

# HEART OF ADVENTURE CALON ANTUR

**Brand Identity Guidelines**  
April 2013

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# 1. Master Logo

The logo is available in 4 colour variants. These can be chosen to complement their implementation.

**HEART OF  
ADVENTURE  
CALON ANTUR**



C 059 R 132  
M 000 G 189  
Y 100 B 000  
PANTONE 376c  
K 000



C 093 R 000  
M 004 G 122  
Y 100 B 051  
PANTONE 356c  
K 026

**HEART OF  
ADVENTURE  
CALON ANTUR**



C 067 R 065  
M 002 G 182  
Y 000 B 230  
PANTONE 298c  
K 000



C 091 R 064  
M 053 G 126  
Y 000 B 201  
PANTONE 660c  
K 000

**HEART OF  
ADVENTURE  
CALON ANTUR**



C 000 R 237  
M 058 G 139  
Y 100 B 000  
PANTONE 144c  
K 000



C 000 R 227  
M 078 G 082  
Y 100 B 005  
PANTONE 166c  
K 000

**HEART OF  
ADVENTURE  
CALON ANTUR**



C 000 R 228  
M 094 G 000  
Y 078 B 043  
PANTONE 185c  
K 000



C 008 R 157  
M 100 G 034  
Y 065 B 053  
PANTONE 201c  
K 034

## 1.1 Master Logo Monotone

The monotone logo should only be used when colours are limited, and black and white is the only option.



## 1.2 Exclusion Zone

The exclusion zone around the Heart of Adventure:  
Calon Antur logo is indicated by the dotted line. This area  
must remain clear of all typographic and graphic elements.

When placed on photography, make sure the logo is clearly  
visible and positioned on a clear background.

The exclusion zone is determined by the height of the 'C'  
of 'Calon Antur' in the logo and applies to all logotype  
reproduction sizes.

Using this formula the exclusion zone should vary in direct  
proportion to the size at which the logo is reproduced.  
This applies across all versions of the logo.



## 1.3 Minimum Logo Size

The logo size can vary according to its usage but it must always  
be legible, therefore the minimum size for all versions of the logo  
is shown here.



14 mm

## 1.4 Incorrect Logo Usage



The logo should never be stretched or squashed in any way. This applies to all versions of the logo.



The logo proportions should always remain the same and should never be changed in anyway. This applies to all versions of the logo.



The logo should never be manipulated in any way. This applies to all versions of the logo.



The logo should never be warped or distorted in any way. This applies to all versions of the logo.

## 1.5 Copublishing

When applying this in a copublishing environment please adhere to this guide below.

Author's name and  
Second Author

**Book title**  
Copublishing  
example



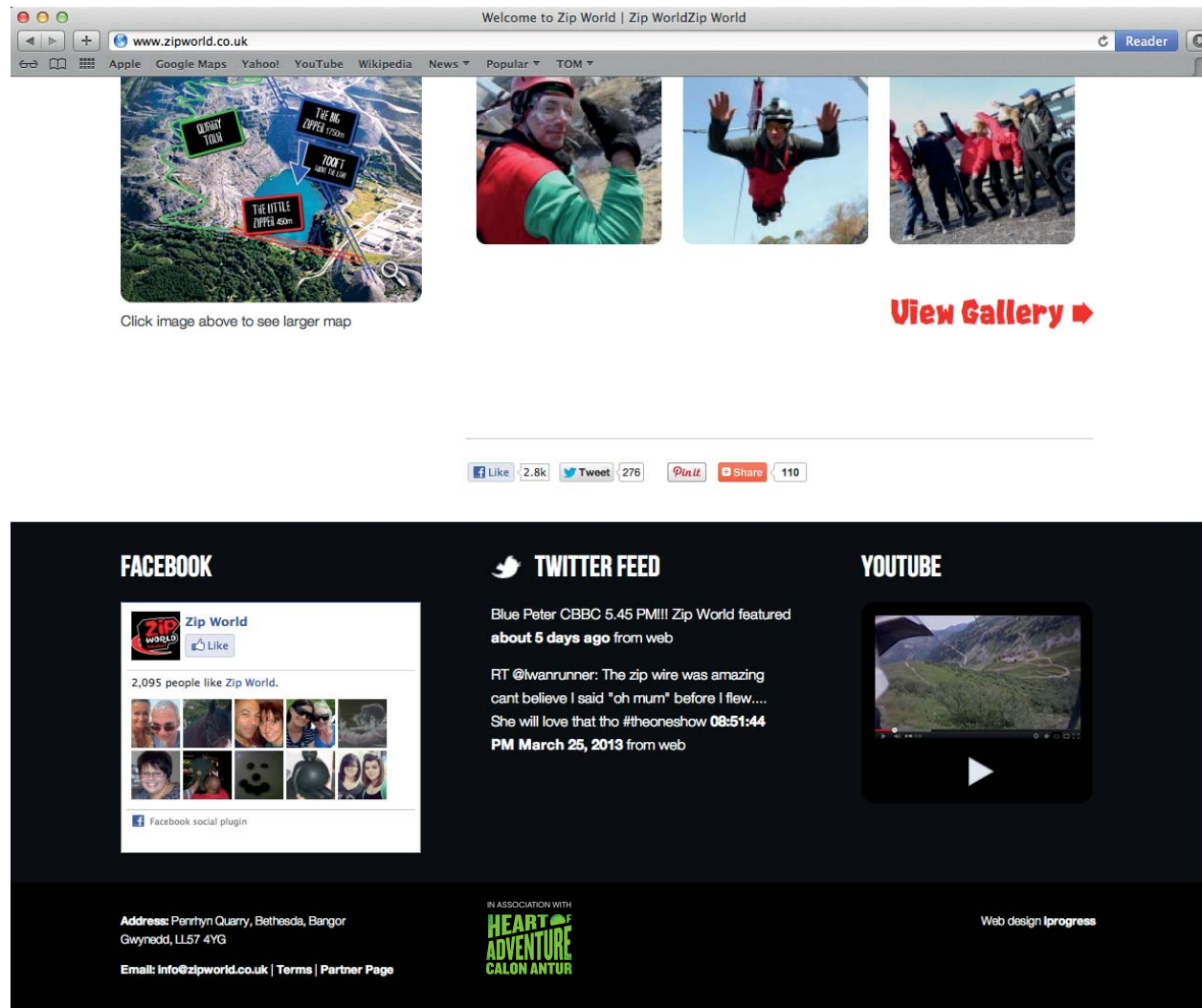
Author's name and  
Second Author

**Book title**  
Copublishing  
example



# 1.5 Copublishing (Web)

This is to show an example of use in a web application.





## 1.6 Master Logo Dual Language

**HEART OF  
ADVENTURE  
NORTH WALES**

**HEART OF  
ADVENTURE  
NORTH WALES**

**CALON  
ANTUR  
GOGLEDD CYMRU**

**CALON  
ANTUR  
GOGLEDD CYMRU**

## 2. Brand Colour Palette

Our core colour palette is bright and bold to reflect the nature of the brand. These should be used throughout the design in solid shapes to create a strong brand recognition. If they are to be used in conjunction with the brand logo and/or copy, both the logo and the copy should be coloured white to ensure legibility and maximum stand out.



### 3. Master Typefaces

The Neuzeit S family is the primary typeface of the Heart of Adventure identity. It's a simple and bold typeface with good legibility. Neuzeit S Book Heavy should be used for titles and headlines and Neuzeit S Book should be used for body copy across all collateral, documents and letters.

**NEUZEIT S BOOK HEAVY**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789&!%\$\*(.,;:)**

NEUZEIT S BOOK  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&!%\$\*(.,;:)

## 3.1 Web Safe Typefaces

The Helvetica family is the web safe typeface of the Heart of Adventure identity. It's a simple and bold typeface with good legibility. Helvetica Bold should be used for titles and headlines and Helvetica Regular should be used for all body copy.

### HELVETICA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789&!%\$\*(.,;:)

### HELVETICA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789&!%\$\*(.,;:)

## 4. Photography Style Overview

These images are stylistic examples only. They give an indication of the composition, look and feel required to express Heart of Adventure.



## Contact

For identity assets and queries,  
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