
CAIRNGORMS NATIONAL PARK AUTHORITY

FOR DECISION

**Title: DEVELOPING THE CNP BRAND IDENTITY AND
CNPA CORPORATE LOGO**

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Purpose

To agree changes to both the CNP brand identity and CNPA logo that: make it easier to use the CNPA logo, make clearer the separation between CNP brand identity and CNPA logo, and enhance Gaelic on both images.

Recommendations

That the Board:

- a) Decide on a revised CNPA bi-lingual corporate logo from the two options presented.
- b) Approve changes to the CNP brand identity outlined as Option 4 to encourage the greater use of Gaelic.
- c) Agree that where CNPA use the CNP brand identity the bi-lingual version should be the preferred option but that we should still have the ability to use the English version if there is a specific need.

Executive Summary

This paper presents the case for simplifying the Cairngorms National Park Authority corporate logo enhancing the use of Gaelic on any new design. The Board are asked to choose a revised logo from two options. The paper also discusses options for enhancing Gaelic on the Cairngorms National Park brand identity and the consultation undertaken about these options. Changes to the brand identity are recommended along with guidance on when the Park Authority will use the bi-lingual brand identity.

DEVELOPING THE CNP BRAND IDENTITY AND CNPA LOGO - FOR DECISION

Background

1. In February 2005 the Board approved the 'roll out' of the Cairngorms National Park (CNP) brand identity (Fig 1). At that meeting the Board also approved; 'the insertion of the word 'Authority' to the Cairngorms National Park Authority's (CNPA) corporate logo (Fig 2) and that the CNPA logo should only be used as a corporate logo to represent official business of the Park Authority, and that it should not be used in a broader context to promote the National Park.'

Fig 1 CNP Brand Identity



Fig 2 CNPA Corporate Logo



2. Both these images also have bi-lingual versions with Gaelic added below the English words (Fig. 5 and Annex 1).
3. The CNP brand identity has remained unchanged but there are five versions of 'our' corporate logo to meet various design needs (see Annex 1).
4. At the Board meeting in June this year we highlighted a number of pieces of further work with the CNP brand identity including that 'there is still confusion with partners between the CNP brand identity and the CNPA corporate logo – an opportunity to look afresh at how we present the National Park Authority alongside CNP brand'.
5. This paper presents options for changes to meet this specific challenge and at the same time make use of our corporate logo simpler, and enhance Gaelic on both images.

Policy

6. As previously discussed (June 2012) this work is supported by:
 - a) National Park Partnership Plan 2012-2017
 - b) Sustainable Tourism Strategy
 - c) CNPA Marketing Framework
 - d) CNPA Communications Strategy

7. In addition the CNPA Draft Gaelic Language Plan states that we will:
 - a) Review current (corporate) logos and options for use of Gaelic
 - b) Encourage the use of Gaelic in the CNP brand (identity) and work with partners to develop a methodology.

Consultation

8. In developing this work we have consulted directly with the both the Sustainable Tourism Forum and Brand Development Group on changes to CNP brand identity and CNPA staff on changes to our corporate logo.

CNPA Corporate Logo

9. Over the last seven years we have developed five versions of our corporate logo to meet specific design uses (Annex 1). There is an opportunity to reduce this number and make the use of our logo simpler for staff and partners.

10. The 'blue mountains' image (Fig 2) was initially designed as a representation of the National Park area and was used on the first visitor publications in 2004/5. However, since the development of the CNP brand identity (Fig 1, 'the osprey') we have been aware that it is confusing to have two visual images to represent the area so we avoid using the 'osprey' and the 'blue mountains' together. The 'blue mountains' image is now restricted to a few uses:
 - a) CNPA letters and compliments slips
 - b) CNPA business cards
 - c) Some staff fleeces
 - d) CNPA annual report

11. The success of the CNP brand has led to an increased uptake of the brand identity and its use by partners in joint branding (Annex 2). We are starting to become conspicuous as a partner in the National Park Partnership Plan that does not jointly brand our work.

12. We have several English and bi-lingual versions of our corporate logo creating potential confusion with partners. Having a single bi-lingual image that can be used in all circumstances will lead to more consistent presentation and greater clarity.
13. All of the reasons stated above have encouraged us to undertake a small piece of design work to produce a single bi-lingual corporate logo that can be used in all circumstances including with the CNP brand identity.
14. Figs 3 and 4 below are the outputs of this work and the Board are asked to agree on the most effective design to be used in future.

Figure 3



Figure 4



15. Both designs retain colours from our existing logo and both use a 'line' to separate the English from the Gaelic. Both can be used in black and white and reversed out (white on black). Both present a single image for all future uses and the Board are asked to choose the design that they think is most effective in representing the National Park Authority.
16. Figure 3 is an evolution of the 'blue mountains' taking the 'brush stroke' from the base of the hills. The typeface is traditional and therefore likely to convey more gravitas.
17. Figure 4 partially uses a more contemporary typeface and is a greater change from our current logo.

Recommendation

18. **It is recommended that the Board decide on a revised bi-lingual CNPA corporate logo from the two options presented.**

CNP Brand Identity

19. In 2005 two versions of the CNP Brand Identity were developed; an English version and a bi-lingual version (Fig 5).

Fig 5 Bi-lingual CNP Brand Identity



20. Organisations eligible to use the brand identity are given both versions and have the freedom to choose which version to use to meet their specific needs. We are proposing no changes to partners' ability to choose which version to use.
21. Where we use the CNP brand identity we increasingly use the bi-lingual version, such as in the examples below:
- a) 10 granite entry markers
 - b) Entry markers at 6 railway stations
 - c) At Visitor Information Centres and ranger bases
 - d) On panoramic displays in communities and schools
 - e) Education materials for schools
 - f) Joint branded ranger vehicles
 - g) On the Traditional Place Names leaflet
 - h) On the National Park Partnership Plan 2012-2017.
22. However, the size of the Gaelic letters on the current bi-lingual brand identity presents significant problems with legibility in some uses so we have consulted on ways in which we might enhance Gaelic. This also meets our commitment in the draft Gaelic Language plan (para. 7). Throughout this process we have been extremely mindful of the success of the CNP brand identity and the absolute need to not diminish the existing image.
23. In developing our recommendation we consulted on four options.

Option 1 'Do nothing'

24. We could make no changes to the bi-lingual brand identity and simply encourage greater use. While this would not lead to any confusion it would not address the legibility issues or enhance the use of Gaelic.

Option 2 Give Equal Weighting to Gaelic

25. Welsh National Parks have developed brand identities that give equal weight to Welsh (Fig. 6), and some public organisations in Scotland have developed similar designs with Gaelic.

Fig 6 Snowdonia National Park Brand Identity



26. Achieving this with the CNP brand identity would require a radical redesign that we consider would present a significant risk of completely undermining the current excellent brand recognition, and would be unacceptably costly in 'roll out'.

Option 3 Develop a Gaelic only Brand

27. Some organisations have developed a Gaelic only brand (Fig 7).

Fig 7 Loch Lomond and Trossachs NPA identity in Gaelic



28. This would require a significant new design, but our main concern is that as an alternative to an 'English' brand identity it is less likely to be used than a bi-lingual image. We can not envisage a situation where both an English and a Gaelic brand identity would be used together so the overall result would be less exposure of Gaelic than promoting a bi-lingual version. The LL&T version will be used only on a 'case by case' basis.

Option 4 Enlarged Gaelic on the existing bi-lingual Brand identity

29. This option considers the opportunity to enlarge the Gaelic words on the existing bi-lingual brand identity and increase the use of this image, Figure 8.

Fig 8 Bi-lingual Brand Identity with enlarged Gaelic



Discussion

30. Partners were strongly of the opinion that those eligible to use the CNP brand identity should be able to choose whether to use the English or bi-lingual version. We are proposing no changes to this situation.
31. Partners were strongly of the opinion that there should be no significant changes to the CNP brand identity that would risk damaging the current excellent brand recognition; effectively ruling out Options 2 and 3.
32. Some partners considered this work un-necessary and, by implication, favoured Option 1. But, as stated previously, this 'do nothing option' fails to address the legibility problems of the current image and does not effectively meet our commitment in the draft Gaelic Language Plan.

33. Most partners consulted could see the need for this work and recognised the potential to use Gaelic more, particularly in place names, to engage with visitors about the culture and landscape of the Cairngorms.
34. Where partners saw the opportunity to enhance Gaelic on the CNP brand identity Option 4 was considered to be the best way forward. However, it is important to note that even with this change if the brand identity is very small then some words will still not be easily read: there will be a minimum size that can be used.
35. Where we use the CNP brand identity it is usually the bi-lingual version and this practice is reflected in the second recommendation below.

Recommendations

36. **That the Board approves changes to the CNP brand identity outlined as Option 4 to encourage the greater use of Gaelic.**
37. **That the Board agrees that where CNPA use the brand identity the bi-lingual version should be the preferred option but that we should still have the ability to use the English version if there is a specific need.**

Implications

Financial Implications

38. In developing this work we have been keen not to incur excessive expenditure. We have employed a designer to present options for our new corporate logo and to present one option for enhanced Gaelic the CNP brand identity.
39. If changes to the CNP brand identity are approved it will only be applied to new materials.
40. We have a small stock of paper and compliments slips with the current corporate logo and other than replacing these any new logo will also only be applied to new materials.

Presentational Implications

41. It is important to recognise that a minority of partners see this work as an unnecessary expense while in contrast others see it as failing to fully recognise the potential of Gaelic. In making any decision the Board should be confident that changes meet the purpose outlined earlier in this paper.

Next Steps

42. If the recommendations are approved the next steps would be to inform both staff and partners of the changes to the CNP brand identity and CNPA corporate logo and issue guidance for use.

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Annex I - The Cairngorms National Park Brand



ANNEX 2: Examples of Partners Joint Branding

