

# NATIONAL TRAILS BRAND GUIDELINES 2023

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

Trademark number:  
UK00003101345  
UK00003552727

**Version 4: December 2023**

# NATIONAL TRAILS BRAND GUIDELINES CONTENTS

INTRODUCTION .....	3
<b>THE FAMILY LOGO</b>	
Usage .....	4
Variations.....	5
Landscape Logo Single Colour on Image .....	6
Stacked Logo Single Colour on Image.....	7
<b>TRAIL NAME LOGOS</b>	
Variations.....	8
King Charles III England Coast Path .....	9
Possible Examples of Celebratory Designs.....	10
<b>THE LOGO</b>	
Roundel Logo Variations .....	11
Roundel Logo Two Colour on Image .....	12
Exclusion Zone & Minimum Sizes.....	13
Incorrect Logo Usage .....	14
Using The Acorn Icon .....	15
The Acorn Icon Example Use .....	16
Typography - Typeface .....	17
Colour Palette.....	18-24
Branding Example Use .....	25
Possible Example Use.....	26-27

<b>BILINGUAL GUIDELINES.....</b>	<b>28</b>
<b>THE FAMILY LOGO BILINGUAL</b>	
Usage.....	29
Exclusion Zone & Minimum Sizes.....	30
Landscape Logo Single Colour on Image .....	31
Stacked Logo Single Colour on Image.....	32
Bilingual Roundel Logo .....	33
Bilingual Roundel Logo Single Colour on Image.....	34
<b>TRAIL NAME LOGOS</b>	
Trail Bilingual Logos.....	35-37
<b>BILINGUAL LANDSCAPE LOGO WITH BRAND PARTNERSHIP</b>	
Bilingual Landscape Logo Brand Partnership .....	38
Landscape Full Colour on Image.....	39
Portrait Single Colour on Image.....	40
Bilingual Branding Possible Example Use .....	41-43

# NATIONAL TRAILS BRAND 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.

This guidance does not provide detailed information on signage or waymarking. Please contact the relevant National Trail Officer or email [nationaltrails@naturalengland.org.uk](mailto:nationaltrails@naturalengland.org.uk) for further information.

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](mailto:nationaltrails@naturalengland.org.uk)

# THE FAMILY LOGO USAGE

Please be aware that you may need a licence to use the National Trails or Trail specific logos. Please contact [nationaltrails@naturalengland.org.uk](mailto:nationaltrails@naturalengland.org.uk) for further details.

The family logo represents the family of routes designated as National Trails in England and Wales.

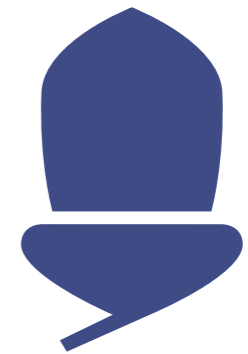
Each Trail also has its own logo which is available in different formats. Please refer to the pages on the Trail Name Logos for further information.

Please note the logo was revised in late 2018.

**THE NATIONAL TRAILS LOGO  
IS PROTECTED AS A REGISTERED  
TRADEMARK.**

To obtain copies of the logo please contact [nationaltrails@naturalengland.org.uk](mailto:nationaltrails@naturalengland.org.uk) explaining how you want to use it and where you want to use it.

# NATIONAL TRAILS



# THE FAMILY LOGO VARIATIONS

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

## LANDSCAPE LOGO

The Landscape Logo should be used wherever 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.

## 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).



Landscape Logo | Master | Blue



Landscape Logo | Master | White



Stacked Logo | Master | Blue



Stacked Logo | Master | White



Centre Stacked Logo | Master | Blue



Centre Stacked Logo | Master | White

# THE FAMILY LOGO LANDSCAPE LOGO

Hay Bluff, Offa's Dyke Path

NATIONAL TRAILS 

THE FAMILY LOGO  
STACKED LOGO

Durdle Door, South West Coast Path



NATIONAL TRAILS

Stacked Logo | Single Colour on Image

# TRAIL NAME LOGOS VARIATIONS

Each Trail has its own logo which comes in different colours and formats.

Please contact [nationaltrails@naturalengland.org.uk](mailto:nationaltrails@naturalengland.org.uk) for Coast to Coast Path branding or signage.

Please refer to the following page for King Charles III England Coast Path branding.

## LANDSCAPE LOGO

The Landscape Logo should be used wherever possible. The Landscape Logo consists of the Trail name, the words NATIONAL TRAIL and the acorn symbol.

## STACKED/CENTRE STACKED LOGO

The stacked logo can be used where there is limited horizontal space. Some Trails also have a centre stacked logo due to the length of the Trail name.

## COLOUR

The Trail logos should be used in black, white or blue (as supplied) or the Trail's identifying colour (please refer to the colour palette).

# SOUTH WEST COAST PATH

NATIONAL TRAIL 

Blue CMYK Landscape Logo | South West Coast Path

---

SOUTH WEST  
COAST PATH

NATIONAL TRAIL 

Blue CMYK Stacked Logo | South West Coast Path

---

SOUTH WEST  
COAST PATH

NATIONAL TRAIL 

Blue CMYK Centre Stacked Logo | South West Coast Path

---



# TRAIL NAME LOGOS KING CHARLES III ENGLAND COAST PATH

To commemorate the Coronation of His Majesty King Charles III and in recognition of his regard for the natural world, the Secretary of State for the Environment announced on 1st May 2023 that the England Coast Path would be renamed the King Charles III England Coast Path. The occasion was marked by the unveiling of new logos for the trail.

The renaming of the England Coast Path to the King Charles III England Coast Path will roll out across the parts of the trail still to enter establishment work while the whole trail will be re-named as existing signage on open parts is replaced through routine cyclical maintenance.

Existing coastal National Trails will retain their existing name/ branding but become 'part of the King Charles III England Coast Path'.

The logo, in both banner or roundel forms should principally be used on panels, notices and publicity material. The roundel can be used on the ground to reinforce the name and connection with the King on sign or waymark posts but with care to avoid inadvertently creating an impression that there are two coast paths. It is also available in black or white.

Please refer to the separate King Charles III England Coast Path guidance for further detail relating to signage.

Email [nationaltrails@naturalengland.org.uk](mailto:nationaltrails@naturalengland.org.uk) for further information.



King Charles III England Coast Path  
Banner Logo | CMYK



King Charles III England Coast Path  
Roundel Logo | CMYK



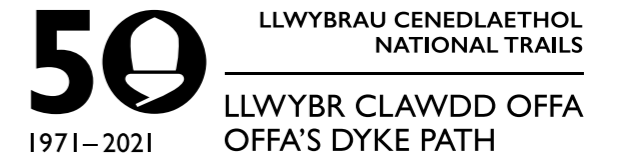
King Charles III England Coast Path  
Roundel Logo | WHITE



King Charles III England Coast Path  
Roundel Logo | BLACK

# TRAIL NAME LOGOS 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](mailto:nationaltrails@naturalengland.org.uk)



# THE LOGO

## ROUNDEL LOGO

The Roundel Logo (the family and trail name versions) can be used where there is limited space or where the logo needs to be placed on a busy image.

The Roundel Logo is available in two formats, the two colour master and a single colour reversed version.

### EXCLUSION ZONES

To ensure the Roundel 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.

### POSITIONING

The logo can be placed anywhere but must be given at least the same prominence as other logos that are present.



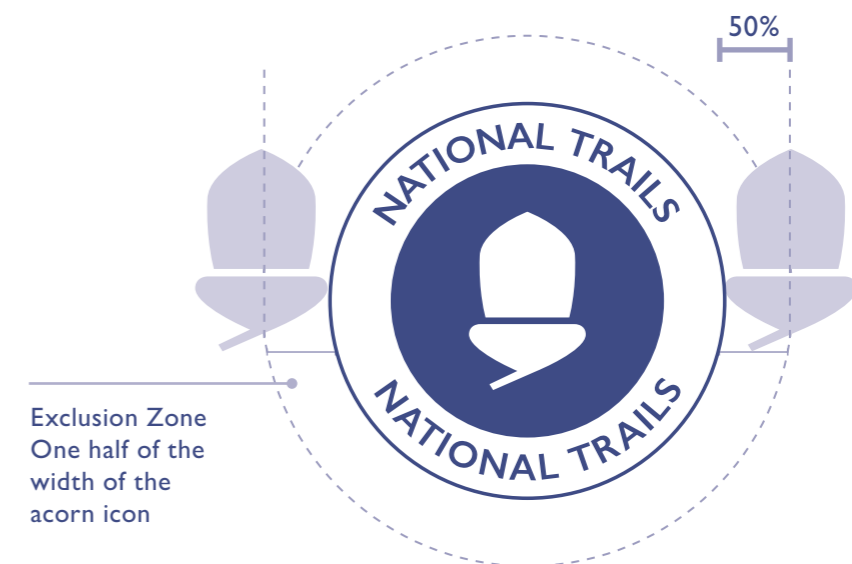
Family Roundel Logo | Master | Two Colour



Family Roundel Logo | Single Colour



Trail Name Roundel Logo



Exclusion Zone  
One half of the  
width of the  
acorn icon

Family Roundel Logo | Exclusion Zone

THE LOGO  
ROUNDEL LOGO



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



Landscape Family Logo | Minimum Size



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



Centre Stacked Family Logo | Minimum Size

# THE LOGO INCORRECT LOGO USAGE

This guidance applies to all National Trail logos.

- **Don't** reverse the acorn symbol. The acorn symbol must always be shown with the acorn stalk pointing to the left
- **Don't** tilt the logo. The acorn must always be presented vertically (i.e. it should not be tilted or used as a directional indicator)
- **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~~

# 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.

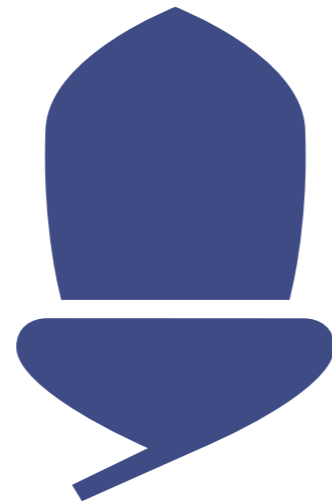
## TINTS

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](mailto:nationaltrails@naturalengland.org.uk)

## MINIMUM SIZE

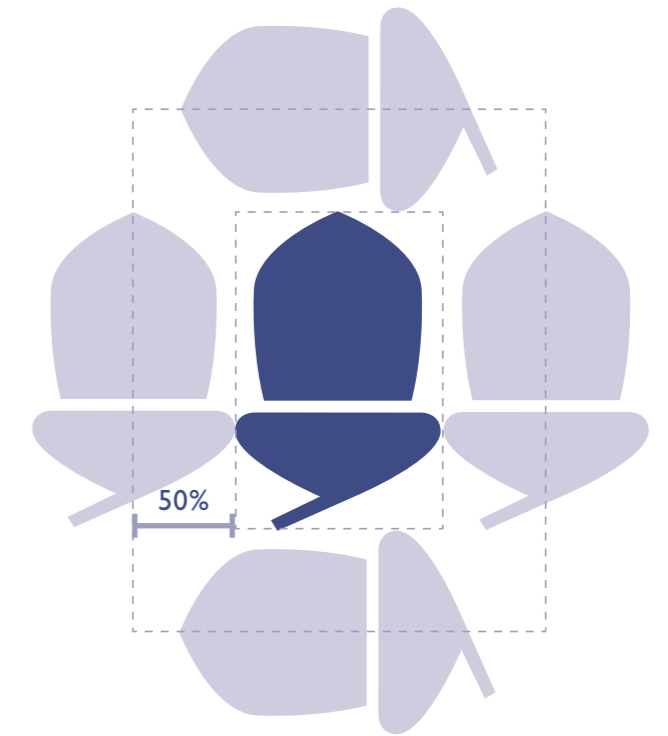
The logo must be given equal prominence to other logos and must not be smaller than other logos.



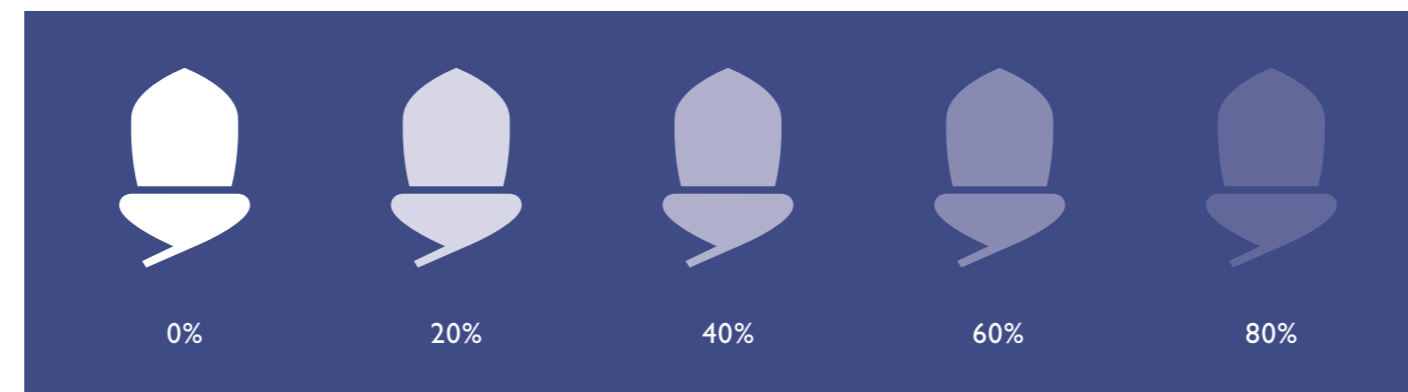
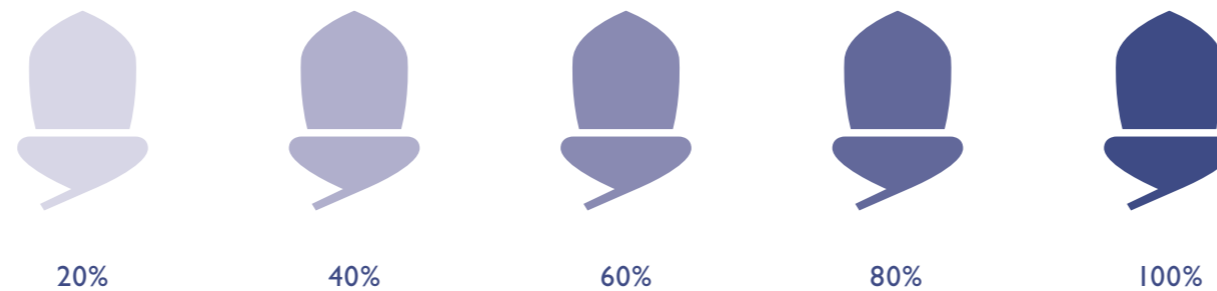
Acorn Icon | Single Colour



Acorn Icon | Single Colour | White



Acorn Icon | Exclusion Zone



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

# ACORN ICON EXAMPLE USE

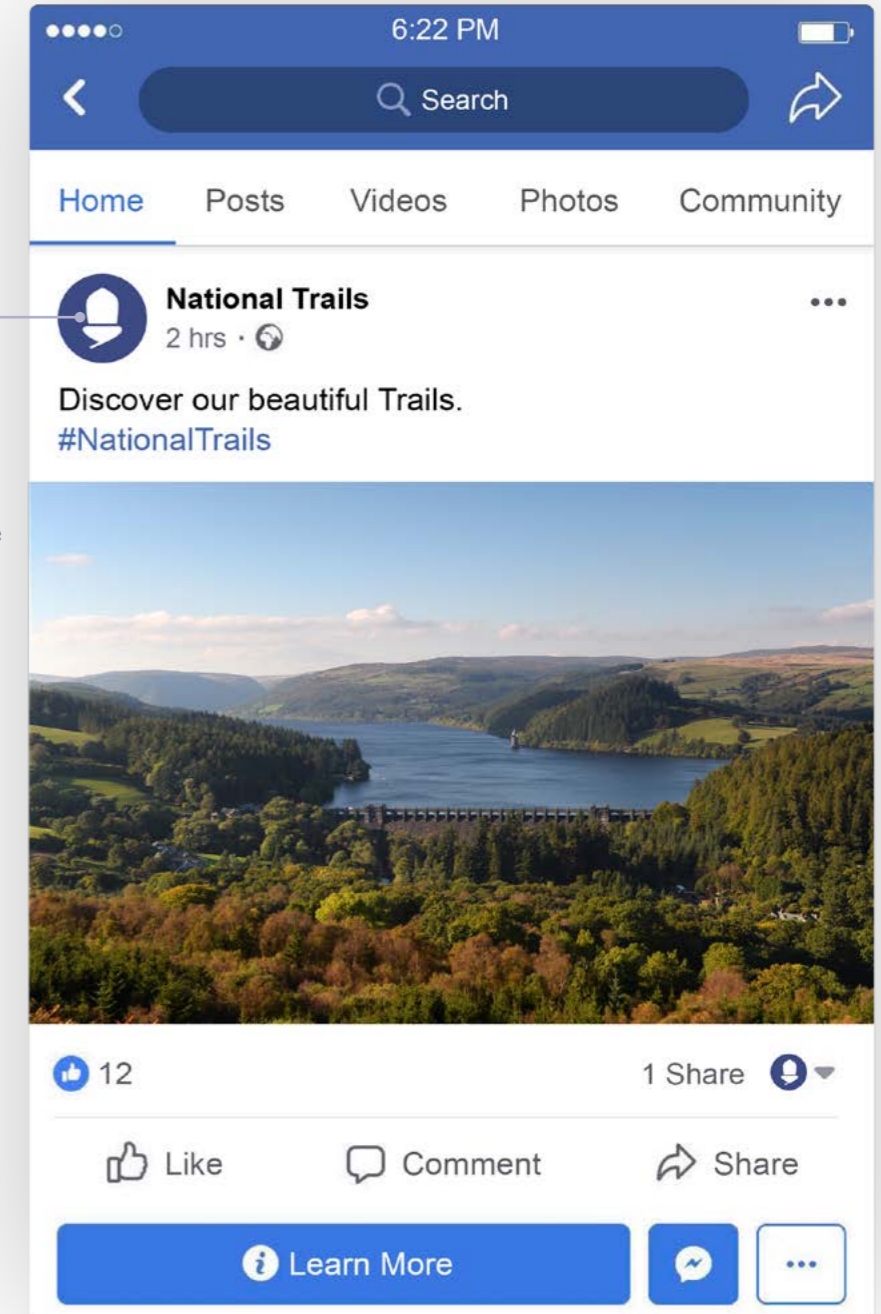
## EXAMPLE USE PRESENTATION

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.





# 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 read it clearly.

Where possible, the font size for all applications should be at a 10pt minimum. Please ensure 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

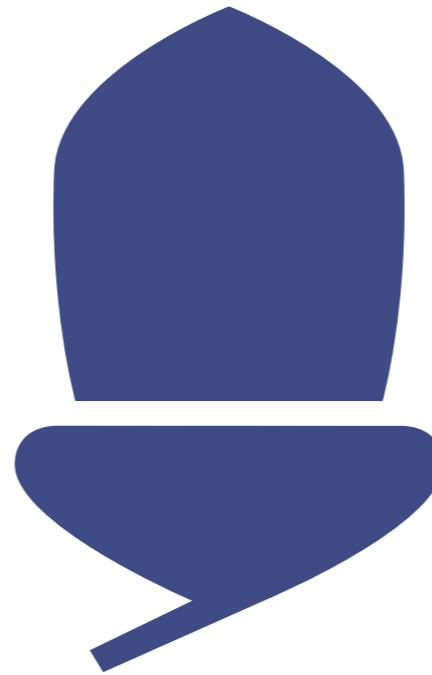
The primary colour palette is based on the colour employed by the logo.

**CMYK** colour values are to be used for printed materials.

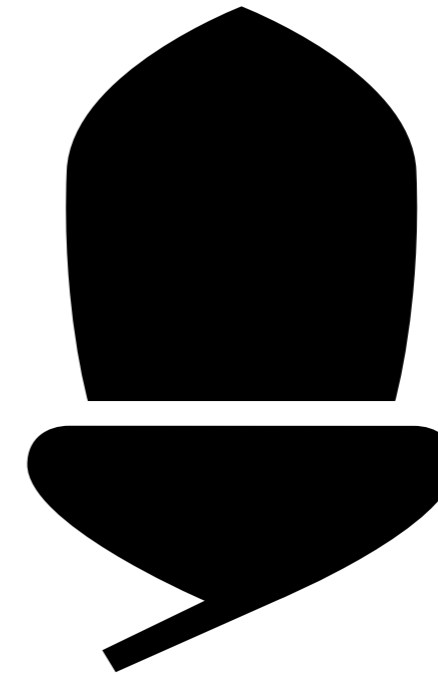
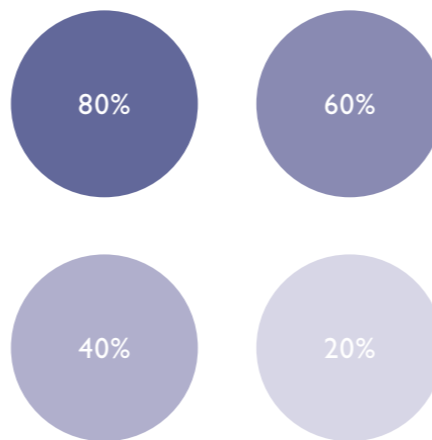
**RGB** colour values are to be used when designing for screen (such as electronic presentations).

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

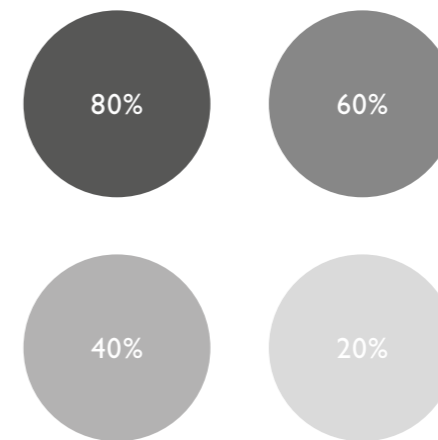
The use of tints is allowed.



**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.

If you wish to use colours other than those in the trail palette please contact [nationaltrails@naturalengland.org.uk](mailto:nationaltrails@naturalengland.org.uk)

**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.



## COAST TO COAST PATH



## COTSWOLD WAY



# COLOUR PALETTE

## TRAIL IDENTITY

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

If you wish to use colours other than those in the trail palette please contact [nationaltrails@naturalengland.org.uk](mailto:nationaltrails@naturalengland.org.uk)

**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.

## 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

## 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

## KING CHARLES III ENGLAND COAST PATH

CMYK: 16 100 100 7  
RGB: 194 32 38  
HEX: #c22026

CMYK: 10 20 30 0  
RGB: 228 201 176  
HEX: #e4c9b0

CMYK: 87 74 20 5  
RGB: 60 83 137  
HEX: #3c5389

# COLOUR PALETTE

## TRAIL IDENTITY

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

If you wish to use colours other than those in the trail palette please contact [nationaltrails@naturalengland.org.uk](mailto:nationaltrails@naturalengland.org.uk)

**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.

## 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

## 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

## 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

# COLOUR PALETTE

## TRAIL IDENTITY

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

If you wish to use colours other than those in the trail palette please contact [nationaltrails@naturalengland.org.uk](mailto:nationaltrails@naturalengland.org.uk)

**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: #bcd9f0

CMYK: 69 2 5 0  
RGB: 1 188 229  
HEX: #01bce5

## 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

## 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

# COLOUR PALETTE

## TRAIL IDENTITY

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

If you wish to use colours other than those in the trail palette please contact [nationaltrails@naturalengland.org.uk](mailto:nationaltrails@naturalengland.org.uk)

**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 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

## SOUTH WEST COAST PATH

CMYK: 99 82 35 23  
RGB: 22 59 101  
HEX: #163b65

CMYK: 12 1 1 0  
RGB: 220 240 251  
HEX: #dcf0fb

CMYK: 72 10 4 0  
RGB: 0 175 222  
HEX: #00afde

## THAMES PATH

CMYK: 92 62 1 0  
RGB: 0 100 176  
HEX: #0064b0

CMYK: 16 7 1 0  
RGB: 210 223 239  
HEX: #d2dfef

CMYK: 90 46 31 6  
RGB: 0 113 143  
HEX: #00718f

# COLOUR PALETTE

## TRAIL IDENTITY

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

If you wish to use colours other than those in the trail palette please contact [nationaltrails@naturalengland.org.uk](mailto:nationaltrails@naturalengland.org.uk)

**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.

## 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

## YORKSHIRE WOLDS WAY

CMYK: 90 43 48 17  
RGB: 1 105 114  
HEX: #016972




CMYK: 0 2 10 0  
RGB: 255 246 228  
HEX: #fff6e4

CMYK: 63 13 48 0  
RGB: 100 174 151  
HEX: #64ae97



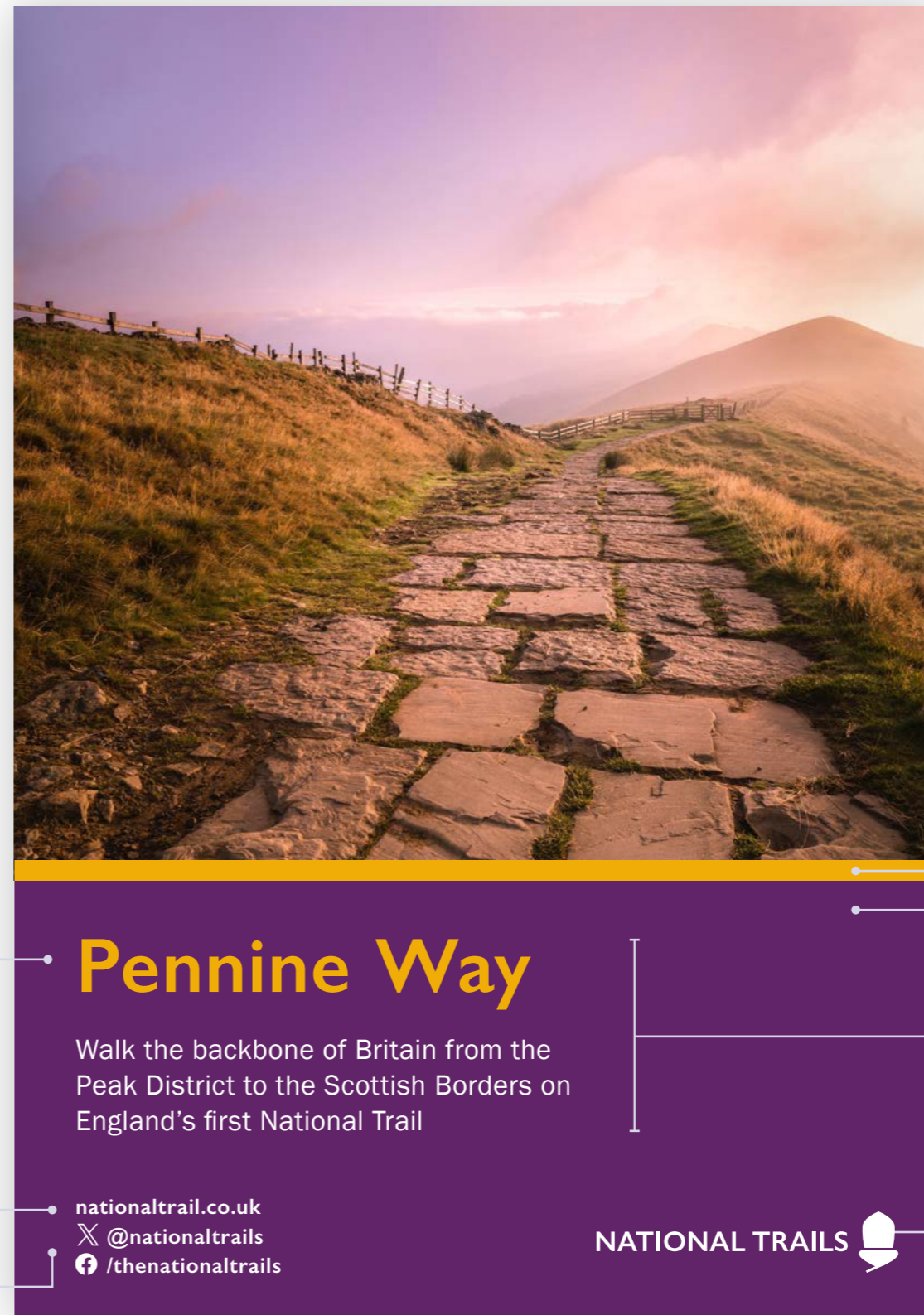
# BRANDING EXAMPLE USE

## Publications should incorporate the:

- National Trails family logo or trail name logo
- Trail name
- Trail colour
- Use of the specified fonts
- Website address: [www.nationaltrail.co.uk](http://www.nationaltrail.co.uk)
- National Trails or trail specific social media handles or usernames –
  -  [@thenationaltrails](https://www.facebook.com/thenationaltrails)
  -  [@nationaltrails](https://twitter.com/nationaltrails)
  -  [@nationaltrailsuk](https://www.instagram.com/nationaltrailsuk)

## In addition:

- 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



# Pennine Way

Trail colour

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

Use of the specified fonts

Website address

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

NATIONAL TRAILS 

National Trails logo

Social media links

Example Use

# BRANDING

## POSSIBLE EXAMPLE USE

---



# BRANDING

## POSSIBLE EXAMPLE USE

---



# NATIONAL TRAILS BILINGUAL BRAND GUIDELINES 2023

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

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

Trademark number:  
UK00003101345  
UK00003552727

# THE FAMILY 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 wherever 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.

## 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.



Landscape Logo | Master | Blue



Stacked Logo | Master | Blue



Landscape Logo | Master | Black



Stacked Logo | Master | Black



Landscape Logo | Master | White



Stacked Logo | Master | White

# BILINGUAL LOGO EXCLUSION ZONE & MINIMUM SIZES

## EXCLUSION ZONES

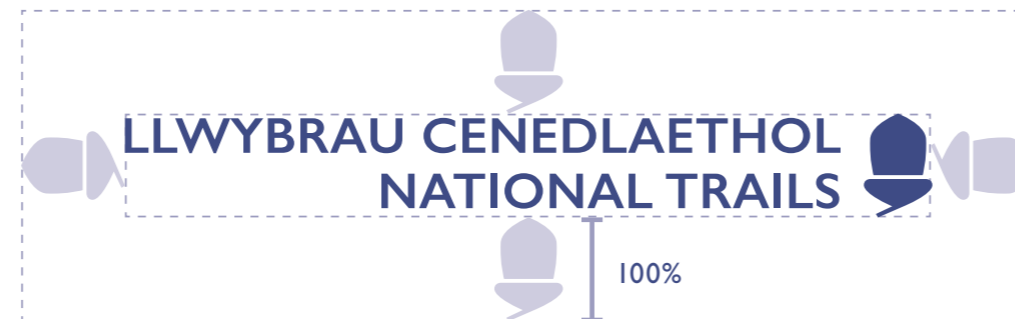
All of the National Trail logos require an exclusion zone. This is so that the logo is reproduced clearly and legibly without interference from other graphical elements. The zone should be kept clear of other graphic elements such as type, rules and illustrations.

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 vertical 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 FAMILY LOGO  
BILINGUAL LANDSCAPE LOGO

Lake Vyrnwy, Glyndŵr's Way

LLWYBRAU CENEDLAETHOL  
NATIONAL TRAILS 

Landscape Logo | Single Colour on Image

THE FAMILY LOGO  
BILINGUAL STACKED LOGO

Pembrokeshire Coast Path National Trail



# LLWYBRAU CENEDLAETHOL NATIONAL TRAILS

Stacked Logo | Single Colour on Image



# THE LOGO

## BILINGUAL

## ROUNDEL

## LOGO

The Roundel can be used for signage and when placed on partner print pieces or where there is limited space or the logo needs to be placed on a busy image.

The Roundel Logo is available in two formats, the two colour master version and a single colour reversed version.

### EXCLUSION ZONES

To ensure the Roundel 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.

### POSITIONING

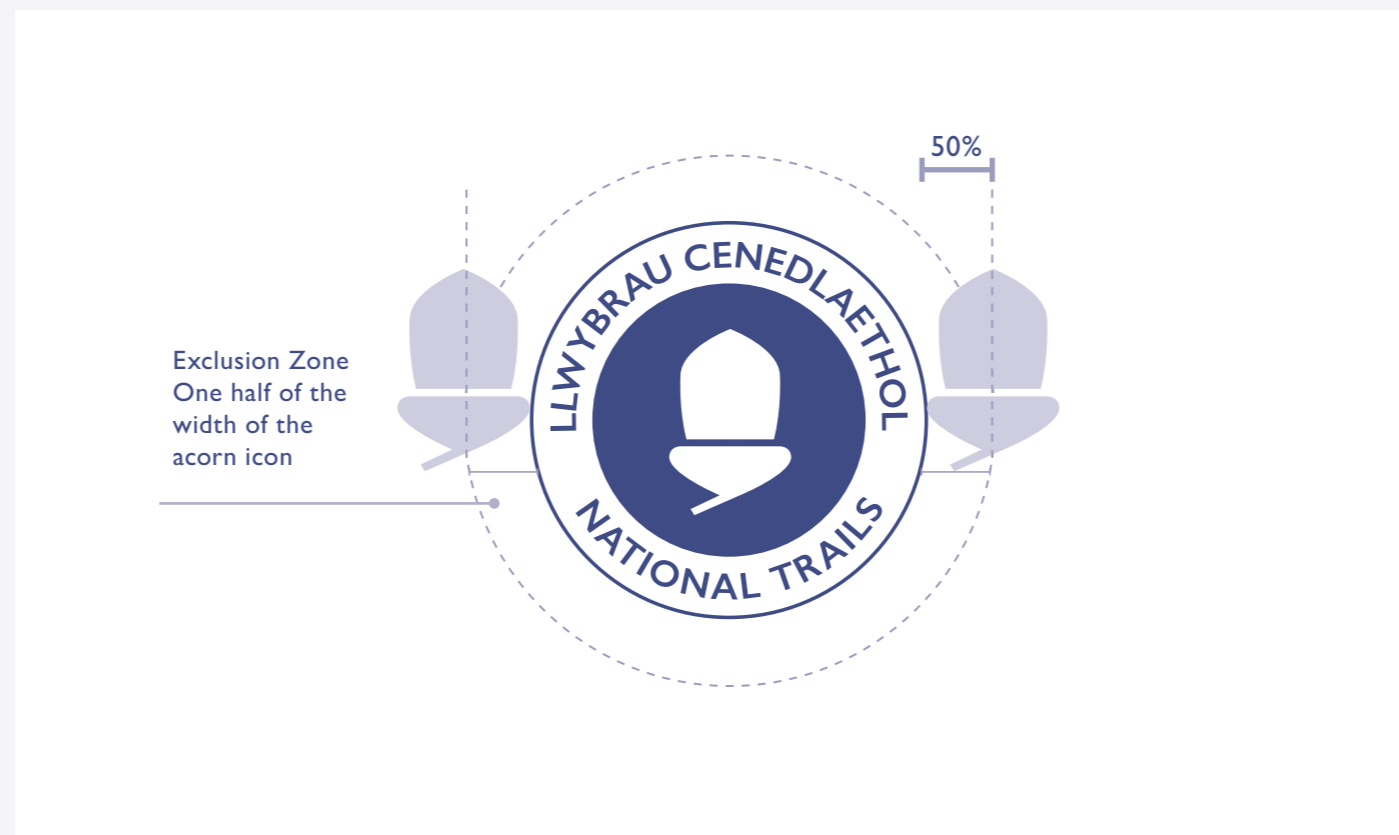
The logo can be placed anywhere but must be given at least the same prominence as other logos that are present.



Roundel Logo | Master



Roundel Logo | Single Colour | White



Roundel Logo | Exclusion Zone

# THE LOGO

## BILINGUAL ROUNDEL LOGO



# TRAIL NAME 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.

## ROUNDEL LOGO

The Roundel can be used for signage and when placed on partner print pieces or where there is limited space or the logo needs to be placed on a busy image.



Landscape Logo | Master



Landscape Logo | Master | White



Roundel Logo | Master



Roundel Logo | Single Colour | White

# TRAIL NAME 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.

## ROUNDEL LOGO

The Roundel can be used for signage and when placed on partner print pieces or where there is limited space or 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 | White



Roundel Logo | Master



Roundel Logo | Single Colour | White

# TRAIL NAME 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 “Pembrokeshire 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.

## ROUNDEL LOGO

The Roundel can be used for signage and when placed on partner print pieces or where there is limited space or the logo needs to be placed on a busy image.



Primary Logo | Master



Primary Logo | Master | White



Roundel Logo | Master

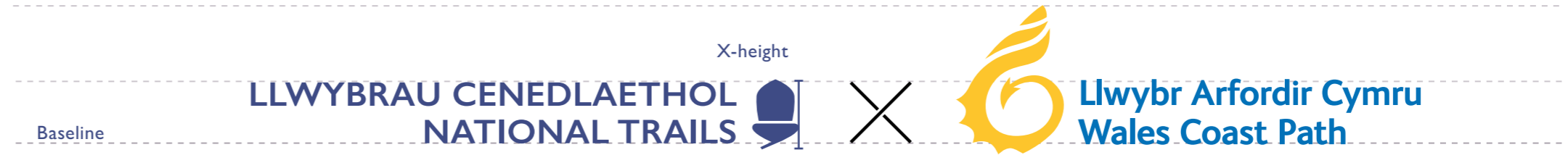


Roundel Logo | Single Colour | White

# 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



LLWYBRAU CENEDLAETHOL  
LLWYBR GLYNDŴR  
GLYNDŴR'S WAY  
NATIONAL TRAILS


### Llwybr Glyndŵr Glyndŵr's Way

Dathlwyd 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.

[nationaltrail.co.uk](http://nationaltrail.co.uk)  
X Follow us @nationaltrails

LLWYBRAU CENEDLAETHOL  
NATIONAL TRAILS



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


### Llwybr Clawdd Offa Offa's Dyke Path

Wedi'ch amgylchynu gan hanes a bywyd gwylt 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.

[nationaltrail.co.uk](http://nationaltrail.co.uk)  
X Follow us @nationaltrails

LLWYBRAU CENEDLAETHOL  
NATIONAL TRAILS



LLWYBRAU CENEDLAETHOL  
LLWYBR ARFORDIR PENFRO  
PEMBROKESHIRE COAST PATH  
NATIONAL TRAILS

### Llwybr Arfordir Penfro Pembrokeshire Coast Path

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

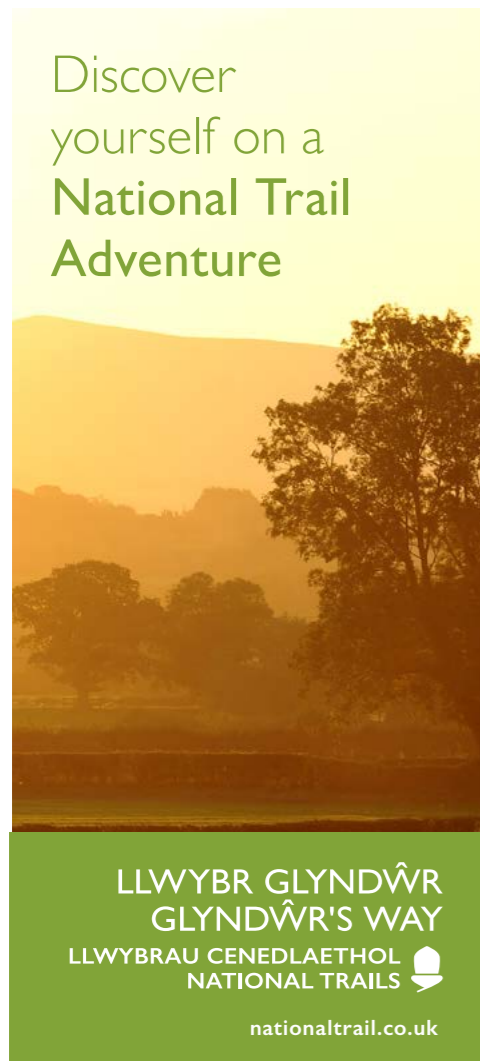
Follow the most breathtaking coastline in Britain past rugged cliffs, sheltered coves and stunning beaches.

[nationaltrail.co.uk](http://nationaltrail.co.uk)  
X Follow us @nationaltrails

LLWYBRAU CENEDLAETHOL  
NATIONAL TRAILS

# BILINGUAL BRANDING

## POSSIBLE EXAMPLE USE



Portrait Web Banner (English)

Landscape Web Banner (Welsh)

# BILINGUAL BRANDING

## POSSIBLE EXAMPLE USE



Flask | Example Artwork