1. Master Logo

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

CALON ANTUR Gogledd Cymru

HEART OF ADVENTURE NORTH WALES

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
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789&!%$*(.,;:)

NEUZEIT S BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789&!%$*(.,;:)

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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
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789&!%$*(.,;:)

HELVETICA REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789&!%$*(.,;:)<
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

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