



Brand
Identity
Guidelines



Go North Wales

Masterbrand logo



Logo colourways

The masterbrand logo should always be used when possible, however, where coloured backgrounds or printing restrictions require monochrome versions, the following versions should be used.



Logo proportions

The masterbrand logo should always have breathing space. This can be determined by the width of the droplet ring

maximum = unlimited
(providing no pixelation occurs)

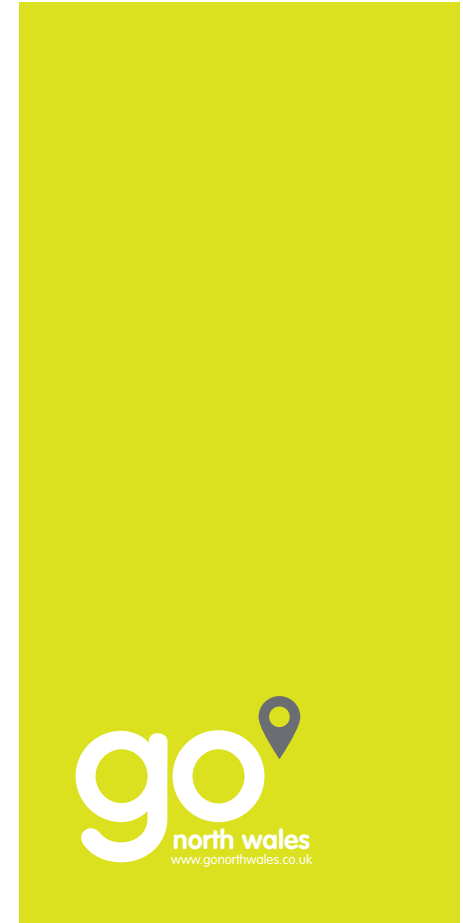
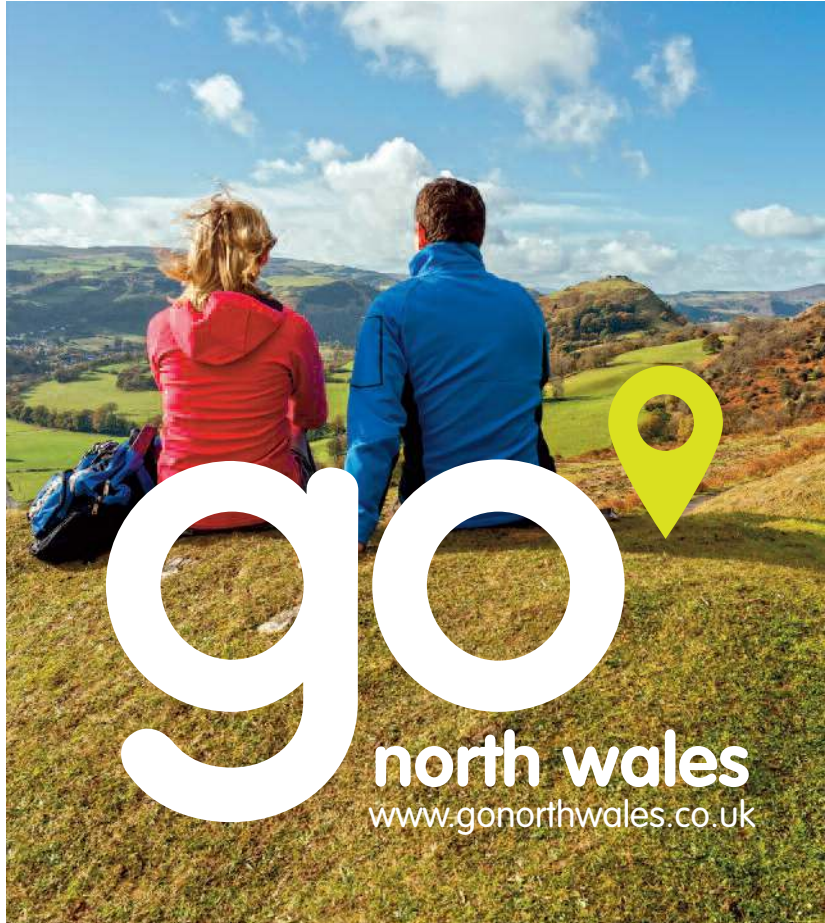


Logo proportions

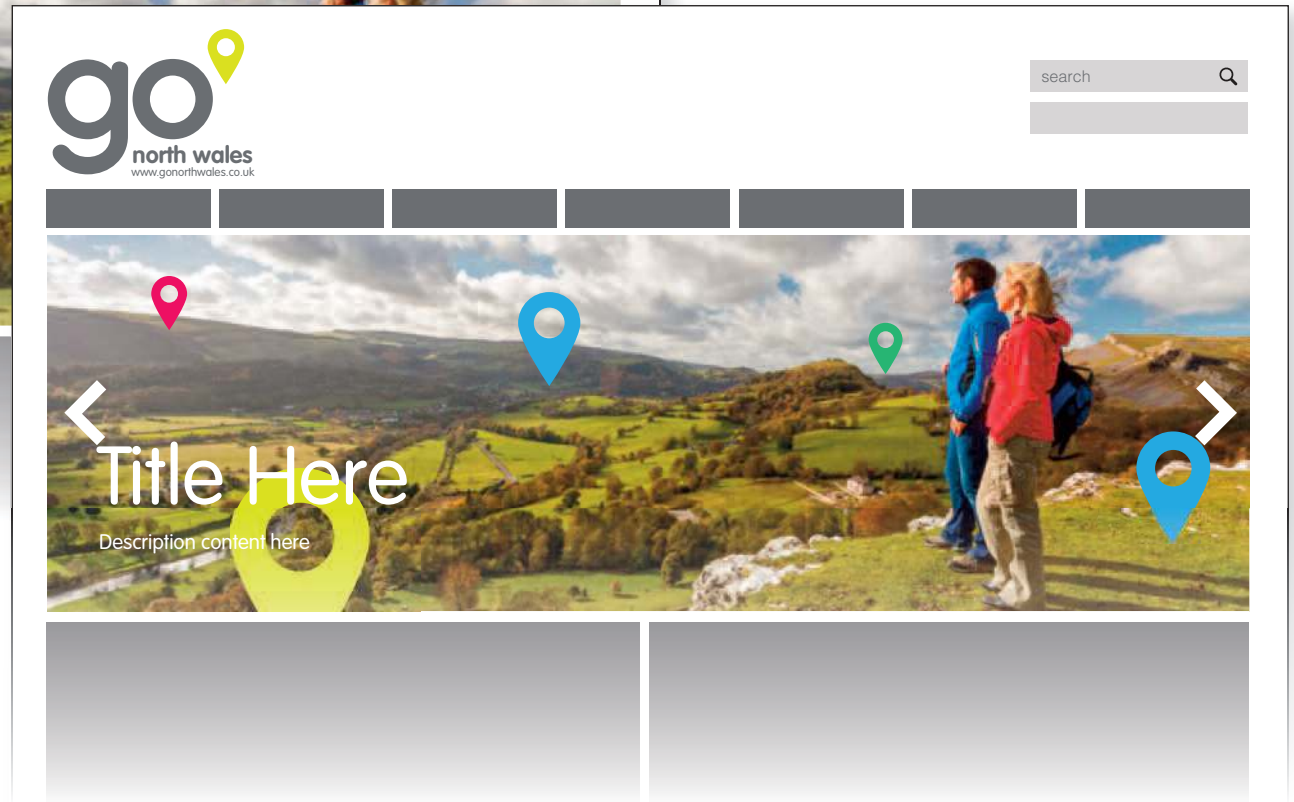
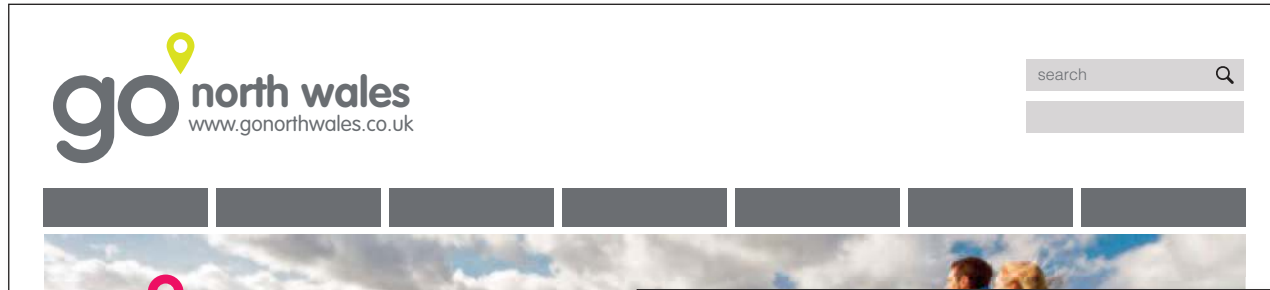
Ensuring the strength and clarity of Go North Wales identity. Do not alter our logo in any way. We like it just the way it is, so please do not stretch it, move elements around, change the colours, crop it to fit into a small space, skew it in anyway.



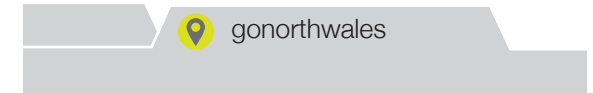
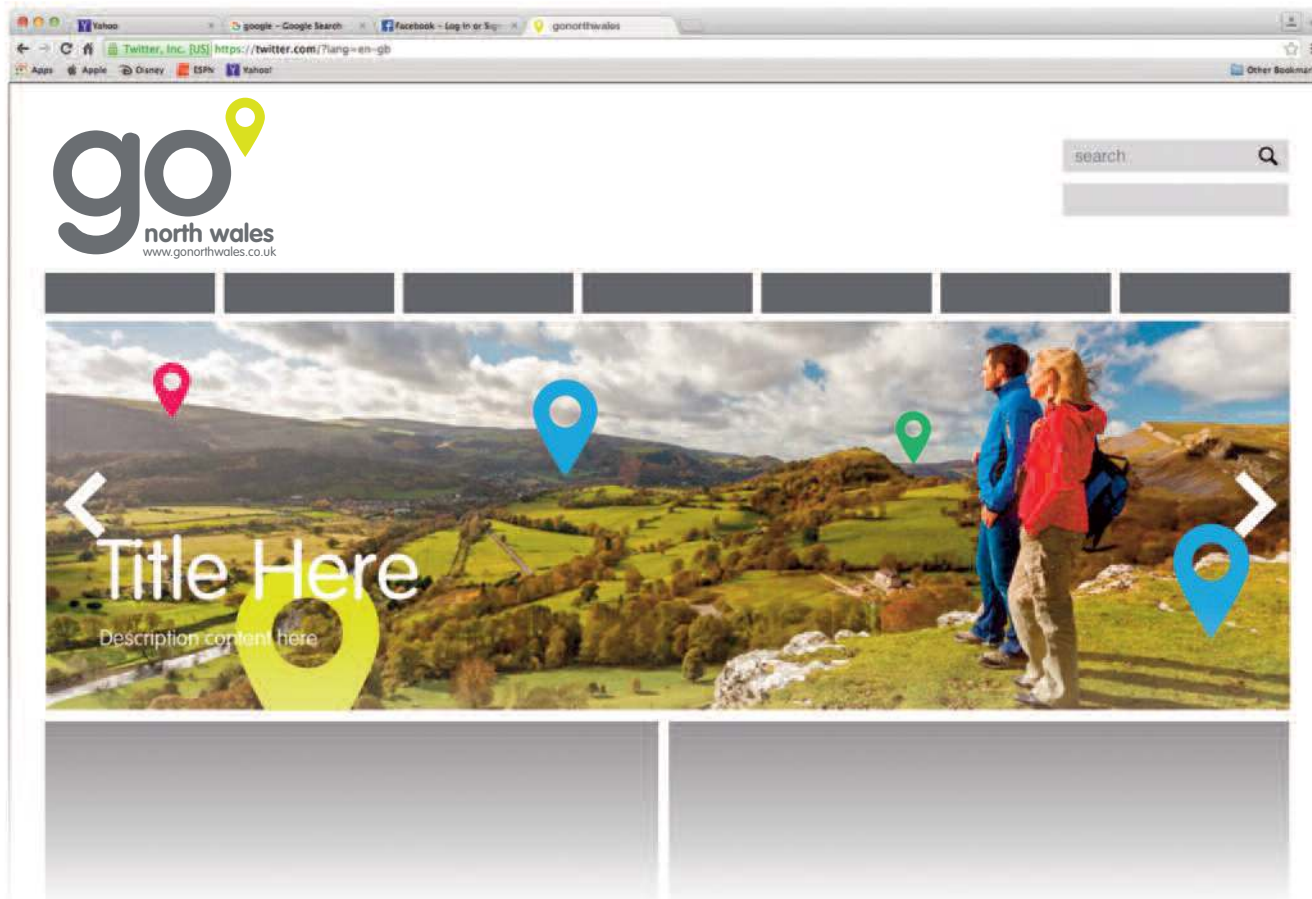
Logo



Website

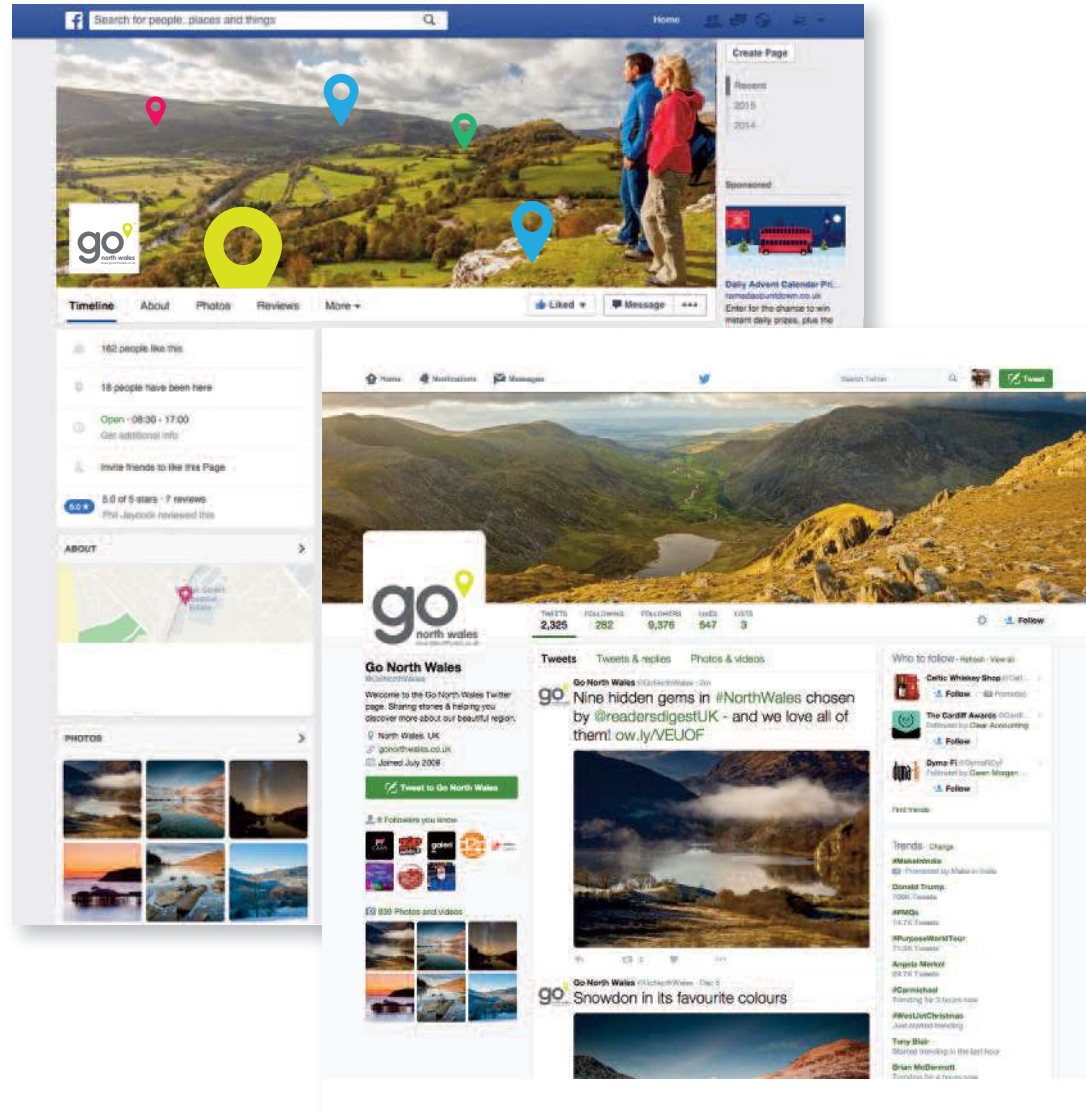


Favicon



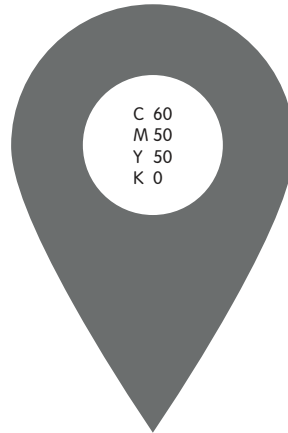
A favicon (short for Favourite icon), also known as a shortcut icon, Web site icon, tab icon or bookmark icon, is a file containing one or more small icons, most commonly 16×16 pixels, associated with a particular website or web page. A web designer can create such an icon and upload it to a website (or web page) by several means, and graphical web browsers will then make use of it.

Social Media



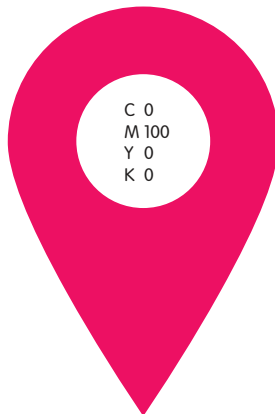
Colour palette

Primary Colours



You can use all of these colours plus black

Secondary Colours



Typography

Primary Font

VAG Rounded Std Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(.,:;!?"@#£\$&'*)

VAG Rounded Std Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(.,:;!?"@#£\$&'*)

Secondary Font

Helvetica LT Std Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(.,:;!?"@#£\$&'*)



Email banners

