

# Nene Valley Wayfinding Branding Family Annex 3

## For use by Local Businesses

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This document contains logos and branding that we recommend are used across the Nene Valley. The benefit of consistent branding is that these logos and icons can be recognised and understood along the valley, communicating a strong and unique brand identity within the Nene Valley. With clear communication across all wayfinding and interpretation signs we hope to improve accessibility for all stakeholders. By ensuring consistent logos are employed, it is easier for visitors of the Valley to identify local businesses.

The Nene Valley is more than just a geographical landscape but is also a community itself with its own unique identity. The people, businesses and nature that functions in this area all contribute to the image portrayed by the Nene Valley.

The branding pack is for local businesses that wish to identify as part of the Nene Valley community and use the recommended logos within their promotional material and on websites and paperwork.



## — Nene Valley

The Nene Valley runs from the West of Northampton following the River Nene through various towns and villages, through to Peterborough. A map of its boundary can be found [here](#). All businesses and organisations within the Nene Valley that wish to identify with its landscape should use the ‘Nene Valley’ logo within their websites and other promotional platforms to demonstrate that they form part of this community.



### In the heart of the Nene Valley

The ‘in the heart of the Nene Valley’ logo can be used by local authorities and environmental organisations to demonstrate that they are situated within the Nene Valley, being key stakeholders of its community.

The ‘in the heart of the Nene Valley’ logo may be used in all wayfinding material that sits within this region along with the corresponding QR code. This enables individuals to scan and access the ‘in the heart of the Nene Valley’ landing page in order to geolocate themselves and the routes most appropriate to them depending on whether they are a pedestrian, cyclist or boater.

*in the heart of the nenevalley*

*in the heart of the nenevalley*

*in the heart of the nenevalley*



# QR Code

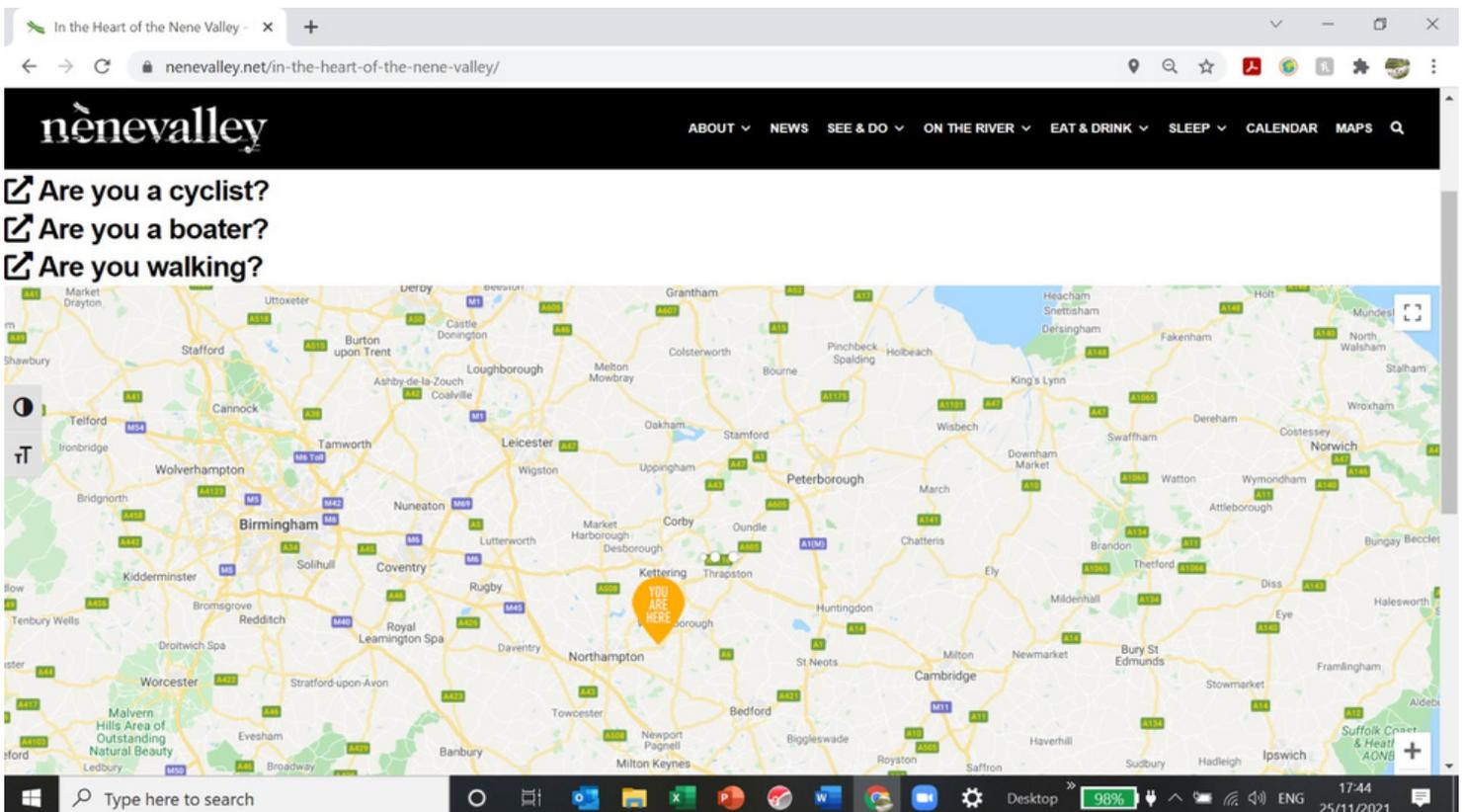
The QR code provides a link to the Nenevalley.net website. The link takes you to the map section and geolocates the user to their location. The QR code should be present on all wayfinding and interpretation.



The page also provides quick links to the relevant sections of the website depending on the mode of transport used. This should also include a wheelchair/pushchair user option when sites are fully audited. The desktop landing page can be seen below.

The site offers information in various languages including an audio description for those with hearing difficulties.

This may be a useful addition to give to visitors who intend to head out and explore the Valley.



Typeface:

nènevalley

Typography and weight:

ITC Caslon 224 Std Medium

### Primary Full Colour CMYK versions

C	M	Y	K
49	0	100	30
65	34	16	11

nènevalley

C	M	Y	K
32	0	1	0
32	0	62	0

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C	M	Y	K
95	30	95	30
70	15	0	0

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C	M	Y	K
32	0	1	0
70	15	0	0

nènevalley

### Alternative Mono Colour Options

C	M	Y	K
65	34	16	11

nènevalley

C	M	Y	K
95	30	95	30

nènevalley

C	M	Y	K
70	15	0	0

nènevalley

C	M	Y	K
75	0	100	0

nènevalley

C	M	Y	K
49	0	100	30

nènevalley

C	M	Y	K
32	0	62	0

nènevalley

C	M	Y	K
32	0	62	0

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### Pantone colours reference



### Mono Options

C	M	Y	K
0	0	0	100

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C	M	Y	K
0	0	0	0

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### Minimum Size:

It is important that the type is legible, so the size of the logo is critical, therefore the logo should not be produced smaller than the size of the logo displayed on the right because the typography and features of the logo starts to become illegible when reduced further. In the example on the right the size of the typeface is 18pt. When changing the size, proportions of the logo must be constrained to ensure consistency.

