

# Brand Guidelines





**Hadrian's wall country**  
+ **Unesco logo**

The Hadrian's Wall Country logo needs to be used alongside the UNESCO logo where ever 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:

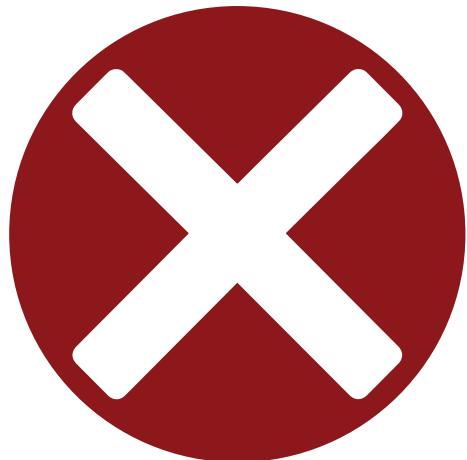


The gap between the UNESCO logo and Hadrian's wall country logo is the size of the shape provided, taken from the UNESCO logo. This gap doesn't not change in anyway when placing this lock up logo.



Using the same sized shape, the spacing around the logo should not be broke, ensuring optimal spacing between other components in the design.





Never do any of the following examples -

Don't change the order of the UNESCO logo  
and the Hadrian's wall country logo

Don't change the colour of either logos  
separately unless shown on this document





**unesco**  
Frontiers of the Roman Empire  
Inscribed on the World  
Heritage List in 1987



**HADRIAN'S WALL**  
C O U N T R Y

No cropping the logo.



**unesco**

Frontiers of the Roman Empire  
Inscribed on the World  
Heritage List in 1987



**HADRIAN'S WA**  
C O U N T R





When on a black or grey background,  
the logo can either change to white text or  
become fully white. Use what ever works best



Frontiers of the Roman Empire  
Inscribed on the World  
Heritage List in 1987





Frontiers of the Roman Empire  
Inscribed on the World  
Heritage List in 1987





**Hadrian's wall country** logo



The spacing around the logo should not be broken, allowing for optimal spacing between other components in the design. When sized down the space also shrinks with it.











# Aa

Niveau Grotesk Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Aa

Niveau Grotesk Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Aa

Niveau Grotesk Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Aa

Niveau Grotesk Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Aa

Niveau Grotesk Light

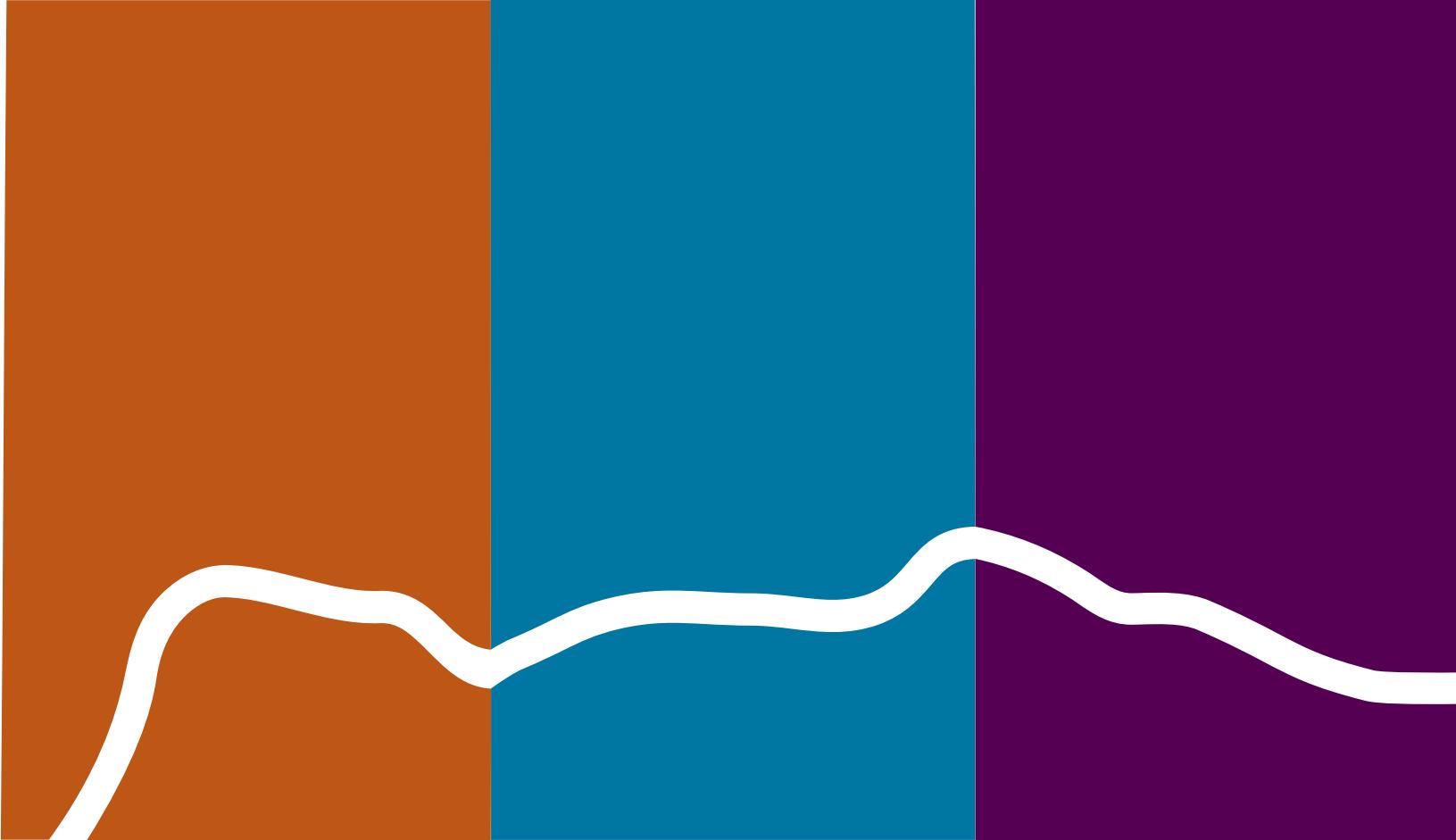
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**Body** Type

# Aa

Niveau Grotesk Extra Light

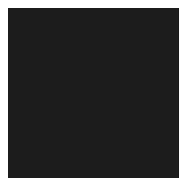
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