COLWYN

BRAND GUIDELINES

Version 01 | Summer 2021

Introduction

These guidelines have been divided into three sections; an Introduction to **Colwyn**, a **Brand Toolkit** to explain the key ingredients of the identity system and **Brand Examples**, which showcase best practise applications.

Much more than a logo, our identity has been designed to capture the true spirit of Rhos-on-Sea, Colwyn Bay, & Old Colwyn.

The following pages guide you through those core elements, acting as a kit of parts to assist you in designing and producing compelling communications with consistency and flexibility.

We want to get people talking about the Bay of Colwyn and all it has to offer. Shaped by a renewed confidence, and love for where we live and work the vision for the future is bright.

The Colwyn place brand represents the natural sweep of the Bay that connects the communities and people of **Old Colwyn**, **Colwyn Bay** and **Rhos on Sea**. The strong but simple imagery and colour palette speak of the built and natural environment with a playful twist.

You are invited to make the most of this visual identity. We hope these brand guidelines are a useful toolkit to explore how together, we can create a strong identity and connection across the Bay of Colwyn.

Introduction

Brand Guidelines
Brand Toolkit

Brand Toolkit

We need to ensure that the representation of the Colwyn brand and the basic elements of its identity are always used coherently, creatively and correctly.

This section outlines the most important assets within the identity system, which enables the look and feel of our communications to reflect our brand.

By following these basic guidelines we can ensure that our identity remains strong and that we promote a consistent image to our audiences across all of our marketing material.

Toolkit

Logo

This is our Primary Logo and its much more than a shape. It represents the whole bay area which links Rhos-on-Sea, Colwyn Bay, & Old Colwyn, a smile that represents happiness and positivity, and also a wave that celebrates of our coastal locations and sandy beaches.

Our logo can also be used as a graphic, to create patterns, and as a holder device.

'C' for Colwyn
The shape is a rotated letter 'C' for Colwyn.

Smile
The shape is a smile that represents happiness, and positivity. A feeling shared by everyone who visits the Bay of Colwyn.

COLWYN

RHOS-ON-SEA

COLWYN BAY   **OLD COLWYN**

The Bay
The shape was first developed by linking Rhos-On-Sea, Colwyn Bay, and Old Colwyn.

The Coast
The shape is a wave to celebrate the coastal locations, sandy beaches and watersports across the three towns.

Brand Guidelines
Brand Toolkit

Logo
Primary Logo

The logo is made up of two elements; the bay graphic and the Colwyn wordmark. Wherever possible, the two should be used together and logo artwork is provided as such. Primary logo usage is one colour on a coloured background.

Primary Logo
This is the primary Colwyn logo and it can appear in any colour variations from the brand palette. The examples on this page are just a few examples of suggested colour combinations..
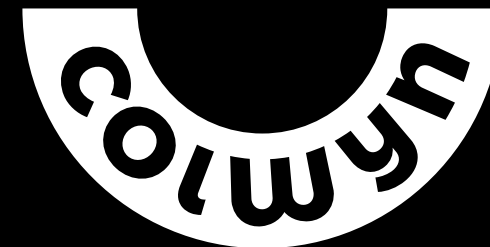
Brand Guidelines
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Logo
Using the logo

Monochrome logo
The logo is also available in Monochrome for use on light and dark backgrounds.

These should be used when single colour or black and white printing is required.
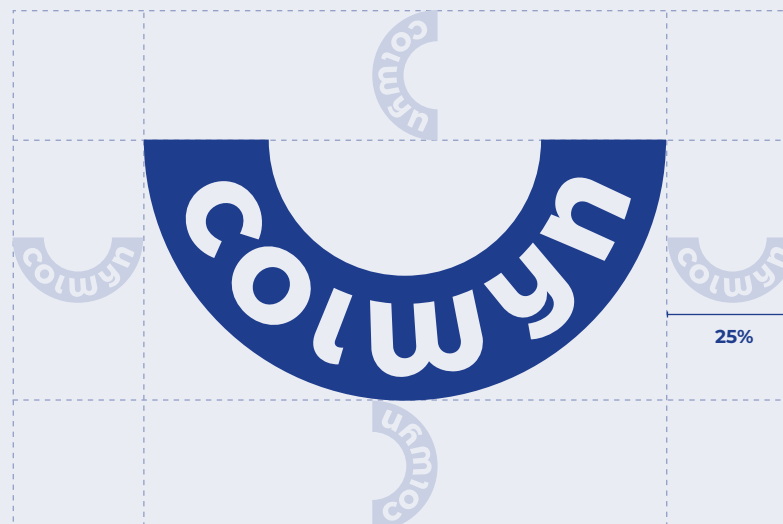

Mono Logo
Artwork available

Mono Logo Reversed
Artwork available

Clear-space
To ensure maximum stand out and legibility of the logo, we always allow for an area of clear-space around the design, which should not come into contact with other logos, text or complex areas of imagery.

25%

Clear-space definition
The area of clear-space for each logo format is the logo at 25% width.

Brand Guidelines
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Logo
Using the logo

Minimum Size
Follow the logo width sizing conventions for common usage formats.

The minimum logo width for digital use is 80px.

A5 / 35mm

A4 / 50mm

A3 / 70mm

Brand dominance
Wherever possible, the Colwyn logo should have the lead presence in executions. The expression of dominance is simple and can be achieved by the following tactics:

1. Placing our logo in the most visible and valuable space, often directly under messaging .

2. When partner logos are shown in close proximity, the dominant brand will be placed on the left or on top, while the subordinate/partner logo is always on the right or on the bottom.
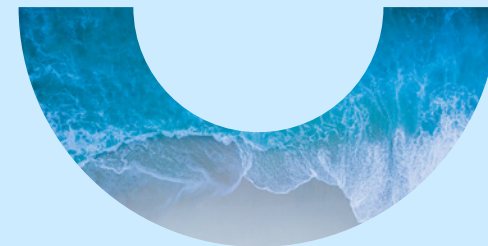
Funded / Supported by

Brand Guidelines
Brand Toolkit

Logo
Using the logo

Example use
The Colwyn logo can be used in a number of interesting ways. It can be placed over images, used as a device shape to hold images, and it can be used with or without text, or with custom text as shown on the examples opposite.

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Brand Toolkit

Logo
Using the logo

Example use
The Colwyn logo can be used to create creative designs. The logo can be cropped, used to hold images, bleed off the page, be scaled up and down, repositioned, repeated as pattern and so on. Opposite are just a few examples of creative layouts using the Colwyn logo.

BE A ZOO KEEPER...

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus congue eros ante, et eleifend ligula lacinia id. Praesent eleifend risus in dictum vulputate.

Croeso Welcome

IS WAITING FOR YOU...

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus congue eros ante, et eleifend ligula lacinia id. Praesent eleifend risus in dictum vulputate.

EAT LOCAL SEAFOOD...

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus congue eros ante, et eleifend ligula lacinia id. Praesent eleifend risus in dictum vulputate.

Brand Guidelines
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Colour

Colour Palette
Our colour palette is bold and vibrant, the colours should be mixed to create eye catching designs. The palette is inspired by the vibrancy of Colwyn – From sea blues to sunset yellows, and everything in between.

Tints
All of our colours can be used as tints of any percentage. This helps to provide flexibility in longer documents, such as these guidelines, when you might need to highlight key text and structure a hierarchy of information.

**COLWYN
SEA BLUE**

R36 G64 B140
HEX #24408c
Pantone 7687C
C100 M82 Y7 K0

**COLWYN
SEA GREEN**

R10 G92 B97
HEX #0a5c61
Pantone 5473C
C88 M39 Y49 K34

**COLWYN
HILL GREEN**

R0 G99 B79
HEX #00634f
Pantone 336C
C89 M34 Y71 K29

**COLWYN
BRICK RED**

R189 G59 B18
HEX #bd3b12
Pantone 2349C
C18 M87 Y100 K8

**COLWYN
SKY BLUE**

R128 G189 B255
HEX #80bdff
Pantone 2141C
C50 M17 Y0 K0

**COLWYN
THEATR RED**

R242 G74 B84
HEX #f24a54
Pantone 1785C
C0 M83 Y57 K0

**COLWYN
SUNSET YELLOW**

R250 G222 B99
HEX #fade63
Pantone 120C
C4 M10 Y70 K0

**COLWYN
STONE GREY**

R201 G191 B178
HEX #c9bfb2
Pantone 7528C
C23 M21 Y28 K3

**COLWYN
PASTEL GREEN**

R214 G255 B219
HEX #d6ffdb
Pantone 0921C
C19 M0 Y22 K0

**COLWYN
PASTEL BLUE**

R204 G235 B255
HEX #ccebff
Pantone 266C
C22 M0 Y0 K0

**COLWYN
PIER PINK**

R255 G227 B237
HEX #ffe3ed
Pantone 705C
C0 M16 Y0 K0

**COLWYN
BLACK**

R0 G0 B0
HEX #000000
Pantone Black 6C
C91 M79 Y62 K97

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Brand Toolkit

Patterns

The Colwyn logo can be used in interesting and creative ways to create patterns, each can be scaled up and down, rotated, repeated, and applied in any colours from our palette to create bold and eye-catching designs.

Tints
Each pattern is available as an EPS artwork file. This will allow you to manipulate the colour of the patterns, or apply transparency effects, across your designs.

Brand Guidelines
Brand Toolkit

Typography

The Colwyn brand fonts are Montserrat and Montserrat Alternatives, from designer Julieta Ulanovsky. It's bold, playful and full of energy.

Montserrat works equally well as a headline and body copy typeface.

Montserrat comes in a variety of weights and styles.

Montserrat Alternatives can be used on headlines to add more playful letterforms to bold headings.

Font licensing
These fonts are licensed under the Open Font License, you can use them freely - print or digital, commercial or otherwise.

To download Montserrat visit:
fonts.google.com/specimen/Montserrat

To download Montserrat Alternatives visit:
**fonts.google.com/specimen/
Montserrat+Alternates**

Modern Friendly Curvy

Montserrat
Bold

Montserrat
Alternatives
Medium

Montserrat
Light

Montserrat

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz123456789!@£%^&*

Weights

Bold   Regular
SemiBold   Light
Medium   *Italic*

Montserrat Alternatives

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz123456789!@£%^&*

Weights

Bold   Regular
SemiBold   Light
Medium   *Italic*

Typography

Montserrat Medium, Regular and Light are best suited to body copy where emphasis is not required.

Montserrat Bold is best suited to headlines and areas of body copy or subheads, where emphasis is required.

Minimum size
Type should never appear below 7pt. There is no maximum limit to type size.

Case and alignment
Headings can be set in upper-case or lower case text, there is no strict rule so feel free to use either options as well as aligning text left, right and centre.

Alternative letterforms
Headings can be set in Montserrat Alternatives, individual letters can be switched to add more playfulness.

Colwyn

Montserrat

Colwyn

Montserrat Alternatives

Experience Wales oldest working Theatre and Ciner

Theatr Colwyn is a Victorian receivir theatre, hosting a variety of perform and also has a large screen cinema.

Theatr Colwyn is the UK's oldest working cinema and also working theatre in Wales. It first opened as a public hall a of entertainment in the 1880s.

The venue was used for a wide range of events, from glitt military balls held by the Royal Welch Fusiliers, to plays di London, political lectures, shadowgraph shows and nume charity and church functions.

The Public Hall also became the 'public face' of the world Congo Institute. Reverend William Hughes, its founder, w minister of the Welsh Baptist Church, two doors away fro Public Hall. In the first decade of the 20th Century, the ve

Colwyn B
Rhos-on-S
Old Colwy

Colour Contrast
Always ensure that the text is legible by ensuring a strong colour contrast between text and its background color. Always choose a light colour if the text is going on a dark background, or choose a dark colour if the text is going on a light background.

Leading
Leading is flexible, but as a guide, in headlines, match leading size to point size. In body copy, leading should be 20% to 30% greater than the point size.

Kerning and tracking
Wherever possible, type should be set with optical kerning and tracking set to 0.

Brand Guidelines
Brand Toolkit

Photography

Photography is an crucial tool to help us tell the complete story of our brand, and promote everything Colwyn has to offer.

A great image is one that documents a real moment in time. Real locations, businesses, locals and visitors should be photographed in a bold, vibrant way. Images may be manipulated using techniques such as long exposure or double exposure, to offer a truly engaging view of the destination.

Scale and cropping should be used to create an engaging image. The photography used in this secton are examples of great images. Any imagery used to promote Colwyn should be of this high standard.

Copyright
Photographs, illustrations and other images will generally be protected by copyright as artistic works.

Always ensure that you have permission from the copyright owner(s) before using a photograph.

When using copyright images you should always give a credit the copyright owener, here is a basic example:

Photo by ©artist name and/or their website address

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Brand Examples

Now that you know how to make sure Colwyn brand communications look good and sound great, it's time to bring everything together.

This section showcases best practice examples of the Heart of the Colwyn brand in everyday applications. From print to screen and typography to tonality, the visuals will help to guide you when using the identity elements from our toolkit.

Brand Examples

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Brand Toolkit
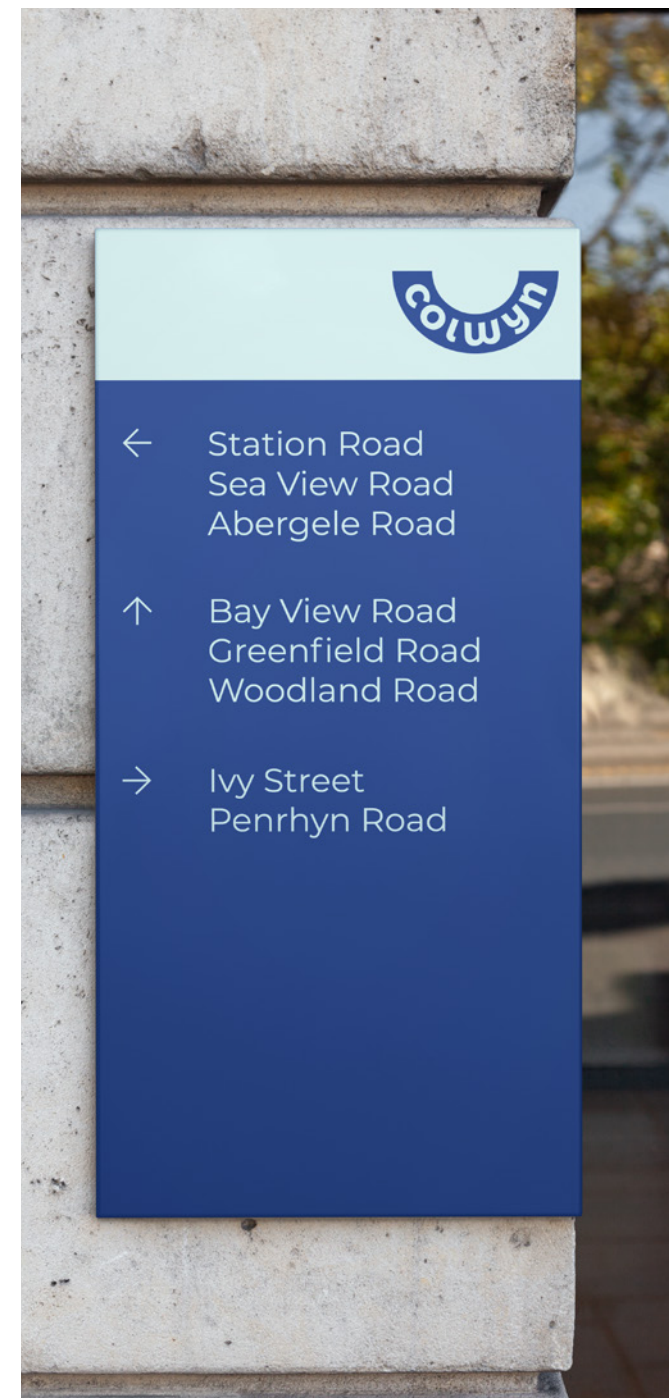
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BRAND ENQUIRIES?
WE'RE HERE TO HELP

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LL29 7TE

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