



Organisation

Kirkbymoorside  
Community  
Support Group

Project

Brand development  
Route 2  
Version 1

Date

4 Feb 2026

**Ten Fathoms**

# Route 2

Kirkbymoorside is a town with deep roots and immense community spirit, yet it often finds itself overlooked or simply passed through as the “Gateway to the Moors”. For too long, its identity has been “muddy,” failing to distinguish itself from neighboring high-profile towns. This brand identity is designed to change that narrative by transforming the town from a passive waypoint into a confident, active destination.

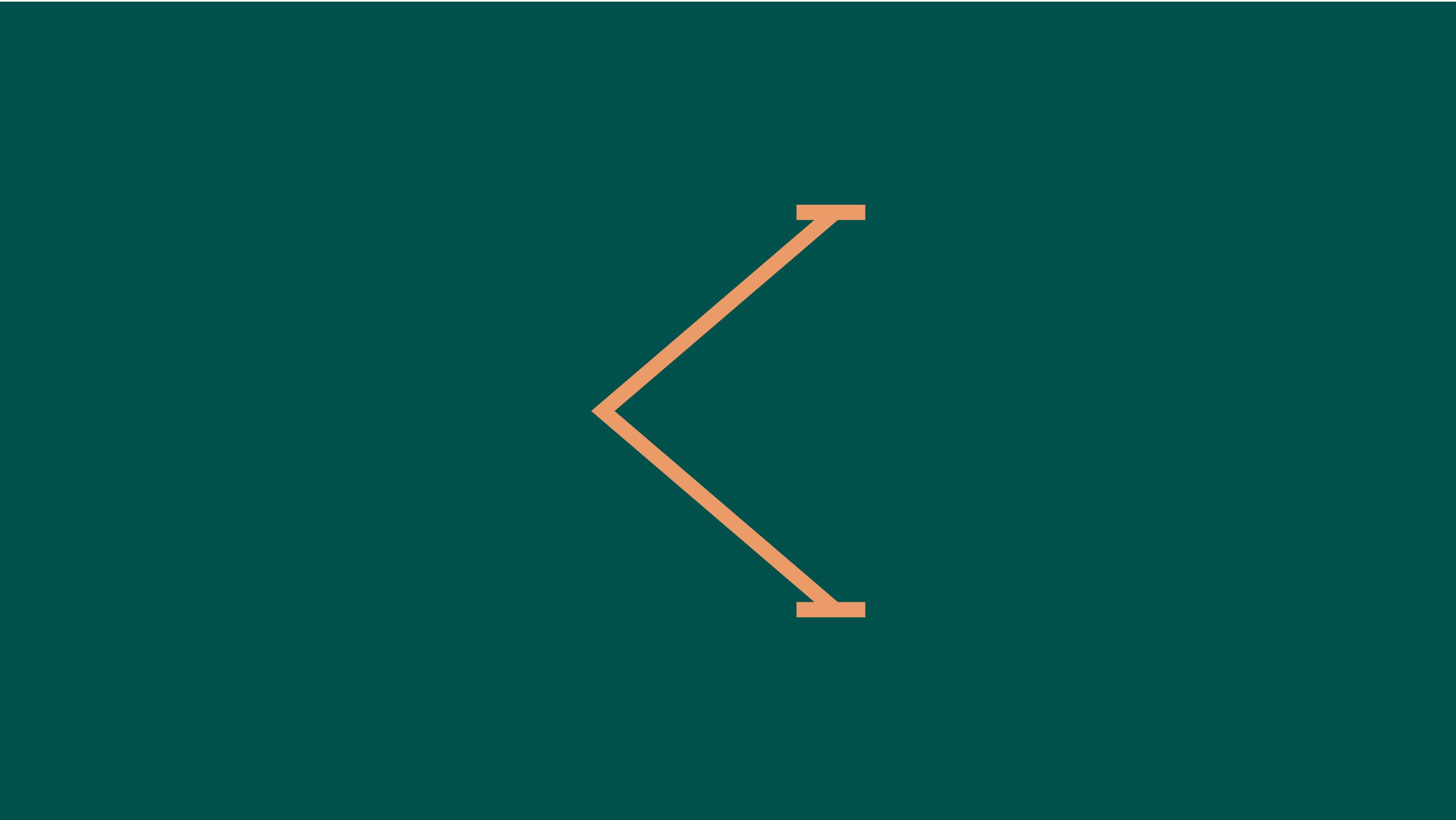
The centerpiece of this route is a contemporary ‘K’ monogram that functions as a sophisticated directional device. By incorporating a subtle woven pattern in the vertical stem, we honor the town’s historical and Viking heritage, while the integrated arrow graphic creates an unmistakable psychological cue to “look here” and “turn here”. This design

ensures that the “Gateway” concept is no longer just a signpost, but an invitation to discover the unique offerings of this hardworking, unpretentious market town.

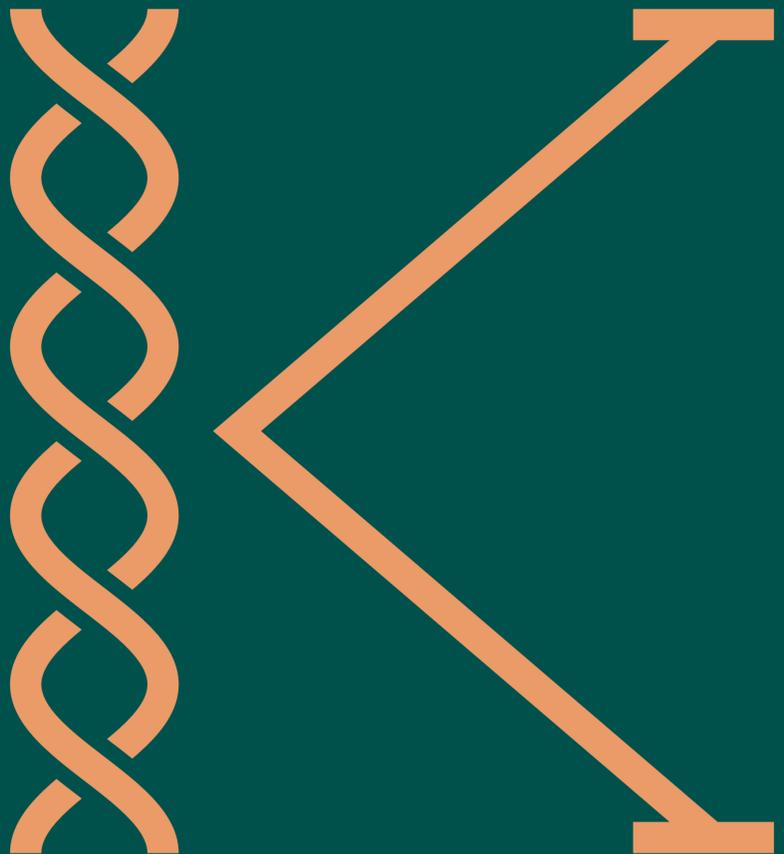
To achieve a balance between professional quality and community warmth, the palette pairs a grounding deep teal—representing the wild Moors and environmental consciousness—with a vibrant terracotta orange that adds a vital human touch. This system moves beyond a static logo to become a dynamic navigational tool, using the arrow as a frame for imagery and information across all touchpoints. The result is a brand that feels established yet energetic, positioning Kirkbymoorside as a “hidden gem” that is finally and boldly visible.

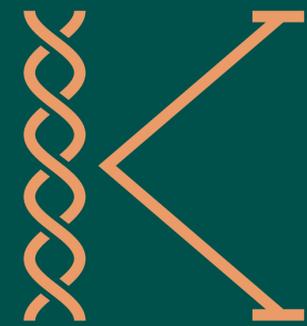
# Colour



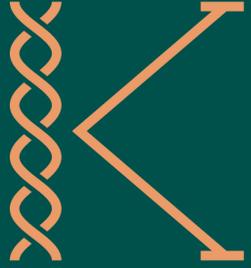




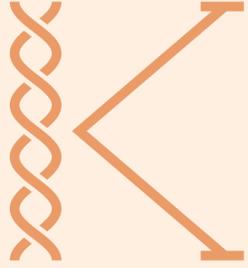




Kirkbymoorside



# Kirkbymoorside



# Kirkbymoorside



# GATEWAY TO THE MOORS

## A hidden gem in Yorkshire



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## Why visit Kirkbymoorside?

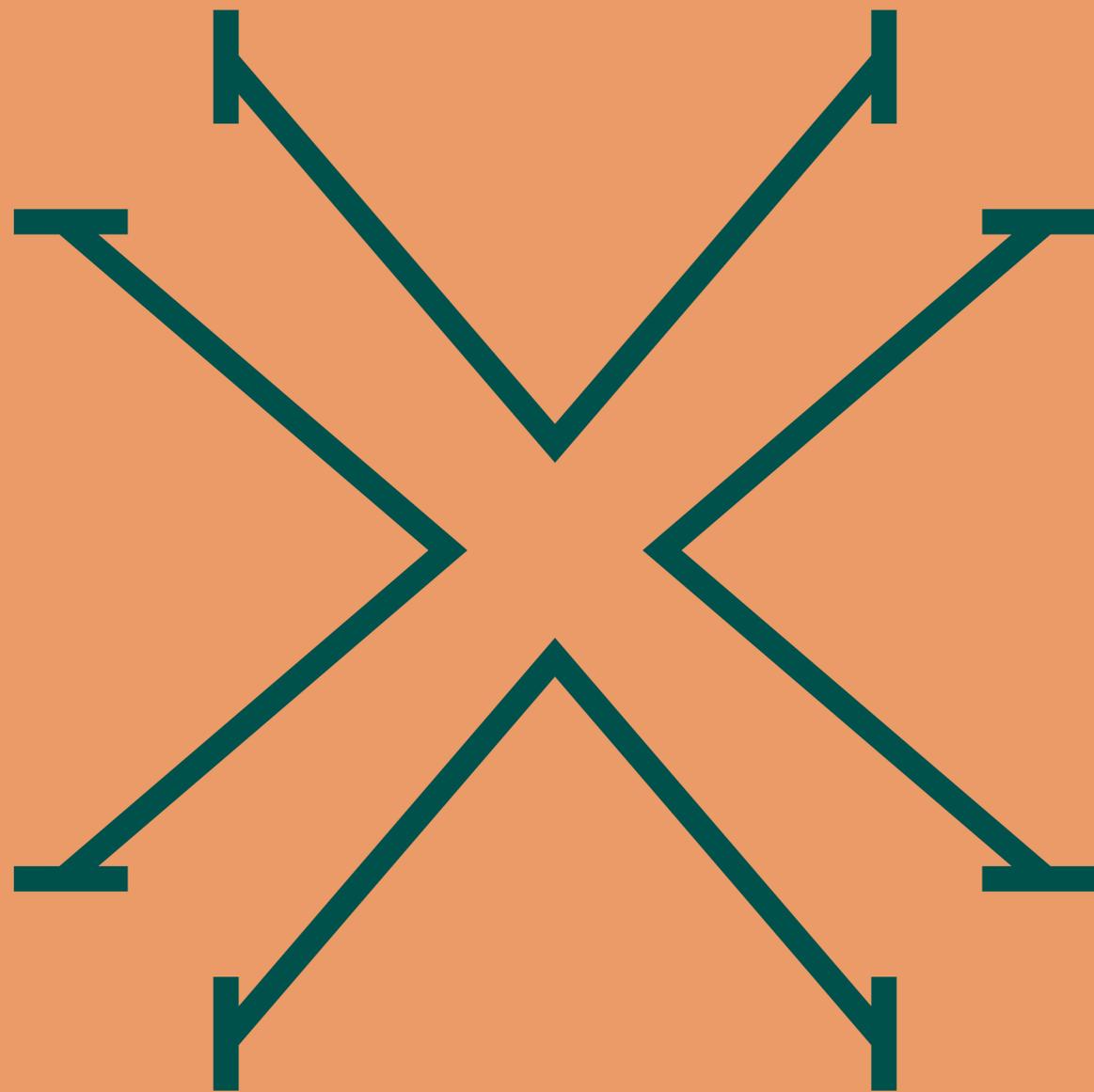


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Kirkbymoorside



WELCOME TO  
YORKSHIRE'S  
HIDDEN GEM

RICH IN  
HISTORY



A HOME FOR  
MUSIC LOVERS



GATEWAY  
TO THE  
MOORS

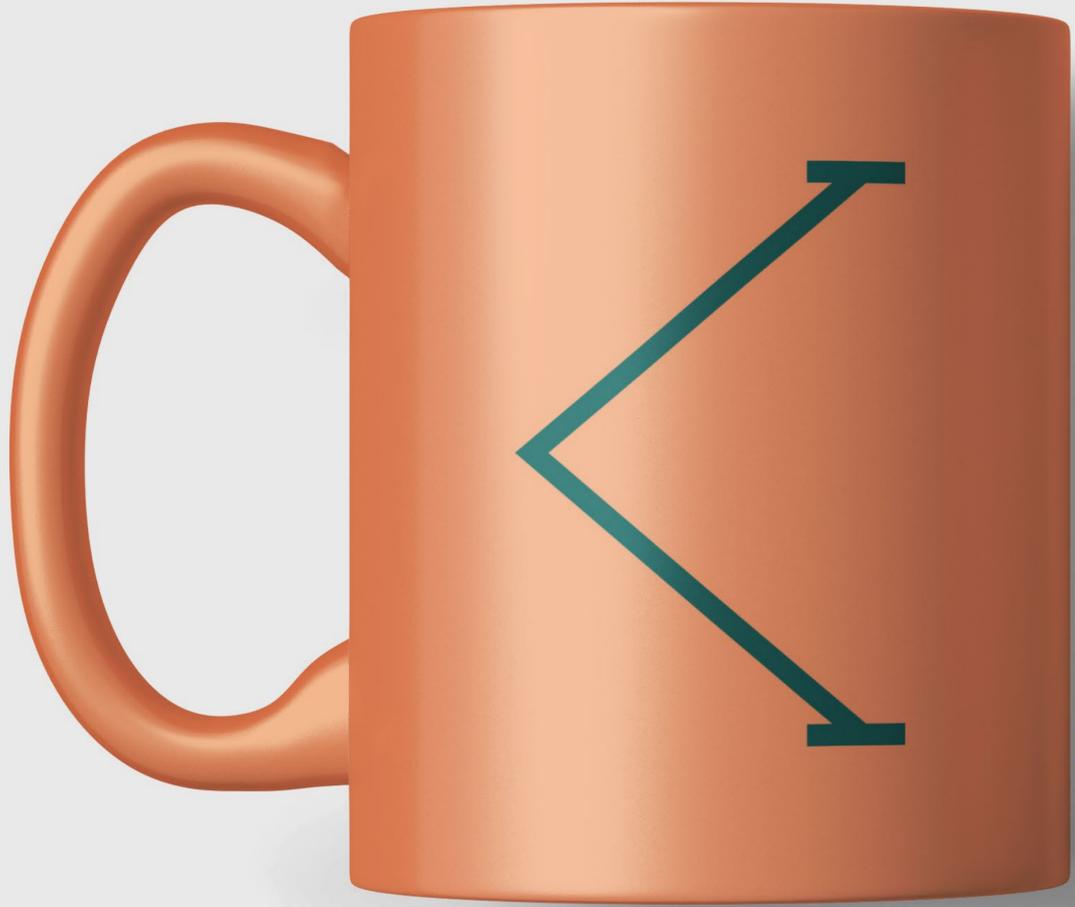
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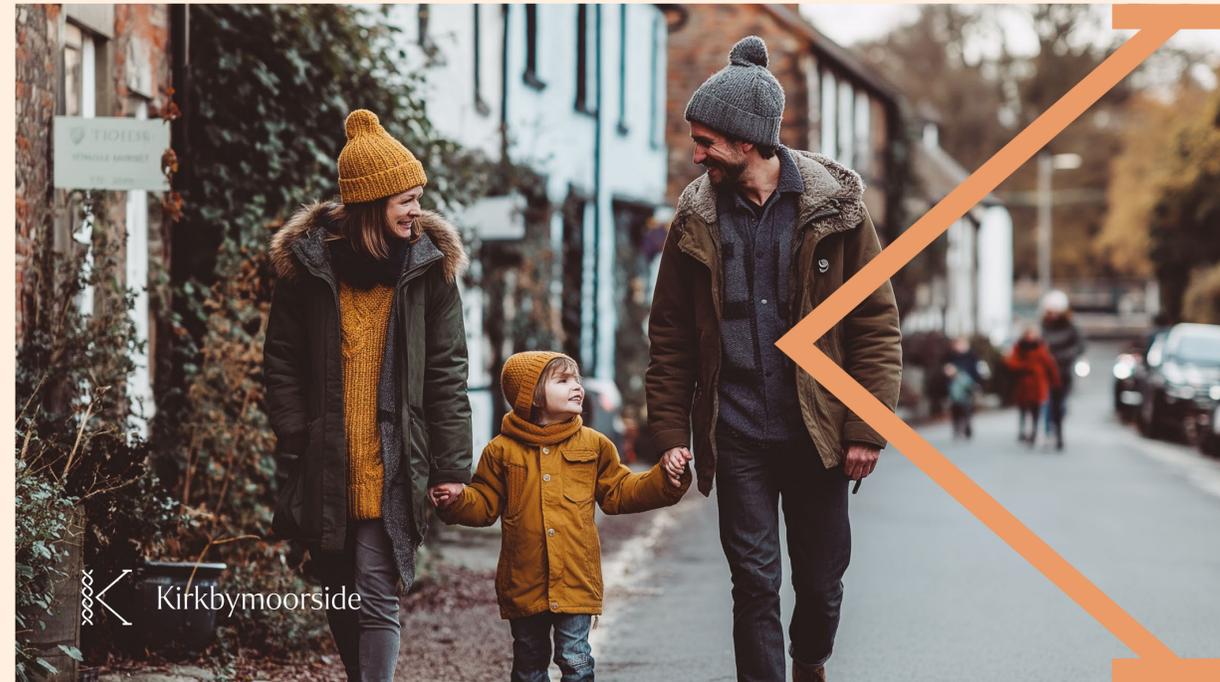
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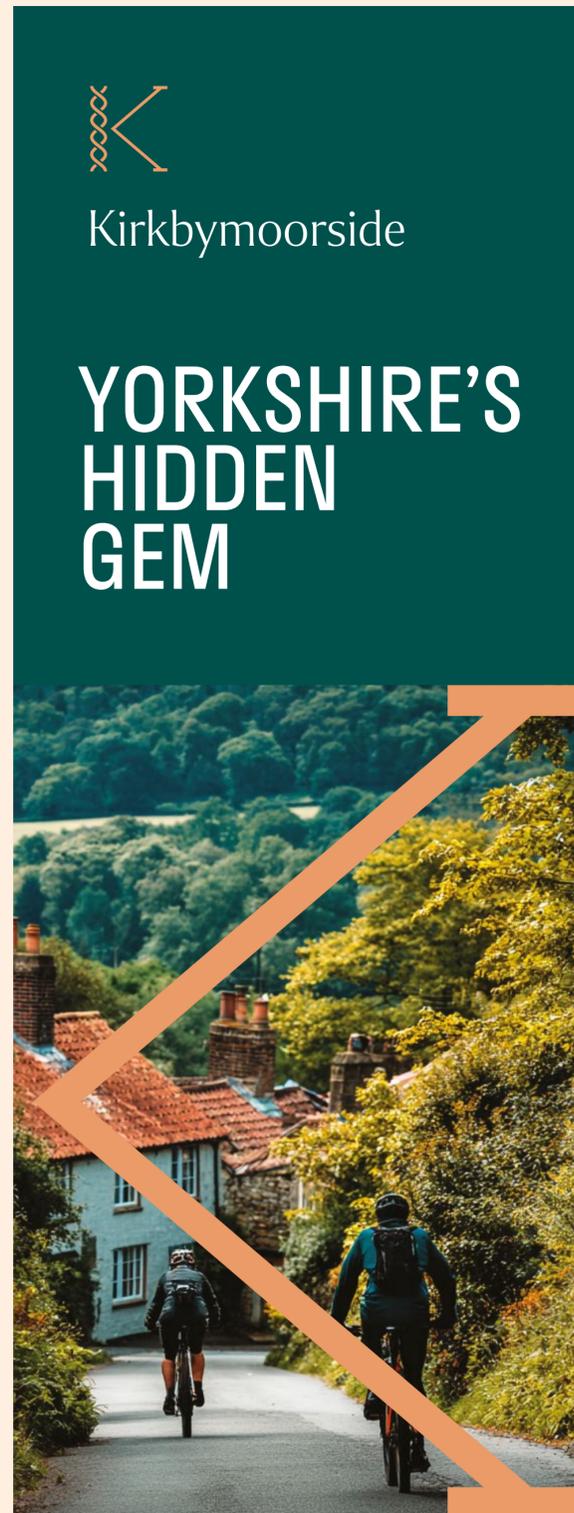
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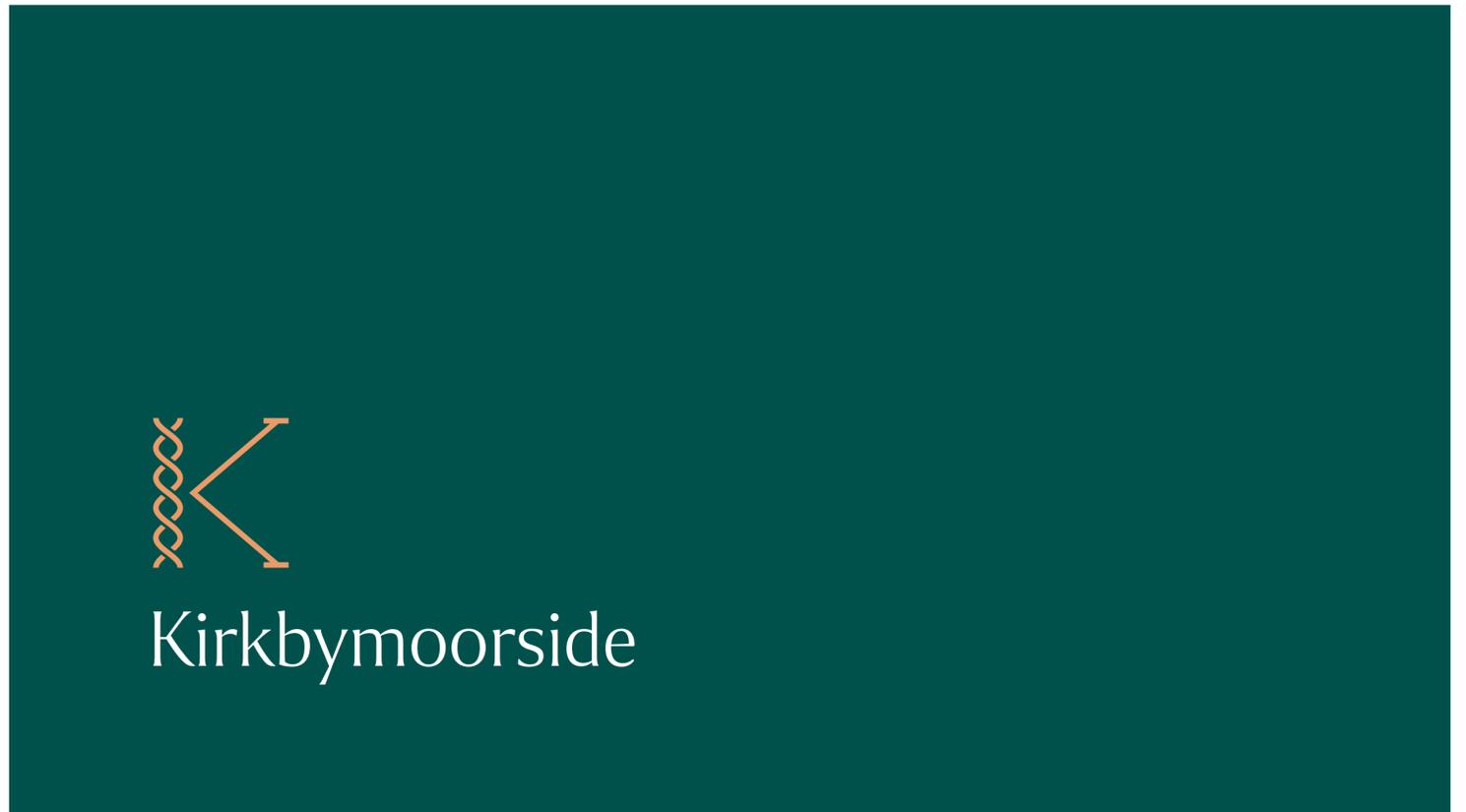
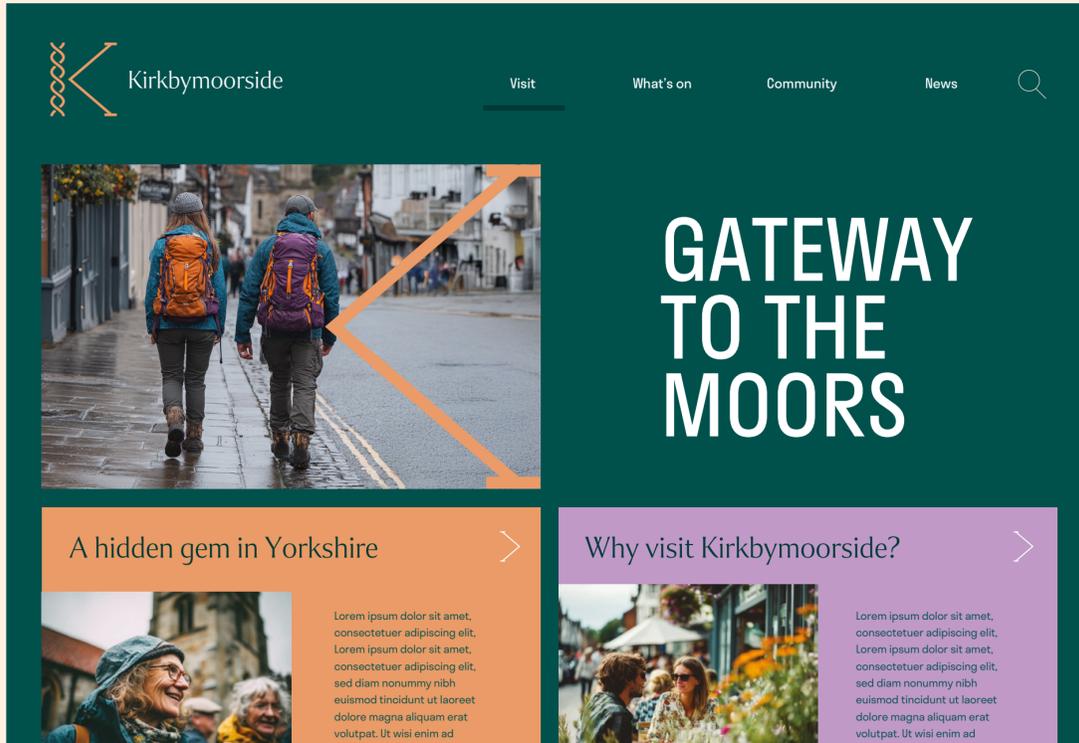
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# Banners







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