

The most magical
and inspiring tree
garden in the world
visual brand guide



Westonbirt, The National Arboretum is an internationally important collection of rare and unusual trees and shrubs, many of which are the best examples in the British Isles. Thanks to the foresight of its founders, the Holford family, their legacy continues to inspire and amaze throughout the seasons. Today, the arboretum is cared for by the Forestry Commission, with the support of the Friends of Westonbirt Arboretum.

Our mission

Connecting people with trees

Situated in a quiet corner of the Cotswolds, Westonbirt, The National Arboretum offers 600 acres of Grade I Registered Park and Gardens. Visitors are welcome 364 days a year to enjoy the arboretum and to explore, relax and learn within its grounds. Westonbirt's tree collection is one of the best in the UK, if not the world, including 80 champion trees (the biggest examples of their kind) and five national collections. With over 400,000 visitors per year and some 15,000 trees and shrubs, our behind the scenes teams work passionately to maintain the arboretum as a remarkable place for people to enjoy and learn about trees.

The background

A heritage treasure

The beauty and style of the arboretum's landscape was the vision of Victorian landowner Robert Holford. Over 150 years later, Westonbirt's team continues his work managing the trees to show shape, colour and form across the landscape. They refer to Holford's own handwritten notebooks to ensure that the constantly evolving collection remains true to his original concept and today the arboretum offers the most complete surviving example of a Victorian 'picturesque landscape'.

Our work

Conserving for the future

Westonbirt's tree collection includes many rare and unusual species. Our tree and propagation team work with partners across the world, including the Royal Botanical Gardens at Kew and the Millennium Seed Bank to ensure that endangered species are preserved and propagated at the arboretum. Members of the Westonbirt team have travelled the world collecting seeds from plants at risk from climate change and the impact of human activities.



This visual brand guide is designed to be applied to all on-site materials across arboretum publicity and information on and off-line. **All visual brand components have a link to the arboretum and are designed to be used together to bring a harmony across all designed material.**

Our design and visual branding principles

All designed materials should convey that the Westonbirt brand is synonymous with a high quality, memorable and distinctive experience.

The visual branding draws together the very different landscape and built environments of the arboretum through a consistent use of brand elements, colour and typefaces. All of these have a rationale for use that relates to the collection, its history and the current work of the arboretum.

All designed materials should reflect and reinforce the aesthetic design principles of Westonbirt's picturesque landscape : variety, intricacy and connection. Together these create unique contrasts of shape, colour, light and shade, linked together as a harmonious whole which keeps the observer guessing.

The visual brand creates a modern and fresh feel that fits with the innovative landscape design begun by the Holford family and the ongoing contemporary work and development of a world class arboretum.

All design is fully accessible in line with current best practice guidance.



Contents

5–10	The logo
11–14	Graphic elements
15–17	Typography
18–20	Colour
21–28	Design layout & examples



The logo, graphic elements,
typography, colour, design
layout, examples

The logo

The logo for the arboretum is made up of two parts. The maple leaf marque, and the combination of the maple leaf and the wording 'Westonbirt, The National Arboretum'.

The maple leaf is the symbol of Westonbirt. This references the magnificent display of of the Japanese maple trees in the collection each autumn. Whilst the logo has changed, the leaf has remained the constant component. The connection of the leaf stem to the 't' of 'Westonbirt' is a visual link to the mission statement of the arboretum to 'connect people with trees'.



Maple leaf



Full logo



Use the maple leaf marque for all on-site material within the visitor attraction itself (ie. beyond the Welcome Building). This includes:

- Permanent and temporary signage
- Printed guides and display material.

Within the Welcome Building itself, the maple leaf should be used beyond the visitor admission point.

See design layout & examples for more information on use.

Use the full logo for all off-site material. This includes:

- Off-site promotion material
- Signage around the entrance and car park area (ie. before the welcome building).

See design layout & examples for more information on use.

Logo placement
and clear area
proportions

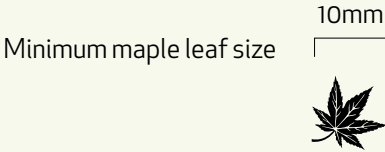
A square box equivalent to the 'x' height of the lowercase letters in the logo should form the basis of aligning the logo and the leaf marque on the left hand edge. The same measurement can be used for the clear space on the right and bottom edges.

The maple leaf and full logo should always be aligned top right of any media. If this is not possible ie: if the full logo is being used by a partner, then the same proportions should be used for minimum clear space around the logo.

'x' height square



Full logo alignment and clear space



Maple leaf alignment
and clear space



Use of the Forestry Commission logo

Forestry Commission England own and manage the arboretum.

To reflect this, the FC logo (and/or supporting statement) should always be used.

Use one of the three versions below.

Typically, the white logo is reversed out of a dark colour or image. Always ensure the logo and text remains legible.

A full colour logo is also available.

See design layout & examples for more information on use.

FC logo, statement and web address

Use for:

- Marketing posters
- The back of marketing and information leaflets.
- Interpretation display materials and panels.



Westonbirt, The National Arboretum is
cared for by the Forestry Commission.

forestry.gov.uk

FC logo and statement

Use for:

- Front of marketing materials (eg. leaflets)
- Wayfinding, signage and adverts.



Westonbirt, The National Arboretum is
cared for by the Forestry Commission.

FC logo

Use where space or reading distance is limited:

- Large format adverts (eg. bus adverts, roadside banners)
- Small press adverts



Colour & mono versions



Westonbirt, The National Arboretum is
cared for by the Forestry Commission.

forestry.gov.uk



Westonbirt, The National Arboretum is
cared for by the Forestry Commission.

forestry.gov.uk

Use:

Where white or a very pale background colour is used.

Colour logo specification:

■ Pantone 369 ■ Pantone 349

Minimum logo size



Westonbirt, The National Arboretum is
cared for by the Forestry Commission. 6pt text




forestry.gov.uk 8pt text

Much of our work is funded and supported by The Friends of Westonbirt Arboretum, a charity with over 25,000 members.

When particular projects have been supported by The Friends, the logo should be used with the ‘supported by’ text.

The logo must always include the registered charity number.

See ‘using partner logos’, design layout & examples for more information on use.

<p>Logo with ‘supported by’ text and web address</p> <p>Example uses:</p> <ul style="list-style-type: none">• Marketing posters• The back of marketing and information leaflets.• Interpretation display materials and panels.	<p>White</p>  <p>Supported by: the friends of Westonbirt Arboretum Registered Charity 293190 fowa.org.uk</p>
<p>Logo with ‘supported by’ text</p> <p>Example uses:</p> <ul style="list-style-type: none">• Marketing posters• The back of marketing and information leaflets.• Interpretation display materials and panels.	 <p>Supported by: the friends of Westonbirt Arboretum Registered Charity 293190</p>
<p>Logo</p> <p>Use where space or reading distance is limited:</p> <ul style="list-style-type: none">• Large format adverts (eg. bus adverts, roadside banners)• Small press adverts	 <p>the friends of Westonbirt Arboretum Registered Charity 293190</p>

Colour & mono versions

Supported by:



the friends of Westonbirt Arboretum
Registered Charity 293190
fowa.org.uk

Supported by:



the friends of Westonbirt Arboretum
Registered Charity 293190
fowa.org.uk

Use:
Where white or a very pale background colour is used.

Colour logo specification:
■ Pantone 185

Minimum logo size

25mm



Supported by:



the friends of Westonbirt Arboretum
Registered Charity 293190
fowa.org.uk

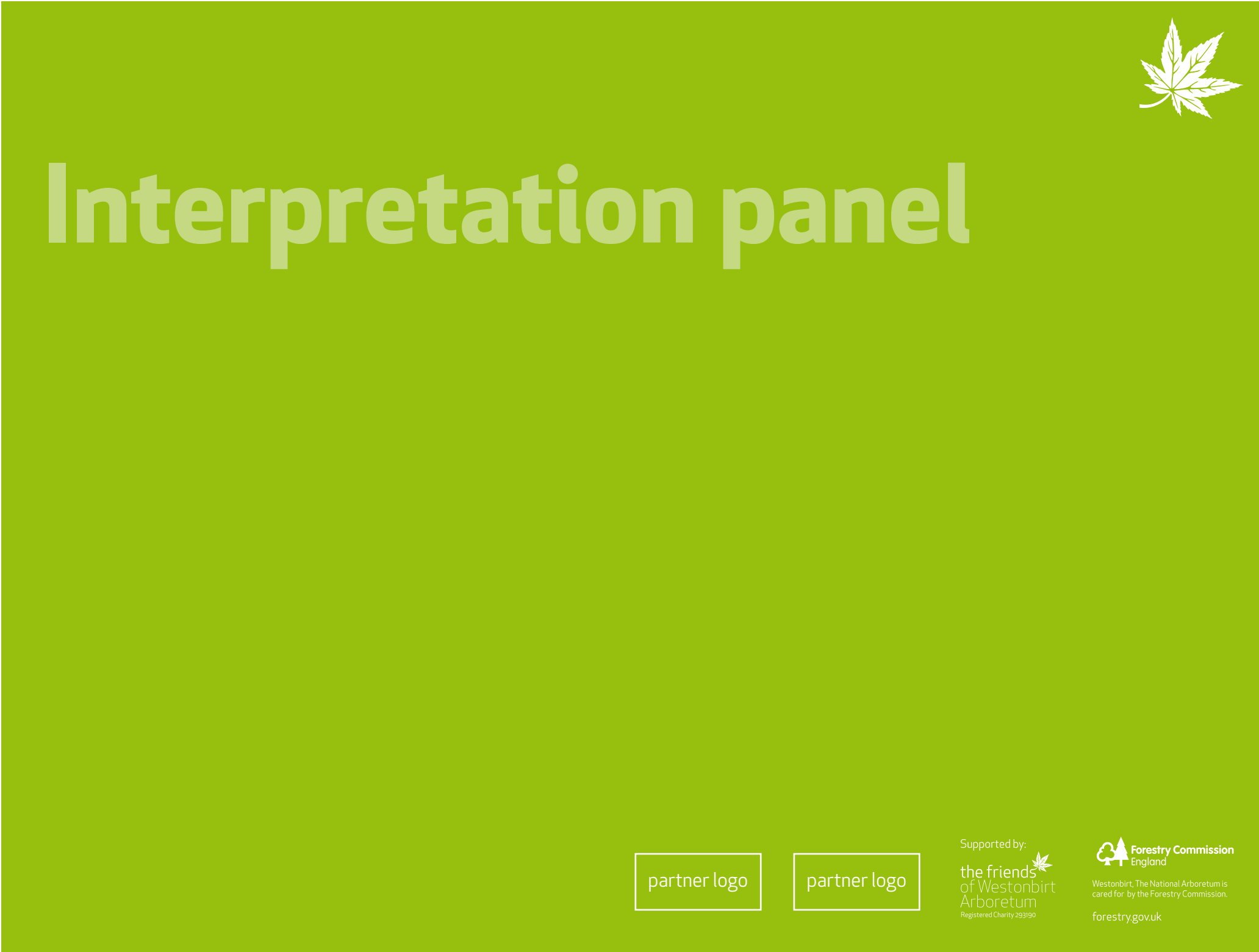
Using partner logos

Projects sometimes require the recognition of partner or third-party organisations.

These should be displayed alongside the logos of Forestry Commission England (and Friends of Westonbirt, if applicable).

These logos are usually placed at the bottom of designs, to act as a sign-off.

See design layout & examples for more information on use.



Basic logo placement examples

These examples show how the arboretum full logo, the maple leaf marque , Friends of Westonbirt and Forestry Commission logos can be used across different forms and sizes of media. These are indicative and the principles should be followed for other formats.

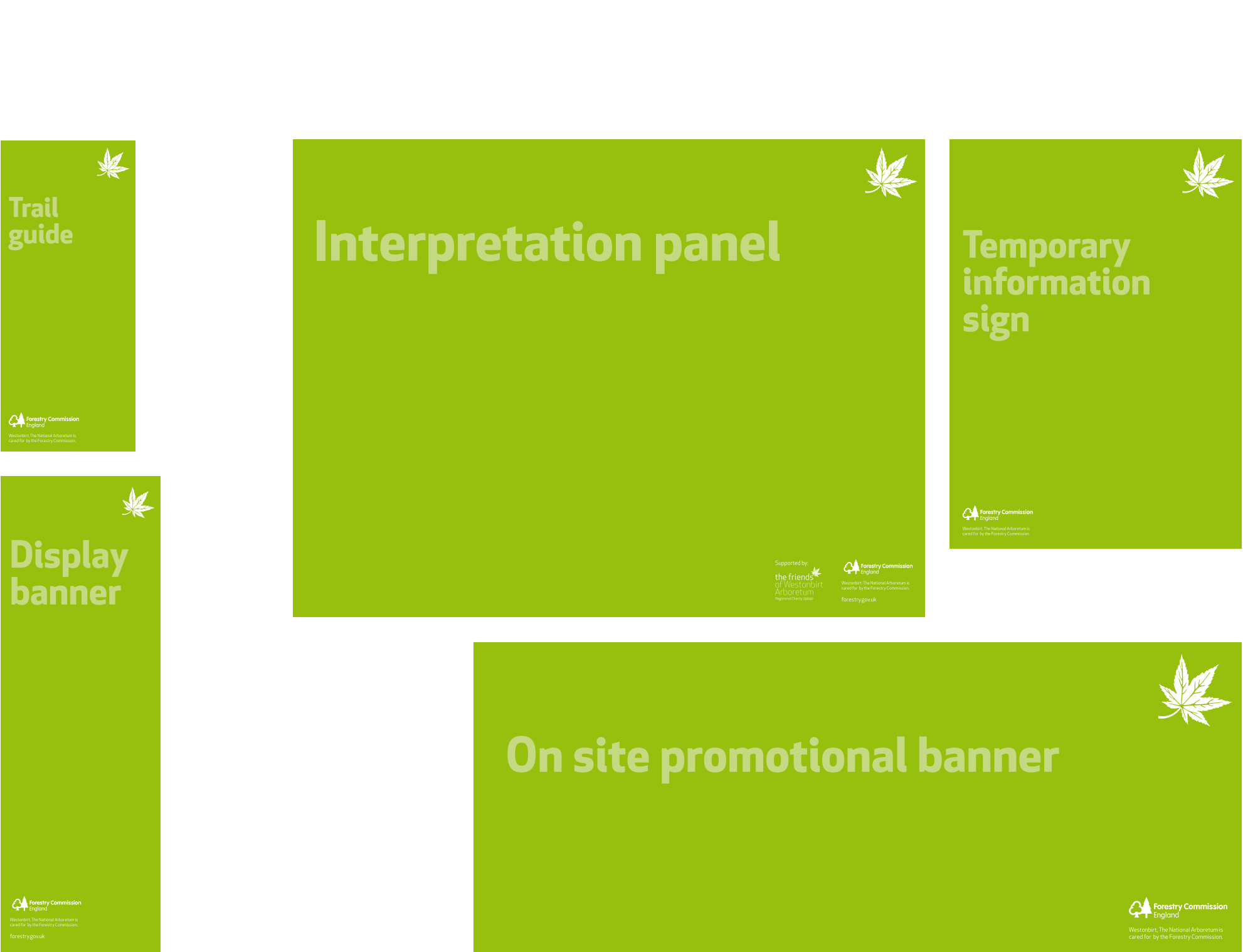
Template grids with the logo inserted have been set up within Adobe Indesign in the most used formats.

See design layout & examples for more information on use.

Full logo use examples



Maple leaf marque examples





The logo, graphic elements,
typography, colour, design
layout, examples

Historical
graphic elements
#1. Monograms

To add visual integrity to the Westonbirt visual brand, two graphic elements have been developed for use on interpretation and wayfinding material.

These elements take inspiration from the Holford family, who founded the arboretum in the nineteenth century

The background

Around the arboretum are examples of monograms - a popular visual device to show a combination of initials. These are set in a roundel.



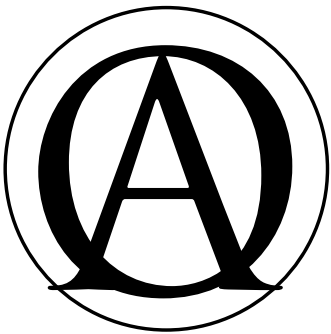
Example of 'Robert Stayner Holford' monogram on Westonbirt House gate lodges.



Example of George Lindsay Holford monogram on gate leading to Forestry Commission office.

Application

Developing monograms for key areas of the arboretum, a subtle way of identifying these areas as important for the first time visitor. These monograms can be used on maps and signage to denote these areas.



Old Arboretum



Silk Wood



2050 Glade



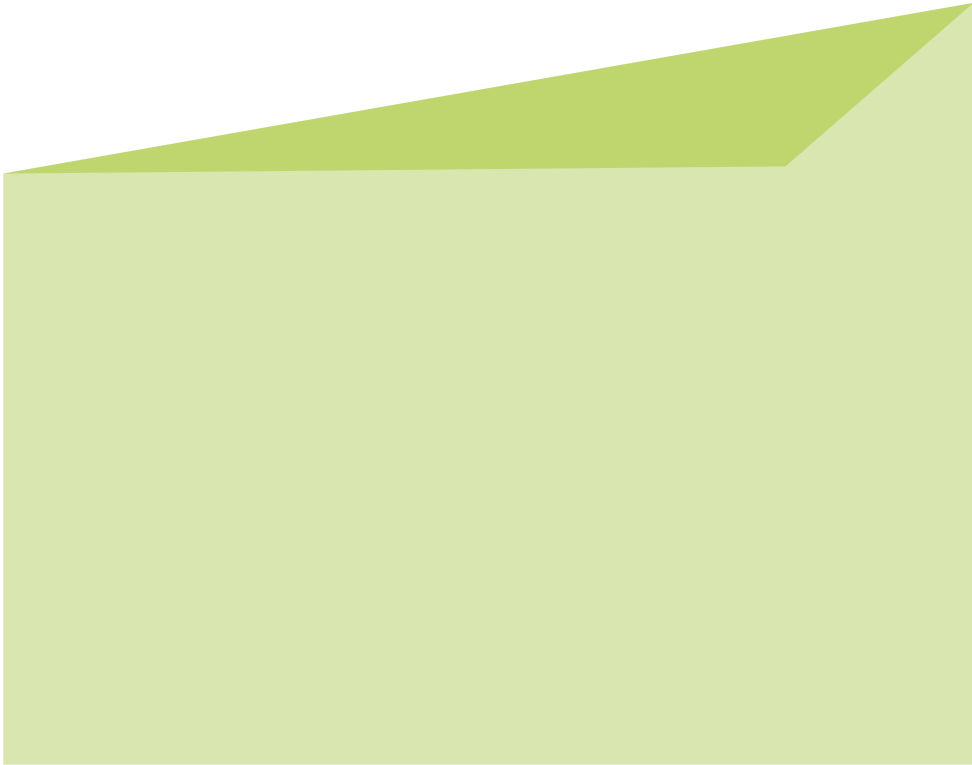
Historical
graphic elements
#2. Ride angles

The background

Within the arboretum are 'rides', these are linear open spaces between the trees.

Robert Holford set Holford Ride and Morley Ride to radiate outwards from Westonbirt House creating interesting vistas for his guests as they travelled through the tree collection. Today, both these rides continue to point to the origins of the arboretum.

The shape between both rides forms a triangular shape that when turned can form the angle for the tops of interpretation and wayfinding panels.



Application

Using angled tops for signage and interpretation panels where appropriate creates a contemporary and dynamic feel, in line with the design principles. This can be carried across into design elements on printed and online media.

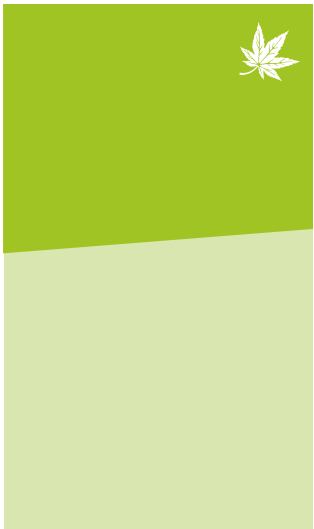
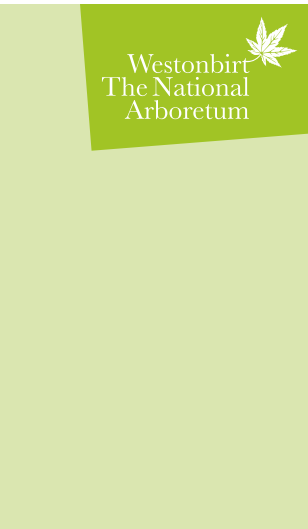
Wayfinding structure



Interpretation panel



Off and on-site publications



Logo
holding device

When using the maple leaf marque and full logo on marketing, promotional and information material with imagery behind, a holding device should be used. This is a box tilted at five degrees on the bottom left axis.

This box references the angles used for wayfinding an interpretation panels within the arboretum.

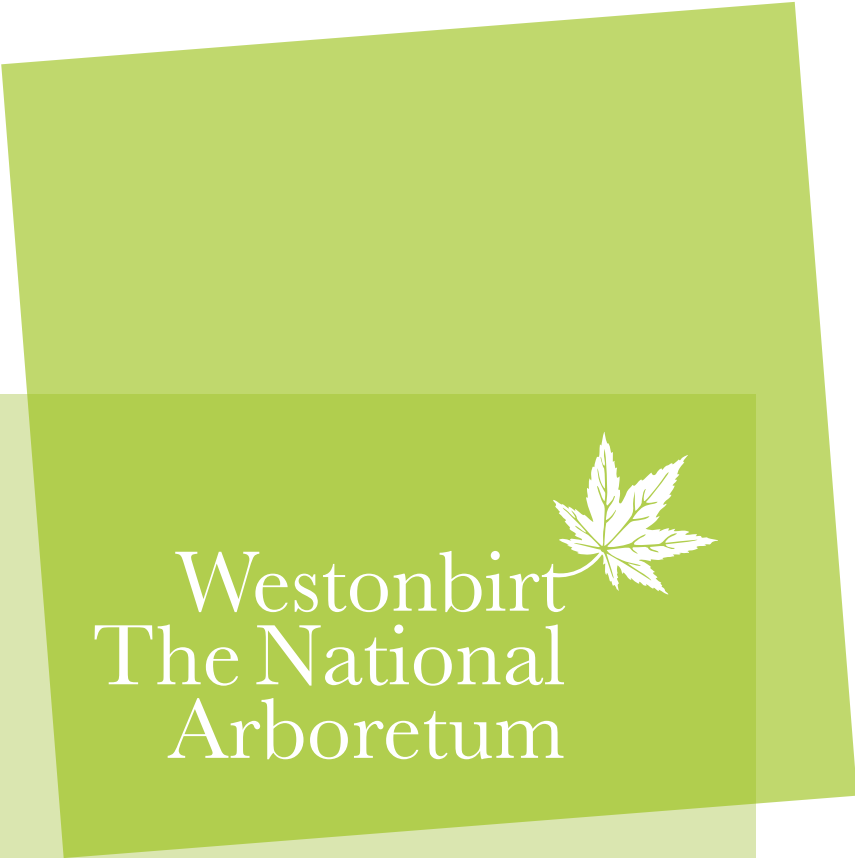
This box can be given a transparency value (if appropriate) to allow a suggestion of the image to be visible behind.

The size of the logo should be relative to the size of the media used but should follow the principles shown below.

The box can be enlarged across the width of printed on-site media (such as trail guides, banners) as a holding device for guide title text.

See branded examples for more information on use.

Box placement with full logo



Placement and proportion : off and on-site media





The logo, graphic elements,
typography, colour, design
layout, examples

Primary typefaces

The primary typefaces chosen for the arboretum visual brand are reflective of the place and the heritage. The combination of traditional and contemporary fonts will communicate with the diverse audiences who visit the arboretum.

By combining these fonts in a considered way, striking layouts can be achieved that communicate the ethos and personality of the arboretum.

See design layout & examples for more information on use.



Text is usually left-aligned.

Baskerville
Regular & *italic*

A serif font, contemporary with the Picturesque movement of the late 18th century.

- Best for:
- Standfirsts (introductions)
 - Sub-headings & pull quotes

- Use sparingly:
- Headings & body copy

Only use Baskerville regular (italic only for emphasis and latin plant names). Use close leading.

Baskerville Regular
abcdefghijklmnopqrstuvwxyz
1234567890
Baskerville Regular Italic
abcdefghijklmnopqrstuvwxyz
1234567890

Welcome to the Old Arboretum, discover a Victorian landscape masterpiece
Welcome to the Old Arboretum, discover a Victorian landscape masterpiece

Apex bold,
book & light

A modern san-serif font.

- Best for:
- Headings (Apex bold)
 - Body text (Apex book / light)
 - Wayfinding & signage

Don't use the medium weight.

Apex bold
abcdefghijklmnopqrstuvwxyz
1234567890
Apex book
abcdefghijklmnopqrstuvwxyz
1234567890
Apex light
abcdefghijklmnopqrstuvwxyz
1234567890

2050 Glade, planting for the future

2050 Glade, planting for the future, this is bodytext for panels. 2050 Glade, planting for the future, this is bodytext for panels. 2050 Glade, planting for the future, this is bodytext for panels. 2050 Glade, planting for the future, this is bodytext for panels. 2050 Glade, planting for the future, this is bodytext for panels. 2050 Glade, planting for the future, this is bodytext for panels. 2050 Glade, planting for the future, this is bodytext for panels. 2050 Glade, planting for the future, this is bodytext for panels. 2050 Glade, planting for the future, this is bodytext for panels. 2050 Glade, planting for the future, this is bodytext for panels.

Secondary typefaces

Can be used for:

- Headings on marketing and interpretation materials.

Always use alongside primary typefaces.
Don't use for subheadings or body text.

Below are some suggested typefaces that fit with the nineteenth century heritage of the arboretum. Other typefaces can be used, subject to sign-off from the Westonbirt team.

See design layout & examples for more information on use.

Additional
TYPEFACES
should **WORK** in
HARMONY
with the
PRIMARY
typefaces

Egyptienne Condensed Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

MAKE Your own incredible
VICTORIAN TREE LANDSCAPE

Jane Austen
abcdefghijklmnopqrstuvwxyz
1234567890

Planted five Wellingtonias, 1856

Poplar Standard Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

CALLING all **TREE** Explorers



The logo, graphic elements,
typography, **colour**, design
layout, examples

Visual brand
colour palette

Colour is key to the arboretum visual brand, the planting gives year round colour and being planted in the picturesque style, darker foliage colours are used to set off lighter colours.

The colours chosen are all taken from natural elements found within the arboretum.

See design layout & examples for more information on use.

Broadleaves and evergreens			Seasonal leaves and flowers				Bark, stone and earth.		
<div><div>Pantone 388</div><div>c 14 m 0 y 79 k 0</div><div>hex: #e3e65b</div></div>	<div><div>Pantone 349</div><div>c 100 m 0 y 91 k 42</div><div>hex: #00703c</div></div>	<div><div>Pantone 182</div><div>c 0 m 26 y 10 k 0</div><div>hex: #fac8cb</div></div>	<div><div>Pantone 102</div><div>c 0 m 0 y 95 k 0</div><div>hex: #fff203</div></div>	<div><div>Pantone 217</div><div>c 0 m 28 y 0 k 0</div><div>hex: #f9c5dc</div></div>	<div><div>Pantone 263</div><div>c 10 m 14 y 0 k 0</div><div>hex: #e0d7eb</div></div>	<div><div>Pantone 304</div><div>c 30 m 0 y 6 k 0</div><div>hex: #ade0ec</div></div>	<div><div>Pantone 400</div><div>c 0 m 3 y 6 k 16</div><div>hex: #dad3cc</div></div>	<div><div>Pantone 468</div><div>c 6 m 9 y 23 k 0</div><div>hex: #eee1c6</div></div>	<div><div>Pantone 454</div><div>c 9 m 6 y 17 k 0</div><div>hex: #e7e5d3</div></div>
<div><div>Pantone 390</div><div>c 22 m 0 y 100 k 8</div><div>hex: #c1cd23</div></div>	<div><div>Pantone 350</div><div>c 79 m 0 y 100 k 75</div><div>hex: #004712</div></div>	<div><div>Pantone 185</div><div>c 0 m 91 y 76 k 0</div><div>hex: #cf3e42</div></div>	<div><div>Pantone 116</div><div>c 0 m 16 y 100 k 0</div><div>hex: #ffd200</div></div>	<div><div>Pantone Rhodamine Red</div><div>c 3 m 89 y 0 k 0</div><div>hex: #e64097</div></div>	<div><div>Pantone 264</div><div>c 26 m 28 y 0 k 0</div><div>hex: #b9b2d8</div></div>	<div><div>Pantone 311</div><div>c 63 m 0 y 12 k 0</div><div>hex: #42e4dd</div></div>	<div><div>Pantone 402</div><div>c 0 m 6 y 14 k 31</div><div>hex: #bbb0a3</div></div>	<div><div>Pantone 465</div><div>c 20 m 32 y 58 k 0</div><div>hex: #cfab7a</div></div>	<div><div>Pantone 452</div><div>c 24 m 18 y 42 k 0</div><div>hex: #c5c19d</div></div>
<div><div>Pantone 376</div><div>c 50 m 0 y 100 k 0</div><div>hex: #8dc63f</div></div>	<div><div>Pantone Black 3</div><div>c 60 m 0 y 60 k 91</div><div>hex: #002e1a</div></div>	<div><div>Pantone 187</div><div>c 0 m 100 y 79 k 20</div><div>hex: #c41230</div></div>	<div><div>Pantone 151</div><div>c 0 m 48 y 95 k 0</div><div>hex: #f89728</div></div>	<div><div>Pantone 248</div><div>c 40 m 100 y 0 k 2</div><div>hex: #9f218b</div></div>	<div><div>Pantone 265</div><div>c 54 m 56 y 0 k 0</div><div>hex: #8177b7</div></div>	<div><div>Pantone 299</div><div>c 85 m 19 y 0 k 0</div><div>hex: #009bdb</div></div>	<div><div>Pantone 405</div><div>c 0 m 10 y 33 k 72</div><div>hex: #695e4a</div></div>	<div><div>Pantone 463</div><div>c 30 m 56 y 100 k 37</div><div>hex: #bb7e32</div></div>	<div><div>Pantone 450</div><div>c 60 m 50 y 100 k 22</div><div>hex: #67652f</div></div>
<div><div>Pantone 369</div><div>c 59 m 0 y 100 k 7</div><div>hex: #6cb33f</div></div>		<div><div>Pantone 188</div><div>c 0 m 97 y 100 k 50</div><div>hex: #8b0e04</div></div>	<div><div>Pantone Warm Red</div><div>c 0 m 75 y 90 k 0</div><div>hex: #f26531</div></div>	<div><div>Pantone 262</div><div>c 45 m 100 y 0 k 55</div><div>hex: #56004e</div></div>	<div><div>Pantone 267</div><div>c 89 m 100 y 0 k 0</div><div>hex: #492f92</div></div>	<div><div>Pantone 309</div><div>c 100 m 0 y 0 k 72</div><div>hex: #004a69</div></div>	<div><div>Pantone 412</div><div>c 0 m 30 y 66 k 98</div><div>hex: #251100</div></div>	<div><div>Pantone 476</div><div>c 57 m 80 y 100 k 45</div><div>hex: #54301a</div></div>	<div><div>Pantone 448</div><div>c 65 m 58 y 100 k 35</div><div>hex: #524f26</div></div>

Using the
colour palette
with the logo

The examples below show how the colour
palette can be used flexibly with the
maple leaf marque and the full logo to
create dynamic pairings of colours.

See design layout & examples for more information on use.



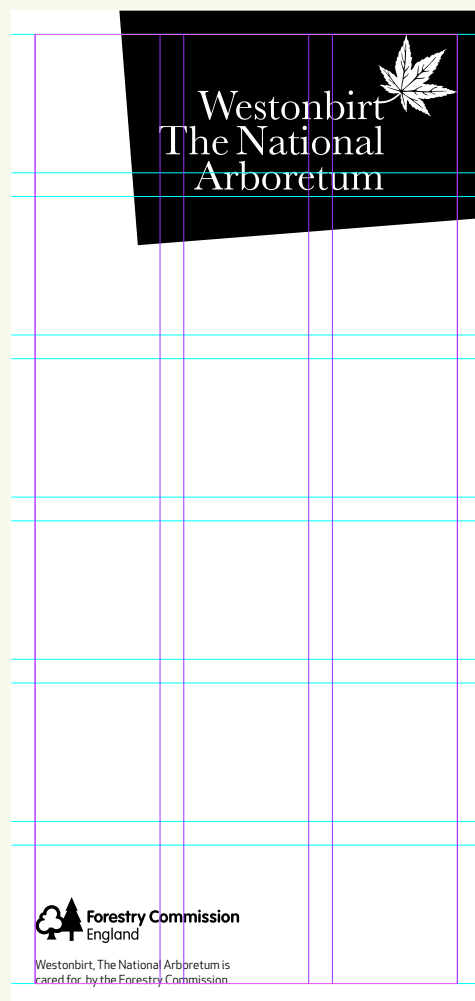


The logo, graphic elements,
typography, colour, design
layout & examples

DL template grid
(99x210mm)

Example application

- use of holding box for full logo
- strong use of colours from palette
- strong use of photography
- holding box can be used for Forestry Commission logo and supporting message.
- dynamic use of typography and graphic elements to create depth

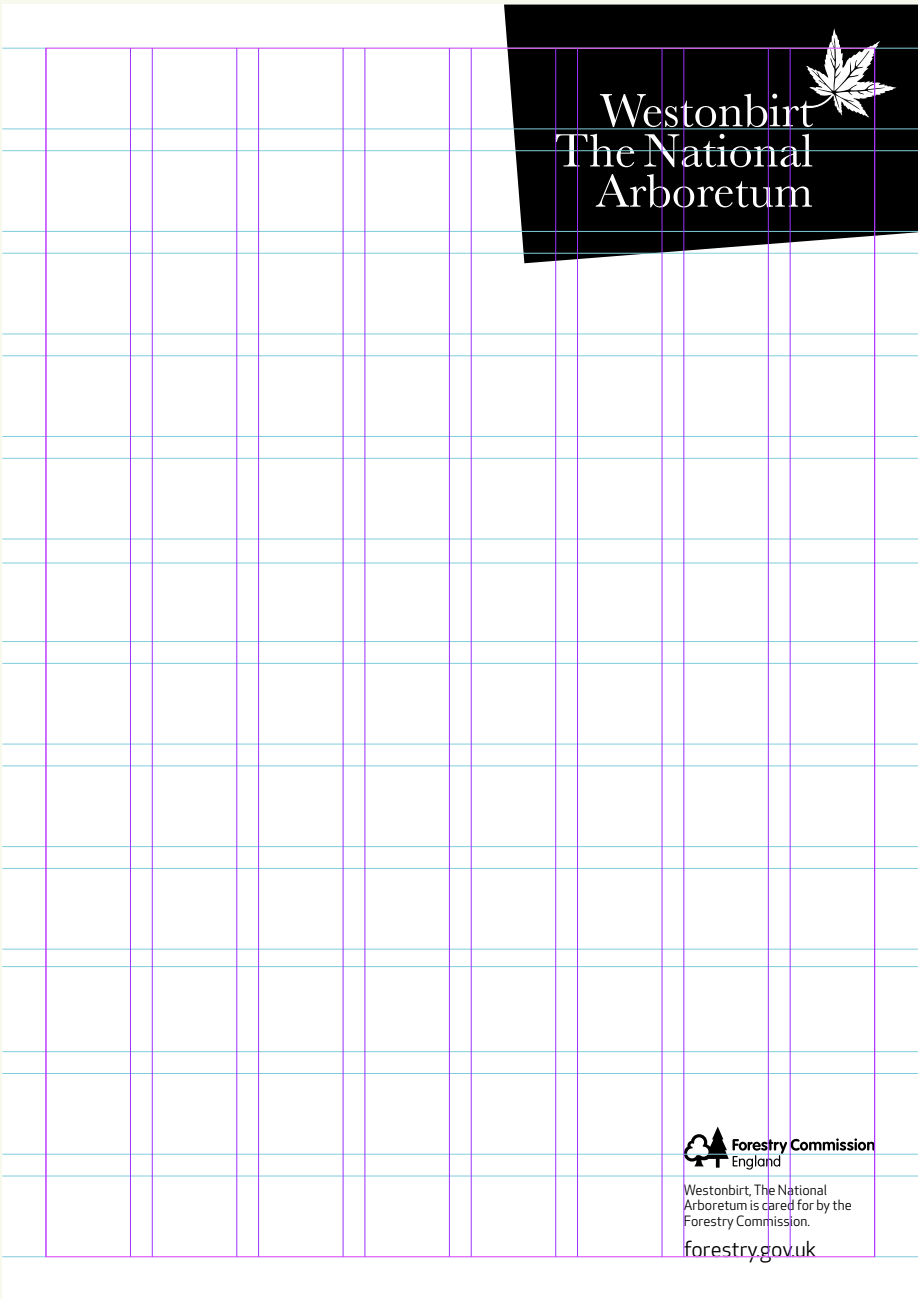


Off-site
examples
seasonal
promotional
campaign:
promotional poster

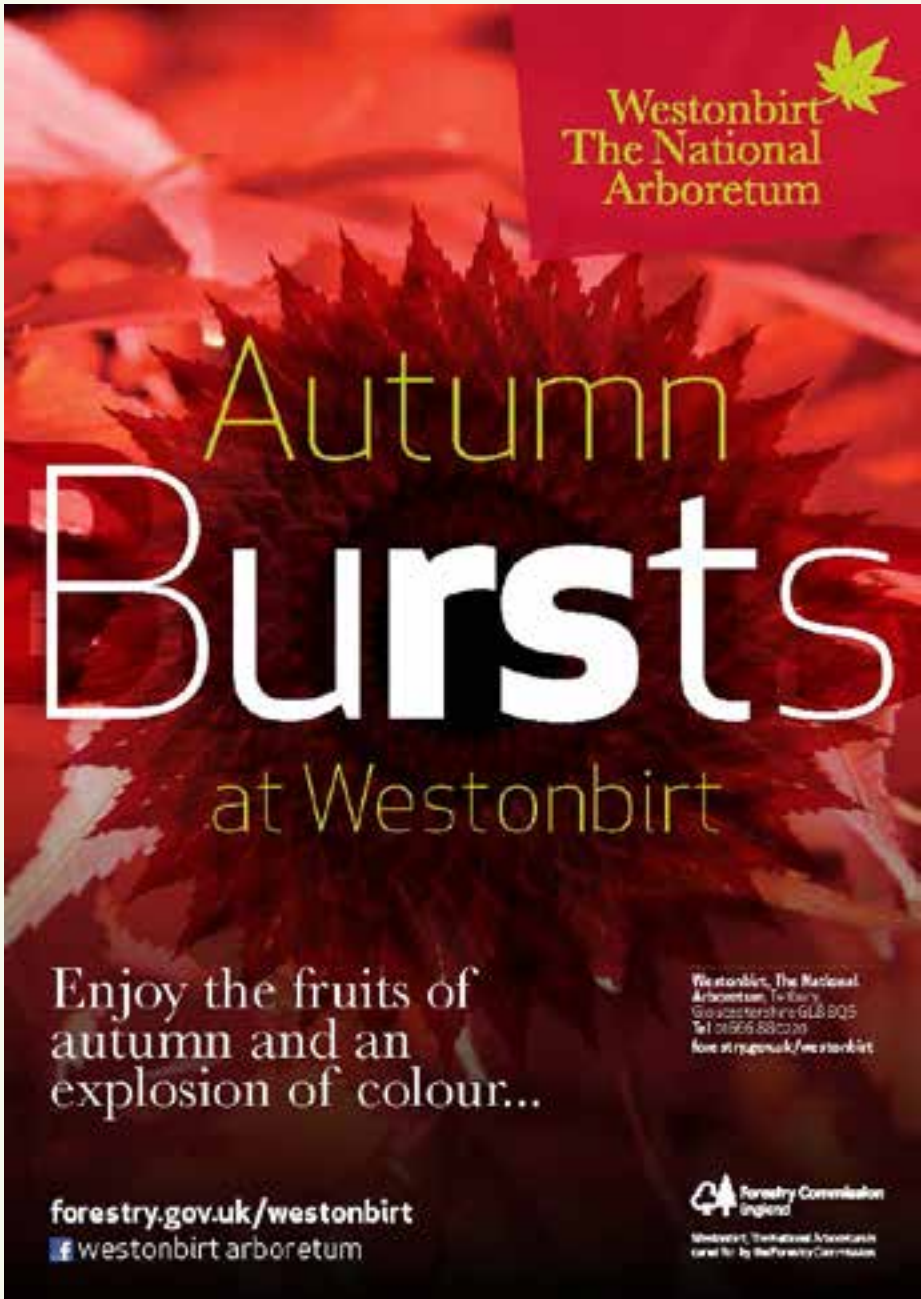
- Design notes
- strong pairing of colours from palette.
 - dynamic typography using brand fonts
 - correct use of Forestry Commission logo and supporting message.

- Typography notes
- Apex bold and light for heading
 - Baskerville for supporting text
 - Apex bold and light for small / info text

A4 template grid
(99x210mm)



Example application



Off-site
examples
seasonal
promotional
campaign

Design notes

- strong pairing of colours from palette.
- dynamic typography using brand fonts
- correct use of Forestry Commission logo (but no supporting message).

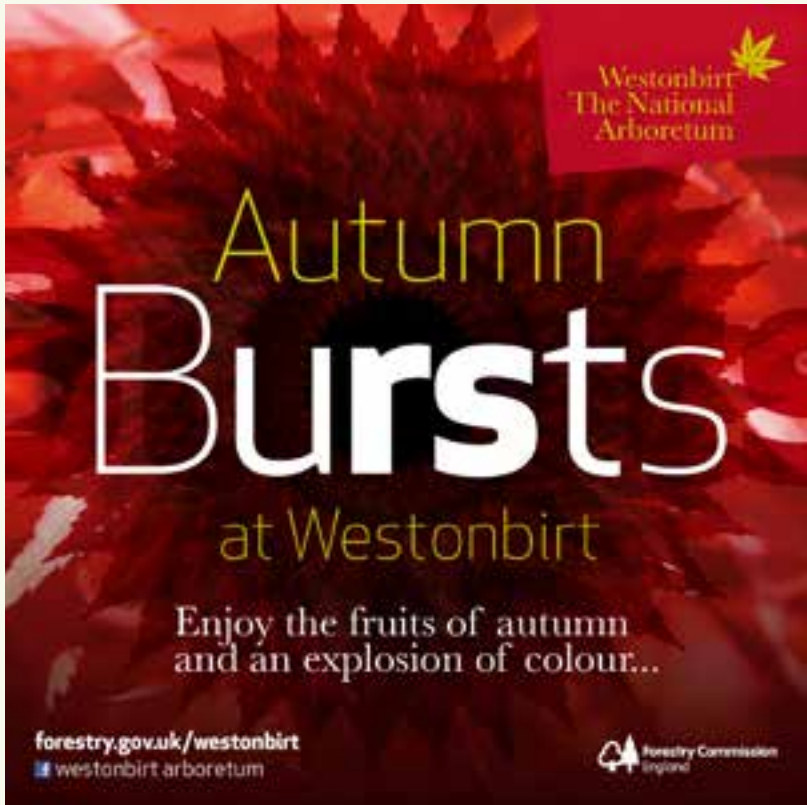
Specifications

- banner specifications are available from the Westonbirt team.

PVC banner
(2840x1090mm)



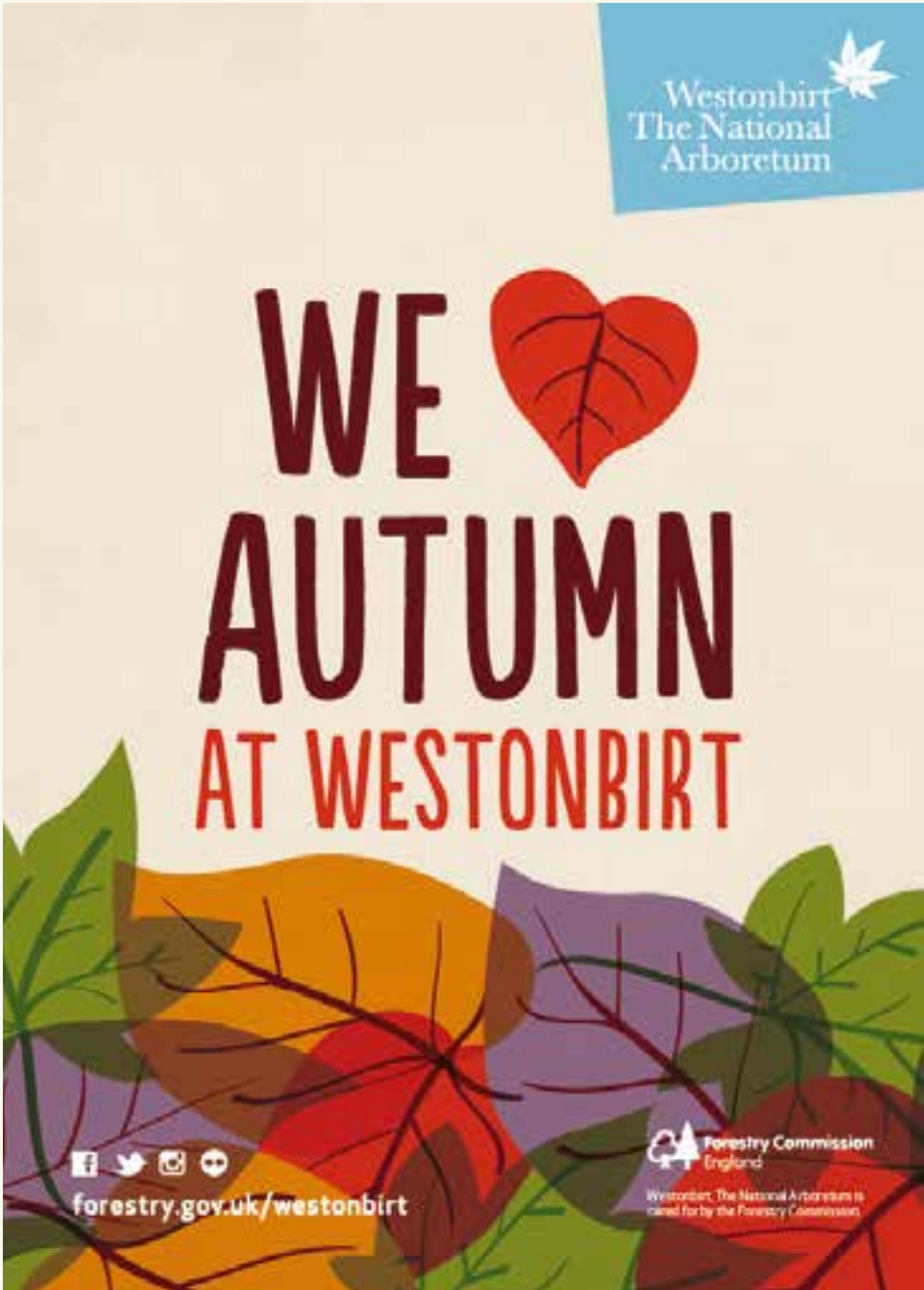
PVC banner
(2438x2438mm)



Off-site
examples
seasonal
promotional
campaign:
promotional posters

The two examples below show how the visual identity allows for a creative approach. The main title can use one of the primary typefaces (Baskerville or Apex), though others can be used with the approval of the Westonbirt team, as shown here.

The other elements (eg. placement of logos, informative text) are more rigid and are required to follow the rules laid out in this guide and as shown below.



All supporting text uses Apex bold, book or light.

Full logo in containing device

Secondary typefaces can be used for large, display purposes

Strong pairing of colours from palette.

Forestry Commission logo with supporting statement



Forestry Commission logo with supporting statement

Full logo in containing device

Secondary typefaces can be used for large, display purposes

Strong pairing of colours from palette.

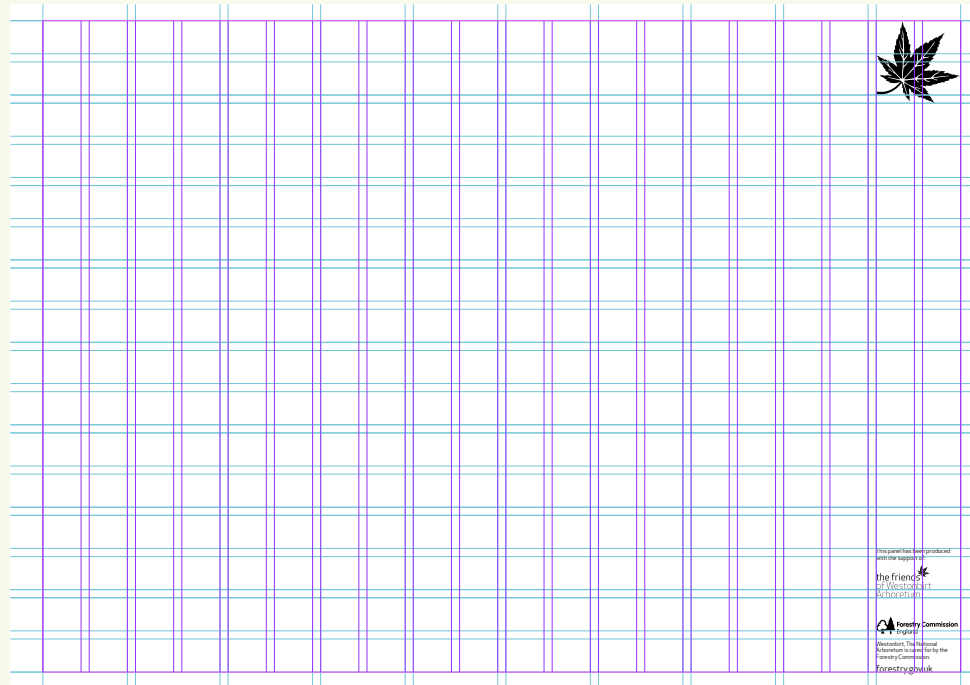
All supporting text uses Apex bold, book or light.

On-site examples interpretation panel

Design notes

- strong use of colours from palette
- dynamic editorial layout style - strong use of grid, headline, introduction and bodytext
- use of The Friends of Westonbirt and Forestry Commission logos as per guidance.
- use of additional graphic elements to give depth to design

A0 template grid
(841×1189mm)



Example application



On-site
examples
seasonal
interpretation
panels

- Design notes
- strong use of colours from palette
 - dynamic editorial layout style - strong use of grid, headline, introduction and bodytext
 - use of The Friends of Westonbirt and Forestry Commission logos as per guidance.

 OLD ARBORETUM

Autumn trail ①

Trail stop heading

Bis excepel entium antiist, aut perferum qui re odi vel inveria nonsequ aspereptat pe quia pore venditem et as del il ipidel inte pliae prerum harciet moluptas diatuscid ut veritio. Et porae cusae magnam eosam. Bis excepel entium antiist, aut perferum qui re odi vel inveria nonsequ aspereptat pe quia pore venditem et as del il ipidel inte pliae prerum harciet moluptas diatuscid

Bis excepel entium antiist, aut perferum qui re odi vel inveria nonsequ aspereptat pe quia pore venditem et as del il ipidel inte pliae prerum harciet moluptas diatuscid ut veritio. Et porae cusae magnam eosam, que net posam consedi taquatuae dolupti dolupit unt, vendus, temque ium illuptio im facere derum sequiate repudi ut officip itibusae laborest et, everchi liquas et fugiae cum quas

Bis excepel entium antiist, aut perferum qui re odi vel inveria



Supported by

 the friends of Westonbirt Arboretum
Registered Charity 1046010

 Forestry Commission
England

Westonbirt, The National Arboretum is owned and managed by the Forestry Commission.

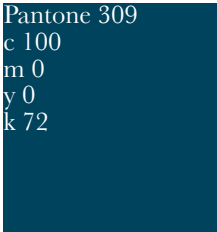
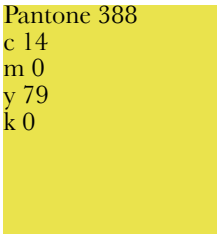
forestry.gov.uk

On-site
examples
vehicle facing
signage

- Design notes
- use of angles within signage structure and panel shape
 - routed maple leaf marque on timber post
 - strong pairing of colours from palette. In this instance the colours have been chosen based on the shadows cast on the ground by trees, with the light green based on the colour of leaves through sunlight.
 - correct use of Forestry Commission logo and supporting message.

Examples below show driveway signage

- uses full Westonbirt, The National Arboretum logo as per guidance on page 6.



On-site examples
visitor facing signage
- wayfinding and
interpretive

- Design notes
- use of angles within signage structure and panel shape
 - routed maple leaf marque on timber post
 - use of monogram to denote area of arboretum
 - correct use of Forestry Commission logo and supporting message.



On-site examples
visitor facing
signage interpretive
hotspot signage

- Design notes
- use of angles within signage structure and panel shape
 - routed maple leaf marque on timber post
 - use of monogram to denote hotspot
 - correct use of Forestry Commission logo and supporting message.
 - graphic elements to create depth to panel design



On-site
examples
Interpretation
banners

- Design notes
- use of heritage elements to give depth to design layout.
 - monogram style for drop capitals.
 - use of The Friends of Westonbirt and Forestry Commission logos as per guidance.



Discover

Find out the key picturesque principles for yourself...

Robert
Robert Holford was a pioneer of the picturesque style in landscape gardening and a key figure in the development of the Westonbirt Estate.

Robert
The estate was created by Robert Holford in the 18th century and is a fine example of the picturesque style in landscape gardening.

Discover
The estate was created by Robert Holford in the 18th century and is a fine example of the picturesque style in landscape gardening.

Picture perfect

Robert Holford did not simply collect exotic trees, he used them to create a landscape-styled picture for his family and guests to enjoy. The artistic landscape 'rules' he used continue to provide the arboretum with much of its special atmosphere.

Knowledge of the picturesque style, the principles used by Robert Holford to create his arboretum, is regarded as a key element in the development of the Westonbirt Estate. These were given shape by landscape gardeners in the 18th century, who used the principles of the picturesque to create a landscape that was both beautiful and useful.

Today, it is hard to imagine the Westonbirt Estate without its two collections. The arboretum began as a collection of trees, and the arboretum began as a collection of trees. The arboretum began as a collection of trees, and the arboretum began as a collection of trees.

Thanks to Robert Holford, the Westonbirt Estate is a fine example of the picturesque style in landscape gardening. The estate was created by Robert Holford in the 18th century and is a fine example of the picturesque style in landscape gardening.

Robert Holford did not simply collect exotic trees, he used them to create a landscape-styled picture for his family and guests to enjoy. The artistic landscape 'rules' he used continue to provide the arboretum with much of its special atmosphere.



"The rhododendrons, happily growing in suitable soil, are of great magnificence, and every kind is represented."





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Find out the key picturesque principles for yourself...

Robert
Robert Holford was a pioneer of the picturesque style in landscape gardening and a key figure in the development of the Westonbirt Estate.

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Discover
The estate was created by Robert Holford in the 18th century and is a fine example of the picturesque style in landscape gardening.

Botanical treasures

Our collection of rhododendrons may be less well known than our maples, but they rival them for colour and importance.

Rhododendrons are a key part of the Westonbirt Estate's botanical treasures. They are a key part of the Westonbirt Estate's botanical treasures. They are a key part of the Westonbirt Estate's botanical treasures.

Robert Holford did not simply collect exotic trees, he used them to create a landscape-styled picture for his family and guests to enjoy. The artistic landscape 'rules' he used continue to provide the arboretum with much of its special atmosphere.

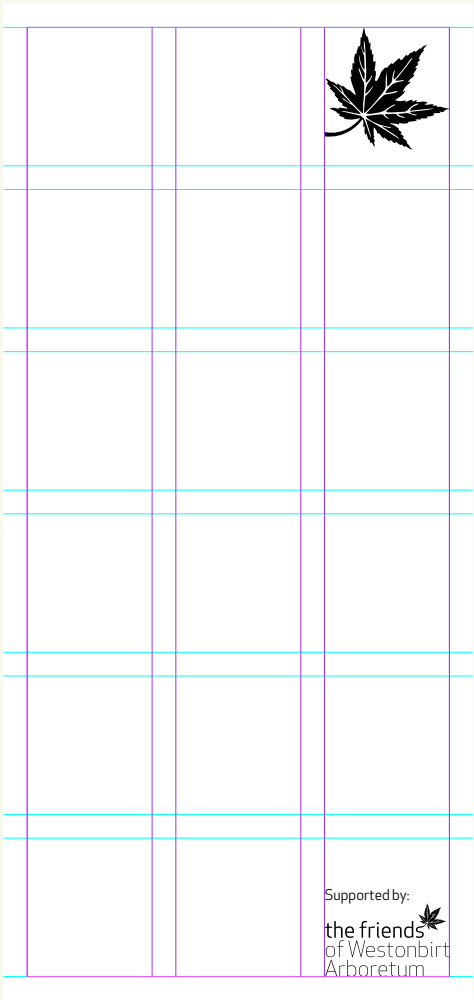
Robert Holford did not simply collect exotic trees, he used them to create a landscape-styled picture for his family and guests to enjoy. The artistic landscape 'rules' he used continue to provide the arboretum with much of its special atmosphere.



On-site
examples
seasonal guide

- Design notes
- strong photography
 - use of The Friends of Westonbirt Arboretum' logo and supported by message.

DL template grid
(99x210mm)



Example application



On-site examples seasonal guide map

Design notes

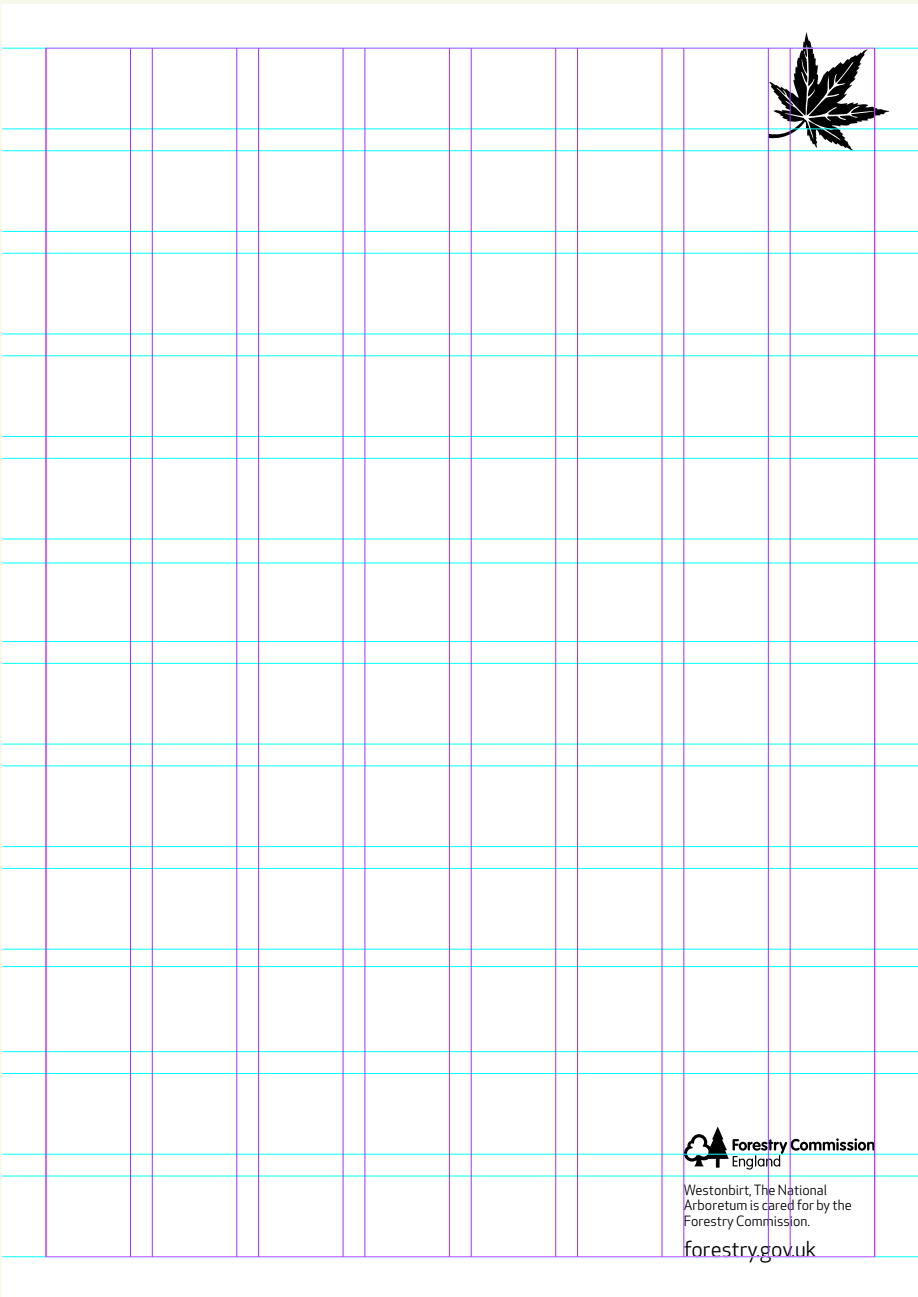
- use of unique Westonbirt map
- hotspot identifiers
- event marketing



On-site
examples
information
poster

- Design notes
- strong pairing of colours from palette. In this instance the colours have been chosen based on the colours of spring flowers that bloom in the arboretum
 - dynamic typography using brand fonts
 - correct use of Forestry Commission logo and supporting message.

A4 template grid
(99x210mm)



Example application



On-site
examples
one-off temporary
interpretation signage

- Design notes
- strong use of colour palette
 - concept left approach. Interpretation designed to emulate plant labels as interpreting use of soil to restore an arboretum landscape.
 - dynamic typography using secondary brand fonts
 - correct use of Forestry Commission logo and supporting message.
 - correct use of The Friends logo.
 - supporting logos used in an appropriate way.





For advice on using these guidelines please contact:
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