The National Trails Acorn is the registered ® trademark symbol representing the family of National Trails.

Trademark number: UK00003101345
These guidelines provide detailed specifications for all National Trail formats. They aim to respect the local distinctiveness of the individual Trails whilst encouraging a coordinated marketing approach for the family of National Trails.

The quality of formats both printed and digital formats and interpretation reflects directly on the national identity of the Trails. Therefore these guidelines must be followed closely as any deviation will weaken the overall image.

The guidelines give guidance on basic elements that make up the National Trail identity. They include versions of the logo, corporate typefaces and Trail colours. The guidance set out in this document applies to both Welsh and English branding.

For guidance on using the logo with other languages please follow the guidance for the Welsh language.

Tourism, communities and local businesses can all gain advantages from a clear brand message. Before using the National Trails brand for any type of communication please take time to read these brand guidelines.

If you require any further advice on any aspects of these guidelines please contact: nationaltrails@naturalengland.org.uk
BASIC ELEMENTS
(Please note the logo was revised in late 2018)
If you do not already have a licence agreement for use of the logo please get in touch with us nationaltrails@naturalengland.org.uk

THE NATIONAL TRAILS LOGO IS PROTECTED AS A REGISTERED TRADEMARK.
To obtain copies of the logo please contact nationaltrails@naturalengland.org.uk explaining how you want to use it and where you want to use it.
THE LOGO VARIATIONS

The National Trails logo comes in three formats – a landscape version, a stacked version and a centre stacked version.

Each Trail also has its own logo which is available in different formats.

LANDSCAPE LOGO
The Landscape Logo should be used wherever possible. The Landscape Logo consists of the words National Trails and an acorn. Wherever possible the two elements should always be used together, see later in the guidelines where and how it’s permitted to use them separately. Where possible the Landscape Logo with the acorn to the right of the typography should be used.

STACKED/CENTRE STACKED LOGO
The Stacked Logo is an alternative and should be only used where there is minimal horizontal space within the area that it is being used.

COLOUR
The National Trail/s logo should be used in black, white or blue (as supplied). In certain circumstances The National Trail/s logo can also be set in other colours, see later in the guidelines where and how it’s permitted.

REVERSED OUT WHITE LOGO
This version of the logo should be used on coloured or dark photographic backgrounds. Ensure the photographic element does not interfere with the logo and the logo is clearly visible and legible at all times. The logo can be applied to flat background colours as long as they provide strong contrast.
THE LOGO
EXCLUSION ZONE & MINIMUM SIZES

EXCLUSION ZONES
All of the National Trail logos require an exclusion zone. This is so that the logo is reproduced clearly and legibly without interference from other graphical elements. The zone should be kept clear of other graphic elements such as type, rules and illustrations.

For the main National Trails logos (all formats – landscape, stacked and centre stacked) the zone should be half the vertical height of the acorn.

For the Trail name logos the exclusion zone should be the full height of the acorn.

MINIMUM SIZE
For all logos and logo formats the acorn should not be smaller than 10mm in height.
**THE LOGO**

**ROUNDAL LOGO**

The roundal can be used for signage and when placed on partner print pieces or when no white space is available for the Primary Logotype and the logo needs to be placed on a busy image.

The single colour roundal should only be used when 2 colours are not possible.

When printed on discs for footpath signage, the disc should be no larger than 10cm in diameter.

**EXCLUSION ZONES**

To ensure the Roundal Logo appears prominently without interference for secondary elements, an exclusion zone has been created. The exclusion zone should be observed on all applications as closely as the space restrictions allow.

**MEASURING THE EXCLUSION ZONE**

The exclusion zone is equal to one half of the width of the acorn icon, as shown.

**MINIMUM SIZE**

The minimum size for the Roundal Logo is 30mm wide.

**POSITIONING**

The logo can be placed anywhere on the front of the publication, as long as it is given equal prominence as any other logos.
**THE LOGO**

**ROUNDAL LOGO**

**TRAIL ROUNDAL LOGOS**

The typography in the roundal logo can be changed for each trail. The font should always be set using our brand typeface “Gill Sans Semi Bold”. The colour should always be used from that trail colour palette.

**SIGNAGE & WAYMARKING**

Our acorn also appears on a number of signs and waymarking. The font should always be set using our brand typeface “Gill Sans Semi Bold”. The colour should always be used from that trail colour palette. Please see examples opposite.

If you wish to use other colours within the colour palette for the acorn logo please contact nationaltrails@naturalengland.org.uk
THE LOGO
POSSIBLE EXAMPLES OF CELEBRATORY DESIGNS

If you wish to use the acorn logo or colours outside of the individual trail palette for celebratory designs please contact nationaltrails@naturalengland.org.uk
THE LOGO
USING THE ACORN ICON

There are some exceptions where the acorn icon can be used on its own. Where possible the full logo should also be present, but there will be some instances where this is not possible. Please see examples on the next page on how to use the acorn icon.

EXCLUSION ZONES
The Exclusion zone for using the acorn icon is half the width of the acorn, as shown.

TINTS
The acorn icon can be used in a range of colour tints from the National Trails brand palette, primary and secondary.

If you wish to use other tints for the acorn logo please contact nationaltrails@naturalengland.org.uk

MINIMUM SIZE
The minimum size for the Roundal Logo is 30mm wide.
**ACORN ICON**

**EXAMPLE USE**

**PRESENTATION**

The Acorn icon can be used as a secondary graphic to strengthen the brand presence.

**SOCIAL MEDIA**

The Acorn icon can be used on its own where there is limited space. Here it is used as a profile image on social media.

**MERCHANDISE**

The Acorn icon can be used in a range of colours from the primary and secondary colour palette, to promote each trail. Promotional materials with limited space can make use of just using the recognisable Acorn icon.

Discover our beautiful Trails.
#NationalTrails
ACORN ICON
ENGLAND COAST PATH GUIDANCE

The National Trail acorn logo will be applied to the England Coast Path and should feature in all signage and waymarking.

The acorn should only be used where signs or notices are directed at people following the trail. It should not feature in notices relating to the coastal margin, where the access symbol should be used.

The acorn logo must not be associated with route names that are not part of the England Coast Path (or other National Trail).

The acorn is a registered trademark and the following stipulations apply to its use in signage:

• The symbol must always be shown with the acorn stalk pointing to the left

• It must always be presented vertically (i.e. it should not be tilted or used as a directional indicator)

• The acorn will normally be coloured white (a white on black acorn is the logo most widely recognised by the public) although black may be used if necessary, to achieve sufficient contrast with a background colour

• Do not stretch or distort the logo or try to recreate or add to the logo
THE LOGO
INCORRECT LOGO USAGE

• Don’t use the National Trail name style by itself without the acorn
• Don’t interfere with elements within the logo
• Don’t stretch or distort the logo
• Don’t try to recreate or add to the logo
• Don’t use the logo in headlines or within the context of a sentence
• Don’t introduce special effects like drop shadows
• Don’t tilt letters, use true italics
• Don’t introduce colour gradients, textures or photographic images into the logo panel
TYPOGRAPHY

TYPEFACE

National Trails use two principal typefaces: Gill Sans for headings and Franklin Gothic Book Regular for body text. Our two principal typefaces for should be used across all formats, printed and digital.

HEADINGS
Gill Sans Semi Bold at a minimum size of 20pt on A4/A3 documents.

SUB-HEADINGS
Gill Sans Medium at a minimum size of 14pt on A4/A3 documents.

BODY COPY
The recommended specifications for print based body copy is: Franklin Gothic Book Regular with a minimum font size of 10pt (for A4/A3).

Body copy can use any colour from the colour palette, but attention should be given to making sure that the text has high enough contrast to be able to be read clearly.

Where possible, the font size for all applications should be at a 10pt minimum, for promotional items the font size may need to be smaller, this is ok, please try to make sure that the text is clear. Other font weights can be used to create hierarchy within a document.
COLOUR PALETTE

The primary colour palette is based on the colour employed by the logo.

**CMYK** colour values are to be used for printed materials.

**RGB** colour values are to be used when designing for screen (such as electronic presentations).

**HEX** colour values should be used when designing for the web.

The use of tints is allowed.

---

**PRIMARY BLUE**

- CMYK: 87 74 20 05
- RGB: 64 77 132
- HEX: #3f4c83

---

**PRIMARY BLACK**

- CMYK: 0 0 0 100
- RGB: 0 0 0
- HEX: #000000

---

Primary Colour Palette
# Colour Palette

## Trail Identity

Each Trail has a colour palette that consists of 1 identifying colour and 2 complementary colours.

- **CMYK** colour values are to be used for printed materials.
- **RGB** colour values are to be used when designing for screen (such as electronic presentations).
- **HEX** colour values should be used when designing for the web.

The use of tints is allowed.

## Trail Colour Palette

### Cleveland Way

- CMYK: 93 57 25 5
- RGB: 2 101 143
- HEX: #02658f

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 17 83 0</td>
<td>RGB: 207 219 233</td>
<td>HEX: #fcdbe9</td>
</tr>
<tr>
<td>CMYK: 62 37 17 1</td>
<td>RGB: 108 142 177</td>
<td>HEX: #6c8eb1</td>
</tr>
</tbody>
</table>

### Cotswold Way

- CMYK: 100 83 19 5
- RGB: 4 67 134
- HEX: #044368

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 17 83 0</td>
<td>RGB: 207 219 233</td>
<td>HEX: #fcdbe9</td>
</tr>
<tr>
<td>CMYK: 57 16 100 1</td>
<td>RGB: 126 167 47</td>
<td>HEX: #7ea72f</td>
</tr>
</tbody>
</table>

### Glyndŵr’s Way

- CMYK: 57 17 94 2
- RGB: 125 166 74
- HEX: #7da64a

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 5 6 10 0</td>
<td>RGB: 240 233 225</td>
<td>HEX: #f0e9e1</td>
</tr>
<tr>
<td>CMYK: 62 37 17 1</td>
<td>RGB: 108 142 177</td>
<td>HEX: #6c8eb1</td>
</tr>
</tbody>
</table>

### England Coast Path

- CMYK: 76 8 39 0
- RGB: 27 165 165
- HEX: #1ba5a5

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 6 10 16 0</td>
<td>RGB: 242 230 216</td>
<td>HEX: #f0e9e1</td>
</tr>
<tr>
<td>CMYK: 0 40 84 0</td>
<td>RGB: 253 168 52</td>
<td>HEX: #fda834</td>
</tr>
</tbody>
</table>
Each Trail has a colour palette that consists of 1 identifying colour and 2 complementary colours.

**CMYK** colour values are to be used for printed materials.

**RGB** colour values are to be used when designing for screen (such as electronic presentations).

**HEX** colour values should be used when designing for the web.

The use of tints is allowed.

### Hadrian’s Wall Path

- **CMYK**: 90 43 48 17
- **RGB**: 1 105 114
- **HEX**: #016972

### North Downs Way

- **CMYK**: 78 30 100 17
- **RGB**: 62 122 36
- **HEX**: #3e7a24

### Offa’s Dyke Path

- **CMYK**: 66 60 42 20
- **RGB**: 92 91 107
- **HEX**: #5c5b6b

### Peddars Way & Norfolk Coast Path

- **CMYK**: 13 32 83 0
- **RGB**: 223 173 74
- **HEX**: #dfad4a
Each Trail has a colour palette that consists of 1 identifying colour and 2 complementary colours.

**CMYK** colour values are to be used for printed materials.

**RGB** colour values are to be used when designing for screen (such as electronic presentations).

**HEX** colour values should be used when designing for the web.

The use of tints is allowed.

### Trail Colour Palette

<table>
<thead>
<tr>
<th>Trail Identity</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>HEX Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pembroke Coastal Path</td>
<td>CMYK: 92 62 1 0</td>
<td>RGB: 0 100 176</td>
<td>HEX: #0064b0</td>
</tr>
<tr>
<td>Pennine Bridleway</td>
<td>CMYK: 21 100 100 13</td>
<td>RGB: 178 17 23</td>
<td>HEX: #b21117</td>
</tr>
<tr>
<td>Pennine Way</td>
<td>CMYK: 73 100 23 11</td>
<td>RGB: 99 27 111</td>
<td>HEX: #00718f</td>
</tr>
<tr>
<td>South Downs Way</td>
<td>CMYK: 79 16 52 1</td>
<td>RGB: 34 159 143</td>
<td>HEX: #229fbf</td>
</tr>
<tr>
<td></td>
<td>CMYK: 24 5 1 0</td>
<td>RGB: 188 219 240</td>
<td>HEX: #fbcdbf0</td>
</tr>
<tr>
<td></td>
<td>CMYK: 69 2 5 0</td>
<td>RGB: 1 188 229</td>
<td>HEX: #00bce5</td>
</tr>
<tr>
<td></td>
<td>CMYK: 3 7 24 0</td>
<td>RGB: 247 231 198</td>
<td>HEX: #f7e7c6</td>
</tr>
<tr>
<td></td>
<td>CMYK: 29 100 100 37</td>
<td>RGB: 128 12 15</td>
<td>HEX: #800c0f</td>
</tr>
<tr>
<td></td>
<td>CMYK: 12 12 1 0</td>
<td>RGB: 220 217 234</td>
<td>HEX: #dcd9ea</td>
</tr>
<tr>
<td></td>
<td>CMYK: 5 36 96 0</td>
<td>RGB: 238 169 42</td>
<td>HEX: #eea92a</td>
</tr>
<tr>
<td></td>
<td>CMYK: 90 43 48 17</td>
<td>RGB: 1 105 114</td>
<td>HEX: #016972</td>
</tr>
</tbody>
</table>
Each Trail has a colour palette that consists of 1 identifying colour and 2 complementary colours.

CMYK colour values are to be used for printed materials.

RGB colour values are to be used when designing for screen (such as electronic presentations).

HEX colour values should be used when designing for the web.

The use of tints is allowed.

<table>
<thead>
<tr>
<th>Trail Colour Palette</th>
<th>SOUTH WEST COAST PATH</th>
<th>THAMES PATH</th>
<th>THE RIDGeway</th>
<th>YORKSHIRE WOLDS WAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 99 82 35 23</td>
<td>CMYK: 12 1 1 0</td>
<td>CMYK: 92 62 1 0</td>
<td>CMYK: 90 43 48 17</td>
<td></td>
</tr>
<tr>
<td>RGB: 22 59 101</td>
<td>RGB: 220 240 251</td>
<td>RGB: 0 100 176</td>
<td>RGB: 1 105 114</td>
<td></td>
</tr>
<tr>
<td>HEX: #163b65</td>
<td>HEX: #dcd0fb</td>
<td>HEX: #0064b0</td>
<td>HEX: #016972</td>
<td></td>
</tr>
</tbody>
</table>

| CMYK: 72 10 4 0      | CMYK: 16 7 1 0        | CMYK: 10 3 12 0 | CMYK: 0 2 10 0     |
| RGB: 0 175 222       | RGB: 210 223 239      | RGB: 227 235 224 | RGB: 255 246 228   |
| HEX: #00afde         | HEX: #d2dfef          | HEX: #e3ebe0    | HEX: #fff6e4       |

| CMYK: 1 0 4 0        | CMYK: 25 77 83 15    | CMYK: 63 13 48 0 |
| RGB: 0 174 151       | RGB: 168 80 56       | RGB: 100 174 151 |
| HEX: #00718f         | HEX: #a85038         | HEX: #64ae97     |
Publications should incorporate the:

• National Trails logo
• Trail name
• Trail colour
• Use of the specified fonts
• Website address: www.nationaltrail.co.uk
• Twitter symbol and the words: Follow us @nationaltrails
• All publications should be printed on recycled paper containing as much post consumer waste as practicable
• Double sided printing should be used where possible
• Lamination on covers should be avoided
• Waterproof paper may be appropriate in some instances
• Low-solvent or solvent-free products such as water-based paints, varnishes and glues should be used, where practicable.

Example Use

Pennine Way
Walk the backbone of Britain from the Peak District to the Scottish Borders on England’s first National Trail

nationaltrail.co.uk
@nationaltrails
/thenationaltrails
Cleveland Way
Experience the varied landscape of the North York Moors National Park on a journey across breathtaking heather moorland and dramatic coastline.

England Coast Path
Discover a beautiful walking route around the full coastline of England taking rugged cliffs, sheltered coves and stunning beaches.

The Ridgeway
Take a route used since prehistoric times by travellers, herdsmen and soldiers through ancient landscapes.

@nationaltrails
@thenationaltrails
nationaltrail.co.uk
BRANDING
POSSIBLE EXAMPLE USE

NATIONAL TRAILS

NATIONAL TRAILS
BRANDING
POSSIBLE EXAMPLE USE
For guidance on using the logo with other languages please follow the guidance for the Welsh language.
A Welsh bilingual version of the logo is also available in two variations as shown on this page.

**BILINGUAL LANDSCAPE LOGO**
The Landscape Logo should be used wherever possible. The Landscape Logo consists of the words National Trails and an acorn. These elements should not be used separately and should not be altered in any way. Where possible the Landscape Logo with the acorn to the right of the typography should be used.

**BILINGUAL STACKED LOGO**
The Stacked Logo is an alternative and should be only used where there is minimal horizontal space within the area that it is being used.

**COLOUR**
The National Trail/s logo should only ever be used in black, white or blue (as supplied). The Trail name logos should only ever be used in black, white, blue (as supplied) or the main Trail colour.

**REVERSED OUT WHITE LOGO**
This version of the logo should be used on coloured or dark photographic backgrounds. Ensure the photographic element does not interfere with the logo and the logo is clearly visible and legible at all times. The logo can be applied to flat background colours as long as they provide strong contrast.
EXCLUSION ZONES
All of the National Trail logos require an exclusion zone. This is so that the logo is reproduced clearly and legibly without interference from other graphical elements. The zone should be kept clear of other graphic elements such as type, rules and illustrations.

For the main National Trails logos (all formats – landscape, stacked and centre stacked) the zone should be the full vertical height of the acorn.

For the Trail name logos the exclusion zone should be the full height of the acorn.

MINIMUM SIZE
For all logos and logo formats the acorn should not be smaller than 10mm in height.
LLWYBRAU CENEDLAETHOL NATIONAL TRAILS

Pembrokeshire Coast Path National Trail
THE LOGO
BILINGUAL
ROUNDAL LOGO

The roundal can be used for signage and when placed on partner print pieces or when no white space is available for the Primary Logotype and the logo needs to be placed on a busy image.

The single colour roundal should only be used when 2 colours are not possible.

When printed on discs for footpath signage, the disc should be no larger than 10cm in diameter.

EXCLUSION ZONES
To ensure the Roundal Logo appears prominently without interference for secondary elements, an exclusion zone has been created. The exclusion zone should be observed on all applications as closely as the space restrictions allow.

MEASURING
THE EXCLUSION ZONE
The exclusion zone is equal to one half of the width of the acorn icon, as shown.

MINIMUM SIZE
The minimum size for the Roundal Logo is 30mm wide.

POSITIONING
The logo can be placed anywhere on the front of the publication, as long as it is given equal prominence as any other logos.
THE LOGO
BILINGUAL ROUNDAL LOGO

Glyndwr’s Way
LANDSCAPE LOGO
The landscape logo should be used to promote the “Llwybr Glyndŵr/ Glyndŵr’s Way” trail.

The logo should be set in “Glyndŵr’s Way Green” when used on a white background.

When used in the white format, the colour in the background should be strong enough to offer a high contrast to maintain visibility of the logo.

ROUNDAL LOGO
The roundal can be used for signage and when placed on partner print pieces or when no white space is available for the Primary Logotype and the logo needs to be placed on a busy image.
TRAIL BILINGUAL LOGOS

PRIMARY LOGO
The sub trail logo should be used to promote the “Llwybr Clawdd Offa/Offa’s Dyke Path” trail.

The logo should be set in “Offa’s Dyke Purple” when used on a white background.

When used in the white format, the colour in the background should be strong enough to offer a high contrast to maintain visibility of the logo.

ROUNDAL LOGO
The roundal can be used for signage and when placed on partner print pieces or when no white space is available for the Primary Logotype and the logo needs to be placed on a busy image.
TRAIL
BILINGUAL LOGOS

PRIMARY LOGO
The sub trail logo should be used to promote the “Llwybr Arfordir Penfro/ Pembrokeshire Coast Path” trail.

The logo should be set in “Pembrokeshire Coast Path Blue” when used on a white background.

When used in the white format, the colour in the background should be strong enough to offer a high contrast to maintain visibility of the logo.

ROUNDAL LOGO
The roundal can be used for signage and when placed on partner print pieces or when no white space is available for the Primary Logotype and the logo needs to be placed on a busy image.
Collaboration lock-ups are denoted by a simple multiply cross made up of two hairlines to form square. The cross shares the same baseline as the “NATIONAL TRAILS” type.

Collaborator logos should share the same baseline where possible, sitting comfortably within the X-height that the shell occupies but never exceeding it. A case of common sense, measure and judgement.
BILINGUAL LANDSCAPE LOGO
BRAND PARTNERSHIP
BILINGUAL LANDSCAPE LOGO BRAND PARTNERSHIP

Hay Bluff, Offa’s Dyke Path

LLWYBRAU CENEDLAETHOL NATIONAL TRAILS

Cymru Wales
**Llwybr Glyndŵr Glyndŵrs Way**

Dathŵch hanes diewyllanol a naturiol Cymru yn ôl troed Owain Glyndŵr ar y llwybr heddychlon hwn. Celebrate Welsh cultural and natural history in the footsteps of Owain Glyndŵr on this peaceful trail.

nationaltrail.co.uk
Follow us @nationaltrails

**Llwybr Clawdd Offa Offa’s Dyke Path**

Wedi’ch amgylchnu gan hanes a bywyd gwyllt wrth yml heneb hynafol yr 8fed Ganrif ar hyd Ffin Cymru Lloegr; Be surrounded by history and wildlife beside the 8th Century ancient monument along the English Welsh Border.

nationaltrail.co.uk
Follow us @nationaltrails

**Llwybr Arfordir Penfro Pembrokeshire Coast Path**

Dilynwch yr arfordir mwya syfrdanol ym Mhrydain heibio clogwyni garw, oldraethau cysgodol a thraethau syfrdanol. Follow the most breathtaking coastline in Britain past rugged cliffs, sheltered coves and stunning beaches.

nationaltrail.co.uk
Follow us @nationaltrails
Discover yourself on a National Trail Adventure

LLWYBR GLYNDWR
GLYNDWR’S WAY
LLWYBR CENEDLAETHOL
NATIONAL TRAILS
nationaltrail.co.uk

Discover yourself on a National Trail Adventure

LLWYBR CLAWDD OFFA
OFFA’S DYKE PATH
LLWYBR CENEDLAETHOL
NATIONAL TRAILS
nationaltrail.co.uk

Discover yourself on a National Trail Adventure

LLWYBR ARFORDIR PENFRO PEMBROKESHIRE COAST PATH
LLWYBR CENEDLAETHOL
NATIONAL TRAILS
nationaltrail.co.uk

Darganfyddwch eich hun ar Antur Llwybr Cenedlaethol

LLWYBR GLYNDWR
GLYNDWR’S WAY
LLWYBR CENEDLAETHOL
NATIONAL TRAILS
nationaltrail.co.uk

Darganfyddwch eich hun ar Antur Llwybr Cenedlaethol

LLWYBR CLAWDD OFFA
OFFA’S DYKE PATH
LLWYBR CENEDLAETHOL
NATIONAL TRAILS
nationaltrail.co.uk

Darganfyddwch eich hun ar Antur Llwybr Cenedlaethol

LLWYBR ARFORDIR PENFRO PEMBROKESHIRE COAST PATH
LLWYBR CENEDLAETHOL
NATIONAL TRAILS
nationaltrail.co.uk

Darganfyddwch eich hun ar Antur Llwybr Cenedlaethol

LLWYBR ARFORDIR PENFRO PEMBROKESHIRE COAST PATH
LLWYBR CENEDLAETHOL
NATIONAL TRAILS
nationaltrail.co.uk

Portrait Web Banner (English)  Landscape Web Banner (Welsh)