

Communicating Cairngorms Cairngorms National Park Brand

Do you want to let people know that you're talking about a very special place? Then why not use the Cairngorms National Park brand? It's a quick and easy way to let people know that you're based here, and best of all it's FREE for local organisations to use. After all, an image is worth a thousand words!



The Park brand stands for all that is good and positive about this place, and we encourage businesses, organisations and communities who aspire to the values it portrays, to use it wherever practical and appropriate. Being associated with the Park can really help to meet the expectations of your customers and visitors.

You can use the brand in almost any way you like – on leaflets, websites, emails, letterheads, posters, to name but a few. The only use we can't authorise at this stage is for merchandising purposes, which means the brand cannot appear directly on a product for sale. But it's fine to use it on product packaging.

There's no charge to use the brand, but we do ask that you sign up to the **Cairngorms Brand Charter**, which confirms your commitment to help promote the best the National Park can offer and deliver high quality, sustainable and authentic experiences, products and services. The **Cairngorms Brand Charter guidance** includes useful information and advice on how you can meet the terms of the Charter and benefit from using the brand.

To apply, simply complete the **brand application form** and sign the Charter and send to the following Freepost address:

Cairngorms National Park Authority, FREEPOST NAT21454, Grantown-on-Spey PH26 3BR

Once we've received your signed Charter, we'll send you a Brand Welcome Pack, which contains electronic versions of the brand identity and design guidelines, along with a variety of information and branded products. Then it's over to you to use the brand to promote your organisation and sell your story and publicise your event!

Find out more about the **Park brand** and access all the necessary forms, on our website. For further queries, please contact alisonfleming@cairngorms.co.uk