



Brand standards for Broads businesses



Welcome

The Broads is unique; a breathtaking mosaic of land and water.

It is Britain's largest protected wetland, boasting more than a quarter of the country's rarest plants and animals.

Broads National Park

The Broads is a member of the national parks family with an additional purpose – to protect the interests of navigation alongside conservation and promoting public understanding and enjoyment.

Despite having the smallest geographical area of the national parks family and the second smallest population, the Broads attracts the fourth largest number of visitors.

The destination management organisation Visit The Broads actively encourages the use of the Broads National Park logo.

This guide explains how best to use the brand across your own marketing materials and communications, to demonstrate your support and endorsement for the national park status.

Logo



Minimum size
10mm high



Black and white

Only use for black and white documents



Reversed out

Can be reversed out of any colour or photograph that retains the clarity of the logo



Please do not

1. Alter the proportions
2. Add effects to the logo, e.g. shading
3. Use a non-brand colour
4. Add additional elements, e.g. other text
5. Use the dragonfly separately from the lettering
6. Alter the position of the logo elements

Colours

The Broads National Park brand has a collection of 15 colours plus black and white. The turquoise [Pantone 326](#) is the first choice colour for the logo but if this isn't suitable you can choose from the palettes below. All colours should ideally be used at 100% opacity wherever possible, however tints of these colours can be used with careful judgement.

In the sun



Pantone 326



C 0 R 232
M 82 G 82
Y 88 B 57
K 0 #E85239



C 85 R 80
M 89 G 59
Y 0 B 153
K 0 #503B99



C 32 R 184
M 0 G 217
Y 85 B 88
K 0 #B8D958



C 86 R 42
M 45 G 118
Y 0 B 187
K 2 #2A76BB



C 34 R 95
M 96 G 16
Y 93 B 19
K 52 #601013

All the greens



Pantone 326



C 82 R 0
M 0 G 91
Y 28 B 96
K 63 #005B60



C 32 R 181
M 0 G 218
Y 59 B 141
K 0 #B5DA8D



C 30 R 158
M 0 G 195
Y 20 B 185
K 15 #9EC3B9



C 20 R 211
M 0 G 227
Y 85 B 83
K 0 #D3E353



C 23 R 126
M 0 G 144
Y 51 B 99
K 44 #7E9063

National Parks UK brand colours



C 83 R 31
M 24 G 105
Y 74 B 74
K 37 #1F694A



C 70 R 83
M 2 G 175
Y 79 B 102
K 5 #53AF66



C 15 R 208
M 52 G 139
Y 44 B 130
K 0 #D08B82



C 64 R 104
M 24 G 160
Y 23 B 180
K 0 #68A0B4

Photographs

This selection of royalty-free photographs is available for use, free of charge, when adopting the Broads National Park logo. Please credit the individual photographers. The images are not to be used if an exhibition, publication or website does not display the logo. You can find more photographs via the link on page 7.



Thurne Mill in the snow
Simon Finlay



Shop in Horning
Julian Claxton



White water lily
Tom Barrett



Pub in Woodbastwick
Julian Claxton



Walking at How Hill
Bill Smith



Turf Fen Mill
Chris Herring



St Benet's Abbey
Chris Herring



Kingfisher
Jackie Dent



Wherries on Ranworth Broad
Bill Smith



Marsh harrier
Jackie Dent



Moored at How Hill
Julian Claxton

Language

The Broads is no one single landscape. It encompasses land, water, wildlife and boating plus links the majestic city of Norwich with the undulating Norfolk coastline.

Below is an indication of key branding messages which you may wish to adopt across your own marketing activity:

City

The Broads is the only English national park to embrace a city – medieval Norwich with its two cathedrals, abundance of culture and nightlife and a top ten place in the UK's best shopping destinations.

Coast

The national park hugs the famous Norfolk coast – combine a visit to the Broads with a day or two at some of the most spectacular beaches in the UK.

Wildlife

The Broads is a wildlife paradise, boasting more rare species than anywhere else in Britain. More than a quarter of the rarest animals and plants live here, including many not seen elsewhere.

Land

Gentle landscape and wide skies make the Broads great for an adventure on foot or bike, with more than 300km of public paths, many through scenic nature reserves or next to idyllic waterways.

Water

From an afternoon canoeing to a week on a cruiser or sailing yacht, nothing beats boating on the Broads. More than 200km of lock-free waterways winding through unspoilt scenery make days and nights afloat an adventure to remember.

Culture and heritage

Ancient churches, pretty villages and market towns pepper the landscape, all with their own stories to tell, not to mention mills – the Broads boasts the greatest concentration of these iconic structures in Europe.

Dark skies

Starry skies swathe the Broads at night and where better to stargaze than from the tranquillity of a boat? Seething Observatory with its public open nights is on the doorstep for the more dedicated.

Made in the Broads

From a pint of local ale at a waterside pub to a watercolour memento of your visit, the Broads is rich in local produce, arts and crafts with many artisan fairs, shops, food festivals and eateries to discover.

Closer than you think

The Broads is now even easier to get to – the only national park in East Anglia is less than two hours from London by road or rail.

Open all year

The Broads is magical in autumn and winter, quiet and wild but with plenty to see and do. Spot rare wintering birds, go stargazing, meander peaceful rivers and paths, fit in a visit to medieval Norwich or get cosy by a crackling pub fireplace.

Use of the National Park branding alongside the Britain's magical waterland logo or strapline is not prohibited as for some operators it still has a place. However, Visit The Broads acknowledges the Broads National Park branding as the greater and more topical marketing opportunity and would therefore recommend that, of the two, the Broads National Park branding is more compelling.

Useage

The Broads National Park logo is free to use for Visit the Broads members, providing you stick to the following simple guidelines.

The use of the logo must not:

- bring the Broads or Visit the Broads into disrepute
- be distorted, altered in shape, cropped, added to or incorporated into another logo
- be used in a way that confuses or misleads customers or the public as to who is supplying your services or products, for example on a letterhead or uniforms

Your own name and/or logo must also be plainly identified wherever you use the Broads National Park logo to minimise confusion.

If you have any queries please contact:

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Files

You can find this document, logos, colours and photographs here:

<https://www.broads-authority.gov.uk/news/brand-guidelines>



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