Lake District National Park

Brand Guidelines Document

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Introduction
Brand Story
Logo
Colours
Typography
Photography
Illustrations
Assets

The Lake District is England's largest National Park and UNESCO World Heritage Site. Discover spectacular landscapes, picturesque villages, a warm welcome and a rich cultural heritage.

Identity, inspiration and conservation shape the work we do and the future of the National Park - a place where our prosperous economy, world class visitor experiences and vibrant communities come together to sustain our spectacular landscape, our wildlife and cultural heritage.

Lake District National Park

Overview

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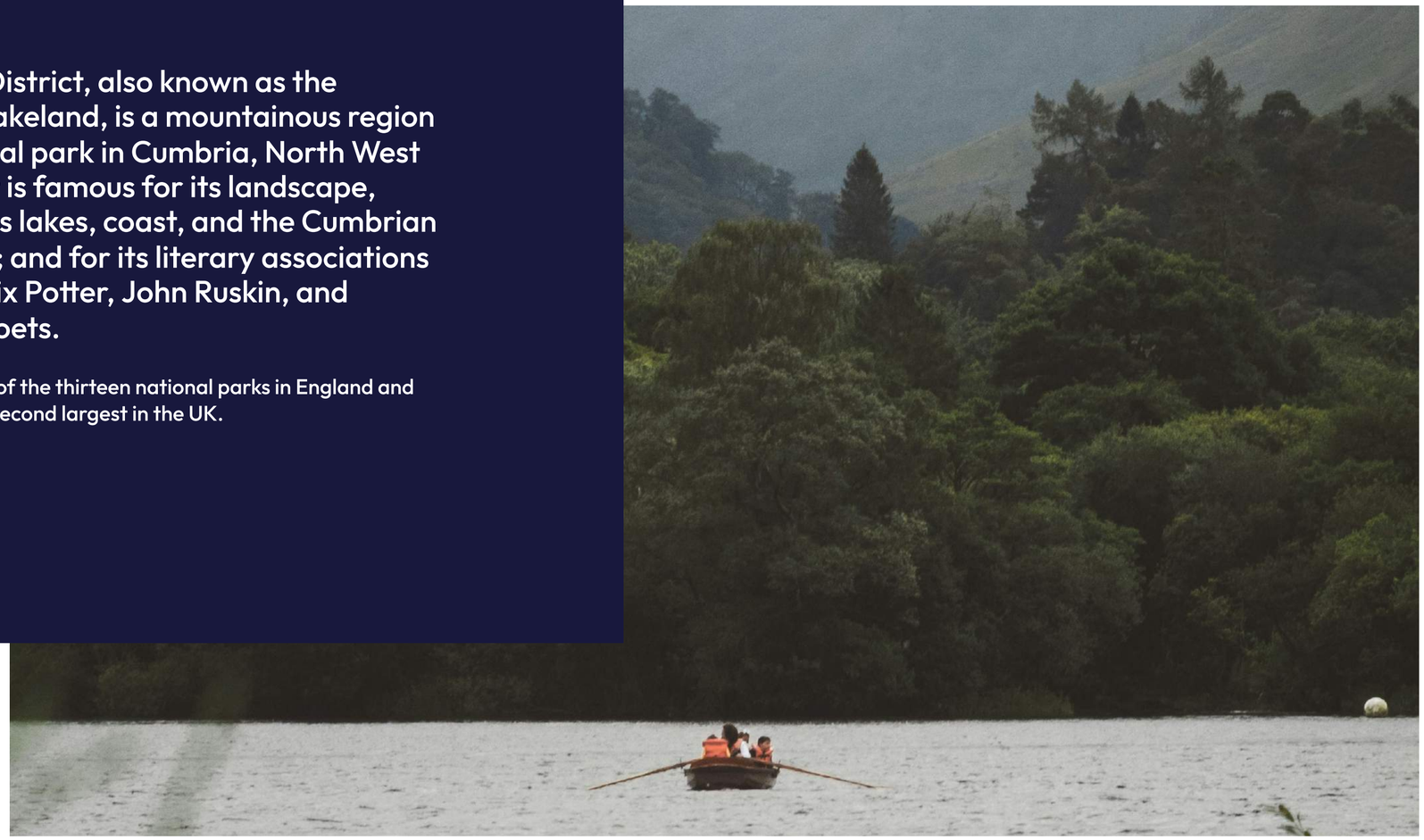
The Lake District, also known as the Lakes or Lakeland, is a mountainous region and national park in Cumbria, North West England. It is famous for its landscape, including its lakes, coast, and the Cumbrian mountains; and for its literary associations with Beatrix Potter, John Ruskin, and the Lake Poets.

It is the largest of the thirteen national parks in England and Wales and the second largest in the UK.



The Logo

The logo is the most recognisable element of our visual identity.

The logo mark embodies our brand values. Nothing less, nothing more. It should be used to capture the essence of the brand. The following guidance will show you how to most effectively use our logo.

Lake District National Park

Discover, Explore, Inspire.

Lake District National Park

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Brand Colours

Brand colours are a powerful tool for building brand identity and communicating with the public. They help to create an instantly recognisable set of asset and consistency across marketing and customer and internal assets.

Balmoral Castle & Estate Core Brand Colours

These are our core brand colours. We should always aim to use these exact colours across all communications and brand related assets to ensure consistency and to help build solid brand foundations

Light Grey

#2F333A
R47 G51 B58
H218 S19 B23

Gold

#FEC729
R254 G199 B41
H45 S84 B100

Dark Grey

#1D1F24
R29 G31 B36
H223 S19 B14

Dark Grey

#1D1F24
R29 G31 B36
H223 S19 B14

Balmoral Castle & Estate Seconday Brand Colours

These are our secondary brand colours. We should always aim to use these exact colours across all communications and brand related assets to ensure consistency and to help build solid brand foundations

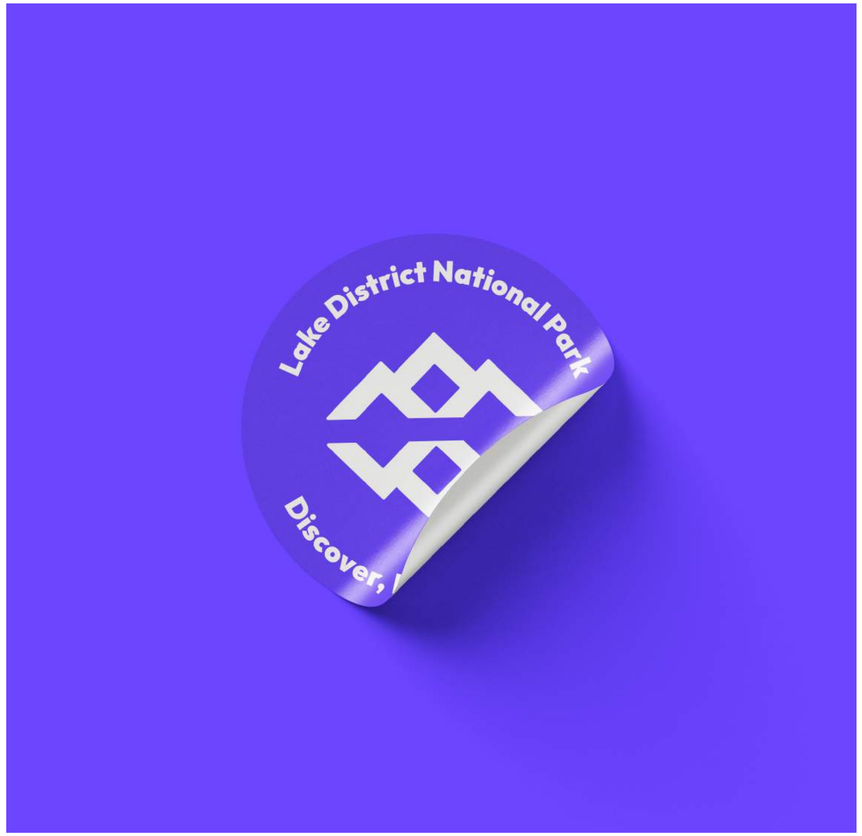
White

#FFFFFF
R255 G255 B255
H0 S0 B100

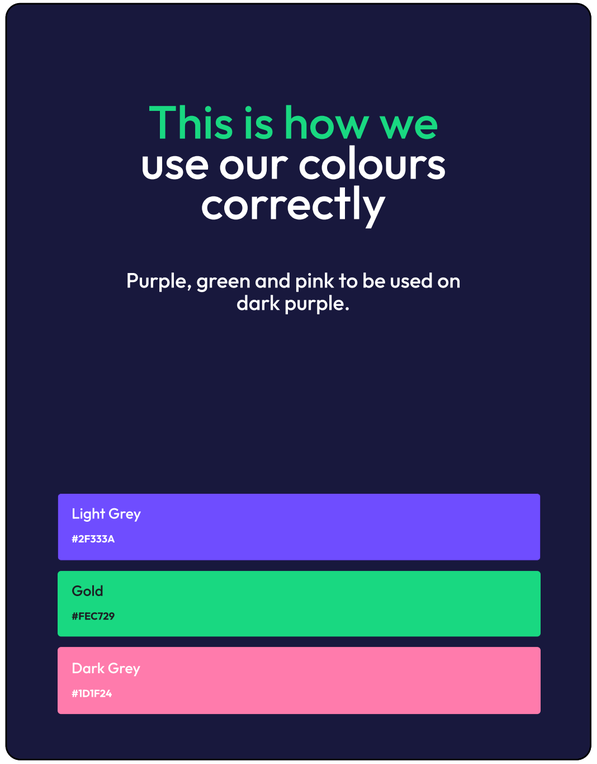
Black

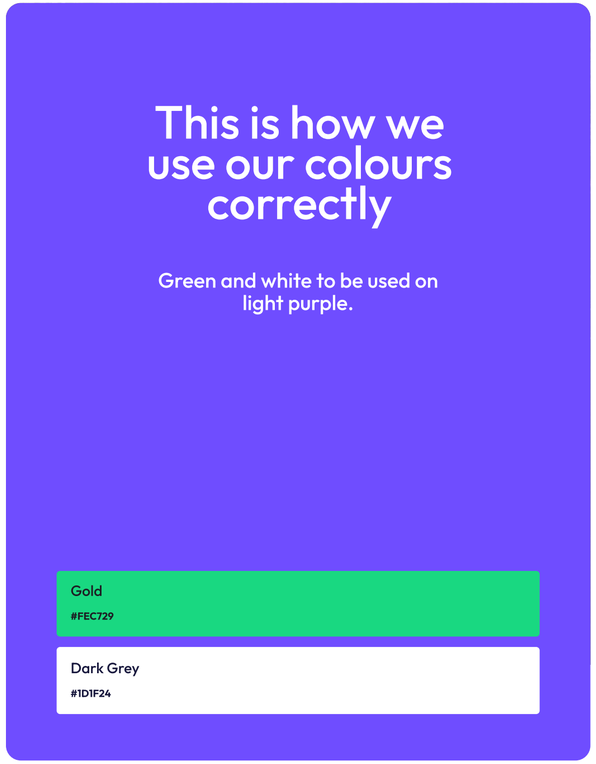
#000000
R0 G0 B0
H0 S0 B0

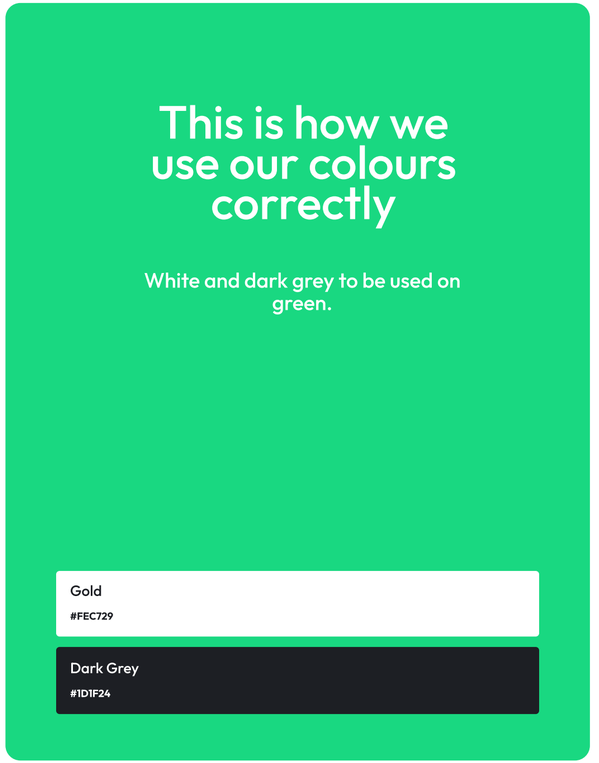
Example Colour Use



Example Colour Use







Typography

Lake District National Pak Core Brand Fonts

These are our core brand Fonts. We should always aim to use these fonts in all communications and brand related assets to ensure consistency and to help build solid brand foundations

Ag

Lake District

Outfit - Medium

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

https://fonts.google.com/specimen/Outfit?query=outfit

Ag

Lake District

Outfit - Bold

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

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https://fonts.google.com/specimen/Outfit?query=outfit

Type Usage

This is one of the core fonts that should be used as part of the brand guidelines

Ag

Lake District

Outfit - Medium

This font should be used as our core Body copy (P) font. It is the the font that should be used in any supporting copy under the heading font, or for any functional paragraph based copy.

Type Usage

THIS IS ONE OF THE CORE FONTS

that should be used as part of the brand guidelines.

Ag

Lake District

Outfit - Bold

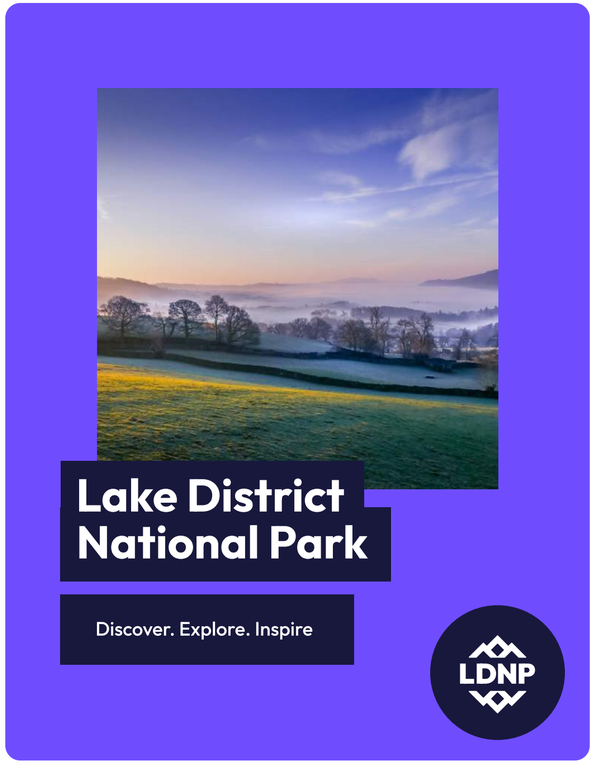
This font should be used as our core heading (H1) font. It is the the font that should be used in any heading copy for internal and external use.

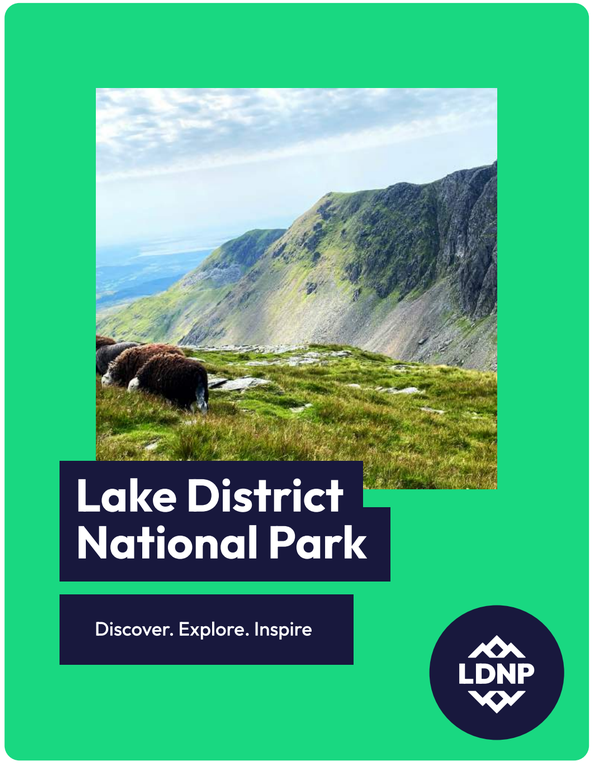
Photography

How we use photography

When using images to sit behind copy, we should always ensure the copy is legible by using gradient overs on the image, or block colour to sit behind the copy.

Example Imagery Use





Vector Assets

DISCOVER
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AMBLESIDE
Lake District National Park
Discover, Explore, Inspire.
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DISCOVER
Lake District National Park. Discover, Explore, Inspire.
WINDERMERE
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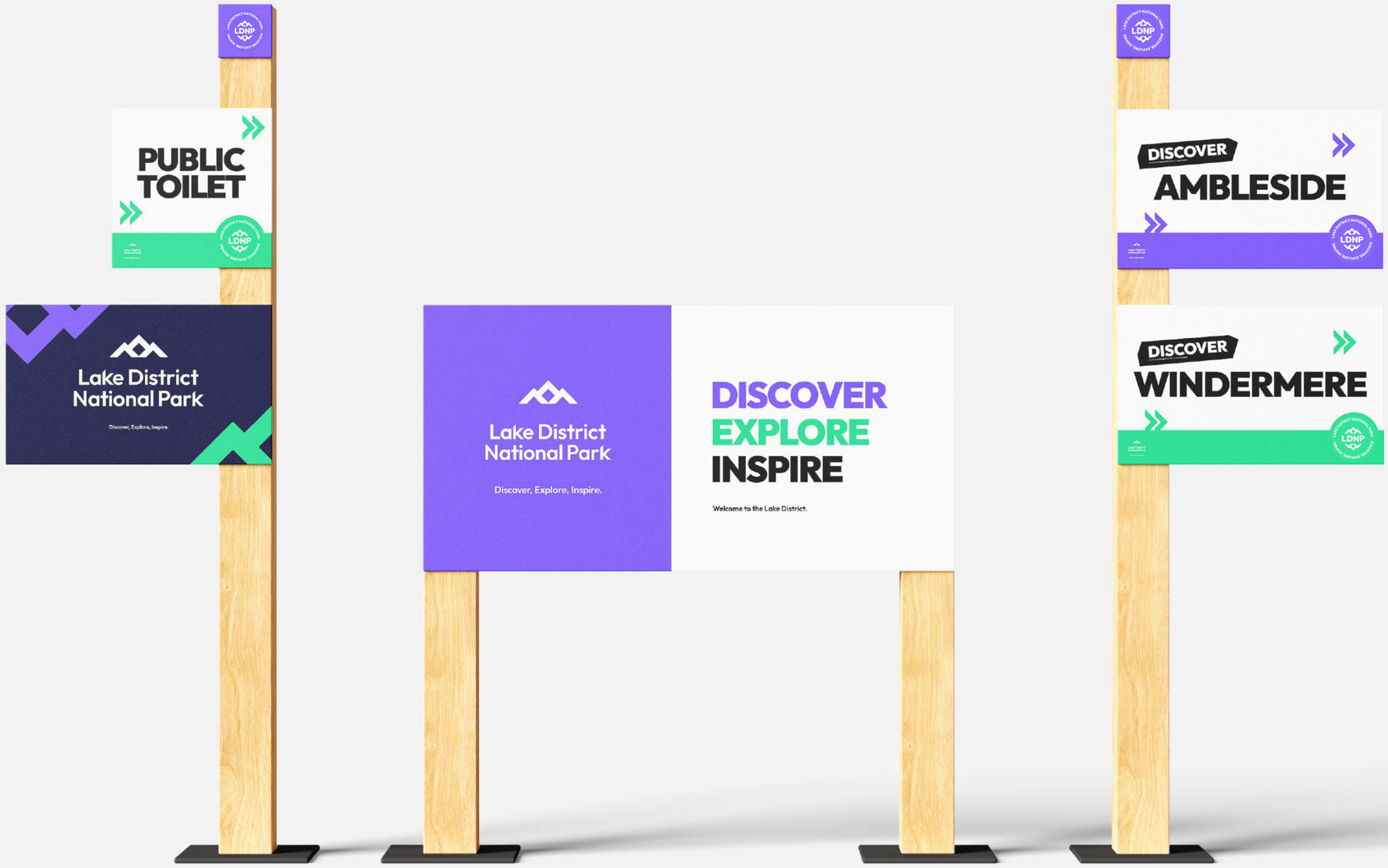
PUBLIC TOILET
Lake District National Park
Discover, Explore, Inspire.
Lake District National Park
Discover, Explore, Inspire.
DISCOVER
EXPLORE
INSPIRE
Welcome to the Lake District.
DISCOVER
AMBLESIDE
DISCOVER
WINDERMERE

LAKE DISTRICT NATIONAL PARK.
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Discover, Explore, Inspire

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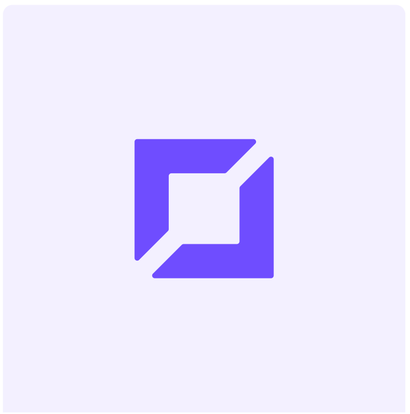
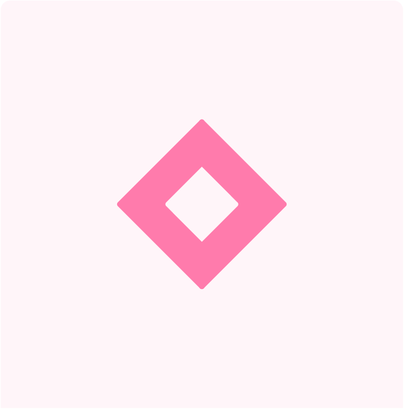
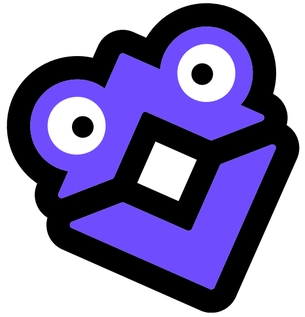


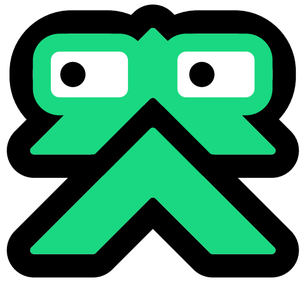
Discover

Explore



Inspire





EXPLORE
INSPIRE
DISCOVER

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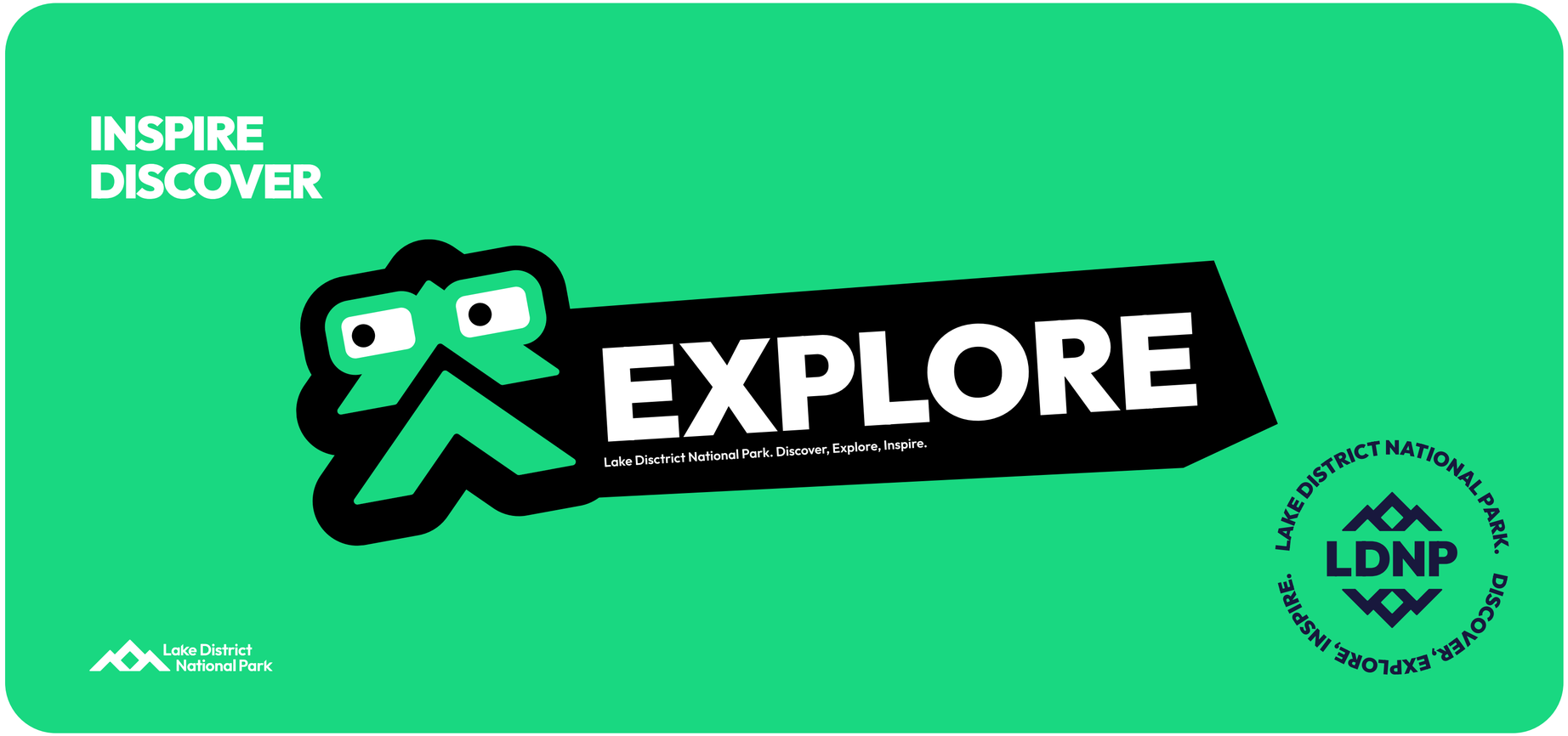
INSPIRE
DISCOVER
EXPLORE
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DISCOVER

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Thank You

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