

# Wales Coast Path

## Brand Guidelines

Version 3.0, October 2021

# 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](mailto: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](mailto: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.**



# 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



Primary Logo | Master



Primary Logo | Master | Reversed



Primary Logo | Greyscale | Single Colour Print Version



Primary Logo | Single Colour | Reversed

**The Logo**  
Primary Logo



**Llwybr Arfordir Cymru**  
**Wales Coast Path**

Primary Logo | Single Colour on Image

# 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.



**Llwybr Arfordir Cymru**  
**Wales Coast Path**

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

The Logo  
Secondary Logo



Llwybr Arfordir Cymru  
Wales Coast Path

# 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

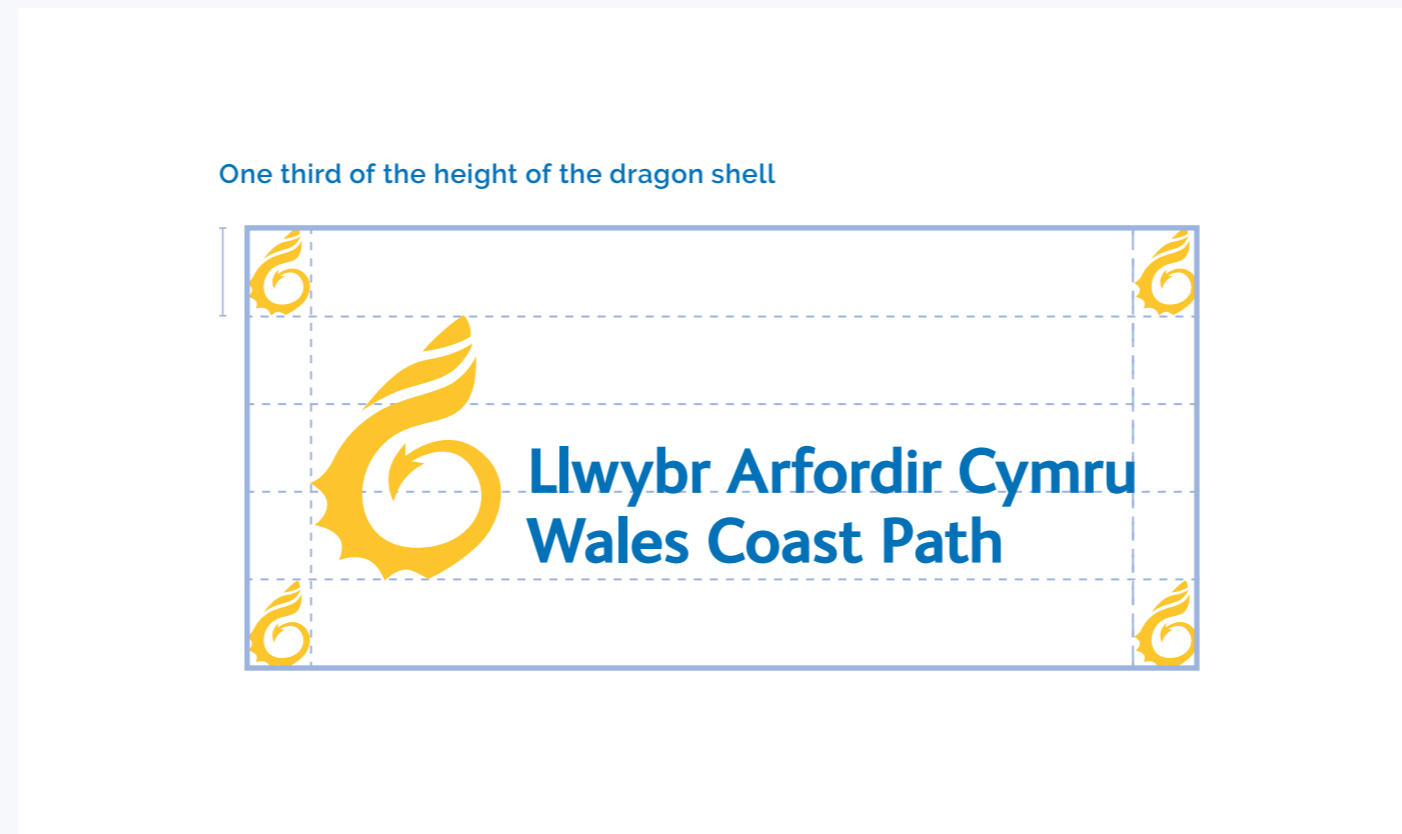
The minimum size for the Primary Logotype is 30mm wide. For the horizontal variation, the minimum size is 20mm wide.

### Positioning

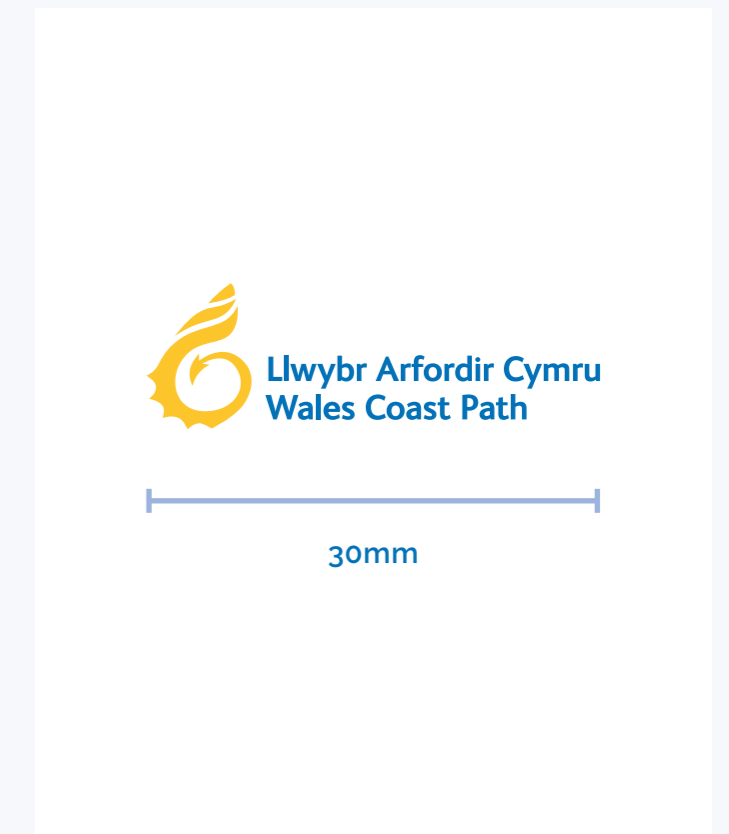
The logo can be placed anywhere on the front of the publication, as long as it is given equal prominence as any other logos.

### 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.



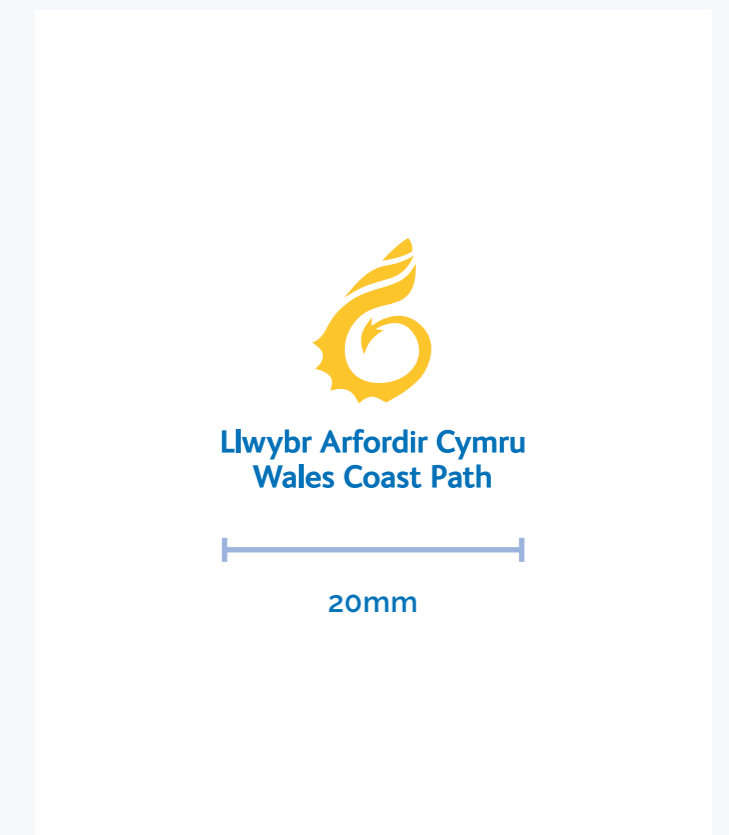
Primary Logo | Exclusion Zone | Exclusion zone is one third of the height of the dragon shell



Primary Logo | Minimum Size | 30mm wide



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



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

## Roundal Logo



# The Logo

## Example Use

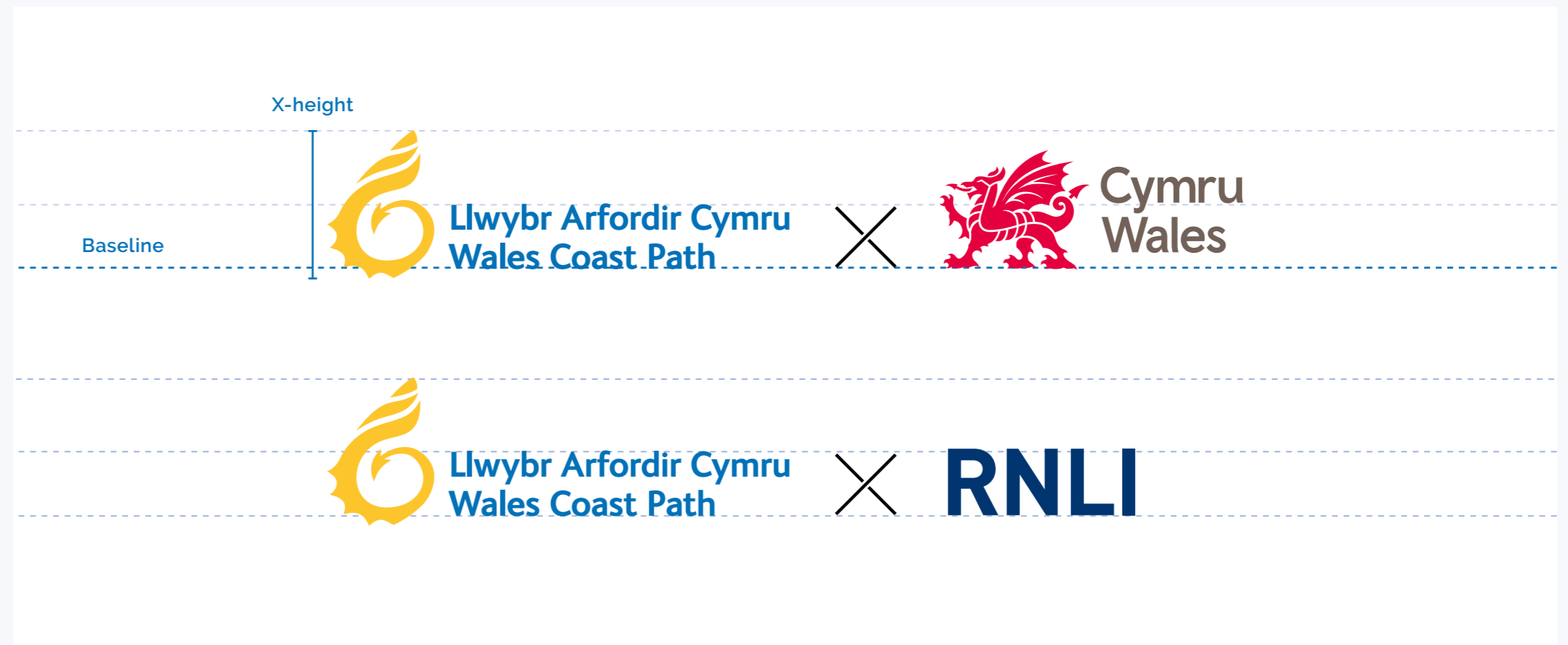
---



# 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.



## Collaboration Logo Lock-Up | Landscape



## Collaboration Logo Lock-Up | Portrait

# The Logo Brand Partnership



The Logo  
Brand  
Partnership



Llwybr Arfordir Cymru  
Wales Coast Path



THE ISLE OF  
*Anglesey*

# 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

ABCČĆDĎEFGHIJKLMNOPQRSŠTU  
VWXYZŽabcčćdďefghijklmnopqrsš  
tuvwxyzž1234567890'?"'!"(%)[#]{@}  
/&\<-+÷×=>®©\$€£¥¢::,,\*

## 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

# Typography

## Typeface Details

es wwalle

The image displays the words 'es' and 'wwalle' in a large, bold, blue sans-serif typeface. The letters are set against a background of a light blue grid of dashed lines that form a series of overlapping triangles. Several specific typographic details are highlighted with dashed blue circles: the intersection of the two 'w's in 'ww', the bottom curve of the 'a', and the bottom curve of the 'l'. The 'e' and 'e' at the end of 'es' and 'alle' are also visible.

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:

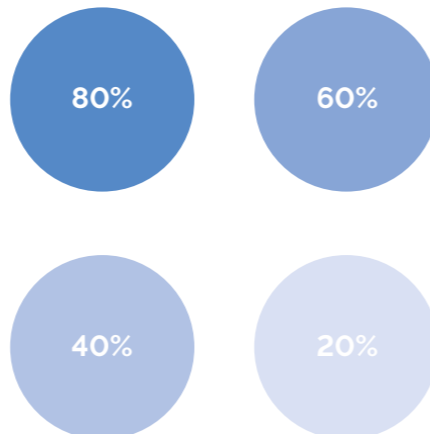
Yellow (Pantone® 123),  
Blue (Pantone® 300), Black,  
Grey (40% black) and White.

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.

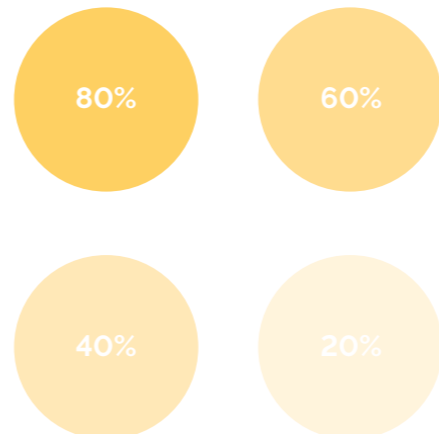
The use of tints is allowed.



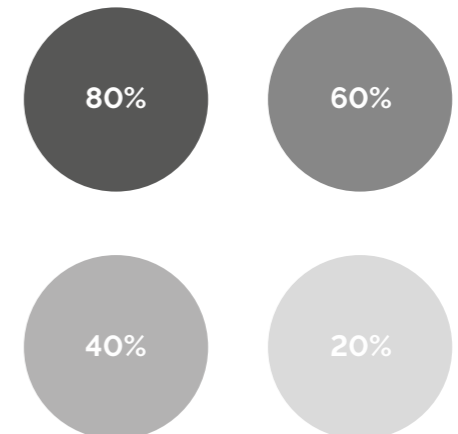
**Blue**  
Pantone® 300  
C:87 M:49 Y:10 K:0  
R:10 G:112 B:183



**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

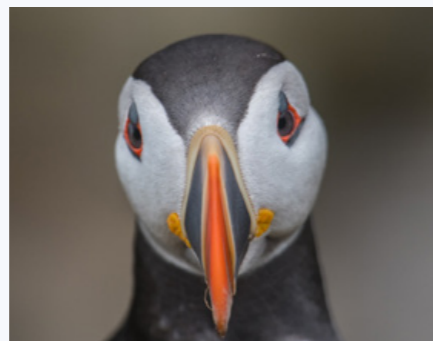


# Colour Secondary Palette

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



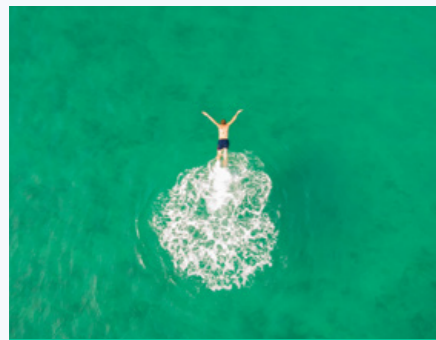
**Sunrise Yellow**  
Pantone® 102  
C:04 M:00 Y:85 K:00  
R:255 G:235 B:48



**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



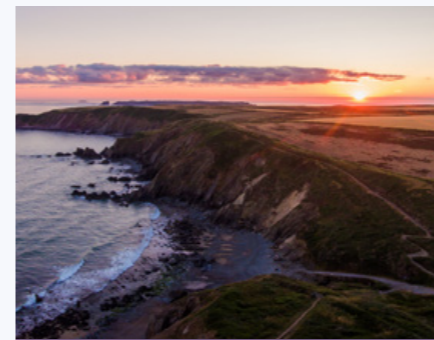
**Clear Water Green**  
Pantone® 3395  
C:74 M:00 Y:55 K:00  
R:000 G:194 B:149



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



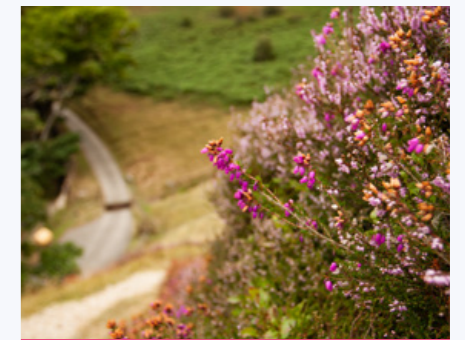
**Deep Sea Blue**  
Pantone® 302  
C:100 M:72 Y:41 K:37  
R:15 G:59 B:85



**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

# Signage & Wayfinding

## Official Alternative Routes

In some places it may be desirable to establish an 'official' alternative route as an integral part of the Wales Coast Path - with Natural Resources Wales agreement, these will qualify for funding at the same level as the main route and must meet the same standards.

Official Alternatives are differentiated by red and yellow colours (not the usual brand colours of blue and yellow) and the dragon shell logo is maintained. Any other, unofficial, alternative routes should not be waymarked as part of the Wales Coast Path.

For examples of potential alternative routes please refer to the most up to date Wales Coast Path Route Criteria document (available from Natural Resources Wales).



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



**Red**  
Pantone® 485  
C:0 M:95 Y:100 K:0  
R:218 G:41 B:28

# Signage & Wayfinding

## To the Wales Coast Path

Signage to direct people to the Wales Coast Path (whilst they are not on the path) and will be at the discretion of the local authority with the relevant Wales Coast Path officer.

They are differentiated by brown and yellow colours (not the usual brand colours of blue and yellow) with the dragon shell logo maintained.

These signs have "to the Wales Coast Path" written on them and are designed to let visitors know where to go to access the path when they are currently not on it.



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



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

# Advertising Print



Discover your  
**Wales Coast Path**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer accumsan, dui et interdum malesuada, purus ante venenatis lectus, ut placerat nisi nisi sit amet nibh.

 **Llwybr Arfordir Cymru**  
Wales Coast Path

#WalesCoastPath  
walescoastpath.gov.uk

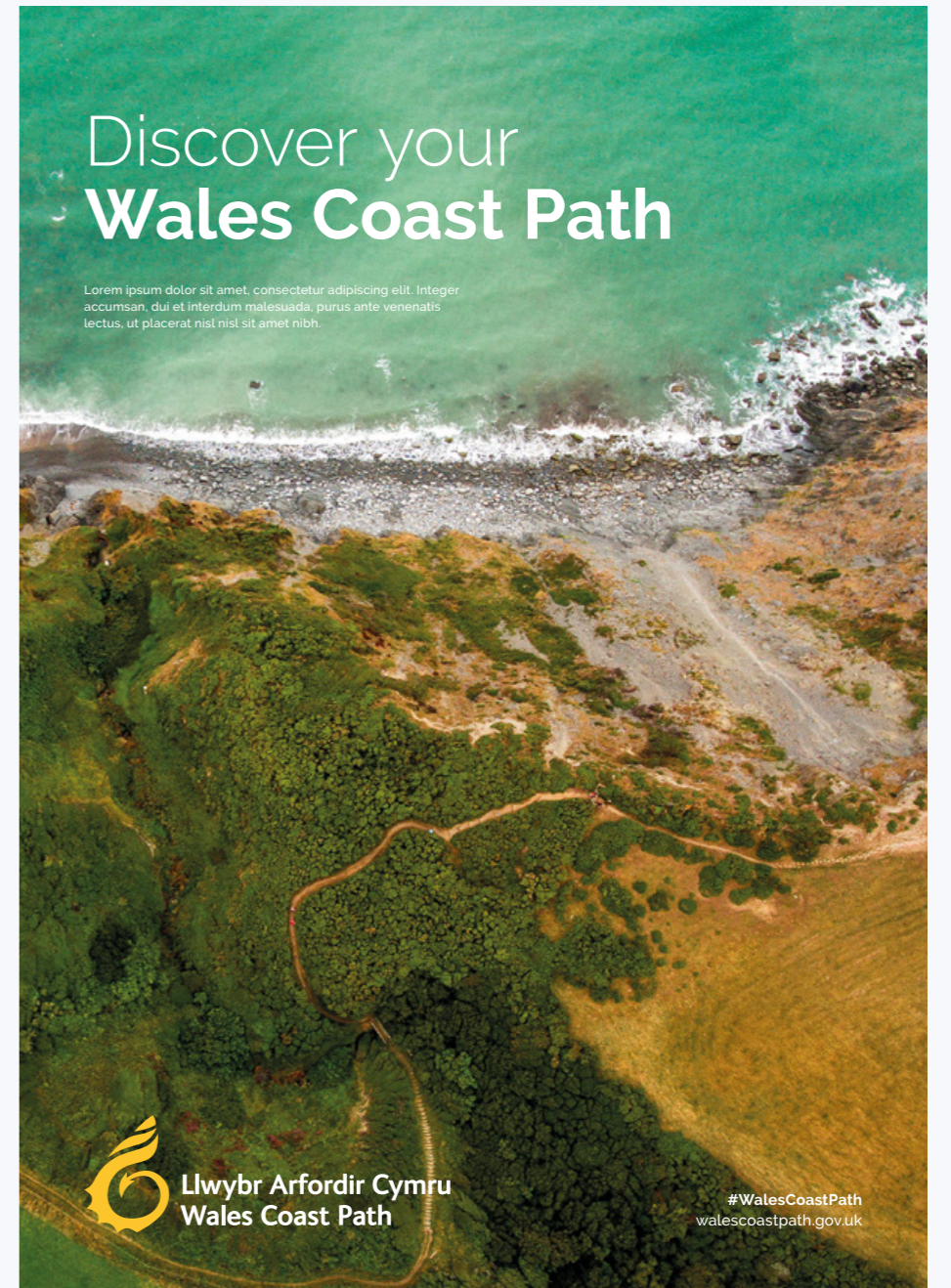


Discover your  
**Wales Coast Path**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer accumsan, dui et interdum malesuada, purus ante venenatis lectus, ut placerat nisi nisi sit amet nibh.


 **Llwybr Arfordir Cymru**  
Wales Coast Path

#WalesCoastPath  
walescoastpath.gov.uk



Discover your  
**Wales Coast Path**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer accumsan, dui et interdum malesuada, purus ante venenatis lectus, ut placerat nisi nisi sit amet nibh.

 **Llwybr Arfordir Cymru**  
Wales Coast Path

#WalesCoastPath  
walescoastpath.gov.uk

# Advertising Print



## Discover your Wales Coast Path

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec nisi massa, dignissim et tellus a, consequat vestibulum elit.

Cras maximus nunc augue, non tincidunt lorem ullamcorper vel. Nulla facilisi. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum pulvinar eros sit amet eros tristique, non maximus dui molestie.

#WalesCoastPath  
walescoastpath.gov.uk



## Discover your Wales Coast Path

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec nisi massa, dignissim et tellus a, consequat vestibulum elit.

Cras maximus nunc augue, non tincidunt lorem ullamcorper vel. Nulla facilisi. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum pulvinar eros sit amet eros tristique, non maximus dui molestie.

#WalesCoastPath  
walescoastpath.gov.uk



## Discover your Wales Coast Path

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec nisi massa, dignissim et tellus a, consequat vestibulum elit.

Cras maximus nunc augue, non tincidunt lorem ullamcorper vel. Nulla facilisi. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum pulvinar eros sit amet eros tristique, non maximus dui molestie.

#WalesCoastPath  
walescoastpath.gov.uk



# Advertising Print



## Wildlife on the coast

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec nisi massa, dignissim et tellus a, consequat vestibulum elit.

Cras maximus nunc augue, non tincidunt lorem ullamcorper vel. Nulla facilisi. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum pulvinar eros sit amet eros tristique, non maximus dui molestie.



Llwybr Arfordir Cymru  
Wales Coast Path

#WalesCoastPath  
walescoastpath.gov.uk



## History on the coast

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec nisi massa, dignissim et tellus a, consequat vestibulum elit.

Cras maximus nunc augue, non tincidunt lorem ullamcorper vel. Nulla facilisi. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum pulvinar eros sit amet eros tristique, non maximus dui molestie.



Llwybr Arfordir Cymru  
Wales Coast Path

#WalesCoastPath  
walescoastpath.gov.uk



## Beaches on the coast

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec nisi massa, dignissim et tellus a, consequat vestibulum elit.

Cras maximus nunc augue, non tincidunt lorem ullamcorper vel. Nulla facilisi. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum pulvinar eros sit amet eros tristique, non maximus dui molestie.



Llwybr Arfordir Cymru  
Wales Coast Path

#WalesCoastPath  
walescoastpath.gov.uk

# Advertising Web



Portrait Web Banner



Landscape Web Banner





# Promotional Materials

## Badges and Certificates

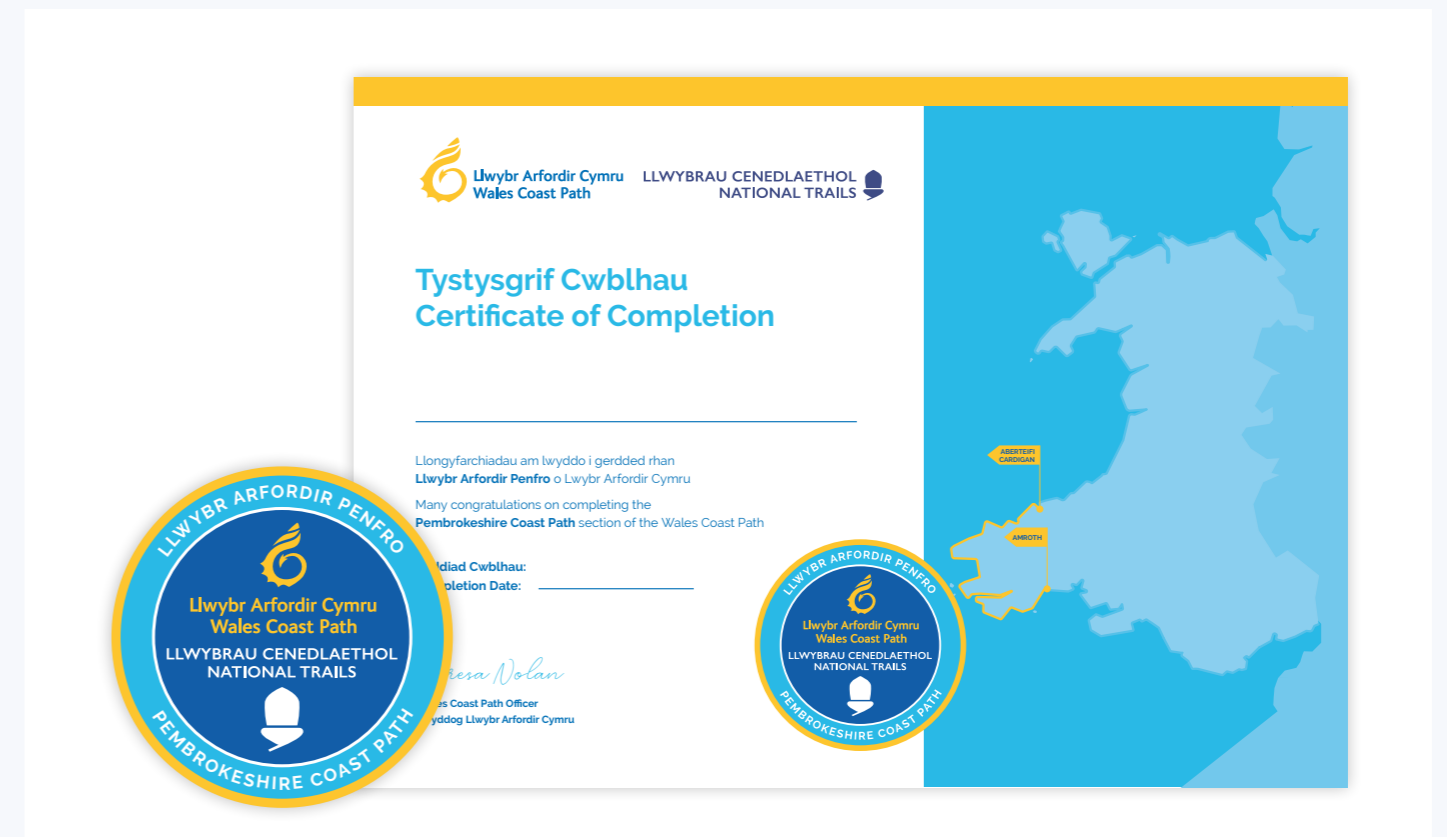
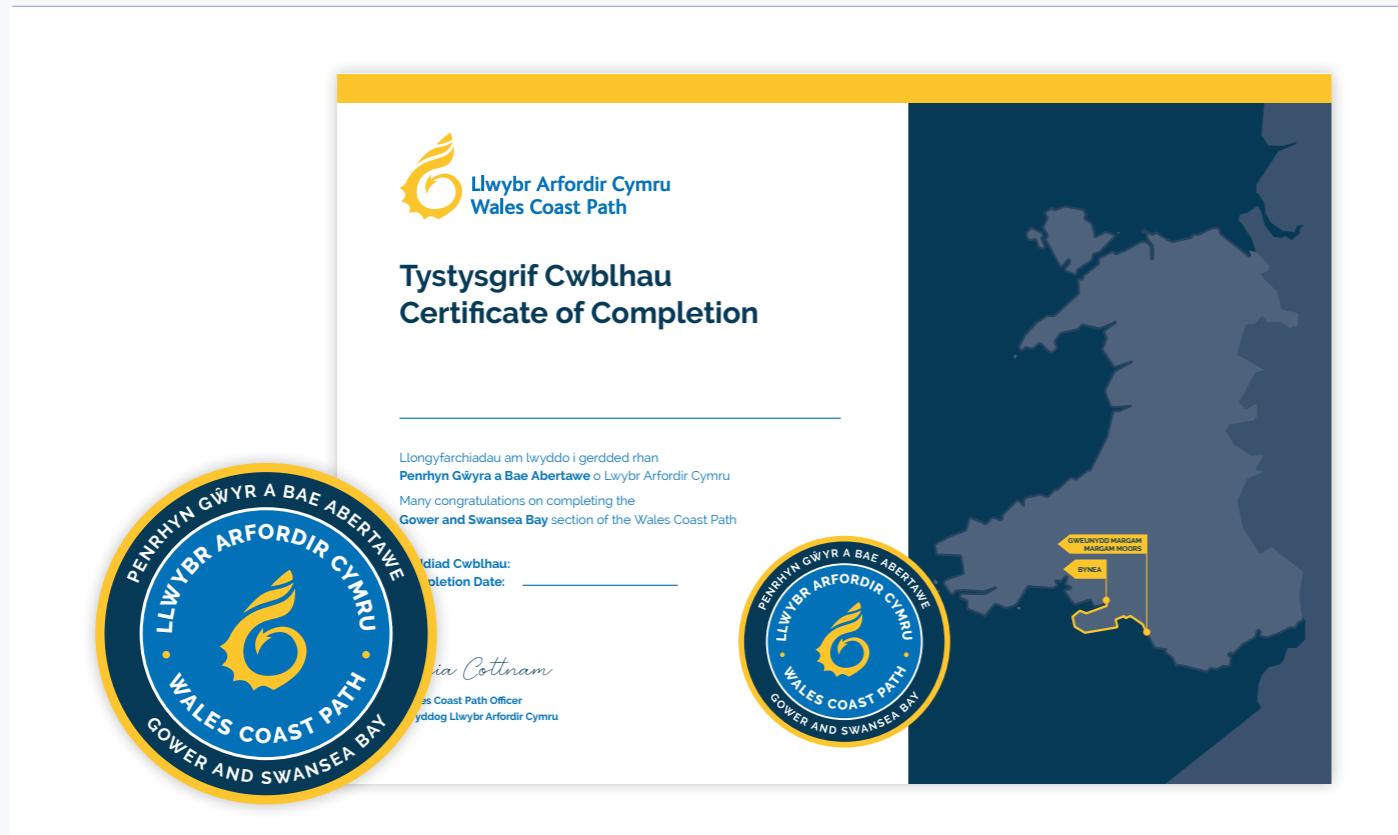
We are committed to innovation, extending the brand appeal and promoting the brand to many different audiences. The following badges and certificates are an example of how the brand and colour palette have been used to create merchandise. Permission is required to use the brand for all activity.





# Promotional Materials

## Badges and Certificates



# Promotional Materials

## Digital Mock Ups



# Promotional Materials

## Digital Mock Ups

---





**Llwybr Arfordir Cymru**  
**Wales Coast Path**

