BRAND GUIDELINES
FOR DESIGNATED SITES AND BUSINESSES

v1 May 2019
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INTRODUCTION

This document outlines the rules for the basic elements of the Hadrian’s Wall World Heritage Site brand: logo, colours, our typefaces and other graphic elements. By applying the rules in this document consistently, you can help us ensure that our visual presence always retains a bold, strong family resemblance.
DESIGNATED SITE LOGO

The Hadrian’s Wall Country logo needs to be used alongside the UNESCO logo wherever possible.

The guidelines for the use of the combined logos, which includes the UNESCO logo, are as follows:

• When the site or use of the logo is within the designated section of the UNESCO World Heritage Site.

• OR when a site falls out of the UNESCO World Heritage Site, but is directly relevant to Hadrian’s Wall.

• The UNESCO logo CANNOT be used in any way to promote a business for profit.

To check whether your site falls within the UNESCO World Heritage Site you can check at the following website.

Scroll down the page to the title “World Heritage Site Maps” and look at the map relevant to your site:

http://hadrianswallcountry.co.uk/hadrians-wall-management-plan/supporting-information

The space between the two logos should always be the distance shown by the watermarked UNESCO motif. (This is not part of the logo) The guide lines show the relative size between the logos and how they suite together.

(These are not a part of the logo) The order of the logos, spacing and relative scale cannot be altered.

Full colour stacked version
Whenever the 2 logos are used together position as shown. The UNESCO logo should always appear above the Hadrian’s Wall Country logo when used in a portrait format.

Full colour horizontal version
Whenever the 2 logos are used together position as shown. The UNESCO logo should always appear before the Hadrian’s Wall Country logo when used in a landscape format.
The Hadrian's Wall Country logo needs to be used alongside the UNESCO logo where ever possible.

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(These are not a part of the logo) The order of the logos, spacing and relative scale cannot be altered.
This logo can be used by tourism and other businesses that have a legitimate connection to the World Heritage Site and/or Hadrian’s Wall Country. This includes providers of tourism services such as accommodation, food and drink, crafts and local produce, walking and cycling activities, re-enactment groups. This logo can be used by such businesses on advertising materials, souvenirs, letterheads, leaflets, posters, websites etc.
BUSINESS LOGOS (ACCESS)

There are a selection of logos that relate to modes of transport along the length of Hadrian’s Wall and its associated attractions.

These logos may be used by businesses providing access or access services to Hadrian’s Wall. If you are promoting or providing services in connection with one of these options, please use the appropriate logo.

Full colour versions
BUSINESS LOGOS (ACCESS)

There are a selection of logos that relate to modes of transport along the length of Hadrian’s Wall and its associated attractions.

If you are promoting any of these transport options please use one of the relevant logos below.
INCORRECT USAGE

Never shown in any colour other than 3 core colours or black & white.

Never rotated other than 90˚ counter clockwise.

Never stretch or distort.

Never recreated in a different typeface.

Never resize elements of the mark separately.

Never infringe upon the mark’s exclusion zone.

Never compromise the legibility and stand out of the mark.

Never use with a strapline.

The examples on this page illustrate incorrect uses of the logo, which undermine the brand quality, status, clarity and consistency. Please note: under no circumstances use the old logo.
## COLOUR

<table>
<thead>
<tr>
<th>Pantone® 261</th>
<th>Pantone® 718</th>
<th>Pantone® 634</th>
<th>Pantone® Process Black</th>
<th>Pantone® 424</th>
</tr>
</thead>
<tbody>
<tr>
<td>C - 50</td>
<td>C - 0</td>
<td>C - 100</td>
<td>C - 0</td>
<td>C - 0</td>
</tr>
<tr>
<td>M - 100</td>
<td>M - 70</td>
<td>M - 0</td>
<td>M - 0</td>
<td>M - 0</td>
</tr>
<tr>
<td>Y - 0</td>
<td>Y - 100</td>
<td>Y - 0</td>
<td>Y - 0</td>
<td>Y - 0</td>
</tr>
<tr>
<td>K - 50</td>
<td>K - 25</td>
<td>K - 40</td>
<td>K - 100</td>
<td>K - 70</td>
</tr>
</tbody>
</table>

This colour palette should be used on printed or digital items in association with both the official World Heritage Site logo and the logo for use by tourism businesses. The colours have been selected because they complement the colours used in the logo itself.
PRIMEARY FONTS

TRAJAN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.:;)£&@%?!/+-=

TRAJAN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.:;)£&@%?!/+-=
SECONDARY FONTS

**HELVETICA NEUE 75 BOLD**

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.;:;)£&@%?!/+-=

**HELVETICA NEUE 45 LIGHT**

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.;:;)£&@%?!/+-=

*Helvetica Neue* is used for the main body text and information graphics. For example maps, event information etc. This was chosen due to being extremely readable and works very well for use in large amounts of text.

*Open Sans* can be downloaded [here](#) as a free alternative to Helvetica Neue.
SUPPORTING GRAPHICS

Supporting graphics are important in the branding.

The Roman figure provides a dynamic and eye catching symbol communicating to visitors the essence of the frontier garrison. The figure represents an auxiliary soldier.

The Roman figure may be used to support promotion of both designated sites and businesses. Use the Roman figure:

- as a cut out in the purple graduated title band
- as a tint in the background on publicity material, signage etc. Choose from the colour palette and use a tint from these. Use a photograph or as a bold graphic
- can be cropped (see page 18 for an example)
- **NEVER** distort the Roman
- **NEVER** compromise the legibility of the Roman
- **NEVER** rotate other than 90° counter clockwise for special circumstances.

Black or reversed out  A tint from colour palette  Using a photo
SUPPORTING GRAPHICS IN USE

Graduated title band and strip
Here is the breakdown of the elements that make up the title header

Graduated title band

The Roman graphic

The Roman graphic & a Hadrian’s Wall image

The Roman graphic with the addition of the secondary strip

All the elements including the new logo & title to show how the headerstrip can be used
SUPPORTING GRAPHICS IN USE

Entire Roman in use
This is an example of a bus stop poster which shows the entire Roman figure in use.