



National
Trust

Love is all you need

Refining 'I Love' and its typography
Part II

September 2012



River Wey and Godalming Navigations
and Dapdune Wharf



Carding Mill Valley
and the Shropshire Hills



The White Cliffs
of Dover



Straford-upon-Avon



Wicken Fen



Crom

Typesetting 1

Using 18 Feet's lock-up and restricting each place name to the width of the 'I oak leaf' motif.



River Wey

and Godalming Navigations
and Dapdune Wharf



Carding Mill Valley

and the Shropshire Hills



The White Cliffs of Dover



Stratford-upon-Avon



Wicken Fen



Crom

Typesetting 2

Using the Trust's proposed lock-up, place name character sizes have been standardised. For improved flexibility and legibility longer place names have the option of running medium length names on two lines (see White Cliffs) and those with much longer place names (River Wey and Carding Mill Valley) the chance to make their secondary site significantly smaller, retaining visual balance and prominence for the main place.



River Wey

and Godalming Navigations
and Dapdune Wharf



Carding Mill Valley

and the Shropshire Hills



**The White Cliffs
of Dover**



Stratford-upon-Avon



Wicken Fen



Crom

Typesetting 3

Retaining the proportions of the golden ratio, this option allows the 'I oak leaf' to take prominence over the place name, allowing for an optimised framework to work from. The principles explained in 'Typesetting 2' remain in use in this example. However, the 'I' has been thinned to compensate for the reduced place name and the oak leaf has been subtly scaled and moved within its golden ration box.



River Wey

and Godalming Navigations
and Dapdune Wharf



Carding Mill Valley

and the Shropshire Hills



**The White Cliffs
of Dover**



Stratford-upon-Avon



Wicken Fen



Crom

Typesetting 4

Still retaining the proportions of the golden ratio, this final option increases the size of the oak leaf. All other proportions have been preserved.



I  **Arlington Court**

Father's Day

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer posuere erat a ante venenatis.

nationaltrust.org.uk/arlingtoncourt

Local press
64x80mm

I  **Fountains Abbey**

August Bank Holiday Weekend

Lorem ipsum dolor
Sit amet, consectetur adipiscing elit. Integer posuere erat a ante.

Sed posuere consectetur est
Nullam id dolor id nibh ultricies vehicula ut id elit.

Duis mollis
Est non commodo luctus, nisi erat porttitor ligula,.

Free entry for members
12 miles north of Harrogate
01765 608888
nationaltrust.org.uk/fountainsabbey



Local press
153x112mm

Example ad layouts



Arlington Court
and the National Trust
Carriage Museum



**Arlington
Court**



**Carding Mill
Valley**



**Bourton
-on-the-
Water**

Skyscraper (120 x 600)

From left to right: Pure setup doesn't work for this format, but the next three do, even when exceeding the two line limit on main place names of which the last example demonstrates. Additionally, this direction works for other tall formats like table-talkers and small press ads.



Edited long place name



Full long place name



Full short place name

Leaderboard (728 x 90)

From top to bottom: Acceptable setup for long place names, although full-bleed imagery could be an issue; Optional setup for long place names, better formatted for wide, shallow adverts; Optimised for short places. Secondary typesetting should be optimised on a per advert/format basis.

I 
Arlington Court
and the National Trust
Carriage Museum

I  **Crom**

I 
**Carding Mill
Valley**

I  **River Wey**
and Godalming Navigations
and Dapdune Wharf

MPU (300 x 250)

Due to the square-ish format of MPUs, any combination of 'Typesetting 4' works really rather well!