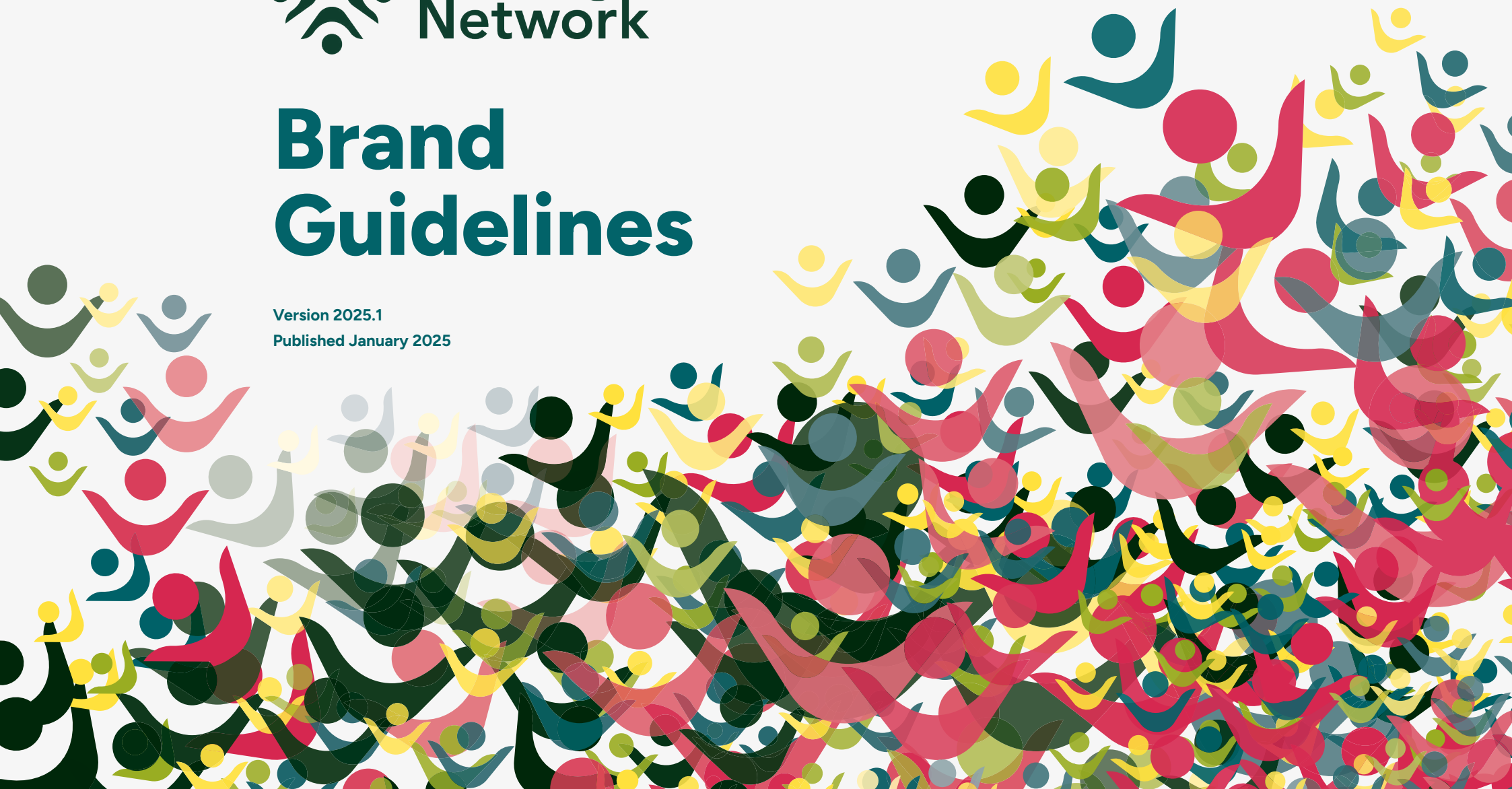




Brand Guidelines

Version 2025.1

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Purpose

The creation of this document has been prompted by the change in the organisation's name from 'Heritage Trust Network' to 'Heritage Network'. This change recognised the range of organisations involved in heritage regeneration and better reflects those that are or could be Heritage Network members.

These Brand Guidelines provide a clear framework for how the Heritage Network presents itself to the public, ensuring consistency, professionalism, and alignment with our mission and values.

Consistent use of brand guidelines helps unify communications across print, digital, and in-person experiences, enhancing the charity's impact and appeal to supporters, members and communities.

This document should be shared with all Heritage Network staff team members, trustees and other volunteers and external contractors responsible for undertaking any form of events, policy, design or communications work on behalf of the Heritage Network.

This text and logos can be downloaded from the Heritage Network website.

Further detail on some of the subjects covered by these guidelines, can be found on the [Network Branding webpage](#) of our website.

Contents

- A. Overview:** Mission, Vision and Values and how these translate into the Network's visual identity, and verbal and written communication.
- B. Logo:** primary logo, variations, spacing and sizing, dos and don'ts. Guidance when used with other logos including hierarchy and placement.
- C. Colour palette:** primary and secondary colours and shades with hex codes, RGB and CMYK values. Instructions on how to maintain accessibility standards, notably contrast.
- D. Typography:** heading and body text fonts with guidance on usage, including hierarchy, minimum sizes, spacing and layouts.
- E. Tone of voice and language:** key characteristics, preferred conventions with examples, jargon and inclusive language.
- F. Photography and illustrations:** covering permissions, copyright, subject matter, colour palette and style.
- G. Digital and online applications:** including guidelines for generating hashtags and hyperlinks within documents.
- H. Brand assets:** links to the logo pack.
- I. Support:** links to reference documents (e.g. policies and accessibility guidance) and point of contact for further information.

A. Overview

Mission

Our mission is to empower people to rescue and reuse historic buildings and spaces for the benefit of their communities.

Vision

Our vision is that in the four countries of the UK, independent not-for-profit heritage organisations are flourishing and play a significant, and widely recognised, role in regeneration, community development, climate action, the promotion of wellbeing and rescuing heritage at risk.

Values

Our values are to be responsive, reliable, inclusive and courageous.

Visual materials should feature a consistent brand identity with accessible design principles, including high-contrast colours, legible fonts, and authentic images celebrating diverse community heritage projects.

Written content should be supportive, use plain language, and be informative, reflecting the Network's expertise and values. Messaging should emphasise the Network's commitment to inclusivity and community empowerment, using testimonials and member stories to illustrate real-world impact. Clear, concise language and varied content types (such as toolkits and case studies) will cater to a broad audience.

In-person communications should focus on creating welcoming and interactive events that foster learning and networking. Events should cater to different experience levels and encourage open dialogue. Each in-person event should also offer opportunities for feedback to ensure responsiveness to members' needs. There is further guidance on this in the 'Organising and promoting events' section of the Operations Manual.

Across all communication types, the Network should consistently present itself as a knowledgeable, inclusive, and community-focused organisation, reinforcing its role as a valuable resource within the heritage sector. Through this approach, the Network can maximise engagement, enhance visibility, and provide effective support to its diverse membership.

B. Logo

Primary logo

Heritage green (#122B14)



Black



Reversed



The primary logo in 'heritage green' should be used wherever possible.

A black version is available where it is needed to match other logos in a group.

A reversed (white) version is available where the background colour is dark and requires greater contrast.

Secondary logo (stacked)



Welsh language logo



The stacked version should only be used if absolutely necessary to fit available space.

The Welsh language logo can be adapted in the future for other language versions.

These logos are also available in black and reversed.

Logo guidance

Clear space



The clear space around the logo should be no less than a quarter of the emblem height and width.

Minimum size



The primary logo should be more than 40mm in print and 150px in digital.

Don't...



Changing the logo proportions



Rotate the logo

Logo hierarchy

Heritage Network publications should feature the logo prominently. It should not be grouped with supporter, partner, sponsor or member logos.



Change the gap between the symbol and text

File types and usage

The logos are available in .jpg, .png, .eps and .ai formats.
Print should use the CMYK versions of the logo.
Digital should use RGB.

C. Colour palette

The new colour palette includes 'heritage green' and 'pea green' based on the Network's previous branding.

The three new colours aim to bring freshness and brightness to print and digital.

Transparencies of these colours are encouraged, offering flexibility and a range of secondary colours.

Rich teal #026369
RGB: (2, 99, 105)
CMYK: (98%, 6%, 0%, 59%)

Heritage green #0D3F2E
RGB: (13, 63, 46)
CMYK: (79%, 0%, 27%, 75%)

Pea green #92AE3C
RGB: (146, 174, 60)
CMYK: (16%, 0%, 66%, 32%)

Buttercup yellow #FDE04B
RGB: (253, 224, 75)
CMYK: (0%, 11%, 70%, 1%)

Bright magenta #D12C5F
RGB: (209, 44, 95)
CMYK: (0%, 79%, 55%, 18%)

Accessibility and colour

Colour contrasts can be check using the online accessibility tool, [WebAIM](#).

- Body text and subheadings should always use black.
- Text headings on white backgrounds can use heritage green, rich teal and bright magenta.
- Text headings on heritage green and rich teal can use buttercup yellow (20–50% tint).

Heritage green
Rich teal
Bright magenta

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D. Typography

Fonts: print

Body text is Figtree light 9pt with 14pt leading

- use 2pt spaces to separate paragraphs in A4 portrait orientated documents
- consider using columns with 12mm separation to break up large areas of text
- don't hyphenate text
- avoid ALL CAPS
- use left-hand alignment
- avoid widows and orphans

Fonts: web

Figtree should also be used.

See Section G for digital accessibility guidance.

Heading: Figtree Bold 20pt (min) May be underlined

(2.5pt weight, 8pt offset)

Subheading: Figtree Regular 14pt

Body text: Figtree light 9pt
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E. Tone of voice & language

Supportive and knowledgeable:

Written materials should have an encouraging, accessible tone that conveys expertise without being technical or exclusionary. Content should highlight the value the Network brings to communities, using plain language and avoiding jargon.

Values-based:

All written content should reflect the Network's core values of responsiveness, reliability, inclusivity, and courage. Messaging should consistently remind readers of the Network's commitment to empowering communities, rescuing at-risk heritage, and promoting inclusivity within the sector.

Clear, concise language:

Write in plain English, using short sentences and bullet points for readability, especially in emails, newsletters, and web content. Clear subheadings and summaries will make documents easier to scan and increase engagement from readers with limited time.

Showcasing member stories:

Use case studies and testimonials to illustrate the real-world impact of the Network's work across England, Wales, Scotland and Northern Ireland. Emphasising personal stories and a wide range of community benefits will resonate with both internal and external audiences and strengthen the Network's position as a people-focused organisation.

Content diversity:

Create a variety of content types tailored to different audience needs, such as toolkits, case studies, and news updates. Recognise the knowledge needs of members at different stages of their regeneration journey by offering both introductory and more advanced content.

Language conventions and style guide

- Our organisation's name is "the Heritage Network" within a sentence or "Heritage Network" in a list.
 - "the" is not capitalised
 - it can be shortened to "the Network"
 - the initials "HN" should not be used externally or in any official internal documents or communication
 - we have "members"
 - Avoid initials and acronyms except where they're in common usage, e.g. "BBC".
 - Avoid jargon or expressions that could exclude audiences, even if they are commonly used in the heritage sector.
 - Avoid sexist, racist or exclusionary language, motifs or stereotypes.
- Language changes and evolves. People will also have different preferences and opinions about words and phrases. It is important to aim for best practice but accept that you might get it 'wrong' sometimes.

Detailed guidance can be found in the Heritage Network Language Style Guide (working document) available on our [Network Branding webpage](#).

F. Photography and illustrations

Use high-quality, authentic images that highlight the diverse range of community heritage projects, organisations and people across different locations and types of heritage sites. Imagery should show staff, trustees, members, volunteers, and beneficiaries in action to highlight community involvement and engagement.

- Photos should have a resolution appropriate to scale and usage: 300dpi for print and 144dpi for digital (minimum) at the size to be used, e.g. A5.
- Photos should be warm-toned and colourful.
- Photos should not be AI-generated or misleading.
- Photos should not be obviously staged.
- The photographer or organisation that holds copyright or has granted permission should be identified even when supplied by a third party, such as a Heritage Network member.
- If a photo is taken on behalf of the Network, that includes children, permission from a parent/guardian should be sought and recorded.
- If a photo is supplied to the Network, that includes children, it should be confirmed that photographic permission from a parent/guardian was sought and recorded.
- Photos should feature people being active, e.g. learning a skill or speaking and naturally posed.
- Photographs should avoid unintentionally reinforcing stereotypes.
- Avoid using organisations' logos or other graphics as a substitute for a photograph.
- Graphic elements, such as a chart or diagram, should be used when they add to the understanding of the text.

The balance and range of subject matter, geographical location, and type of heritage across each publication, webpage or document should be considered and revised if necessary. The diversity of people photographed should also be carefully reviewed to ensure a range of ethnic backgrounds, abilities, ages and visible differences are included.

For detailed guidance on taking photographs, contact the Heritage Network's Communications Manager.

G. Digital and online applications

Hashtags

Best practices for hashtag accessibility are essential to ensure that people using screen readers, as well as those with cognitive disabilities, can easily read and understand hashtags. Here are key guidelines:

Use TitleCase / PascalCase (Capitalise Each Word)

- Capitalise the first letter of each word in multi-word hashtags (e.g., #HeritageNetwork instead of #heritagenetwork).

Keep hashtags short and concise

- Use short, focused hashtags to improve readability and prevent crowding. Avoid including long phrases or complex ideas in one hashtag.

Limit the number of hashtags

- Too many hashtags can be overwhelming and distract from the main message. Limit hashtags to two or three key terms, especially on platforms like X and LinkedIn, where fewer hashtags are recommended.

Avoid special characters and punctuation

- Stick to letters and numbers in hashtags. Special characters, punctuation, and spaces break the tag's functionality and can confuse screen readers.

Place hashtags at the end of posts

- Position hashtags at the end of the post or in a separate comment to improve content flow and readability, especially for screen reader users. This keeps the main message clear and accessible.

Use descriptive hashtags

- Choose hashtags that accurately describe the content and purpose, making it more useful for all users, including those who search by topic. Descriptive hashtags improve clarity and engagement.

Hyperlinks

Use descriptive link text

- Make link text descriptive and specific to the content it leads to, rather than generic phrases like "click here" or "read more." For example, use "Learn more about our heritage projects" instead of "click here." This helps screen reader users understand the link's purpose and destination.

Avoid full URLs as link text

- Avoid using full URLs as the link text, as screen readers will read each character individually, which is cumbersome. Instead, embed the link in a clear, descriptive phrase.

Underline links and use colour contrast

- Links should be underlined and in a distinct colour to make them easily identifiable, especially for users with visual impairments or colour blindness. Ensure the colour contrast meets [Web Content Accessibility Guidelines \(WCAG\)](#) (at least a 3:1 ratio between link text and background colour).

Use anchor links sparingly

- Anchor links (links that jump to another section within the same page) should be used with care. Ensure they are clearly labelled and make sense out of context to help users navigate pages efficiently.

Avoid opening links in new tabs

- Opening links in new tabs can disorient some users, especially those using screen readers or keyboard navigation. If a new tab is necessary, provide an indication (e.g., "(opens in new tab)") in the link text to prepare users for this change. Exceptions to this are when linking from the Heritage Network's own pages to an external organisation's website.

H. Further information

Keep link text concise

- Short, clear link text helps with readability and prevents clutter. However, don't shorten the description at the cost of clarity; the text should still explain the link's purpose.

Avoid only offering .pdf downloads

- When needed, provide context for downloadable links.
- For links that lead to downloadable files, provide the file type and size if possible (e.g., "Download our Annual Report (PDF, 2MB)") so users can tell if the format is accessible to them.

Download the logo pack from our [Networking Branding webpage](#).

The following documents are also available:

- Style guide
- Event guidance
- Event accessibility guidance PowerPoint
- Communications Strategy
- Strategic Plan
- Equality, Diversity and Inclusion Policy

