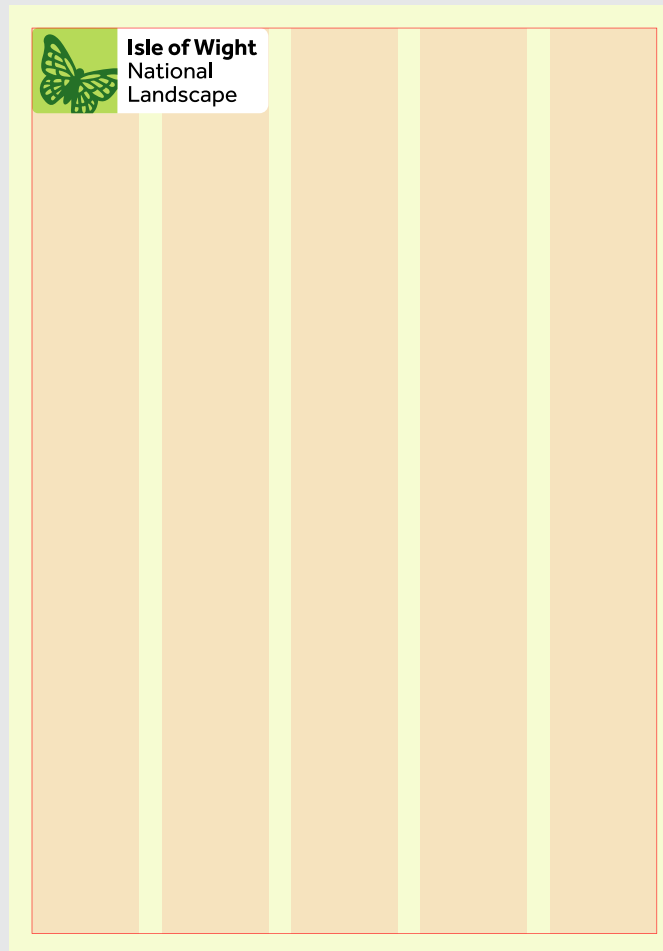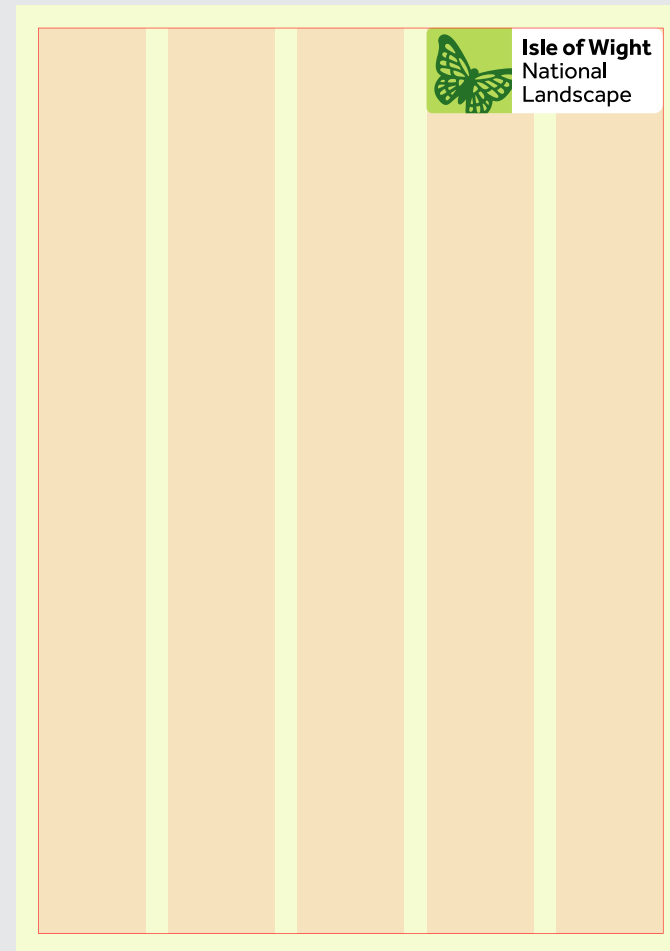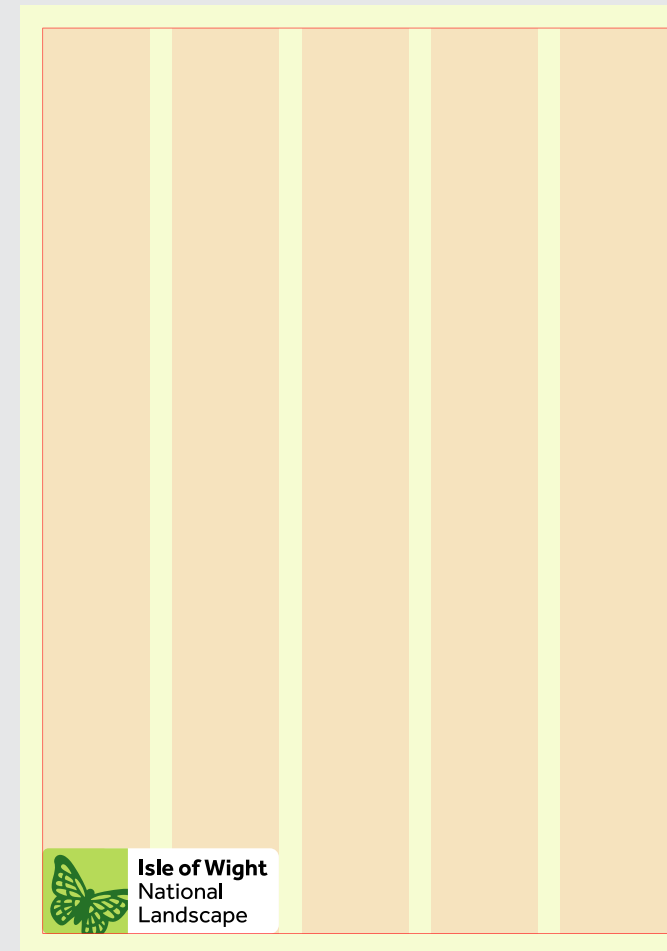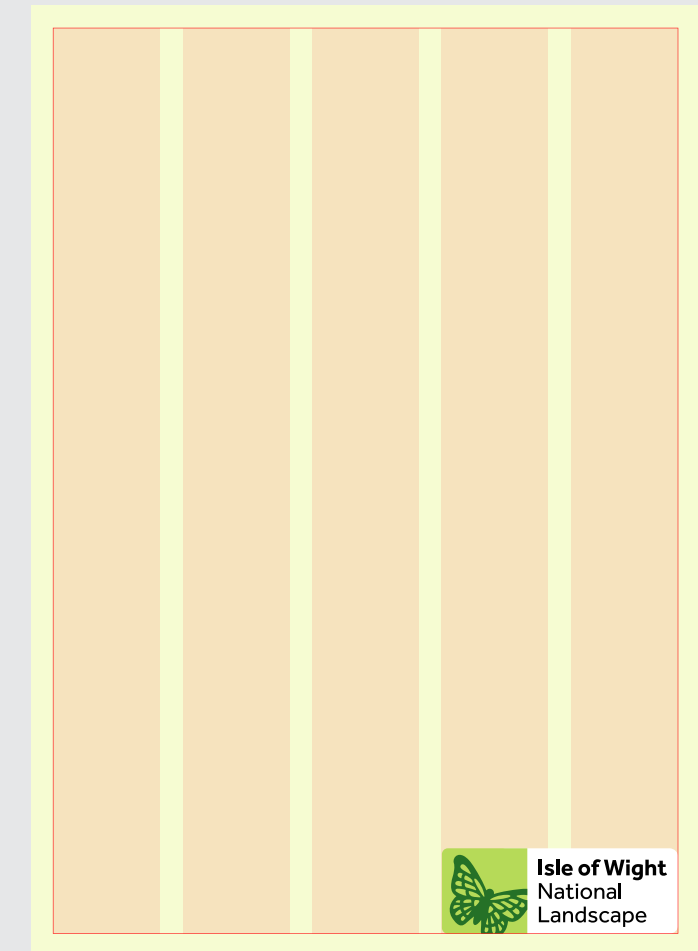
Isle of Wight
National
Landscape

Top Right Corner

Isle of Wight
National
Landscape

Bottom Left Corner

Isle of Wight
National
Landscape

Bottom Right Corner

Isle of Wight
National
Landscape

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.

Grid System - Narrow Grid

Composition Example

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

Annual Report

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

Cotswolds National Landscape

Annual Report

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

Cotswolds National Landscape
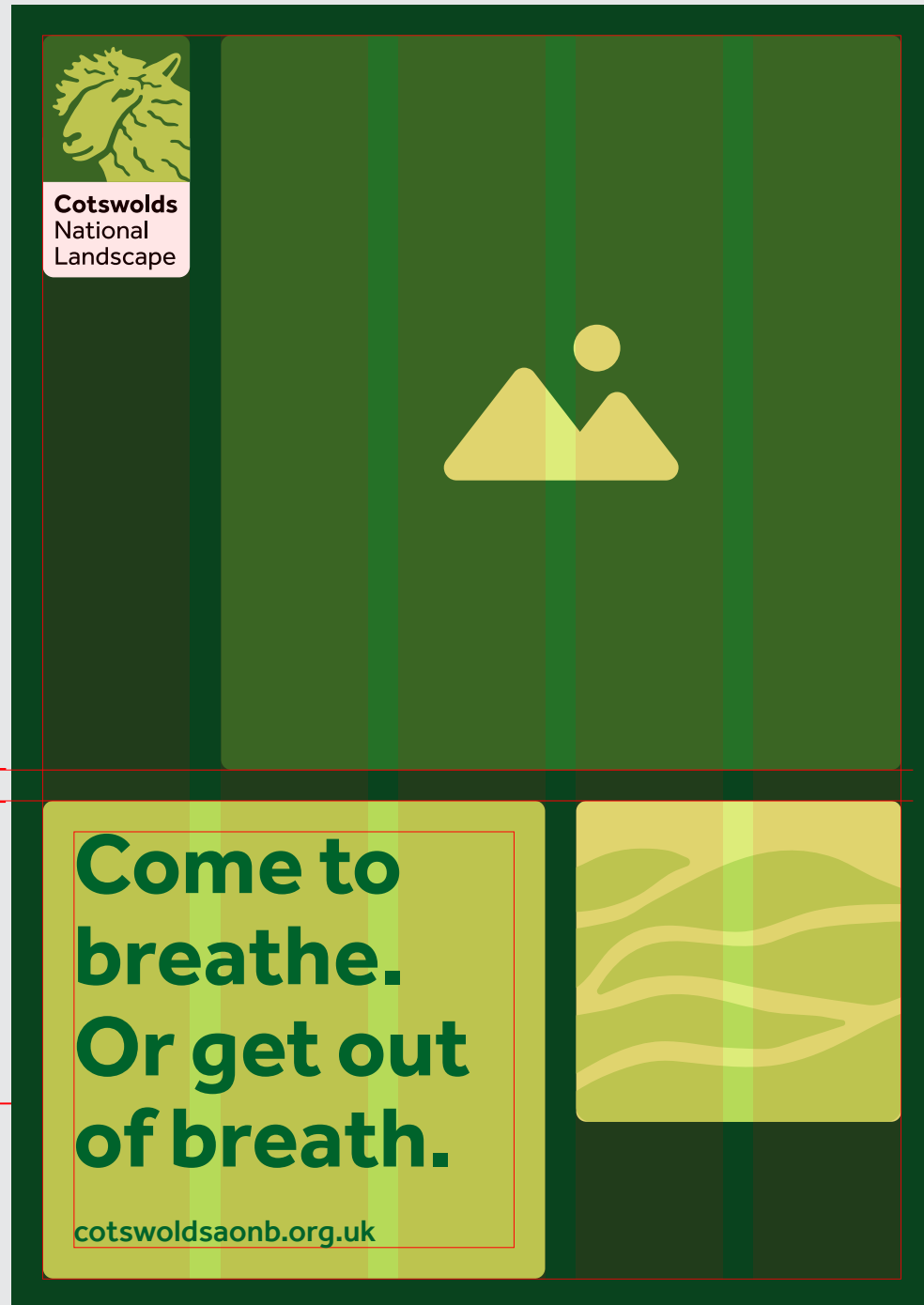
Grid System - Narrow Grid

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.

Cotswolds
National
Landscape

Come to breathe. Or get out of breath.

cotswoldsaonb.org.uk

20px

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

Cotswolds
National
Landscape

Come to breathe. Or get out of breath.

cotswoldsaonb.org.uk

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.

Grid System - Wide Grid

Composition Example

20px

20px

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

Cotswolds
National
Landscape

Welcome to the Cotswolds

Cotswolds
National
Landscape

Welcome to the Cotswolds

Grid System - Narrow Grid

Composition Example

Protected Woodland Landscapes

Working in partnership with land managers to look after our landscapes together

Dorset
National
Landscape

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

Dorset
National
Landscape

Protected Woodland Landscapes

Working in partnership with land managers to look after our landscapes together

Grid System -Narrow Grid

Annual Conference
2023

20px —

Invested and Investing in
Landscape: Who, why, how

Thursday 5th to Thursday 7th December

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

**Cranborne
Chase**
National
Landscape

Composition Example

Annual Conference
2023

Invested and Investing in
Landscape: Who, why, how

Thursday 5th to Thursday 7th December

**Cranborne
Chase**
National
Landscape

Design system
Bringing it all together
Landscape Example 3

Bold graphic landscape example using the
wide landscape orientated grid.

Grid System -Wide Grid

Composition Example

Isles of Scilly
National
Landscape

20px

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

national-landscapes.org.uk

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

Isles of Scilly
National
Landscape

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

national-landscapes.org.uk

Simple example using the narrow square grid, ideal for social media posts.

Grid System - Narrow Grid

Composition Example

Explore like the wind

Explore like the wind

Design system
Bringing it all together
Powerpoint Example

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

Annual Conference
2023

national-landscapes.org.uk

North Wessex Downs
National Landscape

Annual Conference
2023

national-landscapes.org.uk

North Wessex Downs
National Landscape

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.

Cotswolds National Landscape

Annual Report

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

Cotswolds National Landscape

Come to breathe. Or get out of breath.

cotswoldsaonb.org.uk

Cotswolds National Landscape

Welcome to the Cotswolds
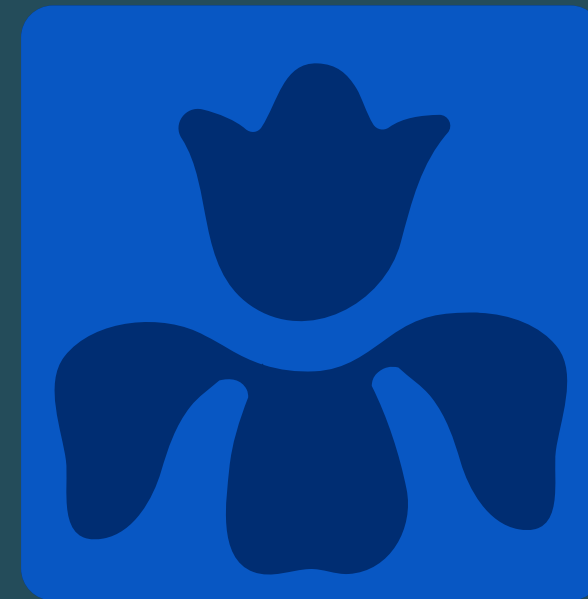
Partners and policy makers ⟵   ⟶ Volunteers and Visitors
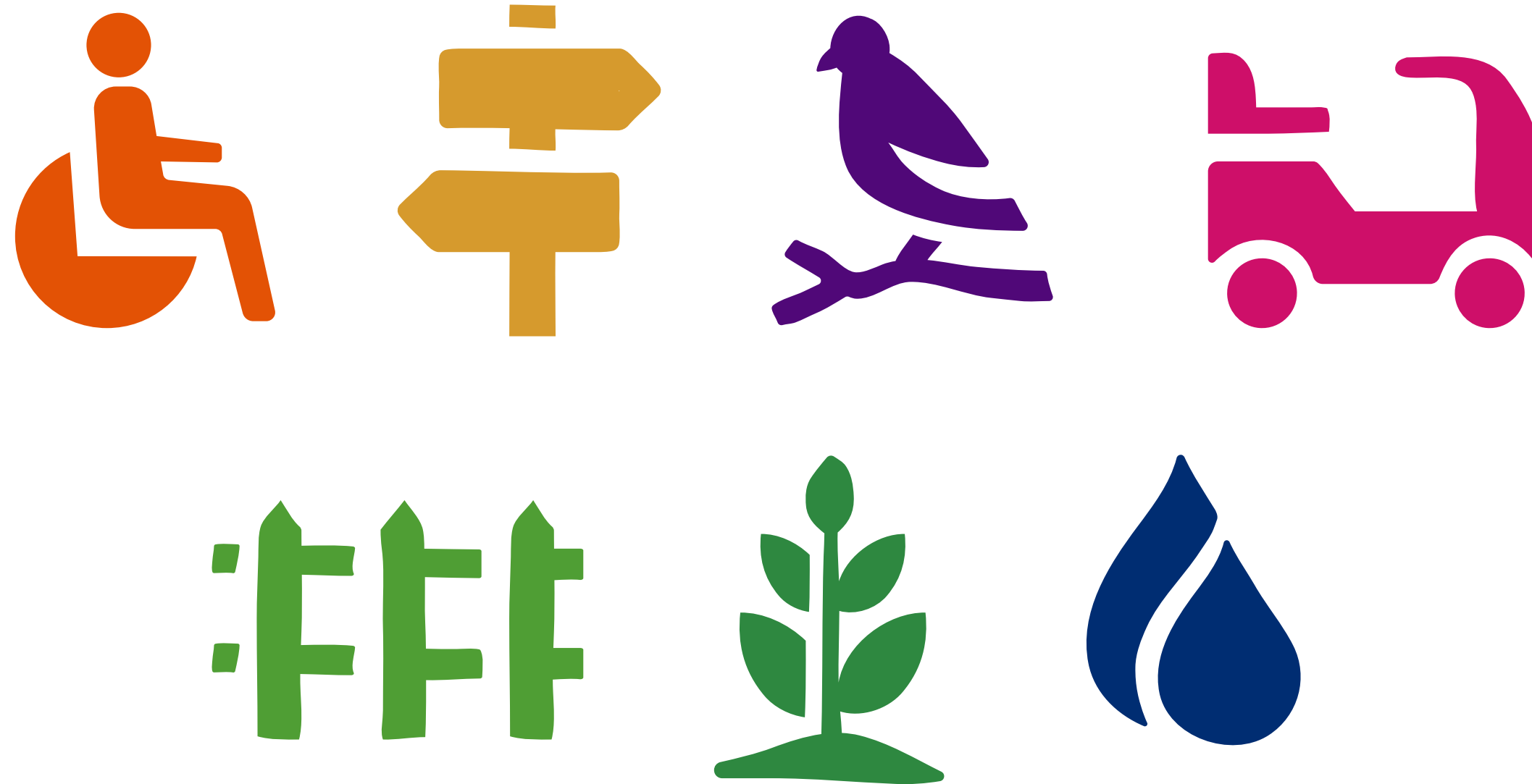
Iconography

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.

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

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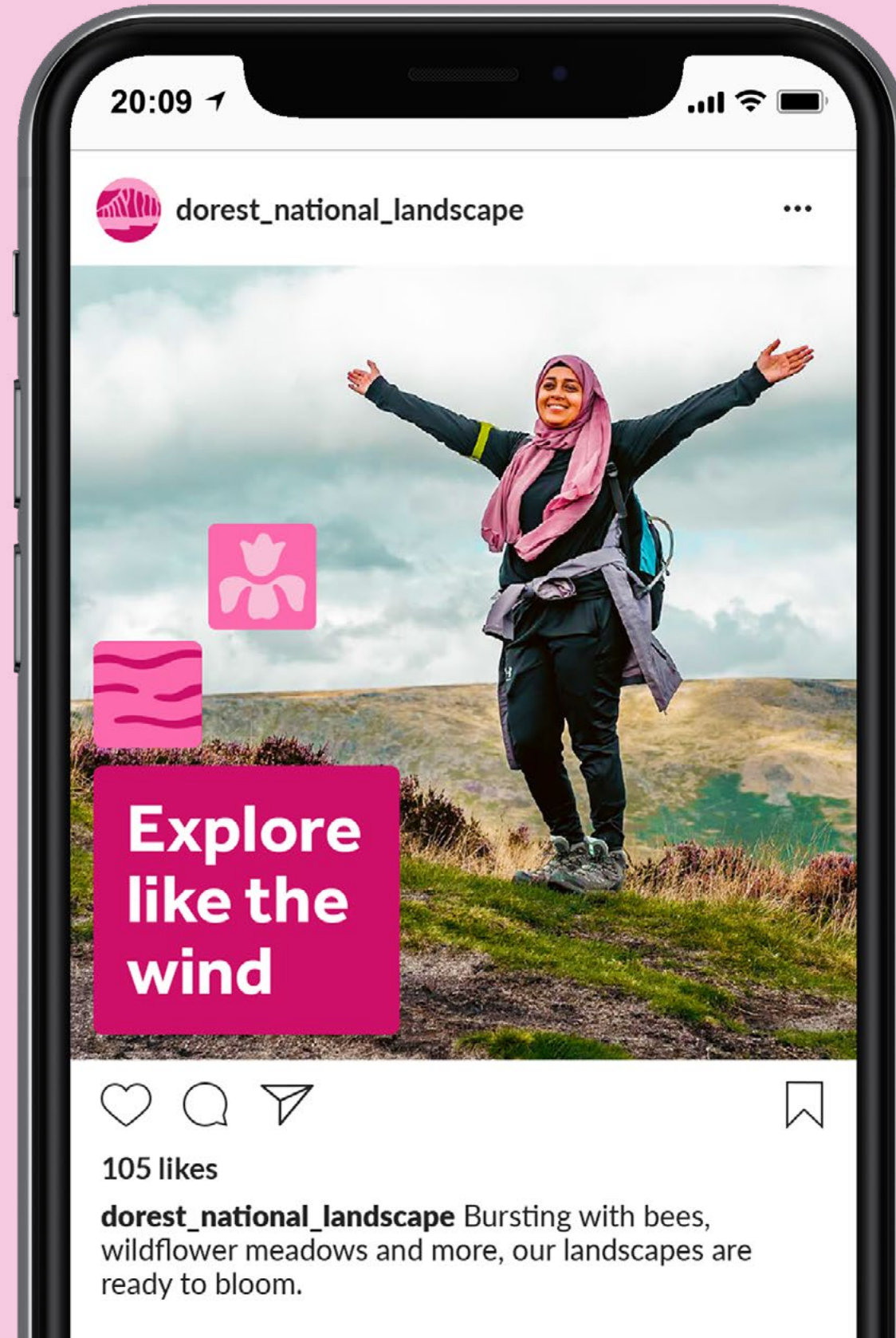as wood we use our monochrome versions to
ensure our logos appear correctly.

Cotswolds
National
Landscape

Forest of Bowland National Landscape

An example of how our monochrome logos
can be utilised for signage.

20:09

dorest_national_landscape

Explore
like the
wind

105 likes

dorest_national_landscape Bursting with bees,
wildflower meadows and more, our landscapes are
ready to bloom.

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

Chichester
Harbour
National
Landscape

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

Love every lump, bump and tree trunk

North Wessex Downs 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

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

For more information regarding these guidelines, please get in touch with:

ruth.colbridge@landscapesforlife.org.uk