

# Building the Norfolk Coast Protected Landscape Brand



# Goals

To ensure the responsible,  
sustainable exploration of  
the Norfolk Coast, 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.

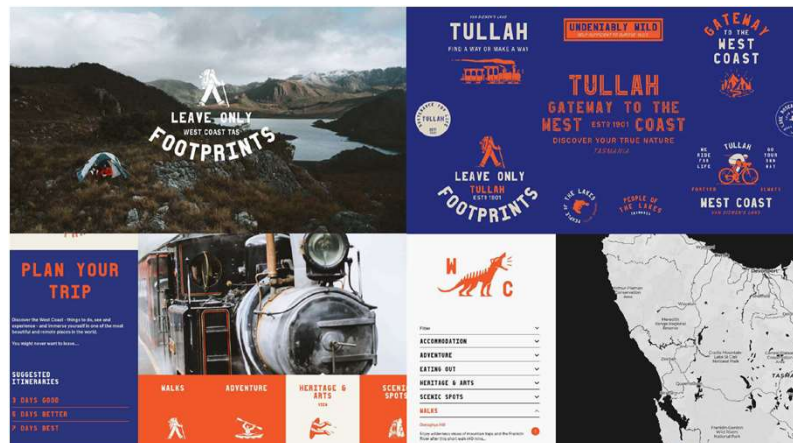
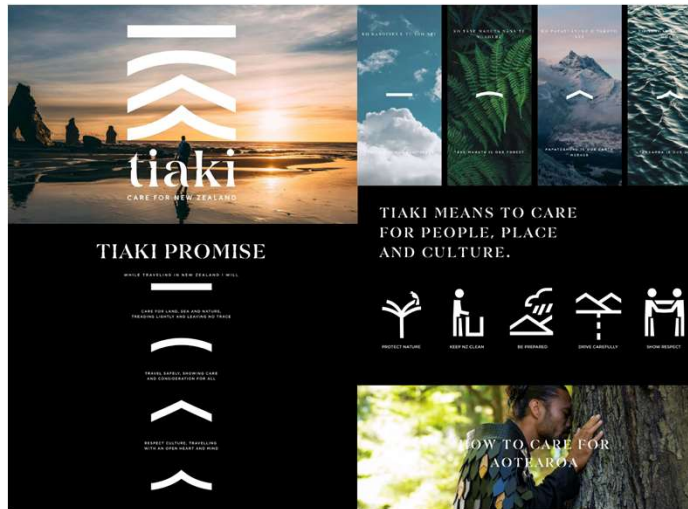


# Norfolk Coast AONB Brand Audit



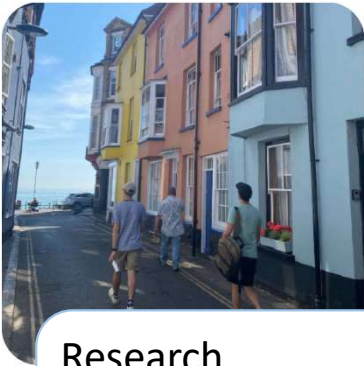
Left: Norfolk AONB's existing branding; Right: Sample of other AONB logos

# Best-in-Class Brand Examples



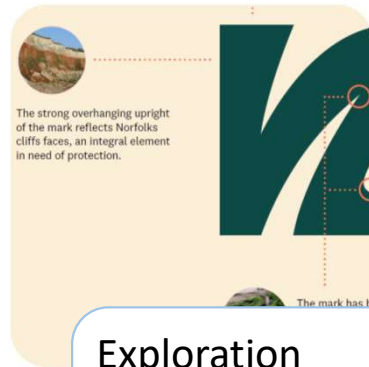
An example of 'best in class' brands used as inspiration for this project. We also looked to Slovenia Green, Parks Project and more for inspiration and guidance in building our brand.

# Project Process



## Research

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



## Exploration

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



## Refinement

- 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

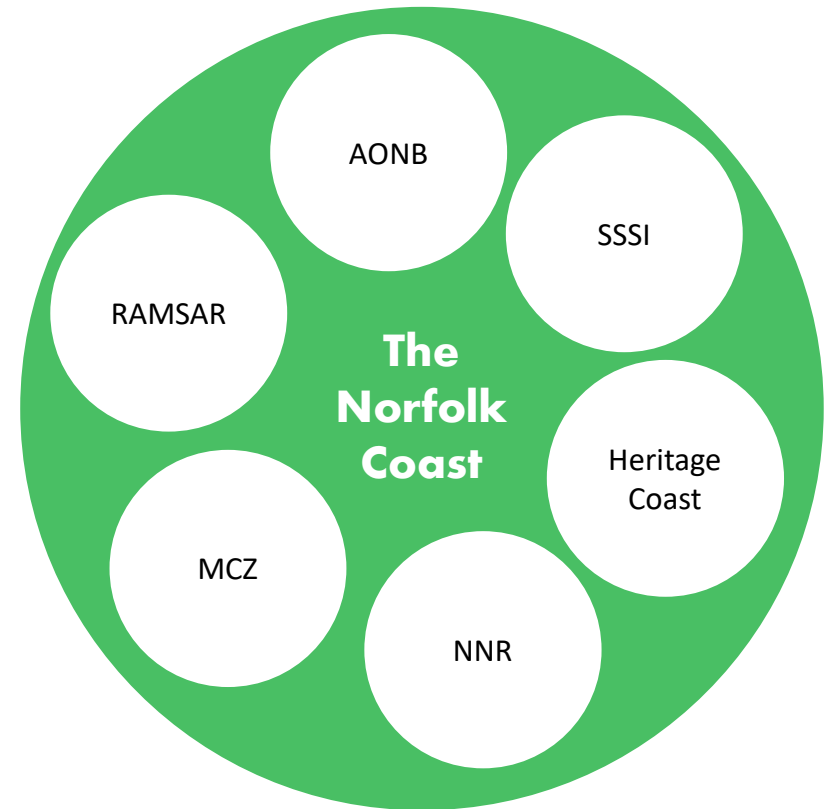
## Sentiment Survey

- 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”

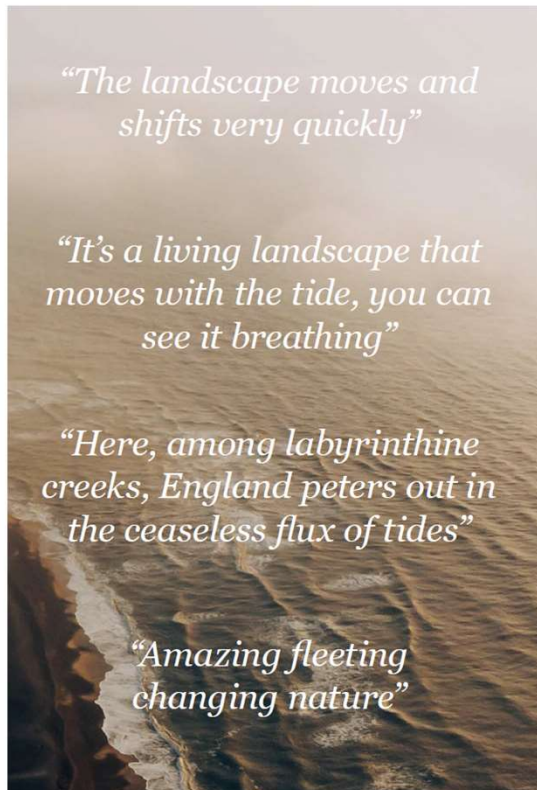


The Norfolk Coast is a collection of many designations.

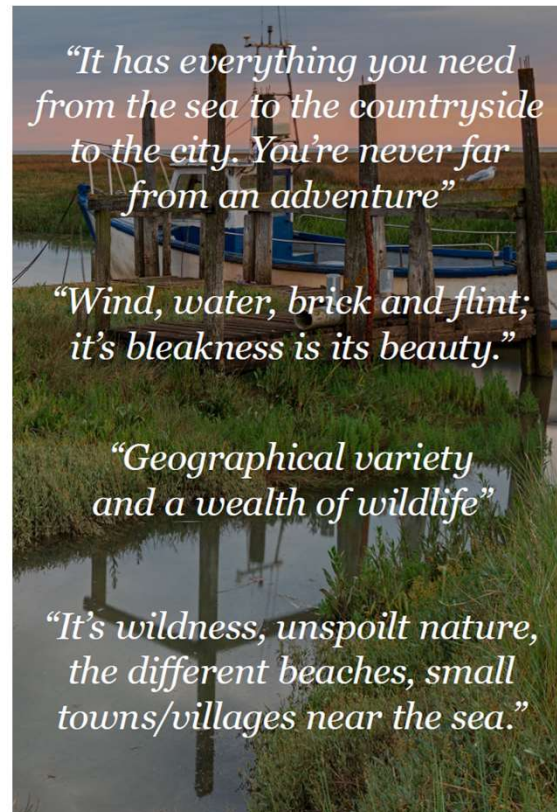


# Strategic Directions

## The landscape is alive

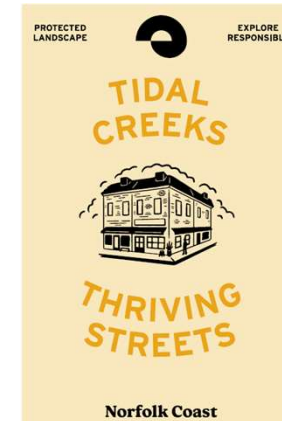
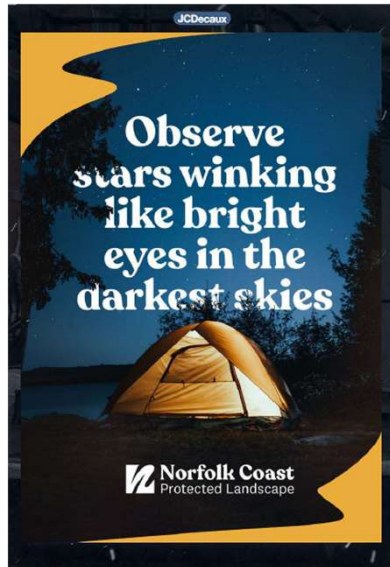


## A coast full of contrasts



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.



# Norfolk Coast AONB Final Output



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.