

Nene Valley Wayfinding Branding Family Annex 1

For use by Local Authorities and Environmental Organisations



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 navigate the routes most appropriate to their needs, whether that be by foot, bicycle, horse, wheelchair or with a pushchair.

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 Authorities and Environmental Organisations that are responsible for implementing this branding throughout the valley.



— 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 nēnevalley

in the heart of the nēnevalley

in the heart of the nēnevalley



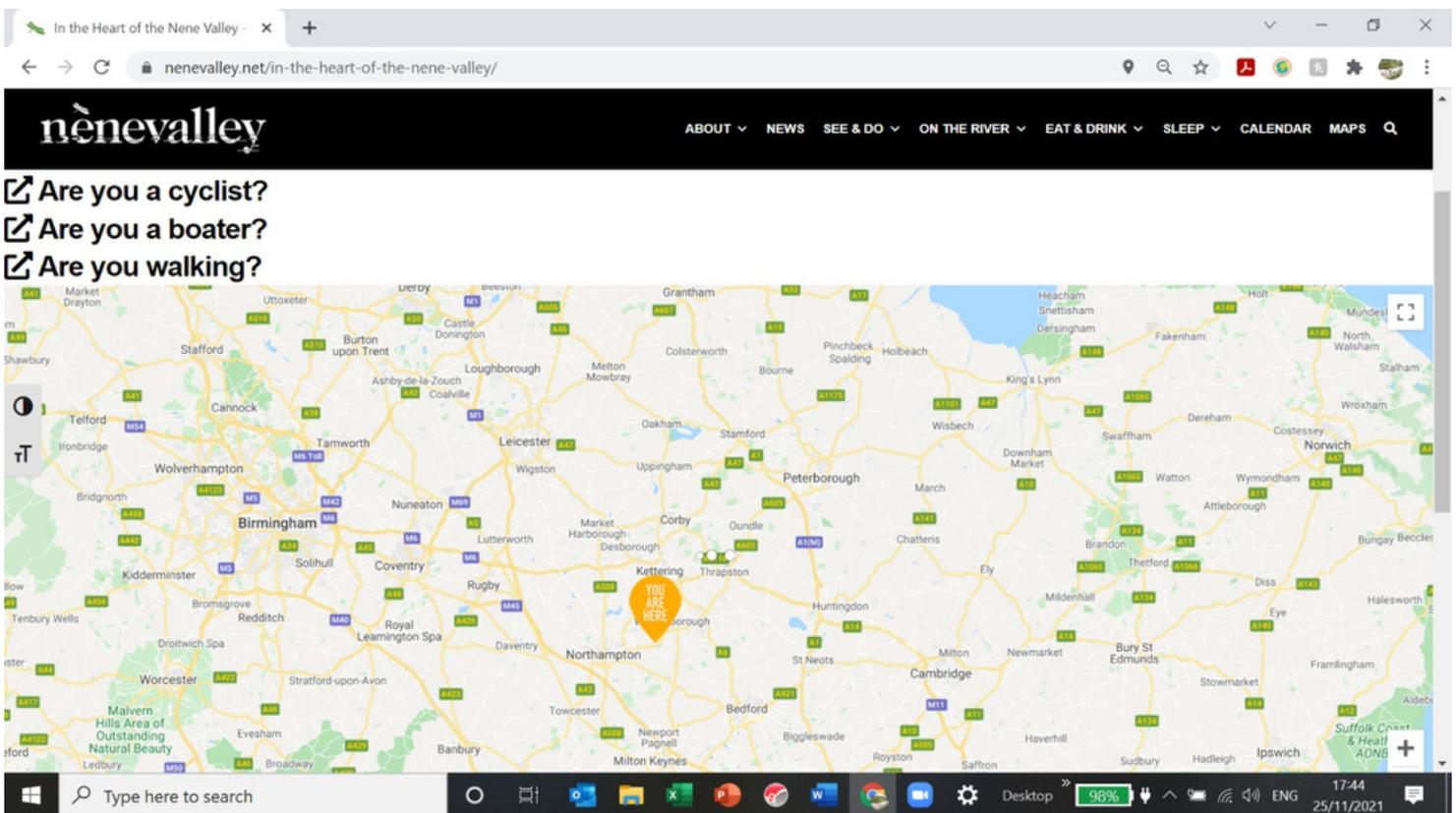
QR Code

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.



Nene Valley icons

A selection of icons has been developed to be added to wayfinding and interpretation boards to support different messages and publications. Each icon conveys a message, or a different level of accessibility demonstrated in the key below. These can be used on wayfinding and interpretation boards and maps.

	Dogs on leads - to be used at sites that require dogs to be kept on leads. Orange to demonstrate instruction.		Footpath - suitable for walking with pram. Level terrain.
	Footpath - suitable for walking, may in parts be uneven underfoot.		Footpath - suitable for wheelchairs. Level terrain.
	Cycle path - route suitable for cyclists.		Waterway - navigable by canoe/kayak/paddleboard.
	Bridleway - route suitable for horses.		Waterway - navigable by narrowboat.
	Nene Valley Dragonfly - used to show in the heart of the Nene Valley.		Nene Valley butterfly - used as decorative icon to show in the heart of the Nene Valley.

The icon colours can be used in a variety of colour options from the the Nene Valley palette including the those used for Nene Valley, Greenway and Blueway logos. Colour guidelines are attached at the end of this document.

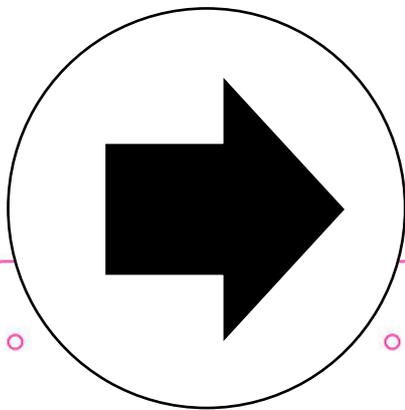


Examples of wayfinding markers

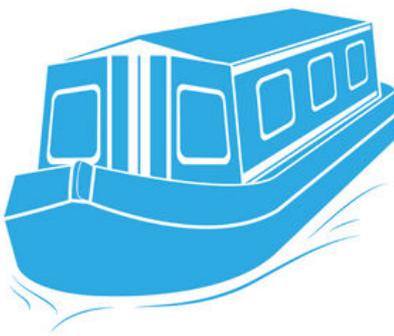
Wayfinding markers can be found across the Nene Valley and are intended to improve accessibility and directional information for people using the landscape.

Each waymarker contains a directional arrow, a Nene Valley icon demonstrating the suitability of the route i.e. is it designed for kayakers, wheelchairs, cyclists etc and the 'in the heart of the Nene Valley' logo and QR code.

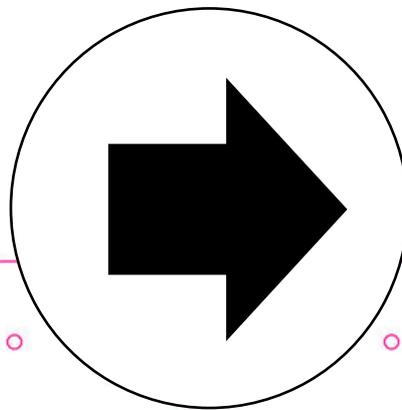
The standard size for these waymarkers is 90mm by 210mm, the arrow measuring 75mm in diameter.



**Wellingborough
Embankment**



the
BLUEWAY



To Brackmills

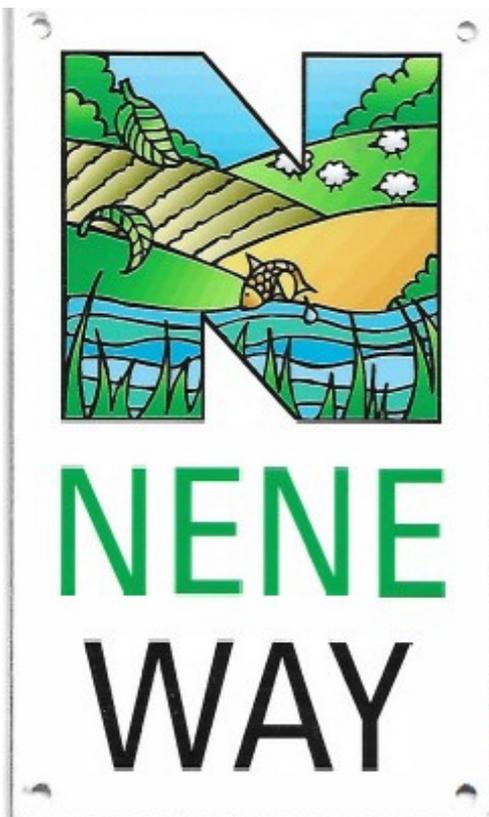


in the heart of the
nenevalley

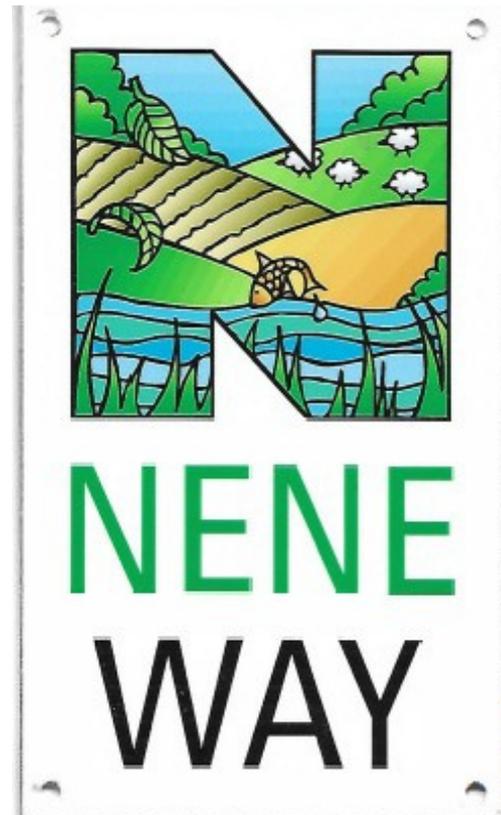


The addition of a 'you are here QR code' to existing Nene Way and arrow markers

Below are examples of small aluminium plaque which promotes local branding along the Nene Valley. These are the existing wayfinding markers out in the landscape. The additional 'in the heart of the Nene Valley' QR code has been or should be added to these posts to allow visitors to scan and find their exact location using the QR code.



Existing Nene way icon marker - sign 90mm x 150mm



Proposed additional Nene Valley marker (colour to match 'Nene Valley green') 90mm x 45mm



Examples of uses of logos on interpretation boards

SPA logo



Welcome to the Nene Valley

Welcome to the Upper Nene Valley Gravel Pits Special Protection Area, an important corridor for wildlife

Visitors to the Nene Valley come for all sorts of reasons, from cycling to fishing or just to enjoy the beautiful surroundings. The valley is also visited by thousands of internationally protected birds that spend their winter here.

The Nene Valley lakes and meadows landscape provides vital habitat for the birds that come here, some of which stay to breed. It's important that all wildlife has space to thrive. When we work together we ensure that people and wildlife can enjoy the valley in harmony with each other.

Message to dog walkers – we know your dogs are trusty companions and well behaved, but the wildlife doesn't know this. When birds are disturbed they use up important stored energy, which makes it difficult for them to survive long winters. This is why we ask you to keep dogs on leads, when you are in the Special Protection Area.

The Northampton Washlands are also a designated SSSI and RAMSAR site. Learn more at nenevalley.net/spa.

Nene Valley icons



in the heart of the *nenevalley*

For more information about the Special Protection Areas of the Upper Nene Valley Gravel Pits, Scan Here:



'in the heart of the Nene Valley' logo & QR code



Greenway

The **Greenway** is an off-road traffic free route for cyclists, pedestrians and in places horse riders. The route connects rural and urban areas and allows access for leisure, work, school, recreation and tourism.

The original Greenway logo can be seen to the right. It incorporates some of the Nene Valley icons including butterfly, cyclist, horse rider and dog walker. This logo has been used for generic Greenway routes.



The Greenway logo can be adapted to specific locations, for example, the North Northants Greenway which sits within the North Northants boundary. This has the potential to be adapted as the Greenway expands into other boundaries and localised geographies.



It is hoped that in the future the Greenway will have developed to connect Wellingborough to Peterborough.

The Greenway logo is to be used on all wayfinding and interpretation within the Greenway and may be used by business that sit on its path and are connected by the Greenway.

The Greenway board uses the same Nene Valley identity and colour palette but uses a much bolder font and focuses on wayfinding. These panels are designed to draw attention to destination information for those exploring the area on foot/cycle/horse etc.

Example wayfinding boards can be found on the page below and colour palettes at the end of the document.



Example Greenway interpretation boards

You're in the
nenevalley

Commanding some of Britain's most spectacular views and stunning landscapes, the impressive Nene Valley is an oasis of tranquillity with exciting opportunities for new outdoor experiences. www.nenevalley.net

the
GREENWAY

Explore the local towns of Rushden and Higham Ferrers and discover a haven for shops, eateries and historic buildings.



Rushden 1.5 miles

Higham Ferrers 2.1 miles



Local interest

The history of Rushden dates back many thousands of years with indications of there being Bronze Age and Iron Age settlements, as well as Roman sites found in the area.

Rushden Historical Transport Museum | 1.5 mile
 Opening times:
 April - Oct | Sat-Sun | 2pm-4pm
 Events & open days 11am-4pm
 0300 3023 150 | www.rhts.co.uk

Rushden Museum | 1.75 miles
 Opening times:
 Sat - Sun | 2pm-4pm
 01933 317261
www.rushdenmuseum.co.uk



the
GREENWAY

in the heart of the
nenevalley

This Greenway is a route from Rushden, through Higham Ferrers to Willingham and on to the Great Ouse Valley. It provides a safe and accessible route for people to walk and cycle through the town and village, along scenic views with shops, cafes and leisure facilities and connects with other cycling and walking routes across the district. The Greenway is a shared route.

You're in the Nene Valley

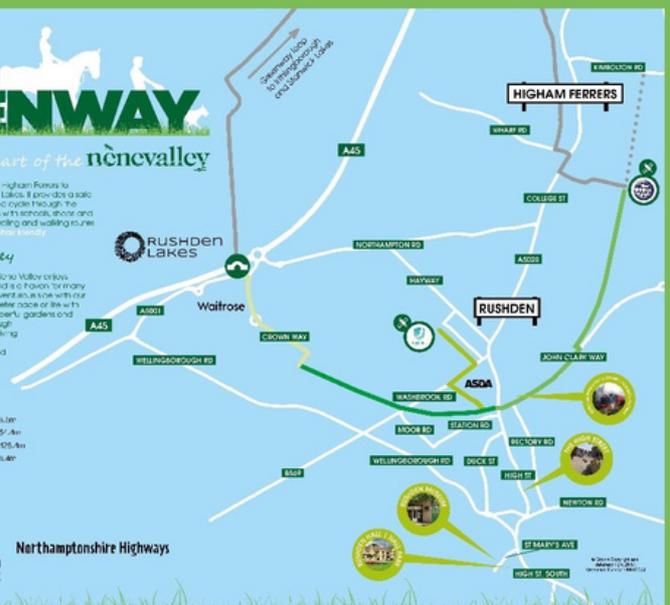
Covering more than 1,000 hectares, the Nene Valley offers spectacular views, stunning landscapes and is a haven for many different types of wildlife. Discover your own secret place with our selection of outdoor plants or enjoy a quiet picnic on the water. A visit to our area offers country houses, wickerwork, gardens and courtyards, historic cottages. Wander through our picturesque market towns with their thriving weekly markets selling local produce and abundance of high quality shops, cafes and restaurants, award winning architecture.

How far?

930 miles	12% to	47,339
1,400 miles	17% to	65,486
1,875 miles	20% to	1,05,486
2,716 miles	31% to	65,486

All distances are in miles and are approximate. For full details visit www.nenevalley.net

Working in partnership

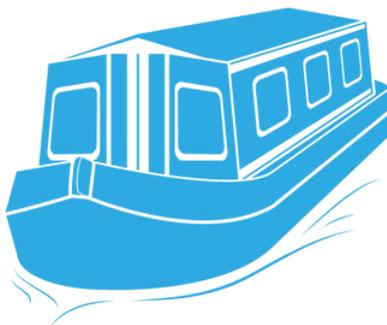

Blueway



The **Blueway** is navigable route of the River Nene, for kayak, canoes, paddleboards, and in the main navigation for narrowboats and cruisers. Wayfinding along the Blueway should improve accessibility and directional information for river users.

The Blueway logo below should be used on all wayfinding and interpretation boards aimed at river users.

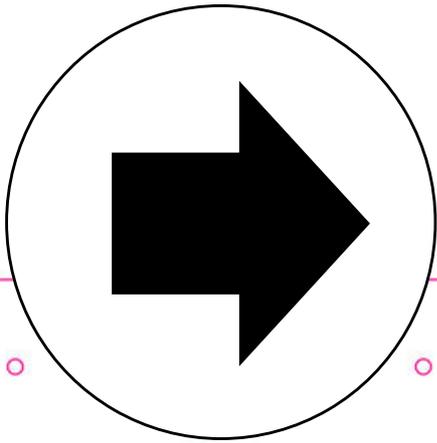
Additionally, this logo should be used in any online or promotional material aimed as those navigating the River Nene by water.



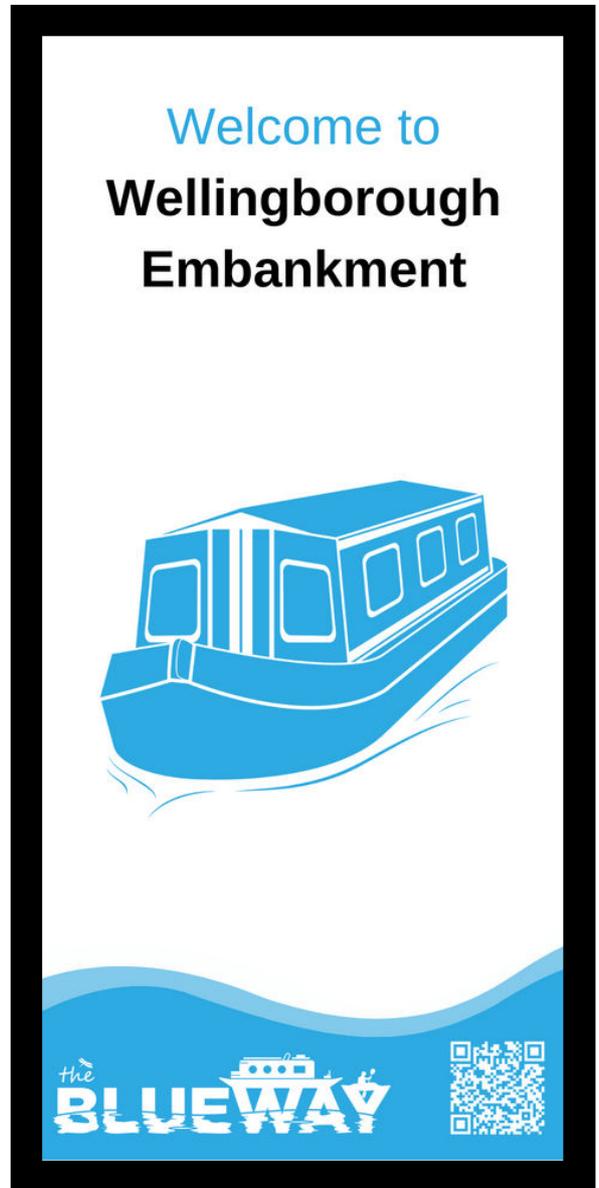
Proposed Wayfinding for Blueway

Waymarkers are used to direct boat users and welcome markers as destination identifiers.

The standard size for these waymarkers is 90mm by 210mm, the arrow measuring 75mm in diameter.



**Wellingborough
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Special Protection Area (SPA)



The [Upper Nene Valley Gravel Pits Special Protection Area](#) (UNVGPSPA) features a series of lakes and wetland grasslands, created by former gravel extraction. The gravel pits are formed of extensive shallow and deep open waters. This variety provides valuable resting and feeding conditions for wintering water birds.

The UNVGPSPA is an internationally designated area for overwintering bird species and represents an important corridor for wildlife. Given the importance of the SPA sites for local biodiversity, it is crucial that visitors to these sites are mindful and knowledgeable about their impacts.

For details of branding specific to SPA sites, including wayfinding and interpretation, please refer to Annex 2.



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

nènevalley

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

nènevalley

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

nènevalley

Pantone colours reference



Mono Options

C	M	Y	K
0	0	0	100

nènevalley

C	M	Y	K
0	0	0	0

nènevalley

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.



Typeface:



Typography and weight:

Gotham Black

Primary Full Colour CMYK versions

C	M	Y	K
90	30	95	30
75	0	100	0
70	15	0	0
0	49	91	0



C	M	Y	K
32	0	62	0
75	0	100	0
70	15	0	0
0	0	0	0



Secondary Full Colour CMYK versions

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



C	M	Y	K
75	0	100	0
70	15	0	0



C	M	Y	K
95	30	95	30
75	0	100	0



C	M	Y	K
75	0	100	0
32	0	62	0



C	M	Y	K
95	30	95	30
0	49	91	0



C	M	Y	K
75	0	100	0
0	49	91	0



Alternative Mono Colour Options

C	M	Y	K
70	15	0	0



C	M	Y	K
32	0	62	0



C	M	Y	K
95	30	95	30



C	M	Y	K
0	49	91	0



C	M	Y	K
75	0	100	0



Mono Options

C	M	Y	K
0	0	0	100



C	M	Y	K
0	0	0	0



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 typeface size of 'the' is 8pt. When changing the size, proportions of the logo must be constrained to ensure consistency.



Logo Guidelines



Typeface: 

Typography and weight:
Gotham Black

Primary Full Colour CMYK versions

C	M	Y	K
100	70	30	15
70	15	0	0



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



Alternative Mono Colour Options

C	M	Y	K
100	70	30	15



C	M	Y	K
32	0	1	0



C	M	Y	K
70	15	0	0



C	M	Y	K
70	15	0	0



Mono Options

C	M	Y	K
0	0	0	100



C	M	Y	K
0	0	0	0



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 smallest typeface is 8pt. When changing the size, proportions of the logo must be constrained to ensure consistency.

