

Nene Valley Branding Annex 2

Upper Nene Valley Gravel Pits 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.



This document contains logos and branding that we recommend are used across the Special Protection Areas of the Upper Nene Valley Gravel Pits.

With clear communication across all wayfinding and interpretation signs we hope to improve accessibility for all stakeholders. By ensuring consistent logos are employed, we are making it easier for visitors to recognise that they are in an SPA site, hopefully portraying the message that they must act in a respectful manner. 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 depicted by Nene Valley. If people feel a sense of pride around their community it is more likely that they will seek to protect it.

The branding pack is for use for all stakeholders of the Special Protection Areas including local authorities, landowners and environmental organisations that may wish to establish these logos within the landscape.

It is our hope that by recognising the SPA logo, visitors are more conscious of their behaviours in these delicate sites and are encouraged to engage in the following behaviours:

- Staying on existing pathways and viewing areas
- Watch for birds resting or feeding and move away if birds become alert or stop feeding
- Cycle on the specially designated Greenway route
- Keep dogs on a lead and exercise them away from birds
- Fish in the designated areas
- Clean up after their dog

The importance of preventing dogs from disturbing overwintering birds in these sites is crucial and thus remains a key part of the SPA message within these sites.



Logo

The SPA logo should be used on all interpretation and wayfinding within the SPAs to remind visitors of their whereabouts. It is hoped that by recognising the SPA logo, visitors are conscious of their behaviours in these delicate sites and are encouraged to engage in a considerate manner.



The logo can be used in a variety of colours and must follow the guidelines attached below.



Logo Guidelines



Typeface:



Typography and weight:

Century Gothic Bold

ITC Caslon 224 Std Medium

Primary Full Colour CMYK versions

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



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



Alternative Mono Colour Options

C	M	Y	K
65	34	16	11



C	M	Y	K
49	0	100	30



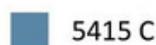
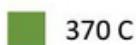
C	M	Y	K
32	0	62	0



C	M	Y	K
32	0	62	0



Pantone colours reference



Mono Options

C	M	Y	K
0	0	0	100

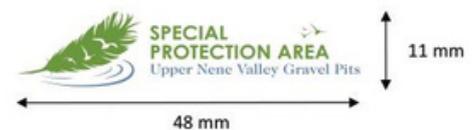


C	M	Y	K
0	0	0	0



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 6pt. When changing the size, proportions of the logo must be constrained to ensure consistency.



Example SPA interpretation board



Welcome to the Nene Valley

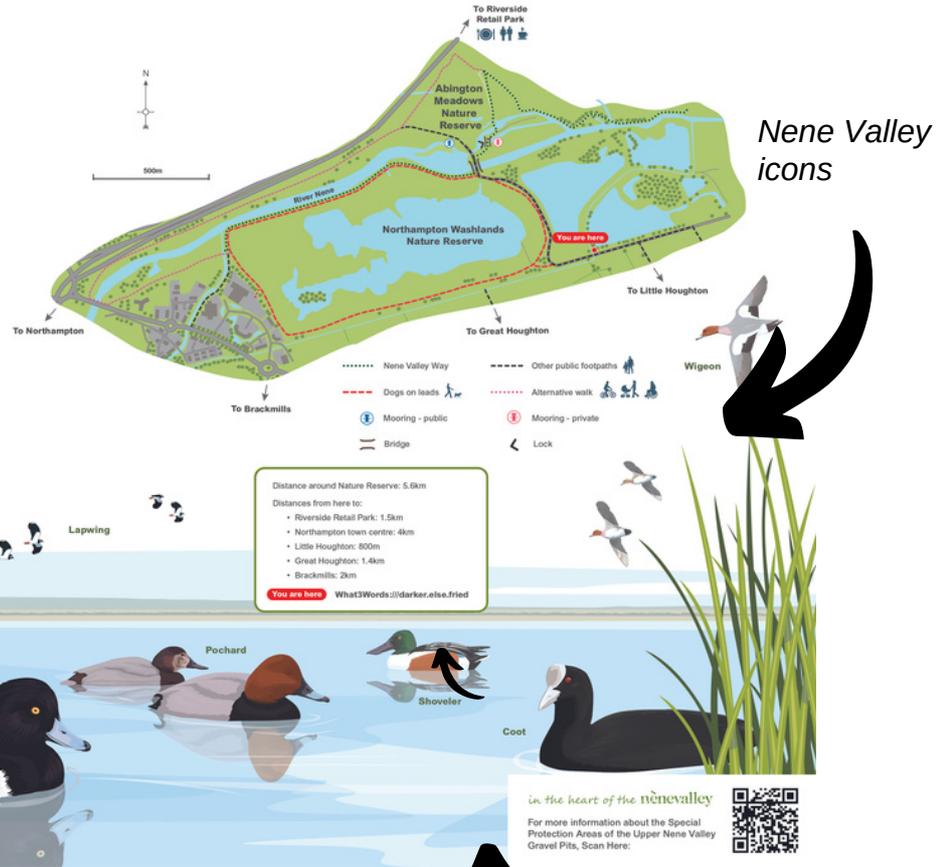
Welcome to the Upper Nene Valley Gravel Pits Special Protection Area, an important corridor for wildlife

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.



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

SPA specific interpretation boards should be installed at all SPA sites along the valley. The style, SPA message, artwork and QR code should remain consistent with each board. SPA boards consist of a soft text and imagery focusing on the birdlife. This helps draw attention to the significance of the area. The panels should encourage reading and reflection.

The maps should be adapted to be site specific. The map offers directional information and guidance on zones where dogs should be kept on leads. The designated Nene Valley icons should also be used in the key to demonstrate accessibility along routes.

Agreed SPA message:

Headline: 'Welcome to the Nene Valley 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, some of which stay to breed. The Nene Valley lakes and meadow landscape provides vital habitat for the birds that come here and it's important that all the 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.



Waymarking

Wayfinding signs specific to SPA are slightly different to wayfinding signs along other parts of the Nene Way due to the emphasis of dogs on leads. An example sign is attached to the right. The sign will include:

The SPA logo



SPA QR code so that users can scan to find out more about the SPA, scanning sends people to the [SPA website](#).



'Dogs on Leads' logo in orange. It is an instruction and needs to be eye-catching to visitors. The words are to be written along with the logo for emphasis.



Of particular use within the SPA are the dogs on leads and cycle path logo. Key messages for SPA users are to keep dogs on leads and stick to paths and cycle paths. It is essential visitors to these sites are reminded of the importance of their actions.

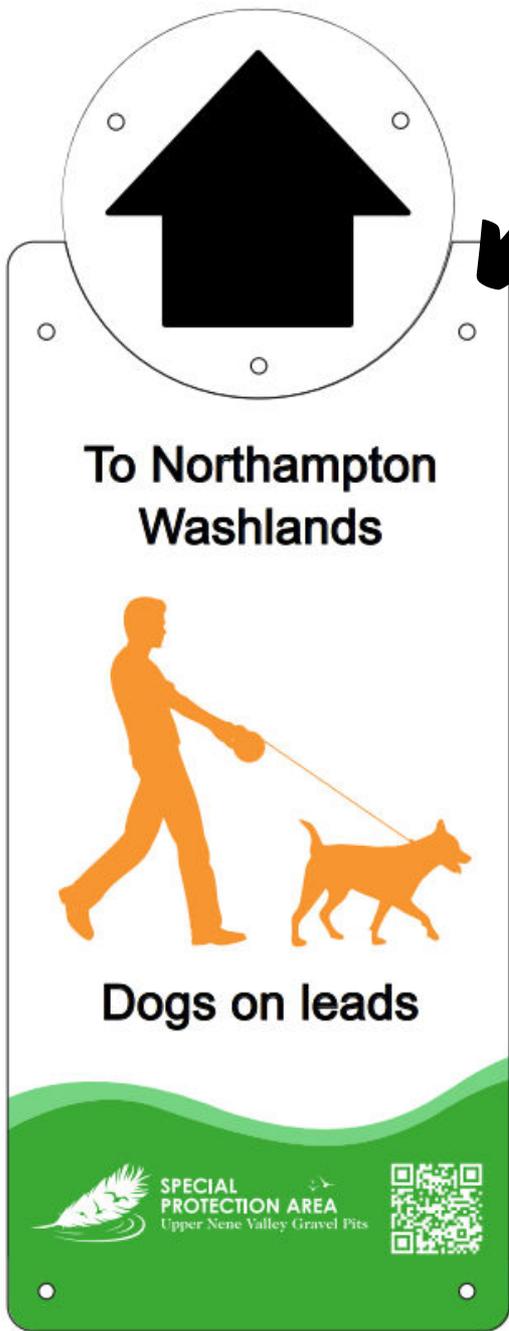


There is an optional space for a wayfinding arrow at the top and the option to add text as a direction. Examples of existing wayfinding signs are attached below.



Waymarking

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



Waymarker within the boundary of the SPA or directing people towards the SPA. SPA specific icon and logo employed.



Generic Nene Valley waymarker outside of the SPA boundary or leading people away from the SPA.



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.



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:

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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:

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