

NEW FOREST  
NATIONAL PARK

# Corporate Identity Guidelines



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*Autumn bracken,  
Knightwood Oak*



*Belted Galloway,  
Spring Bushes*

## Introduction

The New Forest National Park's corporate identity is an important expression of its character and purposes.

Corporate identity includes the logo, typefaces, images, colours and written style that give the National Park its unique look and feel in all communications – from letters and leaflets to adverts, signs, exhibitions and websites.

Corporate identity is the visual aspect of the National Park's 'brand' which is created by and made up of its people, values, policies and services as well as its external appearance.

Just as someone's appearance, clothes and way of speaking form part of your image of them, our visual identity forms part of people's image of the New Forest National Park.

## Why is it important?

Consistent corporate identity is vital to raise awareness and establish credibility. Our corporate identity should be a sign of quality and may also be a seal of approval.

A clear, well-recognised image allows us to demonstrate accountability, to mark achievements and to promote the National Park.

# New Forest National Park or New Forest National Park Authority?

In terms of corporate identity, there is a single image for the National Park and the Authority.

The Authority exists only to serve the National Park; the National Park is the important thing. The Authority is the leading advocate of the National Park so it is appropriate that there should be a single image.

It would cause confusion were we to attempt to create a separate identity for the Authority at the same time as trying to establish one for the National Park.

## About this guide

This guide is designed to help everyone who commissions or produces communications material for the New Forest National Park to use its corporate identity effectively.

Every item we produce, no matter how small, needs to reflect a consistent and professional image.

## Overall style

The New Forest National Park corporate identity aims to be clean, uncluttered, fresh and consistent in appearance, often using white backgrounds with strong corporate colours and bold images. The effect should be striking and the design unfussy.

## The logo

The logo, or corporate mark, is made up of two elements: the symbol (the image of the ponies and the tree) and the logotype (the words New Forest National Park).

- Use the logo on all printed materials and websites
- Always reproduce the logo from the master artwork. This is available from Communications in a variety of formats including eps, tiff and jpeg
- Use the logo with the symbol and logotype together, except in very rare circumstances and by agreement with the Head of Communications (See page 21 for an example of exceptional use on a village fingerpost finial)

### Colours

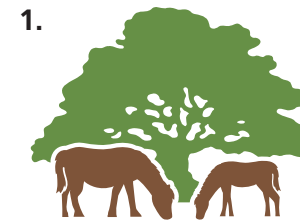
The logo may be used in three colour variations only:

1. Standard four-colour or 'CMYK'
2. Black on white
3. Reversed out (white on black or any other suitable background colour)

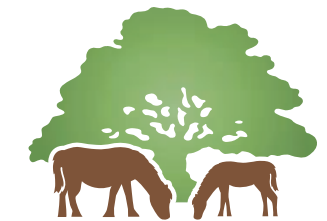
Version 1 is the standard, preferred option which should be used whenever possible on a white background. Version 2 is for use in black and white publications. Version 3 is for use on coloured backgrounds.

A graduated version of each logo can be used wherever the printing process allows good reproduction of the subtle tones.

1.



NEW FOREST  
NATIONAL PARK

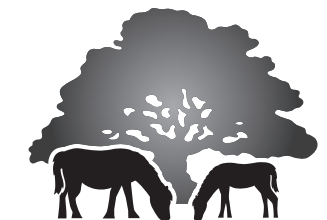


NEW FOREST  
NATIONAL PARK

2.

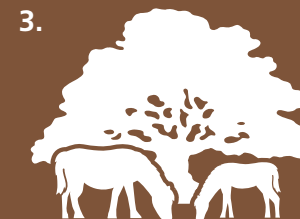


NEW FOREST  
NATIONAL PARK





NEW FOREST  
NATIONAL PARK


3.



NEW FOREST  
NATIONAL PARK

 Pantone 7490  
C:45 M:0 Y:80 K:35

 Pantone 7518  
C:0 M:40 Y:55 K:60

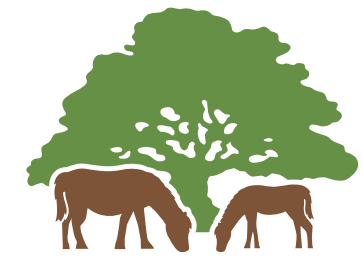
 Pantone Black  
C:0 M:0 Y:0 K:100



## Format

The logo may be used in two formats:

### 1. Portrait format



**NEW FOREST  
NATIONAL PARK**

Version 1 is the standard, preferred option which should be used whenever possible.

### 2. Landscape format



**NEW FOREST  
NATIONAL PARK**

Version 2 is for use only where the nature of the printed item does not allow the standard format, for example on certain signs.

## Positioning

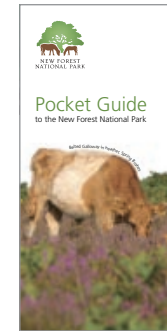
- Always place the logo on the front of publications as an identifier and welcome at the top of the page
- Use the logo on the back of publications as a 'sign off' and reminder
- Display the logo clearly without interference from other written or illustrative material – to help ensure this, the master artwork includes an 'exclusion zone' around the logo



Exclusion zone of three New Forest National Park Ns around the logo



Examples of the logo on the cover of publications



Examples of the logo on the back of publications

# Typefaces

## Primary Typeface

Frutiger is the typeface for all National Park publications that are produced externally by professional printers and designers.

It is a legible, clean, simple font which is available in four 'weights':

**light, roman, bold and black**

These weights allow for variety in text, headings and sub-headings.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ? ! @ £ % & : ; , .

This is an example of Frutiger Light 18pt

## Secondary Typeface

Arial is the typeface for New Forest National Park Authority correspondence, for documents produced internally and as an alternative to Frutiger where this is not available.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ? ! @ £ % & : ; , .

This is an example of Arial 18pt

No other typefaces may be used.

**Know your National Park**

The New Forest National Park boundary has been resolved in the disputed south-eastern corner. Fawley Power Station is now outside the Park boundary, following an agreement between the Department for Environment, Food and Rural Affairs (Defra) and RWE NPower in March 2006.

A court hearing will resolve one further outstanding boundary issue at Hinton Admiral in the south-western corner of the Park.

Both are small areas and neither has any wider significance for the New Forest National Park. Under Section 62 of the Environment Act 1995, public bodies and local authorities must take into account National Park purposes even for areas outside the boundary when decisions affect the Park.

## Going underground

**Some great New Forest views are getting even better. Unsightly overhead power lines have been buried underground at Vales Moor near Burley.**

Stephen Trotter, Director of Conservation and Enhancement for the National Park Authority, said: 'We welcome this excellent initiative by Scottish and Southern Energy (SSE) to tidy up some of south-east England's most treasured views.

'The New Forest National Park faced stiff competition as organisations in 11 other protected areas were also eligible to apply for works.

'We are excited that SSE saw the potential impact that burying power lines has here at Vales Moor. The project has also been an excellent opportunity to work in partnership with the Forestry Commission, English Nature and the Verderers to make a dramatic, positive impact on the environment.'

It costs around £100,000 per kilometre to bury power lines underground. SSE has £1 million a year over the next four years to spend on schemes in protected rural areas such as the New Forest National Park and the National Park Authority is planning further bids in the future.

**Visit the surgery**

There is a new surgery in Lyndhurst, but it is not for medical matters – it's for planning issues.

New Forest National Park Authority Planning staff are on hand to deal with queries at The Cottage, Queen's House, on Tuesday and Thursday mornings, 9am – 1pm.

5

## Type size and style

Left is a sample page taken from the Autumn/Winter 2006 issue of the New Forest National Park Authority's A4 newsletter *Park Life*. This example can be used as a guide when choosing appropriate type sizes and weights for a document.

**Main article heading** – 45pt/50pt Frutiger Light, Pony brown

**Article opening paragraph** – 10pt/14pt Frutiger Bold, Pony brown

**Body text** – 9pt/13pt Frutiger Roman, Black

**Secondary article headings** – 18/21pt – 24pt/28pt Frutiger Bold

**Page numbers** – 11pt Frutiger Bold Spring green

## Tips

- Legibility of text is key. Avoid placing text over images unless the background is plain or consistent in tone
- Use colours at full strength for headings – this will help them to stand out
- Keep tinted backgrounds light to ensure black text is easy to read, or use white text on a stronger coloured background
- Use a light weight for larger headings. A larger heading in bold or black can be overpowering
- Change the colour of page numbers to suit the colours used on the page, or use white on a strong coloured background

*Gorse silhouette  
at Hatchet Pond*

## Images

We are fortunate to work in a location and for an organisation that lend themselves to the use of attractive images. Use striking photographs to illustrate National Park publications whenever possible.

The National Park Authority has its own in-house on-line Photographic Library. This is to ensure that the images are fresh, taken within the National Park boundary and with our copyright.

If you need images of particular subjects, talk to the Communications team who may be able to add them to the library.

If you need to use images from other sources, ensure that they are of high quality, taken within the National Park and display the appropriate copyright credit.

### Tips

- Use a few large pictures rather than many small ones
- Use simple, strong images with a clear focal point
- Caption photographs clearly – readers are often interested in the location featured



*Pigs, Setley Plain*



*Fungus foray  
at Hawkhill*

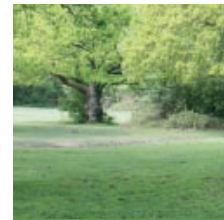


*Walking the Solent Way  
at Keyhaven*

# Colour

Colour is an important element of our visual and corporate identity.

The key National Park colours are **Spring green** and **Pony brown**, reflecting our logo.



**Spring green**  
Pantone 7490  
C:45 M:0 Y:80 K:35  
R:118 G:147 B:63



**Pony brown**  
Pantone 7518  
C:0 M:40 Y:55 K:60  
R:130 G:93 B:65


A palette has been selected to complement these corporate colours, reflecting the shades and seasons of the New Forest National Park.




**Autumn amber**  
Pantone 7510  
C:0 M:30 Y:72 K:11  
R:229 G:175 B:81



**Bracken brown**  
Pantone 1675  
C:0 M:67 Y:100 K:28  
R:186 G:89 B:13



**Sea green**  
Pantone 5483  
C:62 M:0 Y:21 K:31  
R:70 G:148 B:157



**Solent blue**  
Pantone 645  
C:55 M:24 Y:0 K:9  
R:116 G:160 B:202



**Heather purple**  
Pantone 5135  
C:47 M:64 Y:28 K:0  
R:153 G:107 B:136

These colours may be used to improve publications in a variety of ways. For example:

- A full page of solid or tinted colour on inside covers or to divide sections
- Colour tints to emphasise an area of copy
- Colour line-drawings or illustrations
- For maps, charts and graphs
- For headings, captions, lines and bullet points
- To carry reversed-out type

Choose only from this palette of colours. Tints of the colours may be used. Do not use primary or fluorescent shades.

The colours have been chosen to work well and consistently on recycled papers and on the web.



Join in a celebration of the special qualities of the New Forest National Park, one of the most beautiful landscapes in the country. Several events will take place during this week reflecting this year's theme - Stretch your legs, stretch your mind.

Please contact the organiser for further details and booking. Places may be limited.  
Wildlife Trust: [www.hwtr.org.uk](http://www.hwtr.org.uk)  
Forestry Commission: [www.forestry.gov.uk/newforest](http://www.forestry.gov.uk/newforest)  
Countryside Education Trust: [www.cet.org.uk](http://www.cet.org.uk)

Date and Time	Event and Cost	Contact
Friday 21 July 8:30pm	Bats for Everyone Donations welcome	Wildlife Trust 01725 518510
Saturday 22 July 10am - 1pm	Looking for Dragons and Damals Donations welcome	Wildlife Trust 01590 682421
Wednesday 26 July 10:00am - 11:30am	Regilla Discovery Adults £1, Children £2	Forestry Commission 023 8028 6840
Wednesday 26 July 10:00am - 12 noon	Child of the Wild Children £2	Forestry Commission 023 8028 6840
Wednesday 26 July 6:30pm - 8:00pm	Wildlife and Wildflower Walk Donations welcome	Wildlife Trust 023 8566 7929
Friday 28 July 7:00pm - 8:30pm	New Forest Explorer Walk Adults £1, Children £3	Forestry Commission 023 8028 6840
Friday 28 July 7:30pm - 10:30pm	Morphy Madness and BBQ Adults £7.50, Children £5	Countryside Education Trust 01590 612401



**New Forest National Park FACTS**



**Granted: a helping hand for good ideas**

**Take rubbish pictures!**

**Tell us what's special**

**Making plans**

# Paper

National Park Authority publications should use recycled paper whenever possible or paper from sustainable sources. This should be stated on the back of the publication.



# Wave device

The 'wave device' creates a visual style for promotional material that can be recognised instantly as that of the New Forest National Park. It reflects the coastline and undulating landscape of the National Park.

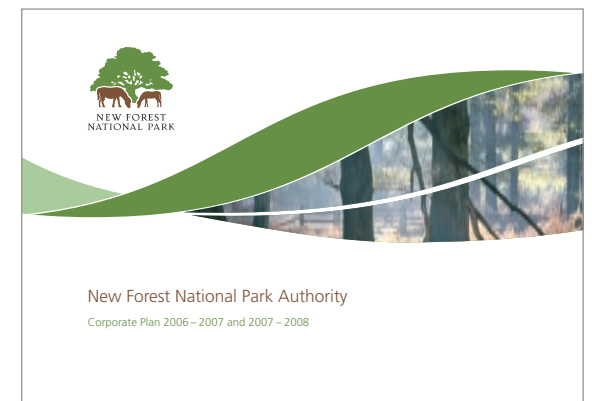
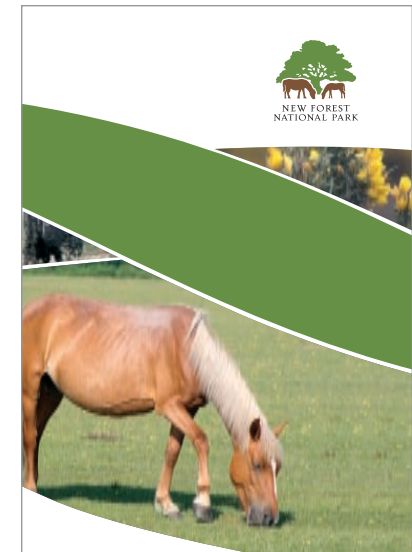
## The wave device can be used to:

1. give a sense of freedom and movement to a design
2. frame or emphasise the logo position, when creating a masthead, for example
3. separate areas or divide a page: dividing images from text, for example, or the logo from other elements on the page



## Guidelines for using the wave device

- The wave device should not be recreated and must always be taken from master artwork. This is available from Communications in vector eps format
- The wave device can be flipped, rotated or scaled
- The wave device can be stretched to create different proportions. The height of the wave should be kept within 75 per cent to 125 per cent of its original size
- The wave device can be shown as a whole, or elements of the wave can be extracted. Small sections of the wave enlarged on a page can create a dynamic, abstract design
- Sections of the wave can contain images. They can be used to create unusual shape picture boxes or to introduce elements of detail from around the New Forest National Park





# House style

The full house style is available as a separate document published by Communications and available on the intranet.

The guide outlines the style you should use when preparing text for New Forest National Park Authority publications, reports and papers. Its aim is to ensure a consistent approach to communications by all staff.

## Tips

- Keep it simple: whatever you are trying to say, find the most direct way of saying it
- Use clear, simple language and short sentences
- Use active verbs: 'we will do it' not 'it will be done by us'
- Avoid jargon and explain any technical terms
- Avoid acronyms and short forms
- Use initial capital letters sparingly
- Write dates as 14 April 2007
- The New Forest National Park Authority is singular
- Write the New Forest National Park Authority in full and then the Authority for further references in the same document

# Working in partnership

There are many occasions on which the New Forest National Park needs to signal its involvement in a project or publication in partnership with others.

There are three ways to do this:

1. Use the standard logo (please see page 5 'The logo')
2. Use the logo and the words 'Working with'
3. Use the logo and the words 'Supported by'

Version 1 should be used when the New Forest National Park Authority is a full partner in a project or publication. Versions 2 or 3 should be used when the Authority is a funding or supporting partner.

2.

WORKING WITH



3.

SUPPORTED BY

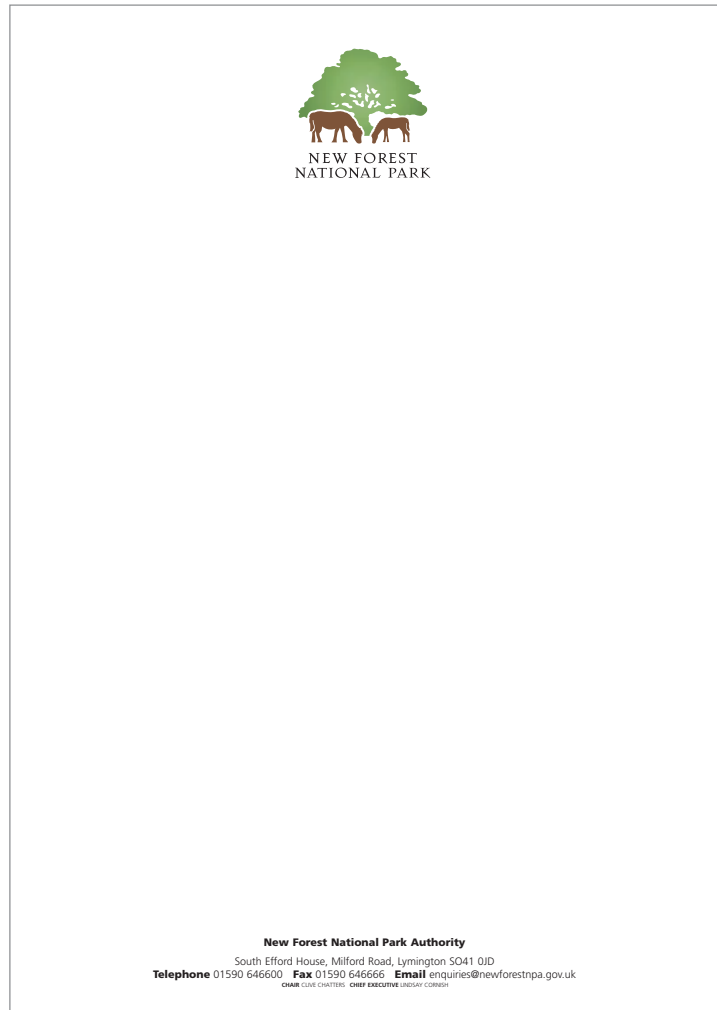


# Slogans and straplines

In order to maintain the integrity of our corporate identity, no slogans or straplines other than the partnership messages described above may be used without prior agreement from the Head of Communications.

# Examples

## Stationery



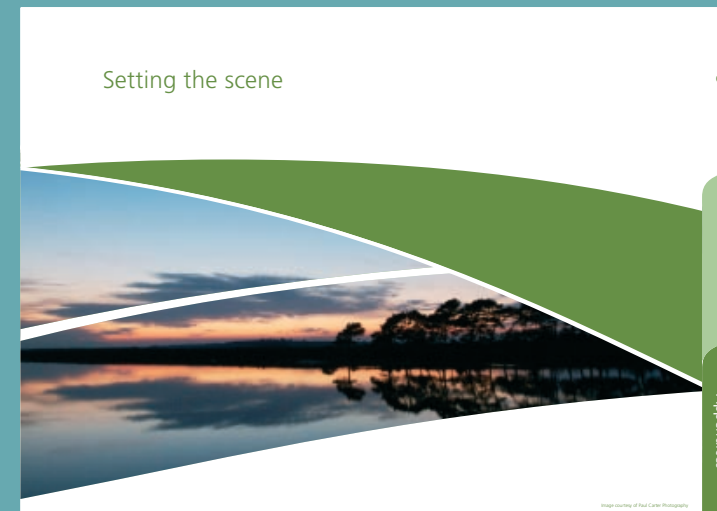
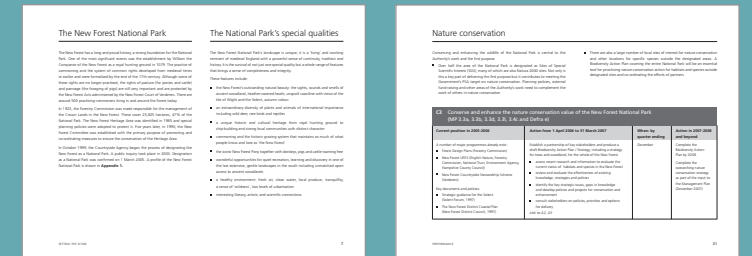
**New Forest National Park Authority Stationery**  
Letterhead, compliments slip and business card



## Corporate documents



**New Forest National Park Authority Corporate Plan 2006 – 2007 and 2007 – 2008**  
Image of front cover and samples of section dividers and text pages



# Examples

## Promotional items



**Sustainable Development Fund**  
A3 poster and DL leaflet

**National Parks' Week**  
DL leaflet and bookmark

**New Forest National Park**  
postcard

**Spiral hat**  
Produced for the New Forest National Park stand at the New Forest show

**New Forest National Park**  
folder



**New Forest National Park fleece**  
Modelled by Brian Blessed



**New Forest National Park**  
director's chair and cushions  
Examples of use of nature images from the National Park Photographic Library

## Exhibitions and signage



1. **New Forest Show banners**  
From the New Forest National Park stand 2006

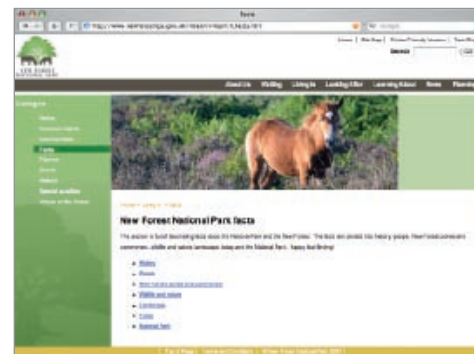
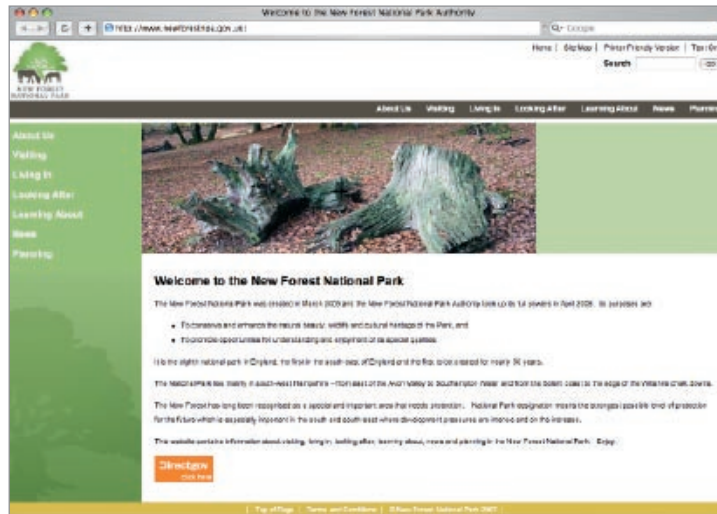
2. **Fingerpost finial at Hale**  
Example of exceptional use of the symbol without the logotype

2. **Building signage**  
Entrance sign at the New Forest National Park offices



# Examples

## Electronic media



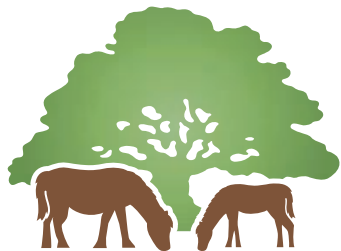
Sample pages from the New Forest National Park website

# Appendix – The print and design process

Before you commission or produce any piece of print or design work for the New Forest National Park, ask yourself a number of key questions:

- What need does the publication serve?
- Is a publication the best way to meet the need?
- Who is the audience for the publication?
- How will it be distributed?
- How will it be displayed: on its own or with other publications?
- Is it a stand-alone publication or part of a 'family'?
- Is the content of the publication suitable for the audience?
- What key messages do you want to convey?
- What format should the publication be and how many pages should it have? (Is it a pocket guide or a reference tome?)
- How will it be illustrated?
- Is there any reason recycled paper cannot be used?
- Who will design and print it?
- What is the budget?
- How many copies do you need? (It is much more cost-effective to order sufficient copies at first printing than it is to get re-prints.)
- Who needs to approve the content?
- Does the publication meet house style and corporate identity guidelines?
- What is the deadline? Have you built enough time into the schedule for design and print?

The Communications team will be pleased to advise on resources that are available both internally and externally to meet your design and print requirements.



## NEW FOREST NATIONAL PARK

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[www.newforestnpa.gov.uk](http://www.newforestnpa.gov.uk)

Printed on recycled paper



*Front cover image: Tree in heathland, Pig Bush  
Back cover image: Pony in hoar frost-covered landscape, Hatchet Pond*