

A scenic landscape of a valley at sunset. The sun is low on the horizon, casting a warm glow over the scene. In the foreground, several tall purple orchids are in bloom. The middle ground shows a valley with a river or stream winding through it. The background features rolling hills and mountains under a cloudy sky. The entire image is framed by a white outline that follows the contours of the landscape.

**INSPIRED BY THE  
PEAK DISTRICT  
MARKETING  
TOOLKIT**



INSPIRED BY THE  
PEAK DISTRICT

The Peak District National Park lies at the heart of the area and, with the wider Peak District, has **many special qualities** that contribute to its strong sense of place and identity. This gives the 'Inspired by the Peak District' logo its strength.

The special qualities that define the Peak District and make it so distinctive include its dramatic landscape, its sense of tranquillity, **a landscape that tells a story of people, communities, farming and industry**, its internationally important habitats and a place for people to escape, discover, enjoy and do business.



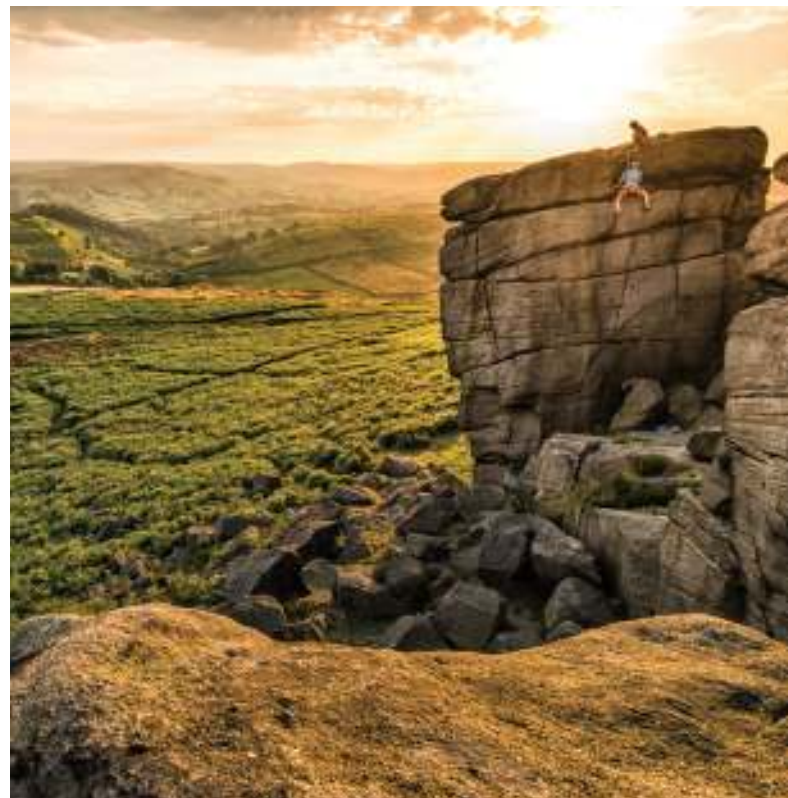
## WHAT IS INSPIRED BY THE PEAK DISTRICT?

The 'Inspired by the Peak District' initiative has been developed to provide all types of businesses within the wider Peak District the opportunity to develop a marketing edge from their association with the distinctive and dramatic Peak District environment.

We believe the Peak District is a good place to do business, a great place to live and a special place to visit. It is a recognisable destination and many businesses in the area derive value from associating with the Peak District.

Marketing Peak District & Derbyshire (MPDD), Business Peak District and the local authorities in the area are championing the initiative by creating this toolkit to help demonstrate our Peak District origins and associations, what makes us special and makes people want to visit, live and work here.

If we all use the toolkit in our marketing activity we will be communicating consistent messages about the Peak District, raising awareness of our distinctive, unique and special offer as well as supporting the work of MPDD.



**European Union**  
European Regional  
Development Fund

**BUSINESS  
PEAK  
DISTRICT**



**MARKETING  
PEAK DISTRICT  
& DERBYSHIRE**



**INSPIRED BY THE  
PEAK DISTRICT**



## THE LOGO INSPIRED BY THE PEAK DISTRICT

**'Inspired by the Peak District' is a strong, recognisable logo, associated with quality, which celebrates this unique place, as well as helping local businesses strengthen their own product.**

Businesses are proud of their association with the Peak District and the unique character, experiences and opportunities it offers. The more organisations that promote the Peak District, the more recognition the 'Inspired by the Peak District' (IPD) logo will have, adding new ways to promote the area and support the work of MPDD.

**'Inspired by the Peak District' has a number of roles:**

- It promotes the Peak District
- It provides a sense of place for those whose businesses are located in or near the Peak District
- It provides your business with a well recognised logo that gives your business a marketing edge to help sell your products and services
- It allows you to find other, like minded businesses with whom you can work or share information
- It provides the area with true distinctiveness and a platform from which you can sell products and services at home and abroad.

The logo is designed to bring businesses together, to show their association with the Peak District and to provide businesses with the opportunity to use it to help promote both the area and their business.





  
INSPIRED BY THE  
PEAK DISTRICT

Stanage Millstone  
*cow close farm*





INSPIRED BY THE  
PEAK DISTRICT



# THE BENEFITS INSPIRED BY THE PEAK DISTRICT

**Initiatives such as 'Inspired by the Peak District' are increasingly important for customer trust and loyalty. An association with such a place of quality can provide credibility that can help make your product or service stand out.**

The 'Inspired by the Peak District' initiative represents pride, consistency and of course, the beautiful Peak District.

87% of people research and carry out comparisons before they make a purchase; having something unique like an 'Inspired by the Peak District' logo will give you a marketing edge over the competition.

The more businesses that use the logo, the more it will be recognised.

*Peak District Design using the logo on their packaging.*



## Why should I use this logo in particular?

For the reasons stated before, but also for the practical benefits it can bring your business:

- Access to the logo in various formats to use on your marketing materials and to promote your products and services
- Opportunities to attend free networking events
- Access to the growing social media groups for networking and sharing ideas
- To be part of an 'Inspired by' community sharing ideas and best practices

*"Businesses are proud of their association with the Peak District and the unique character, experiences and opportunities it offers.*

*The more businesses that help to promote the Peak District, the more recognition the Peak District logo will have. The more recognisable our logo becomes, the more it can help us all sell our products and services at home and internationally".*

Kate Kearns.

Inspired by the Peak District Project Officer.



## WHO CAN USE THE LOGO?

**A broad range of businesses are now using the 'Inspired by the Peak District' logo. Many are visitor economy businesses, many are part of the supply chain providing food and drink as well as services, manufacturing, crafts, creative work and many other business sectors.**

The large number of businesses who have already signed up to use the logo is growing all the time, adding to and strengthening the products and services that use it.

These businesses, all inspired in their own way, bring business to the area and play an important part in growing the local economy.



Peak UK using the logo on their brochure.

*"By using the IPD logo we are sharing our 'Passion for the Peak District', uniting the area as a community of businesses that are all inspired in some way by the Peak District".*

Kate Kearns.  
Inspired by the Peak District Project Officer.

The logo is available and free to use by any business that is a member of Business Peak District or Marketing Peak District & Derbyshire. To use the IPD logo you need to embrace the following core values:

- a **PASSION** for the Peak District, its unique landscapes, character, experiences and the people who live here
- to **CARE** for the Peak District environment and its surrounding areas
- **CELEBRATE** the Peak District in your everyday activities

**You don't have to be based within the National Park boundary** and it's not just for Visitor Economy businesses; it's for any business in or close to the wider Peak District area including all of the High Peak, Staffordshire Moorlands and Derbyshire Dales. Businesses close to these boundaries who feel that their business, products or services are also "Inspired by the Peak District" may also use the logo following approval.



INSPIRED BY THE  
PEAK DISTRICT

# USING THE 'INSPIRED BY THE PEAK DISTRICT' LOGO

The logo is available to use for your products and marketing materials in several formats, for example, as a digital logo on a website or as a print logo on product packaging. The various files are supplied at the time of registration or subsequently on request.

## Colours

The logo comes in six different primary colour options and black.

There are in addition four secondary colours.

This range ensures you can choose a colour that matches your business corporate colours.

The logos are available in a number of different formats to suit your requirements for either print or for digital use on your website.

Low resolution versions for Web are in rgb .jpeg and .png format. Higher resolution versions for Print are in cmyk .jpg and .eps format.



INSPIRED BY THE  
PEAK DISTRICT

**Blue John**  
Pantone 2597  
C:80 M:99 Y:0 K:0  
R:92 G:6 B:140



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PEAK DISTRICT

**Black Rock**  
Pantone 404  
C:20 M:25 Y:30 K:59  
R:119 G:110 B:100



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**Black**  
C:0 M:0 Y:0 K:0  
R:0 G:0 B:0



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**Malachite**  
Pantone 340  
C:99 M:0 Y:84 K:0  
R:0 G:150 B:94



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**Amber**  
Pantone 1235  
C:0 M:31 Y:98 K:0  
R:255 G:184 B:28



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**Garnet**  
Pantone 7621  
C:0 M:98 Y:91 K:30  
R:171 G:35 B:40



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**Fluoride**  
Pantone 3115  
C:59 M:0 Y:14 K:0  
R:0 G:193 B:213



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**Limestone**  
Pantone Warm Grey 3  
C:9 M:11 Y:13 K:20  
R:191 G:184 B:175



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**Sandstone**  
Pantone 615  
C:8 M:3 Y:41 K:3  
R:214 G:207 B:141



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**Derbyshire**  
Pantone 2260  
C:31 M:0 Y:39 K:0  
R:182 G:207 B:174



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PEAK DISTRICT

**Clay**  
Pantone 2023  
C:0 M:48 Y:54 K:0  
R:250 G:147 B:112



## Minimum Size



There is a suggested minimum size of 16mm in height.

The logo is also available with the 'a' in Peak as an 'a' and not an 'arch' as the black logo shows for use on packaging and small labels only.

This image, more legible when small, is not to be used on websites or print materials greater than 16mm.

Minimum height = 16mm



## Spacing

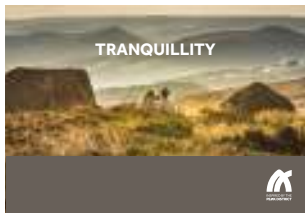
There should be a clear exclusion zone around the logo as illustrated.

Always make sure the chosen logotype you use has sufficient clear space around it.

As a general rule use the halved height of the logomark within the tile as a guide.



## On Images



## Reversed out



In addition to the logos shown on the previous page on a white background, the logo is available reversed out of the primary colours or as a white logo for use on colour bars and 'on image' work. Please note: The rule of spacing, as seen at the top of this page still applies.



## Do Not

### What Not To Do

To make sure the 'Inspired by the Peak District' logo appears as consistently as possible across all communications, there are a few ways we don't want our logo to appear.

example 1 - Do not use incorrect colour palette.



example 1

example 2 - Do not reproduce logo as outlines



example 2

example 3 - Do not distort the logomark.



example 3

example 4 - Do not change orientation of the logo.



example 4



INSPIRED BY THE  
PEAK DISTRICT

# USING THE LOGO ACROSS ALL ASPECTS OF YOUR MARKETING

There are many ways that the logo can be used; here are a few images showing how businesses are using it on their products or services. The only thing we ask of you is that you do not distort, alter the shape of, crop, or add to the logo.



**Trade Show Signage**  
Guy Badham



**Greetings Cards**  
Michael Cummins Photography



**Business Flyers & Leaflets**  
Taylormay



**Product Packaging**  
Lomas & Lomas



**Window Stickers**  
Lomas & Lomas



**Facebook pages**  
Inspired by the Peak District



**Email signatures**  
White Peak Shepherd Huts



**Stickers on products**  
Sheffield Honey



**Website**  
Cup & Saucer



**Business Stationery**  
Peak District Design



**Business Cards**  
Business Peak District



**Online Advertising**  
My Guided Walks



# WHAT DO I NEED TO DO TO START USING THE LOGO?

We hope this toolkit has given you some ideas on how you can make the 'Inspired by the Peak District' logo work for you and your business.

If you are not already 'Inspired by the Peak District' and would like to start using the logo to benefit your business go to [www.businesspeakdistrict.com](http://www.businesspeakdistrict.com) or [www.marketingpeakdistrictandderbyshire.com](http://www.marketingpeakdistrictandderbyshire.com) to become a member.

All new members will receive a starter pack, which includes the toolkit, case studies of businesses who are already using the logo, window stickers and labels.

## Useful Links

### Marketing Peak District & Derbyshire

[www.marketingpeakdistrictandderbyshire.com](http://www.marketingpeakdistrictandderbyshire.com)

### Visit Peak District

[www.visitpeakdistrict.com](http://www.visitpeakdistrict.com)

### Business Peak District

[www.businesspeakdistrict.com](http://www.businesspeakdistrict.com)

### Derbyshire Dales District Council

[www.derbyshiredales.gov.uk](http://www.derbyshiredales.gov.uk)

### Peak District National Park Authority

[www.peakdistrict.gov.uk](http://www.peakdistrict.gov.uk)

### High Peak Borough Council

[www.highpeak.gov.uk](http://www.highpeak.gov.uk)

### Staffordshire Moorlands District Council

[www.staffsmoorlands.gov.uk](http://www.staffsmoorlands.gov.uk)

### Peak District Environmental Quality Mark

[www.eqm.org.uk](http://www.eqm.org.uk)

## Acknowledgements

This starter pack has been developed with the support of IPD businesses and we would like to thank the following for their contributions:

Hammer Design, High Peak Creative, Lomas & Lomas, Cup and Saucer, Taylormay Botanicals, Sheffield Honey, My Guided Walks, Grindleford Water, Peak UK, White Peak Shepherd Huts and Thornbridge Brewery.

Photography: Cover © Graham Dunn. p3, 4, 7, 9, 11 © Guy Badham (Marketing Peak District & Derbyshire). p10 © Michael Cummins. p5, 6, 8, 9 © Si Homfray.

For more information about the benefits of 'Inspired by the Peak District' and how to become a member contact Kate Kearns, Inspired by the Peak District Project Officer via email: [kate.kearns@marketingpdd.com](mailto:kate.kearns@marketingpdd.com)



Thornbridge Brewery using the logo on beer bottle neck sleeves.

Inspired by the Peak District is part of a £1.49 million support programme funded by the European Regional Development Fund (ERDF) to boost business quality, profitability and performance over three years. Its main focus is on promotional, marketing and on-line activity and an annual events programme.

The official tourist board, Marketing Peak District & Derbyshire is working closely with colleagues at Business Peak District, Derbyshire Dales District Council, High Peak Borough Council and the Peak District National Park Authority to stimulate wider use of the project branding.

Marketing Peak District & Derbyshire is also bringing in tourism experts and specialist advisers to deliver a wide-ranging programme of business support focusing on international visitors, accessibility,

marketing, business to business networking, workshops promoting the Environmental Quality Mark (EQM) and one-to-one advice and development.

Marketing Peak District & Derbyshire's mission is to develop and grow a successful and sustainable tourism economy, working closely with a wide range of partners to make the Peak District and Derbyshire the destination of choice – regionally, nationally and globally.

Business Peak District (BPD) is a business driven body which aims to represent the interests of firms within the Peak District and ensure that programmes of support are appropriate to the rural nature of the area. BPD is supported by Local Authority partners including: Derbyshire Dales District Council, High Peak Borough Council and the Peak District National Park Authority.

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## MARKETING PEAK DISTRICT AND DERBYSHIRE

Tel: 01246 212924  /visitpeakdistrict  @vpdd  /visitpeakdistrict

Consumer: [www.visitpeakdistrict.com](http://www.visitpeakdistrict.com) Corporate: [www.marketingpeakdistrictandderbyshire.com](http://www.marketingpeakdistrictandderbyshire.com)

Marketing Peak District & Derbyshire Registered: East Midlands Chamber (Derbyshire, Nottinghamshire, Leicestershire)  
Commerce House, Millennium Way, Dunston Road, Chesterfield, Derbyshire S41 8ND.

Company Registration number: 1785710 (Company Limited by Guarantee) VAT registration number: 125 2656 81

## BUSINESS PEAK DISTRICT

 Inspired by the Peak District- BPD  @BusinessPD #InspiredByThePeakDistrict

Web: [www.businesspeakdistrict.com](http://www.businesspeakdistrict.com) Email: [members@businesspeakdistrict.com](mailto:members@businesspeakdistrict.com)



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