

An aerial photograph of a wetland landscape. A winding waterway, possibly a river or stream, flows through the upper half of the image, surrounded by dense, brownish-yellow vegetation. The lower half of the image shows a flatter, more open landscape with patches of water and sparse vegetation. A large, bright yellow rectangular box with a wavy top edge is overlaid on the right side of the image, containing the text 'Don-Humber Biosphere' in bold black font.

Don- Humber Biosphere

What is Don-Humber?

A bold, standout brand identity,
**built to unite community, nature,
& industry with impact & connection.**

What is Don-Humber?

Uniting the two key geographical areas, the River Don and the Humberhead Levels, Don-Humber anchors the brand in place & symbolises the full breadth and diversity of the proposed biosphere.



Many Layers

**The concept of the brand
is rooted in the layers – both
literal & symbolic – that define
the Don-Humber Biosphere.**

Many Layers

Visually, the brand places the landscape at the centre, reflecting the wide & rugged terrain of the peatlands.

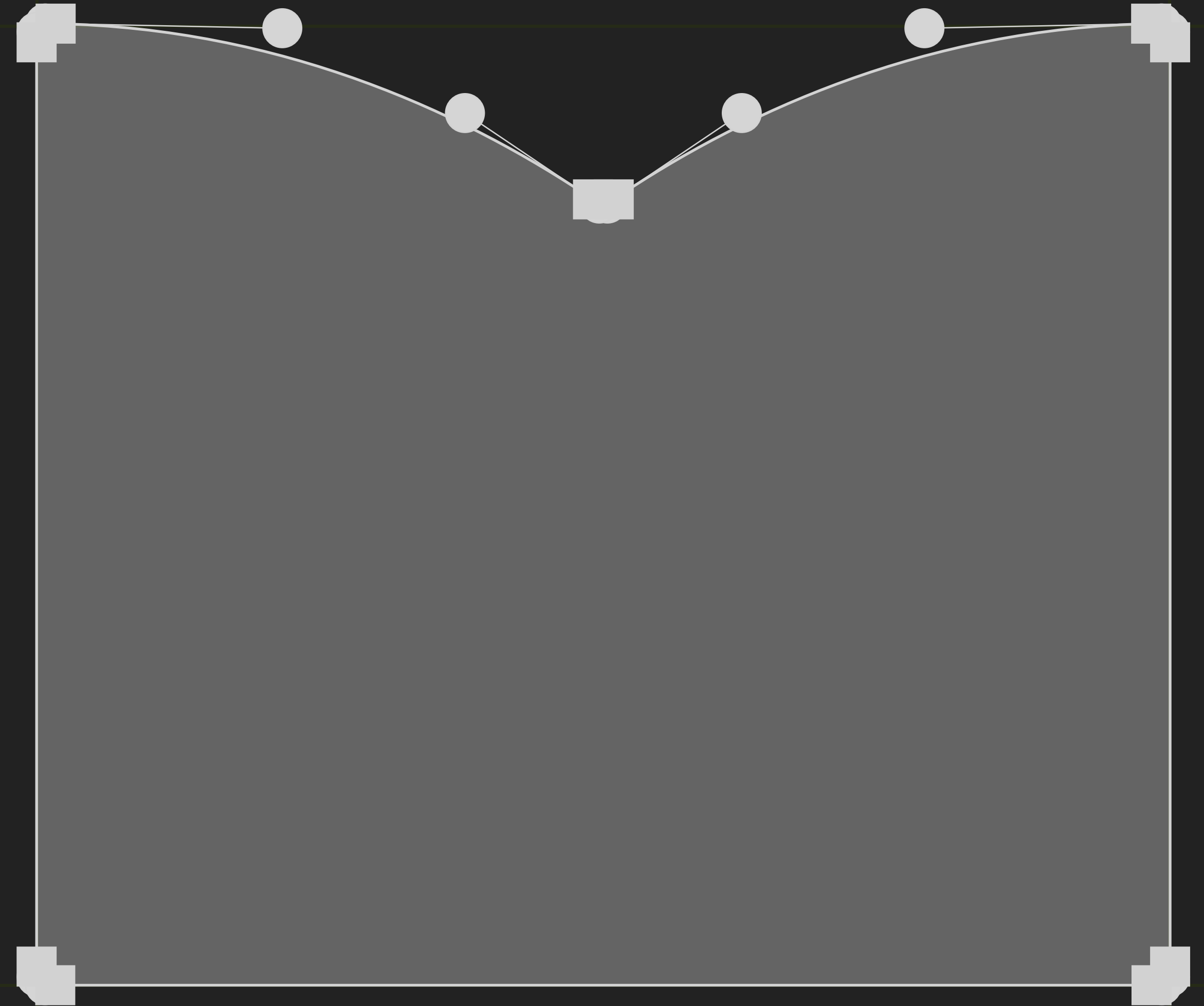
Many Layers

Beneath the surface lies a deeper meaning: the many thousand year old layers of moss that form peat – capturing centuries of history, culture & carbon.

The Mark

The mark represents both the **rugged formation of peatland**, & how **re-wetting alters the natural state of peatland**, using channels of water with a goal of regeneration.

The use of this mark places the **landscape at the forefront** of the brand, communicating a dedication to put nature first.



The Mark

The name is placed within the mark, in a **stepped composition**, to suggest the many centuries of moss layers that contribute to form the peatland.



**Don-
Humber
Biosphere**

The Mark

Additionally, this mark combines with **custom textures** to further showcase the history of moss producing peat beneath the surface.



**Don-
Humber
Biosphere**

Texture

Additionally, this mark combines with **custom textures** to further showcase the history of moss producing peat beneath the surface.

The goal

The goal was to design a brand that feels **professional, distinctive, and organic**, while subverting the overused tropes of nature branding.

Avoiding clichéd concepts such as nature illustration, hand-drawn type, and earthy colour palettes, in favour of something bold, friendly, and forward-thinking.

Typography - Primary Typeface

**Good Type Foundary,
Plakat Grotesk**

**Plakat Grotesk Regular
Plakat Grotesk Bold**

Bold, friendly and full of character, Plakat Grotesk is a perfect display font for Don-Humber.

It should be used within the logo, as titles and as headings.

Basically, whenever something needs to pop!

Typography - Secondary Typeface

**Colophon Foundary,
Value Serif Pro**

Value Serif Pro Regular
Value Serif Pro Medium
Value Serif Pro Bold

A serif with a rounded, friendly and organic look, it is less impactful than Plakat, therefore working well within body copy.

Colours

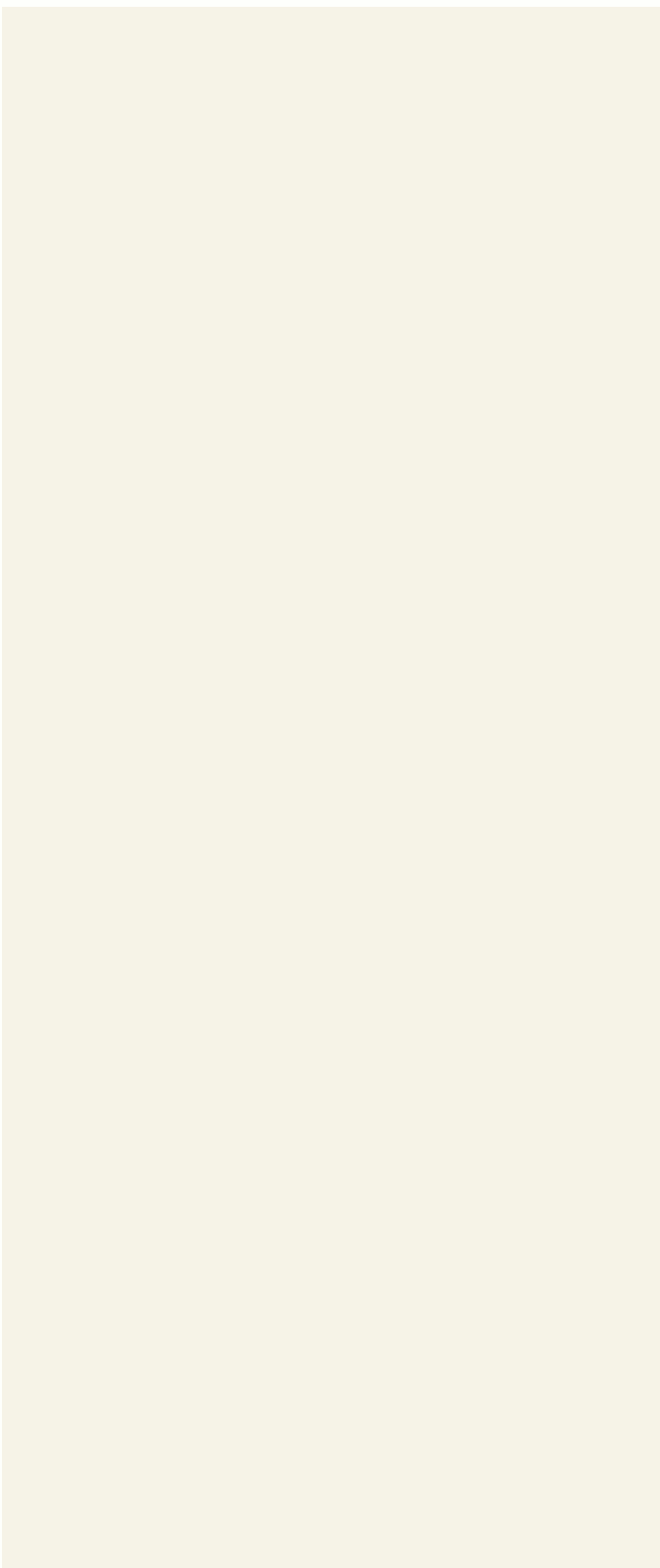


Colours

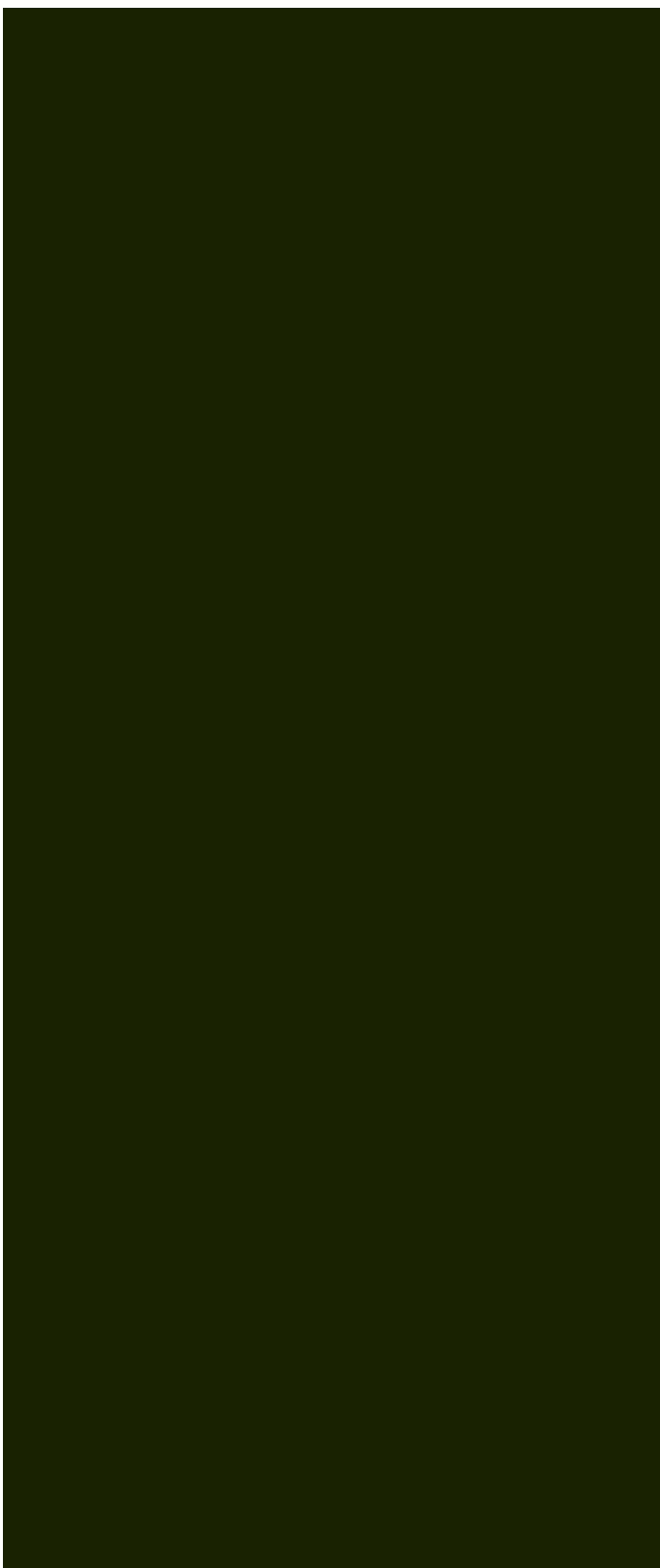


Colours

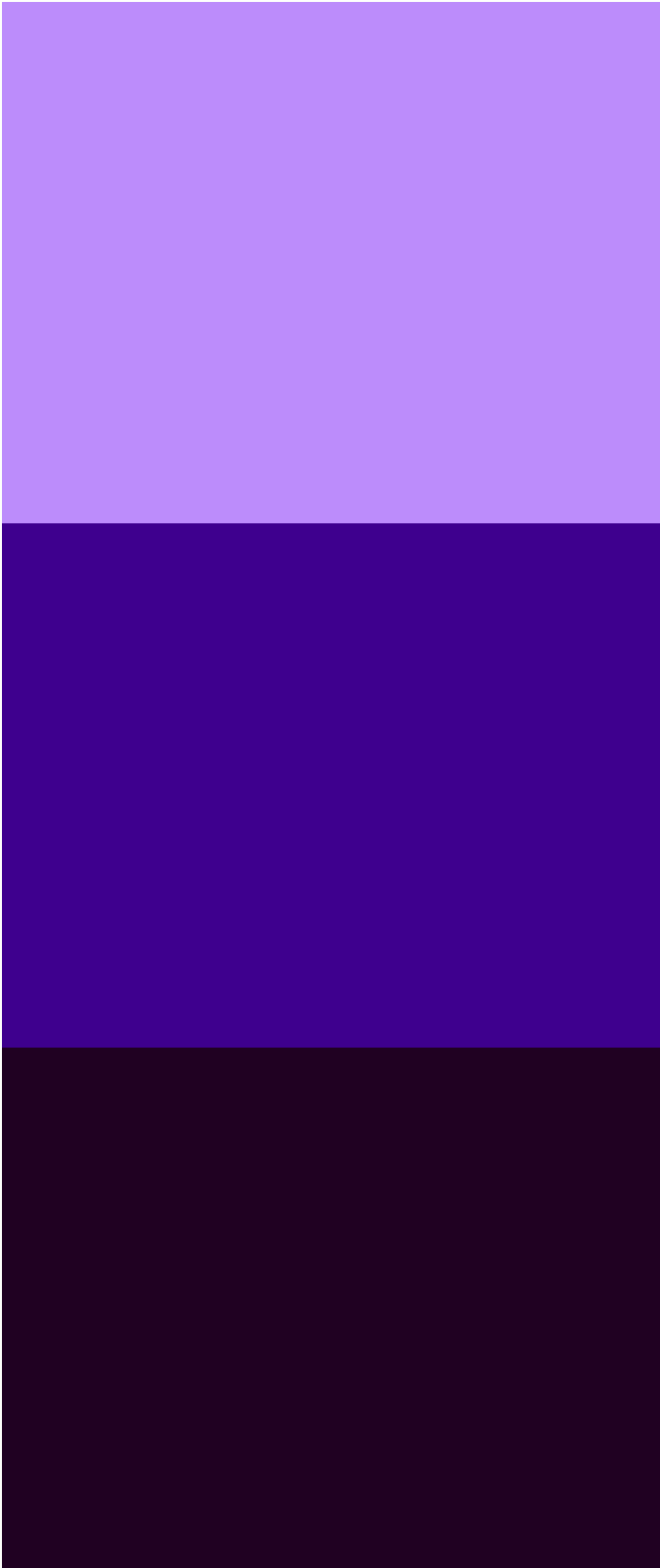
Neutral



Primary



Secondary

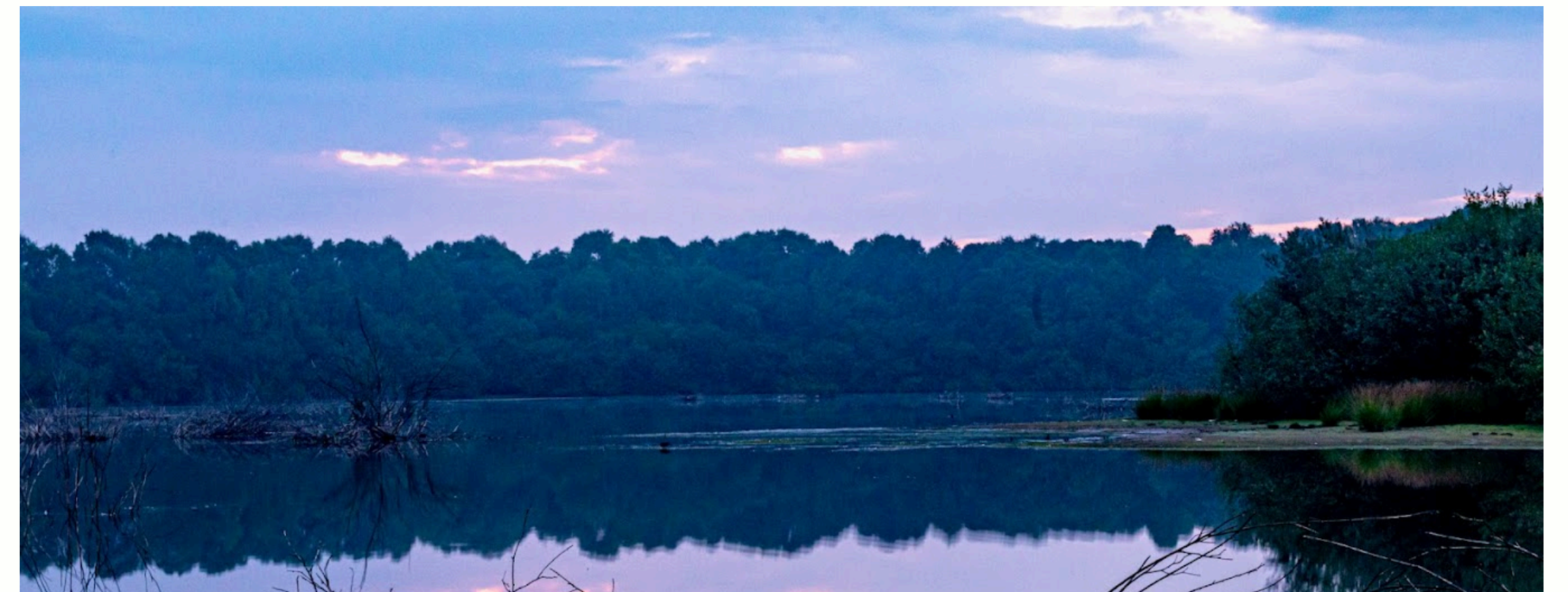


Photography

We've taken a bold, cinematic approach to photography – featuring close ups, & mid shots of the environment.

Putting the landscape first.

Photography







Tone of Voice

The Don-Humber tone of voice is **confident, friendly, and human**.

We want our audience to feel encouraged to engage, by **speaking with them, not at them**.

Ensuring conservation feels **accessible**, nature feels **exciting**, and **progress** feels **achievable**.

Tone of Voice - Examples

Don't say this

“The biosphere is open to visitors throughout the year. Appropriate footwear is recommended.”

“We plan to involve local residents in long-term planning decisions”

Say this instead

“Come by and pay us a visit but don't forget your wellies!”

“This is your place, your voice is vital to our next steps!”

Website

The website acts as a **central hub** for the Don-Humber Biosphere — combining **clarity, accessibility, & a strong visual identity.**

Including:

- An 'about' section,
- Information about upcoming events, and news
- Insight into current projects
- A visitor centre
- Contact details



Social Media

We have provided templates for Instagram posts covering:

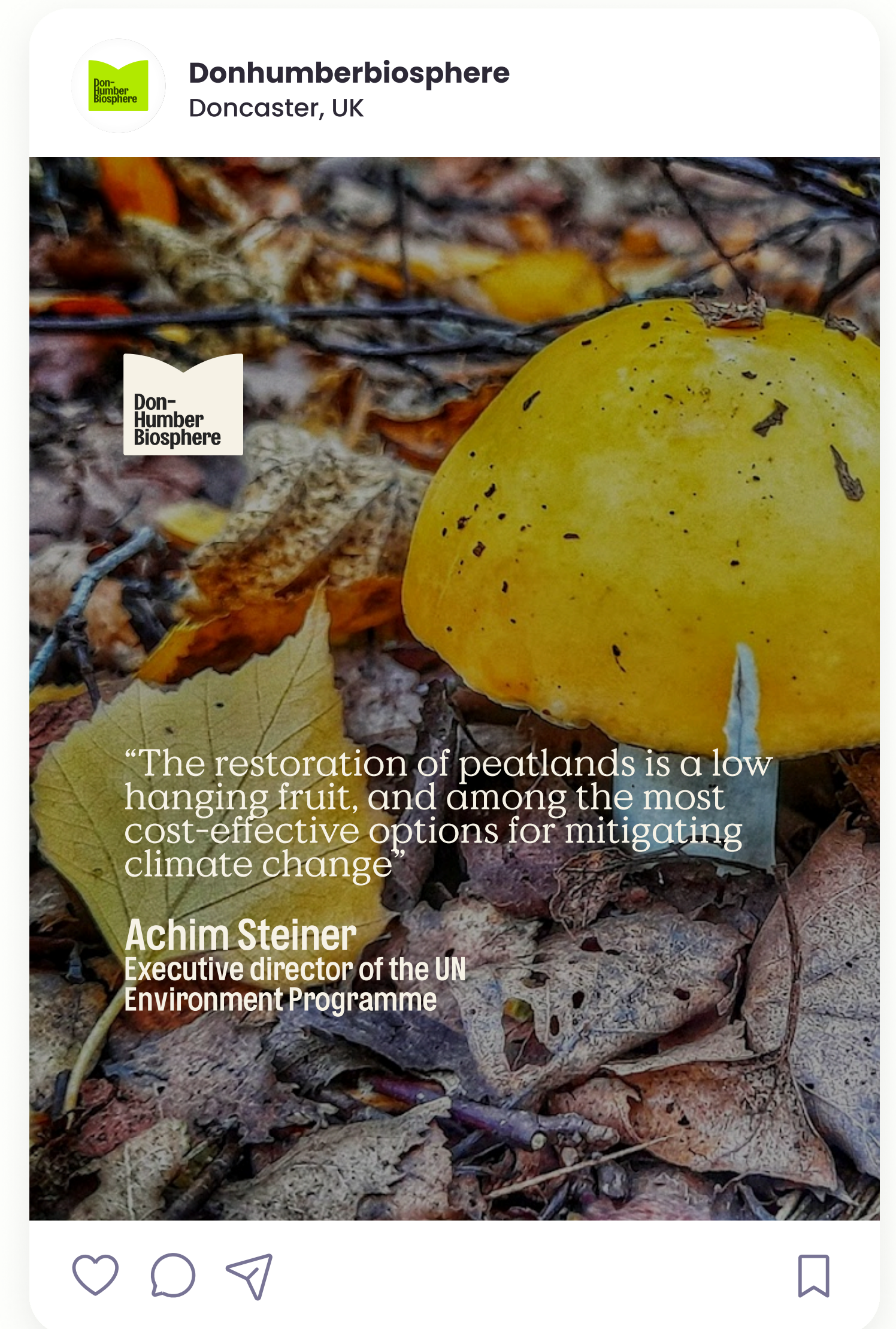
- Text based announcement posts
- Carousel posts providing detailed information



Social Media

We have provided templates for Instagram posts covering:

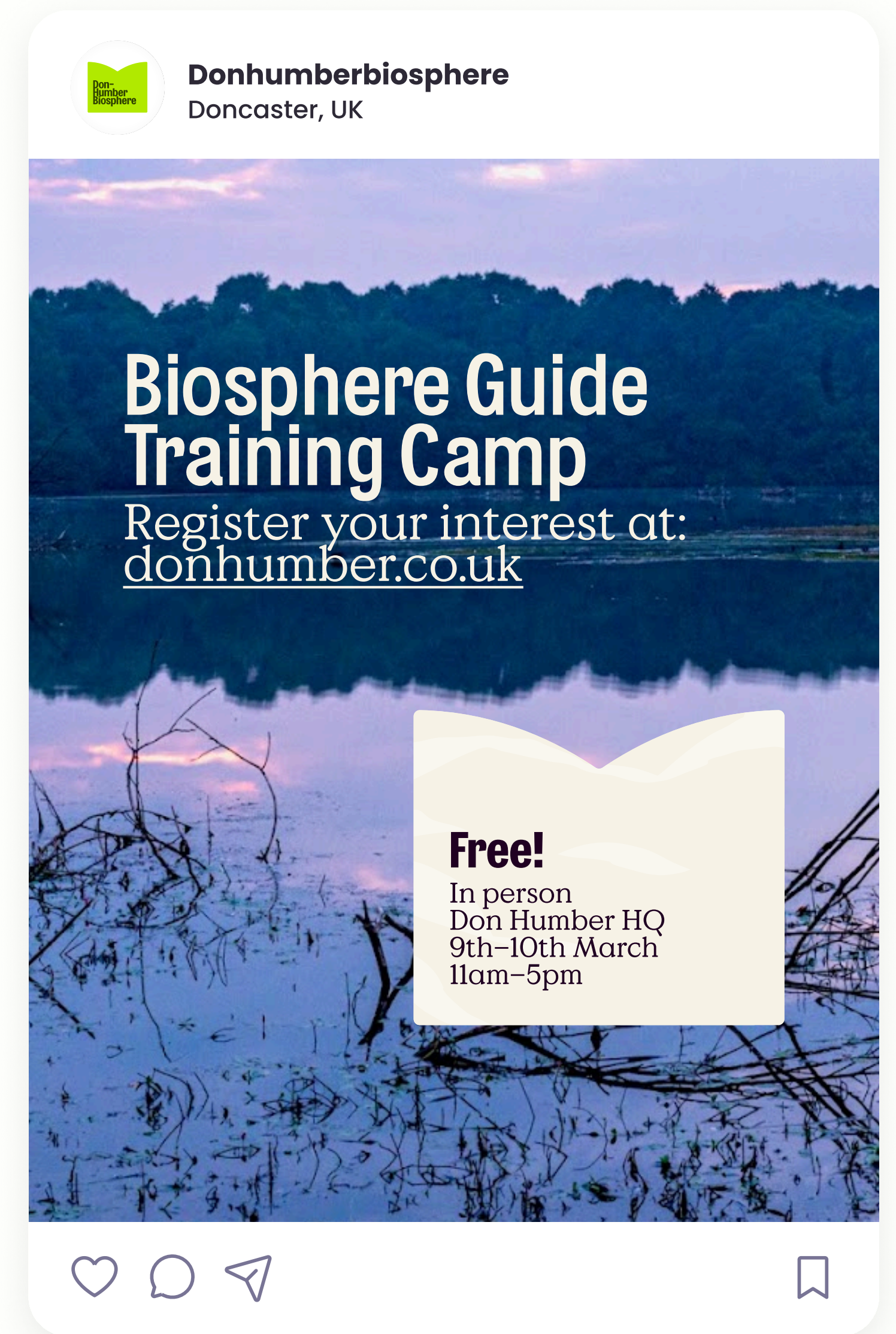
- Announcements & quotes presented using photography



Social Media

We have provided templates for Instagram posts covering:

- Events & excursions, using the logo mark to contain vital information



Thank you!

**Have you got any questions
or concerns?**

**We are excited & passionate
to take this project further!**