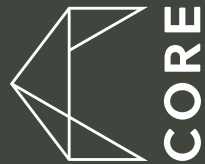


REVITALISING REDESDALE

Revitalising Redesdale Landscape Partnership

Design Overview
All Sites



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Celebrating the stories of the resilient communities of Redesdale, its people, wildlife and environment, eye-catching interpretation will attract people to break their journey here, find their way around more easily and engage with, and understand its stories

Guiding principles to inform our design approach:

- Engaging and eye catching
- Slow down people's journey through Redesdale
- Attract visitors to take a break

Learning objectives

- Gives both visitors and residents a deeper understanding of the area's rich cultural and natural heritage
- Connect local people and visitors to the important places, features and events in Redesdale so they can engage with and value the heritage of the valley and find what it means to them
- Explain the significance of the places and helping them to connect with the less tangible stories and more elusive wildlife
- Give visitors and residents alike a greater understanding of the wildlife and cultural heritage of this historic 'frontier land'.

PROJECT OBJECTIVES & OUTCOMES



COLOUR PALETTE

Primary Colour Palette

The colour palette reflects the current 'Revitalising Redesdale' brand. The choices for the primary palette remain bold, bright and eye-catching against the neutral background.

Land & History

Pantone 174c

c27 m84 y91 k25
r150 g61 b40



Wildlife & History

Pantone 368c

c60 m0 y100 k0
r114 g191 b68



Conflict & History

Pantone 7688c

c72 m28 y6 k0
r62 g151 b201



Materials & History

Pantone 1235c

c0 m32 y90 k0
r252 g181 b51



Neutral Colour Palette

For use on backgrounds and text throughout all graphics.

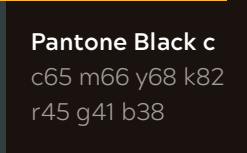
Pantone 446c

c71 m53 y55 k53
r63 g68 b67



Pantone Black c

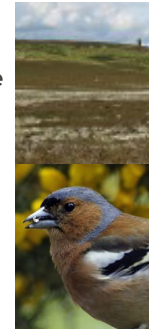
c65 m66 y68 k82
r45 g41 b38



Secondary Colour Palette

The secondary and tertiary palettes are from the same base of influence but broadened to include heraldic decoration, climate (weather) as these will be helpful for gaining attention and assisting orientation.

Weather & Wildlife



Pantone 5773c

c49 m31 y64 k14
r126 g137 b102



Pantone 7748c

c52 m34 y90 k20
r117 g124 b60



Pantone 7575c

c34 m54 y79 k37
r122 g88 b53



Pantone 5425c

c56 m31 y24 k6
r114 g146 b164



The use of tertiary and secondary colours will vary across the designs and depend on the content being shown. Colour use will be important in differentiating between different stories and themes.

Tertiary Colour Palette

Livestock, Local History & Materials



Pantone 7534c

c18 m16 y24 k0
r209 g204 b102



Pantone Yellow 0131c

c7 m0 y47 k0
r240 g240 b160



Pantone 577c

c41 m9 y61 k0
r159 g193 b132



Pantone 7634c

c78 m70 y22 k5
r81 g89 b138



MATERIALS - SIBERIAN LARCH



The colour of Siberian Larch can vary between a pale reddish-brown and a brick red, however over time it will weather to a silvery grey.



Larch is a characterful timber which is very knotty with splits being very common. Although this won't affect the structural stability of the timber, it is something to consider aesthetically.

Larch is a very durable softwood which means that it doesn't need treating to preserve its lifespan because it is naturally resistant to movement. This means that as moisture leaves and enters the timber, larch is very resistant to shrinking or expanding which would leave gaps within the wood, making it ideal for external use.



FONTS

The fonts shown here has been updated to use those from the current 'Revitalising Redesdale' website. Both are available from Google fonts or through a subscription to Adobe Creative Suite.

Title

Lora Regular

Aa Bb Cd Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Subtitle

Open Sans Regular

Aa Bb Cd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Body

Open Sans Light

Aa Bb Cd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY - HIERARCHY

160pt Lora Regular

Title Lora

38pt Open Sans SemiBold

Intro paragraph - Offici nonserun aturia dignis aut a quas audis.

28pt Open Sans Regular

Different weights of fonts will be used within the graphics hierarchy to ensure effective layering of interpretation is balanced with accessibility.

Note: This page is at 1:1 when printed at A4.

Body copy - Ugiaspel eum et ute aut quo estrun
qui ulloris aut eum exceaqu assequat intur re s
venet mos escipsus enimus illanti nullum estia

GRAPHIC MOTIFS

Orientation map



Walking routes / things to look out for

Representing peace and tranquillity



People of the valley



Simple, vector based illustrations help unify the widely spread panels and help visitors identify the which panels is for which use - will it tell them where to go, what's to see or information on the Roman Fort?!

The colour combinations used will depend on the location and content of the graphic in question.

Another vector based illustration of a Wild Goat or other relevant animal can pop up at appropriate places to engage children and makes a family friendly element with the graphic scheme.

INTERPRETIVE LECTERNS



PROTECTING AGAINST REIVERS: REDESDALE'S BASTLES

The Redesdale frontier was a violent place in the 1500s and 1600s.


Constant raiding and skirmishes between Scots and English had caused significant poverty amongst the local people. A changing climate made farming more difficult. Desperate bands of reivers linked by kinship preyed on their neighbours as well as rival kinships across the border. They targeted livestock and horses, but took away anything of value they could carry.

In response, wealthy farmers invented a new kind of fortified house only seen in this part of Britain. Bastles are usually found within 30km of the border. These farmhouses had stables for animals on the ground floor, while the family lived above. A ladder provided the only access to the upstairs living quarters and could be pulled inside during an attack. A bastle at High Rochester has walls 1.5 metres thick.

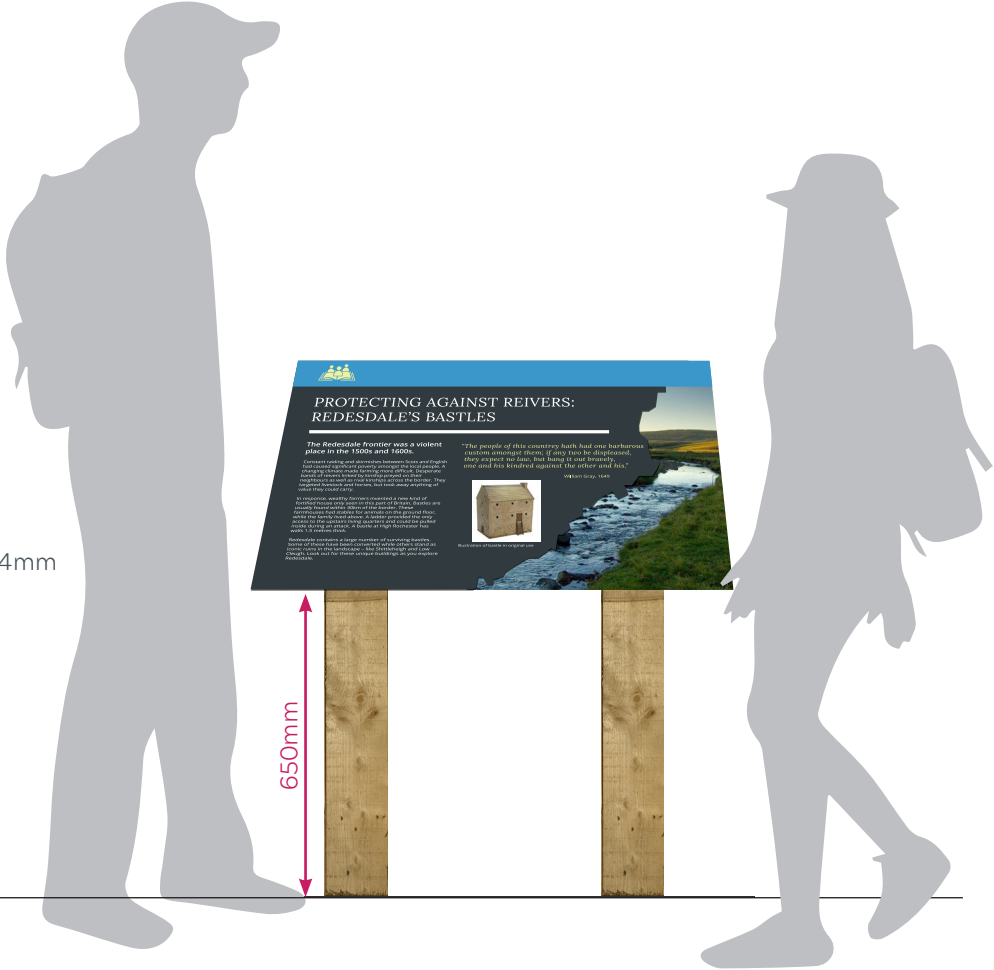
Redesdale contains a large number of surviving bastles. Some of these have been converted while others stand as iconic ruins in the landscape – like Shitteheigh and Low Cleugh. Look out for these unique buildings as you explore Redesdale.

"The people of this country hath had one barbarous custom amongst them; if any two be displeas'd, they expect no law, but bang it out bravely, one and his kindred against the other and his."

William Gray, 1649




Graphic - 841mm x 594mm
Posts - 700mm high



INTERPRETIVE MONOLITH

Graphics sides - 760 x 1930mm
 Graphics edges - 300 x 1930mm
 Total height - 2500mm



DIRECTIONAL POSTS AND INFLUENCERS

Influencer graphics - 570 x 1145mm
Total Height - 1500mm



Directional graphics - 100x100x100mm
Total Height - 1000mm



Routed text
into post





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