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## CAIRNGORMS NATIONAL PARK AUTHORITY

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### FOR DECISION

**Title:** Cairngorms National Park Authority landmark

**Prepared by:** Olly Davies, Head of Communications

**Purpose:** To update members on the proposed approach to the updated Cairngorms National Park Authority landmark, bringing it in line with the framework established as part of the overarching brand refresh project covered at the December board briefing.

**Decision:** Board members are asked to agree the updated Cairngorms National Park Authority landmark.

### Background

1. The Cairngorms National Park celebrates its 20<sup>th</sup> anniversary in 2023 and, aligned to the development of our new National Park Partnership Plan, we have taken forward a brand refresh project to ensure the National Park family of brands are fit for purpose.
2. Following a competitive tender process, Glasgow-based creative agency Bright Signals were appointed to lead on the project in March 2022. Their brief had a particular focus on accessibility (with an emphasis on Scottish Government's DDA best practice); giving equal prominence to Gaelic and English in line with our public sector Gaelic Language Duty; and ensuring the brand works equally well on and offline. Given that the current brand was developed in 2005 – before the creation and widespread adoption of most social media channels and mobile website technology – this latter point was particularly pressing.
3. Importantly, the project was never designed to be a rebranding exercise. The current bird of prey landmark is well established and awareness of it is high amongst our core audiences. What was proposed was a subtle evolution of the core mark and affiliated National Park landmarks (Cairngorms National Park Authority, VisitCairngorms etc), to ensure they work seamlessly across a range of channels and cohere as a 'family' of brands.
4. In line with our sustainability commitments – and to keep setup costs to a minimum – we plan to rollout the new family of brands gradually, only replacing existing materials when they reach the end of their natural life. However, as many of our channels are digital (website, social media etc) we will be able to showcase the updated Park Authority landmark fairly extensively straight away, without incurring additional costs.
5. The updated Cairngorms National Park landmark was first used as part of the launch of the new National Park Partnership Plan in August, and has subsequently been rolled

out across a range of Park Authority and partner-owned channels (from our main social media accounts and website through to the new *Cairn* residents' magazine).

6. An updated version of the VisitCairngorms brand – incorporating Gaelic for the first time – has been created in collaboration with colleagues from the Cairngorms Business Partnership (the official destination marketing organisation for the National Park). This is being rolled out across a range of CBP-owned channels – including the main @VisitCairngorms social channels – over the next month or so.

## Proposal

In order to demonstrate the clear family connection between the Cairngorms National Park, VisitCairngorms and Cairngorms National Park Authority brandmarks, we propose changing the existing Park Authority logo (figure 1 below) to incorporate the bird of prey mark (see figure 2). Figure 3 shows the new brandmark in context to give a sense of how this new identity fits in with the wider family of National Park brandmarks.



Figure 1 – existing Park Authority brandmark



Figure 2 – proposed Park Authority brandmark

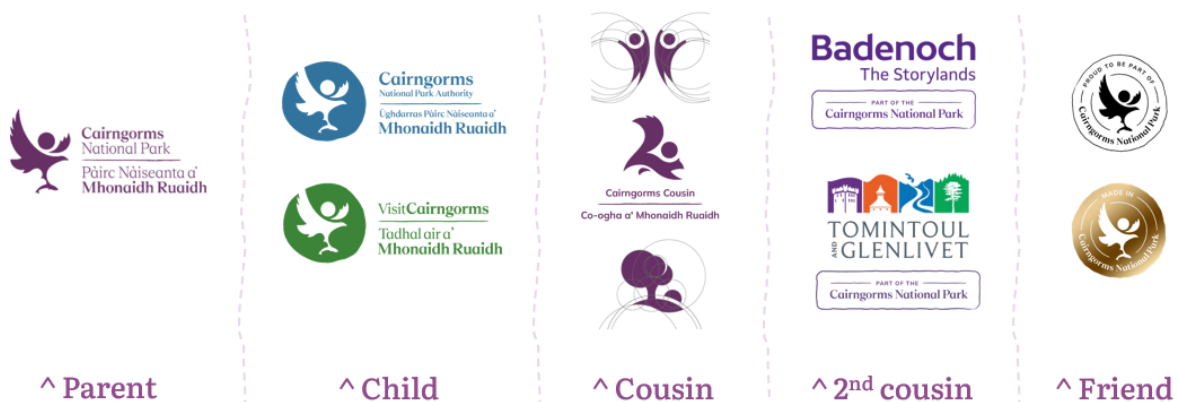


Figure 3 – the proposed Park Authority brandmark as part of a wider National Park family of brandmarks

For consistency we have retained the grey / blue colour scheme of the original Park Authority logo, and have utilised the same typeface (Teodor) as the new Cairngorms National Park and VisitCairngorms brandmarks. Gaelic and English are given equal prominence. You will also notice that the bird of prey graphic is inverted from the main National Park logo to provide a subtle distinction between the 'parent' and 'child' brands.

Drawing a clear connection between the Park Authority, VisitCairngorms and the ‘parent’ National Park landmarks will help clarify the relationship between these various elements in the minds of residents, visitors and other key stakeholders in the Cairngorms. As we seek to deliver the ambitious suite of actions set out in the new National Park Partnership Plan, it will be important to connect the work of the Park Authority to a larger National Park narrative, whilst also ensuring the two are not confused for one another.

This contrasts with the existing picture – outlined in figure 4 below – where a plethora of Park Authority-owned or affiliated brands have little or no family resemblance, leading to real confusion over what is ‘official’ National Park activity. The proposal outlined above gives us the best chance of clarifying this relationship.



Figure 4 – the existing state of play, with Park Authority-owned brands in the middle, partnership projects on the left, and brands whose activities are often confused with the Park Authority on the right

Bright Signals will develop a suite of templates and resources (from Powerpoint files to Word documents, business card and email signature layouts etc) for use across a range of internal and external-facing channels once the brandmark from the Park Authority has been agreed. These should be ready by mid- to late-February 2023.

**OLLY DAVIES**  
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**20 January 2023**