

Cairngorms National Park

Pàirc Nàiseanta a' Mhonaidh Ruaidh

Brand guidelines
Stiùireadh branda



Overall strategic approach

Image of a dry stone wall being repaired on Balliefurth Farm by Ed Smith

About the Cairngorms National Park



UK's largest National Park at 4,528 sq km (or 6% of Scotland's land mass, larger than Yosemite and twice the size of the Lake District)



Home to one quarter of the UK's rare and endangered species



Around 18,000 people live in the Park across Aberdeenshire, Angus, Highland, Moray, Perth and Kinross



Over two million visitors come to enjoy this special place every year



Cairngorms means 'blue hills' in Gaelic, but the Gaelic *Mhonaidh Ruaidh* means 'red hills', likely inspired by the area's pink granite

Our brand



Our brand is more than a name and a logo, it defines who we are and what we stand for and encompasses:

Purpose

Vision

Values

Personality

These guidelines should be read in conjunction with the five-year Cairngorms National Park Partnership Plan, which sets the overall strategic direction for the area. [Click here to view our National Park Partnership Plan.](#)

The Cairngorms National Park brand is centred around an incredibly special place, the UK's largest national park in the heart of the Highlands.

An amazing place to live and visit, the Cairngorms is home to more than 25% of the UK's rare and endangered species and boasts 55 munros, 60 lochs, nine national nature reserves and three of Scotland's mightiest rivers. It's also a worked land, sustaining the livelihoods of the 18,000 residents and 1,000+ businesses that call it home.

Balancing the needs of nature, people and place requires everyone within the National Park to come together, collaborating with colleagues and partners to tackle the climate and nature emergencies. We also need to ensure the National Park works for residents and local businesses, as well as providing a warm welcome for visitors.

Together we must nurture the Cairngorms National Park for those living here now and for those who'll do so in future.



Our vision

“A Park - and planet - where people and nature thrive together. Where we come together to tackle the climate and nature crises.”

This is why the Cairngorms National Park exists. Conserving and enhancing the natural and cultural heritage of the National Park has always been key to our mission - it is the first aim set out in the National Parks (Scotland) Act 2000 - and it remains a guiding principle today. We should lead by example and instill a sense of pride in the National Park and inspire positive change.

Image of a path through a pine woodland by Jack Skinner

Our core purpose

“To work together to take care of this incredibly special place, inspiring people locally and around the world to do the same.”

At its heart, our purpose is to do the best we can to protect and enhance the National Park. In a time of nature and climate crisis, this work has never been more important.

Nature, people and place are all deeply connected in the Cairngorms. Our natural world inspires and protects us, supports business activity from farming to tourism, and is at the heart of our communities and sense of place.

Our impact on the world doesn't stop at the National Park boundary either: we should be a source of inspiration to rural and urban communities alike on how people and nature can thrive together, on a global scale and in our own back yard.

Image of An Lochan Uaine by Damian Shields / VisitScotland

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What we believe in



Image of two children in Anagach Woods by Rachel Keenan

These values represent what we believe in and what we stand for:

Integrity

We're honest, open and have strong moral principles which guide us. We take action for the right reasons: it might not be the easy option but our decisions are carefully considered and take into account others' opinions and needs.

Leadership

We lead by example, take initiative and encourage others to join us in taking action to protect this special place. Strength and reassurance come from a clear sense of direction.

Collaboration

No one individual or group owns the Cairngorms National Park. Creative and innovative solutions come from working together to share knowledge and experience. We value fresh thinking and a diversity of perspectives.

Curiosity

We look at the world with fresh eyes and a keen sense of curiosity. We're always asking questions, seeking answers and looking for new ideas. And we always try to back up our ideas with robust evidence.

Adventurous

For some it's a short walk, for others it's climbing a mountain. We're united by the spirit of adventure and a love of the great outdoors. We're not afraid to get our hands dirty and a wee bit of rain won't put us off.

Equality

The Cairngorms is a Park for All. No matter who you are or where you come from, everyone is welcome and all are accepted. Everything we do is in partnership and the more diverse our voices the stronger we are.

How we talk



Like our residents and visitors we're warm and friendly. We care deeply for this place and work hard to do the best by it. We do this by being:

Inspiring

We're encouraging and passionate about what we do, and believe in what we're achieving. We take the initiative and encourage others to do the same.

Grounded

We don't put on airs and graces. We're down to earth and treat everyone the same.

Optimistic

We're positive and enthusiastic. We know these are challenging times but we face them head on, knowing we can make a difference.

Personable

We're approachable and easy to talk to. We don't need to be the centre of attention but are always available for a blether.

Straight-talking

We talk clearly and concisely and use straightforward language. If we don't agree we're prepared to say so, but will always communicate in an approachable and respectful way.

Tone of voice principles

The following is a guide to what we would say and what we wouldn't:



Always

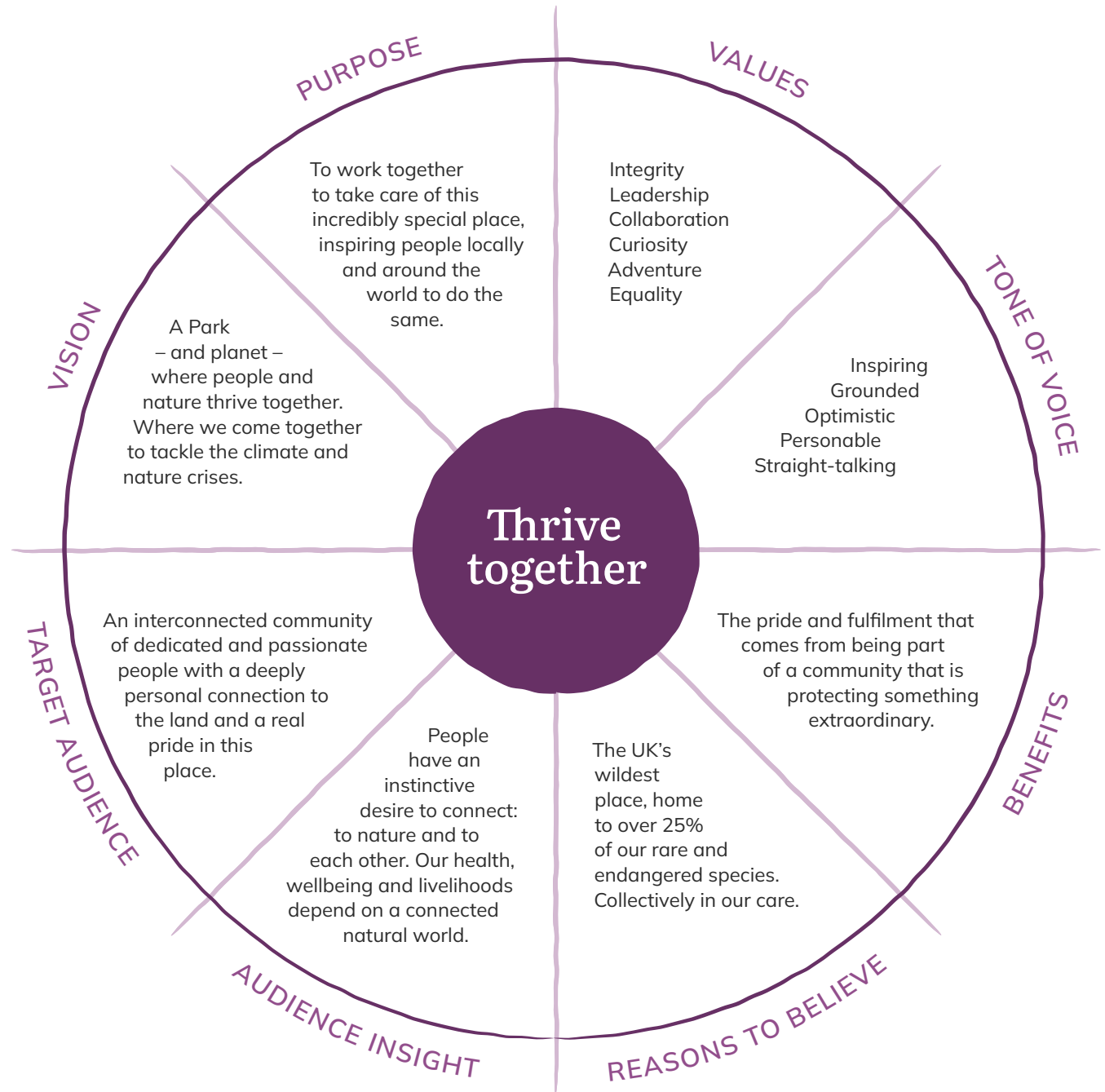
- ✓ **Be accessible** - A wide range of people will read what you've written. The average reading age is just 10 so keep it simple (and no, that doesn't mean 'dumbing down').
- ✓ **Be friendly and approachable** - Speak like a real person and not like a robot. Shortenings and contractions like it's, we're and can't are fine in moderation.
- ✓ **Be clear and accurate** - If you don't know the answer to something don't try and guess or fudge it. And keep your sentences short and concise.
- ✓ **Be optimistic and inspiring** - It might feel like what you're talking about is run-of-the-mill but remember that this is the Cairngorms National Park and our work is exciting and groundbreaking.
- ✓ **Explain why** - We need to bring people with us to tackle big issues like climate change and nature loss. This means talking about 'why' we're doing something as well as 'what' we're doing.

Never

- ✗ **Be too technical or scientific** - Don't assume people know what you're talking about. It's always worth explaining what we mean by terms like 'climate emergency', 'nature-based solutions' and so on.
- ✗ **Belittle or dismiss other opinions** - We don't have to agree with everything someone says to respect their point of view. Never talk down to your audience.
- ✗ **Be opinionated or partial** - As a public body responsible to Scottish Government, it's not appropriate to offer personal opinions or commentary. Stick to the facts.
- ✗ **Be flippant or facetious** - Consider how your words might land with a person that looks and thinks very differently from you. A light-hearted reply on social media is one thing, but it's very easy to take a joke too far in the spur of the moment.
- ✗ **Be rude or aggressive** - Even when others criticise or hurl insults we remain friendly and professional.

Brand wheel for the Cairngorms National Park

A Park with purpose



Story of the brand marque

The osprey has been the symbol of the Cairngorms National Park since March 2005 and has grown to become one of the most recognisable national park brands in Europe.

Once common right across the UK, the osprey was heavily persecuted in the 19th century by egg and skin collectors, and became extinct in Scotland in 1916. In the 1950s, however, a pair nested successfully at RSPB Loch Garten in the Cairngorms National Park.

Fast forward to the present day and there are now between 250 to 300 breeding pairs in Scotland, helped by increased environmental protection and the dedicated work of many individuals and organisations.

On launching the Cairngorms brand in 2005 - alongside 26 pupils from Deshar Primary School - board member Eleanor Mackintosh said:

"This brand identity captures the essence of the Cairngorms experience – the freedom and space of the environment and the accessibility and friendliness of the area."

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Whilst lots has changed over the last few decades, the spirit of that original idea remains strong.

Ospreys have a rich natural and cultural heritage: their likeness adorning historical shields to signify wisdom and strength; their hunting and laser-sharp focus used to symbolise shared responsibility and decisive action. In Native American cultures they are believed to have perspective and vision as they fly high in the sky, whilst in the Far East they are icons of fidelity and harmony.

Ospreys tend to mate for life and to return time and again to the same nesting site - often after travelling many thousands of miles. Like the people who live and work here, their identity is indelibly linked to a sense of place and, like nearly two-thirds of our visitors, they return year after year.

If you were looking for a symbol to sum up the nature of the Cairngorms National Park (in every sense of the word), you'd be hard pressed to find a more appropriate one. Which is why we continue to wear it with pride some two decades after it was first suggested.



Image of an osprey by Peter Cairns / 2020VISION

Brand identity

Image of diverse moorland by Scotland: The Big Picture



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Brand guidelines | Brand identity

Brand identity:

Brand family

We have created a ‘family tree’ to help explain how all the brands within the Cairngorms National Park family fit together. Over the next few pages we’ll explain how each of these works in

practice, but the table below illustrates how the ‘family resemblance’ is created through a mixture of colour, typography and iconography.

Parent logo



Child logos



Cousin logos



Friend logos



Branding for producers / partner businesses



Brand identity:

Parent logo



Cairngorms
National Park

Pàirc Nàiseanta a'
Mhonaidh Ruaidh

This is our 'parent' Cairngorms National Park logo, so-called because all other brands flow from this primary brand identity.

The main Cairngorms National Park logo features a simplified and softened version of the original osprey brand marque, adjusted to work equally well on- and offline. To its right are the English and Gaelic names of the National Park, given equal prominence in line with the Park Authority's public sector Gaelic language duty.

The font has character but is not too traditional or stuffy. Lines are flowing and curved to subtly echo the natural landscape (see the 'g' in Cairngorms, for example), and the text itself is divided by a sketched line that nods to the organic nature of landscape.

This logo will typically appear in deep purple to reflect the colour of heather on the hills in autumn, or reversed out in white against a solid colour or a simple pictorial background.

Accessibility and flexibility have been guiding principles to our overall design approach, ensuring the logo suite and their accompanying fonts and colours are as easy to use and interact with as possible.

Brand identity:

Child logos



Cairngorms

National Park Authority

Ùghdarras Pàirc Nàiseanta a'
Mhonaidh Ruaidh

'Child' logos are used by organisations responsible for core functions of the Cairngorms National Park, targeted at a specific audience or audiences. For example, VisitCairngorms is the official destination marketing organisation for visitors to the National Park.

To highlight their connection to the National Park, child logos incorporate the same osprey icon but the bird is positioned inside an organic circle shape to provide a subtle variation from the parent brand. Secondary brand colours are used rather than the primary brand purple.

Child logos share the same Teodor font and have the words 'Cairngorms' and 'Mhonaidh Ruaidh' picked out in bold to tie back to the National Park brand. The English and Gaelic titles are the same size to ensure the two languages are given equal prominence.

The dividing line between the English and Gaelic text has a sketched feel and is set to a length that creates a kind of 'staircase' effect between the languages. This line should always align to the beak of the bird.



VisitCairngorms

Tadhal air a'
Mhonadh Ruadh

VisitCairngorms logo

The VisitCairngorms logo is set in the lighter green from the brand colour palette.

It should always appear in green against a white background, reversed out against a solid colour (ideally the brand green) or reversed out against an image with plenty of negative space.

[Download assets here](#)



VisitCairngorms

Tadhal air a'
Mhonadh Ruadh

Brand identity:

Cousin logos



Cairngorms Cousin

Co-ogha a' Mhonaidh Ruaidh

'Cousin' logos are used by partnership projects and initiatives that are responsible for delivering key aspects of the National Park Partnership Plan. They often involve multiple partners, eg the Cairngorms Nature Festival.

To highlight their connection to the National Park, cousin logos are built using a similar 'concentric circles' approach to the main osprey icon (see page 46), and should include a sun graphic as part of their core design.

Cousin logos should utilise our primary and secondary colour palette, give equal prominence to English and Gaelic, and incorporate a sketched dividing line as per the main National Park brand. To provide a subtle variation, the font switches from Teodor to our main body copy font, Mulish, or an appropriate alternative typeface in-keeping with our overall font family.

In this example we've created a red squirrel, but this could easily be adapted for more people- or landscape-focused programmes.

Friend logos

‘Friend’ logos refer to existing partnership projects or affiliated organisations that have a strong connection to the National Park, eg Tomintoul and Glenlivet, Badenoch: The Storylands or the Cairngorms Trust.

As many of these projects or partnerships already have well-established brand identities, we’ve developed a simple ‘stamp’ motif in a variety of formats to highlight their connection to the wider Cairngorms National Park.

This stamp should appear in the brand purple where possible, but is also available in black and white should the colour clash with an existing logo. It has a transparent background so it can sit alongside the project or partner’s existing brand materials.

We have also developed a simple purple ‘strap’ to sit at the top of partner websites, which again draws a direct connection to the National Park and their role in delivering for it.



Example friend logo V1

For use when space allows.

[Download assets here](#)



Example friend logo V2

For use when space is limited.

[Download assets here](#)

Branding for producers / partner businesses

To enable businesses and local producers to celebrate their connection to the Cairngorms National Park, we have developed a suite of brand stamps (similar to the 'Friends' logo stamp) for use across a range of channels.

The 'proud to be part of' stamp is available to all businesses that sign up to the Cairngorms National Park brand charter. [Click here for more details on how to apply for our brand charter.](#)

The 'made in' stamp is our equivalent of a kitemark for products and services designed, made or delivered in the National Park. Specific criteria govern the use of this logo to ensure consumers are clear around its usage, but if you would like more information please contact a member of the Communications team.



'Proud to be part of' stamp

This is available as a black solid colour on a transparent background and as a white reversed out version for use against a solid colour or image with lots of negative space.



'Made in' stamp

This is available as a black label or a gold textured label. Can either be printed on gold material or used on a gold printed background. The gradient of the gold has been created to add a visual shimmer. This would print as represented above.

Branding for producers / partner businesses

How to use them

Always allow space around the logo that equals the circle 'sun' shape.

Never stretch, rotate or skew the logo.



Contact us

For further advice and guidance on how to use the Cairngorms National Park family of brands please contact a member of the Communications team on +44 (0) 1479 873 535 or email communications@cairngorms.co.uk

If you are a business within the National Park and would like to become a brand partner, call +44 (0) 1479 873 535 or email adminoffice@cairngorms.co.uk

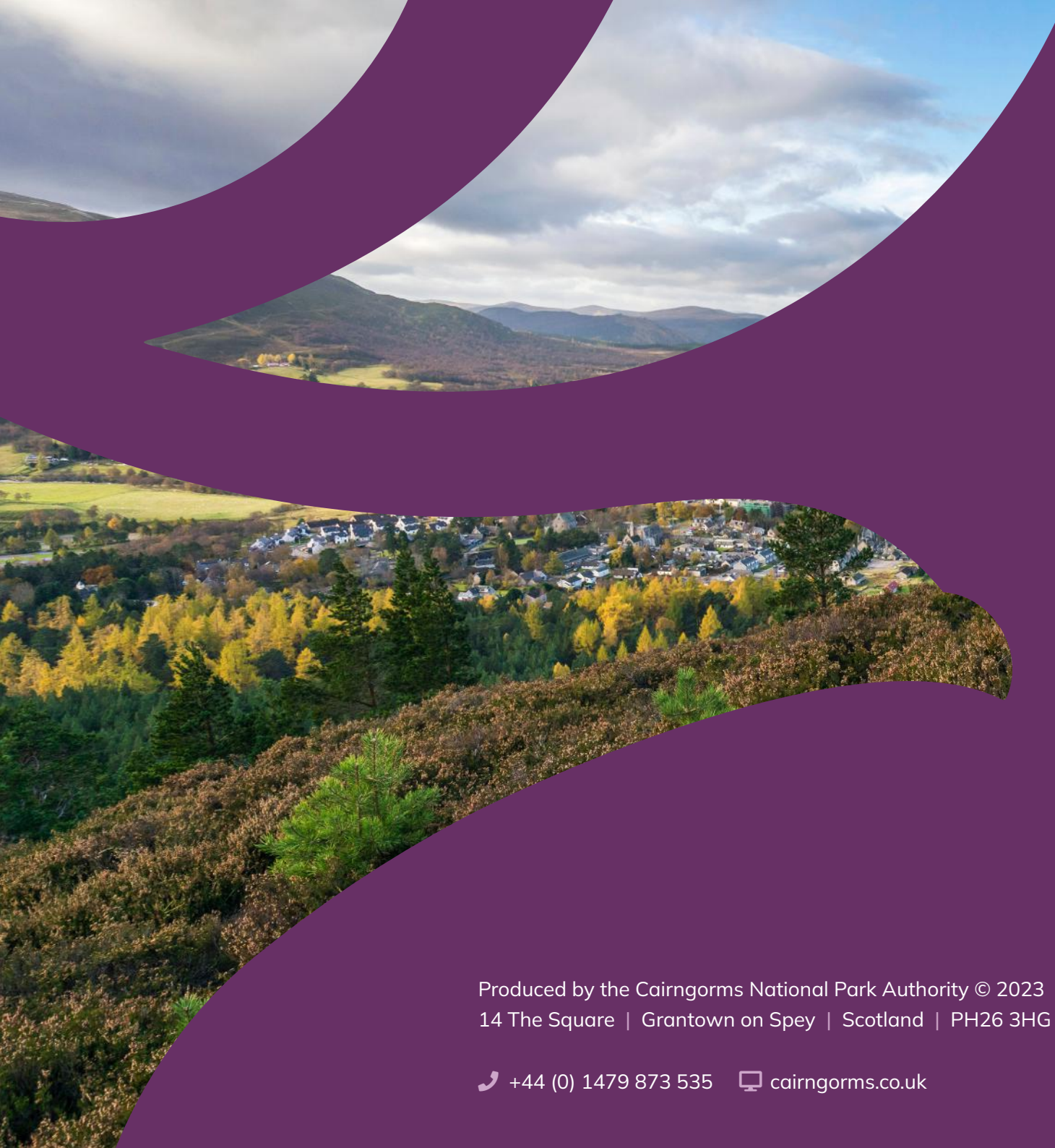


Image of Braemar by Jakub Iwanicki / VisitScotland

Produced by the Cairngorms National Park Authority © 2023
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Cairngorms
National Park Authority

Ùghdarras Pàirc Nàiseanta a'
Mhonaidh Ruaidh