

# Welcome to National Landscapes



On 22 November 2023, the Areas of Outstanding Natural Beauty you know and love will become National Landscapes.

We're thrilled to share this next step in realising our vision with you, our partners.

This pack gives you all the information you need to understand the change, the reasons for it and our plans for the future.

Welcome to National Landscapes

This document gives you everything you need to understand the rationale behind the journey to become National Landscapes and how you can be a part of the bold future we share.

It includes:

1. Welcome from our Chair and Chief Executive
2. Introduction and objectives of the rebrand
2. How we developed the brand
3. Introduction to the brand identity
4. The launch campaign – ‘Welcome to National Landscapes’ – and how you can help

# Welcome from our Chair & Chief Executive



## Philip Hygate, Chair

As Chair of the National Association for Areas of Outstanding Natural Beauty, it is a privilege to introduce the new National Landscapes brand to you.

The work in developing this new, united personality for our network has been conducted with the input of AONB teams, representatives of groups we haven't traditionally engaged with, the general public and existing stakeholders from partner organisations, landowners, local businesses and Welsh and English government.

The brand captures the essence of our family – the ambition, collaboration, commitment and readiness to serve and share for the good of our landscapes; for nature, climate and people.

I commend the National Landscapes rebrand to you all as we stand at this threshold: where National Landscapes become the landscape designation for the 21<sup>st</sup> century and beyond.



## John Watkins, CEO

AONB teams and partnerships do incredible work. Their approach is unique: convening powerful coalitions, enabling partners and communities to vision the change they agree through a democratically derived management plan, and empowering them to deliver in partnership across the entirety of a landscape. The change to National Landscapes is an opportunity to broadcast this work clearly and loudly. To restate our values and demonstrate the importance, size and impact of these landscapes.

The rebrand to National Landscapes has been mooted and discussed for a number of years. Some AONBs are already being referred to locally as National Landscapes, where teams and partnerships had already recognised the power of this change to enhance the status of the designation in their area. The strength of AONB is that it is a national designation which is managed locally. This new identity is the opportunity to assert a collective national identity as part of a family of locally managed and celebrated landscapes.



# Introduction & Objectives



# Why now?

## What are we hoping to achieve?

- National Landscapes teams have always delivered incredible work that makes a difference for nature, climate and people. For every £1 of core funding they receive, National Landscapes teams deliver at least £4 of work on the ground by securing external funding, mobilising their team of volunteers and collaborating effectively. The profile they have does not match the immense impact the network has.
- By creating a more unified identity across the family, we are better able to show the collective size, ambition and impact of our network.
- We have the opportunity to make our brand more accessible and inclusive – delivering on the recommendations of the government's Landscapes Review (2019), and making all people feel welcome in these landscapes.
- This rebrand is a statement of our ambition, for us to be seen as a delivery partner and creates a stronger case for funding opportunities.



# A critical moment for nature and climate

National Landscapes teams have been at the forefront of delivering natural solutions to the main challenges facing the nation for many years. The new brand underscores their commitment to redoubling their efforts and engaging with a wider audience. In 2019, teams set themselves the most ambitious targets for nature and climate in the sector (the Colchester Declaration) and continue to work to meet them.

The rebrand marks the next step in fully realising the National Landscapes' vision to be the leading exemplars of how thriving, diverse communities can work with and for nature in the UK: restoring ecosystems, providing food, storing carbon to mitigate the effects of climate change, safeguarding against drought and flooding, whilst also nurturing people's health and wellbeing.

# Extending a warm welcome to everyone

The Glover Landscapes Review of 2019 articulated what many of us knew, that AONBs should become more relevant to a wider audience, including urban residents, people from deprived backgrounds, people from ethnic minority backgrounds, those with disabilities, neuro diverse people, those with learning disabilities and LGBTQIA+ people.

Clearly changing a brand name cannot do this by itself. However, it can signal a step-change, a threshold in how we do things as a family to ensure that we individually and collectively do more to ensure that everyone feels welcome and that all voices are heard in how the landscapes continue to evolve.

Representatives from these groups have given input into the rebrand process, as have many representatives from our existing audience.

# An opportunity to build a consistent family of brands



The strong, collaborative approach we take wasn't represented in the very different visual identities we had.

The new unified identity shows our collective size, ambition and impact, and will generate on the ground recognition for visitors.

# Developing the brand



# Listening to our stakeholders

The National Landscapes brand has been developed over the course of the past year, but research into perceptions of AONB began in 2021. We spoke to representatives of AONB teams and external partners including Welsh and English government representatives, people from deprived backgrounds, local business people, people from ethnic minority backgrounds, landowners and farmers, colleagues from partner and tourist organisations, LGBTQIA people. We learnt that people like the 'AONB way', but there was more we could do to demonstrate the power of our network to attract greater profile, funding and a wider audience.

# A brand that meets our ambition

As our brand partners Nice & Serious developed the brand vision and story, and the all important new visual identity, we continued to sense check with our steering group of AONB staff, and our Creative Council, representing currently underserved groups.

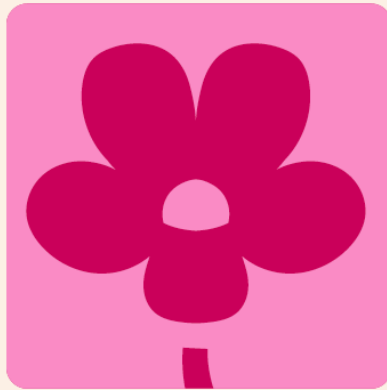
Nice & Serious developed an inspiring story and a friendly, expert and united tone of voice, with fresh new logos, photo library and a new font chosen for its accessibility to people with dyslexia.

We feel that the new look and feel is easy for our partners to understand and use, and that we finally have a brand that matches the significant national impact our network has.

# Our new brand identity



# Logos





## A consistent family of logos with local distinctiveness

Each National Landscape has worked with Nice & Serious to develop a new logo that reflects their landscape or one of its iconic species.

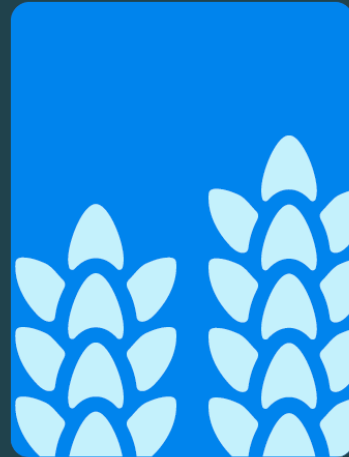
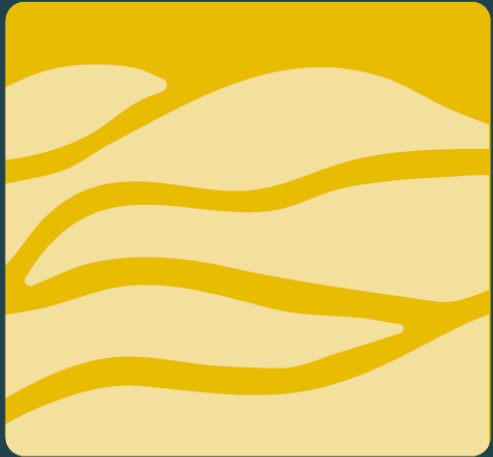
We now have a suite of 39 logos (including the National Landscapes Association logo) which make a patchwork representing the whole family.



**National  
Landscapes  
Association**



# Typography



**Typography**  
**Typefaces**

**Headline / Subheading type**  
Effra Bold

**A b c**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Body type**  
Effra Regular

A b c

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Effra is our primary headline typeface, with clean lines and humanist shapes, Effra is a supremely flexible sans serif.

Our subheadings and body copy is also set in Effra which has high legibility even at small scale. This makes the typeface ideal for all applications.

Effra is available from our brand resources (with the correct license)

# Welcome to National Landscapes – our launch campaign



## Campaign aims

The **Welcome to National Landscapes** campaign intends to:

- Unveil the name change and new brand to our audiences.
- Showcase how all of the UK's National Landscapes are as special and diverse as the people who live there, work there and visit them.
- Make it clear to our audiences that absolutely everyone is welcome to enjoy their beauty, and the many ways we are working hard to make sure the landscapes are open for everyone to enjoy.
- Communicate that National Landscapes exist to protect and regenerate these landscapes, and the importance of communities coming together to achieve this.

# How can you help us with the launch?

- Have a read through this pack and understand the reasons for the change
- Spread the word with your colleagues
- Please share a message of congratulations on 22 November 2023 (launch day) on your social media channels. Suggested text:  
'Congratulations to our partners at XXXXX National Landscape - the new name for XXXXX AONB. The new name highlights the national importance of this special place. We look forward to continuing our essential work with the team.'
- We'll be sharing a film: 'Welcome to National Landscapes' on 22 November via our socials, please like and share this with your network.
- If you have a public facing screen in your office – you could share the film