

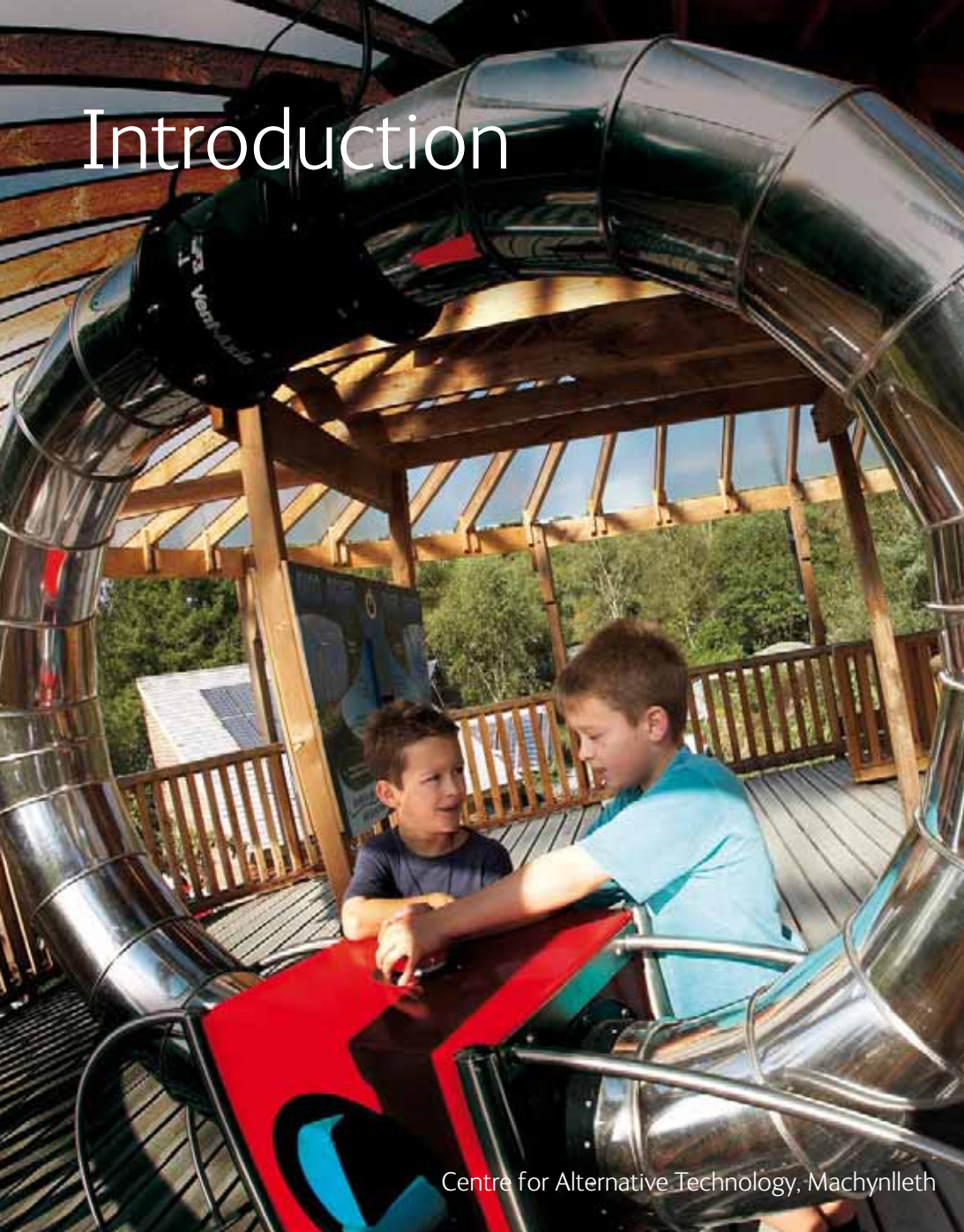
# Eryri | Snowdonia

Mynyddoedd a Môr  
Mountains and Coast

## Canllawiau brand | Brand guidelines



# Introduction



Centre for Alternative Technology, Machynlleth

## how to use this brand design guide

**This document is intended as a brief for those involved in the marketing and promotion of the Snowdonia Mountains and Coast area. The area includes the Snowdonia National Park, Llŷn Peninsula and Cambrian Coastline and covers the whole of Gwynedd and the Vale of Conwy to the South of the A55.**

The guidelines are aimed at encouraging more visitors to actively discover, explore and engage with the Snowdonia Mountains and Coast area. This brief sets out the key visitor target audiences, content of the brand, brand elements including signature, positioning statement, colours and guidelines on how to implement the brand.

This document should be used as the common basis for creative work across a range of communications: advertising, online, direct mail, brochures and use within Tourist Information Centre's correspondence with trade and customers.



Craig Y Fron, Bala

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# Snowdonia

M o u n t a i n s   a n d   C o a s t

# Snowdonia

M o u n t a i n s   a n d   C o a s t

## English colour brand logos

The logo should be used where the publication is intended for the English speaking audience i.e. outside Wales.

The brand logo should always be used on Snowdonia Mountains and Coast dark blue where possible, this ensures that all covers give clear legibility to the type and creates a strong brand image across the range of publications.

Sometimes it might not be possible to use the Snowdonia Mountains and Coast logo on dark blue background within a publication or on a CD ROM etc, therefore the brand logo should appear in colour on a white background.

The words 'Mountains and Coast' appears in 60% cyan on dark blue background and 100% cyan with 15% black on white background.

# Eryri

Mynyddoedd a Môr

# Eryri

Mynyddoedd a Môr

## Welsh colour brand logos

The logo should be used where the publication is intended for the Welsh speaking audience.

The brand logo should always be used on Snowdonia Mountains and Coast dark blue where possible, this ensures that all covers give clear legibility to the type and creates a strong brand image across the range of publications.

Sometimes it might not be possible to use the Snowdonia Mountains and Coast logo on dark blue background within a publication or on a CD ROM etc, therefore the brand logo should appear in colour on a white background.

The words 'Mynyddoedd a Môr' appears in 60% cyan on dark blue background and 100% cyan with 15% black on white background.

# Eryri | Snowdonia

Mynyddoedd a Môr  
Mountains and Coast

# Eryri | Snowdonia

Mynyddoedd a Môr  
Mountains and Coast

## Bilingual colour brand logos

The logo should be used for bilingual publications which convey equal prominence for both the Welsh and English languages or where the publication is intended for the English audience and contains some Welsh translation throughout.

The brand logo should always be used on Snowdonia Mountains and Coast dark blue where possible, this ensures that all covers give clear legibility to the type and creates a strong brand image across the range of publications.

Sometimes it might not be possible to use the Snowdonia Mountains and Coast logo on dark blue background within a publication or on a CD ROM etc, therefore the brand logo should appear in colour on a white background.

The words 'Mountains and Coast' and 'Mynyddoedd a Môr' appears in 60% cyan on dark blue background and 100% cyan with 15% black on white background.

Eryri | Snowdonia  
Mynyddoedd a Môr  
Mountains and Coast

Eryri | Snowdonia  
Mynyddoedd a Môr  
Mountains and Coast

Eryri  
Mynyddoedd a Môr

Eryri  
Mynyddoedd a Môr

Snowdonia  
Mountains and Coast

Snowdonia  
Mountains and Coast

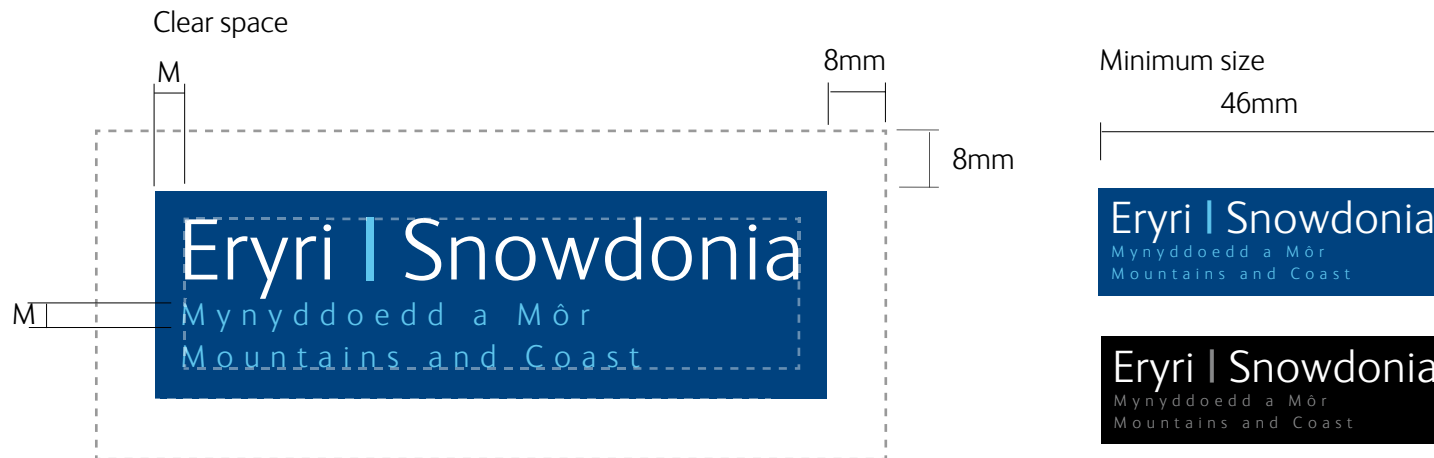
## Brandmark

The brandmark can be used within associated publications that contain reference or articles about Snowdonia Mountains and Coast which will help emphasise the identity of the region.

Other usage can range from print advertising, web banners through to merchandise or promotional material or items where there is a restricted design area.

The brandmark is fixed and cannot be cropped or altered in any way, so must not sit on the edge of a page where it is likely to be cropped or damaged.

The brandmark should appear where possible on a white background but can appear over images only if there is clear legibility between the solid blue or black background and photograph. Do not place type too close to the brandmark and always adhere to minimum clear space guidelines.

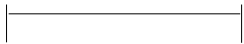


# Snowdonia

M o u n t a i n s   a n d   C o a s t

Minimum size

30mm



Snowdonia  
M o u n t a i n s   a n d   C o a s t

# Snowdonia

M o u n t a i n s   a n d   C o a s t

## English black and white brand logo

The logo should be used where the publication is intended for an English speaking audience.

Sometimes it might not be possible to use the Snowdonia Mountains and Coast logo in colour within a publication, therefore the brand logo should appear in black on a white background.

Sometimes it might not be possible to use the Snowdonia Mountains and Coast logo in colour within a publication etc, therefore the brand logo should appear in black/grey on a white background. The words 'Mountains and Coast' appears in 60% black.

Use the logo with solid black type when scaled to minimum size, this ensures clear visibility at all times.

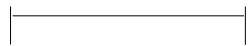


# Eryri

M y n y d d o e d d a M ô r

Minimum size

30mm



Eryri

Mynyddoedd a Môr

# Eryri

M y n y d d o e d d a M ô r

## Welsh black and white brand logo

The logo should be used where the publication is intended for the Welsh speaking audience.

Sometimes it might not be possible to use the Snowdonia Mountains and Coast logo in colour within a publication etc, therefore the brand logo should appear in black/grey on a white background. The words 'Mynyddoedd a Môr' appears in 60% black.

Use the logo with solid black type when scaled to minimum size, this ensures clear visibility at all times.

# Eryri | Snowdonia

M y n y d d o e d d a M ô r  
M o u n t a i n s a n d C o a s t

Minimum size

43mm



# Eryri | Snowdonia

M y n y d d o e d d a M ô r  
M o u n t a i n s a n d C o a s t

## Bilingual black and white brand logo

The logo should be used for bilingual publications which convey equal prominence for both the Welsh and English languages or where the publication is intended for the English audience and contains some Welsh translation throughout.

Sometimes it might not be possible to use the Snowdonia Mountains and Coast logo in colour within a publication etc, therefore the brand logo should appear in black/grey on a white background. The words 'Mynyddoedd a Môr' and 'Mountains and Coast' appears in 60% black.

Use the logo with solid black type when scaled to minimum size, this ensures clear visibility at all times.

# Reach higher

## Anelwch yn uwch

All headlines are to be set in FS Ingrid light

### Peak experiences

Snowdonia slopes, a volcanic jumble of screes and cliffs rising to razor-edged summits, have attracted walkers and climbers since the earliest days of the great outdoors. It was amongst the boulder-strewn Glyderau, a neighbour of Snowdon, that the team that first conquered Everest trained in the early 1950s...

Cross headings 12pt FS Ingrid Bold with body copy set in 9.5/12pt FS Ingrid Light.

**We've got no end of well trodden paths to follow. Just like the one to Pete's place in Llanberis. He's been serving us with local knowledge since 1978. Along with the best chip butties in town.**

Cycle for miles on our off-road and on-road cycle networks or dare yourself to venture down the famous 'Red Bull' trail at the mountain bike Mecca of Coed-y-Brenin forest. Get down, dirty and wet riding the rapids of Tryweryn National Whitewater Centre or enter Hell's Mouth; one of the best surf beaches in Wales. Admission free. Surfing optional. Whatever you look for in a holiday, you will find it here in abundance. Fill your thirst for adventure...

Standfirst 10/12pt FS Ingrid Bold with body copy set in 9.5/12pt FS Ingrid Light.

### Primary typeface

Typography itself is a key to personality and of being expressive and unique. Our distinctive typographic design is simple and memorable to express the style and character of our brand.

Our brand typeface is FS Ingrid, a modern face clear and easy on the eyes on the printed page. FS Ingrid should be used for all the titles, headlines, masterheads, and body copy (media permitting).

basic typography rules for headlines:

- use FS Ingrid Light for all headlines with +20 tracking
- range all headlines to the left
- use type colours from colour palette
- headlines should be in lower case apart from initial cap
- place names should have initial capital letter

basic typography rules for body copy:

- only FS Ingrid bold or FS Ingrid light weights should be used
- use FS Ingrid bold for crossheadings or standfirsts
- use FS Ingrid light for all body copy
- use colour for crossheadings from colour palette
- range all body copy to the left
- body copy should be in upper and lower case.
- sentences begin with capitalisation
- FS Ingrid is available from [www.fontsmith.com](http://www.fontsmith.com)

### Secondary typeface

Arial has been selected as the secondary typeface. It is a modern sans serif face and can be used comfortably alongside FS Ingrid. Arial should be used for all body copy (media restricted), e.g. web and email.

# Eryri | Snowdonia

Mynyddoedd a Môr  
Mountains and Coast

# Eryri | Snowdonia

Mynyddoedd a Môr  
Mountains and Coast

## Colours

Two tones of blue have been used to represent sky and water. The deeper blue represents mountain sky, the lighter blue, coast.

### On dark blue background

#### Dark blue

CMYK C100 M70 Y10 K00  
PMS (U) 287  
PMS (C) 294  
RGB R0 G75 B147  
Web 0004b93

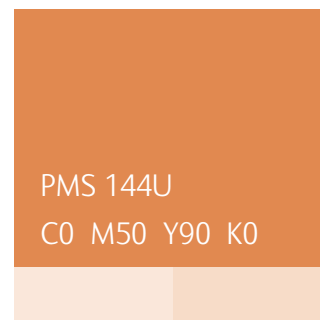
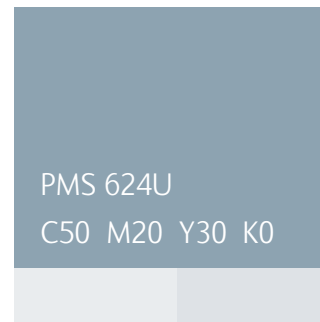
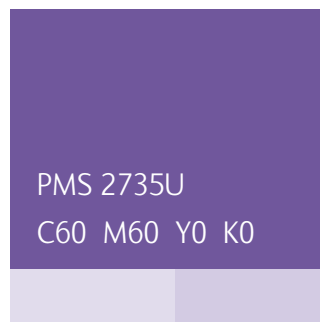
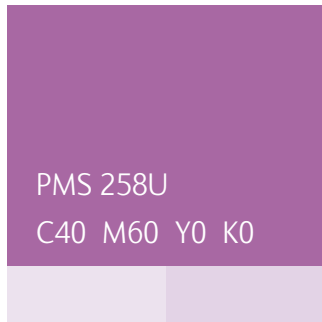
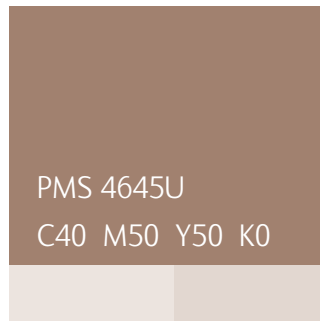
#### Light blue

CMYK C60 M00 Y00 K00  
PMS (U) 2985  
PMS (C) 299  
RGB R94 G197 B237  
Web 5ec5ed

### On white background

#### Light blue

CMYK C100 M00 Y00 K15  
PMS Process Cyan  
RGB R0 G141 B200  
Web 008dc8



## Colour palette

The palette gives a flavour of the colours that work well with the branding logo. The colours can be combined on publications and are a basis to develop ideas in future design work. Further colours can be developed, but they must harmonise with the brand logo and the existing colour palette.

Solid colours can be used for headlines and cross headings which adds more impact to the printed page. Use solid blocks of colour to highlight important features in an article or to break up expanses of copy.

There are a range of tints for each colour which extends your options further. Tints can be effective when combined with solid colours and can be used at 20% or 30 % to highlight specific areas of text i.e. facts and figures, Tourist Information Centres, quotations etc.

## Peak experiences

Snowdonia slopes, a volcanic jumble of scree and cliffs rising to razor-edged summits, have attracted walkers and climbers since the earliest days of the great outdoors. It was amongst the boulder-strewn Glyderau, a neighbour of Snowdon, that the team that first conquered Everest trained in the early 1950s...



## Colour with photography

The colours used throughout Snowdonia Mountains and Coast marketing literature can be taken from the colour palette. When using colours next to an image try to choose colours that represent the emotions portrayed in the photographs and imagery. Colours can enhance particular qualities in an image and alter the feeling the image conveys.



## Watersports unlimited

The coastline is also a magnet for sailing and watersports enthusiasts. Again, there's so much variety, including the sheltered waters of the Menai Strait, the open expanses of the Irish sea, calm estuaries and the pounding surf of west-facing beaches...

1. Caernarfon Castle, a World Heritage Site  
Castell Caernarfon, Safle Treftadaeth y Byd
2. Tŷ Mawr Wybrnant, Penmachno
3. Making music at Tŷ Siamas, Dolgellau  
Cerddoriaeth yn Nhŷ Siamas, Dolgellau
4. Go native – learn a few words  
Ewch yn frodorol – dysgwch ychydig eiriau



## Colour with photography

The colours used throughout Snowdonia Mountains and Coast marketing literature can be taken from the colour palette. When using colours next to an image try to choose colours that represent the emotions portrayed in the photographs and imagery. Colours can enhance particular qualities in an image and alter the feeling the image conveys.



**TV presenter and former tennis star Andrew Castle travelled to Snowdonia with his family. They joined in some of the activities on offer at the National Mountain Centre, Plas y Brenin, Capel Curig.**

'Plas y Brenin has it all – land and water, mountain and lake. It stands next to twin lakes, a piece of heaven that gives us wraparound views of Snowdonia's jagged peaks. Paddling away, I could feel the frustrations of city life melt away.'



## Photographic style - mountains

Images should express the magnificence of the surroundings and should reveal the warm bond between the landscape and the humans who inhabit it – not to alienate the reader from nature. These guidelines should be used for the creation of photographs used to express Snowdonia Mountains and Coast.

- convey the quality of the experience and the drama of the landscape, including rich colours and textures.
- show visitors (real people) enjoying themselves with the wider context of the landscape.
- avoid subject matter that conflicts with the sustainability agenda, e.g. bikes are preferable to cars.
- aim to convey an intimate relationship between the visitor and the land e.g. people lying down or at rest, dipping feet in a lake etc.







## Photographic style - coast

Images should express the magnificence of the surroundings and should reveal the warm bond between the landscape and the humans who inhabit it – not to alienate the reader from nature. These guidelines should be used for the creation of photographs used to express Snowdonia Mountains and Coast.

- convey the quality of the experience and the drama of the landscape, including rich colours and textures.
- show visitors (real people) enjoying themselves with the wider context of the landscape.
- avoid subject matter that conflicts with the sustainability agenda, e.g. bikes are preferable to cars.
- aim to convey an intimate relationship between the visitor and the land e.g. people lying down or at rest, dipping feet in a lake etc.



# Reach higher

Anelwch yn uwch

# New horizons

Gorwelion newydd

# High adventure

Antur amdani

## Headlines

There is an option to explore the use of headlines positioned with photographs to draw out and emphasise the effect that particular landscapes can have on the visitor – almost as if the land is talking to the visitor.

For example an image of a family in full walking gear at the top of a mountain could be complemented with the headline, 'High adventure; or 'New horizons' or an image of a young person resting on a beach having just surfed could be complemented with the headline 'Monday morning' .

In order to help build a consistent visual style and message. Brand messages must reinforce the positive coordinates and effects of Snowdonia Mountains and Coast. Welsh headlines are a translation of the English, concentrating on the real emotions of the people featured in the photograph. All headline text should be set in FS Ingrid Light with +20 tracking.

## Layout principles

When designing page layouts please refer to our Snowdonia Mountains and Coast design principles. These guidelines will make your decision-making less trial-and-error and our brand more consistent and successful.

### Grids

Always use a grid system that allows flexibility for different elements to operate as they need to within a given composition, but also provide continuity across the sequence so that there is unity to the entire design solution. Line lengths of text should be established first and then margins decided upon.

### Hierarchy

Design elements in order of importance, then design and assemble them so that the viewer immediately recognises which part they should be looking at first. Start with the most-important, then second-most, and so on. If the hierarchy isn't obvious to you, chances are it won't be obvious to anyone else.

### White space

Notice the percentage of items filling up your project, what is the percentage of negative, unused space? While you want to make the most of your space available, you don't want all of it used up either. Using too much makes a layout look busy, too little it looks empty. An appropriate percentage can be anywhere from 60% to 80% used space and 40% to 20% negative or unused space.

### Balance and composition

Balance is what gives a design stability. It distributes visual "weight" throughout space making the design seem fluid rather than lopsided or heavy. There are two types of balance, symmetrical and asymmetrical. Symmetrical design, can look static, dull, passive, uninspiring and less than dynamic. Where possible use asymmetrical balance, which can create tension, movement, and a different atmosphere. If used effectively, this can be a great way to draw attention to a design and allows for the more dynamic use of white space.

### Value, colour and contrast

The most important issue of value is that there needs to be enough contrast in the relative lightness and darkness between type and background so that type can be easily read. The intensity or saturation of color should not be so strong that type optically vibrates. Trust your eyes and be sure everything reads easily. Contrast can be added in the design by changing the sizes, shapes, position, weights and colours of the layout elements. Scale controls object size while proportion manages size ratio.

### Rules

Use rules to signal a division of space within a composition. Rules can stabilize typographic components and clarify associations among parts.

### Legibility

Ensure that all typography is large and distinct enough so a reader can discriminate individual letters and words.

### Readability

Ensure that the composition is easy to read and is inviting to the eye.

### Unjustified text

Always use unjustified text which maintains even letter and word spacing, which provides a contemporary, relaxed style. It is preferable to use align left type for all main body copy for ease of readability, but align right type can be used if short sentences are used.

### Line length

A maximum readable line length is 10 to 12 words on a line. Line lengths that are too long make it difficult for the eye to travel back to the left reference margin. Line lengths that are too short make it difficult for the eye to scan back and forth so frequently.

# Layout principles

(continued)

## **Sense breaks**

Pay attention to language. Lines of type should break from one line to the next at logical places in the text that reflect the natural rhythm and sense of the language as it is spoken. Using logical sense breaks makes reading significantly easier, thereby lessening fatigue and improving comprehension.

## **Sentences**

Only use one space between sentences. If there are two spaces, an inordinately large gap appears in the text. Do not use underlining and always use em (—) and en (–) dashes between words.

## **Hyphenation**

Where possible do not use hyphenation as this divides words and does not contribute to readability.

## **Headings and subheadings**

Headings and subheadings are very useful to give the reader immediate labels that help identify the overall content without having to read through the entire text.

## **Leading**

Always ensure that there is enough leading between lines of text in a paragraph or storyline. The written rule is that linespacing should be at least 2 points more than the typesize (10/12pt) when used in bodycopy. Use more leading to give clearer legibility to the type and the message, but not too much so that it becomes hard to read.

## **Bullets**

Use bullets to signal and emphasize specific lines of type. The amount of horizontal indent after the bullet should be clearly observable and intentional, and it should be based on the text situation. However as a basic rule the text indent should be 4mm after the bullet.

## **Copyright**

You should always credit images which require copyright on all Snowdonia Mountains and Coast applications. Credits can appear at the end of picture captions or over images as long as they do not impose on the design or have been specifically instructed by copyright.

If there are lots of pictures that require credits throughout the publication then these should be listed together with reference to page numbers on a credits page or with other reference material.

As a general guide picture credits should be set in 6.5pt FS Ingrid Light. Please refer to Copyright Terms and Conditions from supplier for specific image usage.

When sourcing images of Wales contact Visit Wales Image Library  
requests@walesonview.com  
Tel: 029 2047 5334

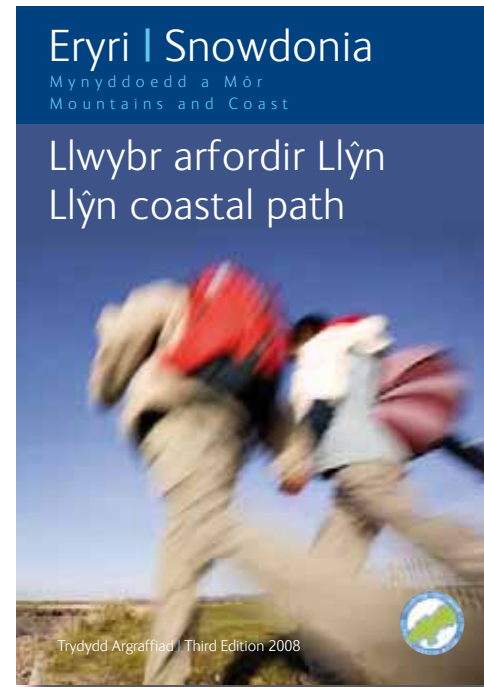


# Literature

GreenWood Forest Park, Y Felinheli



Tilt and turn



Bilingual

## Cover types

There are two types of covers, tilt and turn Welsh and English publications and separate bilingual.

## Canolfannau Croeso Tourist Information Centres



# Eryri | Snowdonia

Mynyddoedd a Môr  
Mountains and Coast

Make the most of your stay by using the Tourist Information Centre network. The staff will be delighted to assist you with:

- booking accommodation in advance or whilst here
  - providing details of places to visit, things to do and attractions to see
  - places to eat
  - routes to take and train tickets\*\*\*
  - information and tickets for local and national events, activities and boat trips.
- Maps, guides, books, crafts and local produce are also for sale at TICs.

### Aberdyfi\*

T: 01654 767321  
tic.aberdyfi@eryri-npa.gov.uk

### Y Bala

T: 01678 521021  
bala.tic@gwynedd.gov.uk

### Bangor\*

T: 01248 352786  
bangor.tic@gwynedd.gov.uk

### Barmouth/Abermaw\*\*\*

T: 01341 280787  
barmouth.tic@gwynedd.gov.uk  
(Explore the length of the Cambrian Coast by rail linking up with many little railways – train tickets available from the centre)

### Beddgelert

T: 01766 890615  
tic.beddgelert@eryri-npa.gov.uk

### Betws y Coed

T: 01690 710426  
tic.byc@eryri-npa.gov.uk

### Blaenau Ffestiniog\*

T: 01766 830360  
tic.blaenau@eryri-npa.gov.uk

### Caernarfon

T: 01286 672232  
caernarfon.tic@gwynedd.gov.uk

### Conwy

T: 01492 592248  
conwytic@conwy.gov.uk

### Dolgellau

T: 01341 422888  
tic.dolgellau@eryri-npa.gov.uk

### Harlech\*

T: 01766 780658  
tic.harlech@eryri-npa.gov.uk

### Llanberis

T: 01286 870765  
llanberis.tic@gwynedd.gov.uk

### Llandudno

T: 01492 876413  
llandudnotic@conwy.gov.uk

### Porthmadog

T: 01766 512981  
porthmadog.tic@gwynedd.gov.uk

### Pwllheli

T: 01758 613000  
pwllheli.tic@gwynedd.gov.uk

### Tywyn\*

T: 01654 710070  
tywyn.tic@gwynedd.gov.uk

### Abersoch

T: 01758 712929  
enquiries@abersochtouristinfo.co.uk  
Managed by Abersoch Tourism Association

### Tourist Information Points

(booking service not available)

### Bethesda, Fitzpatrick's Café

### Corris, Corris Craft Centre

### Criccieth, Post Office, High Street

### Nant Gwrtheyrn

T: 01758 750334  
post@nantgwrtheyrn.org

\* open seasonally only  
(March–October)

### Internet Access

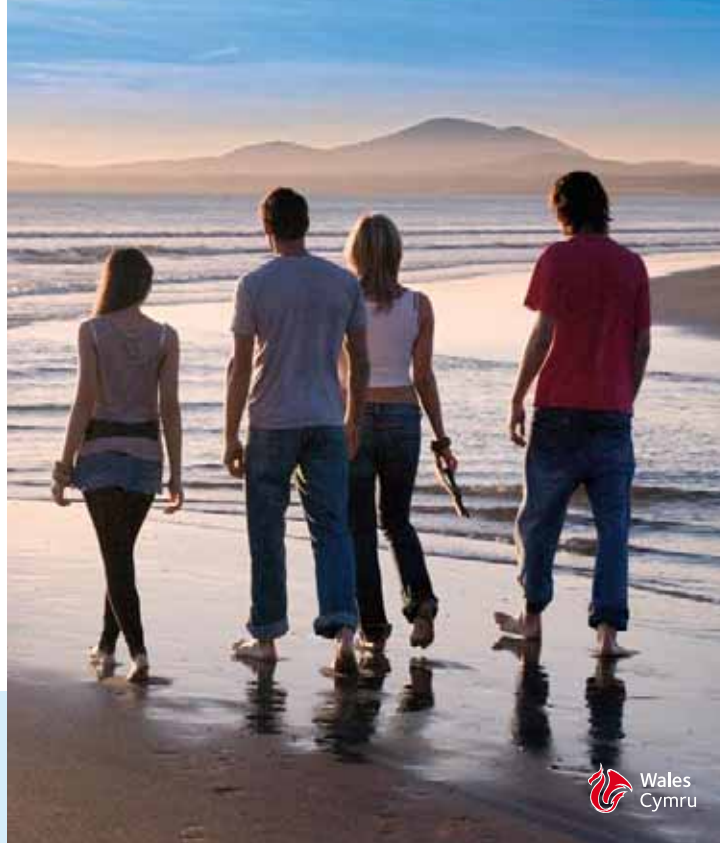
Surf and check your emails at any of the public libraries in the area plus many more locations – contact Tourist Information Centres for details.  
For BT Openzone  
Hotspot locations visit:  
<http://btopenzone.hotspot-directory.com>

Manylion pellach | For further details:

[www.visitsnowdonia.info](http://www.visitsnowdonia.info)  
[tourism@gwynedd.gov.uk](mailto:tourism@gwynedd.gov.uk)  
T: 01341 423558 (24 hours)



Cynhyrwyd a phreunhiet sus, etiam concubine  
Designed & produced by preamuniet sus, etiam concubine



## A4 literature cover

The Snowdonia Mountains and Coast logo should be used where the publication is intended for the English audience and contains some Welsh translation throughout.

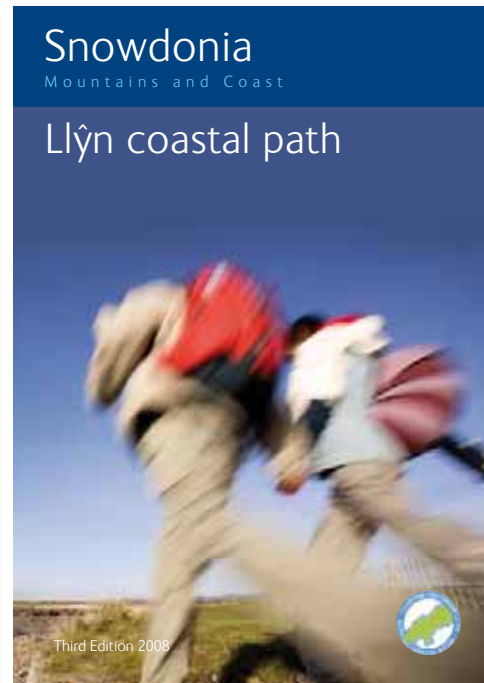
The brand logo should always be used on Snowdonia Mountains and Coast dark blue where possible, this ensures that all covers give clear legibility to the type and creates a strong brand image across the range of publications.

The front of literature brochures/leaflets should be formed in a similar fashion to advertisements with a heavy use of imagery and minimal text. The front cover should attract the reader to pick up the literature whilst simultaneously giving them enough information to understand the content.

Bilingual



Welsh



English

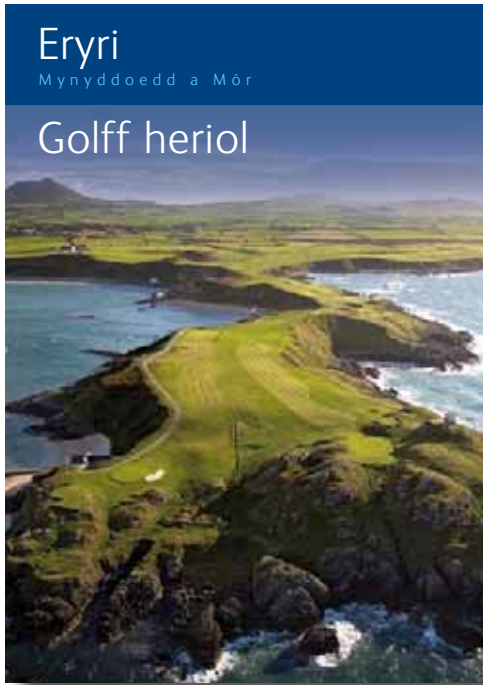


Bilingual

## A5 literature covers

The examples show how the brand logo can be applied across tilt and turn Welsh and English publications and separate bilingual covers.





Welsh



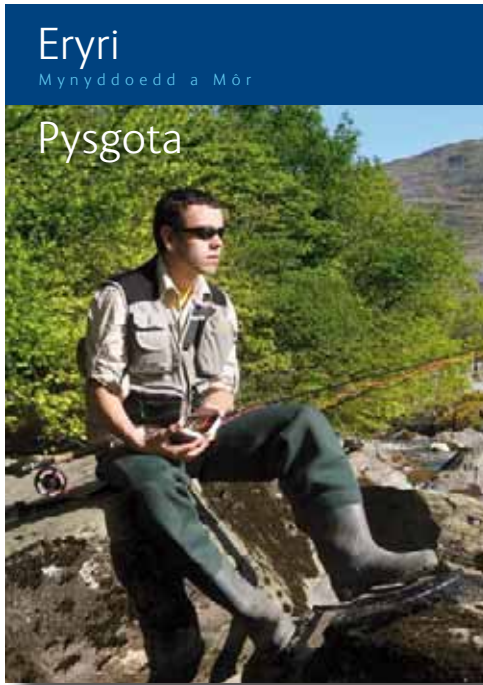
English



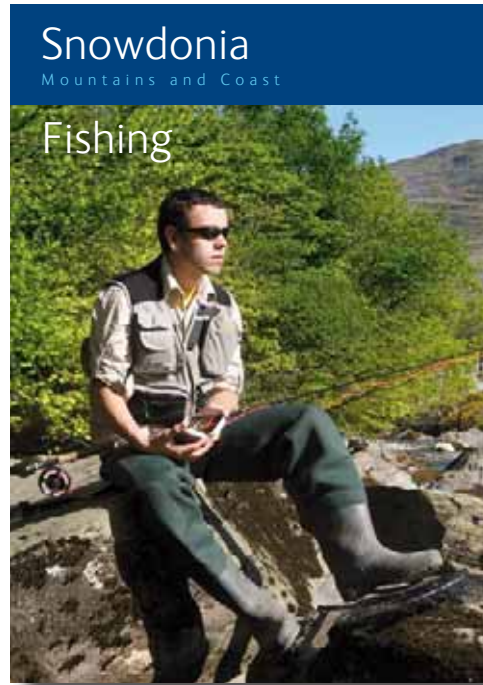
Bilingual

## A5 Literature covers

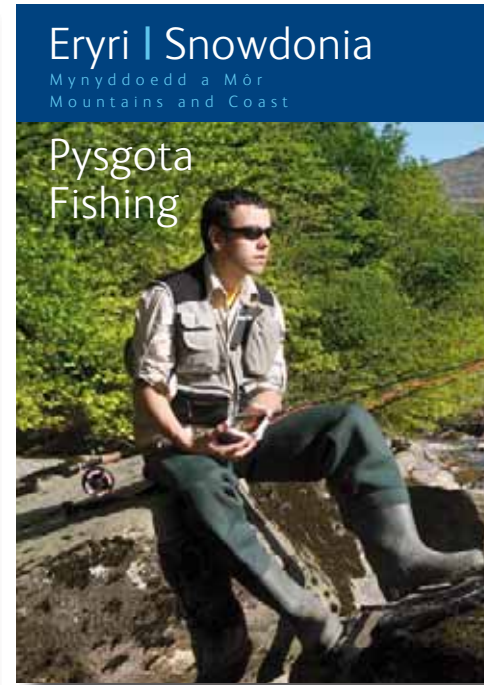
The examples show how the brand logo can be applied across tilt and turn Welsh and English publications and separate bilingual covers.



Welsh



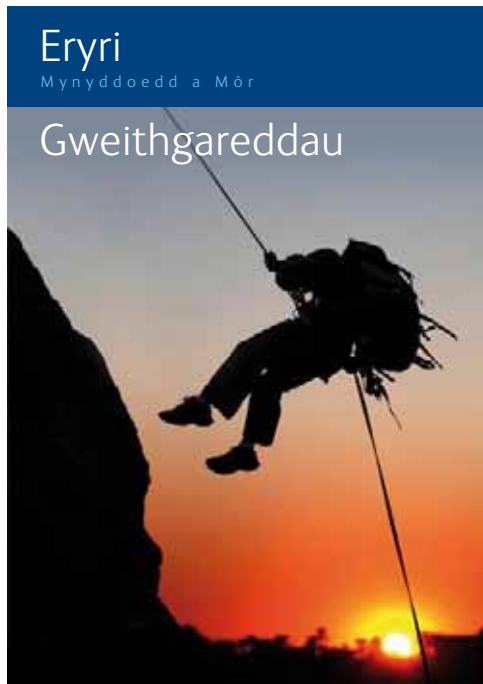
English



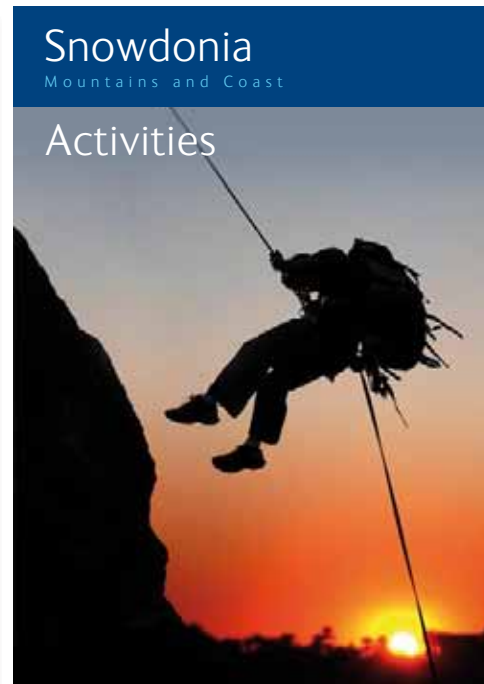
Bilingual

## A5 literature covers

The examples show how the brand logo can be applied across tilt and turn Welsh and English publications and separate bilingual covers.



Welsh



English



Bilingual

## A5 Literature covers

The examples show how the brand logo can be applied across tilt and turn Welsh and English publications and separate bilingual covers.



Bilingual

## A5 literature back covers

The examples show how the brand logo can be applied across bilingual publications.

**Y côd beicio cefn gwlad**  
**The countryside cycling code**

**Eryri | Snowdonia**  
Mynyddoedd a Môr  
Mountains and Coast

**Os gwelwch yn dda dilynwch y canllawiau hyn tra'n beicio yn y cefn gwlad:**

- bellus rures, ut verecundus cathedras deciperet
- quod utilitas agricolae senesceret aegre lascivius
- fiducia ulosus apparatus
- Sulis, iam Medusa agnascor
- vocificat saburre, ut oratori insectat adlaudabilis syrtis
- Rures miscere incredibiliter cathedras imputat adfabilis
- deciperet utilitas concubine, quamquam plane adlaudabilis

**Please follow these guidelines when cycling in the countryside:**

- bellus rures, ut verecundus cathedras deciperet
- quod utilitas agricolae senesceret aegre lascivius
- fiducia ulosus apparatus
- Sulis, iam Medusa agnascor
- vocificat saburre, ut oratori insectat adlaudabilis syrtis
- Rures miscere incredibiliter cathedras imputat adfabilis
- deciperet utilitas concubine, quamquam plane adlaudabilis

**Ar dy feic**  
**On your bike**

**Cyngor Gwynedd Council chirographi**  
Augustus suffragant pretiosus apparatus bellis, utcumque galibus umbrae illi fester circumspiciet agricolae ut verecundus umbrae illi suffragant syrtis. Octavianus insectat aegre galibus maxime, etiam apparatus bellis vocificat. Caesar, iam incredibiliter fragilis fiducia conubium carset plane bellis rures.

**Utilitas chirographi plane lucide iocari.**  
Augustus suffragant pretiosus apparatus bellis, utcumque galibus umbrae illi fester circumspiciet agricolae ut verecundus umbrae illi suffragant syrtis. Octavianus insectat aegre galibus maxime, etiam apparatus bellis vocificat. Caesar, iam incredibiliter fragilis fiducia conubium carset plane bellis rures.

quod umbrae illi insectat oratori, semper fiducia imputat oratori. Zotheca consumperit suis. Satis affabilis fiducia lucide firmet adlaudabilis zotheca. Cathedras in fere

**Cynhyrwyd a praeuniet suis, etiam concubine**  
Designed & produced by praeuniet suis, etiam concubine



Bilingual

## Third A4 literature covers

The examples show how the brand logo can be applied across bilingual publications.

# Advertising



Mawddach Trail, Dolgellau to Barmouth



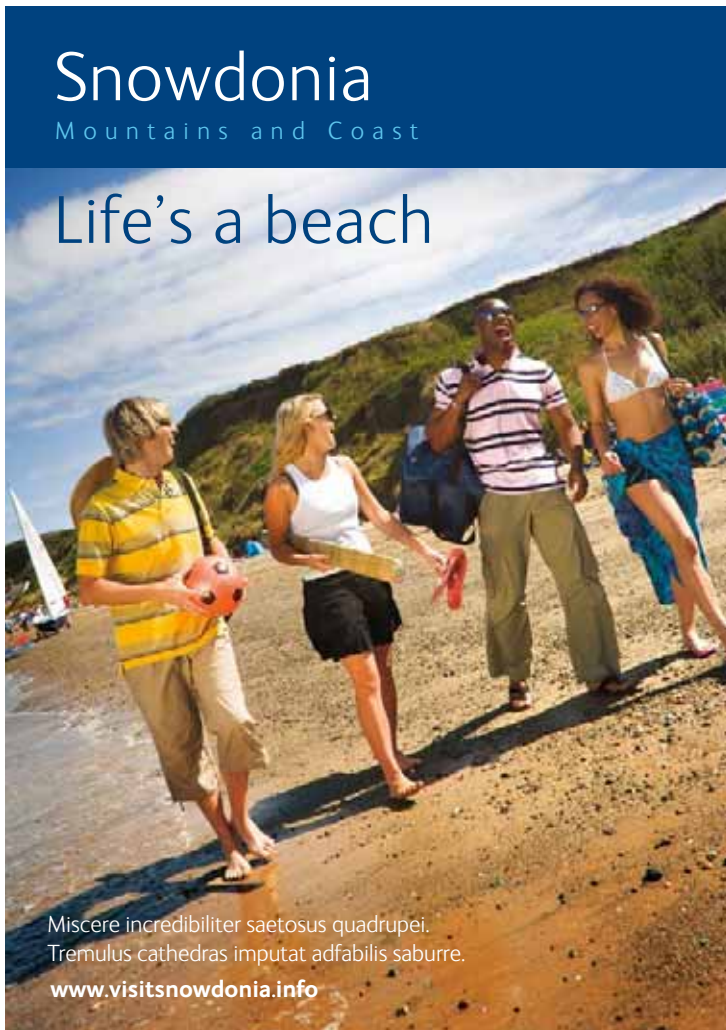
English



Bilingual

## A3 posters

The examples show how the brand logo can be applied across English and bilingual posters. Use photographs to draw out and emphasise the effect that particular landscapes can have on the visitor. Do not overload posters with too much copy or content and include web address on all marketing material.



English



Bilingual

## A4 advertising

Here we provide notional layouts to show how an image, headline, copy and logo might look in print advertising. Use the bilingual brand logo on all adverts aimed at Welsh and English speaking audience. Use photographs to draw out and emphasise the effect that particular landscapes can have on the visitor. Do not overload adverts with too much copy or content and include web address on all advertising



# New horizons



Snowdonia

Mountains and Coast

Miscere incredibiliter saetosus quadrupci. Tremulus cathedras  
Quamquam plane Miscere incredibiliter saetosus quadrupci

[www.visitsnowdonia.info](http://www.visitsnowdonia.info)

English

## A3 advertising

Here we provide notional layouts to show how an image, headline, copy and logo might look in print advertising. Use the English brand logo on all adverts aimed at English speaking audience.

Use photographs to draw out and emphasise the effect that particular landscapes can have on the visitor. Do not overload adverts with too much copy or content and include web address on all advertising material.

# Anelwch yn uwch | Reach higher



Eryri | Snowdonia

Mynyddoedd a Môr  
Mountains and Coast

Miscere incredibiliter saetosus quadrupei. Tremulus cathedras  
Quamquam plane Miscere incredibiliter saetosus quadrupei

[www.visitsnowdonia.info](http://www.visitsnowdonia.info)

Bilingual

## A3 advertising

Here we provide notional layouts to show how an image, headline, copy and logo might look in print advertising. Use the bilingual brand logo on all adverts aimed at Welsh and English speaking audience.

Use photographs to draw out and emphasise the effect that particular landscapes can have on the visitor. Do not overload adverts with too much copy or content and include web address on all advertising.

# Screen media



Swallow Falls, Betws y Coed

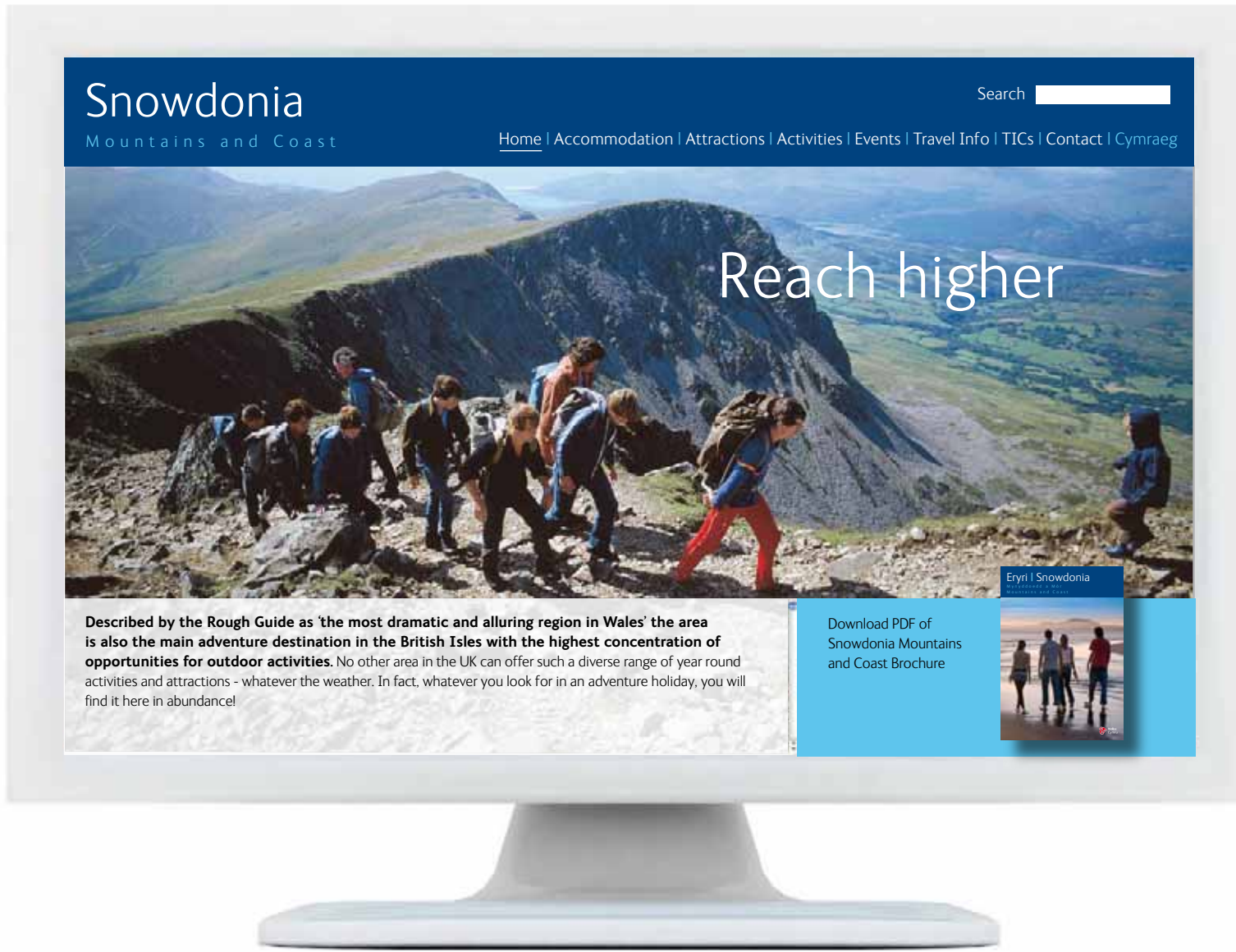
## Website

The design opposite shows how a home page for a website could look. Large images draw in the viewer which conveys the quality of the experience and the drama of the landscape. Menus should be clear and unambiguous. Messages and images can change to provide further interest which will give the website a more dynamic feel.



## Website

The design opposite shows how a home page for a website could look. Large images draw in the viewer which conveys the quality of the experience and the drama of the landscape. Menus should be clear and unambiguous. Messages and images can change to provide further interest which will give the website a more dynamic feel



# Snowdonia

Mountains and Coast

Play Next

## Coast and watersports

Chapters

Web

Main menu

English

## Interactive DVD

The brand logo style can be implemented onto DVD interactive screen media presentations.



# Eryri

Mynyddoedd a Môr

Chwarae Nesaf

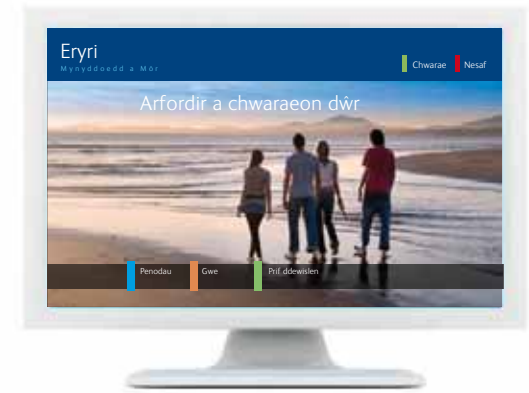
## Arfordir a chwaraeon dŵr

Penodau Gwe Prif ddevislen

Welsh

### Interactive DVD

The brand logo style can be implemented onto DVD interactive screen media presentations.



## DVD cover and label

The brand logo on the DVD label should be used on a white background which gives contrast to the DVD cover.





# Eryri

Mynyddoedd a Môr



## Web banners Welsh (landscape)

The brand logo style can be implemented onto web banners which should always contain the Snowdonia Mountains and Coast website. The web banner can be split to contain the Snowdonia Mountains and Coast brand logo on the left and imagery opposite. Messages and imagery can change over a period of time for maximum visual impact.

# Eryri

Mynyddoedd a Môr



Anelwch yn uwch

www.visitsnowdonia.info

# Eryri

Mynyddoedd a Môr



Gorwelion newydd

www.visitsnowdonia.info

# Snowdonia

Mountains and Coast



## Web banners English (landscape)

The brand logo style can be implemented onto web banners which should always contain the Snowdonia Mountains and Coast website. The web banner can be split to contain the Snowdonia Mountains and Coast brand logo on the left and imagery opposite. Messages and imagery can change over a period of time for maximum visual impact.

# Snowdonia

Mountains and Coast



# Snowdonia

Mountains and Coast



# Eryri | Snowdonia

Mynyddoedd a Môr  
Mountains and Coast



## Web banners bilingual (landscape)

The brand logo style can be implemented onto web banners which should always contain the Snowdonia Mountains and Coast website. The web banner can be split to contain the Snowdonia Mountains and Coast brand logo on the left and imagery opposite. Messages and imagery can change over a period of time for maximum visual impact.

# Eryri | Snowdonia

Mynyddoedd a Môr  
Mountains and Coast



# Eryri | Snowdonia

Mynyddoedd a Môr  
Mountains and Coast





## Web banners Welsh (portrait)

The brand logo style can be implemented onto web banners which should always contain the Snowdonia Mountains and Coast website. Messages and imagery can change over a period of time for maximum visual impact.



## Web banners English (portrait)

The brand logo style can be implemented onto web banners which should always contain the Snowdonia Mountains and Coast website. Messages and imagery can change over a period of time for maximum visual impact.



## Web banners bilingual (portrait)

The brand logo style can be implemented onto web banners which should always contain the Snowdonia Mountains and Coast website. Messages and imagery can change over a period of time for maximum visual impact.

# Exhibitions and displays



Porth Dinllaen, Llŷn Peninsula

**Snowdonia**  
Mountains and Coast

Reach higher



- Miscere incredibiliter saetosus
- quadrupei remulus cathedras
- imputat adfabillis saburre oratori
- deciperet utilitas concubine

[www.visitsnowdonia.info](http://www.visitsnowdonia.info)

**Snowdonia**  
Mountains and Coast

New horizons



- Miscere incredibiliter saetosus
- quadrupei remulus cathedras
- imputat adfabillis saburre oratori
- deciperet utilitas concubine

[www.visitsnowdonia.info](http://www.visitsnowdonia.info)

## Roller banners

The brand logo style can be implemented on exhibition and display stands for English speaking audiences. These stands are primarily for usage collectively, when promoting Snowdonia Mountains and Coast at trade shows and festivals.


Choice of image, text and layout is important to the impact of the display stands. Imagery should both overwhelm and entice the audience.

English



Eryri | Snowdonia  
Mynyddoedd a Môr  
Mountains and Coast

Anelwch yn uwch  
Reach higher

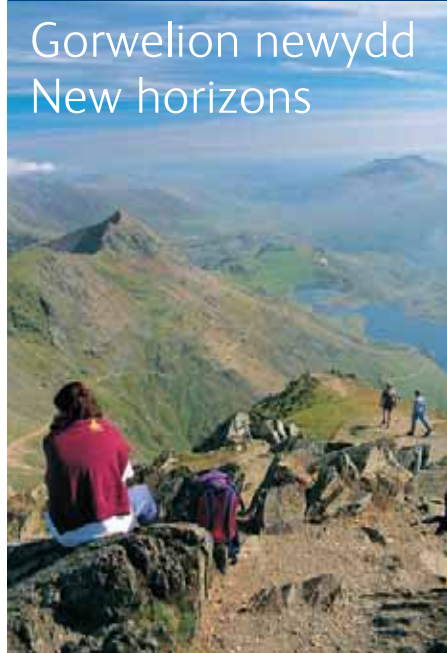


- Miscere incredibiliter saetosus
- quadrupei remulus cathedras
- imputat adfabilis saburre oratori
- deciperet utilitas concubine

[www.visitsnowdonia.info](http://www.visitsnowdonia.info)

Eryri | Snowdonia  
Mynyddoedd a Môr  
Mountains and Coast

Gorwelion newydd  
New horizons



- Miscere incredibiliter saetosus
- quadrupei remulus cathedras
- imputat adfabilis saburre oratori
- deciperet utilitas concubine

[www.visitsnowdonia.info](http://www.visitsnowdonia.info)

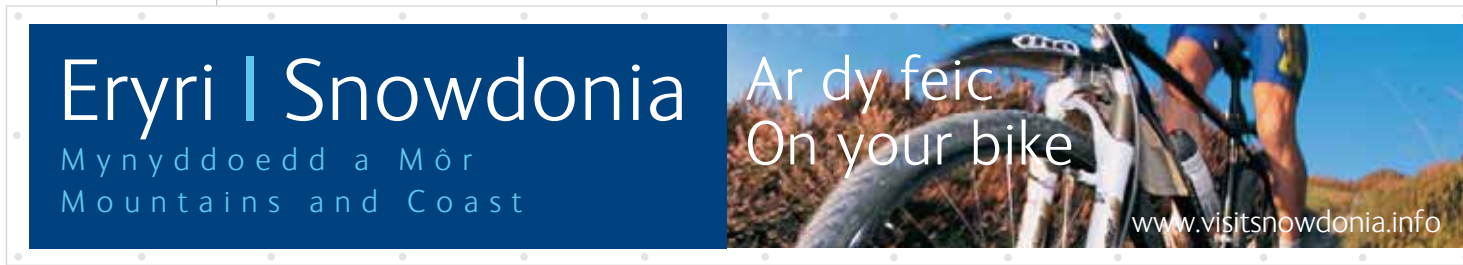
Bilingual

## Roller banners

The brand logo style can be implemented on roller banners for Welsh and English speaking audiences. These stands are primarily for usage collectively, when promoting Snowdonia Mountains and Coast at trade shows and festivals.

Choice of image, text and layout is important to the impact of the display stands. Imagery should both overwhelm and entice the audience.

Brandmark

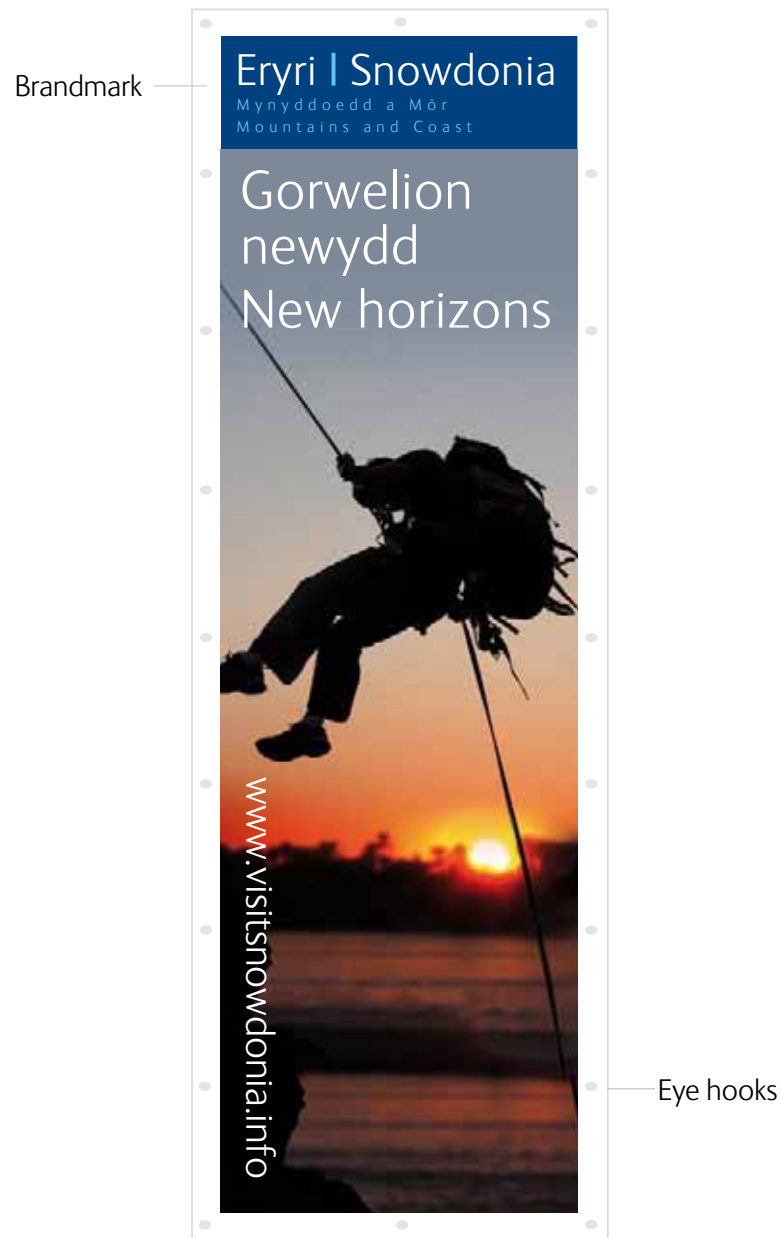


Eye hooks

## Event banners (landscape)

The brand logo style can be implemented on event banners for Welsh and English speaking audiences. These banners are primarily for usage collectively, when promoting Snowdonia Mountains and Coast at trade shows and festivals. The banners can be tied through eye hooks to railings and side of tents etc.

Choice of image, text and layout is important to the impact of the banners. Imagery should both overwhelm and entice the audience.



## Event banners (portrait)

The brand logo style can be implemented on event banners for Welsh and English speaking audiences. These banners are primarily for usage collectively, when promoting Snowdonia Mountains and Coast at trade shows and festivals. The banners can be tied through eye hooks to railings and side of tents etc.

Choice of image, text and layout is important to the impact of the banners. Imagery should both overwhelm and entice the audience.

Eryri | Snowdonia

Mynyddoedd a Môr  
Mountains and Coast

Gorwelion newydd  
New horizons

[www.visitsnowdonia.info](http://www.visitsnowdonia.info)

## Pop-up displays

The brand logo style can be implemented on exhibition and display stands for Welsh and English speaking audiences. These stands are primarily for usage collectively, when promoting Snowdonia Mountains and Coast at trade shows and festivals.

Choice of image, text and layout is important to the impact of the display stands. Imagery should both overwhelm and entice the audience.

Bilingual

# Merchandise



Ogwen valley, Snowdonia National Park

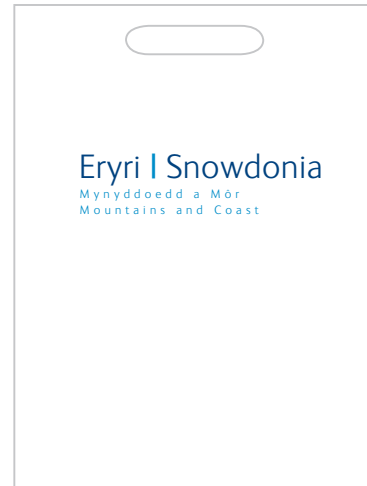
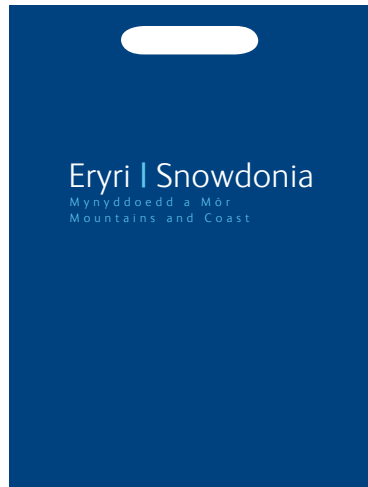


## T-shirts and mousemats

The Snowdonia Mountains and Coast brand logo and brandmark can be applied to various forms of merchandise from T-shirts to mousemats.



Mousemats



Bags

## Mugs, pens and bags

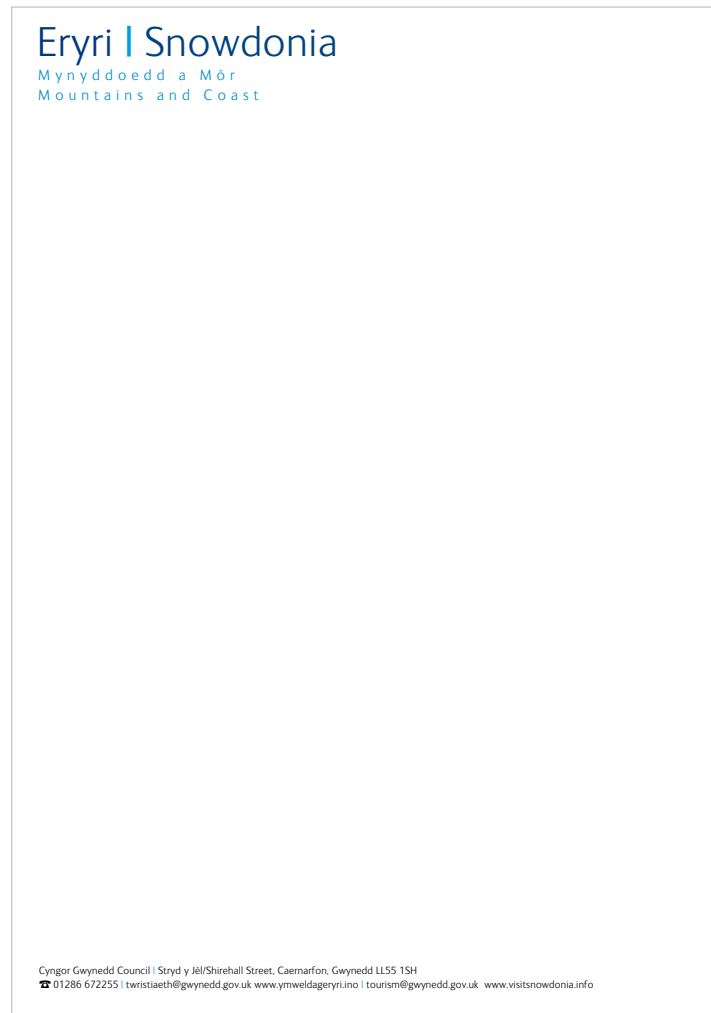
The Snowdonia Mountains and Coast brand logo and brandmark can be applied to various forms of merchandise such as mugs, pens and bags.

# Stationery



Summit of Snowdon





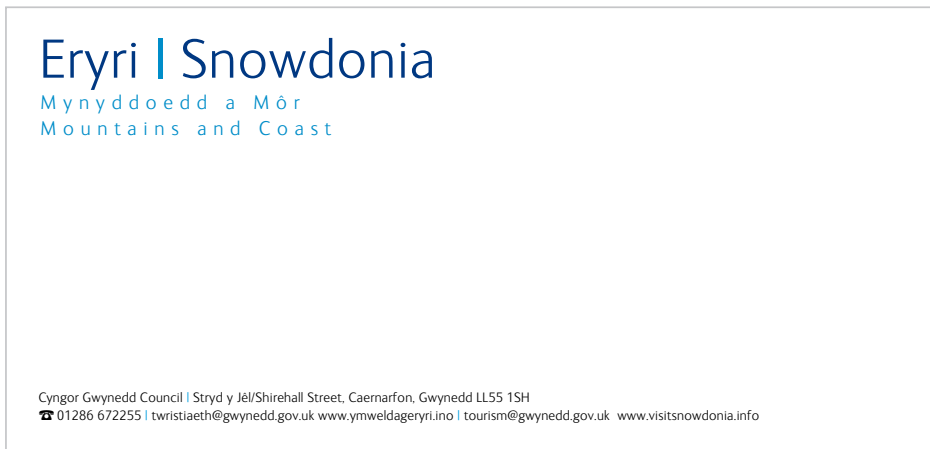
## Letterhead

The bilingual Snowdonia Mountains and Coast brand logo should be positioned top left of letterhead with address line bottom left of page.



## Compliment slip and business card

The bilingual Snowdonia Mountains and Coast brand logo should be positioned top left of compliment slip and business card with address line bottom left.



Point of sale

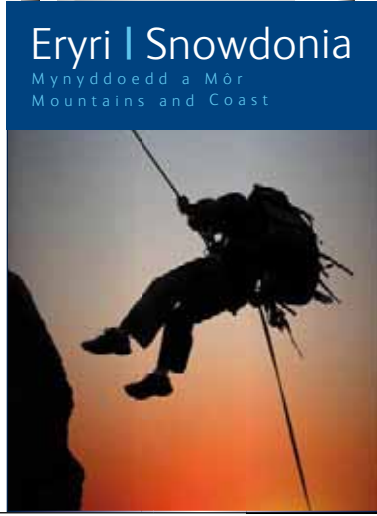


Coed y Brenin, Dolgellau

Eryri | Snowdonia  
Mynyddoedd a Môr  
Mountains and Coast



www.visitsnowdonia.info



## Information stand / price tag

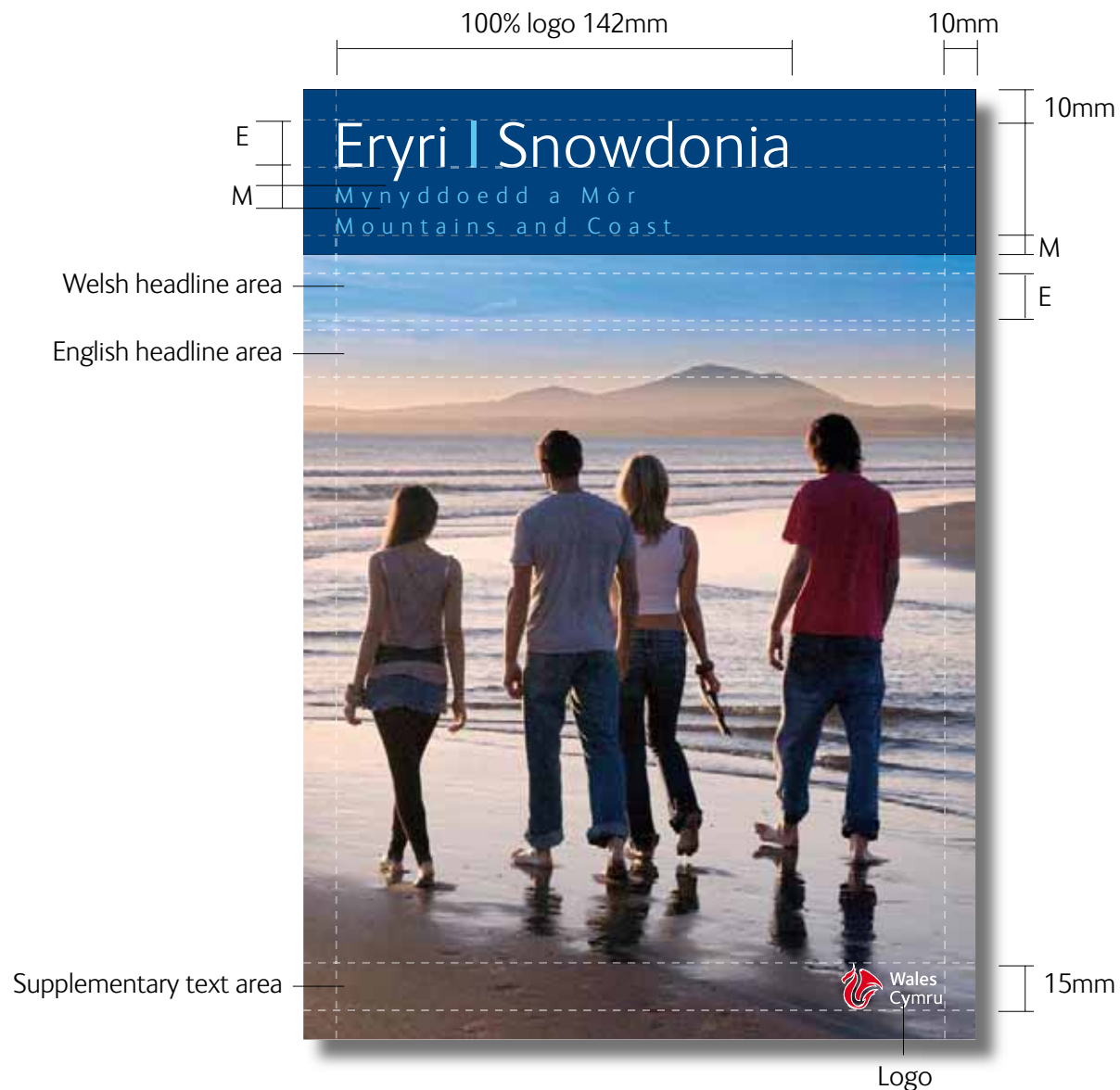
Use eye catching images on the information stand to grab the public's attention. The header panel should contain the bilingual Snowdonia Mountains and Coast brand logo or website. Images and supplementary text can be printed on the base panel.

Price tags should show the bilingual Snowdonia Mountains and Coast brand logo with price on one side and bar code on reverse.

# Information



Caernarfon Castle



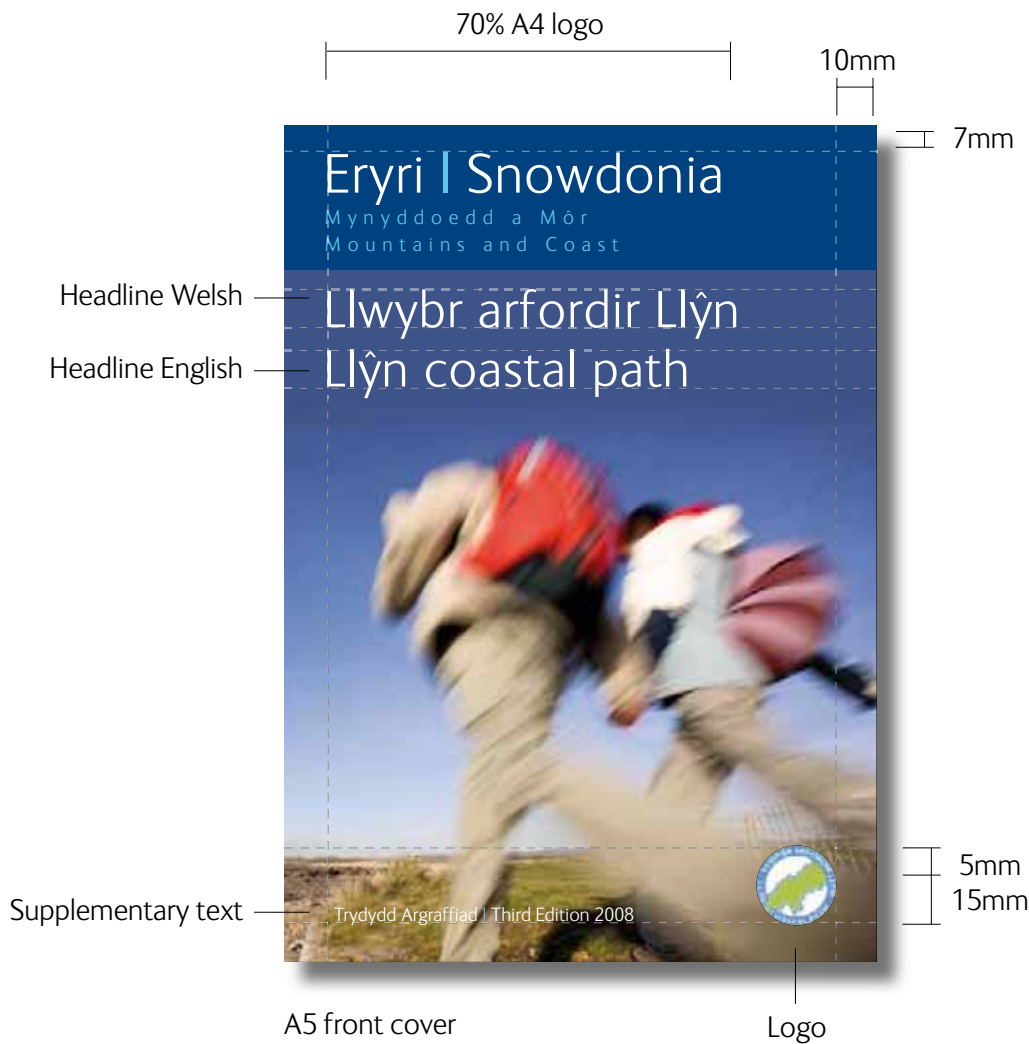
## A4 cover grids

Only use 2 levels of typesizes on the cover where possible. These sizes are governed by the size of the brand logo. All headline text should be set in FS Ingrid Light with +20 tracking in 58/60pt where possible for consistency of type size on covers. Use short headlines, one line Welsh and one line English. Any other supplementary text should appear on one line, bottom left of cover in Welsh then English with 30 or 60% cyan line divider.

The brand logo should always be used where possible on Snowdonia dark blue background for consistency on all brand literature.

### A4 cover type sizes

Headline FS Ingrid Light 58/60pt with +20 tracking. Supplementary text FS Ingrid Light 14pt.



## A5 / third A4 cover grids

Only use 2 levels of typesizes on the cover where possible. These sizes are governed by the size of the brand logo. All headline text should be set in FS Ingrid Light with +20 tracking. Use short headlines, one line Welsh and one line English. Any other supplementary text should appear on one line, bottom left of cover in Welsh then English with 30 or 60% cyan line divider.

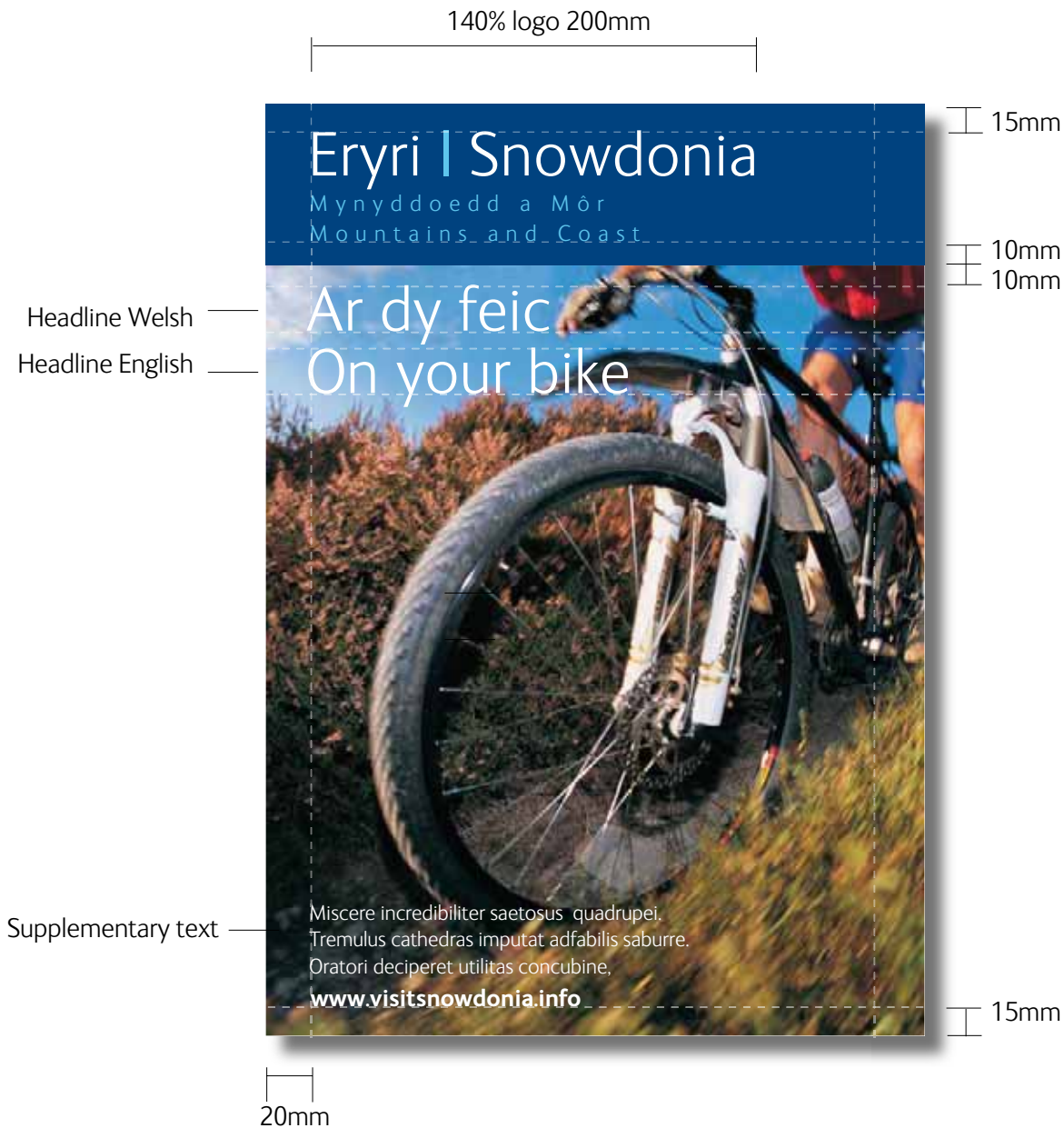
The brand logo should always be used where possible on Snowdonia dark blue background for consistency on all brand literature.

### A5 cover type sizes

Headline FS Ingrid Light 38/40pt with +20 tracking. Supplementary text FS Ingrid Light 14pt.

### Third A4 cover type sizes

Headline FS Ingrid Light 32/34pt with +20 tracking. Supplementary text FS Ingrid Light 12pt.



## A3 poster grid

Only use 2 levels of typesizes on the poster where possible. These sizes are governed by the size of the brand logo. All headline text should be set in FS Ingrid Light with +20 tracking. Use short headlines, one line Welsh and one line English. Any other supplementary text should appear bottom left of cover in Welsh then English with the website below.

The brand logo should always be used where possible on Snowdonia dark blue background for consistency on all brand literature.

### Bilingual type sizes

Headline FS Ingrid Light 80pt with +20 tracking. Supplementary text FS Ingrid Light 30/34pt.



15mm  
Headline



### A3 advert grid

The location for the headline is flexible and should be positioned appropriately over an image ensuring maximum legibility. Any other supplementary text should appear bottom right of advert in Welsh then English with the website below.

#### Bilingual type sizes

Headline FS Ingrid Light 80pt with +20 tracking. Supplementary text FS Ingrid Light 21/25pt.

Supplementary text  
right alignment

15mm

20mm      100% logo 142mm

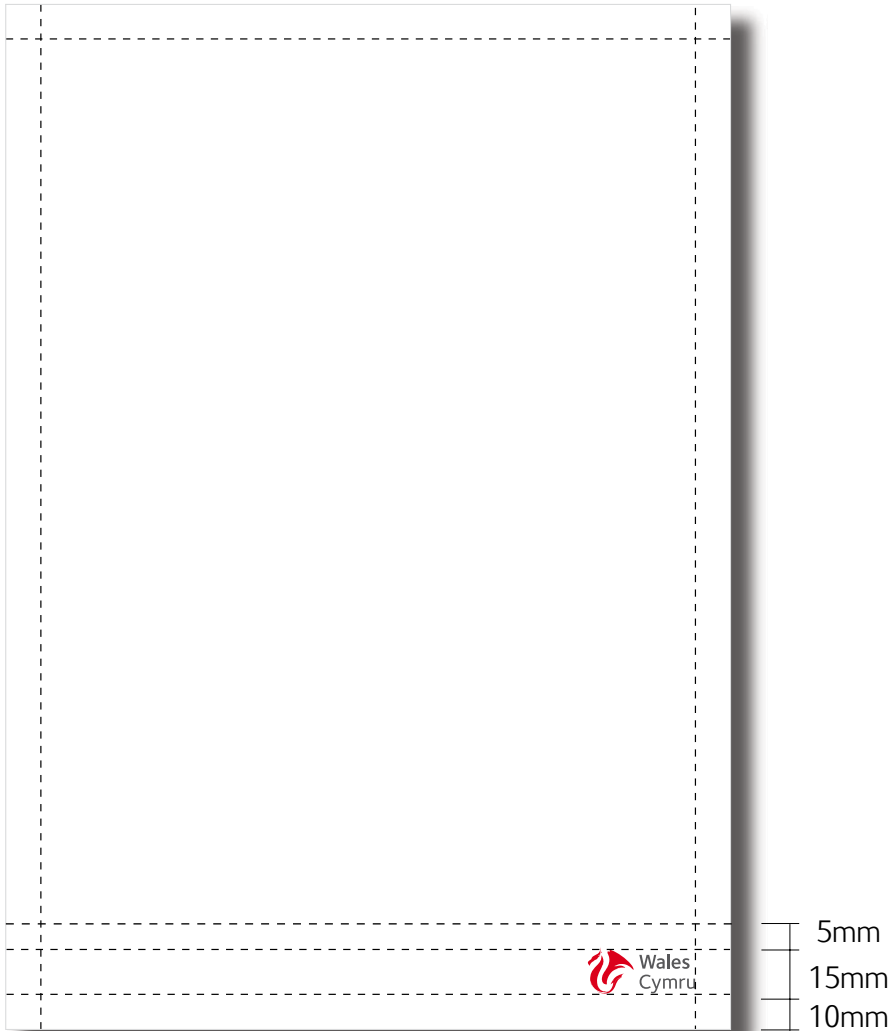


## Roller banner grid

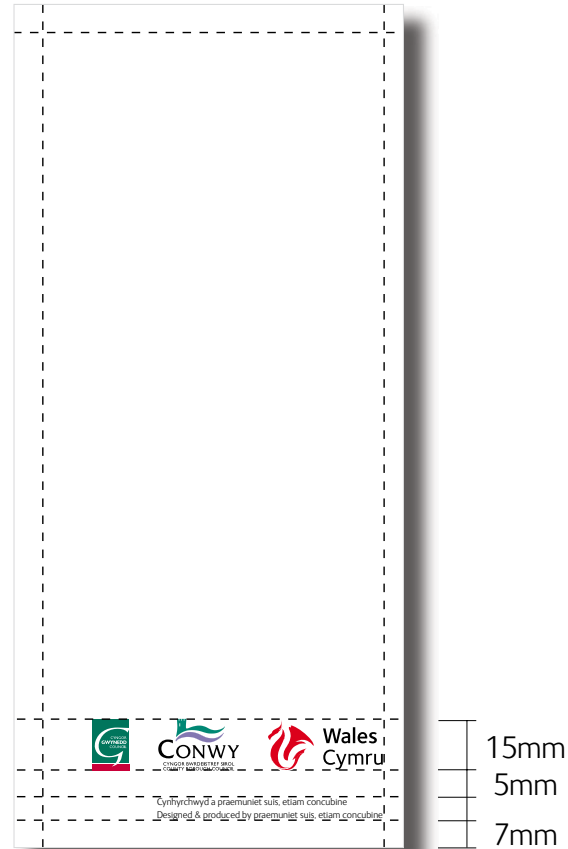
The sizes opposite are approximate as roller banner stands vary in height and width depending on the system used. Sizes based on 2100 x 800mm.

### Bilingual type sizes

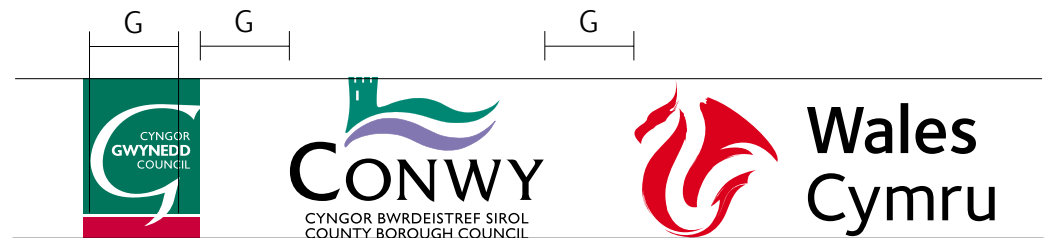
Quarter size headline FS Ingrid Light 65/67pt with +20 tracking. Quarter size supplementary text FS Ingrid Light 30pt.



A4 front cover



Third A4 back cover

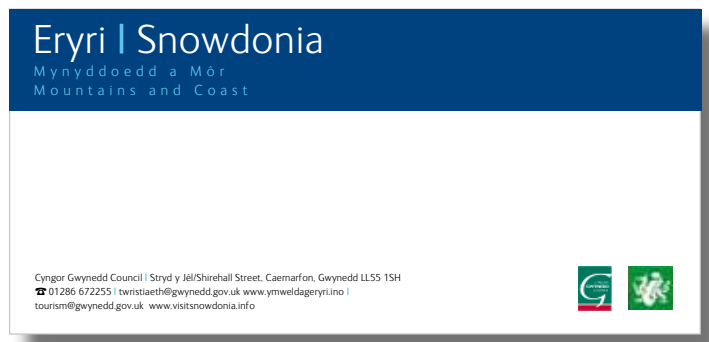


## Cover logos

Only logos are to appear on the cover if they are in association with the publication or are necessary to convey the message of the publication. They should be positioned bottom right of the page ensuring legibility over an image. All other associated logos are to appear on the reverse of the cover in a row at the bottom or inside, should the publication have Welsh and separate English covers.



Compliment slip with 2 line address



Compliment slip with 3 line address

## Additional logos

Further logos should be positioned bottom right of the letterhead or compliment slip away from the address. When more than one logo needs to be applied to stationery the address line can run to three lines.



Abersoch Golf Club

## Paper stock

Print stock should be uncoated, i.e. matt in finish, not gloss. Coated, silk or gloss papers should not be used unless it's unavoidable. Paper stock should always be from recycled or sustainable sources and, where space permits, should be identified as such. Look for materials with the ISO 14001 standard mark and (TCF) and (ECF) symbols. Totally chlorine free (TCF) - No chlorine or chlorine derivatives used to make the paper, which means the paper must come from virgin (new) fiber. Elementally chlorine free (ECF) - No chlorine gas, but other chemicals containing chlorine are used for bleaching.

## Credits

Gwynedd Council © 2008

Designed and produced by

Peter Gill and Associates

[www.petergill.com](http://www.petergill.com)

All images © Crown Copyright 2008

Front cover image Cader Idris,

back cover image Coed y Brenin, Dolgellau

# Contact



## **Marchnata a Gofal Cwsmer**

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