



**Identity
Guidelines**
Version_1

Dearne Valley

Landscape
Partnership



Introducing Dearne Valley Landscape Partnership

For more help and advice contact:

Richard King

*Landscape Partnership
Development Officer*

T. 01226 772131

E. richardking@barnsley.gov.uk

A note on our name

In written reports we can refer to the Dearne Valley Landscape Partnership as DVLP or the Landscape Partnership only after introducing the name in full first, eg. The Dearne Valley Landscape Partnership (DVLP) is responsible for... The Landscape Partnership welcomes feedback on...

Within these guidelines we will refer to the Dearne Valley Landscape Partnership as DVLP.

Welcome to the Dearne Valley Landscape Partnership visual identity guidelines.

These guidelines will help you produce communication that represents the Dearne Valley Landscape Partnership's values.

They provide specific rules explaining how to use our marketing assets, and inspiration for creative, confident interpretation of our visual identity.

Introducing Dearne Valley Landscape Partnership

People have lived in the Dearne Valley for thousands of years, shaping and adapting the rich landscape and leaving fascinating traces of their lives as each generation faced new challenges.

The landscape partnership aims to 'Reveal the Hidden Dearne Valley' and reconnect people with the wealth of industrial heritage, unique landscapes, significant environmental features, leisure opportunities and economic potential within the Dearne Valley. It will raise awareness of the area's significance, allow local communities to become actively involved in shaping it, increase understanding of what makes it so special and encourage more people to benefit from the Dearne's built and natural assets.



Logotype

Primary

Our new Identity is at the heart of what we do. The iconic 'D' logo represents the defining features of the Dearne Valley combining the natural landscape with the industrial heritage that has shaped it.

Our logo has been drawn to create a perfectly balanced mark that should not be altered or distorted. Always use the master artwork files provided and follow the size and clear space guidance. Choose the most appropriate logo for application bearing in mind size, legibility and contrast.

Colour - Pantone 5757c



Dearne Valley

Landscape Partnership

Artwork

DV_Logotype_Primary_cmyk.eps

DV_Logotype_Primary_spot.eps

DV_Logotype_Primary_colour.jpg

DV_Logotype_Primary_colour.png

Logotype Primary

Solid and Reversed



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Artwork

DV_Logotype_Primary_mono.eps
DV_Logotype_Primary_mono.jpg
DV_Logotype_Primary_rev.eps
DV_Logotype_Primary_rev.png



Dearne Valley
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Partnership

Logotype Secondary

Colour - Pantone 5757c

This is our Secondary logotype use this when layout dictates a horizontal format.



Artwork

DV_Logotype_Secondary_cmyk.eps
DV_Logotype_Secondary_spot.eps
DV_Logotype_Secondary_colour.jpg
DV_Logotype_Secondary_colour.png

Logotype Secondary

Solid and Reversed



Artwork

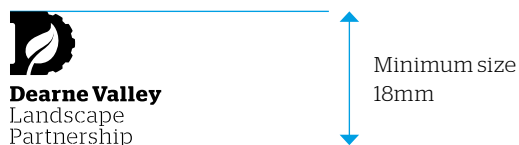
DV_Logotype_Secondary_mono.eps
DV_Logotype_Secondary_rev.eps
DV_Logotype_Secondary_mono.jpg
DV_Logotype_Secondary_rev.png

Clearspace

Primary logotype

The minimum clearspace to use with the Primary logotype is 'x' – 'x' being half the height of the 'D' mark. This rule applies for usage at any size.

The Dearne Valley Landscape Partnership (DVLP) logo can be used no less than 18mm in height.



Clearspace

Secondary logotype

Our secondary logotype has the same clearspace rules as the Primary logotype.

The Secondary logo can be used no less than 8.5mm in height.



Typeface

General

The Stag family has a wide range of styles and weights. We would recommend Stag (A) as the lead typeface. Its range is broad, it can be used across all formats. It carries the character of the overall identity in its application.

Stag Sans (B) should be kept as a supporting typeface. Its ideal use is as bodycopy and smaller information, such as bullets or data used on graphs or charts. Its strength is in adding contrast across larger, multi-page documents such reports.

Stag Stencil (C) has great character and is our headline font. Its application should be kept to display purposes such as statements on posters or main titles on documents. See page 13.

40pt Stag Light

A Stag

40pt Stag Sans Light

B Stag Sans

40pt Stag Stencil Light

C Stag Stencil

Font licencing

The Stag family is available to purchase from **www.commercialtype.com** and can also be licensed for web and other screen applications.

Typeface

Headline – Stag Stencil

Stag Stencil Light
Stag Stencil Bold

General – Stag

Stag Light
Stag Light Italic
Stag Book
Stag Book Italic
Stag Medium
Stag Medium Italic
Stag Semibold
Stag Semibold Italic
Stag Bold
Stag Bold Italic
Stag Black
Stag Black Italic

Font licencing

The Stag family is available to purchase from www.commercialtype.com and can also be licensed for web and other screen applications.

Typeface

Bodycopy – Stag Sans

Stag Sans Light
Stag Sans Light Italic
Stag Sans Book
Stag Sans Book Italic
Stag Sans Medium
Stag Sans Medium Italic
Stag Sans Semibold
Stag Sans Semibold Italic
Stag Sans Bold
Stag Sans Bold Italic
Stag Sans Black
Stag Sans Black Italic

Font licencing

The Stag family is available to purchase from www.commercialtype.com and can also be licensed for web and other screen applications.

Typeface Headline

Stag Stencil (shown here) is the most characterful of the family and as such is best suited to headlines and titles. It gives our identity its distinctive look. Combine light and bold weights in headline messaging to make an impact.

105pt Stag Stencil in 2 weights, 95pt leading

**Stag
Stencil**
Bold and
Light

Font licencing

The Stag family is available to purchase from www.commercialtype.com and can also be licensed for web and other screen applications.

Alternative Typeface For screen

When Stag isn't available an alternative system font can be used for basic documents and internal communication.

Georgia is available for both Mac and PC and is free to use.

34pt Georgia Regular / 34pt leading

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#!%£@

34pt Georgia Bold / 34pt leading

**Georgia
Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#!%£@**

Typeface Messaging

Examples of using multiple weights of Stag to create bold, enticing messaging.

Discover
A Hidden
Landscape

www.discoverdearne.org
[@discoverdearne](#)

Heritage
The Revealed
Darfield Loop

www.discoverdearne.org/tdl
[@discoverdearne](#)

A Walk
Through History
Kilner Trail
Wosborough

[@discoverdearne.org/kilner](http://discoverdearne.org/kilner)

Uncover an
Industrial Past
Main Pit Head
Barnsley

[@discoverdearne/pithead](http://discoverdearne.org/pithead)

Colour

Although the DVLP has a master colour, Pantone 5757 as used on the logo, all colours are open for exploration.

Take inspiration from the varied landscape of the Dearne Valley area to create a unique colour palette.

Dearne Valley Green

P5757 C35 M12 Y91 K56 R106 G112 B41
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%

Environmental colour examples

P7526	P432	P411	P562	P5487	P7474
100%	100%	100%	100%	100%	100%
90%	90%	90%	90%	90%	90%
80%	80%	80%	80%	80%	80%
70%	70%	70%	70%	70%	70%
60%	60%	60%	60%	60%	60%
50%	50%	50%	50%	50%	50%
40%	40%	40%	40%	40%	40%
30%	30%	30%	30%	30%	30%
20%	20%	20%	20%	20%	20%
10%	10%	10%	10%	10%	10%

Colour

Selected from imagery

Choose colour direct from the Dearne Valley landscape and local area, either natural or industrial.

You can select colour from an image with a colour picker, then find the nearest match with a Pantone swatch.



Pantone 5757



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Pantone 7526



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Landscape
Partnership



Pantone 432



Dearne Valley
Landscape
Partnership

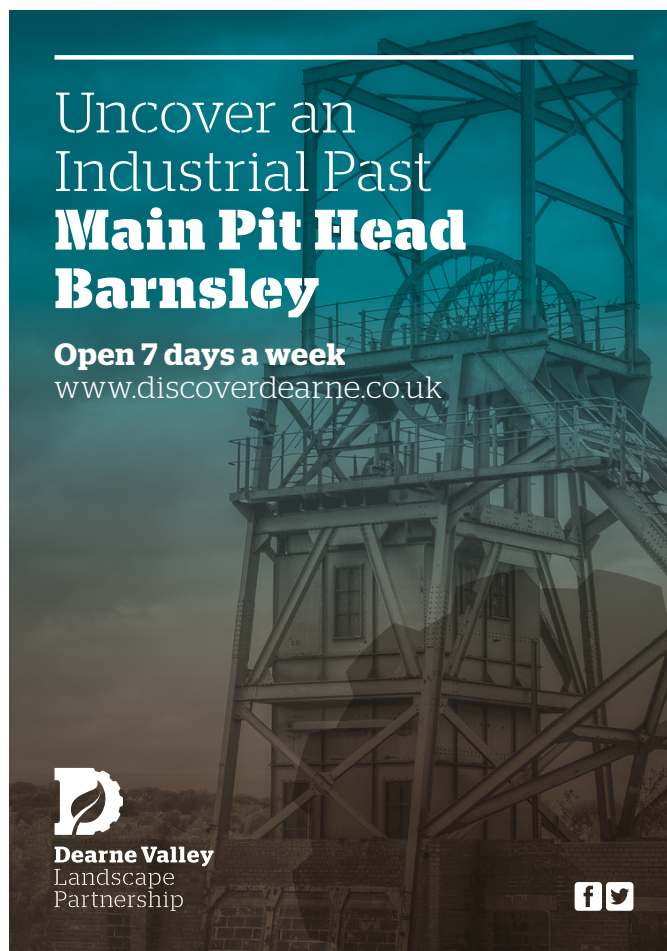
Logo position

The position of the DVLP logo is not fixed and so allows for greater flexibility when creating layouts in any media.

Use typography and imagery in a bold and graphic manner, pay attention to hierarchy of information, and always ensure the legibility of our logotype when reversed out of an image.

See examples (right) of a standard and non-standard position of the Primary logo.

DV logo marker



Application

Wayfinding

These are examples of how the visual identity could be applied to directional signage (finger boards and waymarkers).

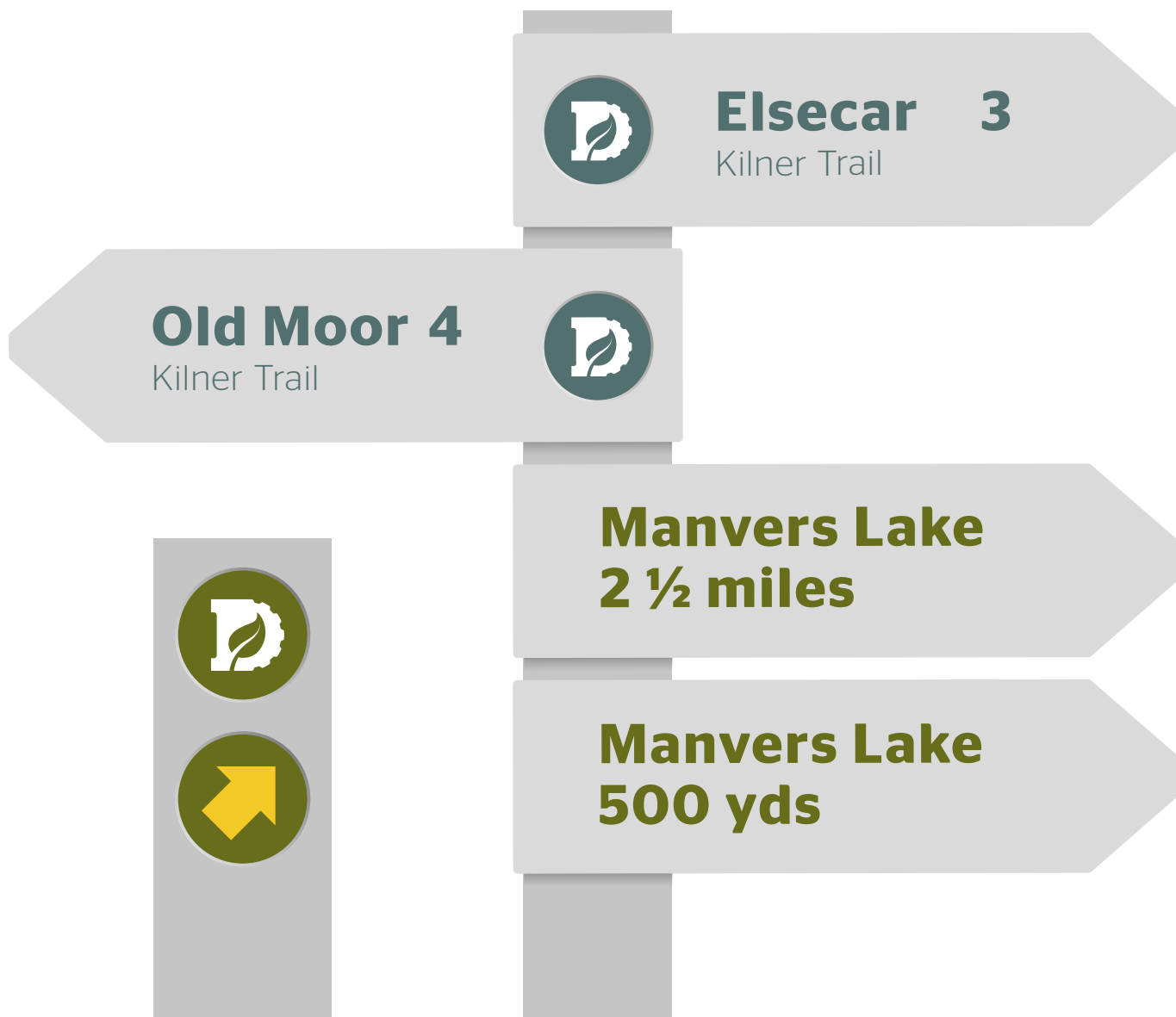
For more detailed guidance and technical information please refer to the Dearne Valley Landscape Partnership Signage and Wayfinding Guide available on request from:

Richard King

*Landscape Partnership
Development Officer*

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E. richardking@barnsley.gov.uk



Application Orientation

This is an example of how the visual identity could be applied to an orientation/interpretation board at an outside location.

For more detailed guidance and technical information please refer to the Dearne Valley Landscape Partnership Signage and Wayfinding Guide available on request from:

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Development Officer*

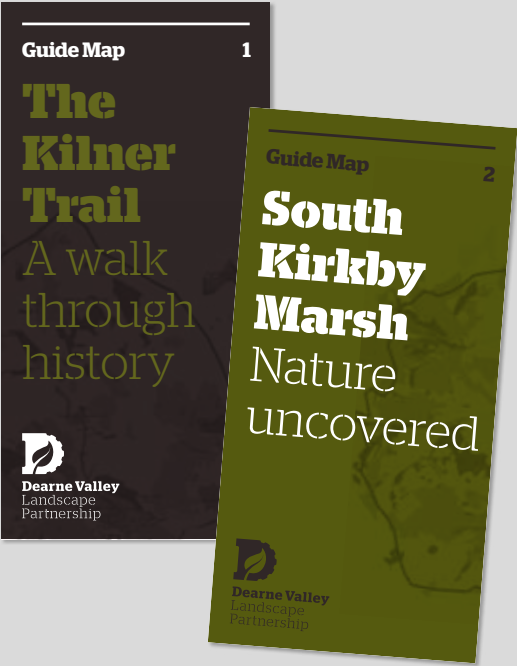
T. 01226 772131

E. richardking@barnsley.gov.uk



Application Print

These are examples of how stationery and promotional literature could be treated.



A4 letterhead and business card



Application Digital

This is an example of a web page and mobile app.



SEARCH

Advanced search



HOME | ABOUT | LOCATIONS | WILDLIFE | HISTORY | TRAILS | ACTIVITIES | FUTURE |

Discover A Hidden Landscape

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec felis ante, vestibulum et sagittis ut, cursus ut augue. Mauris facilisis metus sed elit suscipit bibendum. Suspendisse arcu lorem, fringilla volutpat commodo ac, cursus vulputate nisi. Cras in ultricies nibh, non placerat lacus. Aliquam diam velit, feugiat congue eleifend rhoncus, hendrerit aliquam justo.



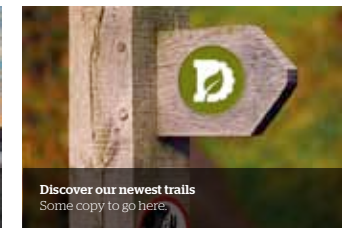
The Area



Wildlife



Historic Trails



Locations



Industry



Projects



Wildlife



Industry



Projects



Application

Supporters' Logos

This construction display board shows how partners' logos can be grouped and positioned to sit comfortably within a DVL P branded communication. It's also a good example of positive messaging.

2 x 1 metre siteboards



Application Other

Our logo can be applied to DVLP vehicles, clothing, equipment and merchandise.

For more advice contact :

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Primary logotype applied to vehicle



Contact

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Dearne Valley Landscape Partnership
please contact:

Richard King

*Landscape Partnership
Development Officer*

T. 01226 772131

E. richardking@barnsley.gov.uk

Arts, Museums and Archives Service
Barnsley Metropolitan Borough Council
PO Box 597
Barnsley
S70 9EW

Designed by

The Cafeteria

Unit 9, Gordon Works
49a Valley Road
Sheffield, S8 9FT

Ph. 0114 255 8213

hello@thecafeteria.co.uk

www.thecafeteria.co.uk
