Telford & Wrekin Co-operative Council

Protect, care and invest to create a better borough

40 YEARS

Ironbridge Gorge World Heritage Site 1986 - 2026

STAKEHOLDER TOOLKIT

CONTENTS

01 **About Ironbridge 40**
The anniversary and who this toolkit is for

02 **Our message**
Core line, themes, tone of voice and hashtag

03 **Ready-to-use copy**
Boilerplate, social media posts and website copy

04 **The logo**
Layouts, clear space and minimum size

05 **Colour**
The eight brand colours, logo colourways and text on colour

06 **Typography**
Typefaces and type sizes

07 **Photography**
Image style and what to look for

08 **Heritage icons**
Line icons linked to the site's Outstanding Universal Value

09 **Working with partner logos**
Placing Ironbridge 40 alongside other logos

10 **The identity in use**
Postcards, signs and photocall cards

11 **Dos and don'ts**
Quick rules for using the identity well

12 **Files and contacts**
Available artwork and who approves it

01

ABOUT IRONBRIDGE 40

In 1986 Ironbridge Gorge became one of the UK's first UNESCO World Heritage Sites, recognised as the birthplace of the Industrial Revolution. In 2026 we mark 40 years of that status.

Ironbridge 40 is the shared identity for the anniversary. It is used by Telford & Wrekin Council, the Ironbridge Gorge Museum Trust, tourism and hospitality businesses and community partners, so that everything made for the anniversary is recognisably part of one programme.

WHO THIS TOOLKIT IS FOR

- Partners producing anniversary events, marketing or signage
- Businesses in the visitor economy who want to show they are part of it
- Designers and agencies working on Ironbridge 40 materials
- Communications teams writing about the anniversary

02

OUR MESSAGE

Everything we say about Ironbridge 40 comes back to one line. Use it as a headline, an opening line or a closing sign-off.

HONOURING 40 YEARS OF WORLD HERITAGE STATUS. CELEBRATING THE PLACE THAT CHANGED THE WORLD. INSPIRING WHAT COMES NEXT.

HONOUR

Forty years of protecting a landscape of global importance, and the people who have cared for it.

CELEBRATE

The place that changed the world: its iron, its industries, its river and its communities.

INSPIRE

What comes next for the Gorge, its visitors and the local economy over the next 40 years.

TONE OF VOICE

- **Proud, not boastful.** Let the facts carry the weight.
- **Warm and welcoming.** Write for visitors and residents, not specialists.
- **Forward looking.** Connect heritage to what happens next.
- **Plain English.** Short sentences, no jargon.

HASHTAG #Ironbridge40

03

READY-TO-USE COPY

Approved wording you can use as it is.

FULL BOILERPLATE

Press releases · partner materials

> Ironbridge Gorge is marking 40 years as a UNESCO World Heritage Site with a year of events, experiences, community activity and storytelling from November 2026 to November 2027.
>
> The Gorge was inscribed in 1986 as the birthplace of the Industrial Revolution. Ironbridge 40 will celebrate the people, places and ideas that helped change the world, while looking ahead to the next chapter for the Gorge.
>
> Across Ironbridge Gorge, Coalbrookdale, Ironbridge, Jackfield, Coalport and Madeley, the anniversary will bring World Heritage to life through creativity, learning, innovation, the environment and community participation.
>
> Find out more at www.telford.gov.uk/ironbridge40

SHORT BOILERPLATE

Notes to editors · listings · brochures

> Ironbridge 40 marks 40 years of Ironbridge Gorge as a UNESCO World Heritage Site, with activity taking place from November 2026 to November 2027 celebrating the Gorge's past, present and future.

SOCIAL MEDIA POST

For partners · Facebook · LinkedIn

> Ironbridge Gorge is marking 40 years as a UNESCO World Heritage Site.
>
> From November 2026 to November 2027, Ironbridge 40 will celebrate the people, places and ideas that helped change the world.
>
> There will be events, experiences, community activity and stories, alongside opportunities to discover more about the Gorge and become part of its continuing story.
>
> We are proud to support Ironbridge 40 and join the celebration of this extraordinary World Heritage Site.
>
> #Ironbridge40
> www.telford.gov.uk/ironbridge40

SHORT SOCIAL POST

Launch post · Instagram · short captions

> 40 years of World Heritage.
>
> This November marks 40 years since Ironbridge Gorge became a UNESCO World Heritage Site.
>
> Ironbridge 40 will bring together events, experiences, stories and community activity throughout the anniversary year, celebrating the Gorge's past, present and future.
>
> We are proud to be part of the story.
>
> #Ironbridge40

WEBSITE COPY

For partners' websites

> In November 2026, Ironbridge Gorge marks 40 years as a UNESCO World Heritage Site. Ironbridge 40 will celebrate this important milestone with a year of events, experiences, community activity and storytelling running through to November 2027. We are proud to support Ironbridge 40 and will share details of our involvement as the programme develops.
>
> Find out more at www.telford.gov.uk/ironbridge40

04

THE LOGO

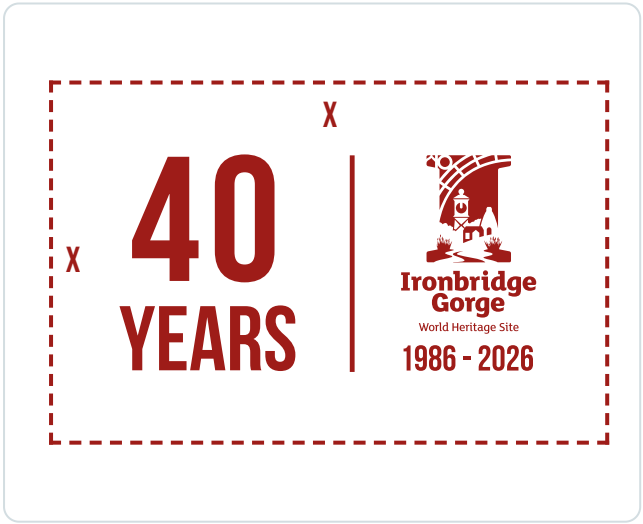
The Ironbridge 40 logo joins a bold “40 Years” with the Ironbridge Gorge World Heritage Site mark and the dates 1986–2026. It comes in two layouts. Always use the master artwork and never redraw it.



Horizontal. The first choice for most uses: banners, web headers, the foot of posters and anywhere space is wider than it is tall.



Stacked. For square or upright spaces: social media avatars, stamps, badges and narrow columns.



CLEAR SPACE AND MINIMUM SIZE

Keep a clear space around the logo equal to the height of the “0” in “40” (shown as x). No text, images or other logos should enter that space.

- Horizontal logo: at least **30mm** wide in print, **120px** on screen
- Stacked logo: at least **20mm** wide in print, **80px** on screen

05

COLOUR

Eight colours drawn from the Gorge itself: river, iron, brick, woodland and stone. Iron Red is the lead colour. Each logo colourway is available reversed in white on the colour, or in the colour on white.

IRON RED

HEX **#9E1C18**

RGB 158, 28, 24

Lead colour. Covers, signs and key backgrounds.

NAVY

HEX **#022A38**

RGB 2, 42, 56

Body text, headlines and supporting backgrounds.

RIVER BLUE

HEX **#009DC5**

RGB 0, 157, 197

The Severn. Accents and highlights.

MAROON

HEX **#4B1712**

RGB 75, 23, 18

Brick and kilns. Deep backgrounds.

OLIVE

HEX **#546117**

RGB 84, 97, 23

Woodland. Backgrounds and bands.

LEAF GREEN

HEX **#88B116**

RGB 136, 177, 22

Fresh growth. Use with navy text.

EARTH BROWN

HEX **#634F29**

RGB 99, 79, 41

Industry and earth. Backgrounds.

SAGE

HEX **#96B2A6**

RGB 150, 178, 166

Stone and water. Use with navy text.

LOGO COLOURWAYS



Top row: white logo reversed out of each colour. Bottom row: each colour on white. All sixteen versions are in the master artwork file.

TEXT ON COLOUR

Background	Use text in	Why
Red, Navy, Maroon, Olive, Brown	White	High contrast at all sizes
Blue	Navy for body text; white only for large headlines	White on blue is too faint for small text
Green, Sage	Navy	White text does not meet accessibility contrast on these colours

06

TYPOGRAPHY

Two typefaces, both free from Google Fonts so every partner can use them.

Headlines and short labels

BEBAS NEUE

Tall, condensed capitals that echo the “40 Years” lettering. Use for headlines, titles and short labels only. Never for paragraphs.

Body text and information

Source Sans 3

Clear and friendly at every size. Use Regular for body text, Semibold for labels and Bold for questions and subheadings.

Headline Bebas Neue	40 YEARS FROM NOW
Subheading Source Sans 3 Bold	**What should Ironbridge Gorge be known for?**
Body Source Sans 3 Regular	Share your ambition for the Gorge’s next 40 years and add your voice to Ironbridge 40.
Label Bebas Neue, spaced	THE OLD FURNACE · COALBROOKDALE

If these fonts aren’t available, use Arial Narrow for headlines and Arial for body text.

07

PHOTOGRAPHY

Please use your own photography, or images you have permission to use. The photographs below are examples of the style we are looking for: real people enjoying real places, the iron and brick of the industrial story, and the green of the Gorge today.



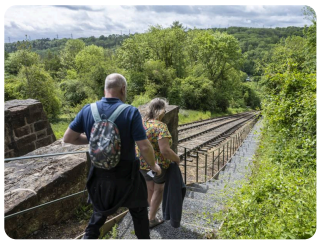








Image credit: Visit Telford | Ironbridge Gorge National Trust

PEOPLE IN PLACE

Show people doing things in the Gorge: exploring, making, paddling, looking. Natural moments, not posed line-ups.

THE HERITAGE STORY

Feature the sites that make the Gorge internationally important: the bridge, the furnaces, kilns, inclines and workshops.

LEAVE ROOM FOR WORDS

Pick photos with a plain area, such as sky, water or trees. This gives you somewhere to place the logo or a headline so it is easy to read.

The example photographs on this page are for reference only. All rights are retained and they must not be copied or reused.

HERITAGE ICONS

The icons tell the story of why Ironbridge Gorge is a World Heritage Site.

WHAT DOES "OUTSTANDING UNIVERSAL VALUE" MEAN?

UNESCO gives World Heritage status to places that matter to everyone in the world, not just to the country they are in. It calls this importance **Outstanding Universal Value**, or **OUV** for short.

OUV is the reason Ironbridge Gorge was made a World Heritage Site in 1986. It is what the 40th anniversary celebrates.

WHY IRONBRIDGE GORGE MATTERS TO THE WORLD

1. **A world first.** In 1709 at Coalbrookdale, Abraham Darby I found a way to make iron using coke instead of charcoal. This made iron cheaper and easier to produce in large amounts. In 1779 the Iron Bridge became the world's first major bridge made of iron.
2. **It changed how the world builds.** The furnace and the bridge shaped engineering and architecture far beyond Shropshire.
3. **A whole industrial landscape in one valley.** Mines, furnaces, factories, workers' homes, canals and railways survive side by side. Together they show how an industrial area grew. It is still a living landscape: people live, work and run businesses here today.
4. **A symbol known around the world.** The Gorge is recognised internationally as the birthplace of the Industrial Revolution.

WHAT THIS MEANS FOR YOU

It is what we protect.

OUV is what World Heritage status asks us to look after. It guides planning, development and how the Gorge is managed, so that its story survives for future generations.

It brings people here.

World Heritage status is a big part of why people visit the Gorge. That supports local businesses, jobs and the wider visitor economy.

You can help tell the story.

Use the one-sentence summary below and the heritage icons in your own materials, and link what you offer back to the Gorge's global importance.

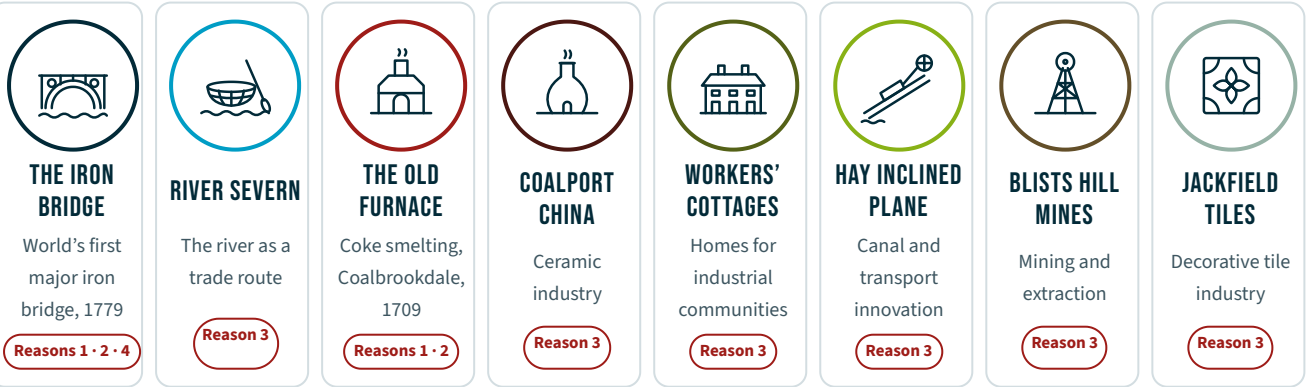
More detail is in the Ironbridge Gorge World Heritage Site Management Plan, published by Telford & Wrekin Council.

IN ONE SENTENCE

Ironbridge Gorge is a World Heritage Site because it is where the Industrial Revolution began, and the evidence is still here to see.

THE ICONS

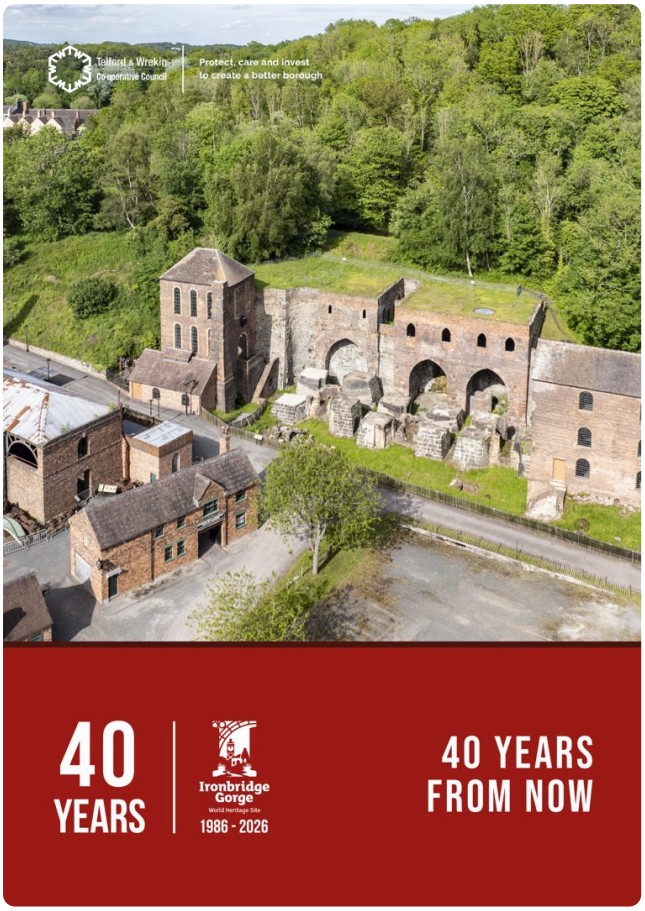
Each icon stands for one part of this story. The label under each one shows which of the four reasons above it links to. Use them as postmarks, section markers or small graphic accents, never as a replacement for the logo.



09

WORKING WITH PARTNER LOGOS

When Ironbridge 40 appears with a partner's logo, the two should be clearly separate and never merged into one mark.





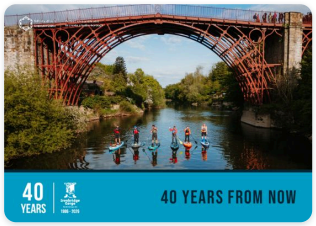
Example photocall card: lead partner logo top left over the photograph, Ironbridge 40 logo in the colour band.

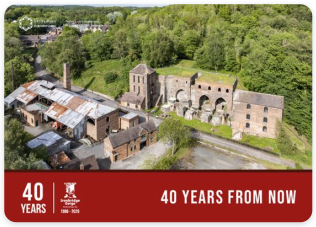
- Place the lead partner logo in the top left corner, in white over a photograph or in its own colours on white.
- Place the Ironbridge 40 logo in the colour band or the foot of the design.
- Keep partner logos at a similar visual size to each other, and no larger than the Ironbridge 40 logo.
- For three or more partners, group them in a single row along the bottom with a short line such as "Supported by".

THE IDENTITY IN USE

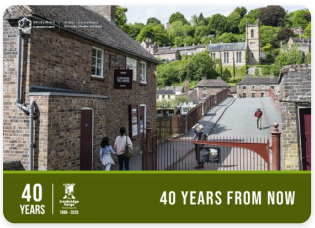
Examples of how the identity has been used on printed materials. Each postcard pairs a brand colour with a photograph and a heritage icon.











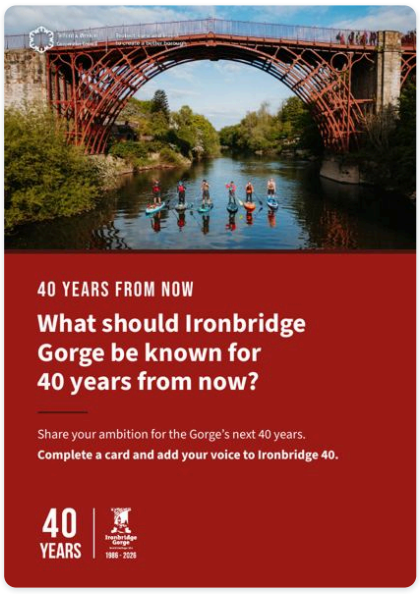




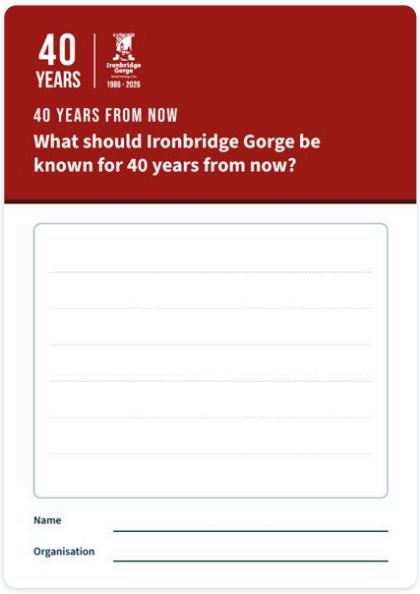




Postcard back. Stamp and postmark carry the colour and heritage icon.



Tabletop sign. Photograph above, message on a solid brand colour below.



Photocall card. Colour band with logo and question, large space to write.

11

DOS AND DON'TS

✓ DO

- Use the master logo artwork in one of the sixteen colourways
- Give the logo its clear space
- Pick one lead brand colour per piece and let photography do the rest
- Place text on solid colour, not over busy parts of a photo
- Check text colour against the "Text on colour" table
- Use your own photographs, or ones you have permission to use

✕ DON'T

- Stretch, squash, rotate or redraw the logo
- Recolour the logo outside the brand palette or add effects
- Place the logo over a busy image without enough contrast
- Copy or reuse the example photographs in this toolkit
- Combine the logo with another logo to make a new mark
- Use Bebas Neue for long paragraphs
- Create a separate sub-brand for an event or project

12

FILES AND CONTACTS

AVAILABLE FILES

- Logo master file: horizontal and stacked, 16 colourways (PDF)
- Logo files for web and social (PNG, SVG)
- Outstanding Universal Value stamp icons

QUESTIONS AND APPROVALS

Send artwork for approval before it is printed or published.

Contact: Laura Fildes
Email: WHScoordinator@telford.gov.uk
Website: www.telford.gov.uk/ironbridge40
Turnaround: 5 working days