

Welcome to National Landscapes



Whether you work within an AONB team, volunteer on one of the landscapes or work with one of our many partners this document gives you everything you need to understand the rationale behind the journey to become National Landscapes and how you can be a part of the bold future we share.

It includes:

1. A welcome to National Landscapes from our Chair and Chief Executive
2. Introduction of objectives of the branding work
3. The journey we have been on to launch this brand
4. Our brand strategy
5. Introduction to the brand identity
6. Our plans to bring the brand to life

Welcome from our Chair & Chief Executive



Philip Hygate, Chair, National Landscapes Association

As Chair of the National Association for Areas of Outstanding Natural Beauty, it is a privilege to introduce the new National Landscapes brand to you.

The work in developing this new, united personality for our network has been conducted with the input of AONB teams, representatives of groups we haven't traditionally engaged with, the general public and existing stakeholders from partner organisations, landowners, local businesses and Welsh and English government.

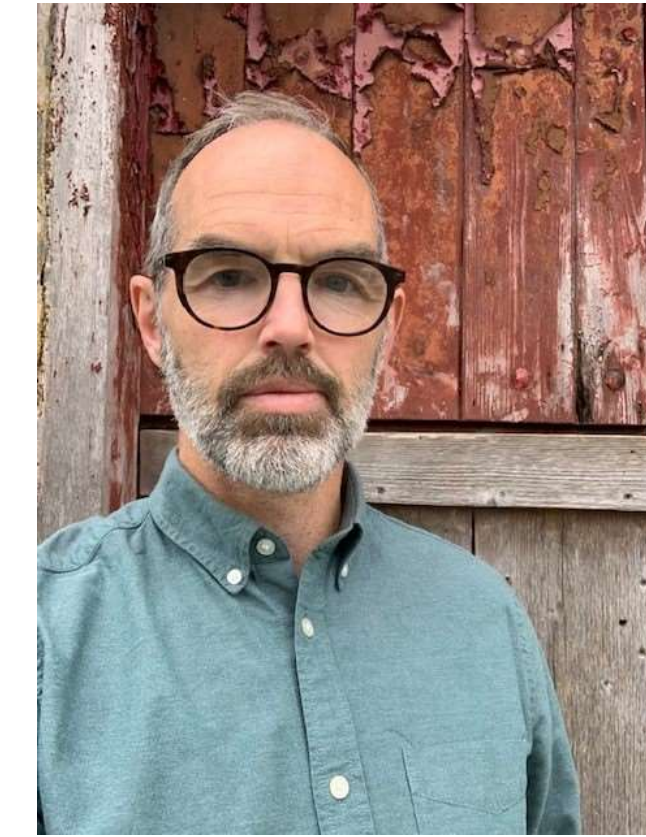
The brand story captures the essence of our family – the ambition, collaboration, commitment and readiness to serve and share for the good of our landscapes; for nature, climate and people.

I commend the National Landscapes rebrand to you all as we stand at this threshold: where National Landscapes can become the landscape designation for the 21st century and beyond.



Welcome from John Watkins, CEO, National Landscapes Association

AONB teams and partnerships do incredible work. Their approach is unique: convening powerful coalitions, enabling partners and communities to vision the change they agree through a democratically derived management plan, and empowering them to deliver in partnership across the entirety of a landscape. The change to National Landscapes is an opportunity to broadcast this work clearly and loudly. To restate our values and demonstrate the importance, size and impact of these landscapes.



The rebrand to National Landscapes has been mooted and discussed for a number of years. Some AONBs are already being referred to locally as National Landscapes, where teams and partnerships had already recognised the power of this change to enhance the status of the designation in their area. The strength of AONB is that it is a national designation which is managed locally. The rebrand is the opportunity to assert a collective national identity as part of a family of locally managed and celebrated landscapes.

Introduction & Objectives



During 2023 the AONB family will be ready to be rebranded as National Landscapes supported by our agency partner, [Nice and Serious](#).

Through this change the new National Landscapes family are creating a landscape designation that is fit for the 21st century and beyond, setting the standard within the UK and globally, and making a genuine, meaningful and sustainable difference for climate, nature and people.

Through this process we will begin implementing many of the recommendations made in the Government's Designated Landscapes Review (Glover 2019) and the Marsden Review of Designated Landscapes in Wales.

Why now?

What are we hoping to achieve?

- We have an opportunity to build on the successes of our network. We need a strong and distinctive brand that raises the profile of what we do and helps people understand our value.
- By creating a more unified identity across the family, we are better able to show our collective size, ambition and the potential impact of our network.
- We have the opportunity to make our brand more accessible and inclusive – delivering on the recommendations of the Landscapes Review, and making all people feel welcome in these landscapes.
- This rebrand is a statement of our ambition, for us to be seen as a delivery partner and creates a stronger case for funding opportunities.

The Designated Landscapes Review of 2019 concluded what most of us know...

The AONB 'way' is special, yet undervalued.

AONBs are doing amazing things for climate, nature and people.

What makes our family of organisations so special is their partnership approach. Despite owning no land, we are able to deliver landscape scale plans across a whole area. We do this by convening powerful partnerships of conservation organisations, local authorities, farmers and landowners, residents, businesses, user groups and others. Our success comes from our capacity to collaborate with colleagues in other AONBs and with multiple sectors to form powerful coalitions for our landscapes that include initiatives like Farming in Protected Landscapes for nature friendly farming and access projects.

The Landscapes Review concluded too that these partnerships were undervalued. Covering 15% of the land area of England, they are twice the size of the national parks, yet receive one tenth of the funding. The Review recommended amongst other things that a simpler name, less likely to be shortened to an acronym (often the wrong acronym) be introduced to help drive up recognition.

With financial support from Defra, the National Association for Areas of Outstanding Natural Beauty has explored what it would mean to refresh the Area of Outstanding Natural Beauty brand – not just with a rename, but with a restatement of our values and supporting publicity for a relaunch. An opportunity for us to demonstrate our size, the value of the work we deliver, and our welcome, to all people.

Extending a warm welcome to everyone

The Glover Landscapes Review articulated what many of us knew, that AONBs should become more relevant to a wider audience, including urban residents, people from deprived backgrounds, people from ethnic minority backgrounds, those with disabilities, neuro diverse people, those with learning disabilities and LGBTQIA+ people.

Clearly changing a brand name cannot itself do this by itself. However, it can signal a step-change, a threshold in how we do things as a family to ensure that we individually and collectively do more to ensure that everyone feels welcome and that all voices are heard in how the landscapes continue to evolve.

Our brand strategy and identity has been shaped by representatives from many of these underserved audiences, it begins the process of acknowledging that the way we communicate can have a profound impact on how people feel about our landscapes, however it will only be successful if it is backed up with actions. This rebrand is just the first step, in the way we do things as a family, how we govern and how we organise.

An opportunity to build a consistent family of brands



Awareness of AONB is less than half of National Park for most of the population. It increases to 49% by the 74% awareness in the 55-75 age group, but as low as 22% compared to 53% for 16-24

The strong, collaborative approach we take as a family isn't represented in the very different logos we have as a family, we don't reinforce our collective impact.

We tried to create a more consistent approach with the Landscapes for Life bracket device over ten years ago, but this just created confusion

Creating a more unified identity across the family, we can better show our collective size, ambition and impact, and generate on the ground recognition for visitors

The Journey

Launching the brand identity is a stage in a multi part journey, it is not the beginning or the end

Phase 1
July-December 2021

Defra funded National Conversation
commissioned by NAAONB

Over 70 people consulted from within AONB and external partners inc people working with people from deprived backgrounds, ethnic minority backgrounds, disabilities. LGBTQIA+ people, landowners, tourist organisations.

Recommendations included:

- Deployment of a clear visual identity under the National Landscapes brand - uniting 'the family' with national strength and local relevance
- Development of a full equality, diversity and inclusion strategy, flowing throughout the whole of the AONB family

[You can read the initial strategy HERE](#)

Phase 2
August 2022 - June 2023

Brand implementation

Appointment of Nice & Serious as brand partner

Development of brand strategy and brand identity to begin the process of delivering Glover recommendations. Funded by Defra

Research and consultation

- 9 stakeholder interviews (Internal and external)
- 3 x workshops with our Steering Group representatives from AONBs
- 1 x workshop with our Creative Council (a group of 6 people from underrepresented backgrounds)
- 1 x survey to AONB employees – over 100 responses
- Desk research and existing strategy review
- Survey to each of the AONBs for thoughts and input into their own logos

Brand strategy, architecture and naming

- 3 rounds of development, with input from both the Steering Group and Creative Council
- Tone of voice and visual identity

Phase 3
June 2023 onwards

Brand roll out

Implementation planning and delivery as National Landscapes family

Defra funded roll out is being planned supported by implementation delivery resources

Creation of launch campaign and associated materials supported by regional campaign

We will agree as a NL family when this launch moment should be. September 2023? Later?

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.

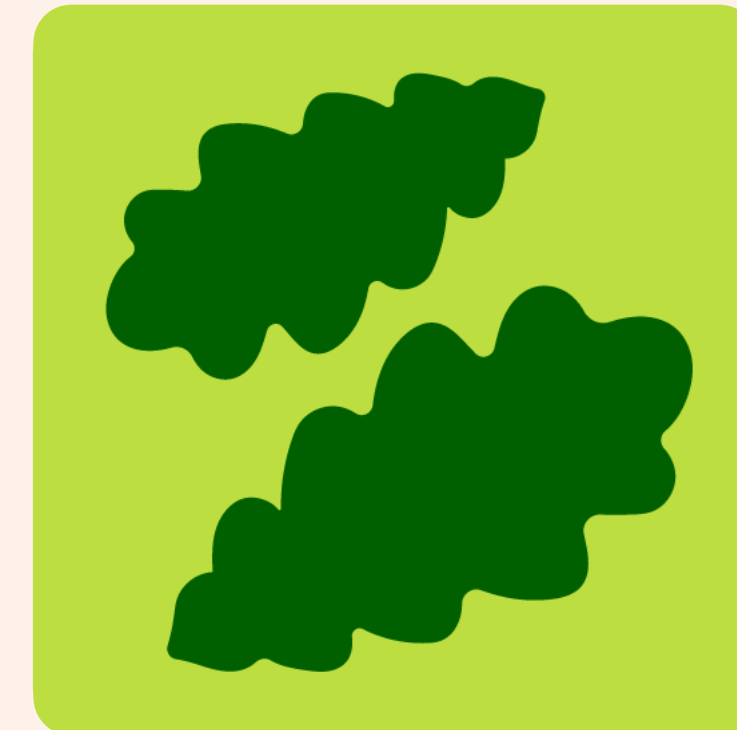
From flora to fauna; respecting all creepers,
crawlers and soarers.
With every new challenge the climate crisis brings,
we rise. Adapting, eyes forward, minds open.

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.

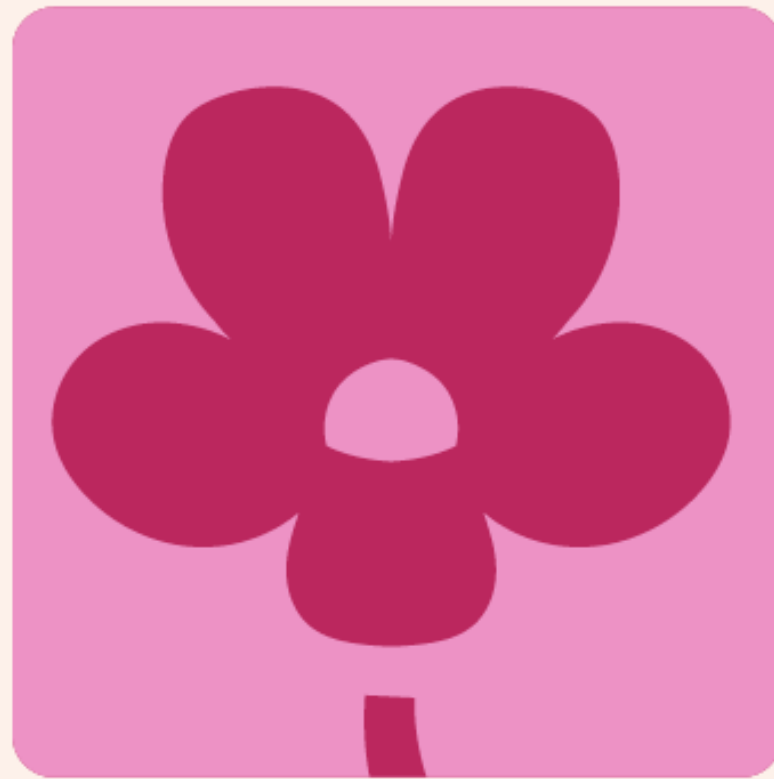
Our landscapes are beautiful.
But people make them outstanding.

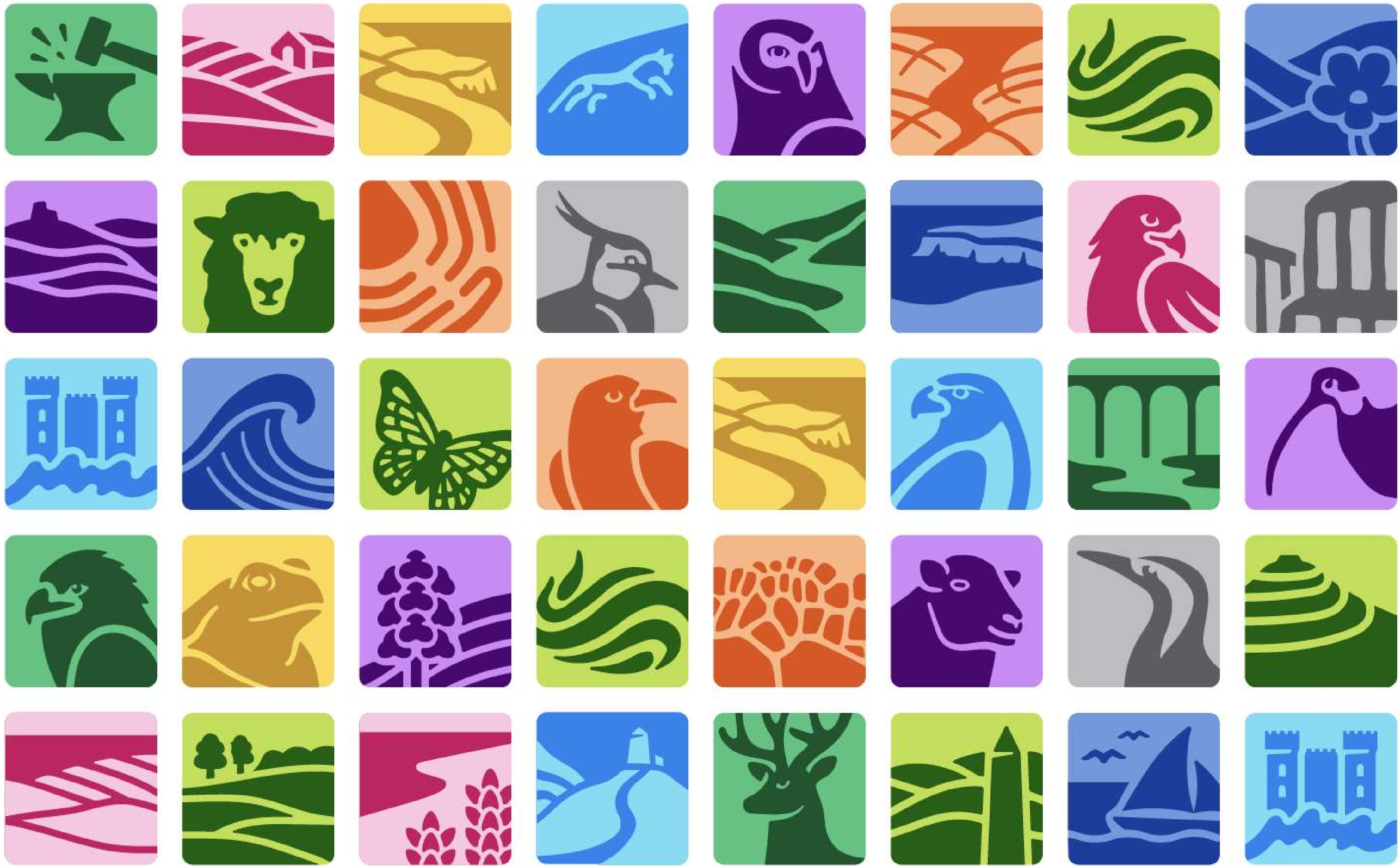
National Landscapes.
Alive with outstanding beauty.

Introduction to our new brand identity



Logos





Work in progress

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: 0, 97, 10
CMYK: 90, 34, 100, 31
#00610A
Pantone:

RGB: 102, 178, 31
CMYK: 65, 0, 100, 0
#66B21F
Pantone:

RGB: 207, 237, 79
CMYK: 28, 0, 79, 0
#CFED4F
Pantone:

RGB: 224, 250, 163
CMYK: 18, 0, 47, 0
#E0FAA3
Pantone:

Oceans & Rivers

RGB: 11, 43, 112
CMYK: 100, 88, 32, 13
#0B2B70
Pantone:

RGB: 47, 95, 102
CMYK: 85, 63, 0, 0
#2F5FC9
Pantone:

RGB: 107, 153, 227
CMYK: 61, 34, 0, 0
#6B99E3
Pantone:

RGB: 194, 212, 242
CMYK: 27, 13, 0, 0
#C2D4F2
Pantone:

Rocky

RGB: 230 78, 0
CMYK: 2, 79, 100, 0
#E64E00
Pantone:

RGB: 255, 136, 10
CMYK: 0, 56, 93, 0
#FF880A
Pantone:

RGB: 255, 180, 128
CMYK: 0, 38, 52, 0
#FFB480
Pantone:

RGB: 255, 209, 181
CMYK: 0, 24, 30, 0
#FFD1B5
Pantone:

Moors

RGB: 79, 0, 116
CMYK: 87, 100, 21, 9
#4F0074
Pantone:

RGB: 162, 65, 239
CMYK: 66, 77, 0, 0
#A241EF
Pantone:

RGB: 209, 137, 250
CMYK: 36, 51, 0, 0
#D189FA
Pantone:

RGB: 228, 190, 253
CMYK: 18, 30, 0, 0
#E4BEFD
Pantone:

Limestone

RGB: 93, 93, 94
CMYK: 58, 48, 46, 37
#5D5D5E
Pantone:

RGB: 143, 143, 145
CMYK: 45, 35, 34, 14
#8F8F91
Pantone:

RGB: 189, 189, 191
CMYK: 29, 22, 22, 3
#BDBDBF
Pantone:

RGB: 222, 222, 224
CMYK: 16, 11, 11, 0
#DEDEE0
Pantone:

Woodlands

RGB: 5, 73, 37
CMYK: 92, 42, 96, 49
#054925
Pantone:

RGB: 38, 163, 100
CMYK: 78, 6, 76, 0
#26A364
Pantone:

RGB: 61, 196, 125
CMYK: 68, 0, 65, 0
#3DDC4D
Pantone:

RGB: 152, 216, 163
CMYK: 45, 0, 47, 0
#98D8A3
Pantone:

Skies

RGB: 3, 132, 239
CMYK: 79, 46, 0, 0
#0384EF
Pantone:

RGB: 48, 199, 239
CMYK: 65, 0, 6, 0
#30C7EF
Pantone:

RGB: 109, 221, 247
CMYK: 52, 0, 7, 0
#6DDDF7
Pantone:

RGB: 202, 242, 252
CMYK: 24, 0, 4, 0
#CAF2FC
Pantone:

Sandy

RGB: 222, 156, 25
CMYK: 12, 41, 96, 2
#DE9C19
Pantone:

RGB: 235, 189, 0
CMYK: 9, 24, 96, 1
#EBBD00
Pantone:

RGB: 252, 217, 71
CMYK: 3, 13, 79, 0
#FCD947
Pantone:

RGB: 247, 225, 161
CMYK: 5, 11, 45, 0
#F7E1A1
Pantone:

Heathlands

RGB: 203, 0, 95
CMYK: 14, 100, 32, 4
#CB005F
Pantone:

RGB: 252, 105, 172
CMYK: 0, 71, 0, 0
#FC69AC
Pantone:

RGB: 252, 141, 200
CMYK: 1, 57, 0, 0
#FC8DC8
Pantone:

RGB: 253, 198, 225
CMYK: 0, 32, 0, 0
#FDC6E1
Pantone:

White

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
#FFFFFF

Black

RGB: 0, 0, 0
CMYK: 100, 100, 100, 100
#000000

Typography



Typography
Typefaces

Headline / Subheading type
Effra Bold

A b c

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body type
Effra Regular

A b c

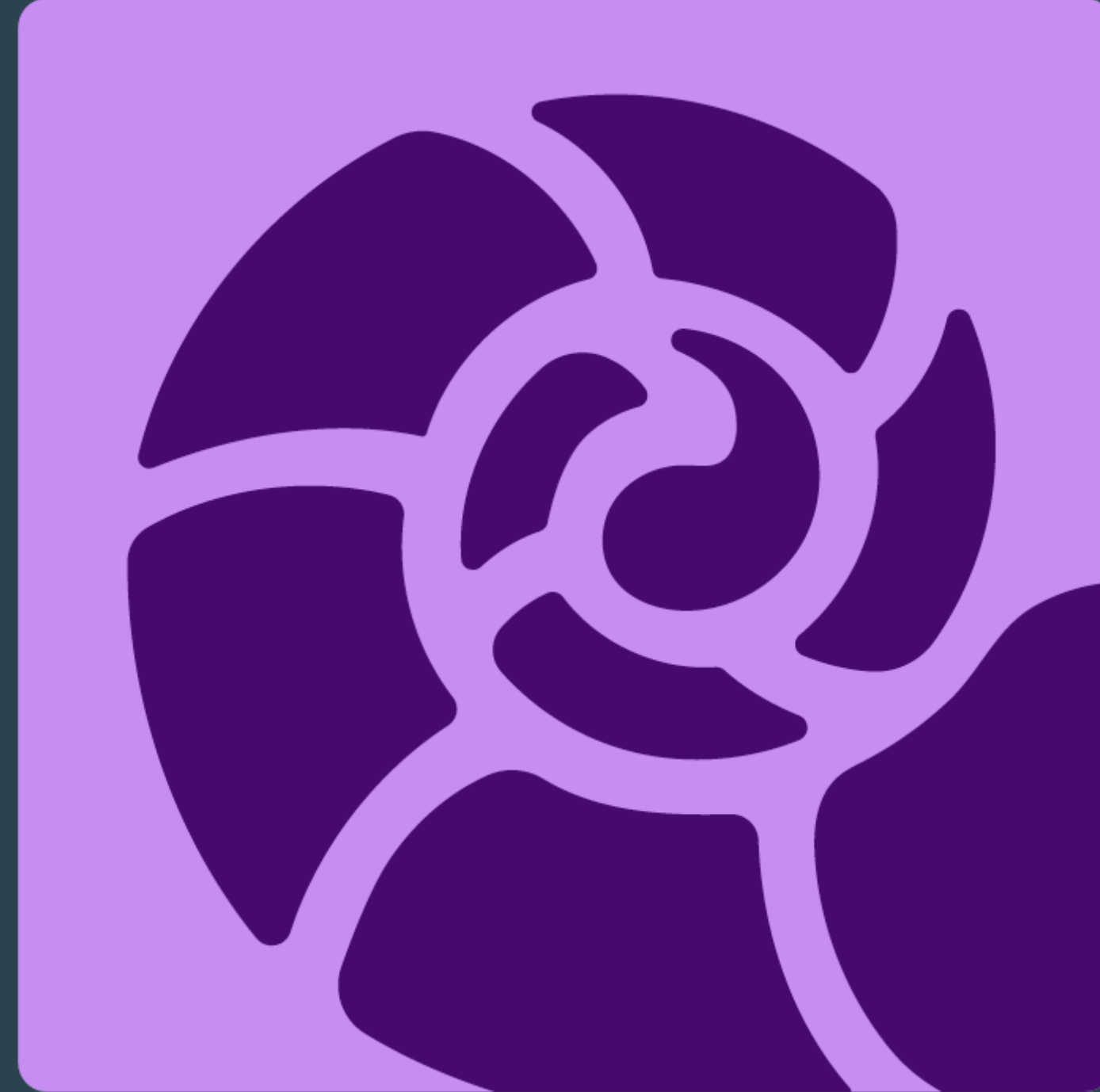
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Effra is our primary headline typeface, with clean lines and humanist shapes, Effra is a supremely flexible sans serif.

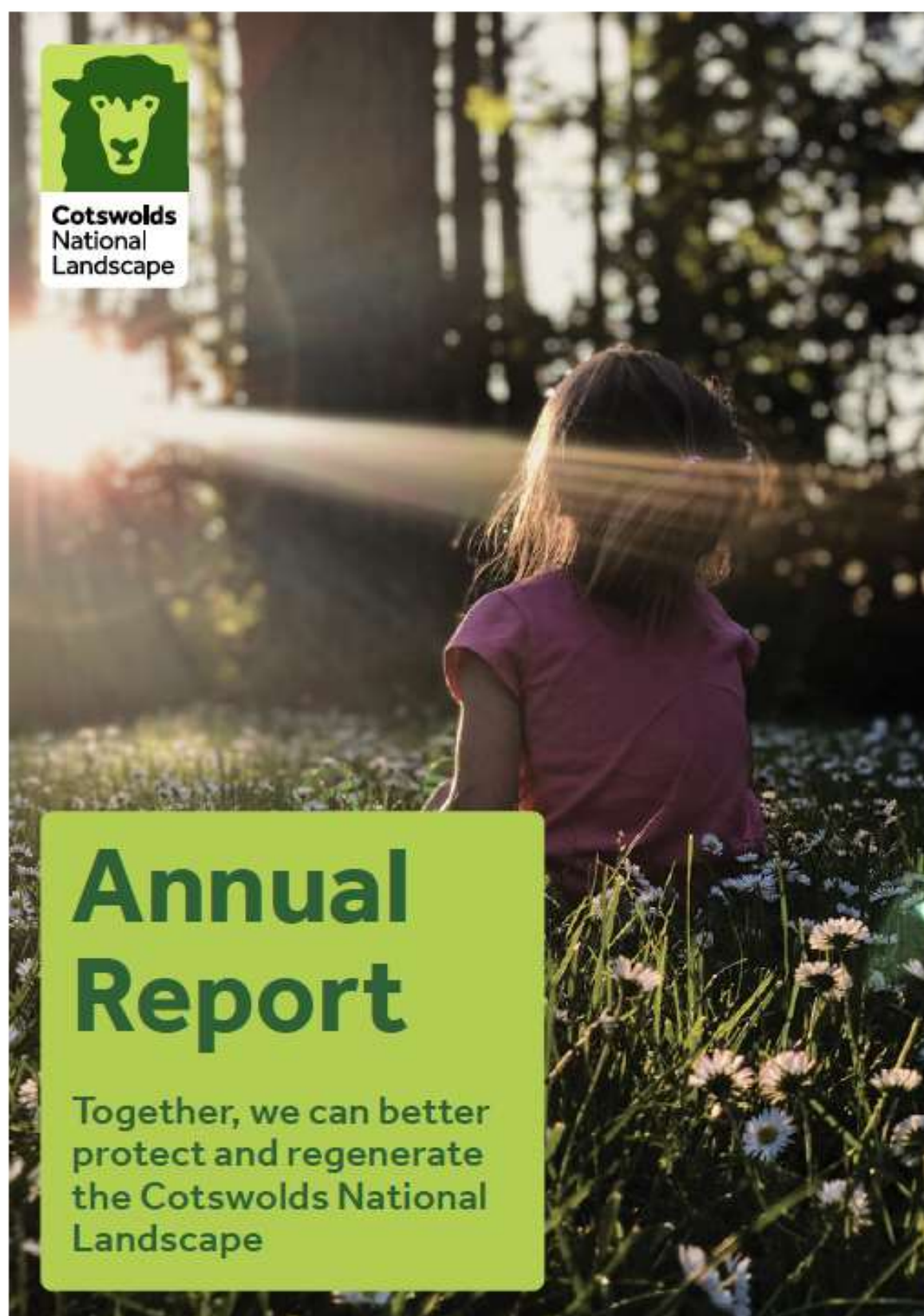
Our subheadings and body copy is also set in Effra which has high legibility even at small scale. This makes the typeface ideal for all applications.

Effra is available from our brand resources (with the correct license)

Design system



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.

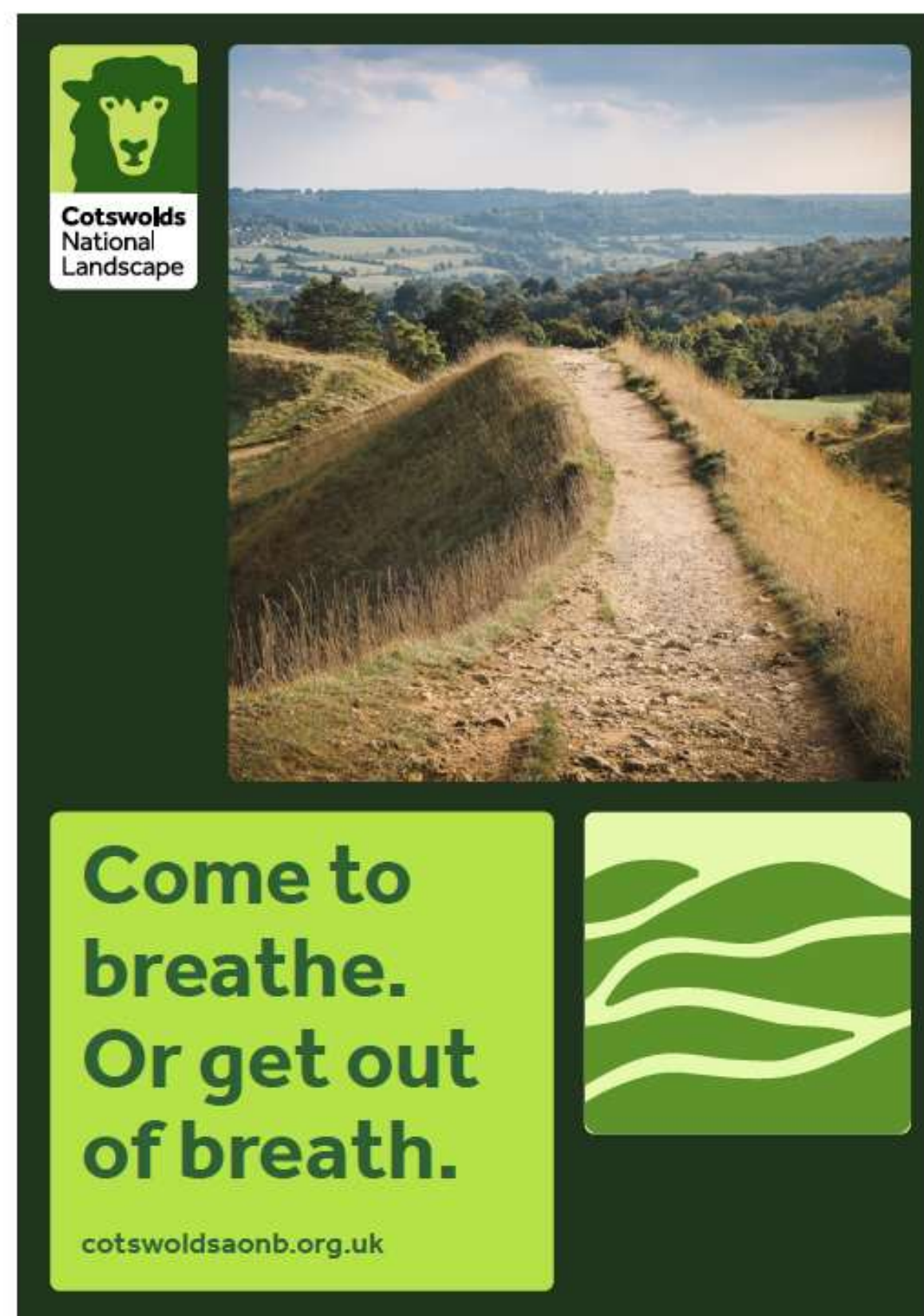


Cotswolds National Landscape

Annual Report

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

The cover features a photograph of a young girl in a pink shirt standing in a field of daisies, looking towards a sunlit forest. The Cotswolds National Landscape logo is in the top left corner.



Cotswolds National Landscape

Come to breathe. Or get out of breath.

cotswoldsaonb.org.uk

The cover features a photograph of a dirt path winding through rolling hills. The Cotswolds National Landscape logo is in the top left corner, and a stylized leaf graphic is on the right.



Cotswolds National Landscape

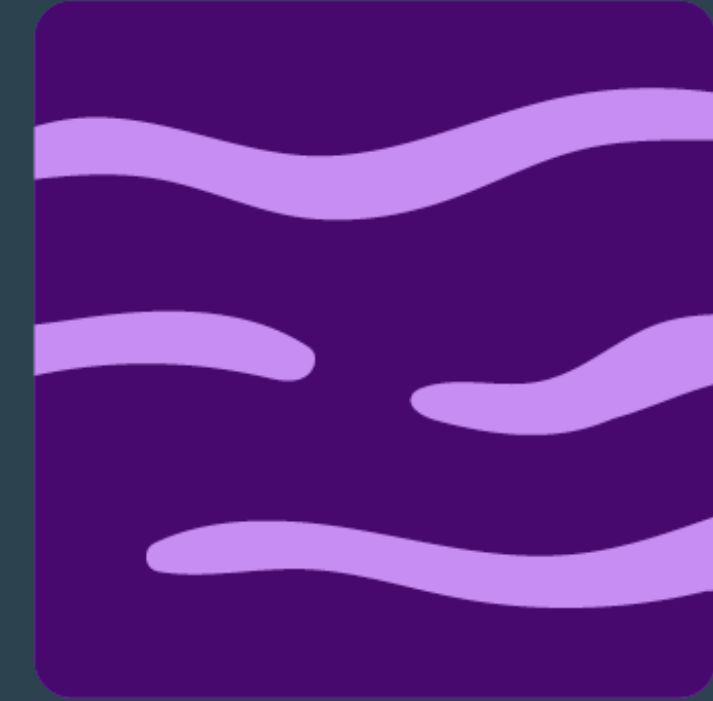
Welcome to the Cotswolds!

The cover features a light green background with several dark green icons: a leaf, a tree, a bar chart, and a stylized landscape. The Cotswolds National Landscape logo is in the top right corner.

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



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.



New logo

Place your new logo here

Making it ours

A logo is symbolic of an organisation and many of our existing audience, team and partnership will feel a strong connection with our current logo. We know we may need to rebuild that affinity with our new logo and make it our own. We will focus on the forecast benefits of having a visible cue that we are part of a larger and more powerful network and think creatively about how we can maximise the opportunities this brings.

Making it ours

Include any thoughts you have already had on how you might use the new logo, to prompt ideas and discussions.

This might include:

- Using the new brand as an opportunity to launch or relaunch projects
 - Reminding businesses/councils that when they next invest in lighting, they could consider downlighting or low energy bulbs to contribute to dark skies
 - Inviting input into the management planning process
- Reminding local businesses that they are within a landscape so important that it is nationally designated and can be used as part of their publicity:
 - raising the profile of the team and your work,
 - foregrounding the opportunity to get involved in the management planning process,
 - suggesting mutually beneficial work that they could share in the efforts of delivering (local produce festivals that the team could promote but not need to organise)
 - the selling opportunities of attracting a new audience – eg more vegetarian options to cater for a younger and more diverse audience, family menus and events
- A chance to explore new social and mainstream media opportunities (working with the NLA if that's easier for you – but please keep us in the loop anyway so we can share too!)
- Please add in any other thoughts you've already had (and do share with Ruth Colbridge at NAAONB)

What comes next?



This is just the beginning...

Defra have committed funding to support the roll-out of the brand and a launch campaign for all of us to use. We remain hopeful of Arts Council funding for Art in the Landscape which will allow our brand story to live and breathe in real life across our landscapes - showing our commitment and way of working not just speaking them.

Launch Campaign

A campaign that will tell the National Landscapes family brand story, bringing it to life, celebrating what makes us special. It will include content and campaign material that is usable by all of the National Landscapes family

Implementation fund

Funding available to each National Landscape to begin the process of changing brand identity. Treading the balance between creating awareness and recognition and value-for-money we will work as a family to procure specific elements whilst allowing freedom for each National Landscape to deliver the brand appropriately.

Trademarking

The National Association will trademark each of the brand identities ensuring that each marque is protected in an appropriate way and giving each National Landscape free use of the brand.

From July 2023 onwards each AONB will be invited to gain whatever approval it feels is necessary and then we will we will work as a family to determine the most appropriate time to launch the brand in way that balances the need to achieve the objectives set out in the strategy whilst doing so in a way that is practical and achievable.

At the same time the National Landscapes Association will work our agency partners Nice & Serious and supported by the Brand Steering Group and the wider group of Communications Officers will begin the process of developing the launch campaign and working on how the new brand can be cost effectively rolled out across our landscapes.



Thank you!

