

abergele

BRAND TOOLKIT





CONTENTS

- 3. Mission
- 5. Brand Logo
- 11. Brand Message
- 13. Brand Colour
- 16. Typography
- 19. Photography
- 21. Illustration Styles
- 25. Design Examples

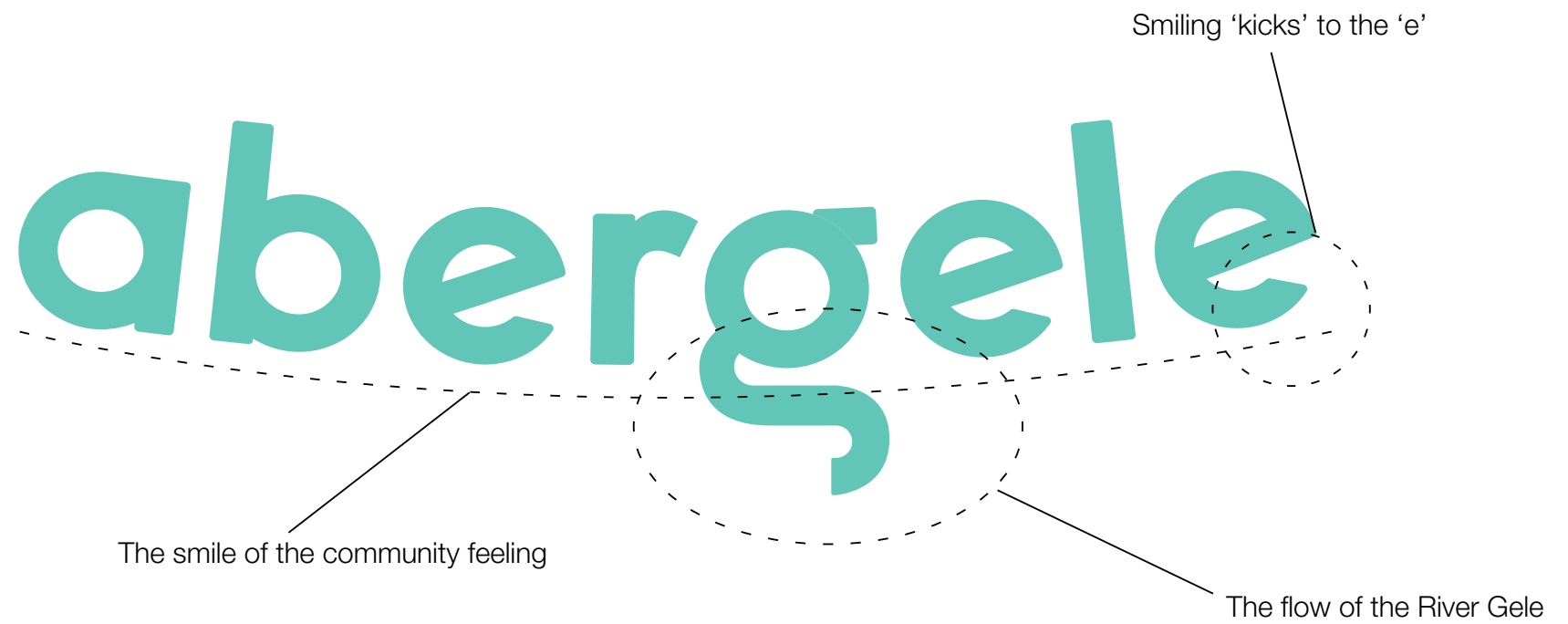
OUR MISSION

To bring awareness to Abergele's unique setting, trades and people.

First and foremost, the identity acknowledges the heritage of Abergele and of the origin of its name. It must have scope to evolve over time to continue to move the town, its businesses and community organisations forward. This is a bold yet approachable identity that captures the friendliness of the community feel and has a subtle nod to the River Gele in its shapes. The human side to the identity also underpins the well-being of the town, situated between its coast, parks, town centre and hills that is within easy reach for all.

BRAND LOGO

abergele



abergele



MASTERBRAND LOCK-UP

- This is the primary colour for the logo, but the guidelines are flexible enough to allow the logo to change colour as per the guidelines.
- The Abergele logo is always a single colour.
- The positioning and proportions between the lettering are fixed.
- The logo is never to be changed or added to.
- The logo is fixed and cannot be cropped or altered in any way, so must not sit on the edge of a page where it is likely to be cropped or damaged. It can be placed over images if there is clear legibility between the logo and the photograph. The logo must have an 'exclusion zone' all the way around it when appearing with text, the greater the zone the better, however, it must never be less than 1 width of the square 'A' shape from 'Abergele'.

Masterbrand Grid

- The Abergele logo fits into a grid.
- There isn't a maximum size but make sure the minimum size is legible on your application.



The image shows the word "abergele" in a teal, lowercase, sans-serif font on a light blue grid background. A horizontal pink dimension line spans the width of the letters, and a vertical pink dimension line indicates the height of the letters. The logo is positioned in the upper half of the grid.

abergele

abergele

abergele

LOGOS DON'TS

- The logo should never have a drop shadow.
- The logo should never be skewed or distorted.
- The logo should never be a gradient colour.
- The logo should never be scaled disproportionately.

X

abergele

X

abergele

X

abergele

X

abergele

BRAND MESSAGE

Making

abergele

Making **a** difference

Making **a** business

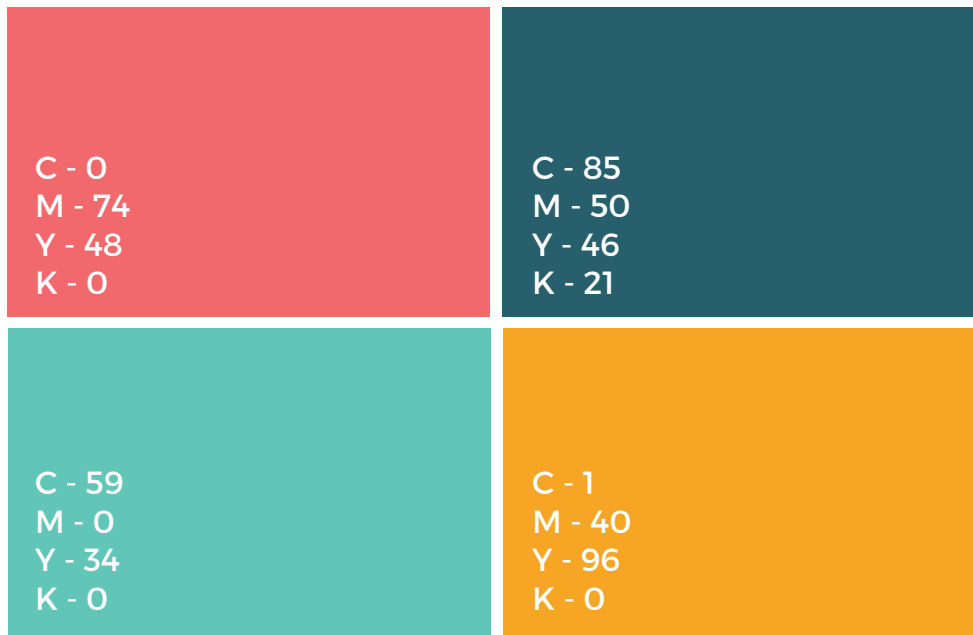
Making **a** discovery

BRAND MESSAGE

- This message is aimed at creating a relationship between the potential consumer/visitor and the retailer/residents of Abergele.
- This can welcome visitors and residents to 'Make Abergele' through community spirit as well as re-envigorating the passion that the residents are a 'Making Abergele'.

BRAND COLOURS

Colour pallet

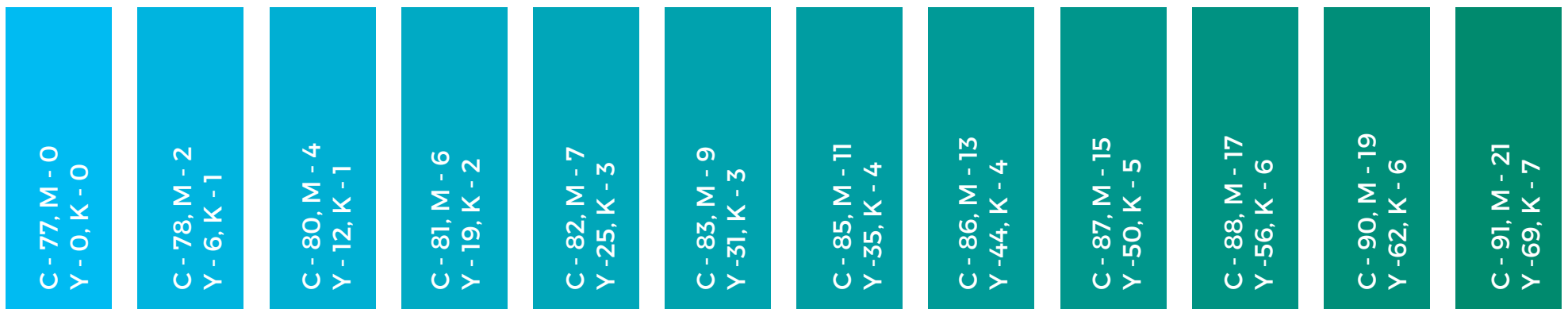


Colours

- These colours make up the brand proposal for Abergele. The use of vibrant yet earthy colours will convey that friendliness and warmth that Abergele has to offer through its architecture, people, small businesses and location.

Abergele is situated...

from the sea



To the woodland hills

abergele

abergele

abergele

abergele

TYPOGRAPHY

Fester Bold - For bold headlines

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

Helvetica Neue - Body copy

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Beyouty Script - Highlight words

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Don't use multiple colours

Avoid the use of gradient type

**Don't use non
brand colours**

**Do not stretch the key
message**

Don't use another font

Typography Don'ts

- Don't use multi-coloured type. Restrict to using a maximum of two, and only a second should be used for one accent word only
- Do not use gradients through the typography.
- Only use approved Abergele brand colours. Do not use new colours.
- Do not stretch the lettering.

PHOTOGRAPHY



Photography

- The over arching style should feel fresh and warm
- Portraits of shop keepers should be natural and genuine.
- A mix of location shots, close ups, drone shots and atmospheric shots should be used to convey the feel or being at Abergele.

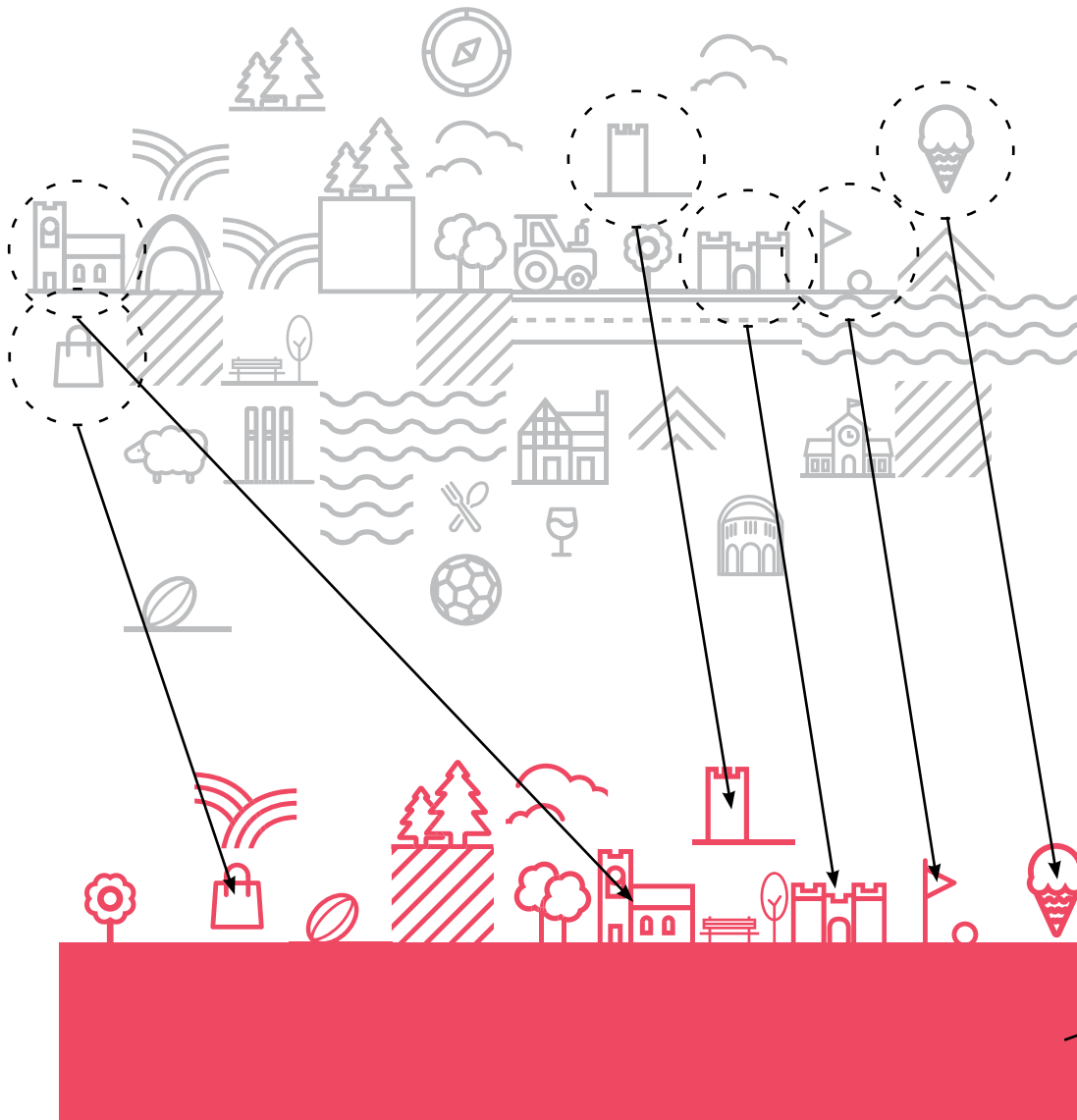


ILLUSTRATION

- Illustration is used to convey the community feel of Abergele.
- The illustrations should never be used as individual icons, but as a group of atmospheric illustrations to decorate a page to enforce the community feel & spirit of Abergele







Combining illustrations

- Illustration can be dissected and combined in any combination to help enforce the message that is being said on the page, as per the example below.

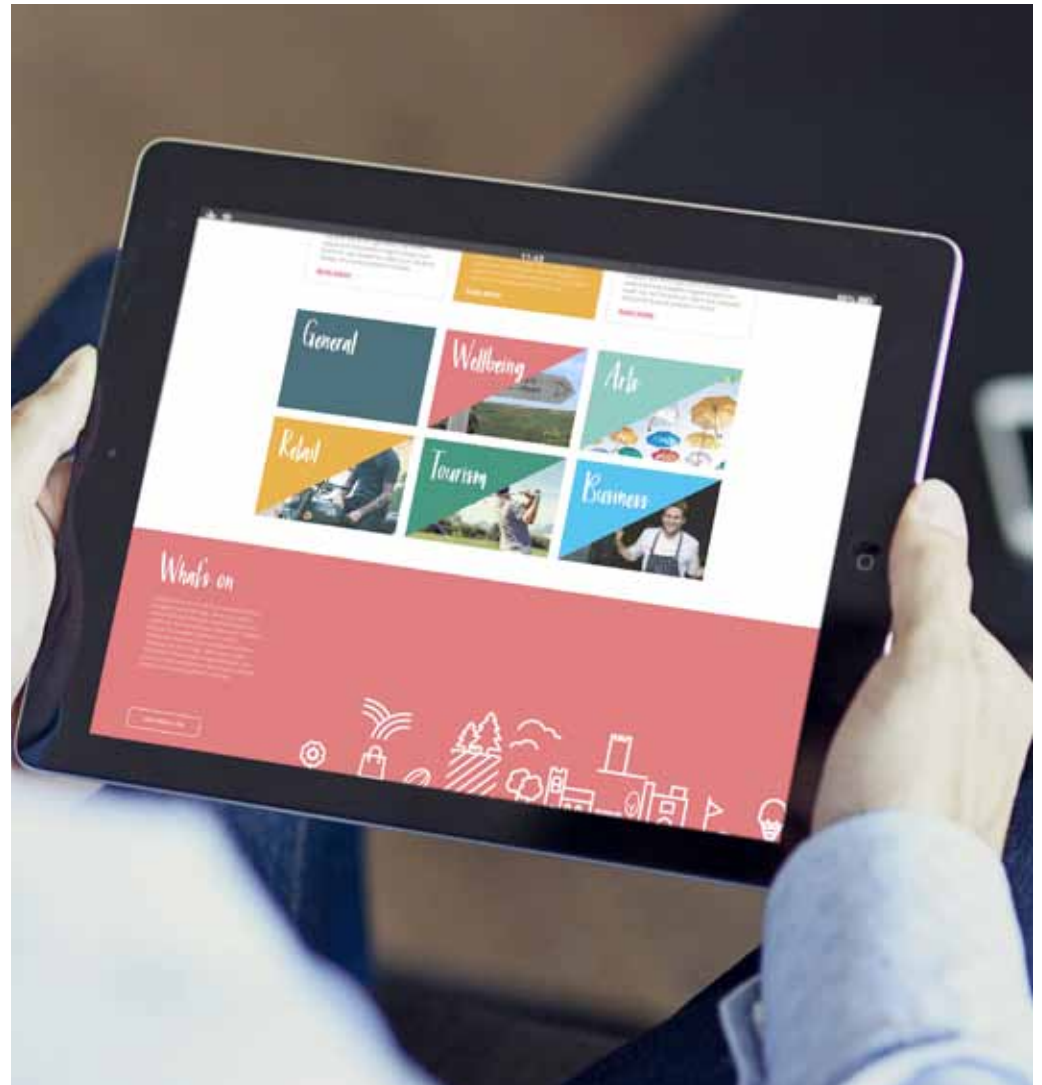


DESIGN EXAMPLES

Posters, adverts & brand communication

Designs

- Over the next few pages are examples of designs that are used for communication.



Making a difference

Gwalla House Butchers
36 Market Street, Abergele LL22 7AA

Dolorpore eum ex eum si sequia vel mos voluptat aut et et fuga. Bore, qui ressit, sequodici estotasped magnimolupis lumquam tur aut facperum diam que voluptas essequi od quasitales potesent nonsed.

Darren King
Butcher

With so much to see and do
Dolorpore eum ex eum si sequia vel mos voluptat aut et et fuga. Bore, qui ressit, sequodici estotasped magnimolupis lumquam tur aut facperum diam que voluptas.

abergele
abergele.wales

Making a business

Woods Motorcycles
Units 47-48, Pear Street, Abergele LL22 7AA

Luptus vixit dicitur mollis conseto. Mollis aliam conseto qui triser, vixit, dicitur in vixit vixit vixit. Conseto dicitur, vixit, eum, vixit.

Andrew Wood
Proprietor

With so much to see and do
Dolorpore eum ex eum si sequia vel mos voluptat aut et et fuga. Bore, qui ressit, sequodici estotasped magnimolupis lumquam tur aut facperum diam que voluptas.

abergele
abergele.wales

Making a discovery

Gwalla House Butchers
36 Market Street, Abergele LL22 7AA

Dolorpore eum ex eum si sequia vel mos voluptat aut et et fuga. Bore, qui ressit, sequodici estotasped magnimolupis lumquam tur aut facperum diam que voluptas essequi od quasitales potesent nonsed.

Darren King
Butcher

With so much to see and do
Dolorpore eum ex eum si sequia vel mos voluptat aut et et fuga. Bore, qui ressit, sequodici estotasped magnimolupis lumquam tur aut facperum diam que voluptas.

abergele
abergele.wales









abergele.wales

abergele



abergele.wales

abergele.wales



abergele.wales

abergele.wales

abergele.wales



abergele.wales



Designed by viewcreative.co.uk

