Building the Norfolk Coast Protected Landscape Brand







EUROPEAN UNION

PROWAD LINK

Norfolk County Council

SUSTAINABLE GROWTH & NATURE PROTECTION

Goals

To <u>ensure</u> the <u>responsible</u>, <u>sustainable exploration</u> of the <u>Norfolk Coast</u>, for all.

Responsible, sustainable exploration

Through the experiences we want to celebrate

Wild swimming Dark skies discovery Rewilding workshops

...But not just paid for

Through the behaviour changes we want to nudge

Visiting off-season Ditching the car Keeping dogs on leads

...But not preachy

Messaging that captures these strands in a way that feels unique to the area

Shared space. Shared impact.

Inland Coastal Marine

Local community Local wildlife Seasoned regulars First time visitors

AONB SSSI NNR MCZ Biosphere Heritage Coast The project had a clear goal from the start, to deliver a brand that captured the unique character of the Norfolk Coast while also ensuring its' accessibility to a wide audience.

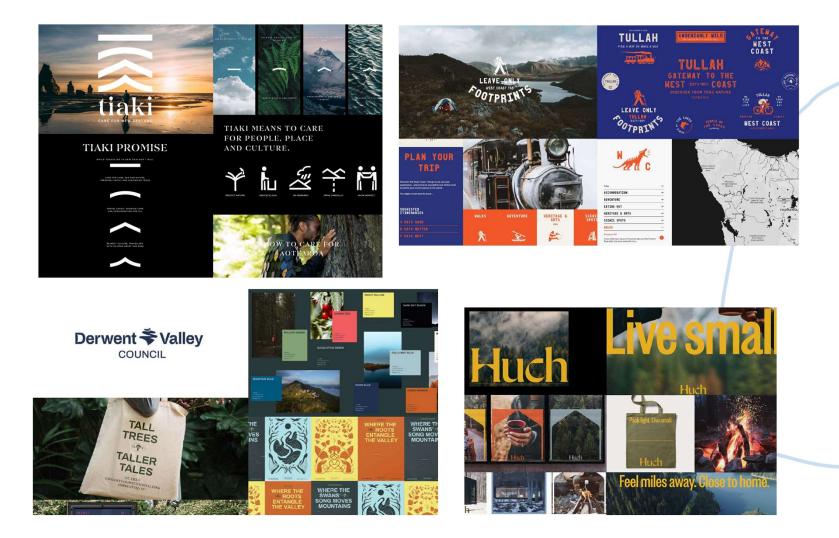
Norfolk Coast AONB Brand Audit





Left: Norfolk AONB's existing branding; Right: Sample of other AONB logos

Best-in-Class Brand Examples



An example of 'best in class' brands used as inspiration for this project. We also looked to Slovenia Green, Parks Project and more for inspiration and guidance in building our brand.

Project Process



Research

- 1-on-1 interviews
- Open survey
- Site visits
- Desktop research

The storeg overhanging upright of the mark reflects Norfolds cliffs faces, an integral element in need of protection. The mark has be Excelled protection

Exploration

- Building visual and strategic options
- Presentation and feedback to many stakeholders



- Selecting 1 visual and 1 strategic direction
- Clarifying these and building the brand



Delivery

- Confirmation of final brand
- Exploration of additional elements, photography and illustration

Norfolk Coast AONB: Sentiment Survey

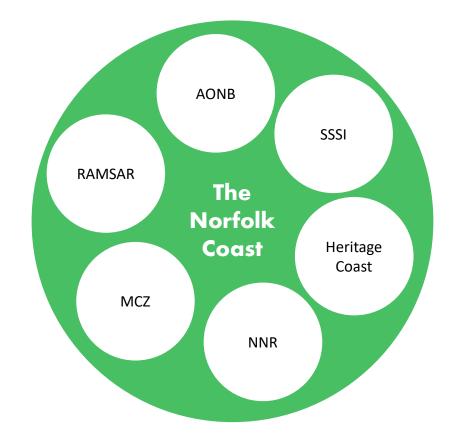
Sentiment Survey

- 157 responses
- 55% of respondents live on the Norfolk Coast
- 52% think of the coast as a sustainable destination
- Over-tourism and protecting wildlife were top identified priorities

Select Responses

"It's exclusive but we want people to feel included"

"We want to drive the same behaviour across the whole coast"



The Norfolk Coast is a collection of many designations.

Strategic Directions

The landscape is alive

"The landscape moves and shifts very quickly"

"It's a living landscape that moves with the tide, you can see it breathing"

"Here, among labyrinthine creeks, England peters out in the ceaseless flux of tides"

"Amazing fleeting changing nature"

A coast full of contrasts

"It has everything you need from the sea to the countryside to the city. You're never far from an adventure"

"Wind, water, brick and flint; it's bleakness is its beauty."

"Geographical variety and a wealth of wildlife"

"It's wildness, unspoilt nature, the different beaches, small towns/villages near the sea." Two strategic directions were explored, both informed by the research phase of this work. Ultimately, 'The landscape is alive' was selected as the direction to move forward with. This will influence all written content produced by the Protected Landscapes team and the overall 'feel' of the brand.

Visual Directions









Two visual directions were explored. One bringing bold colour and a logo inspired by the topography of the coast, the other bringing a sense of heritage and a logo inspired by the horizon.

EXPLORE

TIDAL

THRIVING STREETS

Norfolk Coast

Norfolk Coast AONB Final Output

Norfolk Coast Protected Landscape









The final output is a bold and fresh brand, with activations shown here on the website (bottom left), local Coasthopper bus (top right) and Coastal Exploration passport (middle right) and custom illustrated seals/patches to be used throughout the brands identity.