
CAIRNGORMS SUSTAINABLE TOURISM FORUM

Title: Enhancing Gaelic in the use of National Park Brand Identity

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Purpose: The Cairngorms National Park Authority (CNPA) considers that there are opportunities to make closer links with the Gaelic heritage associated with the area by greater use of Gaelic in the Cairngorms National Park Brand identity. Before recommending any changes to our Board we wish to consult widely with partners.

Advice Sought: The Forum is asked to advise the CNPA on:-

1. Potential changes to the design of the bi-lingual CNP brand identity to enhance the appreciation of our Gaelic heritage
2. Recommendations on where to use the bi-lingual brand to encourage people to make more of our Gaelic heritage.

Background

1. CNPA and partners developed a brand identity for the National Park in 2003/04. This work involved widespread consultation and testing.
2. The brand identity has been used in many situations and by many partners. Criteria for use have been developed to ensure that the brand identity is associated with authentic, quality experiences and products and experiences that are 'of the Cairngorms'.
3. The work in developing the brand was considered a highlight in the 2011 assessment of the CNP Europarc Sustainable Tourism Charter. Post arrival, 46% of visitors were able to describe the brand identity without seeing a visual prompt (2010 Visitor Survey).
4. Several versions of the brand identity were developed in 2004 including a bi-lingual Gaelic version Fig. 1 below.
5. The Cairngorms has a rich cultural heritage and the Gaelic language forms an important part of what is special about the area. Probably the most common way that people engage with Gaelic is through the place names of the area which often provide an insight into the uses of the land or its history and folklore. A basic understanding of Gaelic offers an opportunity to connect people to the landscape and culture of the National Park.
6. In developing our Gaelic language plan we have agreed to look at ways of encouraging more people to understand and appreciate Gaelic in the Cairngorms, and one of the ways is to enhance the use of Gaelic on the brand identity.

Figure 1 CNP bi-lingual Brand identity



Policy Background

7. The copyright of the brand identity is owned by the CNPA and any decision to change the design rests with the Board.
8. A specific Brand Development Group advises the Board on the brand so we will be seeking their advice as well as that of this group.
9. The brand identity is increasingly recognised and understood and in taking this work forward we consider that any changes must not dilute or confuse the current brand recognition.

Discussion

10. The current bi-lingual brand can be used by anyone who meets the existing brand criteria. However, to date its main uses are on:-
 - 10 granite entry markers
 - Entry markers at 6 stations
 - At VIC's and ranger bases
 - On panoramic displays in communities and schools
 - Education materials for Schools
 - Joint branded ranger vehicles
 - On the Traditional Place Names leaflet.

11. One of the constraints in using the bi-lingual brand identity is that for the Gaelic words to be legible the image needs to be large.

Option 1 'Do nothing'

12. 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.

Option 2 Give Equal Weighting to Gaelic

13. Welsh National Parks have developed brand identities that give equal weight to Gaelic (Fig. 2), as have some public organisations in Scotland.

Figure 2 Snowdonia National Park Brand identity



14. In order to achieve this with the CNP brand identity would require a radical redesign that we consider at this stage would risk undoing the current excellent brand recognition and would be unacceptably costly in the current financial environment.

Option 3 Develop a Gaelic only Brand

15. Some organisations have developed a Gaelic only brand (Fig 3).

Figure 3 Loch Lomond & Trossachs NPA identity in Gaelic.



16. This would require a significant new design with CNP brand, 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. 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

17. This option is perhaps the least radical where we look at opportunities to enlarge the Gaelic words on the existing bi-lingual brand and increase the use of this image. Fig 4 provides one example of how this might look.

Figure 4 Bi-lingual Brand Identity with enlarged Gaelic



Advice

18. The Forum is asked to advise the CNPA on:-

1. Potential changes the design of the bi-lingual CNP Brand identity to enhance the appreciation of our Gaelic heritage (Options 1 to 4 above) and,
2. Recommendations on where to use the bi-lingual brand to encourage people to make more of our Gaelic heritage.

Following this consultation and discussions with Brand Development Group we will make recommendations to our Board in December 2012.

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