

# Primary Branding Stack



## Epping Forest

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Registered Charity

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## Hampstead Heath

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Registered Charity

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## West Ham Park

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Registered Charity

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## City Gardens

---

Registered Charity

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## Burnham Beeches

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Registered Charity

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## Ashted Common

---

Registered Charity

---

# Secondary Branding Stack



## Epping Forest

---

Registered Charity

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## Hampstead Heath

---

Registered Charity

---



## West Ham Park

---

Registered Charity

---



## Ashted Common

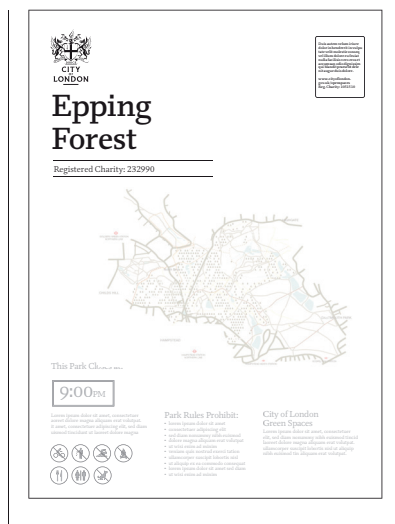
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Registered Charity

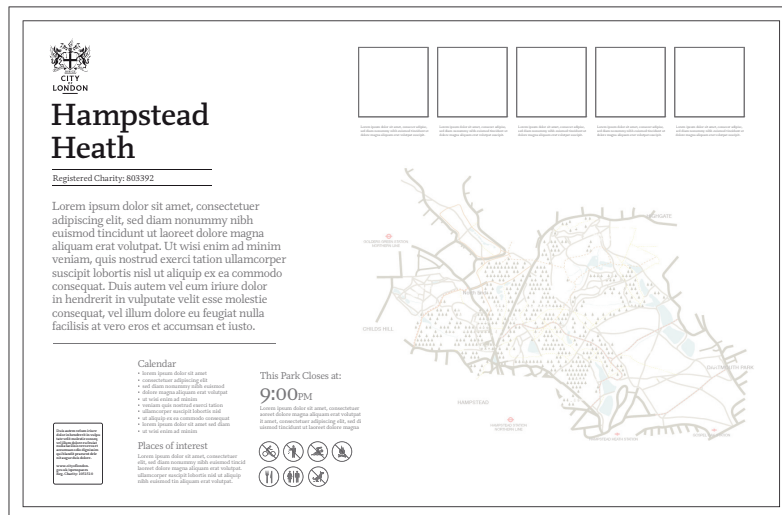
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# Branding Placement

**Branded Sign (format unknown)**  
For demarcation and orientation



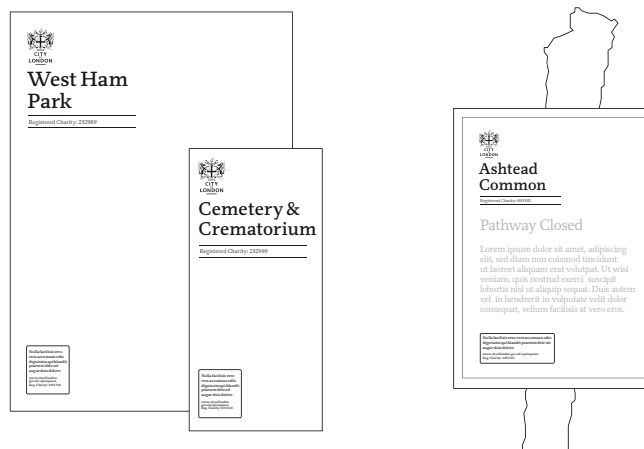
**AO Interpretation Poster (wall mounted frame)**  
For orientation and light interpretation



**Uniform Polo Shirt**



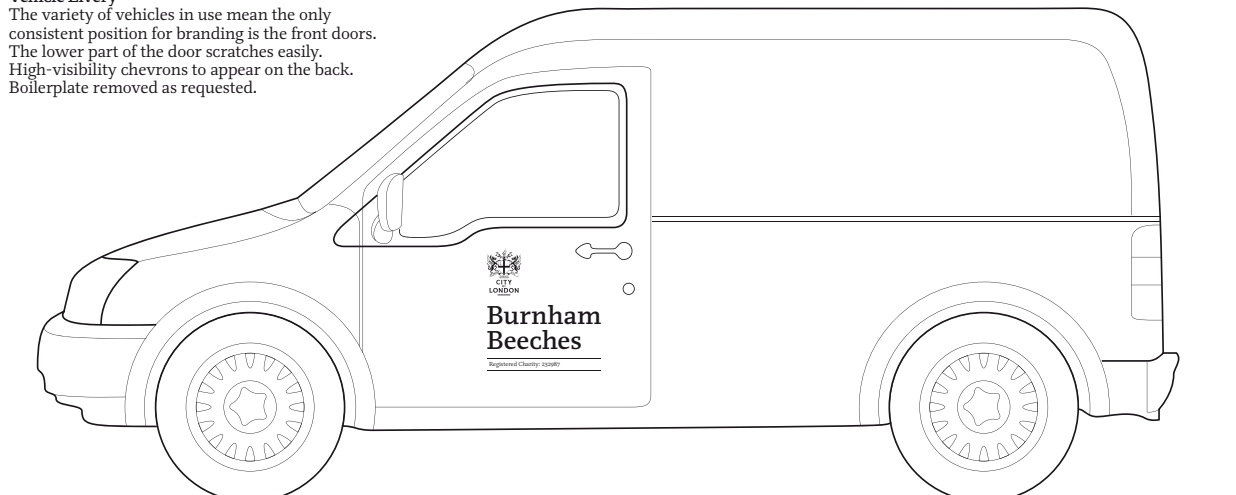
**Documents A4 / DL**



**A4 Temporary notice (desktop printed)**  
For public information or explanation of works

**Vehicle Livery**

The variety of vehicles in use mean the only consistent position for branding is the front doors. The lower part of the door scratches easily. High-visibility chevrons to appear on the back. Boilerplate removed as requested.



# Proposed Typeface: A2 FM

ABCDEFGHIJ  
KLMNOPQ  
RSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789

Light / Regular / Bold

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## Main Headings

Standfirst and pull quotes adipiscing wisi enim nost exercitation ullamcoper conse quat laoret dolore magna aliquam volupat duis autem irure dolor.

### Body Copy

Century Gothic lorem ipsum dolor amet, consectetur diam nonummy nibh euism tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad veniam nost exerci tation ullam corper suscipit lobortis aliquip autem vel eum iriure dolor.

Epping  
Forest

Hampstead  
Heath

Burnham  
Beeches

Stoke  
Common

Queen's  
Park

West Ham  
Park

Highgate  
Wood

City  
Gardens

City  
Commons

Cemetery &  
Crematorium

Ashtead  
Common

# Graphic Panels

