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COTSWOLDS NATIONAL LANDSCAPE

Rebrand 2020



Background

Two logos - a complicated history

The Conservation Board and AONB have had two similar, but separate, logos for a number of years. Whilst this gives a degree of 'identity' to each, they have been problematic to use together. There is variable 'ownership' of the logos internally within the CCB team, and confusion over how to use them.



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A new opportunity

Julian Glover outlined in the Landscapes Review that its "central proposal is to bring National Parks and AONBs together as part of one family of national landscapes."

Later in the review, he writes, "We think the current cumbersome title 'AONB' should be replaced. Our suggestion is that they should be called National Landscapes." The Cotswolds has a fantastic opportunity to embrace this and a refreshed name and identity.

An old friend

The Cotswold Lion sheep remains synonymous with the Cotswolds AONB. It's the common element of the two current logos and it remains recognisable. It is the most consistent element of our current branding.



Restyled

We developed a celebratory roundel to be used as part of the celebrations for the Cotswold Way at 50. It quickly became apparent, however, that this roundel had more potential than that...



Refresh, revive...

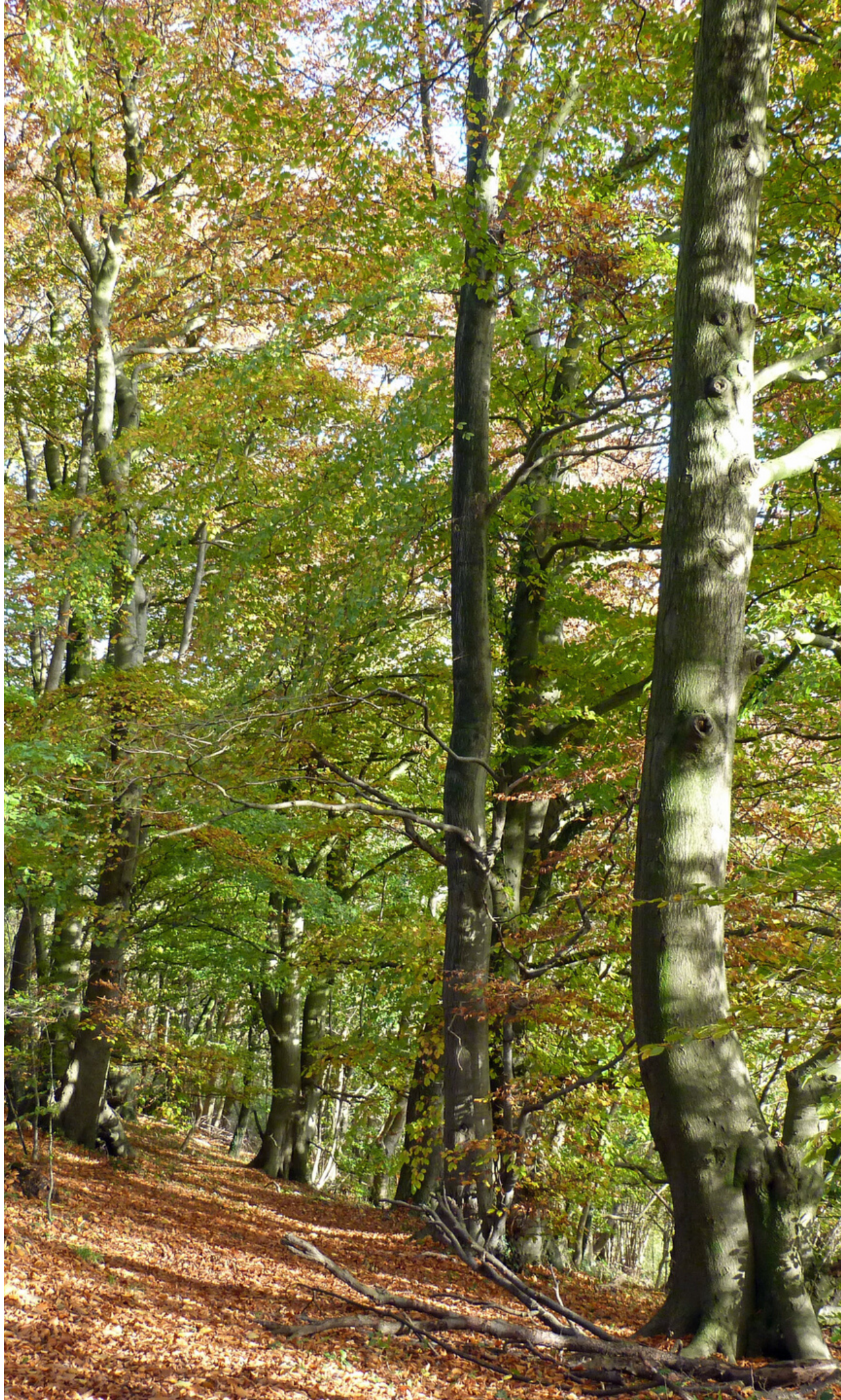
06

The roundel offers a number of benefits:

- It places the Cotswold Lion sheep 'front and centre'
- It offers a 'stamp' – bold, recognisable, solid
- It provides better visibility for any text
- It simplifies the content – makes it easy for audiences to connect with it

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Rebrand 2020



Refresh, revive... rationalise

Based on the relevant findings of the Landscapes Review, and what we already knew, we want audiences to begin to know the Cotswolds as a national landscape. We have developed a logo which represents this confidently and unambiguously.

It features the lion sheep, the name Cotswolds, and the words National Landscape.

It says everything we need it to.





COTSWOLD LION

The well-recognised, respected, and illustrative element of the existing brand.

Now, with better framing, it's more prominent and focused.

NATIONAL LANDSCAPE

What and who we are. Bold, straightforward, easy to understand.

We are actively acknowledging Julian Glover and the panel's recommendations.

NEW COLOUR

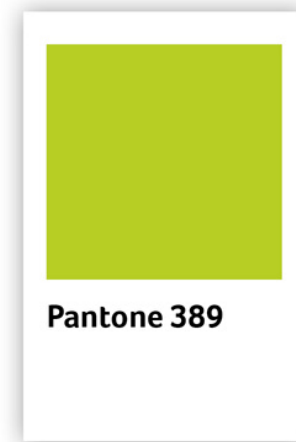
Green is an accepted colour associated with nature, the countryside, conservation, positivity, the environment, and things 'going ahead'.

This green means more. It has been chosen because it is inspired directly by the Cotswolds landscape which surrounds us.

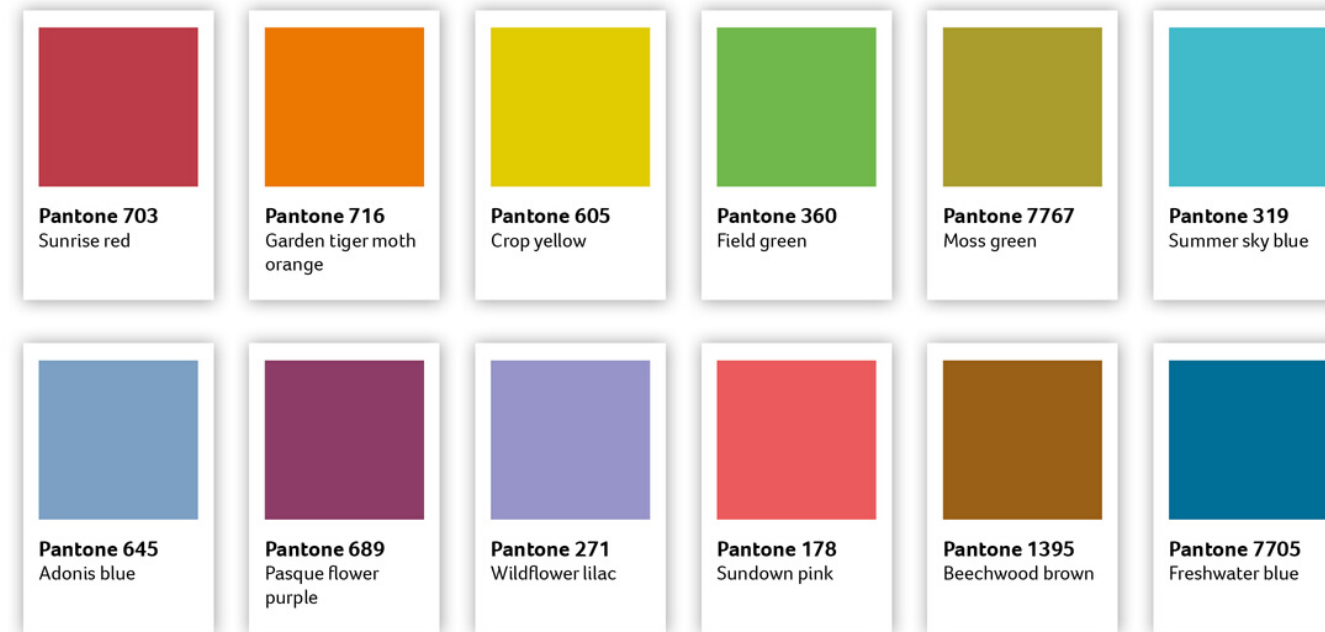
It's the colour of the leaves in spring – full of energy; of fields in summer – full of promise. It looks forward - to the future.

Cotswolds National Landscape – Colour palette

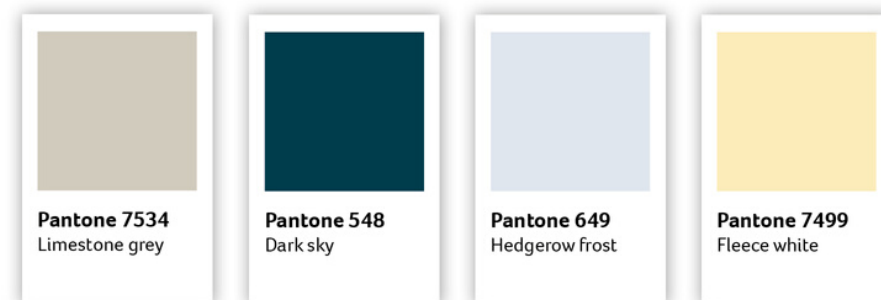
Primary colour



12 secondary colours



4 neutral colours



A new palette

It is vital that we have a colour palette which is as well rationalised as the logo colour. This palette has been inspired directly by the landscape of the Cotswolds. Both our statutory purposes relate to the landscape – conserving and enhancing its natural beauty, and helping audiences understand and enjoy what makes it special.

Our landscape is many things to many people. It features working and wild landscapes, built elements, and towns and villages which have evolved in this context. The colour palette draws on all these qualities, and has been designed to allow audiences to build familiarity with what makes the Cotswolds a place loved by residents and visitors alike.



Our aims

OWNERSHIP

We want all team members at Cotswolds Conservation Board, as well as volunteer wardens, and Board Members to feel they have an inherent familiarity with the new logo and the rationale behind it.



REPUTATION

We will no longer be using the previous CCB and AONB logos in public facing work. However, as they represented both the landscape we care for, and ourselves as a team, we will continue to refer to them in written copy where appropriate.



SIMPLIFY

One logo: for us and the landscape we care for.

Thank you

