

Shared Identity for the South Downs National Park

The Shared identity:

- Is about the place NOT the Authority
- Developed with partners for use by partners to support their own brands/identities
- Is not an accreditation
- Can be turned up or down depending on how partner wants to use it

The Shared identity will:

- Making people see the National Park as a place of value.
- Tangible way businesses including farmers and food producers can benefit from being part of this place:
 - in the marketing of their produce;
 - to add benefit to other farm diversification projects such as accommodation, farm shops, cycle hire etc
- Enable businesses to target new markets interested in protected spaces including the many urban markets close to the South Downs

The Shared identity is more than a brand or a logo

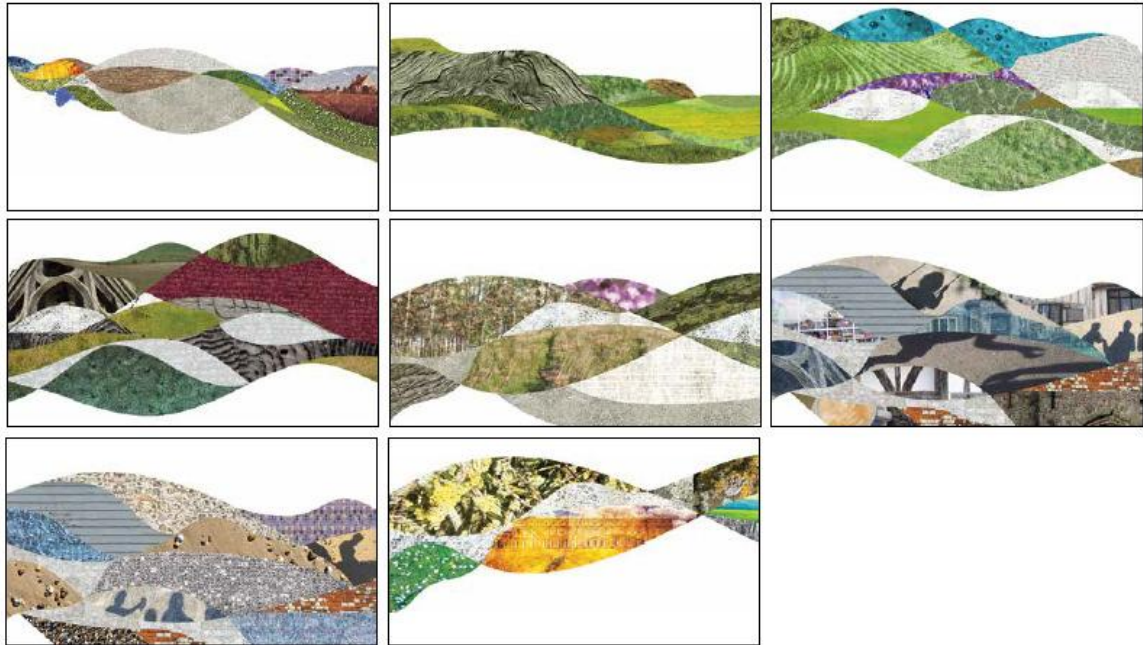
- Words we use/story
- Design
- Photography

The story - themes

Based on four key themes: not straplines or marketing messages but underpins all aspects of the place experience:

- Living Landscape – shaped by human activity and the interrelationships of people and place
- Connecting Experiences – experiencing it is about discovering its many interconnected secret gems
- Human by Nature – working landscape that is human and accessible
- ‘A Story of Englishness’ – portraying a type of archetypal Englishness

Introducing the graphic language



Photography



People and landscape with shadows



Showing a landscape of stories



Highlighting the tiny intriguing details



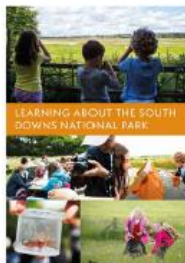
Highlighting the tiny intriguing details



Communicating soft rolling cultivated land or celebrating interwoven experiences



Examples of how it can be used





Application to partner brands



What next

- Developing two toolkits for use by businesses, organisations, local authorities and communities across the National Park:
 - Shared Identity toolkit (**Ready now**)
 - Sense of Place toolkit based on the identity (**ready for March 2015**)
- Working with partners on a number of exemplar projects to show how the shared identity can add real value.

For more information contact:

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