

Love the Broads

Brand guidelines

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The Brand

This document is the guide to the brand communication style for Love the Broads.

This document is the guide to the brand communication style for Love the Broads.

It has been designed to help businesses showcase Love the Broads in a consistent way by the use of the logo and text and explain what the brand is all about.

We hope that you will help us to spread the word about Love the Broads and use this guide as a toolkit when updating your marketing materials such as websites, leaflets or any materials where you are promoting Love the Broads.

Thank you.

Nick Barne

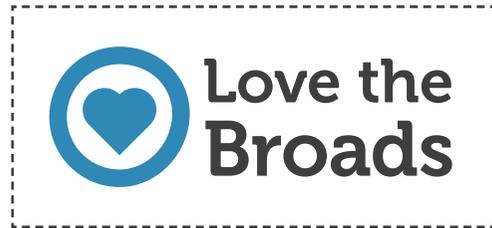
Chairman of the Broads Trust

Logo

There are several logos which can be used.

To access the resource go to the 'Logos' folder of the brand guidelines.

Please do not alter the logo to incorporate other text or change the colour or spacing of the symbol or type.



Maintain a reasonable and even border around the logo



Logo may appear white with a coloured background



When using multiple logos place a fine line to separate each instance.

Colour pallet

The logos include these two colours.

For a larger pallet please see the "Broads Brand" guidelines.

<http://www.broads-authority.gov.uk/news-and-publications/publications-and-reports/tourism-publications-and-reports/branding-guidelines>



C/100 M/20
Y/20 K/0

R/100 G/138
B/183



C/0 M/0 Y/0
K/90

R/60 G/60
B/59

Typography

When producing communications please use a font that is 'in keeping' with the logos' own typeface - Museo.

Appropriate fonts can be found from these links:

[http://www.fontsquirrel.com/fonts/Museo?q\[term\]=Museo&q\[search_check\]=Y](http://www.fontsquirrel.com/fonts/Museo?q[term]=Museo&q[search_check]=Y)

[http://www.fontsquirrel.com/fonts/Museo-Sans?q\[term\]=Museo&q\[search_check\]=Y](http://www.fontsquirrel.com/fonts/Museo-Sans?q[term]=Museo&q[search_check]=Y)

<http://www.fontsquirrel.com/fonts/source-sans-pro>

A B C D E F G H I J K L M N O P

a b c d e f g h i j k l m n o p

A B C D E F G H I J K L M N O P

a b c d e f g h i j k l m n o p

A B C D E F G H I J K L M N O P

a b c d e f g h i j k l m n o p

Text

Describe what you're doing, it's great!

These 'sample' paragraphs and straplines are to act as inspiration, you are welcome to use them in full or adapt them in any way.

Sample Paragraphs

"Help (name of your business) look after the places you love to visit. Through our support for the Love the Broads project, we have chosen to help raise funds for projects to ensure that the Broads are kept special for the future. We do this by inviting our guests to make a small voluntary contribution (specify an amount if appropriate) which is added to their bill - but which can be removed on request. So far, our visitors' kind donations have supported projects which will help to increase the barn owl population, to improve a circular footpath around a nature reserve and provide new cycle route signage in quiet Broads' lanes. For full details see www.lovethebroads.org.uk"

"Love the Broads is the Visitor Giving scheme for the Norfolk and Suffolk Broads. It aims to inspire

people to care for this special environment by making a small and voluntary donation through their accommodation provider, at key tourism sites or by giving money directly. Just £1 from every visitor could generate as much as 7 million pounds a year, so every small donation is a big help. www.lovethebroads.org.uk"

"The Broads is Britain's Magical Waterland, a fragile wetland of international importance. Please help us and play your part to protect this precious landscape. Love the Broads is a scheme that provides an easy way for everyone to donate a small amount of money for a range of projects that are vital for the conservation of the area. These projects will help ensure a sustainable future for the Broads and help protect wildlife and benefit our visitors and local communities".

Text

Straplines

Straplines provide a simple, punchy way of promoting the scheme. We have provided a few examples to get you started.

Sample straplines

“Help us look after the places you love to visit “

“Give a little back to a place you get so much from”

“A little gift from a lot of people makes a big difference”

Donate

Giving, the easy way

Love the Broads has provided several easy ways for your customers and visitors to donate.

Opt Out: If you adopt this method of collecting donations you will add a small extra charge to each customer's bill, invoice or ticket price. The charge would be included in your published price list and a note added to say that the donation is voluntary and can be deducted from the charges if your customer does not wish to subscribe. If the payment of the bill is a face-to-face transaction, the donation can be explained to the customer, but it is not necessary to do this as long as the voluntary nature of the donation is clearly explained in your published price information, at point of payment and on your website.

A suitable statement would be:

The total price includes a voluntary donation of £.... to Love the Broads. Please let us know if you do not wish to participate 

Opt In: If you adopt this method you will need to encourage your customers to make a small donation as an addition to their payment when they settle their bill. You would need to explain this option as the payment is made or add a suitable statement on the bill. We can also provide branded donation envelopes to be left in reception or in your client's room.

Would you like to make a donation to Love the Broads? Please let us know if you would like us to add £2 to your bill as a donation, or you can leave a cash donation in the envelope provided in your room 

Donate

Giving, the easy way

Love the Broads has provided several easy ways for your customers and visitors to donate.



Donate button on business website - code

```
<a target="_blank" href="http://www.justgiving.com/nsbct/donate/?utm_source=website&utm_medium=buttons&utm_content=nsbct&utm_campaign=Donate_JG_Blue_Large"></a>
```

Branded merchandise: A growing range of Love the Broads products are available for you to sell. Contact Lynne Finnigan for details:

lynne@lovethebroads.org.uk

Donate via text message!

Text NBCT01 then a space then the amount and send your message to 70070

Texting:

Making donations by text is very simple and you can include details of how to text a donation on your literature and noticeboards.



QR code

This QR code links directly to the Love the Broads website.

Imagery

“A picture is worth
a thousand words”
Napoleon Bonaparte

Photographs are an important and attractive way to communicate a message and Love the Broads enables businesses to showcase the very best of the Broads in a positive way.

Here are some high quality images which are free to use. The Broads Authority may also be able to supply further images to showcase landscape, wildlife, activities and diversity of the area which Love the Broads is helping to sustain.

<http://www.broads-authority.gov.uk/news-and-publications/photo-gallery>

If using any of these images, please credit to
“©Broads Authority”

