

Forest of Bowland AONB Locator Logos Usage Guidance



MADE IN THE
Forest of Bowland
Area of Outstanding Natural Beauty



To be used by local producers of food, arts and crafts

WORKING IN THE
Forest of Bowland
Area of Outstanding Natural Beauty



To be used by artists, craftspeople or those providing a rural skill such as dry stone walling or hedge laying

The primary purpose of the locator logo is to assist local tourism businesses and communities to promote the fact that they operate within, or are allied to, the beautiful landscapes of this nationally protected area.

TOURISM BUSINESS IN THE
Forest of Bowland
Area of Outstanding Natural Beauty



To be used by members of the Forest of Bowland Sustainable Tourism Network (accommodation and activity providers, eateries etc..)

LOCATED IN THE
Forest of Bowland
Area of Outstanding Natural Beauty



To be used by farms and community groups such as churches and village halls

HAPPENING IN THE
Forest of Bowland
Area of Outstanding Natural Beauty



To be used by event organisers for suitable events taking place in the Forest of Bowland

Colour Variants:



Each of the locator logos has a full colour and mono version.

PLEASE NOTE:
The mono version is ONLY to be used in single colour printing.



Please Note:

- Use only master artwork, as supplied by a member of the Forest of Bowland AONB Team. For instance - never scan the logo from this document or other printed media.

Do not:



Never attempt to re-draw the logo or use a different typeface.



Never attempt to re-draw the logo or use a different typeface.



Never display the logo on any background that impairs legibility, such as photographs or illustrations.



Never use the mono version of the logo on websites or on full colour prints

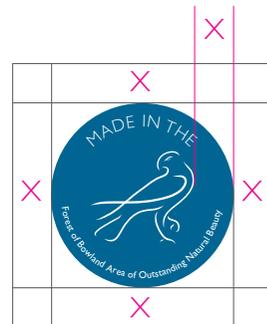


Always use the correct version of the logo for your business, if in doubt contact a member of the AONB team.

Sizing and clearspace:



The MINIMUM size for replicating the logo is 25mm, smaller than this it will be illegible.



When using the logo, it is important to note that it requires a certain amount of space around it to ensure that it is not crowded or dominated by any images or type.

The MINIMUM distance is derived from the edge of the Hen Harrier symbol to the edge of the logo circle.

Hyperlink:

Please add a hyperlink from the logo to the Forest of Bowland AONB website:

www.forestofbowland.com