Morecambe Bay
Partnership

Brand Guidelines

Morecambe Bay Partnership

A charity working for People, Nature & Heritage in Morecambe Bay
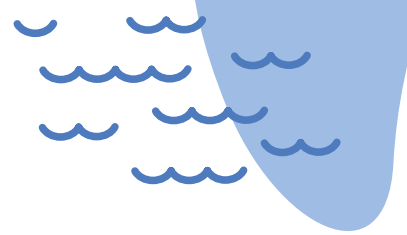
Vision

Morecambe Bay is an exceptional place to live and an outstanding place to visit.

The local economy provides healthy, happy, low-carbon living for everyone. Nature is more abundant, heritage is understood, protected and celebrated, and our culture is thriving.

Purpose

To entwine people and place.

We offer everyone the opportunity to connect with the inspirational nature, heritage and culture of Morecambe Bay.

Beliefs

The natural and historic environment is under threat from climate change, over-development and disturbance.

Equality, inclusivity, diversity and respect are vital in a fair society.

People benefit from the intrinsic value of the nature, heritage & culture of Morecambe Bay and they can make a positive contribution to its protection.

The Logo

Our logo has an organic feel and represents the essence of life around Morecambe Bay. The constant roaming tide and shifting sands open up to an abundance of stunning landscapes, natural environments and a heritage we are proud of.

The logo should always appear top left and be prominent on all material.

The primary logo is our main brand and should be used first. If there's space or size restrictions the secondary logo can be used as an alternative.

Where a single colour is required please use your discretion and choose from the whiteout, charcoal or black versions.

Primary Logo

Secondary Logo

Monochrome Alternatives

Charcoal

Black

Logo Usage

The full logo should always be used and clearly legible at all times.

The minimum size is 30mm width.

The clear space around the logo is equal to 3/4 of the icon height.

The size of the logo will depend on the usage. Best practice on an A4 would be approx 1/4 of the page width,
a tri-fold leaflet or banner would be 2/3 of the width.

The social media profile consists of the icon only.

See pages 9 to 11 for usage examples.

If you have any questions please contact a member of the Morecambe Bay Partnership Team.

Clear Space

3/4 Icon Height

Morecambe Bay Partnership

Minimum Size

30mm width

Morecambe Bay Partnership
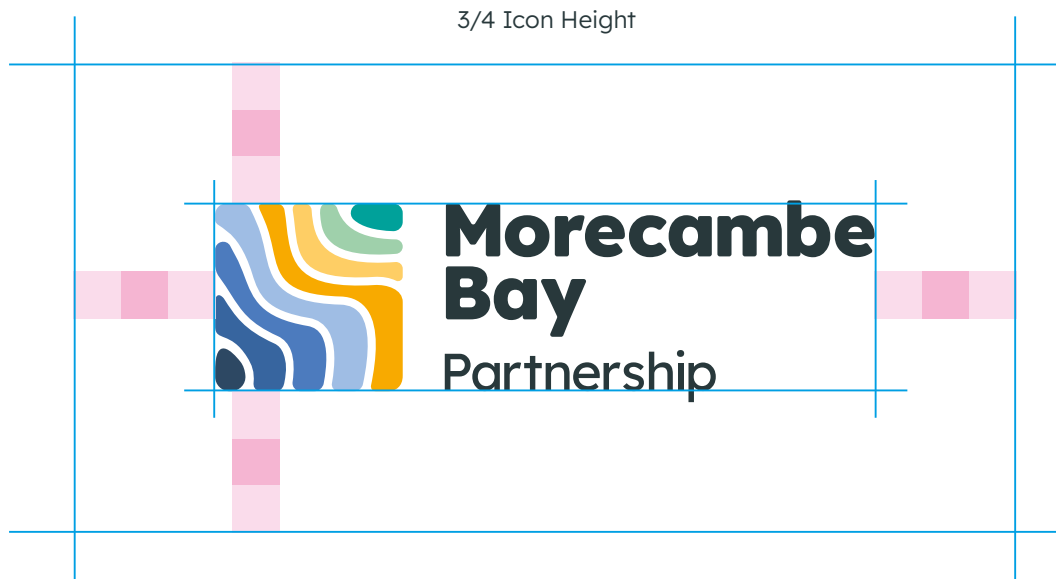
Social Media Profile

Colours

The colour palette reflects every aspect of Morecambe Bay from the blue hues of the sea, expansive yellow beaches and lush greens of the upper coastal areas.

Mix these up with the patterns on pages 9 to 11 to create visually appealing graphics, but remember to keep the balance of white space.
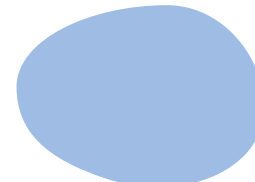
Midnight
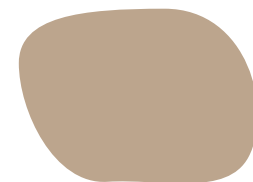|	
CMYK	87/64/38/29
RGB	46/73/100
HEX	2d4863

Rock Pool
CMYK	74/47/0/0
RGB	76/123/190
HEX	4c7bbd

Sky
CMYK	42/19/0/0
RGB	159/189/228
HEX	9fbce4

Pebble
CMYK	17/27/38/19
RGB	188/165/141
HEX	bca48d
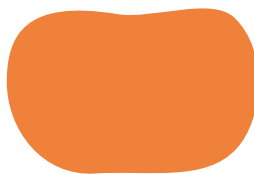
Sunset
CMYK	0/59/81/0
RGB	240/129/58
HEX	f0813a

Leaf
CMYK	56/0/61/0
RGB	126/192/130
HEX	7dc082

Meadow
CMYK	43/0/41/0
RGB	160/208/173
HEX	a0d0ac
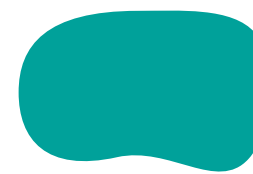
Teal
CMYK	80/10/45/0
RGB	0/161/154
HEX	00a09a
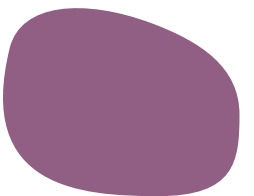
Lavender
CMYK	52/70/30/0
RGB	146/95/132
HEX	915e84
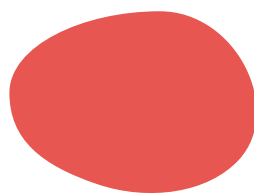
Berry
CMYK	2/78/63/0
RGB	232/86/81
HEX	e75550
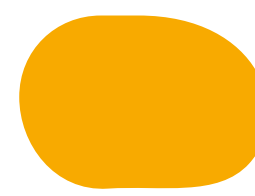
Sunrise
CMYK	0/38/100/0
RGB	248/170/0
HEX	f7aa00

Sand
CMYK	0/22/68/0
RGB	254/205/101
HEX	fdcc65

Typography

The brand font is Lexend. It has a very modern and simplistic look.

It comes in a variety of weights which allows you to easily differentiate betweens headlines, body copy, quotes etc.

See pages 9 to 11 for usage examples.

Download for free at:
fonts.google.com/specimen/Lexend

Weights

Black
Extra Bold
Bold
Semi Bold
Medium
Regular
Light
Thin
Extra Light

Lowercase

abcdefghijklmno
pqrstuvwxyz

Capitals

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

Numbers

0123456789

Special Characters

!@£$%^&*()_+

Patterns

We've created a selection of patterns which represent the variety of projects we undertake around Morecambe Bay.

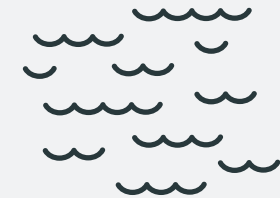They can be used in colour or whiteout, we'll leave you to decide what's best for your design.

See how they're used throughout this guide and the examples on pages 9 to 11.

Bird Prints

Contour Lines

Waves

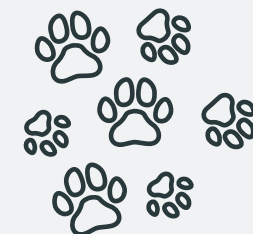**Leaves**

Tracks

Artefacts

Pebbles

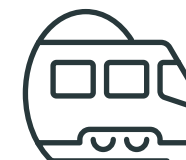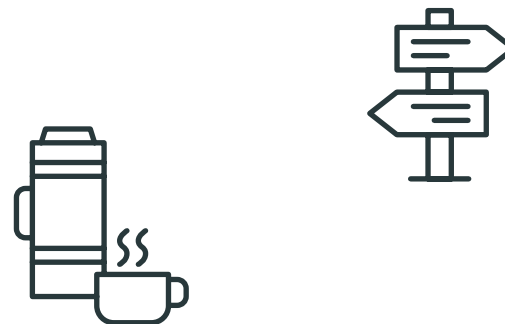**Footprints**

Trees

Paw Prints

Icons

Icons can also be used to add another element to the design. These would typically be associated with the project or activity being promoted.

Again, these can be used in colour or whiteout.

These can be used as navigation aids on the website or to promote social media posts such as community events.

See example on page 11.

Usage Examples

All materials must be as environmentally sound as possible. Ethically sourced, recycled papers, multi-purpose and reusable items are all key to our core values and commitment to having a minimal impact on the environment.

Poster/Brochure Cover

Flyer

Leaflet Covers

Usage Examples

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Pull-Up Banners

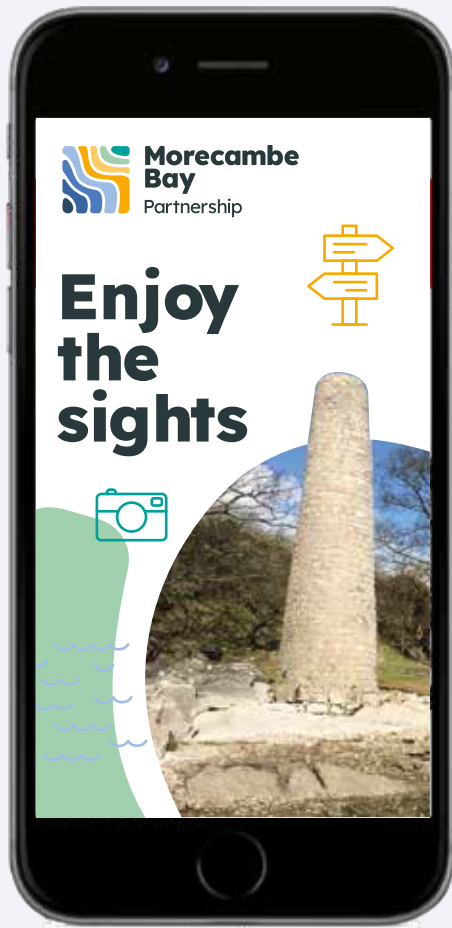**Tote Bag**

Badge

Drinks Cup

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Usage Examples

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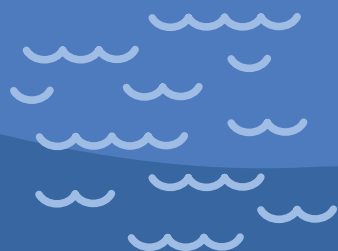

Morecambe Bay Partnership

Enjoy the sights

Morecambe Bay Partnership

and sounds

Morecambe Bay Partnership

of the bay

Morecambe Bay Partnership

Ways Around The Bay

Inspiring adventures for all

Download Guide

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