



Casgliad y Werin Cymru **People's Collection Wales**

Style Guidelines

Version 2.0
April 2015

Contents

- 1 Introduction
- 2 Logo
- 3 Colours
- 4 Typefaces
- 5 Identity

The aim of this document is to provide a best practice guide to using the People's Collection Wales brand to ensure a consistent and accurate representation of our identity using an established visual style.

Ensuring we always express ourselves consistently and distinctively is key to building a strong identity that reflects the high quality and creativity of our business.

Scope: to promote quality use of our brand to give everyone the best possible experience of the People's Collection Wales.



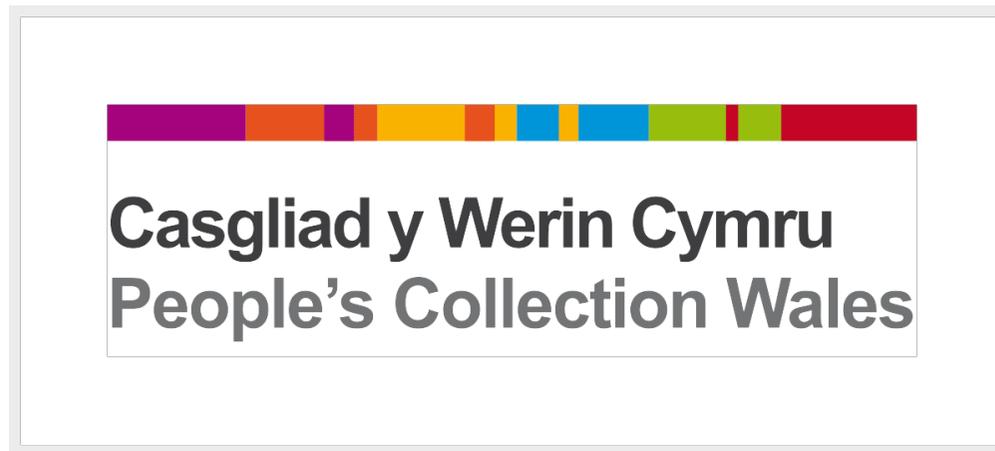
Casgliad y Werin Cymru
People's Collection Wales



Casgliad y Werin Cymru
People's Collection Wales

The logo should always have a surrounding zone of free space. This is the minimum clear space around the logo that cannot contain any type, pictures or graphic devices. Remember that it is a minimum space and that the logo should be given as much clear, white space as possible.

No attempt to reproduce the Logo should be made.



When the Partner logos are used in conjunction with PCW in any way, all three must be shown together and have the same presence in scale and proportion.

People's Collection Wales is a federated partnership, funded by Welsh Government



The Partnership is managed by Amgueddfa Cymru – National Museum Wales, the National Library of Wales and The Royal Commission on the Ancient and Historical Monuments of Wales

Use all three partner logos together when referring to **People's Collection Wales Partnership** work – never just one Partner.



Or when referring to any Partner in conjunction with PCW work in text form, please refer to the **People's Collection Wales Partnership** as:

Amgueddfa Cymru – National Museum Wales, National Library of Wales and The Royal Commission on the Ancient and Historical Monuments of Wales.



Home and
Generic
Content



Collections



Places



Events



Themes



Learning



Community
and You



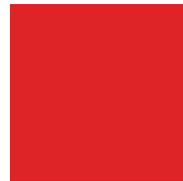
Grey
R: 56
G: 56
B: 56



Grey
R: 100
G: 100
B: 100



R: 120
G: 120
B: 120



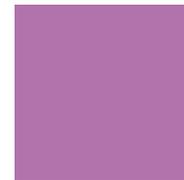
R: 215
G: 32
B: 39



R: 134
G: 202
B: 42



R: 0
G: 152
B: 191



R: 167
G: 90
B: 192



R: 167
G: 0
B: 120



R: 247
G: 106
B: 31

The typeface forms a key part of the People's Collection branding. For print Helvetica Neue should always be used. Online, the Helvetica Neue font is the preferred font and should be used where possible but as this font is not a standard system font it will automatically default to Arial where Helvetica Neue is not available.



The typefaces used as part of the People's Collection branding should never be replaced with other typefaces, or altered from their original form.

Print & Primary Web Font: Helvetica Neue

Helvetica Neue 45 Light
Helvetica Neue 55 Roman
Helvetica Neue 75 Bold

Default Web Font: Arial

Arial Regular
Arial Bold



The brand identity for the People's Collection Wales is intended, quite literally, to represent the DNA of Wales and its people.

We represent an important **One-Wales** commitment to develop an innovative approach to collect, interpret, distribute and discuss the cultural heritage of Wales in an online environment.

The DNA of Wales and its people – creating the DNA banding we wanted an iconography that could stand alone and be easily recognized and associated with the People, History, Culture and Landscape of Wales without the need to use any words at all.

The multi-coloured approach signifies the richness and diversity of both the people and the collection

