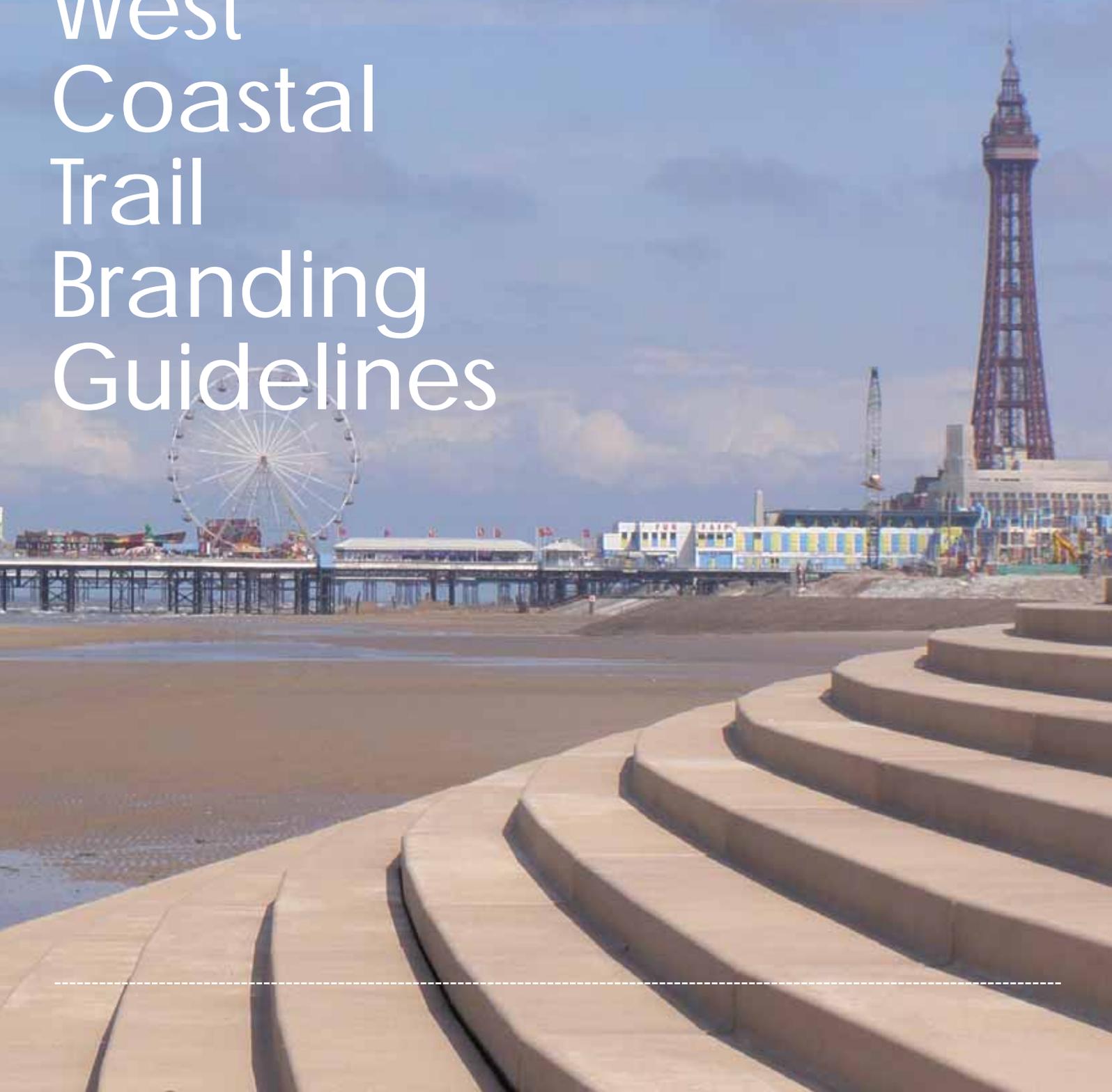




North West Coastal Trail Branding Guidelines





Welcome

Welcome to the brand guidelines for the North West Coastal Trail. In the following pages you will find instruction and advice on how to apply the North West Coastal Trail brand in all communications and marketing activity.

However, before we begin we would just like to define what we mean by the term 'brand'.

A brand is something that customers attribute a value to. It exists in the customer's mind and is the link between their perception of the product and the organisation's marketing activities. Therefore it must communicate attributes that are important and valuable to the customer it is targeting.

And a brand is much more than a logo; it is a set of messages that defines what the 'product' stands for in the context of its market. The logo or brand identity is the visual representation of the brand and must demonstrate a consistency to values and personality that underpin the brand.

Photographs copyright of:

Page 2: Dave McAleavy

Page 6: Dave McAleavy

Page 9 John Entwistle

Page 15 (bottom left): John Entwistle

Page 15 (bottom right): Paul Wisse

Page 23 John Entwistle

Background Information

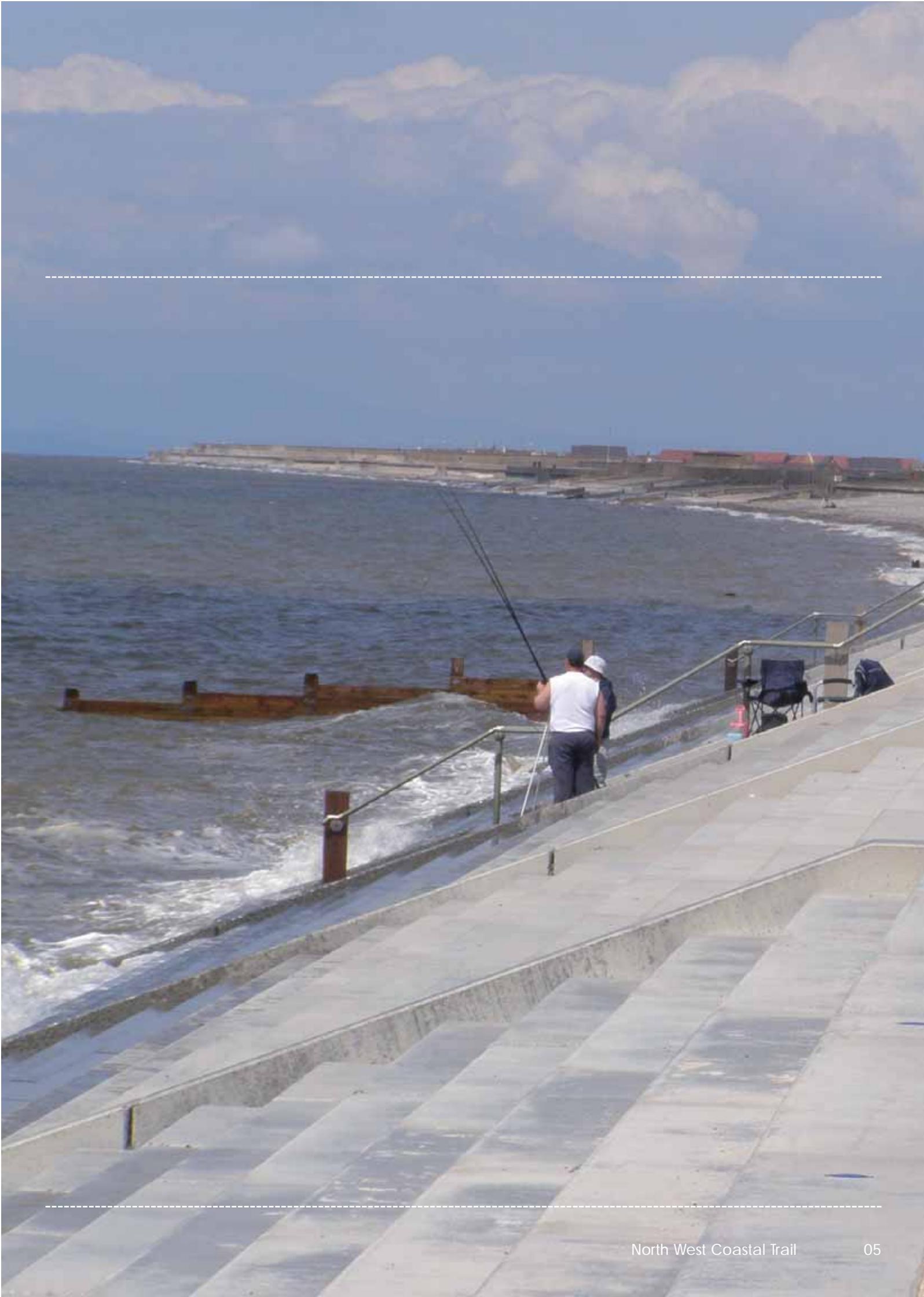
When complete, the North West Coastal Trail will be a multi-use coastal trail from Chester to Carlisle linking together the natural, cultural and historical assets of the North West coast.

It will deliver a variety of economic, social and environmental benefits. Some of these benefits include:

- Increased economic activity for businesses and communities situated along the North West coast and its hinterland;
- A new tourism asset that will help attract more people to visit the North West;
- Public recognition and enhancement of the region's natural assets;
- Improved accessibility to the coast, thus encouraging more people to undertake healthy, outdoor activity;
- An increase in social cohesion by linking communities together, promoting their individual identity and encouraging more people to partake in volunteering activity.

But the North West Coastal Trail is still in its development stage. And if it is to eventually emerge as an important asset for the region funding for the infrastructure development and promotion must be found.

Work is underway to source funding and develop further partnerships. These brand guidelines have been designed to assist this process by setting out clear rules on how the North West Coastal Trail brand should be presented and communicated.





Our Target Audiences

The North West Coastal Trail brand is an inwardly facing brand. By this we mean our target audiences are not the visitors who will be using the trail, nor the local businesses benefiting from the increase in tourist traffic; we are at too early a stage of development for this. Our target audiences are stakeholder organisations, partner organisations and potential funding bodies.

Therefore we must always remember that the presentation, application and messages associated with the North West Coastal Trail brand must be appropriate and relevant to the needs of this target audience.

Brand Values

Brand values are used to explain what we believe the North West Coastal Trail brand stands for. This helps with internal communication with colleagues; when briefing designers and partners when implementing marketing communication activity; and when communicating directly to target audiences. Our brand values and their key messages are:

An economic, social and environmental asset for the region

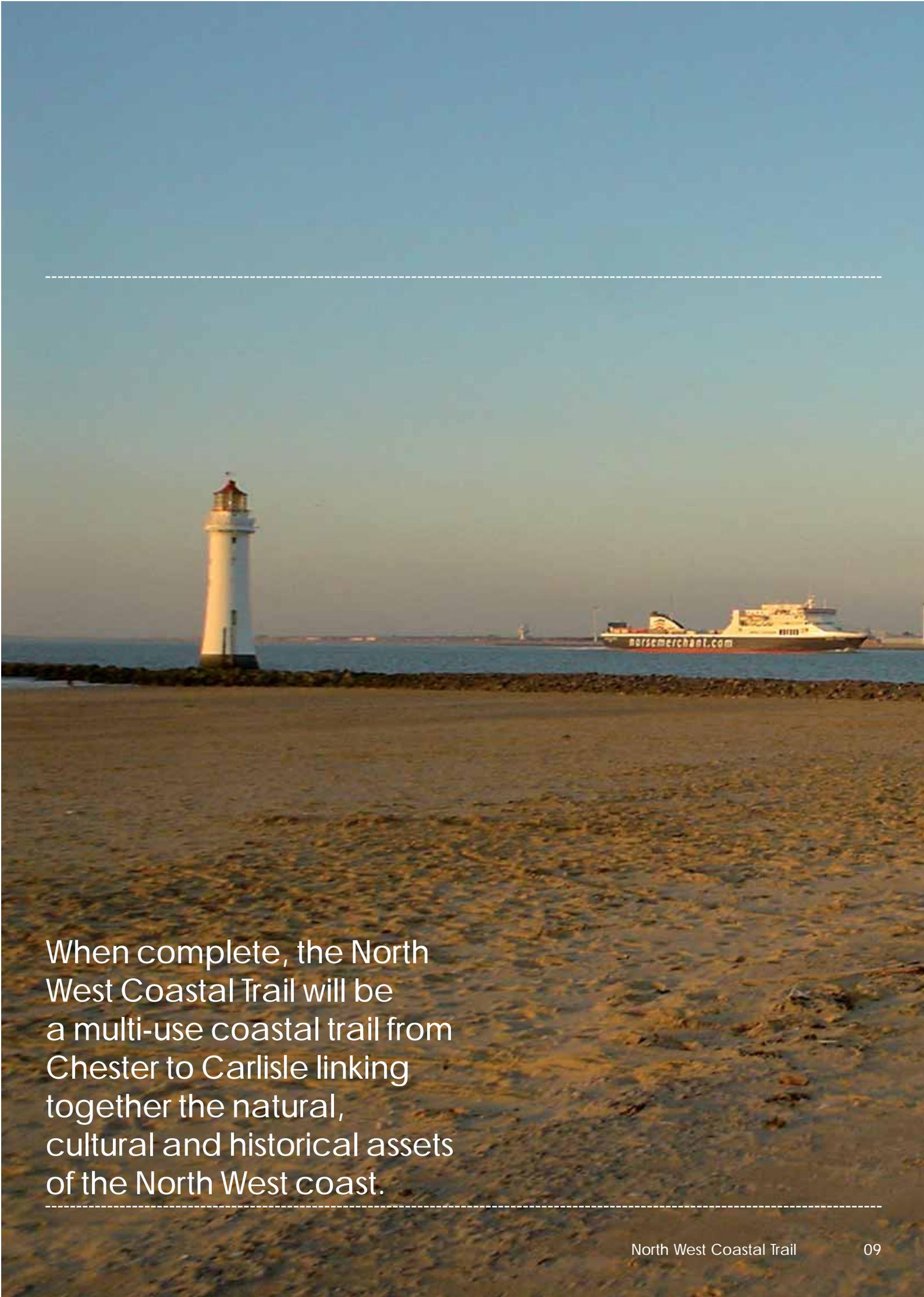
Key messages include the ability for the project to deliver significant and quantifiable economic, social and environmental outputs. This links directly to the benefits highlighted previously.

The North West Coastal Trail is a valuable and saleable tourism offer

Key messages for this brand value should focus on the end benefits the North West Coastal Trail will deliver to end customers; healthy enjoyment by the sea, celebrating and promoting local identity, and informal, fun & accessible.

Project management and united partnership to make it happen

The North West Coastal Trail concept has been in existence for more than 6 years; it has a very strong and united partnership from across the region committed to its development and has the management infrastructure in place to see that key milestones are achieved.



When complete, the North West Coastal Trail will be a multi-use coastal trail from Chester to Carlisle linking together the natural, cultural and historical assets of the North West coast.

Tone of Voice

Please remember these three key important rules when producing or delivering any communication activity related to the North West Coastal Trail:

The project is the product
Highlight the benefits
Be consistent

The project is the product

By this we mean the North West Coastal Trail brand is the project activity currently underway to raise awareness and recruit support for the trail among stakeholders, partners and potential funders. The "product" is the work to develop the physical infrastructure and the project management and partnership in place to make this happen.

Until more of the Trail route is completed it would not be appropriate to market it to end users as an uninterrupted, multi-use public trail from Chester to Carlisle.

Highlight the benefits

The North West Coastal Trail has the potential to deliver a wide range of economic, social and environmental benefits to the region. Different benefits will be strategically important to different target audiences. It is therefore important to understand the strategic priorities of the target audience for the specific communication you are producing.

Including evidence to support the claims of benefits is also critical to establishing brand credibility. Never include statements that you cannot support with evidence and always include references. On the opposite page are some possible examples of these benefits.

Consistency

The final rule is, be consistent.

Our goal is to raise awareness and understanding about the North West Coastal Trail among our target audiences. To ensure we do this as effectively as possible our presentation and communications need to always be consistent with the values of the brand. Our brand values and their key messages are:

An economic, social and environmental asset for the region Key messages include the ability for the project to deliver significant and quantifiable economic, social and environmental outputs. This links directly to the benefits highlighted opposite.

To further ensure consistency of message please adhere to the following guidelines when producing copy:

The project is being led by the North West Coastal Forum. The North West Coastal Forum is a multi-agency partnership bringing together stakeholders from the public, private and voluntary sectors working to promote and deliver integrated management for our coastal areas to ensure their long term sustainability. The Forum is a unique regional organisation, which has been promoted as a model of good practice in the UK.

The statement to use when describing the product is: "When complete, the North West Coastal Trail will be a multi-use coastal trail from Chester to Carlisle linking together the natural, cultural and historical assets of the North West coast."

All copy should be written in plain English.

Examples of Benefits

Evidence of economic benefits

In 2006 68,000 cycling trips on the Coast and Castles Route in Northumbria created or safeguarded 53 full time equivalent jobs¹.

For every £1 spent on management of the Pembrokeshire Coast Path National Trail, £57 was spent in the local economy².

Between 2002 and 2004 22 new businesses started up along the route of the Pennine Bridleway, including accommodation providers, catering outlets and package tour operators³.

Evidence of social benefits

A study of the benefits of walking in Scotland estimated that if 1 in 100 people walked regularly for exercise, the saving to the NHS would be in the region of £85m per year¹

Research in East Lancashire suggests that provision of traffic-free routes and schemes to introduce members of the Asian community to cycling could be effective in increasing participation in healthy activity amongst this target group – especially amongst the young²

Many examples exist where Intermediate Labour Markets deliver greenspace and access management; several of which are managed by Groundwork Trusts, for example in West Durham and Rhondda Cynon Taff.

Evidence of environmental benefits

There are opportunities to integrate the Trail into coastal defence activity to re-align sections of route that are eroding or under threat of erosion with new or proposed flood defence works in order to 'future proof' it against future sea level rise, increased storminess of the weather, etc.

The North West coast is recognised by the NWDA as a natural asset¹ and the development of the Trail will make coastal areas more accessible and raise the public profile of the coast.

¹ The Economic Impact of Cycle Tourism in North East England, 2006, University of Central Lancashire for Sustrans and One North East.
² Pembrokeshire Coast Path National Trail User Survey, 1998, Pembrokeshire National Park Authority.
³ Pennine Bridleway Business Development and Visitor Enjoyment Report, 2005, Pennine Bridleway Officer for Countryside Agency.

¹ Social and Economic Benefits of the Natural Environment, 2006, Scottish Natural Heritage.
² Engaging Ethnic Minority Communities in Cycling, 2007, Bowles Green Ltd for Blackburn with Darwen Borough and Lancashire County Councils.

¹ The Natural Assets Of Northwest England, an appendix to Marketing the Natural Environment of the Northwest, NWDA.

Brand Identity

The brand identity has been designed to be versatile and flexible enough to be used across various mediums whilst still maintaining a level of integrity to ensure that a consistent image is portrayed at all times.

Minimum size

The minimum reproduction size for the brand with type is 25mm diameter, anything smaller the text becomes too small to read and the definition of the dotted line along the coast is lost. In this case use the plain logo, this might be for use on a document footer for example.



Exclusion zone for the brand

The brand identity should be given some breathing space when positioned alongside other identities and text. It must therefore be surrounded by a minimum exclusion zone as shown. This exclusion zone should stay in proportion with the logo and is based on the cap height of the logotype. It does not apply when the logo is placed directly on an image.



Brand colours

There are four acceptable colour variations for the North West Coastal Trail brand identity which are shown below (please note the white logo should not be shown with a magenta keyline this is for visual purposes only). Wherever possible please use the colour version of the brand identity, with the greyscale being the next most preferred option.

For more detailed information on the brand colours see the colour palette on page 16. For the greyscale logo the lighter area is 40% black and the darker area is 70% black. All body copy in this document is 70% black.



The magenta key line is purely to show the white version of the logo and is not part of the artwork.

In association with partners

Where the North West Coastal Trail is a supporting brand it should be reproduced in a size in keeping with the brands of other supporting organisations and if possible positioned in the bottom right hand corner. The example below shows how the brand might be used in these circumstances.



Application of the Brand

In order to illustrate how the new brand should be implemented, a series of application examples have been included in the following pages. The brand and its associated values and messages have been constructed to be complementary to photography and illustration.

Photography and illustration

Graphical images will play an important role in communicating the values of the brand. For any photography and / or illustration we ask you to adhere to the following guidelines:

Feature people wherever possible

Remember, the North West Coastal Trail delivers a range of different benefits to people; we want the imagery to reflect all of these benefits e.g. volunteering, improved accessibility, community cohesion, new jobs etc.

Celebrate local identity

The North West coast boasts some amazing and relatively unknown natural, cultural and historical features. Where you can, include photography that highlights these hidden gems.

It is a multi-use trail

The North West Coastal Trail will be accessible for cyclists, walkers and horse-riders.

Please note that when using photography of identifiable people it is important to ensure you have the required permission to use the image.

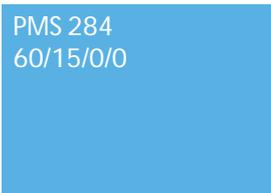
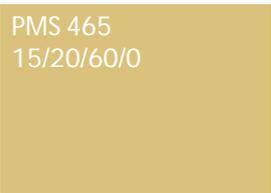


Application of the Brand

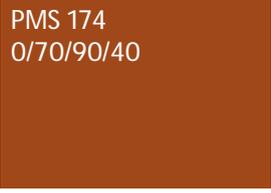
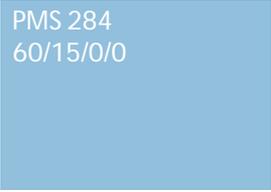
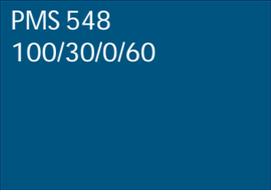
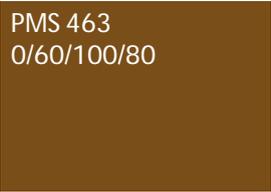
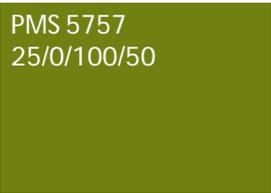
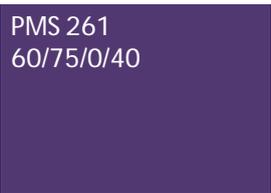
Colour palette

The following colour palette has been included to help you make informed choices when implementing design. The core colours are used predominantly on corporate publications. The secondary colour palette is designed to give flexibility to colour use across other applications such as leaflets etc.

Core colours



Secondary colours



Type Face

Arial has been chosen as the core font. All headline and body copy should also appear in this font. The font has been chosen because it is a widely available font that is used both in print and as a standard web font, ensuring a consistent look and feel across a variety of media.

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Examples

The following pages show a selection of examples of how the branding might be used over various applications.



With Compliments

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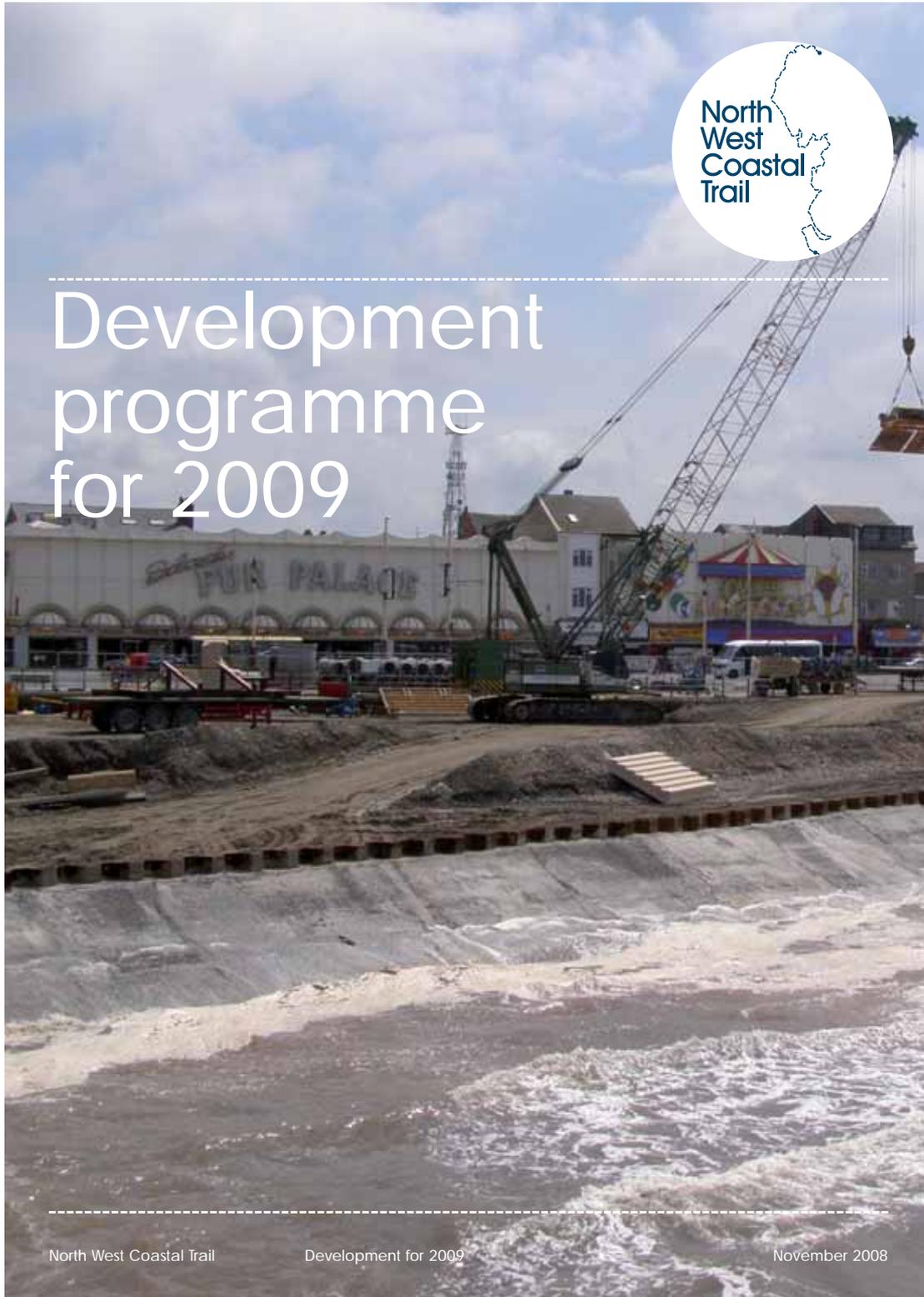
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Examples

Corporate documents



North West Coastal Trail

Development for 2009

November 2008



Funding report 2008/2009

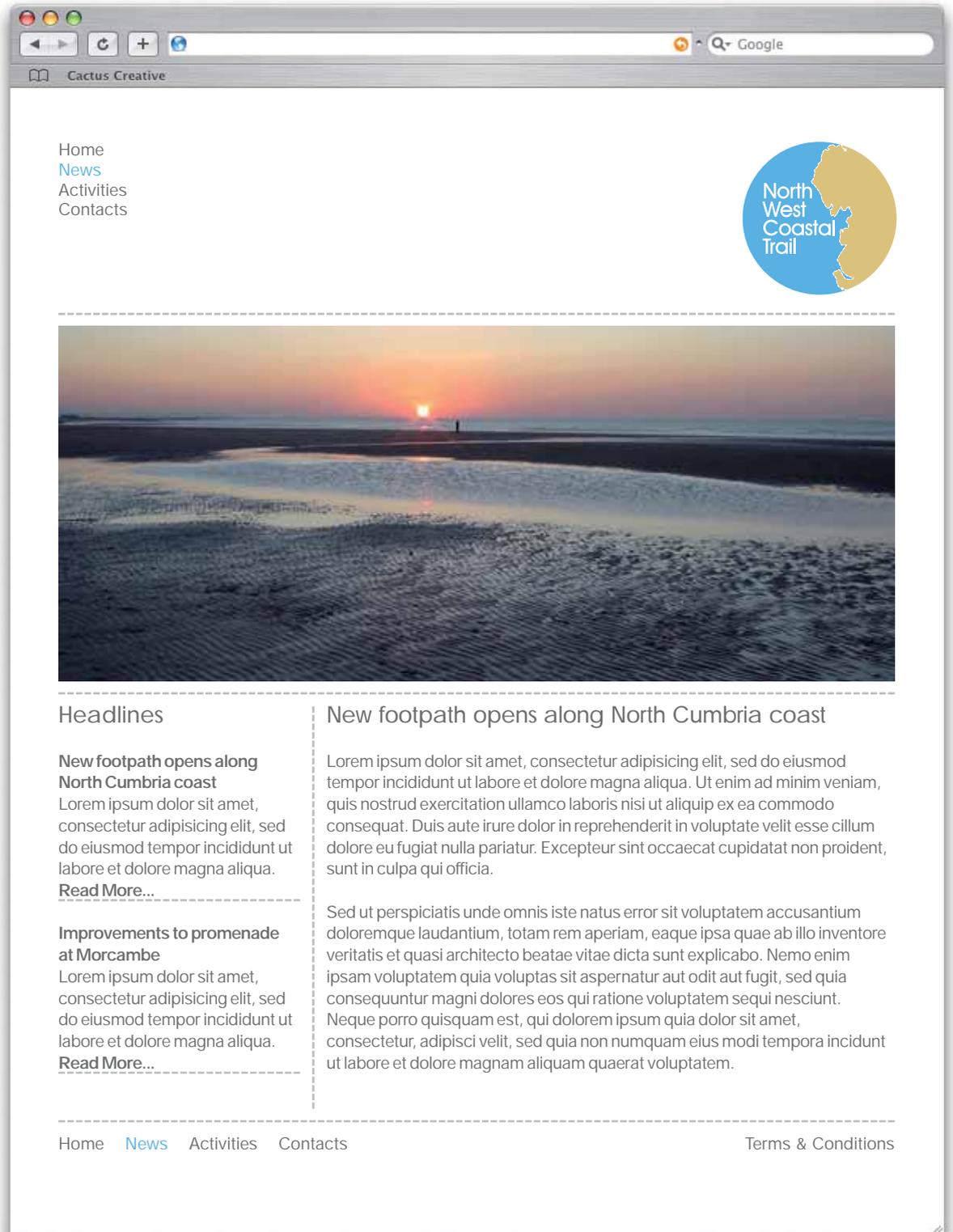
Examples

Carved logo

Signage



Path Construction for
the North West Coastal
Trail in progress



Contacts



If you require further clarification or need any assistance regarding implementing the North West Coastal Trail brand please contact:

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