

MOORS FOR THE FUTURE



PARTNERSHIP

Design
guidelines

Moors for the Future Partnership

We are a partnership engaged in conserving and improving the land management of the uplands in the Peak District and South Pennines, led by the Peak District National Park Authority. The Partnership was established in 2003, with the backing of the Heritage Lottery Fund, to restore the blanket bog landscape of the Dark Peak.

Since then, Moors for the Future Partnership has led global innovation in moorland restoration and shared our experiences and learnings with other leaders in conservation management of upland areas across the UK and as far afield as Tibet and the Falklands.

We develop and implement innovative and sustainable land management in the uplands on a landscape scale, combined with cutting edge, integrated science. We have a particular interest in the restoration of the degraded blanket bog landscape of the South Pennine Moors Special Area of Conservation. We develop initiatives to increase public interest and awareness of the uplands of the Peak District and South Pennines.

We aim for our communications to be inspiring, uplifting and professional, with a family identity. These guidelines allow some flexibility to retain a fresh feel to our work while retaining a consistent visual identity that evokes the uplands in which we work.

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HELP AND ADVICE

Assistance with the application of our design guidelines is available from the Communications Team, email Rebecca.Cassidy@peakdistrict.gov.uk telephone 01629 816571

Our logo

Standard logo



The exclusion zone around the logo is equal to the height of the 'M'

Alternative colours



Single colour

The updated version of our logo was introduced in 2018 and replaces the previous logo.

The standard logo is preferred for all general applications. These include: all stationary; Microsoft PowerPoint presentations and Word documents; name badges; clothing; vehicles and signage; websites and social media.

For other uses such as leaflets, posters, displays, reports and publications, where the logo is integrated into a wider design, it may be used in the alternative colourways. It may also be used in black or white.

Examples of how to use the logo and best practice are shown on p8.

Colour palette

Sphagnum

Litho 37c 100m 57y 28k
Digital 38c 90m 60y 33k
Hex #5F0E2A

Litho 38c 22m 95y 0k
Digital 39c 23m 95y 0k
Hex #A19C32

Erica

Litho 58c 90m 40y 30k
Digital 59c 87m 40y 33k
Hex #5D1247

Litho 33c 75m 18y 0k
Digital 32c 72m 19y 0k
Hex #B24C8B

Woodlands

Litho 54c 45m 86y 27k
Digital 55c 43m 86y 28k
Hex #56532D

Litho 30c 12m 100y 0k
Digital 33c 14m 100y 0k
Hex #ACB322

Graminoid

Litho 8c 14m 30y 76k
Digital 9c 12m 30y 76k
Hex #49453C

Litho 10c 0m 35y 40k
Digital 12c 0m 38y 42k
Hex #8D917A

Carbon

Litho 48c 62m 90y 57k
Digital 49c 60m 90y 60k
Hex #31280D

Litho 22c 50m 100y 0k
Digital 24c 50m 100y 0k
Hex #C68619

Palustre

Litho 28c 75m 100y 27k
Digital 30c 73m 100y 30k
Hex #6D3C11

Litho 27c 25m 93y 0k
Digital 29c 26m 93y 0k
Hex #B2A32B

Water

Litho 74c 70m 23y 42k
Digital 73c 67m 26y 41k
Hex #24294D

Litho 63c 37m 13y 0k
Digital 64c 35m 14y 0k
Hex #607EA3

Our colour palette consists of seven colourways, which are designed to be used as pairs of colours.

The colours reflect the colours of the moorlands and have been selected to sit comfortably against moorland photographs.

Examples of how the colour pairs are used are shown on p8.

PAPER

The colour references are given as CMYK colour mixes for offset litho or digital printing on matt uncoated paper (FSC and ISO14001 certified).

Typography

Display typeface

Futura Bold

Text typeface

Gill Sans Regular

Gill Sans Light

Example

FUTURA BOLD HEADING

Gill Sans Regular text set ranged left, ragged right. Gill Sans was designed by Eric Gill in 1926 for letterpress printing. The set of the font is gappy and the font looks better if the letterspacing is set fairly tight (kern -15).

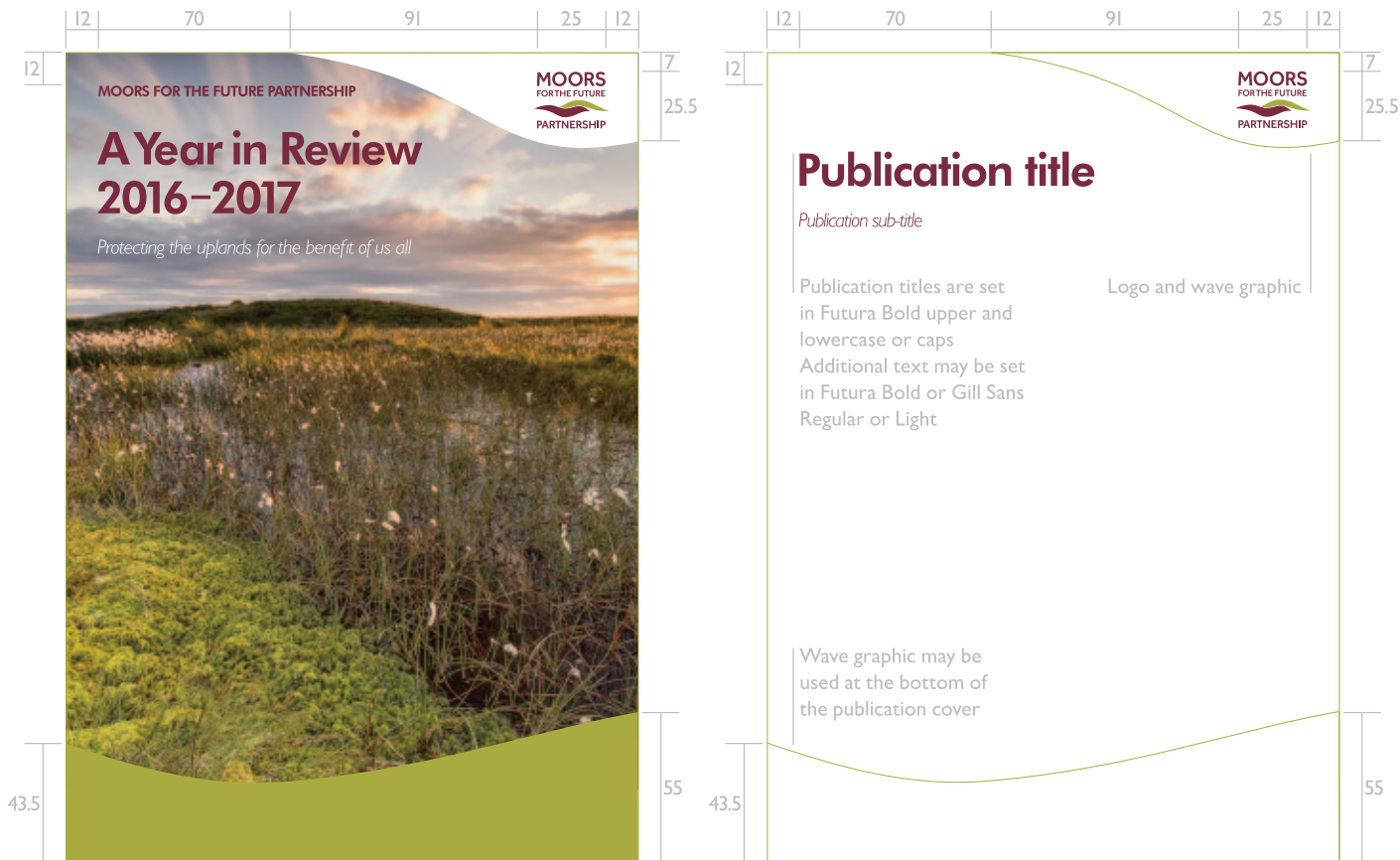
Futura Bold is the house typeface for display use for publication titles, headings and sub-headings. The preferred version of the typeface is Bitstream Futura Bold (as used here). Letterspacing is set tight, but not touching, and is adjusted visually to be even and consistent.

Gill Sans Regular and Light are the house typefaces for text setting. Captions and subsidiary text may be set in italics.

All typesetting is ranged left, ragged right, unjustified setting.

Design principles

Layout example



A4 publication cover (210x297mm)

A4 template

The wave graphic is a key design feature of publication covers and other communications and should always be used. The wave is used as a swoosh in the top right-hand corner. The wave may also be used at the bottom of the page and on the back cover of publications.

Publication covers generally feature a good single photograph or a solid colour.

Publication titles are ranged left. The size and position of titles varies depending on the text and the cover photograph.

The typography of text pages, grid structure, type sizes, colour and layout are determined by the content of the publication.

Photographs

Inspiring landscapes



Vegetation close-ups



Moorland species



Conservation in action



Science and monitoring



Communication in action



Our photographs are chosen to illustrate the inspiring nature of our work. Select bright, sharp photographs that explain what we do. Avoid low resolution, dark, dull photographs.

The photographs we use generally fall into six broad categories:

Inspiring landscapes – especially healthy, active blanket bog

Vegetation close-ups – blanket bog plants, especially sphagnum moss

Moorland species – the moors are important for rare wildlife species

Conservation in action – showing the sense of scale of our work

Science and monitoring – we apply innovative scientific techniques

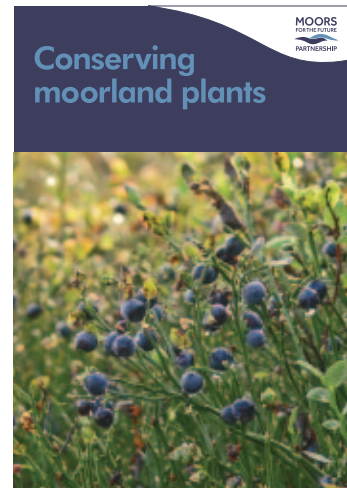
Communication in action – raising awareness of the benefits of our work

Best practice

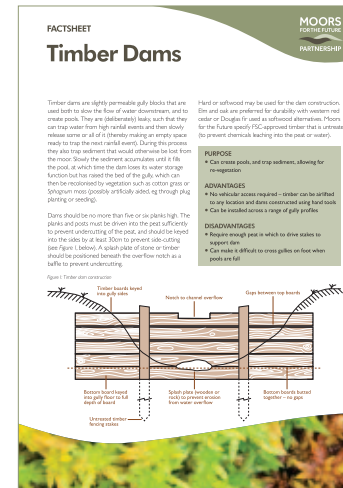
A4 booklet



A4 report cover



A4 factsheet



Our design guidelines are based on three keystones: our house typefaces; our colour palette and the pairs of colourways; a consistent position and size for our logo and wave graphic on standard formats.

Typography is ranged left, but there is scope to vary the size and position of display typography.

The swoosh at the bottom of the page can appear in colour, with an inset image, or as a line graphic.

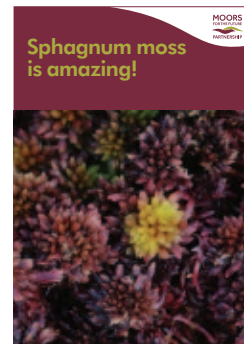
A4 landscape report



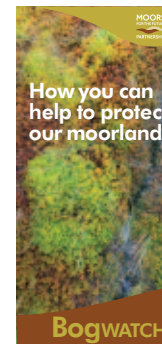
A5 leaflet



A5 booklet



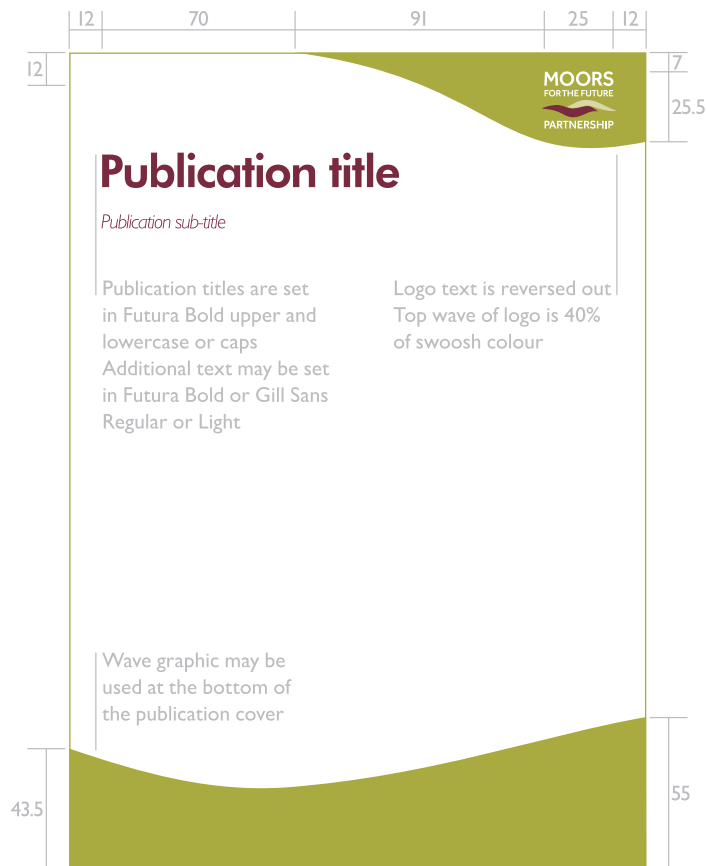
DL leaflet



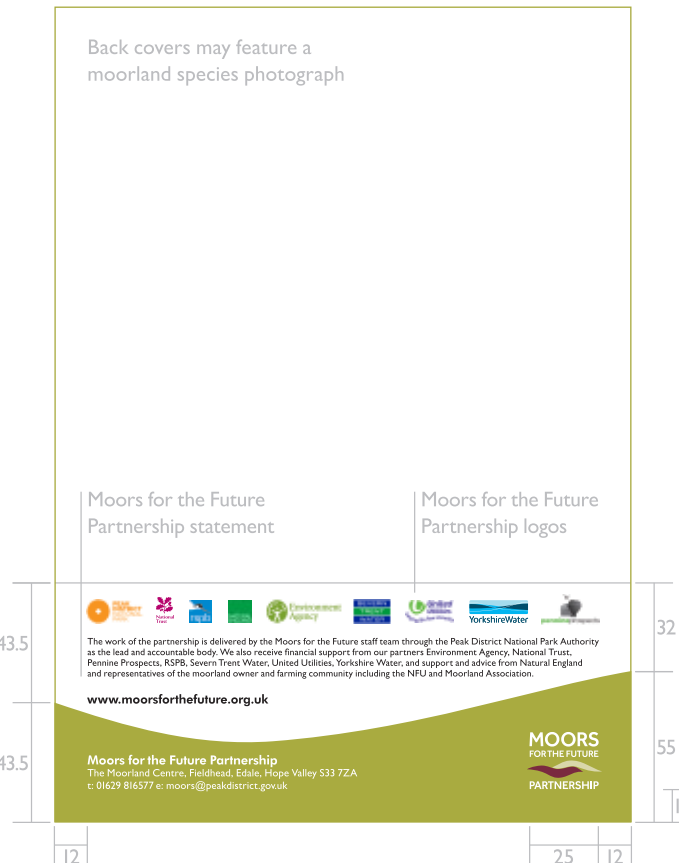
These examples of best practice demonstrate 'variety within consistency' so that our communications are fresh and interesting, with an overall family identity.

Templates

Layout example



A4 front cover template



A4 back cover template

Design templates may be requested for Adobe InDesign.

Templates for the front covers of standard formats (A4, A5 and DL) are available.

A template for the back cover of A4 publications is also available. This shows the preferred treatment of Moors for the Future Partnership logos and the standard wording of the Partnership statement.

Please note that logos will vary according to project and funding. Generic documents feature all core funding partner logos, documents produced with specific project funding will use project funder logos alongside our logo.