Wales Coast Path
Brand Guidelines

Final Version 1.0, January 2019

Llwybr Arfordir Cymru
Wales Coast Path

Wales Coast Path
Guidelines
Introduction

Welcome to the Wales Coast Path Brand Guidelines. Under the Wales Coast Path banner, existing footpaths and coastal attractions can gain a higher profile and benefit from a co-ordinated marketing strategy. Tourism, communities and local businesses can all gain advantages from a clear brand message.

Before using the Wales Coast Path brand for any type of communication, please take time to read these brand guidelines.

The Wales Coast Path logo is protected under trademark by the Welsh Government.

The logo may be used non-commercially for promoting the Wales Coast Path for the enjoyment of all, provided usage adheres to these guidelines, and is on a not-for-profit basis.

Permission to use the logo is granted only in accordance with these guidelines and will not apply where the logo is used for commercial gain by any individual, group or organisation without express permission from Welsh Government, or Natural Resources Wales (NRW) where NRW are licensed to do so.

For any enquiries about proposed commercial use of the logo, contact email: **wcp@cyfoethnaturiolcymru.gov.uk**

For further advice on the Wales Coast Path logo or to obtain copies of the logo in 'eps' (for use in Adobe Indesign, Illustrator or Photoshop etc) or 'jpg' (for use on MS Word etc) or any other format, please contact the email address: **wcp@cyfoethnaturiolcymru.gov.uk**, specifying what format you want the logo in, and where you want to use it.

These Guidelines are owned by Welsh Government.

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The Logo
Primary Logo

The Primary Logotype should be used where ever possible.

The Primary Logotype consists of the yellow dragon shell (Pantone 123) and blue typography (Pantone 300), it should be used where possible on a white background.

When producing work for single colour printing, the use of the white or 2-tone grey and black logotype must be used.

Where possible the Logotype with the Dragon shell to the left of the Typography should be used. The vertical format should only be used if there is minimal horizontal space.

When used in the white format, the colour in the background should be strong enough to offer a high contrast to maintain visibility of the logo

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Primary Logo | Master

Llwybr Arfordir Cymru
Wales Coast Path

Primary Logo | Master | Reversed

Llwybr Arfordir Cymru
Wales Coast Path

Primary Logo | Greyscale | Single Colour Print Version

Llwybr Arfordir Cymru
Wales Coast Path

Primary Logo | Single Colour | Reversed

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The Logo
Secondary Logo

The Secondary vertical Logotype is an alternative and should be only used where there is minimal horizontal space within the area that it is being used.

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Secondary Logo | Master

Llwybr Arfordir Cymru
Wales Coast Path

Secondary Logo | Master | Reversed

Llwybr Arfordir Cymru
Wales Coast Path

Secondary Logo | Greyscale | Single Colour Print Version

Llwybr Arfordir Cymru
Wales Coast Path

Secondary Logo | Single Colour | Reversed

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The Logo
Exclusion zone, positioning and standard line for publications

Exclusion Zones
To ensure the Primary Logotype appears prominently without interference for secondary elements, an exclusion zone has been created. The exclusion zone should be observed on all applications as closely as the space restrictions allow.

Measuring the exclusion zone
The exclusion zone is equal to one third of the height of the dragon shell, as shown.
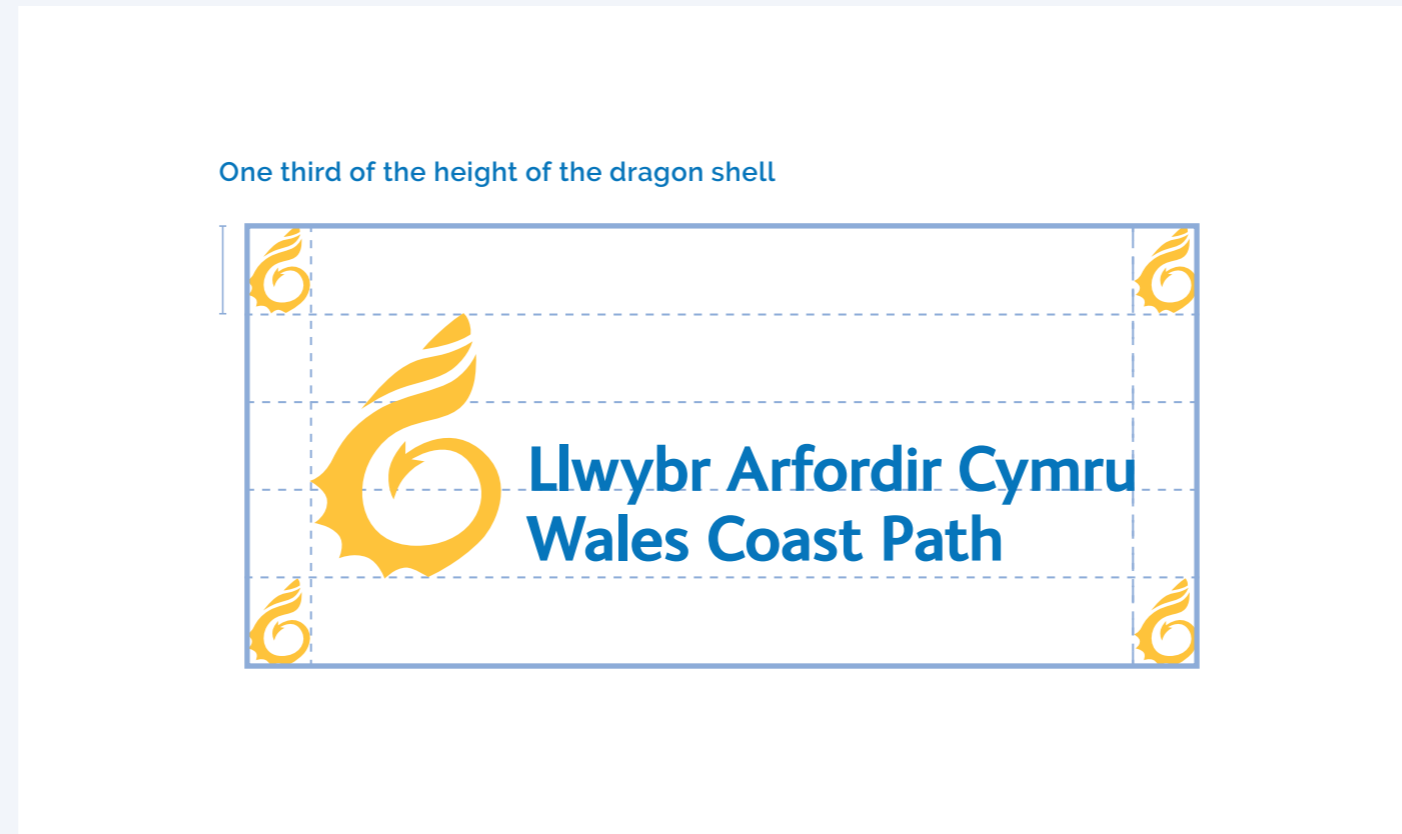
Minimum Size
The minimum size for the Primary Logotype is 30mm wide. For the horizontal variation, the minimum size is 20mm wide.

Positioning
The logo can be placed any where on the front of the publication, as long as it is given equal prominence as any other logos.

Using the logo on its own or with other logos
If you are a charity, or from a third sector organisation, then you may use the Wales Coast Path logo on its own, but give it equal prominence to any other logos it may sit next to. If you are a commercial company please ask permission to use the logo by emailing the contact on p2 of this document.

One third of the height of the dragon shell

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Wales Coast Path

Primary Logo | Exclusion Zone | Exclusion zone is one third of the height of the dragon shell

Llwybr Arfordir Cymru
Wales Coast Path
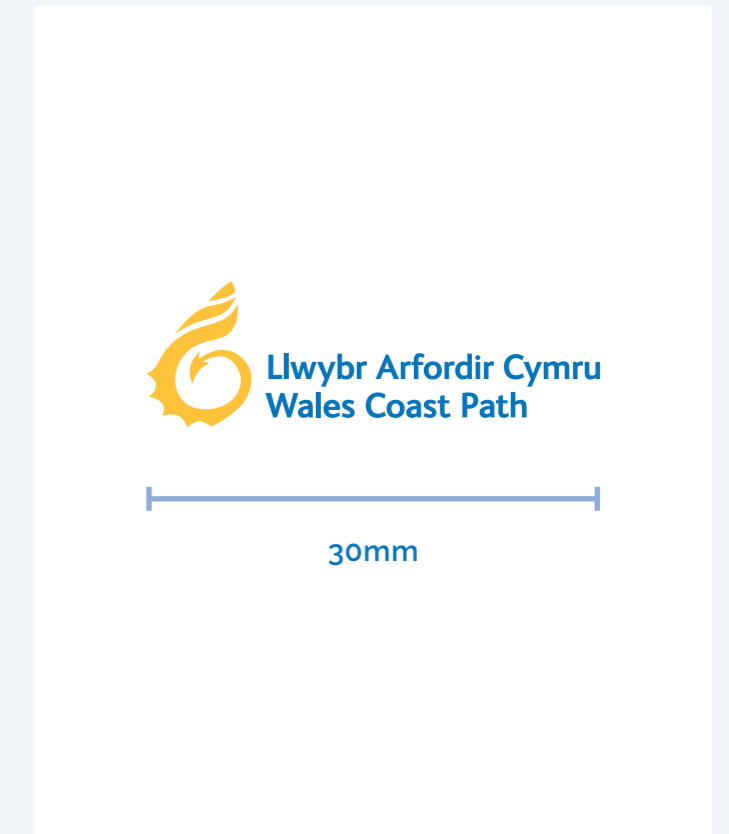
30mm

Primary Logo | Minimum Size | 30mm wide

One third of the height of the dragon shell

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Secondary Logo | Exclusion Zone | Exclusion zone is one third of the height of the dragon shell

Llwybr Arfordir Cymru
Wales Coast Path
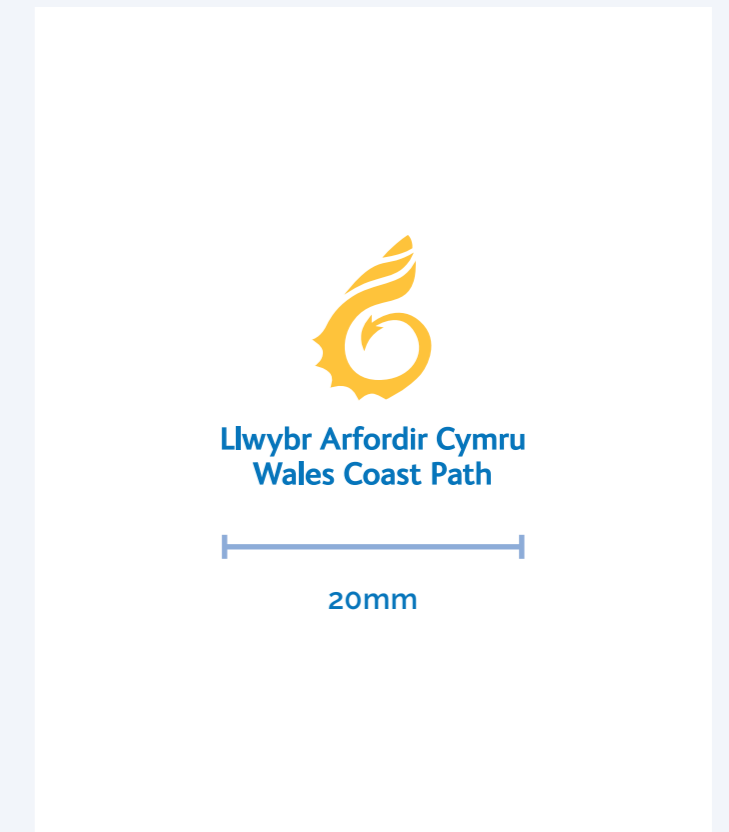
20mm

Secondary Logo | Minimum Size | 20mm wide

The Logo
Roundal Logo

The roundal can be used for signage and when placed on partner print pieces or when no white space is available for the Primary Logotype and the logo needs to be placed on a busy image.

The single colour roundal should only be used when 2 colours are not possible.

When printed on discs for footpath signage, the disc should be no larger than 10cm in diameter.

Exclusion Zones
To ensure the Primary Logotype appears prominently without interference for secondary elements, an exclusion zone has been created. The exclusion zone should be observed on all applications as closely as the space restrictions allow.

Measuring the exclusion zone
The exclusion zone is equal to one half of the width of the dragon shell, as shown.

Minimum Size
The minimum size for the Roundal Logo is 30mm wide.

Positioning
The logo can be placed any where on the front of the publication, as long as it is given equal prominence as any other logos.
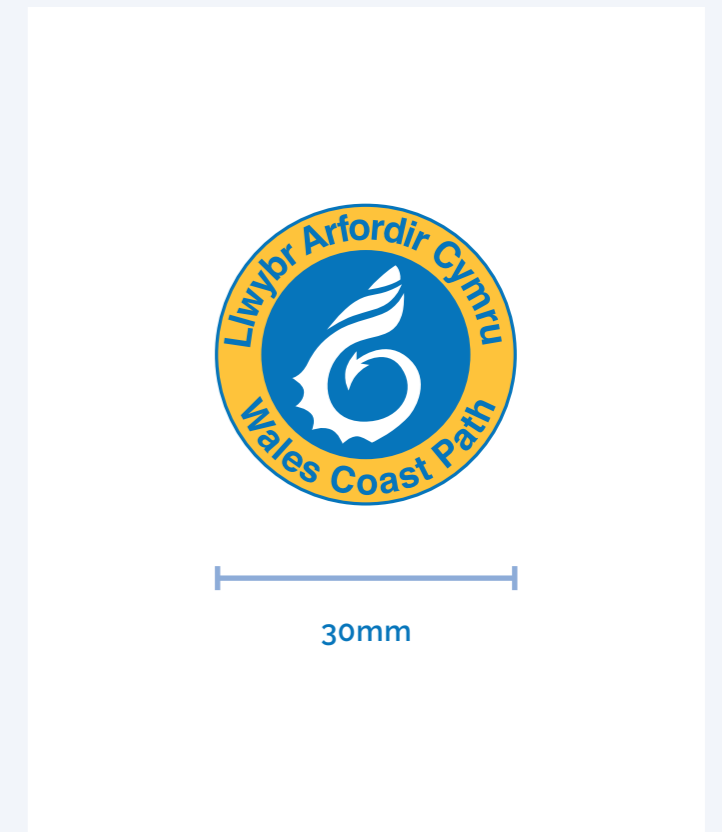

Roundal Logo | Master

Roundal Logo | Single Colour

Roundal Logo | Single Colour | Reversed

One half of the width of the dragon shell

Secondary Logo | Exclusion Zone | Exclusion zone is one third of the height of the dragon shell

30mm

Secondary Logo | Minimum Size | 20mm wide

The Logo
Example Use

The Logo
Brand
Partnership

Collaboration lock-ups are denoted by a simple multiply cross made up of two hairlines to form square. The cross shares the same baseline as the "Wales Coast Path" type.

Collaborator logos should share the same baseline where possible, sitting comfortably within the X-height that the shell occupies but never exceeding it. A case of common sense, measure and judgement.

X-height

Baseline

Llwybr Arfordir Cymru Wales Coast Path ✕ Cymru Wales

Llwybr Arfordir Cymru Wales Coast Path ✕ **RNLI**

Collaboration Logo Lock-Up | Landscape

Llwybr Arfordir Cymru Wales Coast Path
✕
Cymru Wales

Llwybr Arfordir Cymru Wales Coast Path
✕
RNLI

Llwybr Arfordir Cymru Wales Coast Path
✕
THE ISLE OF Anglesey

Collaboration Logo Lock-Up | Portrait

The Logo
Brand
Partnership

Llwybr Arfordir Cymru
Wales Coast Path × RNLI

Llwybr Arfordir Cymru
Wales Coast Path

THE ISLE OF
Anglesey

Collaboration Logo Lock Up | Portrait | Single Colour on Image

The Logo
Incorrect Logo Usage

The placing of the logo should stay true to its design.

- **NEVER** change the colour of the Logo

- **NEVER** position the lead typography above or to the left of the Dragon Shell

- **NEVER** flip the Dragon Shell icon

- **NEVER** distort the size or shape of the logotype elements

- **NEVER** place the Logo on a bright or similar colour background. **If the logo is placed on a coloured background use the single colour version for legibility.**

- **NEVER** place the Logo on a busy image. **If the logo is placed on a image, use the single colour version for legibility.**

Typography
Typeface

The main typeface to be used across all print and digital materials is Raleway, apart from the WCP logo. Raleway is a elegant sans-serif typeface, designed in a single thin weight. It is a display face that features both old style and lining numerals, standard and discretionary ligatures, a complete set of diacritics, as well as a stylistic alternate inspired by more geometric sans-serif typefaces than it's neo-grotesque inspired default character set.

Raleway includes an open font license, which allows the font to be download and used for free.

Headings
Raleway Bold at a minimum size of 20pt on A4/A3 documents).

Sub-headings
Raleway Bold is to be used in Press/Tube/Billboard advertising sub titling.

Body copy
The recommended specifications for print based body copy is: Raleway Bold with a minimum font size of 10pt (for A4/A3).

Body copy can use any colour from the colour palette, but attention should be given to making sure that the text has high enough contrast to be able to be read it clearly.

Where possible, the font size for all applications should be at a 10pt minimum, for promotional items the font size may need to be smaller, this is ok, please try to make sure that the text is clear. Other font weights can be used to create hierarchy within a document.

Wales Coast Path

ABCČĆDĐEFGHIJKLMNOPQRSŠTU
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/&\<-+÷×=>®©$€£¥¢::,.*

Raleway | Typeface Family

Thin / Thin italic
Light / Light italic
Regular / Regular italic
Medium / Medium italic
SemiBold / SemiBold italic
Bold / Bold italic
Black / Black italic

Raleway | Weights and Styles

Wales

The crossover lines & curled ends represent how pathways can fork and lead to different destinations.

Colour
Primary Palette

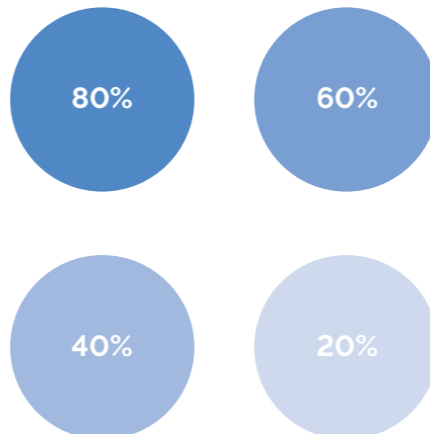The primary colour palette is based on the colours employed by the logotype:

Yellow (Pantone® 123), Blue (Pantone® 300), Black, Grey (40% black) and White.

Use CMYK colours where Pantone colours cannot be specified. RGB values are for use for TV, broadcast and Hex values are for web and new media use.
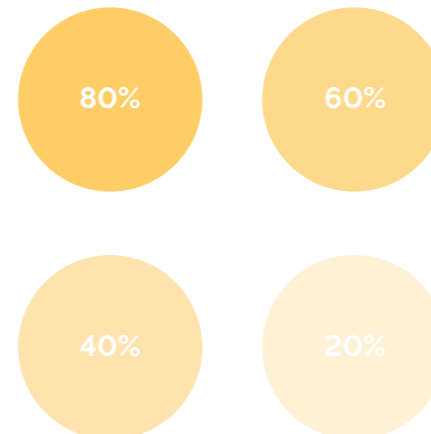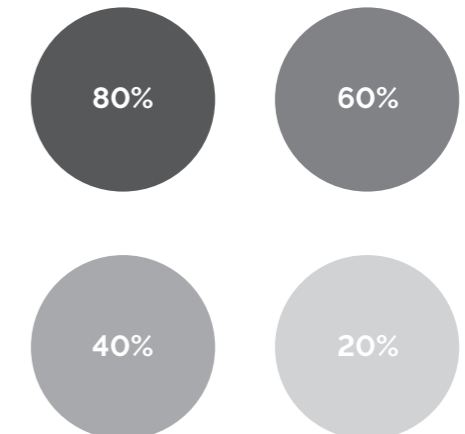
The use of tints is allowed.

Blue
Pantone® 300
C:87 M:49 Y:10 K:0
R:10 G:112 B:183

Yellow
Pantone® 123
C:0 M:25 Y:87 K:0
R:253 G:195 B:44

Black
Pantone® Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0

80%	60%
40%	20%

80%	60%
40%	20%

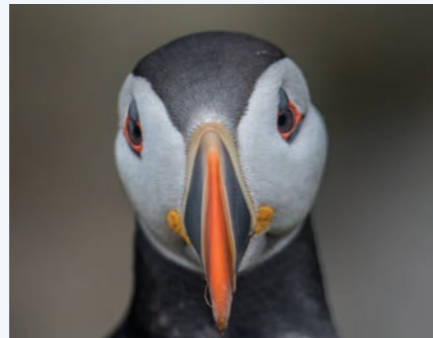| 80%	60%
40%	20%

Colour
Secondary Palette

A secondary palette has been created from a variety of Coast Path images that can be used across all brand materials. Colours can be mixed to create vibrant colour palettes.

Point of Ayr Red
Pantone® Red 032
C:00 M:80 Y:55 K:00
R:251 G:81 B:88

Puffin Deep Orange
Pantone® Orange 021
C:00 M:65 Y:90 K:00
R:237 G:114 B:40

Gannet Warm Orange
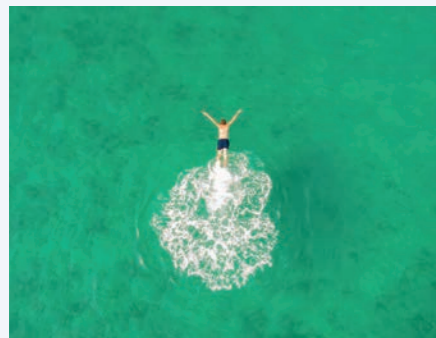Pantone® 123
C:00 M:25 Y:87 K:00
R:253 G:195 B:44

Sunrise Yellow
Pantone® 102
C:04 M:00 Y:85 K:00
R:255 G:235 B:48

Coastal Cliff Bright Green
Pantone® 381
C:36 M:00 Y:87 K:00
R:182 G:205 B:61

Grass Deep Green
Pantone® 2266
C:85 M:37 Y:94 K:31
R:43 G:96 B:51

Clear Water Green
Pantone® 3395
C:74 M:00 Y:55 K:00
R:000 G:194 B:149

Victorian Pier Blue
Pantone® 2199
C:72 M:00 Y:20 K:00
R:000 G:179 B:204

Deep Sea Blue
Pantone® 302
C:100 M:72 Y:41 K:37
R:15 G:59 B:85

Sunset Blue Violet
Pantone® 269
C:63 M:68 Y:28 K:10
R:110 G:88 B:152

St Govens Red Violet
Pantone® 2405
C:22 M:77 Y:00 K:00
R:189 G:86 B:153

Coastal Plant Bright Pink
Pantone® Rubine Red
C:00 M:84 Y:22 K:00
R:232 G:71 B:124

Camper Van Plum
Pantone® 195
C:34 M:81 Y:41 K:35
R:130 G:59 B:79

Wild Pony Brown
Pantone® 463
C:35 M:54 Y:70 K:38
R:128 G:93 B:64

Rock Deep Grey
Pantone® 446
C:59 M:43 Y:45 K:30
R:98 G:105 B:105

Cliff Stone Grey
Pantone® 7538
C:38 M:27 Y:30 K:07
R:162 G:167 B:166

Night Rich Black
Pantone® Back
C:63 M:62 Y:59 K:94
R:45 G:41 B:38

Discover your
Wales Coast Path

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#WalesCoastPath
walescoastpath.gov.uk

Discover your
Wales Coast Path

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Wales Coast Path
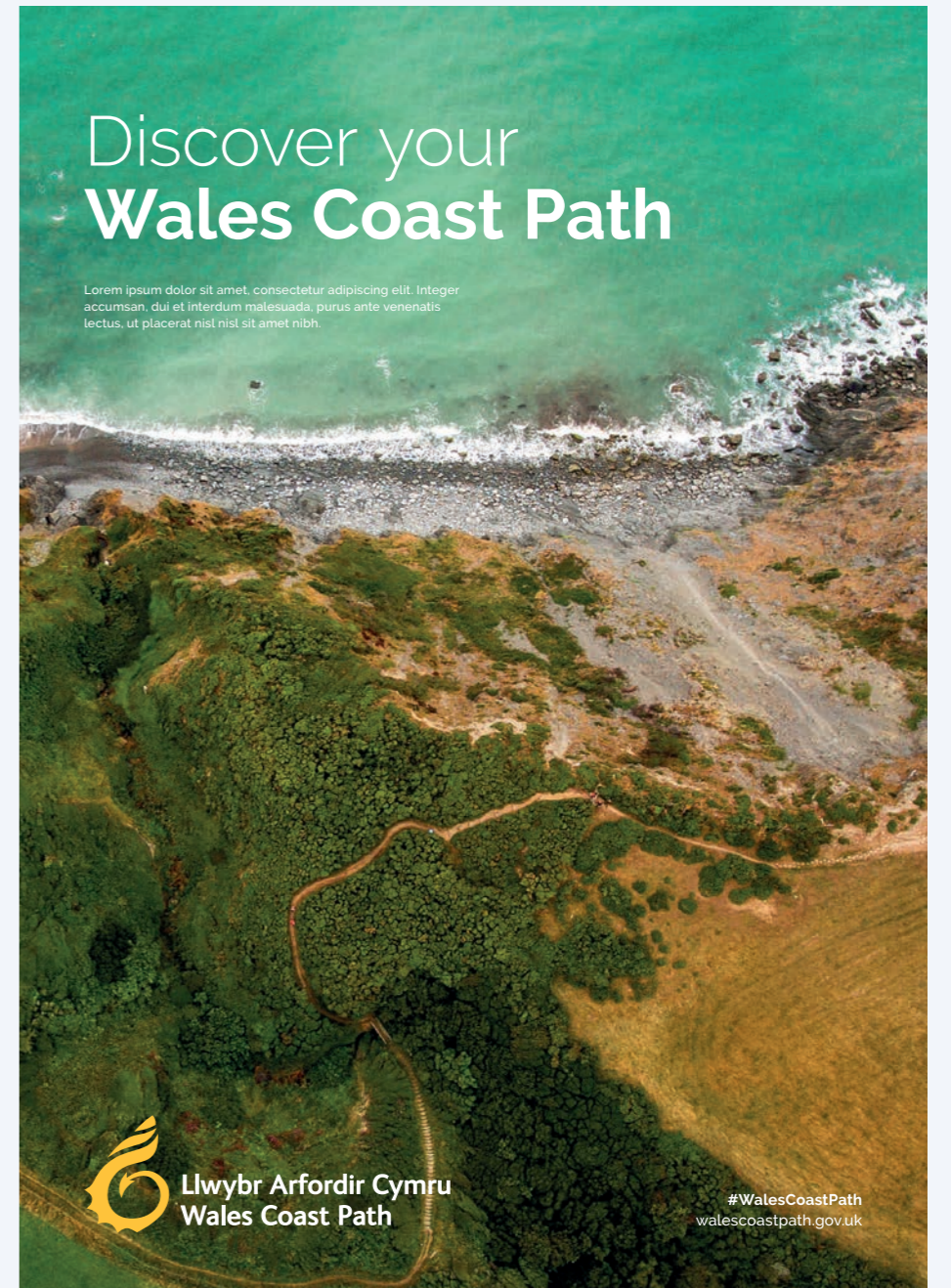
#WalesCoastPath
walescoastpath.gov.uk

Discover your
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Wales Coast Path

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Wales Coast Path

A4 Advert | Example 2 (Sponsor/Funding logos example)

Wildlife
on the coast

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History
on the coast

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Beaches
on the coast

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Llwybr Arfordir Cymru
Wales Coast Path
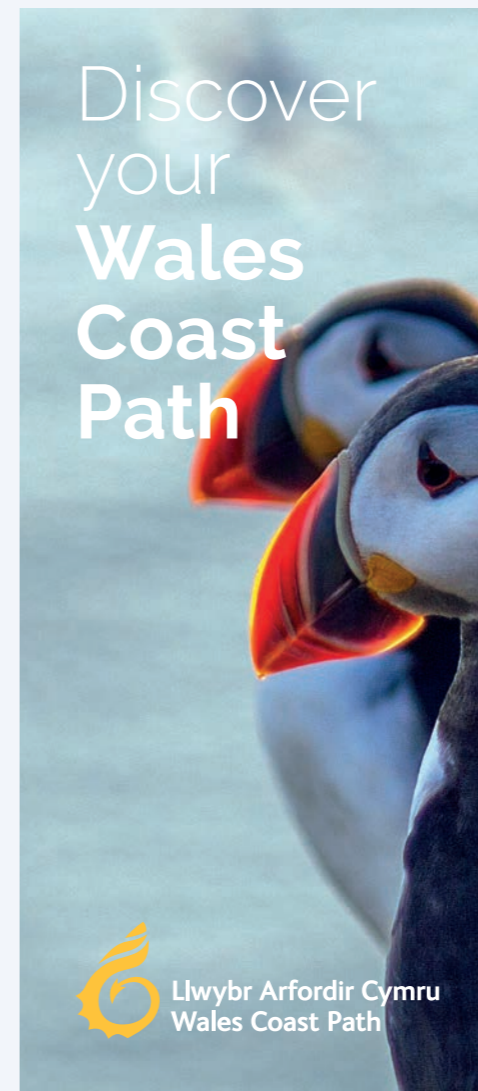
#WalesCoastPath
walescoastpath.gov.uk

A4 Advert | Example 3 (Secondary Colour Palette Example)

Advertising
Web

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Wales Coast Path

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Wales Coast Path

Portrait Web Banner

Landscape Web Banner

Promotional Materials
Digital Mock Ups

Promotional Materials
Digital Mock Ups

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