

# Brand guidelines



Derwent Valley Mills  
World Heritage Site



United Nations  
Educational, Scientific and  
Cultural Organization



Derwent Valley Mills  
inscribed on the World  
Heritage List in 2001

# 01 Introduction

**In addition to boasting an array of remarkably well preserved sites of historical interest, Derwent Valley Mills World Heritage Site offers an inspirational natural setting for both visitors and residents to explore. The valley is a thriving business and residential community in its own right.**

Our vision is to develop the World Heritage Site not only for visitors, but also for residents and businesses – raising its profile to reflect its status as a site of international significance.

The brand is integral to helping achieve this vision. It has been created to provide a coherent, high quality identity for Derwent Valley Mills World Heritage Site whilst respecting the identity of individual sites within it.

The brand is designed to be used by a wide range of organisations and individuals on anything from stationery to road signs. The more exposure it gains, the more effective the brand will be in promoting the World Heritage Site to a range of audiences.

The brand gives businesses, organisations and individuals the chance to ‘champion’ the World Heritage Site and demonstrate their pride in being part of it. As the strength of the identity snowballs, those using it will benefit by association.

Please take time to look through this guide and see how you can make use of the brand.

Derwent Valley Mills  
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Derwent Valley Mills World Heritage Site is a place that changed the world. It is a place where the dramatic power of the landscape was harnessed through human ingenuity, leading to industrial developments that revolutionised the way people worked and lived. Derwent Valley Mills was inscribed a UNESCO World Heritage Site in 2001.

# 02 The logo

The brand identity reflects Derwent Valley Mills' greatest assets: its remarkable industrial heritage as portrayed by an iconic mill, mill wheel and roaring river, as well as the natural beauty of the valley via the green band and swirls of the water.

You should only reproduce the identity as shown. It must always be used with the 'Derwent Valley Mills' text within the logo, as shown. However, you can place the 'World Heritage Site' wording alongside the logo where visibility is an issue – for instance, when the brand will be used in a small format, or on certain signage. Examples are shown below.

To ensure that the brand stands out, a 'clear zone' must always be kept around it. This area should extend the same distance from the logo and text as the height of capital letter 'D', as illustrated.

The UNESCO and World Heritage emblems must, however, always be used in conjunction with The Derwent Valley Mills brand. This can be executed by using one of the vertical, horizontal or small use combined logos (see section 3). In applications such as literature front covers the 2 logos can be used independently as shown in the usage section of these guidelines (see section 10).

Derwent Valley Mills  
World Heritage Site



Clear space



1 colour  
Pantone Black



1 colour  
Pantone White  
reversed out  
of background



1 colour  
small use mark  
combined logo

# 03 World Heritage Emblem

The UNESCO and World Heritage emblems must, however, always be used in conjunction with The Derwent Valley Mills brand, as follows:

- The World Heritage Emblem:
- Symbolises the UNESCO World Heritage Convention, signifies the adherence of the UK Government to the Convention and serves to identify sites inscribed on the World Heritage List.
  - Provides instant recognition for local communities and visitors alike that the DVMWHS is exceptional; of interest not just to one nation but to the whole of humanity.

The Emblem has considerable promotional potential. A balance is needed, however, between the Emblem's use to increase understanding and enjoyment of the DVMWHS and the need to prevent its exploitation for inaccurate, inappropriate and unauthorised commercial purpose.

To this end, the use of the Emblem is strictly controlled by UNESCO and the UK Government.

Derwent Valley Mills  
World Heritage Site



**4 colour  
combined  
vertical mark**



**1 colour  
combined  
vertical mark**



**4 colour  
combined  
horizontal mark**



**1 colour  
combined  
horizontal mark**



**1 colour  
small use  
combined mark**

## Authorisation Procedure

The UK Government has delegated responsibility for approving the non-commercial use of the World Heritage Emblem to the DVMWHS Partnership.

Only the UK Government (DCMS) may give approval for the use of the Emblem for commercial purposes.

The Technical Panel is responsible for applying the principles prescribed by UNESCO in making decisions on the use of the Emblem.

A full copy of these principles is available, upon request, from:

The World Heritage Site Co-ordinator  
Derwent Valley Mills Partnership,  
P.O. Box 6297, Matlock,  
Derbyshire DE4 3WJ

E-mail: [adrian.farmer@derbyshire.gov.uk](mailto:adrian.farmer@derbyshire.gov.uk)

## It is important to note that:

- The Emblem may only be used to endorse products which have an educational, scientific, cultural or artistic value related to World Heritage principles.
- Authorisation to use the Emblem is inextricably linked to the quality and content (images and text) of the product with which it is to be associated.
- Decisions on quality and content are made on the basis of compliance with the published interpretation principles for the DVMWHS. Copies of these principles are available from the World Heritage Site Co-ordinator.
- Proposals to use the World Heritage Emblem for commercial purposes will be referred, in each case, to the DCMS for a final decision.

## Requests to obtain authority to use the Emblem:

- Should be made to the World Heritage Site Co-ordinator.

We will seek to inform the requesting party of the Management Panel's decision within two weeks of acknowledgement of a complete Authorisation Request Form.

Where the proposed use necessitates more extensive consultation, we will notify the requesting party, in writing, as soon as it becomes clear that the two week decision period will be exceeded.



**UNESCO and  
World Heritage Emblem**

# 04

## Using the logo with partner logos

The Derwent Valley Mills brand can be used with partner organisation logos.

The ideal position for the identity is on the front of any publication, in the top right-hand corner.

However, it can also appear in a line with other logos along the bottom, or even on the back of a leaflet if necessary, as shown. The most important thing is to make sure you use it!

Derwent Valley Mills  
World Heritage Site



# 05 Incorrect usage

The Derwent Valley Mills identity should always be used in a consistent manner, as illustrated in this guide. In any application, you need to consider colour, clarity and positioning of the brand.

Common examples of incorrect brand usage that must be avoided are shown to the right:

01. Rotating the logo
02. Stretching or distorting the logo
03. Altering the typeface
04. Leaving insufficient space around the logo
05. Using a logo on an image which makes it unclear
06. Using a colour logo on a clashing colour
07. Using special effects with the logo (e.g. drop shadows)

Please do not try to recreate the logo. Master versions of the logos shown within these guidelines must be used at all times. If you wish to use alternative colours, please contact the World Heritage Site Coordinator first.

Derwent Valley Mills  
World Heritage Site

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06.



07.



# 06 Colours

The brand identity reflects Derwent Valley Mills' greatest assets: its remarkable industrial heritage as portrayed by an iconic mill, mill wheel and roaring river, as well as the natural beauty of the valley. The brand colour palette is an important tool. It helps provide visual consistency, increasing brand recognition amongst target audiences.

The main brand colour is 'red lead', Pantone reference 484. This is the corporate colour of the Derwent Valley Mills Partnership and should only be used to endorse products or services initiated by the partnership.

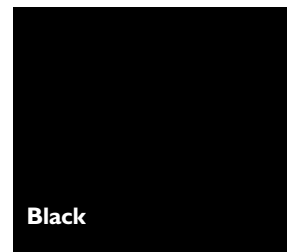
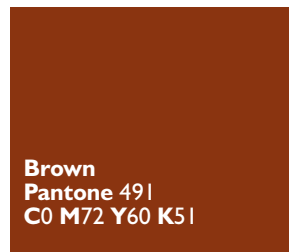
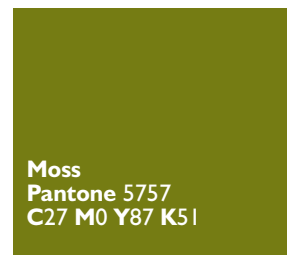
You can use the following colours for the logo and headings, in combination, or reversed to create a white logo.

The following colours have been chosen as the signature shades for specific sites:

**Navy** - Belper and Milford  
**Green** - Silk Mill and Darley Abbey  
**Orange** - Masson  
**Moss** - Cromford

Red Lead, Brown, blue, black and white are not site-specific.

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World Heritage Site



# 07 Typeface

As with the colour palette, using the same typeface consistently with the Derwent Valley Mills brand helps to reinforce it with audiences. 'Humanist' is the typeface to be used. A legible font, it is nonetheless striking, and should be used on all communications.

**Humanist 521 BT** should be used in upper and lowercase for body copy at a minimum size of 9pt. It can also be used as a header typeface at a larger point size at 14pt and above.

**Humanist 521 Bold BT** should be used in upper and lowercase for sub-headers, headings and to highlight specific text at a minimum size of 9pt.

**Humanist 521 Italic BT** should be used to give emphasis to individual words within a sentence or for footnotes at a minimum size of 6pt.

**Times New Roman Italic** should be used to give a traditional heritage emphasis to individual words, headings and to highlight specific text at a minimum size of 6pt.

Derwent Valley Mills  
World Heritage Site

abc

Humanist 521 BT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

abc

**Humanist 521 Bold BT**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*abc*

*Humanist 521 Italic BT*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

*abc*

*Times New Roman Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*



# 08 Images

**The effectiveness of the Derwent Valley Mills brand hinges on using appropriate imagery. If the images used are weak or inappropriate, the credibility of the brand, and, by association, the World Heritage Site, is compromised.**

Always ensure you use high quality photography with a contemporary feel. Wherever possible, it should feature people, capturing their enjoyment and focusing in on their activities in a natural, observational way that is not obviously staged. This should be framed by the unique World Heritage Site setting.

When selecting images, always give careful consideration to who your audience is and what specifically will appeal to them – what may appeal to visitors may well not be suitable for a business audience.

Using colour images rather than black and white will help you best reflect the natural beauty of the valley setting.

Derwent Valley Mills  
World Heritage Site



**Derwent Valley Mills has a powerful story to tell about its past, present and future. It is a fascinating and unique place.**

Try to reflect this in the language you use, conveying that the World Heritage Site is an extraordinary place where history was made. Emphasise that the valley offers a wealth of hidden gems waiting to be explored.

In communications to visitors, try to draw people in with compelling stories of what an interesting, unusual place Derwent Valley Mills is. This can be balanced with real stories about real people, their lives and achievements in this unique setting.

Although you are likely to use language that is more down-to-earth when talking to residents and business people, don't miss the opportunity to tell them that the World Heritage Site offers a genuinely unique and inspirational environment in which to live and work. Try to combine this element with providing practical information.

Using language that appeals on an emotional level will intrigue your audience, making them more likely to take the crucial step of coming to see or making the most of this special place.

Derwent Valley Mills  
World Heritage Site

Take a journey back to an age when Britain held centre-stage as the world's first industrial nation - to a place where water power was first successfully harnessed for textile production - a milestone in the Industrial Revolution.

# 10 Usage

The brand can and should be used on a wide range of materials including printed and electronic literature and merchandise. The more widely the logo is used, the more widely it will be recognised, raising the profile of the World Heritage Site.

Applications to use the DVMWHS brand at the following locations will be considered favourably,

Derwent Valley Mills  
World Heritage Site



# Using the logo in interpretation

Derwent Valley Mills  
World Heritage Site

## Introduction

**This Guide presents a set of good practice principles for anyone tackling interpretation in the Derwent Valley Mills World Heritage Site (DVMWHS)**

It aims to:

- Encourage interpretation which is inclusive, of the highest quality and which strikes a balance between conservation, access and the interests of local communities.
- Maximise the opportunities presented by World Heritage Site status, not least in strengthening civic pride; increasing study, understanding and enjoyment of the DVMWHS; and providing a focus for the activities of voluntary societies.
- Enable individual organisations and interpretation providers to be aware of the wider DVMWHS picture.
- Co-ordinate interpretation provision in the DVMWHS by avoiding duplication, plugging gaps and linking different places.
- Avoid loss of visual amenity through inappropriate interpretation provision.

The guide seeks to aid, not restrict, those wishing to investigate and explain their local environment. Your local conservation officer should be contacted at the earliest possible stage to discuss proposals for signs, panels and other (fixed) outdoor interpretative media. The DVMWHS Research and Publications

Panel is able to provide practical help and advice and should be contacted during the initial planning of your project. This Panel can be contacted through the World Heritage Site Co-ordinator. A list of useful contacts is provided at the end of this guide.

## Interpretation boards General principles

- Outdoor interpretative panels should be used sparingly. They should only be produced where there is an identifiable need for interpretation, where the site is already well used and where no other medium is possible.
- Signs and outdoor interpretative media should not detract from the visual amenity and special character of the World Heritage Site and its buffer zone.
- Preference should always be given to audio guides, publications and other media which have no physical impact upon a site and its setting. Face-to-face interpretation (talks, demonstrations, workshops, guided walks, community or school events) may be just as effective in achieving your objectives and offer real opportunities for involvement.

## Siting and fixing

The first person to consult on location is your local conservation officer (see list of useful contacts on the back page). Formal legal consent (for example, listed building consent) may be required before a sign or interpretative panel can be fixed to some buildings or structures. If you are considering a location in the public highway, you will also need to consult the highways authority.

- The design, construction, siting and mounting of signs and interpretative panels requires careful thought in order to avoid intrusion. The use of colour should be considered (a dark, recessive background colour may help to minimise intrusion).
- In some instances it may be most appropriate to fix a sign on, or against, a building or structure as it will help blend into the local street scene. However the location, method of fixing and design of the sign require careful thought in order to ensure that the particular building or structure is not disfigured.
- Where freestanding boards are proposed, these should be placed on lecterns where possible so that the panel does not block the view being interpreted.
- The carrier / display case for any panel should be of a high quality durable material appropriate to the particular site and the depth of frame should be kept to a minimum.

## Content

- In order to ensure the authenticity of the site, all interpretative material needs to be based on accurate research and sound evidence.
- Interpretation should never distort the facts.
- Information on outdoor interpretative panels should deal solely with those parts of the site visible, or once visible, from the panel location.
- Keep it simple. Where possible use images to convey information instead of large amounts of text.
- Interpretation in the Derwent Valley Mills World Heritage Site should allow and encourage people to draw their own conclusions and to see beyond what is immediately obvious.
- Interpretation in the Derwent Valley Mills World Heritage Site should be accessible to all categories of people who might be interested in it. Be inclusive. This does not mean that each item of interpretation provision must be aimed at everyone. Be clear about who you are trying to reach. Consider the full breadth of your potential audience and be aware of your responsibilities under the Disability Discrimination Act.

Interpretation of the highest quality can only be ensured if text and graphic material is 'peer reviewed' by expert practitioners. The submission of draft interpretation schemes to the Derwent Valley Mills World Heritage Site Research and Publications Panel (which has access to such expert groups) is therefore recommended. Copies of draft text and graphic material can be submitted to this Panel via the World Heritage Site Co-ordinator (see list of useful contacts on the back page). The panel will seek to return comments within eight weeks of receiving all relevant information.

# 12

## Using the logo in interpretation

Derwent Valley Mills  
World Heritage Site

- Do not try to create false historic typefaces or graphics.
- Keep the design clear and simple.
- In order to create a coherent brand and image for the site, a template for panels has been designed. This includes the preferred map and logo layout.

### For posters, signs and interpretation panels:

- A band should be placed at the absolute bottom of the poster, sign or panel, to full width. This should be in the same colour as the chosen logotype. The height of this band should be 5% of the overall height of the poster, sign or panel (a).
- Other logos and symbols may be displayed in this band reversed out of white (b).
- The height of the logotype should not be less than 5% of the overall height of the poster, sign or panel, or 16mm, whichever is the greater.

### For interpretation panels:

- A band should be placed at the top of the panel. The height of this band should be 5% of the overall height of the panel. A single line of text may be inserted into this band (c).

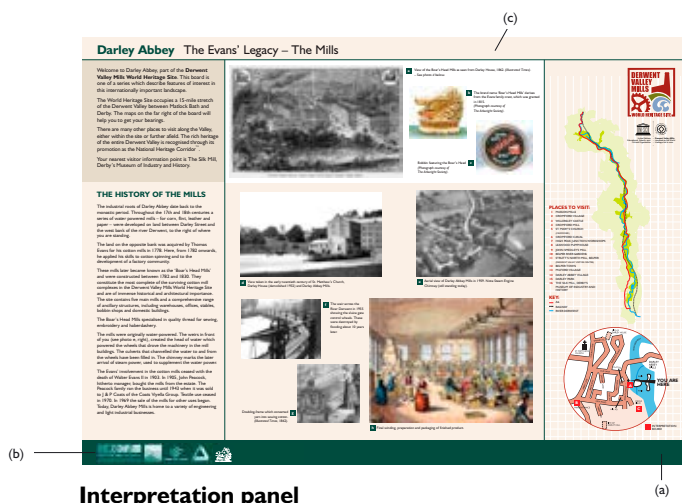
### Directional signs

#### General Principles

- Signing in the Derwent Valley Mills World Heritage Site should be kept to a minimum and only where it is essential or where there is clear benefit that outweighs the environmental impact should be considered.
- The avoidance of clutter in the streetscene is to be aimed for.
- Prior to proposing additional signage an audit of the existing situation should be undertaken. This may identify opportunities to rationalise existing signs and incorporate new signs within the existing, avoiding additional visual clutter.
- Directional signs should be kept to key destinations only.
- It is preferable to use printed materials and maps rather than physical signs to direct people to sites and routes.

### Siting and Design

- In most instances, it is preferable for new signs to be fixed to existing posts, structures or buildings. However, the method of fixing and design of the sign requires careful consideration to ensure the building or structure is not disfigured. It may be that the sign may require formal legal consent (such as listed building consent) and any proposed should be checked with the local Conservation Officer.
- The design and materials of the signs should reflect the environmentally sensitive nature of their surroundings. For example, the use of natural materials such as timber is more appropriate for a rural setting.



Interpretation panel



Road sign

# 13 Authorised use of the logo

The brand can and should be used on a wide range of materials including printed and electronic literature and merchandise. The more widely the logo is used, the more widely it will be recognised, raising the profile of the World Heritage Site.

Applications to use the DVMWHS brand at the following locations will be considered favourably.

Derwent Valley Mills  
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<b>Location</b>	<b>Action by</b>
1. Mill Sites - Literature - Interpretation / Information boards - Signs - Websites - Letterheads	Derwent Valley Mills Partnership & Site Owners
2. Gateway Roadsigns	Derwent Valley Mills Partnership
3. Interpretation information throughout the WHS	Derwent Valley Mills Partnership
4. Derbyshire Visitor Information - Literature - Websites	Local Authorities
5. DVMWHS Website & Newsletter	Derwent Valley Mills Partnership
6. Public Transport Information (for services within the WHS)	Derwent Valley Mills Partnership & Derwent Valley Line Community Rail Partnership

# 14 Contact

Derwent Valley Mills  
World Heritage Site

The World Heritage Site Co-ordinator  
Derwent Valley Mills Partnership  
P.O. Box 6297, Matlock  
Derbyshire DE4 3WJ  
E-mail: [adrian.farmer@derbyshire.gov.uk](mailto:adrian.farmer@derbyshire.gov.uk)