

# The Dartmoor Story

## VISUAL BRAND GUIDE

The interpretative elements of the ***Moor than meets the eye (MTMTE)*** Landscape Partnership scheme will be shared through **The Dartmoor Story** brand.

Story telling is as old as the human race, and everyone can relate to the idea of stories. Like a book, the history and heritage of Dartmoor can be seen as a series of chapters; partly chronological, but also partly thematic. This concept of telling **The Dartmoor Story** should underpin the approach to interpreting Dartmoor.

This visual brand (corporate identity) will provide simple guidelines for use of logos, colours, typefaces, images and written style to give **The Dartmoor Story** its unique identity across Dartmoor.

### Why is it important?

Consistent visual branding will be vital to raise awareness and help develop a clear, accessible, well-recognised **The Dartmoor Story** brand which will encourage audiences to trust and respect the scheme's outputs. All project work should have an accompanying contract which outlines specifications, terms and copyright for making projects sustainable for future use.

### Brand values

#### Our brand should:

- use persuasive communication which uses information to engage people at a deeper level with natural and cultural heritage
- contribute to enjoyment and understanding of the Dartmoor landscape
- provoke people's imagination, interest and/or concern
- relate to people's own life experiences
- support the work of National Park organisations, groups and communities and be audience relevant
- be accessible and inclusive for all
- be sustainable and environmental friendly

## Key Elements

- Main Title -  
*Discover The Dartmoor Story*
- Website address -  
[www.dartmoorstory.org](http://www.dartmoorstory.org)
- QR code to website
- Lead partner logo
- MTMTE and HLF logo
- Top and bottom grey strip

By using the template designs (opposite page) you will be supporting the **Dartmoor Story** brand. You have the freedom to design the artwork within the white area. Please share proofs with the MTMTE team throughout the project development.

## Key brand elements

**The Dartmoor Story** will be told by a variety of organisations and communities groups. We understand that on each project, lead partners will be keen to also include their own branding on interpretative materials. To establish a strong **The Dartmoor Story** brand, we request that all projects funded through the MTMTE follow some basic principles.



### FONTS

Please use a sans serif font. We would recommend **Avant Garde** in the first instance, or **Frutiger**. All visual branding should follow the **RNIB Clear Print Guidelines**. For many partially sighted people, well-designed print information which follows RNIB's Clear Print guidelines will be suitable and accessible. If you have a request to produce information in other formats please contact the RNIB Transcript Centre South West at [www.rnib.org.uk/professionals/accessibleinformation](http://www.rnib.org.uk/professionals/accessibleinformation)





### COLOUR PALETTE

This palette has been selected as it reflects the shades of Dartmoor National Park. **Pantone 432 (grey) is the MTMTE core colour that should be used as designed in the templates.** If you are an organisation and have a corporate colour you may use this alongside the MTMTE Pantone 432 (grey), or one of the MTMTE complimentary colours detailed below. If you are a community group that doesn't have brand guidelines please use one of the suggested MTMTE complimentary colours detailed below.

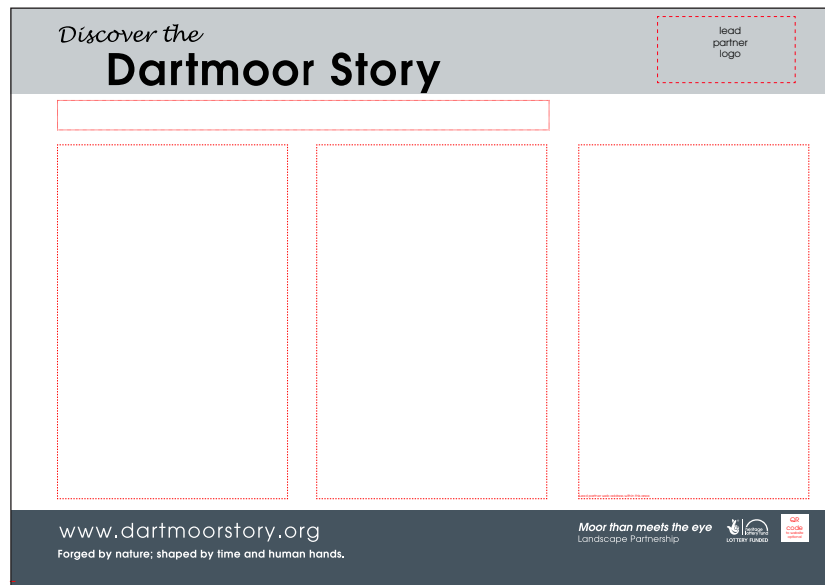
#### MTMTE Core Colour

	Pantone	C · M · Y · K	R · G · B
	432	23 · 2 · 0 · 77	30.4 · 34.4 · 38.3
	432 (30%)		

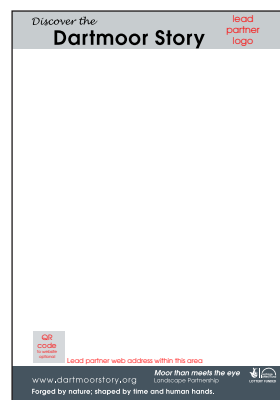
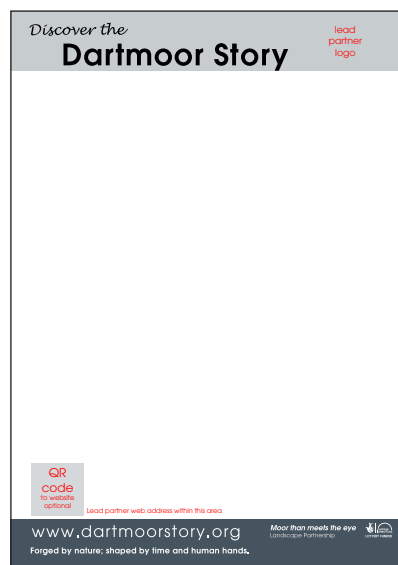
#### MTMTE Complimentary Colours - Please pick one

	Pantone	C · M · Y · K	R · G · B
	377	51 · 5 · 98 · 23	112 · 147 · 2
	260	66 · 100 · 6 · 28	104 · 30 · 91
	1817	23 · 84 · 54 · 68	30.6 · 12.9 · 17.1
	138	0 · 50 · 100 · 0	216 · 140 · 2

## Templates examples

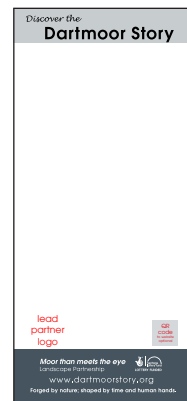


A1 board template (597mm x 841mm)

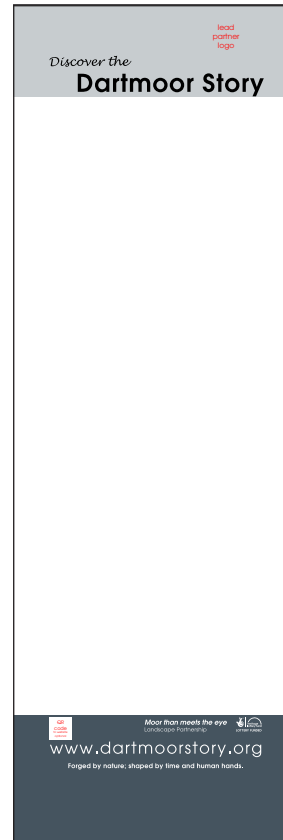


A5 leaflet template  
(148mm x 210mm)

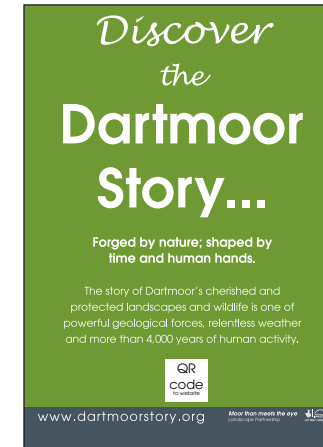
A4 poster template  
(210mm x 297mm)



DL leaflet template  
(99mm x 210mm)



Pop up template  
(760mm x 2100mm  
with extra 116mm  
length to run into  
base unit)



Dartmoor Story promotional A4 poster  
(210mm x 297mm)



Example A4 poster  
(lead partner DNPA)  
- ref only




Dartmoor Story  
promotional window  
sticker for retail,  
accommodation,  
visitor centres etc  
(210mm x 170mm)

**Interpretation materials**  
When having interpretative materials designed, also consider whether some of the content (text, illustrations, imagery etc) could also be included on the Dartmoor Story website.

## Interpretation panels checklist

- if commissioning interpretation purchase the full copyright of the all the artwork and request editable final artwork and all relevant files are supplied to you as the client and also a copy to the MTMTE Project team
- interpretation panels body text size should be a minimum 16pt
- a though provoking catchy title (below the Discover the Dartmoor Story)
- brief intro text summarising the main theme(s) (40-60 words)
- expanded body text going into greater depth (75-120 words)
- strong pictures are worth a 1,000 words
- source the relevant usage and copyright permissions of images and illustrations
- does your board include mapping; add a scale, north, you are here and source the relevant copyright license (see p5 for OS map licensing)




## Discover the Dartmoor Story

### Tramways, waterways and cycleway

**Devonport Leat**  
The Devonport Leat can be seen to the west of the tramway. It was built to take water to the docks of Devonport. The leat was 26 miles (42 km) in length and was completed in 1802.

Today the leat still provides over 3 million gallons of water every day for the Plymouth area.

*"To his pious memory, may the descendants of him who brought us water never want for wine."*




Drake's Leat opened on 24 April 1591. Legend has it that Sir Francis Drake rode ahead of the water on his white horse all the way into Plymouth.

**In this area, and situated within short distances of each other, are three important industrial archaeological features - Plymouth or Drake's Leat, the Devonport Leat and the Plymouth and Dartmoor Railway. They date to the 16<sup>th</sup>, the 18<sup>th</sup> and the 19<sup>th</sup> centuries respectively. Each was built taking advantage of the natural gradients from the high moor towards sea level at Plymouth. (60 words)**

**Plymouth or Drake's Leat**  
This artificial water course was constructed under the guidance of Sir Francis Drake. It carried water down from the River Meavy across Roborough Down to Plymouth.

The creation of Burrator Reservoir in the 1890s provided Plymouth with a more reliable supply of water, but meant that the upper part of Drake's Leat was lost as the Meavy valley was flooded.



[www.dartmoorstory.org](http://www.dartmoorstory.org)  
Forged by nature; shaped by time and human hands.

Moor than meets the eye  
Landscape Partnership

heritage lottery fund  
LOTTERY FUNDED

QR code  
to learn more

Example A1 board (lead partner DNPA) - ref only (597mm x 841mm)

## Example Specification

### External board (low risk area)

UNIT STYLE: wooden legs  
SIZE: A1  
MATERIAL: wooden frame  
GRAPHIC PANEL: Face printed to the back of 5mm clear acrylic

### External board (high risk area)

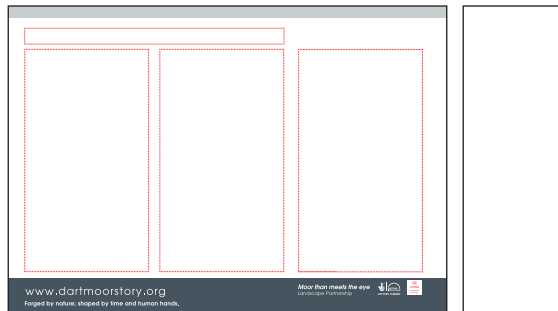
UNIT STYLE: single or twin leg lectern  
SIZE: A1  
MATERIAL: powder coated stainless steel  
GRAPHIC PANEL: Printed and encapsulated into Glass Reinforced Plastic  
PROOF: A1 Proof of supplied artwork

## Suppliers include:

*You may choose your own suppliers*

- **South West Colour Laboratories** [www.swcl.co.uk](http://www.swcl.co.uk)  
Internal, external panels, pop ups, display systems
- **Signs Express (Plymouth or Exeter)**  
[www.signsexpress.co.uk](http://www.signsexpress.co.uk)  
Internal, external panels, pop ups
- **Parc Signs** [www.parcsigns.co.uk](http://www.parcsigns.co.uk)  
Design, internal, external panels, pop ups,
- **Stewart Signs** [www.stewartsigns.co.uk](http://www.stewartsigns.co.uk)  
Design, GRP external panels and lecterns
- **Fitzpatrick Woolmer** [www.fwdp.co.uk](http://www.fwdp.co.uk)  
Design, GRP external panels and lecterns
- **Imagemakers** [www.imagemakers.uk.com](http://www.imagemakers.uk.com)  
Design, mapping and illustrations
- **Touchwood Design** [www.touchwood-design.co.uk](http://www.touchwood-design.co.uk)  
Design, mapping and illustrations
- **Freeline Graphics** [www.freeline-gfx.co.uk](http://www.freeline-gfx.co.uk)  
Design, mapping and illustrations
- **Carol Mullin** [www.carolmullin.co.uk](http://www.carolmullin.co.uk)  
Wildlife Illustrator
- **John Walters** [www.johnwalters.co.uk](http://www.johnwalters.co.uk)  
Wildlife Illustrator
- **Peter Lorimer** [www.pighill.net](http://www.pighill.net)  
Archaeological Illustrator

Secondary panels in exhibitions or on trails may be simpler than the main introductory panel.



## Mapping

- DNPA have signed the **Public Sector Mapping Agreement (PSMA)** for 10 years (1 April 2011-2021). Other organisations such as, Town and Parish Councils can access the same mapping that DNPA can. You can check your eligibility online.  
<http://www.ordnancesurvey.co.uk/oswebsite/public-sector/mapping-agreement/eligibility-criteria.html>
- **If the group isn't eligible for the PSMA, can they still use OS Mapping?**  
Yes. Ordnance Survey launched their OpenData licence last year for anyone wishing to use certain OS information for commercial or non-commercial use without restriction, for further info on Open Data.  
<http://www.ordnancesurvey.co.uk/oswebsite/products/os-opendata.html>

## Internal exhibition materials

Everything you have outputted should be specified to be external use - for maximum longevity /durability (UV, weatherproof)

### Pop up banners

Environmentally friendly pop up banners or display systems

- easy to assemble, transportable, flexible, lightweight for carrying, portable
- aluminium casing or bamboo
- interchangeable graphic system (this component can be reused easily and at the end of its life can be recycled)

## Exhibition panels and displays

(display areas that have low human contact)

Environmentally friendly materials

- 5mm falcom foam black regrind pvc
- 5mm forex smart 100% recyclable

(display areas that have high human contact)

Durable displays and interactives materials

- aluminium casing, or cabling
- Dartmoor/FSC wood
- 5mm acrylic/glass fronted (durability)

## External signage materials

- Do you have permission from the landowner for installation?
- Does the board require planning permission?
- Check if there any services running underground at site?
- Everything you have outputted should be specified to be external use - for maximum durability (UV, weatherproof)

### Good Practise:

- Try to use sustainable and durable traditional materials where possible - granite/ Dartmoor wood/FSC wood
- Routed FSC wooden signs
- FSC wooden framed and acrylic fronted
- High risk areas- vandal proof GRP panels



## Top tips for achieving

### Clear Print (RNIB Clear Print Guidelines)

- print body text size for publications should be 12pt
- the font you choose should be clear, avoiding anything stylised, please use Avant Garde or Frutiger
- all body text should be left aligned
- use bold sparingly; only highlight a few words rather than a paragraph
- keep the text layout clear, simple and consistent
- don't use blocks of capitalised letters, and try not to use italics or underlining
- for readability be careful about overlaying text on images
- the substrate or coatings should not be glossy or reflective
- ensure the contrast between the text and background is as high as possible
- all text should be evenly spaced and the same orientation on the page
- there should be no more than 70 characters or 8 words per line
- the space between columns of text should be large enough to be distinct

## Print

Information can be communicated in a range of methods; print is one of the less sustainable ways but can have inclusive benefits. Before even getting to design stage consider your choice carefully, think about your target audience, the information you have to communicate, quantities, distribution and storage.

Useful link on environmentally friendly print and design [www.lovelyasatree.com](http://www.lovelyasatree.com)

### Certification Schemes

- EMAS is the highest standard that can be attained, followed by ISO 14001.
- ISO 14001 is the next best, although standards vary under this scheme due to the emphasis on continual improvement.
- FSC is about tracking the fibre ONLY and is NOT about environmental standards within the factory.
- Greenmark is a scheme for smaller companies which lack the resources to undertake ISO 14001.

## Ink

- Digital (cheaper and more environmentally friendly for small print runs)
- Litho (cheaper for larger print runs)  
Vegetable/ soya inks with reduced Isopropyl (IPA) and water based sealers

## Paper

Environmental standards:

- FSC or recycled
- ECF elemental chlorine free/ TCF totally chlorine free;
- NAPM (National Associate of Paper Merchants) approved recycled product;
- made from over 75% recycled fibre, for primary fibre sourced from sustainable managed forests;
- recyclable.

Examples of paper stock used by the DNPA on a regular basis:

- satin - Cocoon silk (leaflets)
- matt - Cocoon uncoated (publications)
- matt - Evolve business (stationery/ factsheets)

**If commissioning design purchase the full copyright of the all the artwork and request editable final artwork and all relevant files are supplied to you as the client and also a copy to the MTMTE Project team.**



DL leaflet cover  
template examples  
(99mm x 210mm)



## Print specifications

### DL leaflet

SIZE: A4 folded to DL (210mm/99mm)  
EXTENT: 6pp  
PAPER: Cocoon silk 130 gsm  
COLOURS: digital or 4 colour litho  
(cheapest method)

### A5 booklet

SIZE: A5 (210mm/148mm)  
EXTENT: no of pages must be dividable by 4  
PAPER: Cover Cocoon silk 300 gsm  
Core Cocoon silk 130 gsm  
COLOURS: digital or 4 colour litho  
(cheapest method)

## Suppliers include:

*You may choose your own suppliers*

- **Brightsea Press** [www.brightsea.co.uk](http://www.brightsea.co.uk)  
Digital and litho
- **Ashley House** [www.ashley-house.co.uk](http://www.ashley-house.co.uk)  
Digital and litho
- **Deltor** [www.deltoruk.com](http://www.deltoruk.com)  
Digital and litho
- **Four Way Print** [www.fourwayprint.com](http://www.fourwayprint.com)  
Litho
- **Imagemakers** [www.imagemakers.uk.com](http://www.imagemakers.uk.com)  
Design, mapping and illustrations
- **Touchwood Design** [www.touchwood-design.co.uk](http://www.touchwood-design.co.uk)  
Design, mapping and illustrations
- **Freeline Graphics** [www.freeline-gfx.co.uk](http://www.freeline-gfx.co.uk)  
Design, mapping and illustrations

## Online communications

The Dartmoor Story website will be build to be part of the Dartmoor National Park Authority (DNPA) website. Which is being rebuilt and designed in the next 6 months. The website has been specified to have a responsive design which will enable content to be viewed clearly on smart phones and tablets.

The Dartmoor Story on the DNPA website will benefit from:

- the high website hits  
(the site has over 1.5 million page impressions annually)
- a sustainable future for the content.

If you are planning to do any other online communications please discuss with the MTMTE project team, so we can develop a cohesive approach.

### Dartmoor Story App

We will be running some development sessions to take forward the idea of a Dartmoor Story App.

**Who** is your target audience?

**What** do you want to communicate?

**Where** do you want to communicate?

**How** is the best way to share your information and engage your target audience (a printed leaflet is not always the best method!)

# Design checklist

- What do you want to communicate? ..... ☐
- Who do you want to communicate with (target audience)? ..... ☐
- What is your budget? ..... ☐
- What is the timescale and what are the milestones? ..... ☐
- What is the most effective means of communicating your information or message? . ☐
- Is it essential or needed? ..... ☐
- Is it free or saleable? ..... ☐
- Is there a market? ..... ☐
- What is the shelf life? ..... ☐
- Where and how will it be distributed? ..... ☐
- Where will the surplus be stored? ..... ☐
- Who should be involved and consulted internally and externally partners, funders etc? ☐
- What will the scope/extent of the design project be? ..... ☐
- What is the risk element? ..... ☐
- Who will research and collate the content? ..... ☐
- Who will design it? ..... ☐
- What style and tone needs to be adopted? ..... ☐
- What design specification? ..... ☐
  - i.e. size (good practise to use conventional sizes - distribution easier), colour, quantity
- Who will edit it? ..... ☐
- Who will approve it? ..... ☐
- What type of board (impact on the landscape) (Signboards) ..... ☐
- Who is responsible for installing ..... ☐
- Consider future on-going maintenance (Signboards/Exhibits) ..... ☐
- Consider pre testing and evaluation ..... ☐



## Project Management for producing publications and boards

### Consulted & Liaised:

- Internally ..... ☐
- Partners ..... ☐
- Funders ..... ☐

Text finalised ..... ☐

### Design Contractor

- Prepare brief ..... ☐
- Ask contractors to quote on brief ..... ☐
- Receive contractors' quotations ..... ☐
- Select design contractor and agree and sign design contract ..... ☐
- Final text, images, logos, base mapping supplied to contractor ..... ☐

### Design Stages

- Remember to consider content and MTMTE brand guide and use templates:

### Other:

- Font (Avant Garde/Frutiger) ..... ☐
- Pantone Colours ..... ☐
- Bar code (if saleable) ..... ☐
- ISBN (if saleable book) ..... ☐
- Contact Details ..... ☐

### Logos

- As shown on templates ..... ☐

### Images

- High quality images sourced ..... ☐
- Images copyright approved/ royalties paid ☐
- Images copyright acknowledged ..... ☐

### Maps

- Base mapping sourced ..... ☐
- Mapping copyright approved ..... ☐
- Mapping copyright acknowledged ..... ☐
- North Symbol ..... ☐
- Scale ..... ☐
- You are here ..... ☐
- Contractor produces initial design/ layout (proof 1) ..... ☐
- Agree design and check proof ..... ☐
- Proof stages (proofs shared with consultees, checked and amended) ..... ☐
- Pretested (changes made if needed) ..... ☐
- Sent to the printers ..... ☐
- Final printers proof checked and signed off by client ..... ☐
- Editable final artwork and all relevant files are supplied to you as the client and also a copy to the MTMTE Project team. .... ☐

### What publicity is needed

(discuss with MTMTE Project Team)

- E-News Release ..... ☐
- Tweet ..... ☐
- Moor News e-news ..... ☐
- Article in The Dartmoor, Active Dartmoor, Devon Life Magazines. .... ☐
- Other editorials ..... ☐

- Delivery of digital artwork ..... ☐
- Delivery of job ..... ☐
- Job checked by client ..... ☐
- Distributed ..... ☐
- Storage (Publications & Signboards) ..... ☐
- Installed (Signboards/ Exhibits) ..... ☐
- On-going maintenance (Signboards) ..... ☐
- Evaluation ..... ☐