



# Gwynedd & Eryri 2035

Cynllun Economi Ymweld Cynaliadwy  
Sustainable Visitor Economy Plan

---

## Brand Guidelines

### Draft



# The Gwynedd and Eryri sustainable tourism programme 2035 is a partnership between Cyngor Gwynedd and the National Park Authority to delivery the following vision and key principles

“A visitor economy for the benefit and well-being of the people, environment, language and culture of Gwynedd and Eryri”

Celebrate, Respect and Protect our Communities, Language, Culture and Heritage  
Maintain and Respect our Environment

Ensure that the advantages to Gwynedd and Eryri's communities outweigh any disadvantages

This document forms the basis and guide for communications associated with this programme.



## Gwynedd & Eryri 2035

Cynllun Economi Ymweld Cynaliadwy  
Sustainable Visitor Economy Plan



---

01.

Tone of Voice & language

---

→ Tone of voice based on the values of the brand personality.

tone of voice

↳ Words that describe the tone of voice based on the values of the brand personality.

Likeable	Balanced	Local	Nurturing	Momentum
Inclusive	Practical	Welsh	Inspirational	Dynamic
Considerate	Considered	Authentic	Open minded	Empowering
Friendly	Straight talking	Celebrate	Empowering	Drive action
Compassionate	Authentic	Resilience	Nourishing	Impactful
Approachable	Down to earth	Pride	Thriving	Directional
Polite	Knowledgeable	Colloquial	Inclusive	Breakdown the steps
Understanding	Natural			
Light humour	Elemental			

↳ Use of language

- All copy is bilingual.
- Copy does not need to be directly translated, it should be authentic whether in Welsh or English.
- Mixing the languages is encouraged as long as the meaning is clear. ie: [Would you like a panad?](#)
- With the exception of place names should only be featured in Welsh in both languages. ie: [Would you like to climb Yr Wyddfa?](#)
- Snowdonia should be used when referring to the National Park Authority - SNPA.
- When referring to the area or the National Park in English, Eryri (Snowdonia) should be used in written correspondence.
- Cyngor Gwynedd: write in full for the first instance of a communication, abbreviate to CG in all further instances.



Using light local slang and colloquialisms is ok in conversational copy, making it likeable and inclusive.

**Avoid jargon**

Instead of **Socio-economic benefit**

Say **Good for businesses and communities**

**Look for the positive**

Instead of **Respect the socio-cultural authenticity of host of communities.**

Say **Let's work together and show what we're made of.**

**Be concise & dynamic**

Instead of using

**Long sentences**

Use **Headings, sub headings, lists and bullet points**

→ Driving sustainability, regeneration and evolution.

---

02.

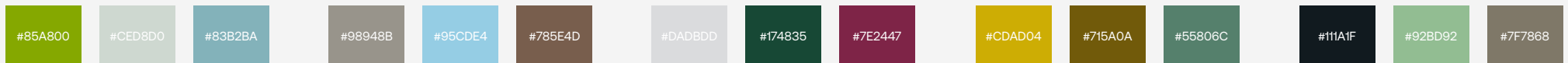
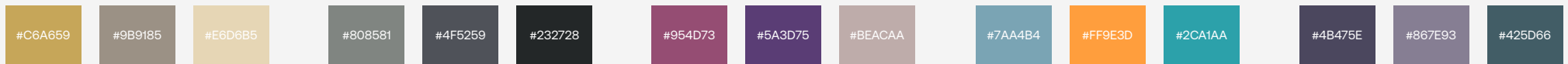
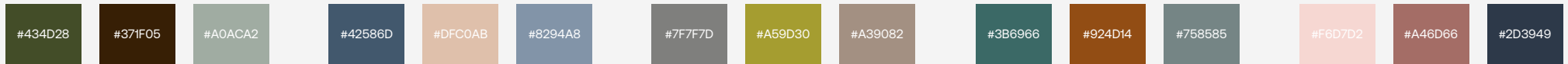
Building the brand: **Colour**

---



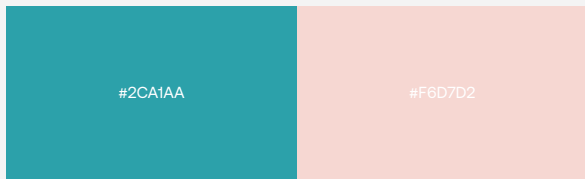
→ Colour swatches derived from wild wales images

colour palette: extended



→ these colour combinations are examples of colours that will work well together

pairing colour palette: colour combinations





→ Extracted from the sampled palette - these core colours sit best with DDA requirements and the highest percentage of the colour blind

colour palette: core brand colours

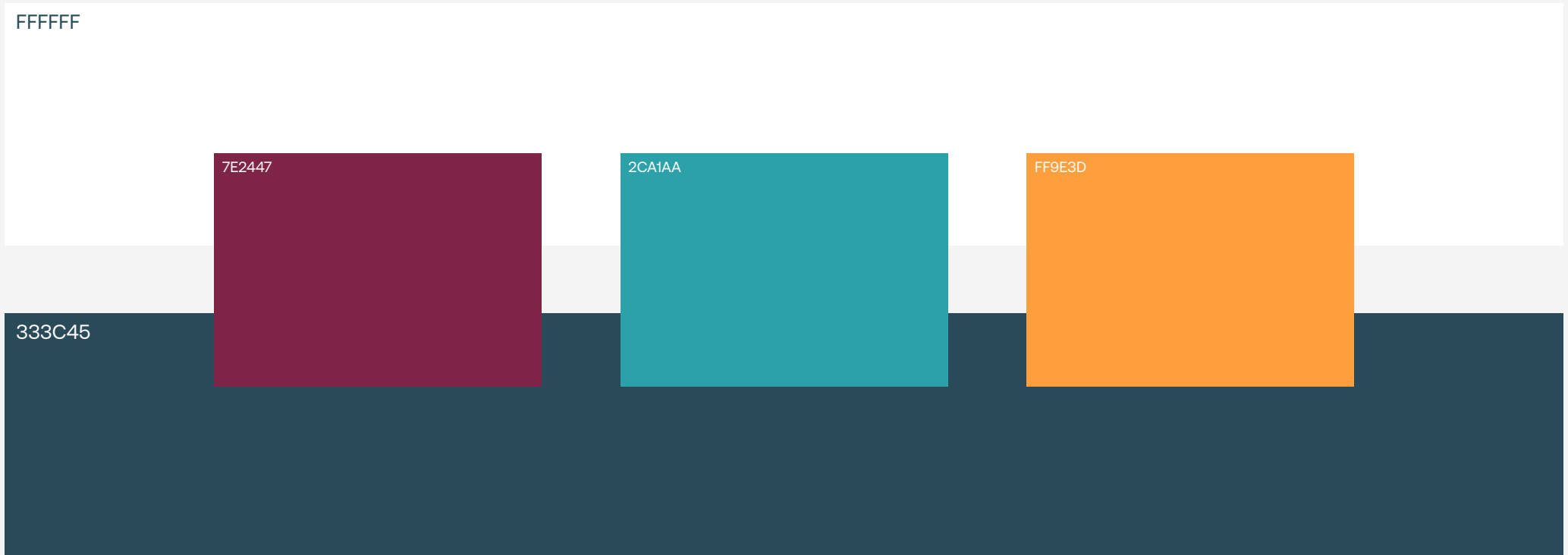
FFFFFF

7E2447

2CA1AA

FF9E3D

333C45



---

03.

Building the brand: **Type**

---

→ Aeonik is a modern open typeface with clean, crisp, confident and open typeface.

typeface: Aeonik

---

Body Font	ABC	abcdefghijklmnopqrstuvwxyz 12345678910
Aeonik Regular		
Title Font	ABC	abcdefghijklmnopqrstuvwxyz 12345678910
Aeonik Medium		

Aeonik available at: <https://aeonik.co.uk>

---

→ In order to keep icons standardised please use google materials icons

icons: <https://fonts.google.com/icons>

[Sample set]



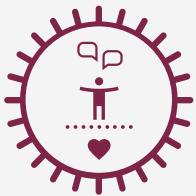
Google material icon font (download as vector svg or bitmap png files) available at: <https://fonts.google.com/icons>

---

04.

Building the brand: **Elements**

---



### Celebrating, respecting and protecting our communities, language, culture and heritage

- A visitor economy in the ownership of our communities with an emphasis on pride in one's area
- A visitor economy that leads in heritage, language, culture and the outdoors



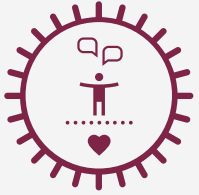
### Maintaining and respecting our environment

- A visitor economy that respects our natural and built environment and considers the implications of visitor economy developments on
- our environment today and in future
- A visitor economy that leads in sustainable and low carbon developments and infrastructure.



### Ensuring that the advantages for Gwynedd and Eryri's communities are more than any disadvantages

- A visitor economy that ensures that infrastructure and resources contribute towards the well-being of the community all year round
- A visitor economy that thrives for the well-being of Gwynedd and Eryri residents and businesses and that offers quality employment opportunities for local people all year round
- A visitor economy that promotes local ownership and supports local supply chains and produce



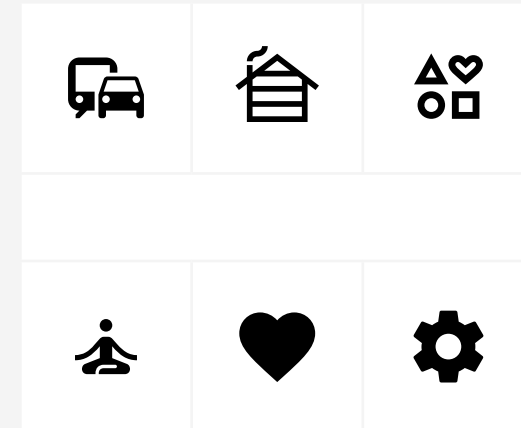
Celebrating, respecting and protecting our communities, language, culture and heritage



Maintaining and respecting our environment



Ensuring that the advantages for Gwynedd and Eryri's communities are more than any disadvantages



→ The brand is made up of two halves, a topographical map element representing the geographical area, and a typographic element capped with a mountain profile pathway.

positive: master brand mark



→ **Logotype:** can be used independently of the map.

→ **Map element:** can only be used independently as a graphic texture.



→ The brand is made up of two halves, a topographical map element representing the geographical area, and a typographic element capped with a mountain profile pathway.

negative: master brand mark

**Gwynedd  
& Eryri 2035**

Cynllun Economi Ymweld Cynaliadwy  
Sustainable Visitor Economy Plan

Current Offer	
Gwynedd	●
Eryri	▲
Llyn AONB	◆
Town or Village	+

Future Offer	
Gwynedd	●
Eryri	▲
Llyn AONB	◆
Town or Village	+

→ **Logotype:** can be used independently of the map.

→ **Map element:** can only be used independently as a graphic texture.

→ The brand is made up of two halves, a topographical map element representing the geographical area, and a typographic element capped with a mountain profile pathway.

positive: master brand mark



→ Logotype: can be used independently of the map.

→ Map element: can only be used independently as a graphic texture.

→ The brand is made up of two halves, a topographical map element representing the geographical area, and a typographic element capped with a mountain profile pathway.

negative: master brand mark



→ Logotype: can be used independently of the map.

→ Map element: can only be used independently as a graphic texture.

→ The brand is made up of two halves, a topographical map element representing the geographical area, and a typographic element capped with a mountain profile pathway.

positive portrait: master brand mark



# Gwynedd & Eryri 2035

Cynllun Economi Ymweld Cynaliadwy  
Sustainable Visitor Economy Plan



# Gwynedd & Eryri 2035

Cynllun Economi Ymweld Cynaliadwy  
Sustainable Visitor Economy Plan

## Current Offer

Gwynedd	●
Eryri	▲
Llyn AONB	◆
Town or Village	+

## Future Offer

Gwynedd	●
Eryri	▲
Llyn AONB	◆
Town or Village	+

→ The brand is made up of two halves, a topographical map element representing the geographical area, and a typographic element capped with a mountain profile pathway.

negative portrait: master brand mark



# Gwynedd & Eryri 2035

Cynllun Economi Ymweld Cynaliadwy  
Sustainable Visitor Economy Plan



# Gwynedd & Eryri 2035

Cynllun Economi Ymweld Cynaliadwy  
Sustainable Visitor Economy Plan

## Current Offer

Gwynedd	●
Snowdonia	▲
Llyn AONB	◆
Town or Village	+

## Future Offer

Gwynedd	●
Snowdonia	▲
Llyn AONB	◆
Town or Village	+

→ Decorative icon map representing the pillars visually and reflecting the diversity of the region.

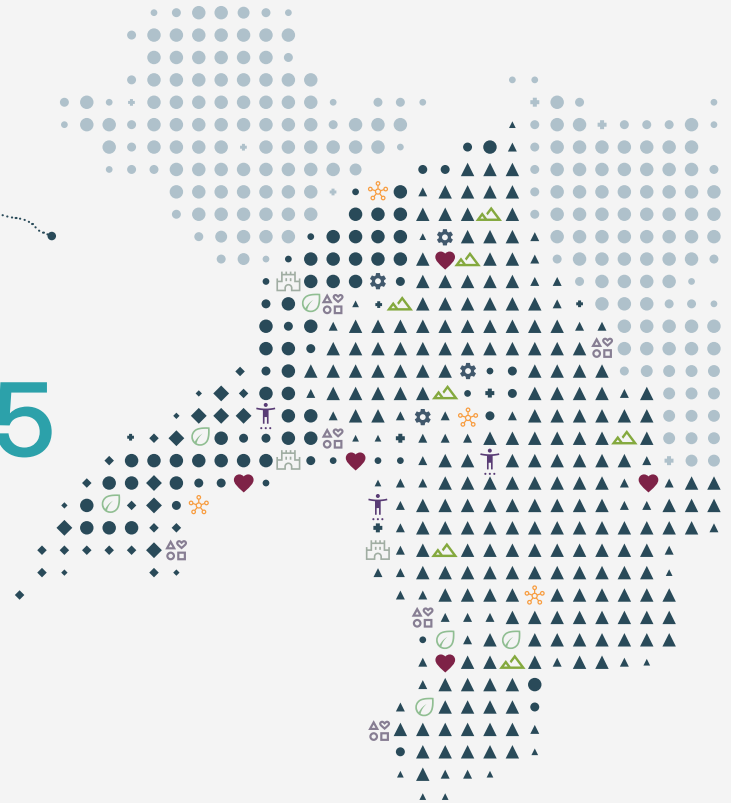
Icons map: positive version

---



# Gwynedd & Eryri 2035

Cynllun Economi Ymweld Cynaliadwy  
Sustainable Visitor Economy Plan



→ Decorative icon map representing the pillars visually and reflecting the diversity of the region.

Icons map: negative version



# Gwynedd & Eryri 2035

Cynllun Economi Ymweld Cynaliadwy  
Sustainable Visitor Economy Plan



→ Watermark versions of the map for title pages and on page feature



positive and negative: watermark map elements



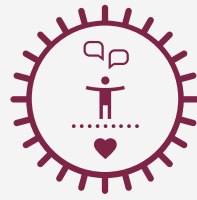


---

05.

Building the brand: **Imagery**

---



→ Celebrating, respecting and protecting our communities, language, culture and heritage

Imagery: Pillar One

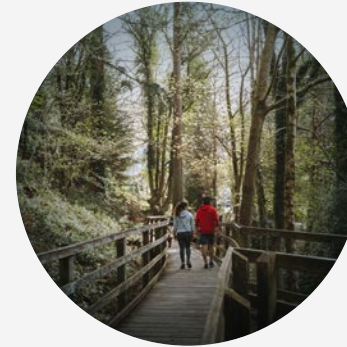


→ Image sourcing: Images are to be sourced from current CG or SNPA stock NB: all other images must have approved copyright release.



→ Maintaining and respecting our environment

Imagery: Pillar Two



→ Image sourcing: Images are to be sourced from current CG or SNPA stock NB: all other images must have approved copyright release.



→ Ensuring that the advantages for Gwynedd and Eryri's communities are more than any disadvantages

Imagery: Pillar Three



→ Image sourcing: Images are to be sourced from current CG or SNPA stock NB: all other images must have approved copyright release.

---

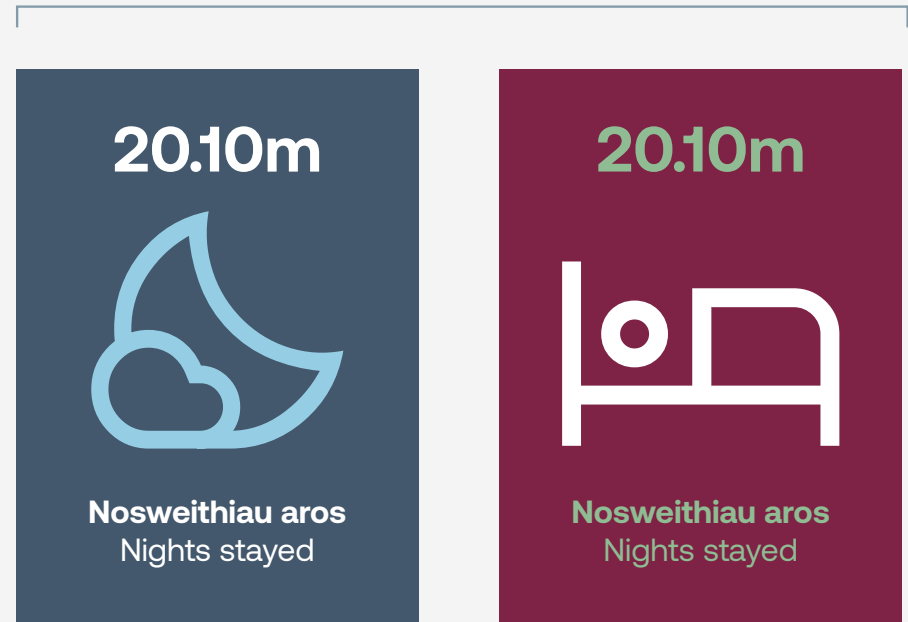
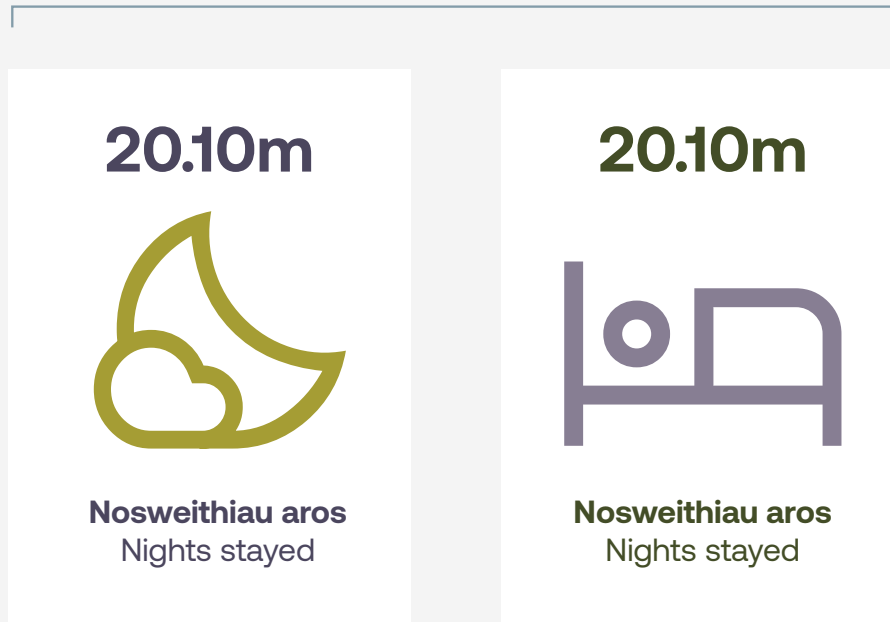
06.

Infographic styles

---

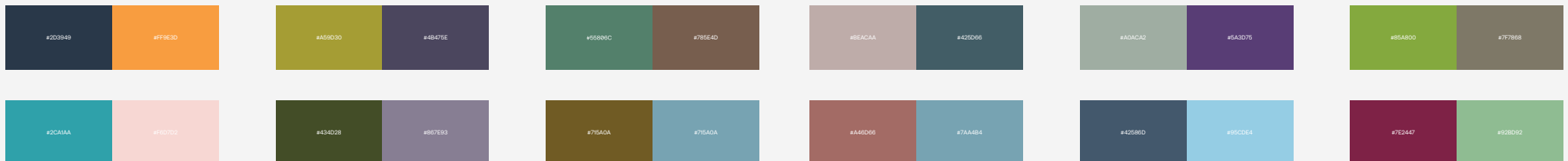
→ **Light backgrounds:** Choose an appropriate icon > choose a colour pair from the pairing palette > using the rule of thirds choose your font sizes (in this example the label is 12pt and the facts/figures are 24pt)

→ **Dark backgrounds:** Choose an appropriate icon > choose a contrasting colour pair from the pairing palette > using the rule of thirds choose your font sizes (ensure there is adequate contrast) use white for copy if the paired colour does not provide adequate contrast



→ **Caution:** Take care to use a limited palette on each extended infographic - too many colours can distract from the information

→ **Spacing:** Ensure adequate clearspace between elements, copy and icons and the surrounding frames

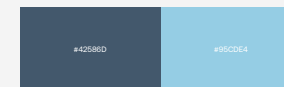
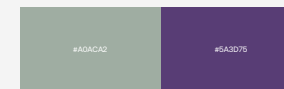
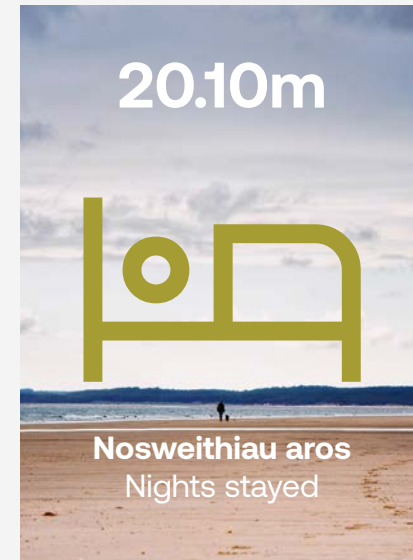


→ **Image backgrounds:** When using image backgrounds ensure relevance  
> ensure adequate contrast between graphics and image > wherever possible choose images that provide clear space for graphics to overlay

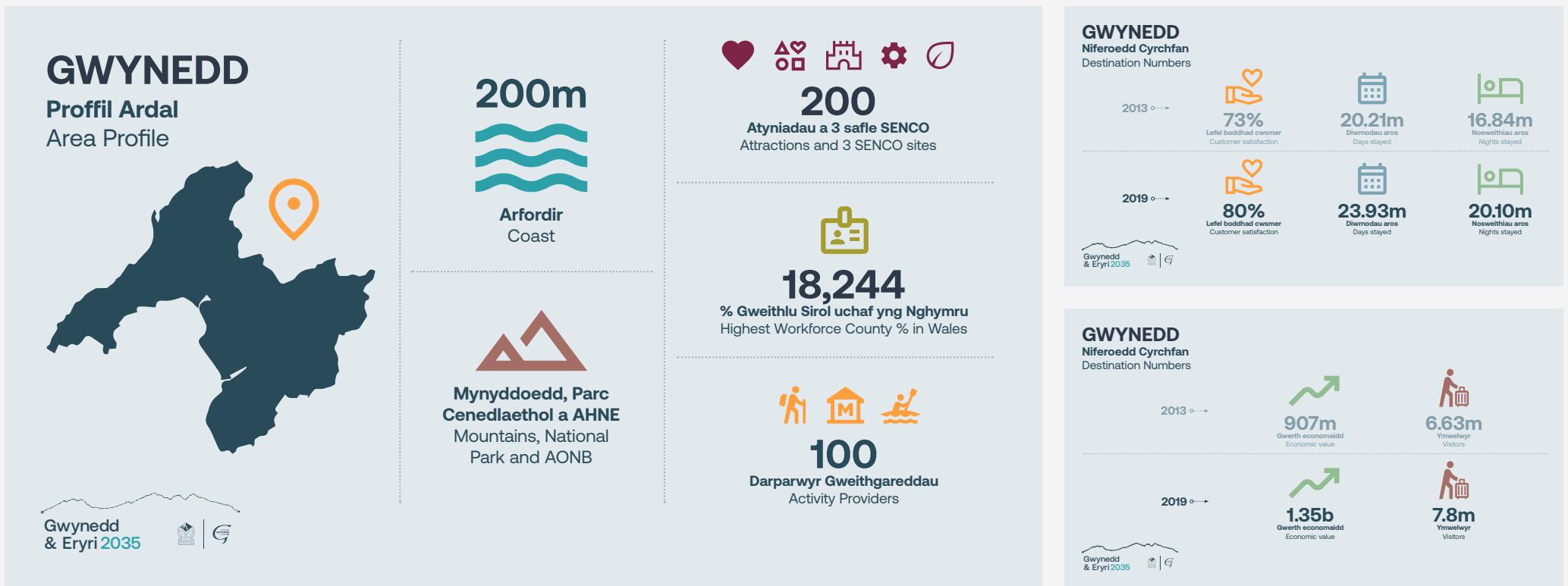


2010  2022

→ **Connectors:** When connecting graphics or indicating a transition use a dotted arrow to emulate the pathway element of the brand typography - with a terminal and an arrow to indicate direction.



→ Infographics in use: These are example infographics (in the powerpoint template) using the principles described





---

07.

Materials in Context

---

**Gwynedd & Eryri 2035**  
Cynllun Economi Ymwelid Cynaliadwy  
Sustainable Visitor Economy Plan

Briefing note on the visitor economy in gwynedd and eryri

Briefing note on the visitor economy in gwynedd and eryri

**Gwynedd & Eryri 2035**  
Cynllun Economi Ymwelid Cynaliadwy  
Sustainable Visitor Economy Plan

Briefing note on the visitor economy in gwynedd and eryri

Briefing note on the visitor economy in gwynedd and eryri

**Annual Report  
Annual Report  
2023**

**Gwynedd & Eryri 2035**  
Cynllun Economi Ymwelid Cynaliadwy  
Sustainable Visitor Economy Plan

**Gwynedd & Eryri 2035**  
Cynllun Economi Ymwelid Cynaliadwy  
Sustainable Visitor Economy Plan

**Gwynedd & Eryri 2035**  
Cynllun Economi Ymwelid Cynaliadwy  
Sustainable Visitor Economy Plan

Briefing note on the visitor economy in gwynedd and eryri

Briefing note on the visitor economy in gwynedd and eryri

**Niferoedd Cyrchfan  
GWYNNEDD  
Destination Numbers**

2010 2022

**“A Visitor Economy for the benefit of the People, Environment, Language and Culture of Gwynedd and Eryri”.**

**“A Visitor Economy for the benefit of the People, Environment, Language and Culture of Gwynedd and Eryri”.**

**Gwynedd & Eryri 2035**

**Briefing note on the visitor economy in gwynedd and eryri**

**Briefing note on the visitor economy in gwynedd and eryri**

**Principles  
Principles**

**Gwynedd & Eryri 2035**

**Gwynedd & Eryri 2035**  
Cynllun Economi Ymweld Cynaliadwy  
Sustainable Visitor Economy Plan

This banner features a dark blue background with a dotted map of Gwynedd & Eryri at the top. Below the map, the title 'Gwynedd & Eryri 2035' is written in white and orange, followed by the subtitle 'Cynllun Economi Ymweld Cynaliadwy Sustainable Visitor Economy Plan'. At the bottom, there are three circular icons representing different themes: a person with a gear, a tree, and a sun. Below these icons are the logos for Gwynedd and Eryri.

**Gwynedd & Eryri 2035**  
Cynllun Economi Ymweld Cynaliadwy  
Sustainable Visitor Economy Plan

**Building our vibrant communities**  
Building our vibrant communities

This banner has a white background with an orange diagonal band. At the top, the title 'Gwynedd & Eryri 2035' is written in blue and orange, followed by the subtitle 'Cynllun Economi Ymweld Cynaliadwy Sustainable Visitor Economy Plan'. The main text 'Building our vibrant communities' is repeated twice in white on the orange band. At the bottom, there are three circular icons representing different themes: a person with a gear, a tree, and a sun. Below these icons are the logos for Gwynedd and Eryri.

**Gwynedd & Eryri 2035**  
Cynllun Economi Ymweld Cynaliadwy  
Sustainable Visitor Economy Plan

**Building our vibrant communities**  
Building our vibrant communities

This banner features a landscape background with a dotted map of Gwynedd & Eryri at the top. Below the map, the title 'Gwynedd & Eryri 2035' is written in blue and orange, followed by the subtitle 'Cynllun Economi Ymweld Cynaliadwy Sustainable Visitor Economy Plan'. The main text 'Building our vibrant communities' is repeated twice in white. At the bottom, there are three circular icons representing different themes: a person with a gear, a tree, and a sun. Below these icons are the logos for Gwynedd and Eryri.

**Gwynedd & Eryri 2035**  
Cynllun Economi Ymweld Cynaliadwy  
Sustainable Visitor Economy Plan

Future environments  
Future Generations

*“A Visitor Economy for the benefit of the People, Environment, Language and Culture of Gwynedd and Eryri”.*

*“A Visitor Economy for the benefit of the People, Environment, Language and Culture of Gwynedd and Eryri”.*



Niferoedd Cyrchfan  
**GWYNEDD**  
Destination Numbers

2010  20.10m  
Nesweithiau aros  
Nights stayed

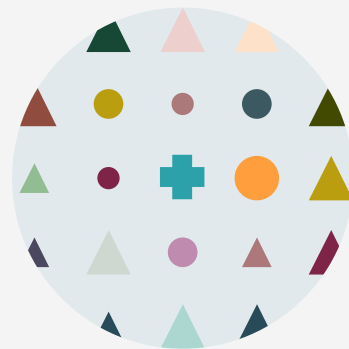
2022  20.10m  
Nesweithiau aros  
Nights stayed

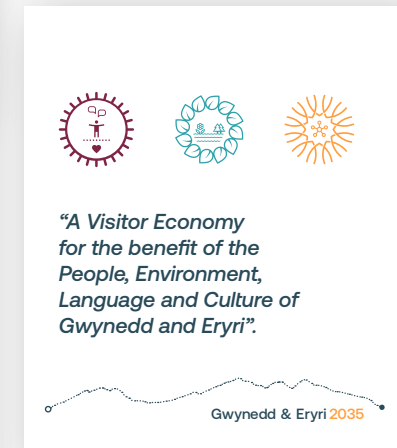
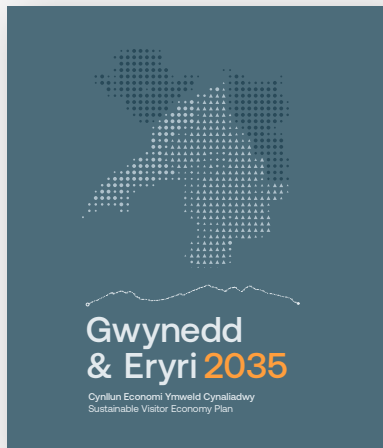


Future environments  
Future Generations









---

# Diolch.

---

Thanks.

