

ingleton

brand guidelines

the purpose of a new **ingleton** brand

It's time for a re-fresh and to boost the pride and passion of Ingleton's community. A reason to re-market and promote a special place that is archaeologically unique with a rich industrial heritage and a great outdoors culture. To boost the regeneration of the village and remind long term lovers of Ingleton as well as the unfamiliar to visit, interact with the locals, explore the area and support the economy of the Village and surrounding area.

Families, friends, local community groups, businesses, councils and tourist industry organisations need an asset they can use, share and work with - together.

Brand is the kick-starter and will play an important role. Success will be realised if everyone shares and becomes involved. Use it in everyday marketing materials like badges, car stickers, event posters and leaflets. Use it to support local shopping, promotions, campaigns and social activities. The more visible it is the more effective it will become. Work the new brand to badge heritage as well as attract modernity. Embrace change and move-on. Integrate it into your digital and social media platforms.

Together you can prepare Ingleton for the future.

ingleton

logo set

Inspired by the local landscape, this is the logo set for Ingleton. As a newly recognised icon, this logo will be accessible for the Ingleton community as a tool to boost awareness and recognition of the village heritage and outdoor culture.



1. Master logo



2. Typographic logo

ingleton

3. Alternate logo options



single colour **ingleton** logo options

1. Master logo



2. Typographic logo

ingleton

3. Alternate logo options



black & white **ingleton** logo options

1. Master logo



2. Typographic logo

ingleton

3. Alternate logo options



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colour palette

Sampled from the local outdoors, the colour palette depicts the ingleton landscape with earthy tones.



Pantone 117C

Pantone 118C

Pantone 455C

Pantone 451C

Pantone 5497C

Pantone 556C

ingleton

typography

explore the incomparable
landscape & discover the
rich heritage of **ingleton**

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digital brand application



Marketing application



Marketing application



benefitting the **ingleton** community

The ingleton branding is accessible to all local businesses as a tool to promote the local area and build awareness to support the local economy. This brand has the power to help local businesses thrive through the use of a brand people can identify. Building the awareness of the brand is essential within the community in order for it to be fully utilised.

These are example assets that could be used within advertisement footers, shop fronts, shop badges, leaflets and merchandising.

Help spread the word of ingleton and what this wonderful place has to offer.



