

NATIONAL TRAILS BRAND GUIDELINES 2020

The National Trails Acorn is the registered ® trademark symbol representing the family of National Trails.

Trademark number:
UK00003101345

NATIONAL TRAILS GUIDELINES INTRODUCTION

These guidelines provide detailed specifications for all National Trail formats. They aim to respect the local distinctiveness of the individual Trails whilst encouraging a coordinated marketing approach for the family of National Trails.

The quality of formats both printed and digital formats and interpretation reflects directly on the national identity of the Trails. Therefore these guidelines must be followed closely as any deviation will weaken the overall image.

The guidelines give guidance on basic elements that make up the National Trail identity. They include versions of the logo, corporate typefaces and Trail colours. The guidance set out in this document applies to both Welsh and English branding.

For guidance on using the logo with other languages please follow the guidance for the Welsh language.

Tourism, communities and local businesses can all gain advantages from a clear brand message. Before using the National Trails brand for any type of communication please take time to read these brand guidelines.

If you require any further advice on any aspects of these guidelines please contact:
nationaltrails@naturalengland.org.uk

THE LOGO USAGE

BASIC ELEMENTS

(Please note the logo was revised in late 2018)

If you do not already have a licence agreement for use of the logo please get in touch with us nationaltrails@naturalengland.org.uk

THE NATIONAL TRAILS LOGO IS PROTECTED AS A REGISTERED TRADEMARK.

To obtain copies of the logo please contact nationaltrails@naturalengland.org.uk explaining how you want to use it and where you want to use it.



THE LOGO VARIATIONS

The National Trails logo comes in three formats – a landscape version, a stacked version and a centre stacked version.

Each Trail also has its own logo which is available in different formats.

LANDSCAPE LOGO

The Landscape Logo should be used where ever possible. The Landscape Logo consists of the words National Trails and an acorn. Wherever possible the two elements should always be used together, see later in the guidelines where and how it's permitted to use them separately. Where possible the Landscape Logo with the acorn to the right of the typography should be used.

STACKED/CENTRE STACKED LOGO

The Stacked Logo is an alternative and should be only used where there is minimal horizontal space within the area that it is being used.

COLOUR

The National Trail/s logo should be used in black, white or blue (as supplied). In certain circumstances The National Trail/s logo can also be set in other colours, see later in the guidelines where and how it's permitted.

REVERSED OUT WHITE LOGO

This version of the logo should be used on coloured or dark photographic backgrounds. Ensure the photographic element does not interfere with the logo and the logo is clearly visible and legible at all times. The logo can be applied to flat background colours as long as they provide strong contrast.



Landscape Logo | Master



Landscape Logo | Master | Reversed



Stacked Logo | Master



Stacked Logo | Master | Reversed



Centre Stacked Logo | Master



Centre Stacked Logo | Master | Reversed

THE LOGO EXCLUSION ZONE & MINIMUM SIZES

EXCLUSION ZONES

All of the National Trail logos require an exclusion zone. This is so that the logo is reproduced clearly and legibly without interference from other graphical elements. The zone should be kept clear of other graphic elements such as type, rules and illustrations.

For the main National Trails logos (all formats – landscape, stacked and centre stacked) the zone should be half the vertical height of the acorn.

For the Trail name logos the exclusion zone should be the full height of the acorn.

MINIMUM SIZE

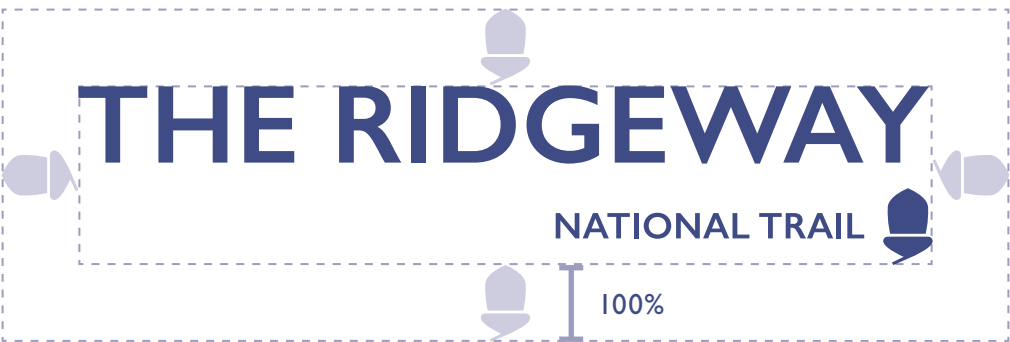
For all logos and logo formats the acorn should not be smaller than 10mm in height.



Landscape Logo | Exclusion Zone | Exclusion zone is half the vertical height of the acorn



Landscape Logo | Minimum Size



Trail Name Logo | Exclusion Zone | Exclusion zone is the full height of the acorn



Centre Stacked Logo | Minimum Size

THE LOGO

LANDSCAPE LOGO

Hay Bluff, Offa's Dyke Path

NATIONAL TRAILS



THE LOGO
STACKED LOGO

Durdle Door, England Coast Path



NATIONAL TRAILS

Stacked Logo | Single Colour on Image

THE LOGO

ROUNDAL LOGO

The roundal can be used for signage and when placed on partner print pieces or when no white space is available for the Primary Logotype and the logo needs to be placed on a busy image.

The single colour roundal should only be used when 2 colours are not possible.

When printed on discs for footpath signage, the disc should be no larger than 10cm in diameter.

EXCLUSION ZONES

To ensure the Roundal Logo appears prominently without interference for secondary elements, an exclusion zone has been created. The exclusion zone should be observed on all applications as closely as the space restrictions allow.

MEASURING THE EXCLUSION ZONE

The exclusion zone is equal to one half of the width of the acorn icon, as shown.

MINIMUM SIZE

The minimum size for the Roundal Logo is 30mm wide.

POSITIONING

The logo can be placed any where on the front of the publication, as long as it is given equal prominence as any other logos.



Roundal Logo | Master



Roundal Logo | Single Colour | Reversed



Roundal Logo | Exclusion Zone



Roundal Logo | Minimum Size | 20mm wide

THE LOGO

ROUNDAL LOGO

The Ridgeway



THE LOGO

ROUNDAL LOGO

TRAIL LOGOS

TRAIL ROUNDAL LOGOS

The typography in the roundal logo can be changed for each trail. The font should always be set using our brand typeface “Gill Sans Semi Bold”. The colour should always be used from that trail colour palette.

SIGNAGE & WAYMARKING

Our acorn also appears on a number of signs and waymarking. The font should always be set using our brand typeface “Gill Sans Semi Bold”. The colour should always be used from that trail colour palette. Please see examples opposite.

If you wish to use other colours within the colour palette for the acorn logo please contact nationaltrails@naturalengland.org.uk



Trail Roundal Logo | Single Colour



Roundal Logo | Single Colour | Reversed



Roundal Logo | Signage & Waymarking examples

THE LOGO

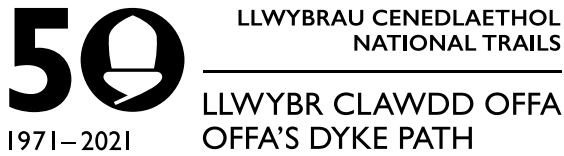
POSSIBLE

EXAMPLES OF

CELEBRATORY

DESIGNS

If you wish to use the acorn logo or colours outside of the individual trail palette for celebratory designs please contact nationaltrails@naturalengland.org.uk



THE LOGO USING THE ACORN ICON

There are some exceptions where the acorn icon can be used on its own. Where possible the full logo should also be present, but there will be some instances where this is not possible. Please see examples on the next page on how to use the acorn icon.

EXCLUSION ZONES

The Exclusion zone for using the acorn icon is half the width of the acorn, as shown.

TINTS

The acorn icon can be used in a range of colour tints from the National Trails brand palette, primary and secondary.

If you wish to use other tints for the acorn logo please contact nationaltrails@naturalengland.org.uk

MINIMUM SIZE

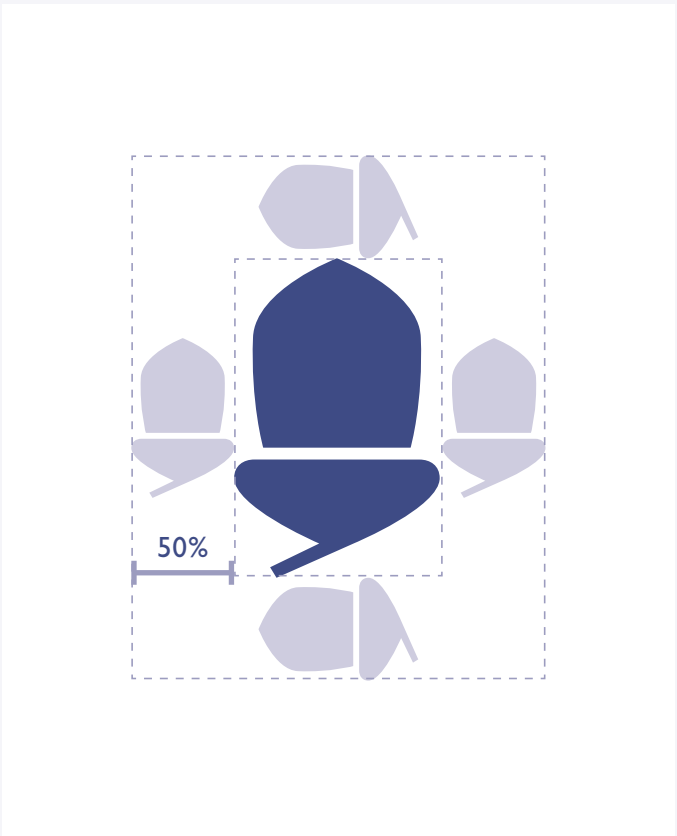
The minimum size for the Roundal Logo is 30mm wide.



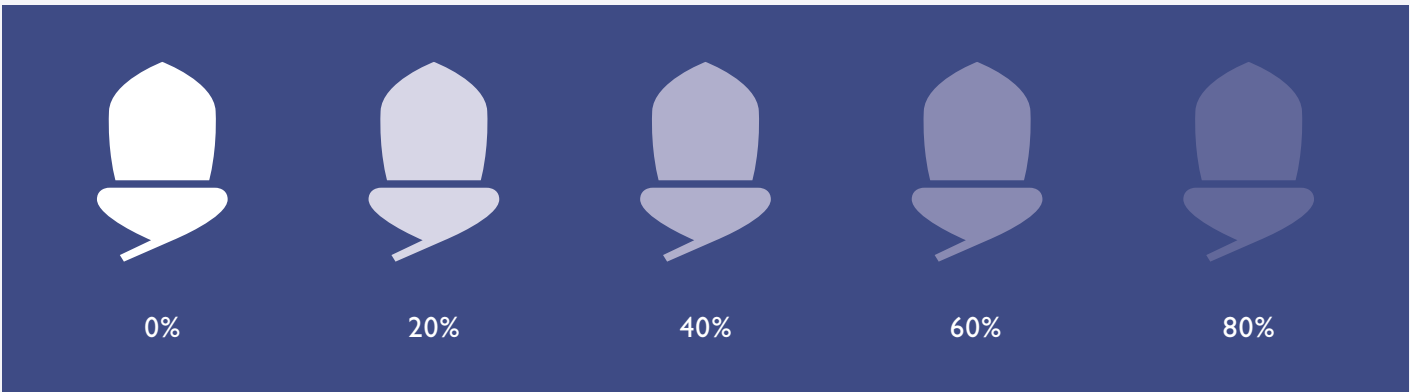
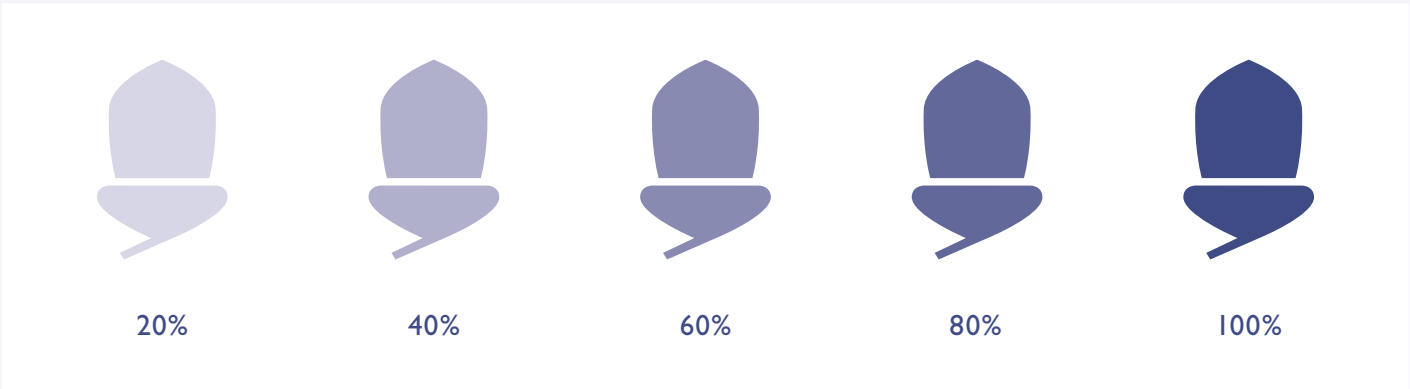
Acorn Icon | Single Colour



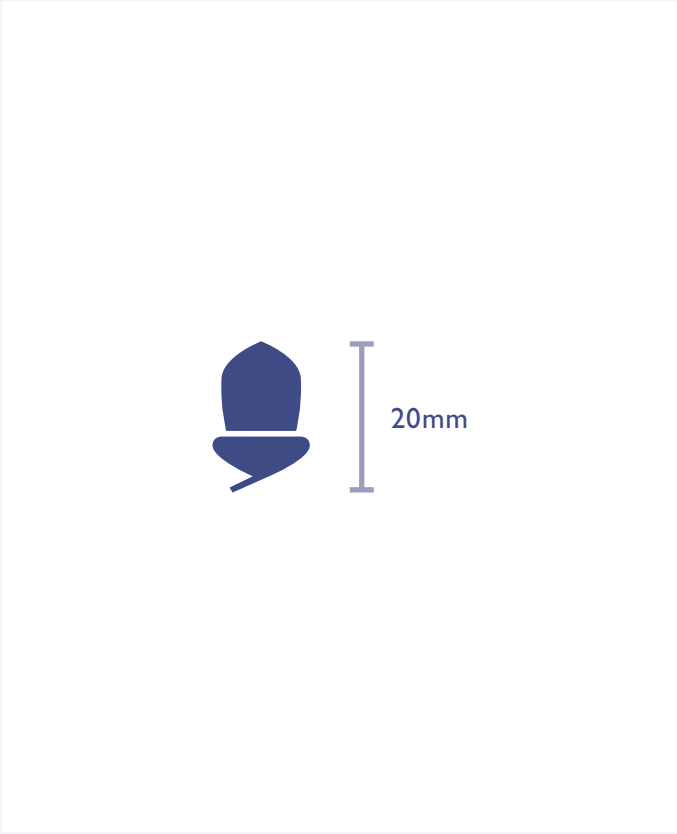
Acorn Icon | Single Colour | Reversed



Acorn Icon | Exclusion Zone



Acorn Icon | Colour usage | The use of tints is allowed



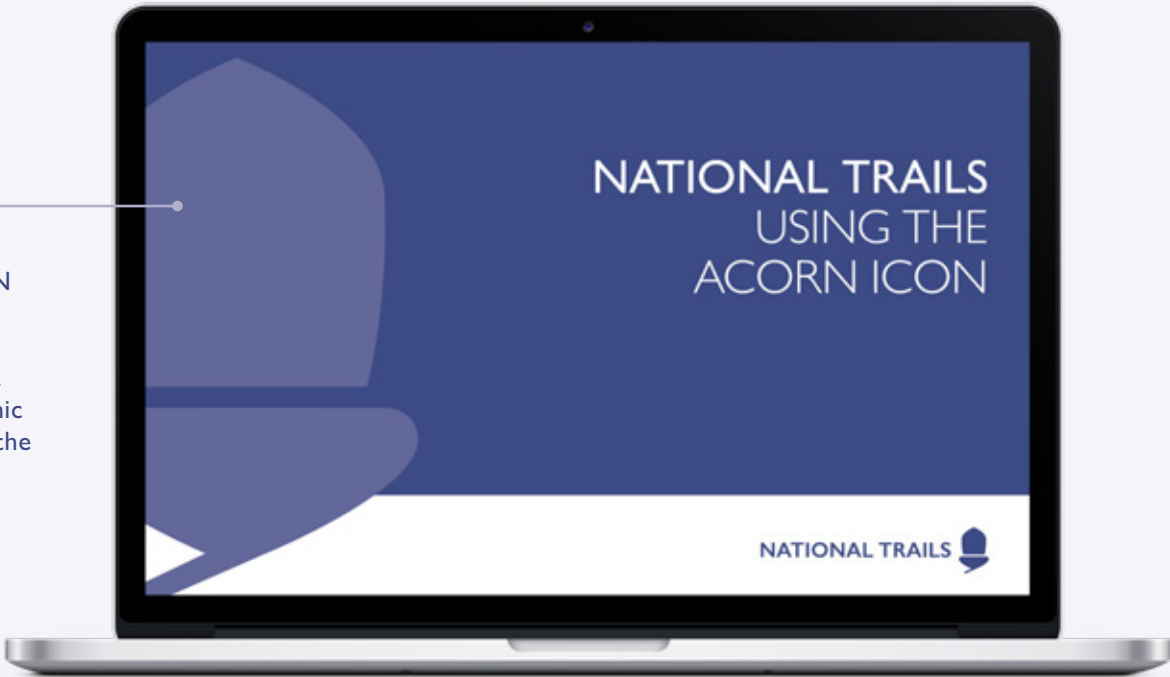
Acorn Icon | Minimum Size | 20mm high

ACORN ICON

EXAMPLE USE

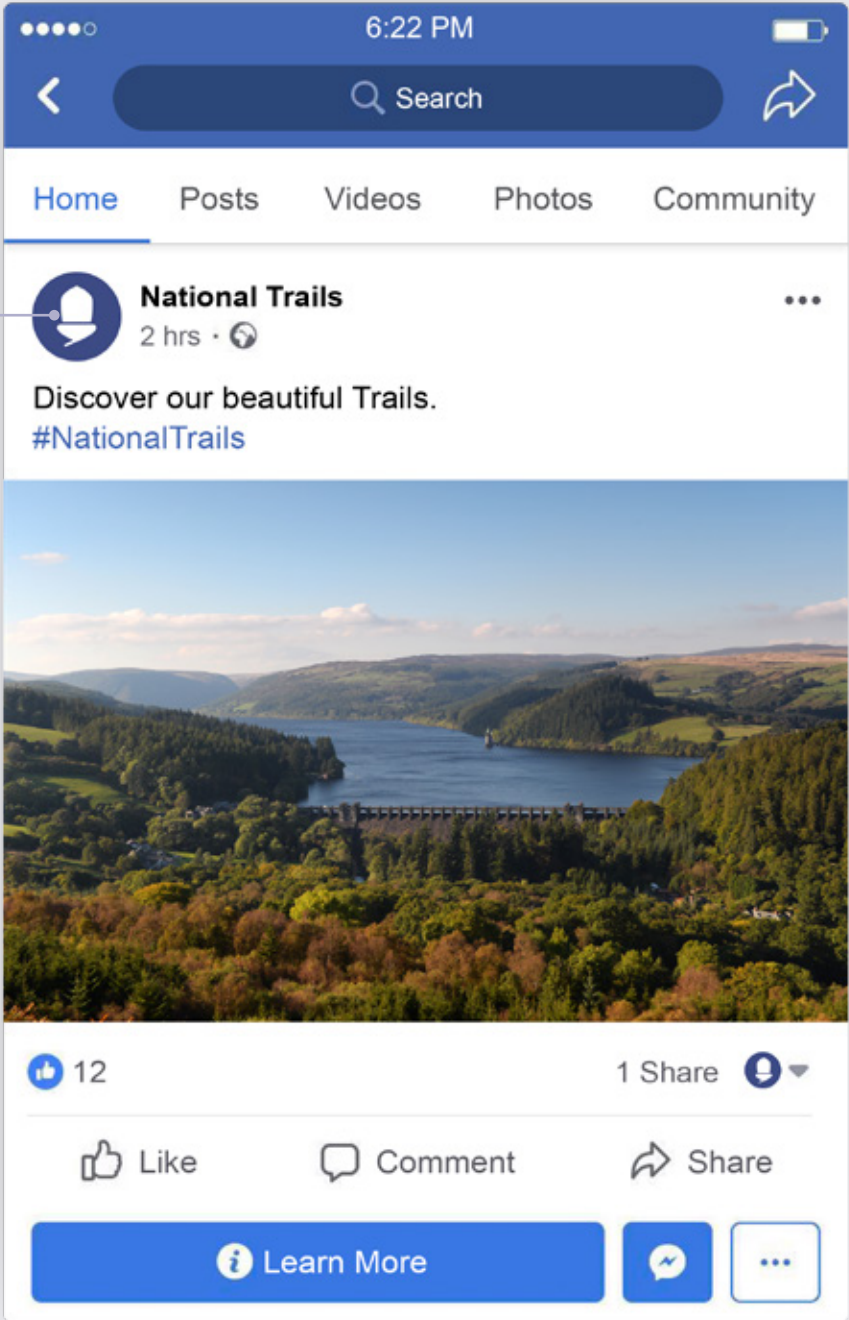
EXAMPLE USE PRESENTATION

The Acorn icon can be used as a secondary graphic to strengthen the brand presence.



EXAMPLE USE SOCIAL MEDIA

The Acorn icon can be used on its own where there is limited space. Here it is used as a profile image on social media.



EXAMPLE USE MERCHANDISE

The Acorn icon can be used in a range of colours from the primary and secondary colour palette, to promote each trail. Promotional materials with limited space can make use of just using the recognisable Acorn icon.



ACORN ICON ENGLAND COAST PATH GUIDANCE

The National Trail acorn logo will be applied to the England Coast Path and should feature in all signage and waymarking.

The acorn should only be used where signs or notices are directed at people following the trail. It should not feature in notices relating to the coastal margin, where the access symbol should be used.

The acorn logo must not be associated with route names that are not part of the England Coast Path (or other National Trail).

The acorn is a registered trademark and the following stipulations apply to its use in signage:

- The symbol must always be shown with the acorn stalk pointing to the left
- It must always be presented vertically (i.e. it should not be tilted or used as a directional indicator)
- The acorn will normally be coloured white (a white on black acorn is the logo most widely recognised by the public) although black may be used if necessary, to achieve sufficient contrast with a background colour
- **Do not** stretch or distort the logo or try to recreate or add to the logo



THE LOGO

INCORRECT

LOGO USAGE

- **Don't** use the National Trail name style by itself without the acorn
- **Don't** interfere with elements within the logo
- **Don't** stretch or distort the logo
- **Don't** try to recreate or add to the logo
- **Don't** use the logo in headlines or within the context of a sentence
- **Don't** introduce special effects like drop shadows
- **Don't** tilt letters, use true italics
- **Don't** introduce colour gradients, textures or photographic images into the logo panel

NATIONAL TRAILS

LOREM IPSUM DOLOR SIT AMET,
CONSECTETUR NATIONAL TRAILS
IVAMUS ID ARCU RISUS

NATIONAL TRAILS

NATIONAL TRAILS

NATIONAL TRAILS

NATIONAL TRAILS

NATIONAL TRAILS

NATIONAL TRAILS

TYPOGRAPHY

TYPEFACE

National Trails use two principal typefaces: Gill Sans for headings and Franklin Gothic Book Regular for body text. Our two principal typefaces for should be used across all formats, printed and digital.

HEADINGS

Gill Sans Semi Bold at a minimum size of 20pt on A4/A3 documents).

SUB-HEADINGS

Gill Sans Medium at a minimum size of 14pt on A4/A3 documents).

BODY COPY

The recommended specifications for print based body copy is: Franklin Gothic Book Regular with a minimum font size of 10pt (for A4/A3).

Body copy can use any colour from the colour palette, but attention should be given to making sure that the text has high enough contrast to be able to be read it clearly.

Where possible, the font size for all applications should be at a 10pt minimum, for promotional items the font size may need to be smaller, this is ok, please try to make sure that the text is clear. Other font weights can be used to create hierarchy within a document.

Gill Sans Semi Bold
Gill Sans Medium
Gill Sans Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz!
@£\$%^&*()_ - + = : ; ' " \ > < ?
123456789

Gill Sans | Typeface Family

Franklin Gothic Book Reg

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz!
@£\$%^&*()_ - + = : ; ' " \ > < ?
123456789

Franklin Gothic | Book Regular

COLOUR PALETTE

PRIMARY COLOUR PALETTE

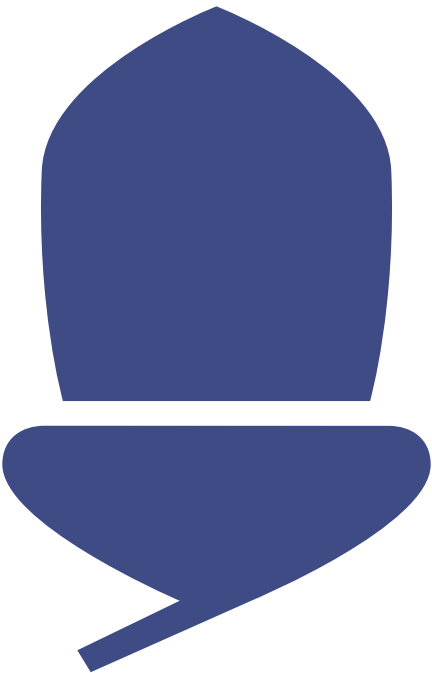
The primary colour palette is based on the colour employed by the logo.

CMYK colour values are to be used for printed materials.

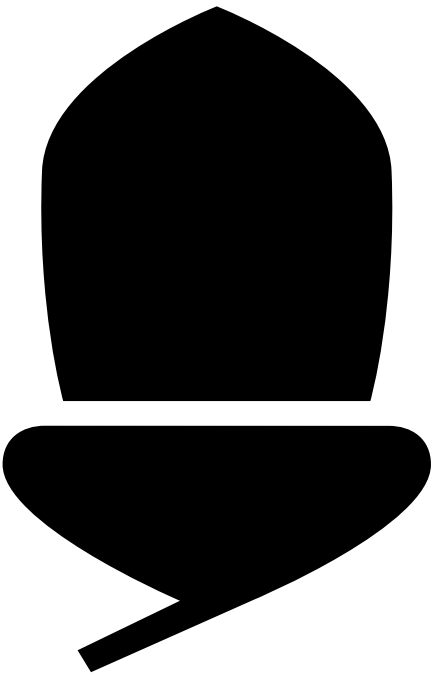
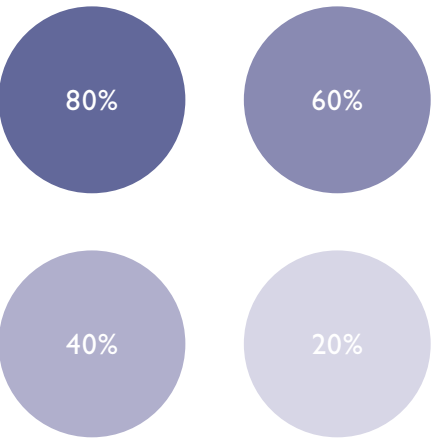
RGB colour values are to be used when designing for screen (such as electronic presentations).

HEX colour values should be used when designing for the web.

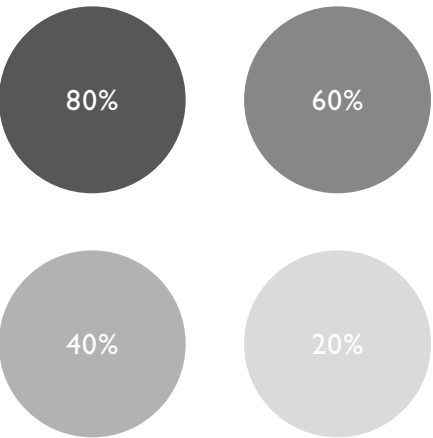
The use of tints is allowed.



PRIMARY BLUE
CMYK: 87 74 20 05
RGB: 64 77 132
HEX: #3f4c83



PRIMARY BLACK
CMYK: 0 0 0 100
RGB: 0 0 0
HEX: #000000



COLOUR PALETTE

TRAIL IDENTITY

Each Trail has a colour palette that consists of 1 identifying colour and 2 complementary colours.

CMYK colour values are to be used for printed materials.

RGB colour values are to be used when designing for screen (such as electronic presentations).

HEX colour values should be used when designing for the web.

The use of tints is allowed.

CLEVELAND WAY

CMYK: 93 57 25 5 RGB: 2 101 143 HEX: #02658f	CMYK: 17 8 3 0 RGB: 207 219 233 HEX: #cfdbe9	CMYK: 62 37 17 1 RGB: 108 142 177 HEX: #6c8eb1
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COTSWOLD WAY

CMYK: 100 83 19 5 RGB: 4 67 134 HEX: #044368	CMYK: 17 8 3 0 RGB: 207 219 233 HEX: #cfdbe9	CMYK: 57 16 100 1 RGB: 126 167 47 HEX: #7ea72f
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GLYNDŴR'S WAY

CMYK: 57 17 94 2 RGB: 125 166 74 HEX: #7da64a	CMYK: 5 6 10 0 RGB: 240 233 225 HEX: #f0e9e1	CMYK: 27 32 49 1 RGB: 188 165 134 HEX: #bca586
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ENGLAND COAST PATH

CMYK: 76 8 39 0 RGB: 27 165 165 HEX: #1ba5a5	CMYK: 6 10 16 0 RGB: 242 230 216 HEX: #f2e6d8	CMYK: 0 40 84 0 RGB: 253 168 52 HEX: #fda834
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COLOUR PALETTE

TRAIL IDENTITY

Each Trail has a colour palette that consists of 1 identifying colour and 2 complementary colours.

CMYK colour values are to be used for printed materials.

RGB colour values are to be used when designing for screen (such as electronic presentations).

HEX colour values should be used when designing for the web.

The use of tints is allowed.

HADRIAN'S WALL PATH

CMYK: 90 43 48 17 RGB: 1 105 114 HEX: #016972	CMYK: 16 2 6 0 RGB: 210 231 234 HEX: #d2e7ea	CMYK: 81 13 53 1 RGB: 0 161 143 HEX: #00a18f
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NORTH DOWNS WAY

CMYK: 78 30 100 17 RGB: 62 122 36 HEX: #3e7a24	CMYK: 11 0 17 0 RGB: 226 241 218 HEX: #e2f1da	CMYK: 63 0 100 0 RGB: 97 200 21 HEX: #61c815
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OFFA'S DYKE PATH

CMYK: 66 60 42 20 RGB: 92 91 107 HEX: #5c5b6b	CMYK: 9 7 9 0 RGB: 230 229 225 HEX: #e6e5e1	CMYK: 38 72 40 9 RGB: 153 90 111 HEX: #995a6f
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PEDDARS WAY & NORFOLK COAST PATH

CMYK: 13 32 83 0 RGB: 223 173 74 HEX: #dfad4a	CMYK: 5 10 31 0 RGB: 242 223 183 HEX: #f2dfb7	CMYK: 43 25 26 0 RGB: 150 170 177 HEX: #96aab1
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COLOUR PALETTE

TRAIL IDENTITY

Each Trail has a colour palette that consists of 1 identifying colour and 2 complementary colours.

CMYK colour values are to be used for printed materials.

RGB colour values are to be used when designing for screen (such as electronic presentations).

HEX colour values should be used when designing for the web.

The use of tints is allowed.

PEMBROKESHIRE COAST PATH

CMYK: 92 62 1 0 RGB: 0 100 176 HEX: #0064b0	CMYK: 24 5 1 0 RGB: 188 219 240 HEX: #bcdbf0	CMYK: 69 2 5 0 RGB: 1 188 229 HEX: #01bce5
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PENNINE BRIDLEWAY

CMYK: 21 100 100 13 RGB: 178 17 23 HEX: #b21117	CMYK: 3 7 24 0 RGB: 247 231 198 HEX: #f7e7c6	CMYK: 29 100 100 37 RGB: 128 12 15 HEX: #800c0f
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PENNINE WAY

CMYK: 73 100 23 11 RGB: 99 27 111 HEX: #00718f	CMYK: 12 12 1 0 RGB: 220 217 234 HEX: #dcd9ea	CMYK: 5 36 96 0 RGB: 238 169 42 HEX: #eea92a
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SOUTH DOWNS WAY

CMYK: 79 16 52 1 RGB: 34 159 143 HEX: #229f8f	CMYK: 14 1 11 0 RGB: 218 235 227 HEX: #daebe3	CMYK: 90 43 48 17 RGB: 1 105 114 HEX: #016972
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COLOUR PALETTE

TRAIL IDENTITY

Each Trail has a colour palette that consists of 1 identifying colour and 2 complementary colours.

CMYK colour values are to be used for printed materials.

RGB colour values are to be used when designing for screen (such as electronic presentations).

HEX colour values should be used when designing for the web.

The use of tints is allowed.

SOUTH WEST COAST PATH

CMYK: 99 82 35 23 RGB: 22 59 101 HEX: #163b65	CMYK: 12 11 0 RGB: 220 240 251 HEX: #dcf0fb	CMYK: 72 10 4 0 RGB: 0 175 222 HEX: #00afde
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THAMES PATH

CMYK: 92 62 11 0 RGB: 0 100 176 HEX: #0064b0	CMYK: 16 7 11 0 RGB: 210 223 239 HEX: #d2dfef	CMYK: 90 46 31 6 RGB: 0 113 143 HEX: #00718f
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THE RIDGEWAY

CMYK: 54 24 65 3 RGB: 126 157 115 HEX: #7e9d73	CMYK: 10 3 12 0 RGB: 227 235 224 HEX: #e3ebe0	CMYK: 25 77 83 15 RGB: 168 80 56 HEX: #a85038
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YORKSHIRE WOLDS WAY

CMYK: 90 43 48 17 RGB: 11 105 114 HEX: #016972	CMYK: 0 2 10 0 RGB: 255 246 228 HEX: #fff6e4	CMYK: 63 13 48 0 RGB: 100 174 151 HEX: #64ae97
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BRANDING

EXAMPLE USE

Publications should incorporate the:

- National Trails logo
- Trail name
- Trail colour
- Use of the specified fonts
- Website address: www.nationaltrail.co.uk
- Twitter symbol and the words: Follow us @nationaltrails
- All publications should be printed on recycled paper containing as much post consumer waste as practicable
- Double sided printing should be used where possible
- Lamination on covers should be avoided
- Waterproof paper may be appropriate in some instances
- Low-solvent or solvent-free products such as water-based paints, varnishes and glues should be used, where practicable.

Trail name

Website address

Social media links

Pennine Way

Walk the backbone of Britain from the Peak District to the Scottish Borders on England's first National Trail

nationaltrail.co.uk
 [@nationaltrails](https://twitter.com/nationaltrails)
 [/thenationaltrails](https://www.facebook.com/thenationaltrails)

NATIONAL TRAILS 

Trail colour

Use of the specified fonts

National Trails logo

Example Use

BRANDING

EXAMPLE USE



Cleveland Way

Experience the varied landscape of the North York Moors National Park on a journey across breathtaking heather moorland and dramatic coastline.

nationaltrail.co.uk
[@nationaltrails](https://twitter.com/nationaltrails)
[/thenationaltrails](https://www.facebook.com/thenationaltrails)

NATIONAL TRAILS 



England Coast Path

Discover a beautiful walking route around the full coastline of England taking rugged cliffs, sheltered coves and stunning beaches.

nationaltrail.co.uk
[@nationaltrails](https://twitter.com/nationaltrails)
[/thenationaltrails](https://www.facebook.com/thenationaltrails)

NATIONAL TRAILS 



The Ridgeway

Take a route used since prehistoric times by travellers, herdsman and soldiers through ancient landscapes.

nationaltrail.co.uk
[@nationaltrails](https://twitter.com/nationaltrails)
[/thenationaltrails](https://www.facebook.com/thenationaltrails)

NATIONAL TRAILS 

BRANDING

POSSIBLE EXAMPLE USE



BRANDING

POSSIBLE EXAMPLE USE



NATIONAL TRAILS BILINGUAL GUIDELINES

For guidance on using the logo with other languages
please follow the guidance for the Welsh language.

THE LOGO

BILINGUAL

A Welsh bilingual version of the logo is also available in two variations as shown on this page.

BILINGUAL LANDSCAPE LOGO

The Landscape Logo should be used where ever possible. The Landscape Logo consists of the words National Trails and an acorn. These elements should not be used separately and should not be altered in any way. Where possible the Landscape Logo with the acorn to the right of the typography should be used.

BILINGUAL STACKED LOGO

The Stacked Logo is an alternative and should be only used where there is minimal horizontal space within the area that it is being used.

COLOUR

The National Trail/s logo should only ever be used in black, white or blue (as supplied). The Trail name logos should only ever be used in black, white, blue (as supplied) or the main Trail colour.

REVERSED OUT WHITE LOGO

This version of the logo should be used on coloured or dark photographic backgrounds. Ensure the photographic element does not interfere with the logo and the logo is clearly visible and legible at all times. The logo can be applied to flat background colours as long as they provide strong contrast.

LLWYBRAU CENEDLAETHOL
NATIONAL TRAILS



Landscape Logo | Master

LLWYBRAU CENEDLAETHOL
NATIONAL TRAILS



Landscape Logo | Greyscale | Single Colour Print Version

LLWYBRAU CENEDLAETHOL
NATIONAL TRAILS



Stacked Logo | Master

LLWYBRAU CENEDLAETHOL
NATIONAL TRAILS



Stacked Logo | Greyscale | Single Colour Print Version

LLWYBRAU CENEDLAETHOL
NATIONAL TRAILS



Landscape Logo | Master | Reversed

LLWYBRAU CENEDLAETHOL
NATIONAL TRAILS



Landscape Logo | Single Colour | Reversed

LLWYBRAU CENEDLAETHOL
NATIONAL TRAILS



Stacked Logo | Master | Reversed

LLWYBRAU CENEDLAETHOL
NATIONAL TRAILS



Stacked Logo | Single Colour | Reversed

BILINGUAL LOGO EXCLUSION ZONE & MINIMUM SIZES

EXCLUSION ZONES

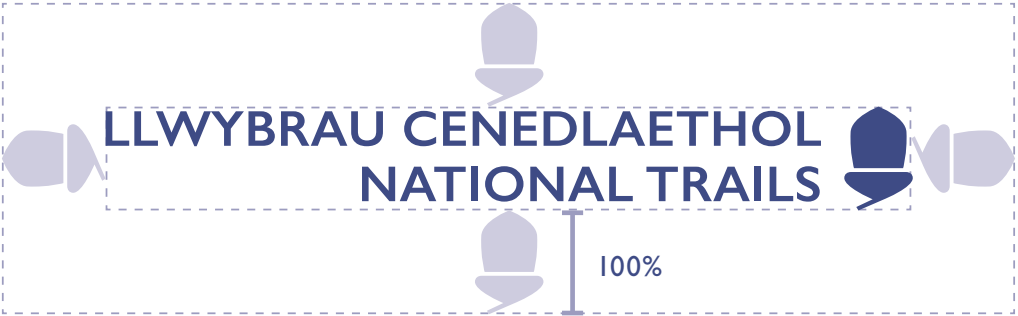
All of the National Trail logos require an exclusion zone. This is so that the logo is reproduced clearly and legibly without interference from other graphical elements. The zone should be kept clear of other graphic elements such as type, rules and illustrations.

For the main National Trails logos (all formats – landscape, stacked and centre stacked) the zone should be the full vertical height of the acorn.

For the Trail name logos the exclusion zone should be the full height of the acorn.

MINIMUM SIZE

For all logos and logo formats the acorn should not be smaller than 10mm in height.



Landscape Logo | Exclusion Zone | Exclusion zone is the full height of the acorn



Landscape Logo | Minimum Size



Trail Name Logo | Exclusion Zone | Exclusion zone is the full height of the acorn



Centre Stacked Logo | Minimum Size

THE LOGO

BILINGUAL LANDSCAPE LOGO

Lake Vyrnwy, Glyndwr's Way

LLWYBRAU CENEDLAETHOL
NATIONAL TRAILS



THE LOGO
BILINGUAL STACKED LOGO

Pembrokeshire Coast Path National Trail



LLWYBRAU CENEDLAETHOL
NATIONAL TRAILS

Stacked Logo | Single Colour on Image

THE LOGO

BILINGUAL

ROUNDAL LOGO

The roundal can be used for signage and when placed on partner print pieces or when no white space is available for the Primary Logotype and the logo needs to be placed on a busy image.

The single colour roundal should only be used when 2 colours are not possible.

When printed on discs for footpath signage, the disc should be no larger than 10cm in diameter.

EXCLUSION ZONES

To ensure the Roundal Logo appears prominently without interference for secondary elements, an exclusion zone has been created. The exclusion zone should be observed on all applications as closely as the space restrictions allow.

MEASURING THE EXCLUSION ZONE

The exclusion zone is equal to one half of the width of the acorn icon, as shown.

MINIMUM SIZE

The minimum size for the Roundal Logo is 30mm wide.

POSITIONING

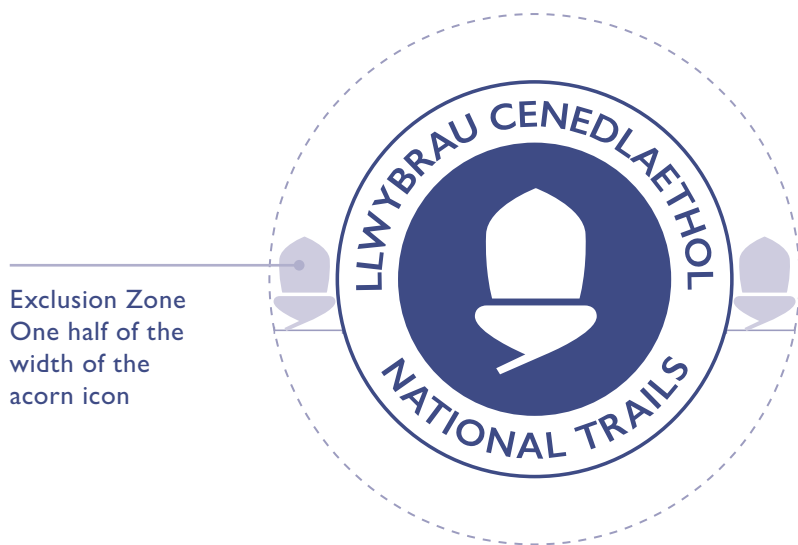
The logo can be placed any where on the front of the publication, as long as it is given equal prominence as any other logos.



Roundal Logo | Master



Roundal Logo | Single Colour | Reversed



Roundal Logo | Exclusion Zone



Roundal Logo | Minimum Size | 20mm wide

THE LOGO

BILINGUAL ROUNDAL LOGO

Glyndwr's Way



TRAIL BILINGUAL LOGOS

LANDSCAPE LOGO

The landscape logo should be used to promote the “Llwybr Glyndŵr/ Glyndŵr’s Way” trail.

The logo should be set in “Glyndŵr’s Way Green” when used on a white background.

When used in the white format, the colour in the background should be strong enough to offer a high contrast to maintain visibility of the logo.

ROUNDAL LOGO

The roundal can be used for signage and when placed on partner print pieces or when no white space is available for the Primary Logotype and the logo needs to be placed on a busy image.



Landscape Logo | Master



Landscape Logo | Master | Reversed



Roundal Logo | Master



Roundal Logo | Single Colour | Reversed

TRAIL BILINGUAL LOGOS

PRIMARY LOGO

The sub trail logo should be used to promote the “Llwybr Clawdd Offa/ Offa’s Dyke Path” trail.

The logo should be set in “Offa’s Dyke Purple” when used on a white background.

When used in the white format, the colour in the background should be strong enough to offer a high contrast to maintain visibility of the logo.

ROUNDAL LOGO

The roundal can be used for signage and when placed on partner print pieces or when no white space is available for the Primary Logotype and the logo needs to be placed on a busy image.

LLWYBR CLAWDD OFFA
OFFA’S DYKE PATH
LLWYBRAU CENEDLAETHOL
NATIONAL TRAILS



Landscape Logo | Master

LLWYBR CLAWDD OFFA
OFFA’S DYKE PATH
LLWYBRAU CENEDLAETHOL
NATIONAL TRAILS



Landscape Logo | Master | Reversed



Roundal Logo | Master



Roundal Logo | Single Colour | Reversed

TRAIL BILINGUAL LOGOS

PRIMARY LOGO

The sub trail logo should be used to promote the “Llwybr Arfordir Penfro/ Pembrokehire Coast Path” trail.

The logo should be set in “Pembrokehire Coast Path Blue” when used on a white background.

When used in the white format, the colour in the background should be strong enough to offer a high contrast to maintain visibility of the logo.

ROUNDAL LOGO

The roundal can be used for signage and when placed on partner print pieces or when no white space is available for the Primary Logotype and the logo needs to be placed on a busy image.

LLWYBR ARFORDIR PENFRO
PEMBROKESHIRE COAST PATH
LLWYBRAU CENEDLAETHOL
NATIONAL TRAILS



Primary Logo | Master

LLWYBR ARFORDIR PENFRO
PEMBROKESHIRE COAST PATH
LLWYBRAU CENEDLAETHOL
NATIONAL TRAILS



Primary Logo | Master | Reversed



Roundal Logo | Master



Roundal Logo | Single Colour | Reversed

BILINGUAL LANDSCAPE LOGO BRAND PARTNERSHIP

Collaboration lock-ups are denoted by a simple multiply cross made up of two hairlines to form square. The cross shares the same baseline as the “NATIONAL TRAILS” type.

Collaborator logos should share the same baseline where possible, sitting comfortably within the X-height that the shell occupies but never exceeding it. A case of common sense, measure and judgement.



Collaboration Logo Lock-Up | Landscape



Collaboration Logo Lock-Up | Portrait

BILINGUAL
LANDSCAPE LOGO
BRAND
PARTNERSHIP

LLWYBRAU CENEDLAETHOL
NATIONAL TRAILS



Llwybr Arfordir Cymru
Wales Coast Path



BILINGUAL
LANDSCAPE LOGO
BRAND
PARTNERSHIP

Hay Bluff, Offa's Dyke Path




LLWYBRAU CENEDLAETHOL
NATIONAL TRAILS



Collaboration Logo Lock Up | Portrait | Single Colour on Image

BILINGUAL BRANDING

POSSIBLE EXAMPLE USE



The top half of the cover features a scenic photograph of a stone tower with a green roof situated on a hill overlooking a body of water. A small boat is visible on the water. A circular logo is overlaid on the bottom left of the image.


Llwybr Glyndŵr
Glyndŵrs Way

Dathlwnch hanes diwylliannol a naturiol Cymru yn ôl troed Owain Glyndŵr ar y llwybr heddychlon hwn.

Celebrate Welsh cultural and natural history in the footsteps of Owain Glyndŵr on this peaceful trail.

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LLWYBRAU CENEDLAETHOL
NATIONAL TRAILS



The top half of the cover features a photograph of a stone wall with a metal railing, set against a backdrop of rolling hills and trees. Two people are walking along the path. A circular logo is overlaid on the bottom left of the image.


Llwybr Clawdd Offa
Offa's Dyke Path

Wedi'ch amgylchynu gan hanes a bywyd gwyllt wrth ymyl heneb hynafol yr 8fed Ganrif ar hyd Ffin Cymru Lloegr.

Be surrounded by history and wildlife beside the 8th Century ancient monument along the English Welsh Border.

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LLWYBRAU CENEDLAETHOL
NATIONAL TRAILS



The top half of the cover features a photograph of a rocky coastline with a lighthouse on a hill in the background. A person is walking along the path. A circular logo is overlaid on the bottom left of the image.

Llwybr Arfordir Penfro
Pembrokeshire Coast Path

Dilynwch yr arfordir mwyaf syfrdanol ym Mhrydain heibio clogwyni garw, cildraethau cysgodol a thraethau syfrdanol.

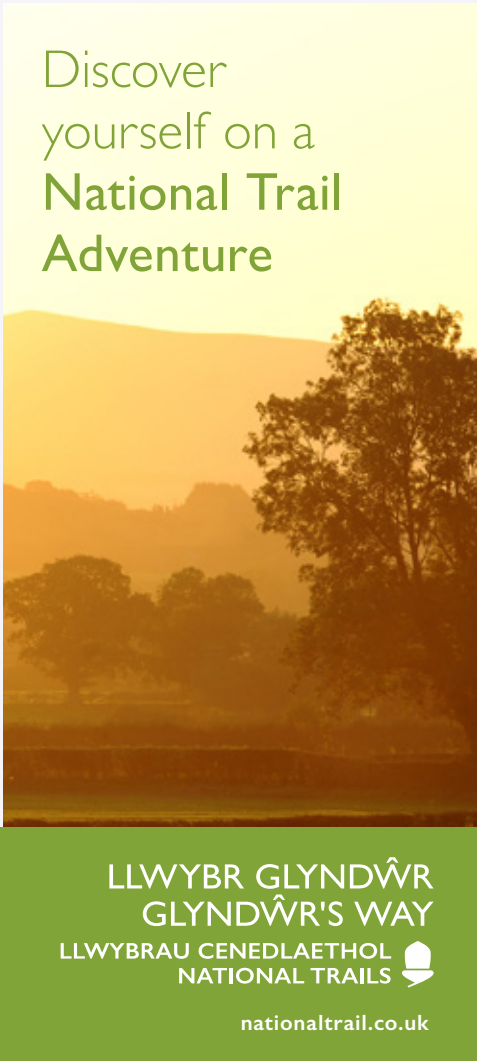
Follow the most breathtaking coastline in Britain past rugged cliffs, sheltered coves and stunning beaches.

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LLWYBRAU CENEDLAETHOL
NATIONAL TRAILS

BILINGUAL BRANDING

POSSIBLE EXAMPLE USE



Portrait Web Banner (English)

Landscape Web Banner (Welsh)

BILINGUAL BRANDING

POSSIBLE EXAMPLE USE

