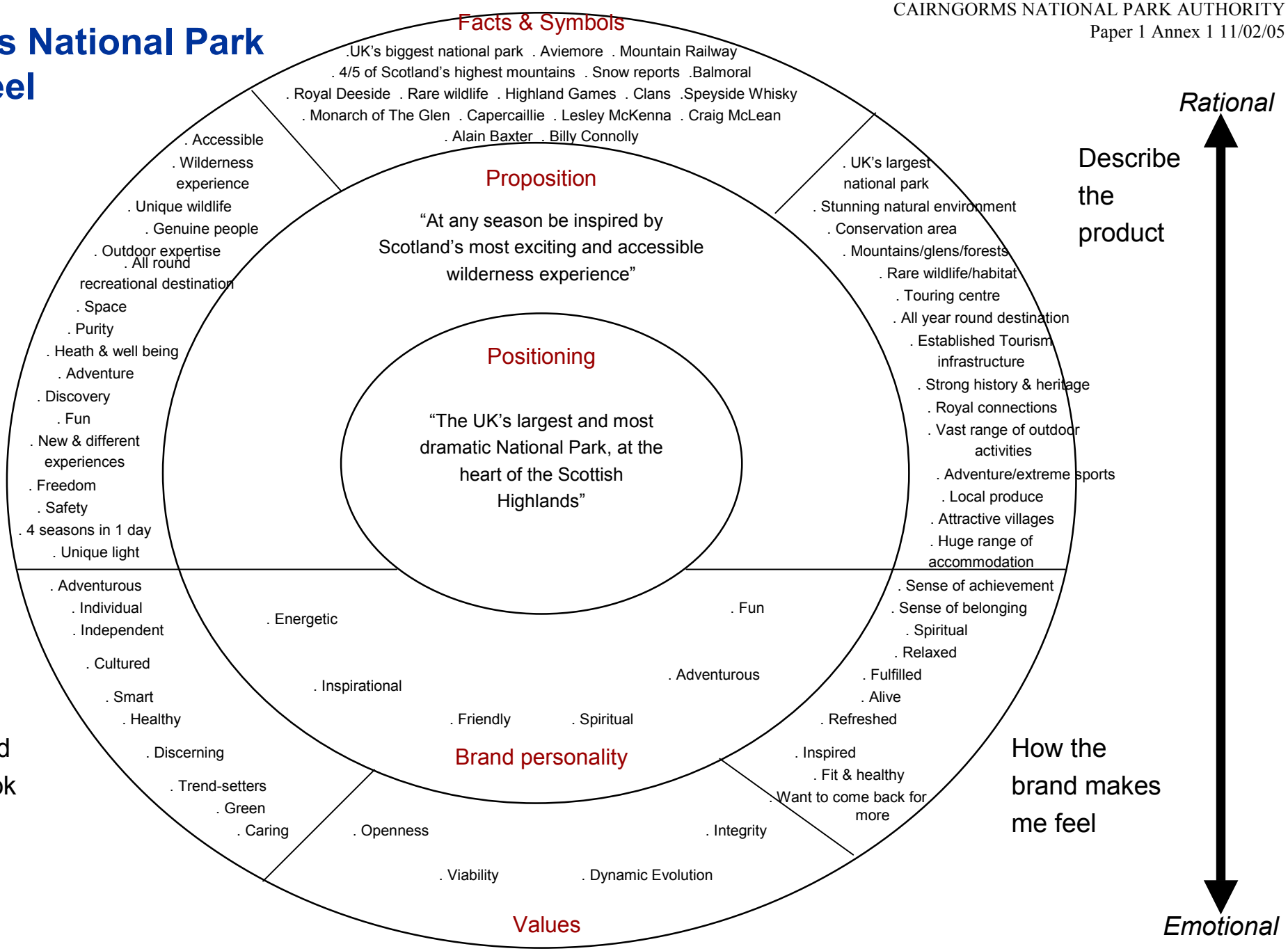Cairngorms National Park Brand Wheel