

Pan Wales Interpretation Plan

‘Follow the story’ branding guidelines



If you are receiving funding through the Heritage Tourism Project, or wish to voluntarily link your interpretation to the Pan Wales Interpretation Plan, then please read these guidelines.

Introduction

Wales has big stories to tell, and because of its nature many of these can be linked up on a country-wide basis – this has the potential to be one of Wales’ strongest selling points. The purpose of using the **story icons** and suggesting other places where visitors can ‘**Follow the story**’ is at the heart of the Pan-Wales approach to interpretation. It is hoped that this joined up approach to interpretation will encourage visitors to understand that monuments do not exist in isolation, but are part of a wider national or regional story. This will encourage them explore other sites or make links between sites and stories when visiting other sites in the future. Referring visitors on in this way should have a positive effect on visitor numbers at all sites.

Background

Cadw are leading the development of a Pan Wales Interpretation Plan and, utilizing funding secured through the European Convergence Fund is implementing the emerging plan through the Heritage Tourism Project. As a first step, Cadw engaged consultants to create interpretation plans for the following storylines:

- The Origins and Prehistory of Wales (250,000 BC- AD 47/78)
- Roman conquest, occupation and settlement of Wales (AD 47-410)
- The castles and town walls of Edward 1
- The Princes of Gwynedd
- Owain Glyndŵr and his uprising
- The Lords of the Southern March
- The Princes of Deheubarth
- Chapels, churches and monastic landscape of Wales
- The legacy of the Celtic Saints
- The Lure of the landscape
- Defence of the Realm, Pembrokeshire
- Driving Forces - Wales: First Industrial Nation

These provide strong, structured, thematic and practical frameworks for delivering interpretation.

Story icons

Follow the story branding guidelines v1 January 2012




Each story will have its own story icon.
For example, the **story icon** for Owain Glyndwr is shown right:

A digital copy of the **story icon(s)** relevant to your project will be made available. You are encouraged to include the icon and the phrase **'Follow the story'** in your interpretation, along with some ideas as to other sites (expressed as straplines that can be used to encapsulate the story element at each site) where people can follow the story. Often this will include sites within your general geographical area/region. However, in some circumstances this may include key sites throughout Wales. Some guidance on how to use the icon across a range of media is included below for your reference.

NB the phrase **'Follow the story'** is an important part of the concept of the Pan Wales interpretation project and is seen as a key tool both for linking sites, and for creating visitor recognition (i.e. if visitors see the icons and this phrase often enough, they will begin to associate with it).
An example of how to use the story icon and **'Follow the story'** is shown in the example below.


Croeso i SYCHARTH

Croeso chwedlonol



Welcome to SYCHARTH

A legendary welcome



Eller mai fel hyn yr edrychi Sycharth yn ei anrith. Mae darlun yr artist wedi'i seilio'n rhannol ar enwau'r bardd Iolo Goch: 'Llys lawen, lle cyberwyd, Lle dda berdd am, lle da lyf'.

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Sycharth oedd cartref Owain Glyndŵr. Yn sgîl ei haelioni i'r beirdd a'r glŵr cafodd y neuadd, y ffos, y perllannau a'r coetir eu hanfarweli mewn cerddi a chaneuon.

Bu'n rhannu ei gartref teuluol gyda'i wraig Margaret Hamner a'u hun ar ddeg o blant. Mae'n rhaid bod Sycharth yn ymddangos yn hafan heddychlon, ffyniannus, ond erbyn 1405 roedd y lle wedi'i losg'i uwg gan y tywysog Harry (sef Henry V yn nes ymlaen).

How Sycharth may have looked in its heyday. This artist's impression is based partly on words penned by the bard Iolo Goch: 'Barth court, place of generosity. Where barbs often come, a good place'.

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Sycharth was the home of Owain Glyndŵr. His generous treatment of poets and bards ensured the hall, moat, orchards and woodlands were immortalised in verse and song.


He shared his family home with his wife Margaret Hamner and their eleven children. Sycharth must have seemed a haven of peace and prosperity, yet by 1405 it had become a burnt-out shell at the hands of Prince Harry (the future Henry V).

DILYNWCH Y STORI...

- Glyndyfrdwy – lle dechreuodd y rhyfel.
- Hamner – lle priododd Glyndŵr.
- Machynlleth – lle cynhaliodd Glyndŵr ei senedd.
- Pennal – lle ysgrifennodd Glyndŵr lythyr Pennal i olyn am gwmorth Ffrainc.

FOLLOW THE STORY...

- Glyndyfrdwy – Where war began.
- Hamner – where Glyndŵr was married.
- Machynlleth – where Glyndŵr held parliament.
- Pennal – where Glyndŵr wrote the Pennal letter requesting support from France.



Cadw

What do I do if my site/project is relevant to a number of the storylines?

It should normally be easy to identify the primary storyline relevant to your project. This storyline should be reflected in your general interpretation. Subsidiary storylines/icons could then be alluded to at specific/relevant points in your interpretation.

Eg.1 If we were developing panels at The Bishop's Palace in St David's, a general site panel would allude to the Celtic saints, spiritual places and pilgrimage storyline; whilst on a panel which shows part of the Palace from a viewpoint that inspired and was painted by the artist Kenneth Rowntree, the panel would bear the 'Lure of the Landscape' **story icon** and suggest other sites which resonate with that story.

Eg. 2 Likewise if we were developing panels for Harlech Castle, the primary story icon would be Castles of Edward 1, however, in the Royal Apartments, we would be keen to point out that Harlech was actually used more by Owain Glyndŵr than by the King, so interpretation in that room would carry the Owain Glyndŵr **story icon** and encourage people to '**Follow the story**' at sites related to the Owain Glyndŵr storyline.

How do I apply this across a range of interpretative media?

*Please make sure that you use the icon and '**Follow the story**' as a distinct yet integral part of your design, i.e. we would like to see it used as part of the panel content, and not relegated to the 'funders logos' section.*

- **Using it in print**

Any material which bears print can use the story icons and the '**Follow the story**' strapline relatively easily. Examples of such media are listed below:

- panels
- guidebooks
- exhibitions
- leaflets
- events posters
- etc.

In the above instances it is expected that the icon and the '**Follow the story**' phrase (with examples of sites to visit along with a brief description of what that site lends to the story) will be employed.

- **Using it on signage**

Signage should carry the icon wherever possible; however, given space restrictions, signage would not normally bear the '**Follow the story**' phrase. Examples of signage where the icon could be used include:

- parking signs
- fingerposts etc.

By exception, Welcome signs should include the icon, **'Follow the story'**, and the strapline for that site.

- **Using it in audio/video presentations**

- Film/video presentations

The **story icons** can be used as visuals both at the start of any film/video presentation, and again at the end, with either a visual or commentated list of sites where people can **'Follow the story'**

- Audio presentations

Here, the **story icon** would not be applicable, but ideally the commentary should allude to the relevant storyline particularly at the conclusion of the audio, where a commentated list of sites where people can **'Follow the story'** should be included. The icon could also be used on the delivery equipment.

- **Using it on the web/new media**

- Where the context is text/image based, you can use the general principles for print (above). You would be encouraged to use the story icon on your home page, and ideally include a **'Follow the story'** button which would link to a list of related sites. Where these sites have their own web presence, these should be hyperlinked.

- Where the content is audio, the guidelines for audio/video above should be used. Where content may be purely image-based, e.g. augmented reality, the icon should be included wherever possible.

- **Using it in guided tours**

Similar to the guidance on audio commentary, guides and on-site interpreters should be encouraged to inform visitors at the start of any tour/commentary that the site links to one of the story strands outlined above. They should also remind people of this at the end and include a list of sites where people can **'Follow the story'**.

- **Other media**

Where you are using other forms of interpretation (e.g. artwork etc.) it may be more applicable to include the icon etc. on promotional material or other forms of accompanying media rather than on the item itself.

Technical information

- **Icons**

Artwork and pantones for icons are available on request (see 'more help'). Icons are available with and without text (illustrated below). The former is for use in most instances, whilst the latter is useful for inserting on to maps etc.

- In order to make sure that the icon with text remains legible, we suggest you use a minimum width of 13mm.
- For the icon without text we recommend that you do not use it below a minimum width of 4mm.



- **'Follow the story'**

- We suggest that a sans serif font such as Gill Sans is applied to the **'Follow the story'** phrase and the accompanying site-related straplines. It is also important that the text size is appropriate to the media and complies with current guidance regarding accessibility.
- *Please remember to use the icon and **'Follow the story'** as a distinct yet integral part of your design.*

We have included some practical examples of interpretation that use the icons and **'Follow the story'** phrase/ site specific straplines, which we hope will be useful.



Croeso i Gastell Nanhyfer

Dewch i archwilio castell cudd Nanhyfer, un o gestyll cerrig hynaf Cymru. Unwaith roedd Castell Nanhyfer, sydd bellach yn safle tawel a diartford, yn gartref i Arglwyddi Normanaidd a Thywysogion Cymreig.

Welcome to Nevern Castle

Come and explore the hidden castle at Nevern, one of the oldest stone castles in Wales. Now a secluded and tranquil site, Nevern Castle was once home to Norman Lords and Welsh Princes.

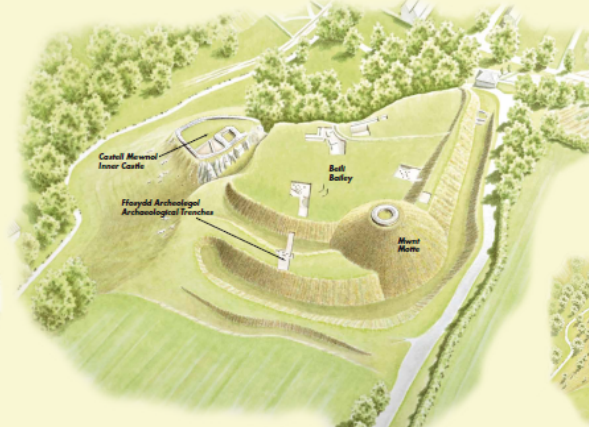
- Oherwydd ei leoliad amddiffynnol arbennig a ddiennodol, fe newidodd y castell dŵylo nifer o weithiau, gan chwarae rhan allweddol yn natblygiad cenedl y Cymry. Dygwch am y bobl – yn fuddugwyr a chaliwyr, yn gyfyllion a galyntion, iu'n byw ac iu farw yma yn Nanhyfer.

- Fe brynodd Cyngor Cymuned Nanhyfer y safle ym 1980 ar baid y gymuned iol ac ynnwlewy. Moant wedi gwaithio'n galed, mewn partneriaeth ag Awdurdod Parc Cenedlaethol Arfordir Penfro, i oleu am y safle ac i'w agor ar mwyn i bobl allu ei hegwio.

- Er mwyn dod â'r safle'n fyw, lawerwythwch y datblygiad ar ddiwedd yr oeddi ar www.pcnpa.org.uk neu www.neverncastle.com ar mwyn clywed mwy am fywyd yn y castell.



Y castell fel yr oedd yn nychrau'r 13fed ganolf
The castle as it was in the early 13th century



Safle'r castell fel y mae heddiw
The castle site as it is today
Illustration by Neil Jones

- Due to its highly defensible location, the castle changed hands several times, and played a key role in the development of Welsh nationhood. Find out about the people – the victors and vanquished, the friends and foes, who lived and died here at Nevern.

- Nevern Community Council bought this site in 1980 for the benefit of the local community and visitors. Together with Pembrokeshire Coast National Park Authority they have worked hard to look after the site and open it up for all to enjoy.

- To really bring the site to life download the audio tour available on www.pcnpa.org.uk or www.neverncastle.com and hear more about life in the castle.



Y castell fel yr oedd yn stwedd y 13fed ganolf
The castle as it was in the late 13th century



Dilynwch y stori

Gallwch ddilynwch y stori o Ddyngedfryn Deududwr i'w gwneud i'w

newydd i'w gwneud i'w

• **Ludlow** – mwy y dyngedfryn na mwy y dyngedfryn

• **Alwy Llanedoch** – mwy y dyngedfryn na mwy y dyngedfryn

• **Castell Mewnol** – mwy y dyngedfryn na mwy y dyngedfryn

• **Castell Mewnol** – mwy y dyngedfryn na mwy y dyngedfryn

• **Alwy Tawel Mawr** – mwy y dyngedfryn na mwy y dyngedfryn

• **Alwy Tawel Mawr** – mwy y dyngedfryn na mwy y dyngedfryn



Follow the story

For more discover more about the history of Deududwr by visiting the

following nearby places:

• **Neuport** – the home of the Prince and the site of the Norman

• **St Dyfnallt's Chapel** – established by Norman Lord Robert Fitzwalter in 1112

• **Cardigan Castle** – taken over by the Lord Rhys and the site of the first

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Parc Cenedlaethol Arfordir Penfro
Pembrokeshire Coast National Park

More help?

Cadw is happy to provide further guidance and advice. The icons are available on request from Cadw. For further information please contact:

Dave Penberthy
Head of Interpretation and Learning
Public Engagement and Governance
Cadw
01443 336080
david.penberthy@wales.gsi.gov.uk

David Jones
Intepretation Manager
Public Engagement and Governance
Cadw
01443 336087
David.Jones5@wales.gsi.gov.uk