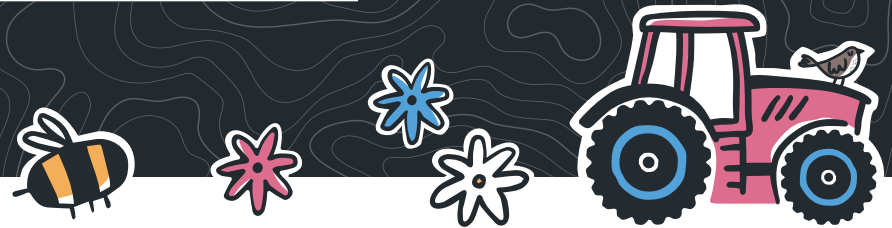
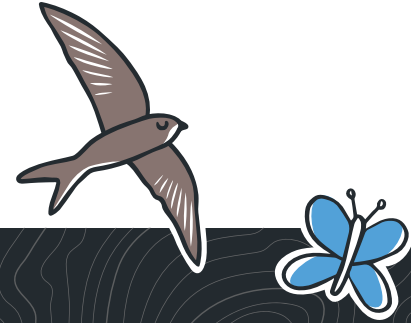


Nature Recovery Dorset

Brand guidelines



July 2024



Our vision

From ancient woodlands to rugged coastlines, Dorset's unique landscape is home to all sorts of amazing wildlife, some of which are so rare they can't be found anywhere else. But, like the rest of the country, much of Dorset's nature is in decline.

By acting today to grow and restore nature, we can help halt this decline and make our county more resilient for the future.

But this can't be achieved in isolation, collective action is needed to create more, bigger, better and joined up space for nature, and we all have a part to play.

Through Nature Recovery Dorset we can collectively celebrate the wonderful work already taking place across our county for nature, whilst helping inspire and encourage future action.

Nature Recovery Dorset logo variants

Margins and clear space

The ideal clear space margin around the logo is 15% of the height of the logo. For example if the logo was sized at 100px, the margin of clear space would be 15px.

Minimum size

The minimum size for legible display of the logo is 100px in height for digital applications and 15mm in height in print.

Contrast and legibility

The logo must be placed on a sufficiently contrasting background. If the primary coloured logos aren't legible enough switch to either the dark grey block or the white block version.

Dark grey block logo - To be used on lighter backgrounds



White block logo - To be used on darker backgrounds



Mono logo - To be used on mono artwork



Logo with clear space



Logo - Do's and don'ts

Don't crop the logo



Don't alter any colours



Don't use on white background (and vice-versa)



Don't squish or tilt the logo



This doesn't reflect the logo correctly, use either dark grey or white block logo as they are

No additional borders



Give the logo clear space



Colour palette

Inspiration



West Lulworth - a selection of coast and greenspace

Colour palette

Pantone colours and websafe colour matched hexcodes are provided for online and offline applications



PANTONE: P 152-15 C
RGB: 79 140 55
CMYK: 73 23 97 7
HEX: #4F8C37



PANTONE: P 69-3 C
RGB: 221 109 142
CMYK: 9 69 22 1
HEX: #DD6D8E



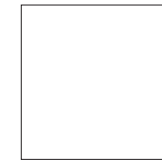
PANTONE: P 109-5 C
RGB: 93 163 218
CMYK: 64 24 0 0
HEX: #5DA3DA



PANTONE: P 20-6 C
RGB: 244 178 80
CMYK: 3 35 75 0
HEX: #F4B250



PANTONE: P 179-15 C
RGB: 45 48 51
CMYK: 74 62 55 66
HEX: #2D3033



PANTONE: P 152-15 C
RGB: 255 255 255
CMYK: 0 0 0 0
HEX: #FFFFFF



PANTONE: P 44-13 C
RGB: 98 78 74
CMYK: 43 54 52 45
HEX: #624E4A



75%



75%



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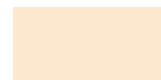
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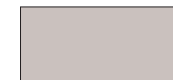
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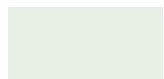
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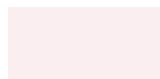
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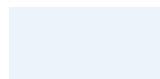
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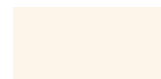
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Assets



These assets can be used alongside logos on promotional material, see examples on pages 9 and 10

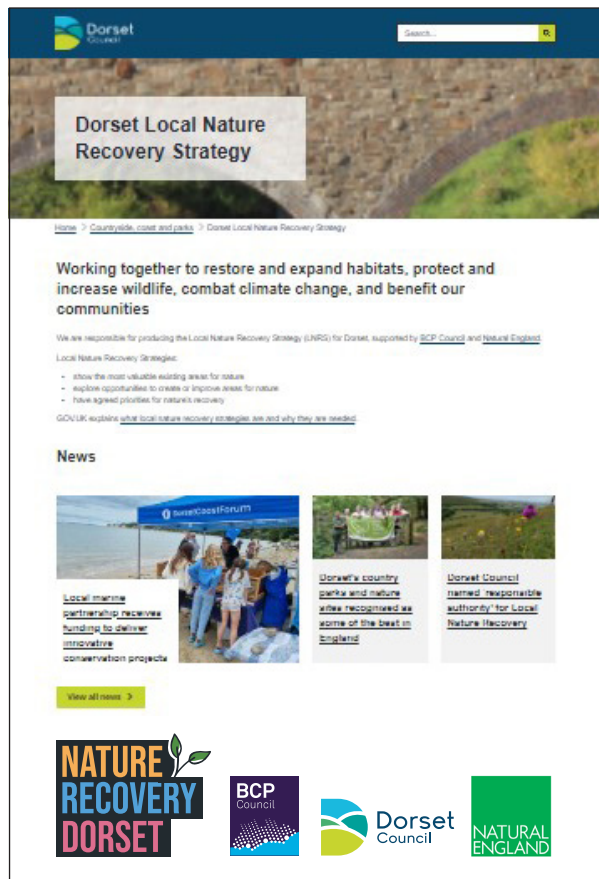
Background texture

A typographic style background to be used as a subtle texture to designs



How to use the logo

Website - along side partner logos



Signage - along side partner logos



How to use the logo and assets

Social Media posts

