

y Gaer

Brand manual

Brand and design
guidelines V1.0

Introduction

Our logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the symbol itself and our name - that have a fixed relationship.

Let's start here.

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Section 01

Logo

Our logo

Clearspace and construction

Logo application

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Our logo



Amgueddfa · Oriel gelf · Llyfrgell
Museum · Art gallery · Library

The Logo Symbol

Consists of two shapes that reflect the footprint of the building. The joining of the Museum and Library to form one cultural centre.

The Logo Typography

Carefully chosen for its strong modern and legible style. The font used is Museo Sans.

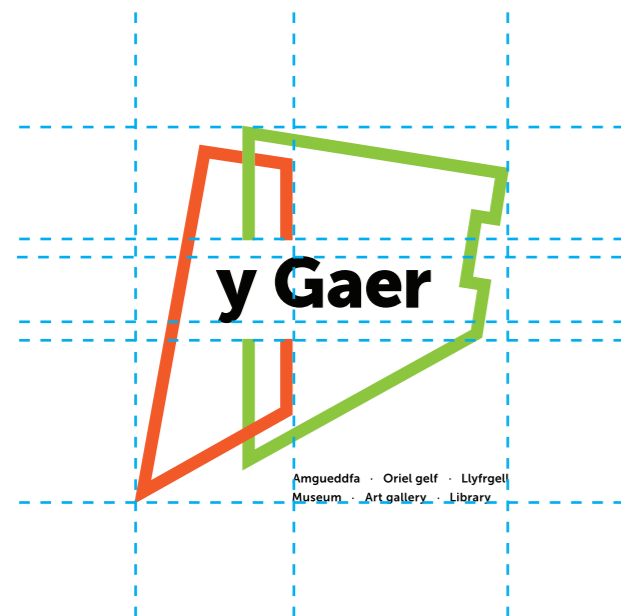
Recommended formats are:

.eps | .ai | .jpeg | .tiff | .png

If you require a copy of the logo please use the contact page at the back of this guide.

Logo construction and clearspace

Construction



Clearspace



Clearspace

It is important to keep the corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the symbol itself and our name - they have a fixed relationship that should never be changed to any way.

Definition

Whenever you use the logo, it should be surrounded with clearspace to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Logo application and standards

Logo A

Background white version



Logo B

Background colour version

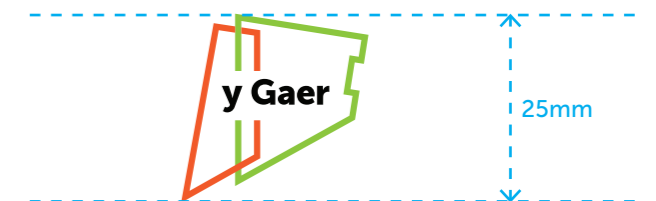


Minimum logo size:

Minimum height: 25mm

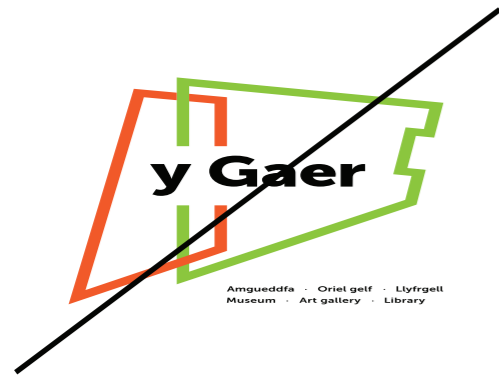
Note:

This is only for the icon only, when using the logo with tagline text the size should be a minimum height of 50mm.



Incorrect logo application

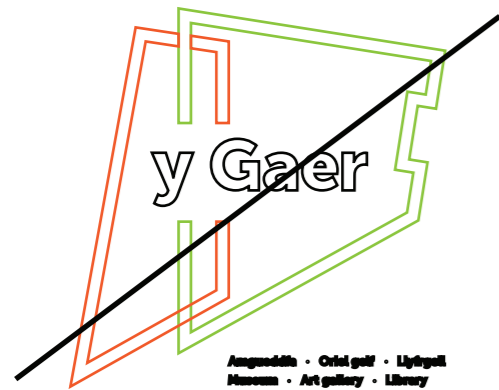
Logo A
Do NOT distort the logo



Logo B
Do NOT change the logo colours



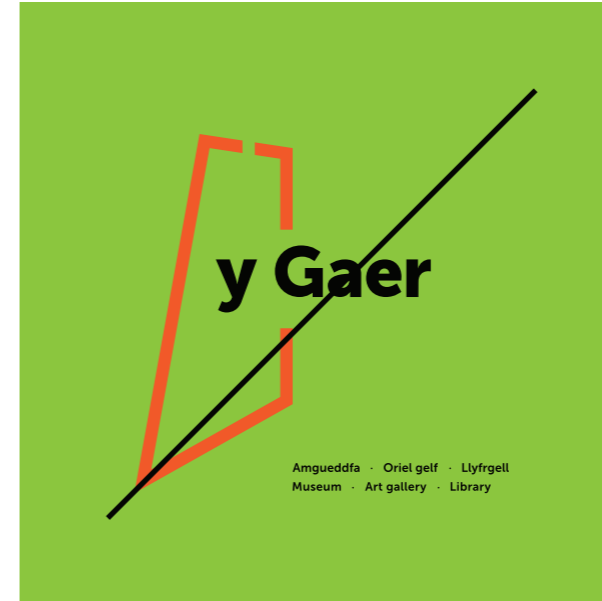
Logo C
Do NOT outline the logo



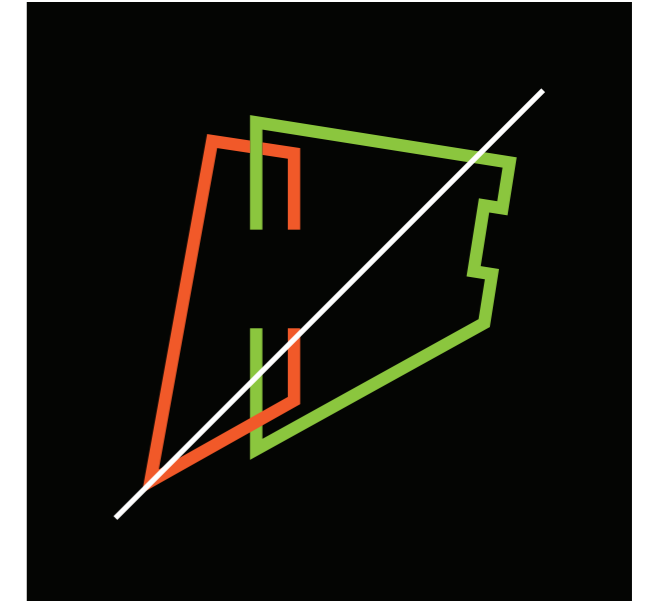
Logo D
Do NOT rotate the logo



Logo E
Do NOT place the logo over a colour that will affect the logo's symbol



Logo F
Do NOT place the logo over a colour that will affect the logo's typography



Logo usage

Please ensure that you use the correct file format for the media in which it will appear.

To avoid the misuse of the brand, do not distort the brand mark, use non-brand colours or typefaces to recreate the logo.

Logo variations

Variation 1a



Variation 1b



Variation 2a



Variation 2b



Variations of the logo can be used for specific medias or applications when the main logo can not be used.

For example;
If the media or application is just for the Museum or Library, a variation (as above) can be used in its place.

Recommended formats are:

.eps | .ai | .jpeg | .tiff | .png

If you require a copy of the logo please use the contact page at the back of this guide.

Recommended formats are:

.eps | .ai

If you require a copy of the logo please use the contact page at the back of this guide.

Section 02

Typography

Our typography

Supporting fonts

Our typography

Aa

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m
n o p q r s t u v w x y z**

**0 1 2 3 4 5 6 7 8 9
& @ £ \$ % () ! ? * ° ² ³**

Museo Sans

Used in the identity logo and for headings on posters, flyer, web and exhibitions.

Link:

<https://www.myfonts.com/fonts/exljbris/museo-sans/>

Other font weights:

Museo Sans 100

Museo Sans 100 Italic

Museo Sans 300

Museo Sans 300 Italic

Museo Sans 500

Museo Sans 500 Italic

Museo Sans 700

Museo Sans 700 Italic

Museo Sans 900

Museo Sans 900 Italic

Supporting typography

Aa

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9
& @ £ \$ % () ! ? * ° ² ³

Open Sans

Used for secondary text in letters and on posters, flyers, web and exhibitions.

Link:

<https://www.myfonts.com/fonts/google-web-fonts/open-sans/>

Other font weights:

Open Sans Light	<i>Open Sans Light Italic</i>
Open Sans Regular	<i>Open Sans Regular Italic</i>
Open Sans Semi-bold	<i>Open Sans Semi-bold Italic</i>
Open Sans Bold	<i>Open Sans Bold Italic</i>
Open Sans Extra-bold	<i>Open Sans Extra-bold Italic</i>

Aa

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9
& @ £ \$ % () ! ? * ° ² ³

Museo Slab

Used for quotation and fact text on posters, flyers, web and exhibitions.

Link:

<https://www.myfonts.com/fonts/exljbris/museo-slab/>

Other font weights:

Museo Sans 100	<i>Museo Sans 100 Italic</i>
Museo Sans 300	<i>Museo Sans 300 Italic</i>
Museo Sans 500	<i>Museo Sans 500 Italic</i>
Museo Sans 700	<i>Museo Sans 700 Italic</i>
Museo Sans 900	<i>Museo Sans 900 Italic</i>
Museo Slab 1000	<i>Museo Slab 1000 Italic</i>

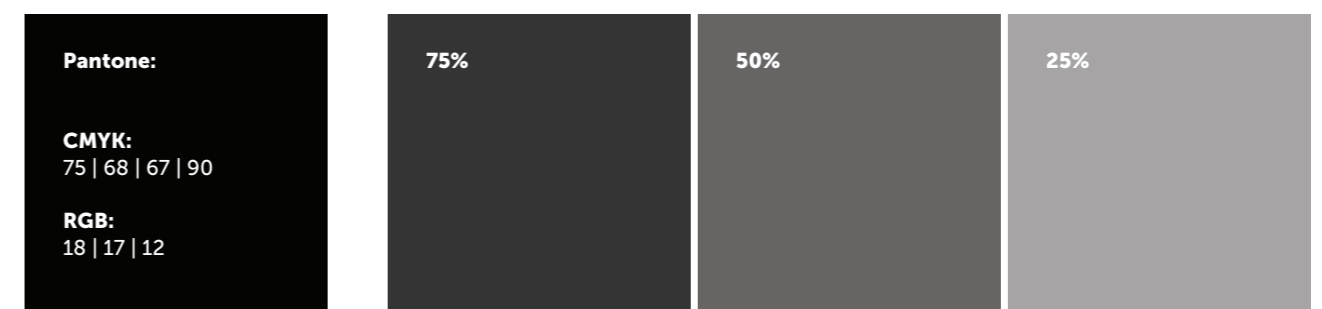
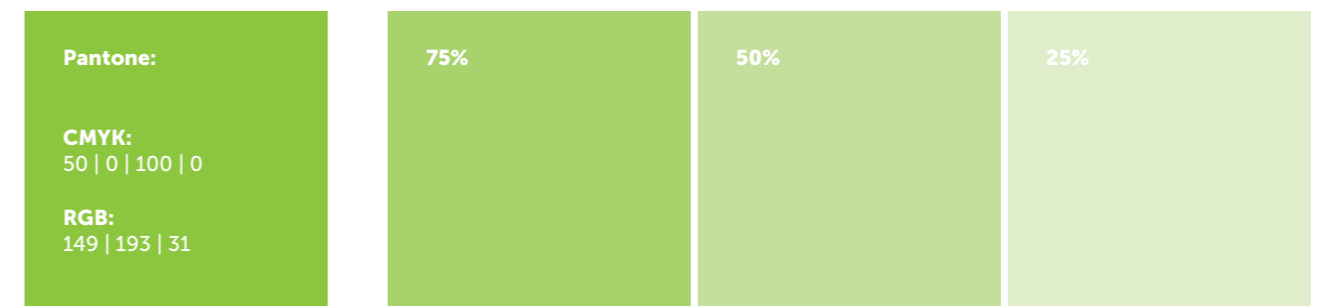
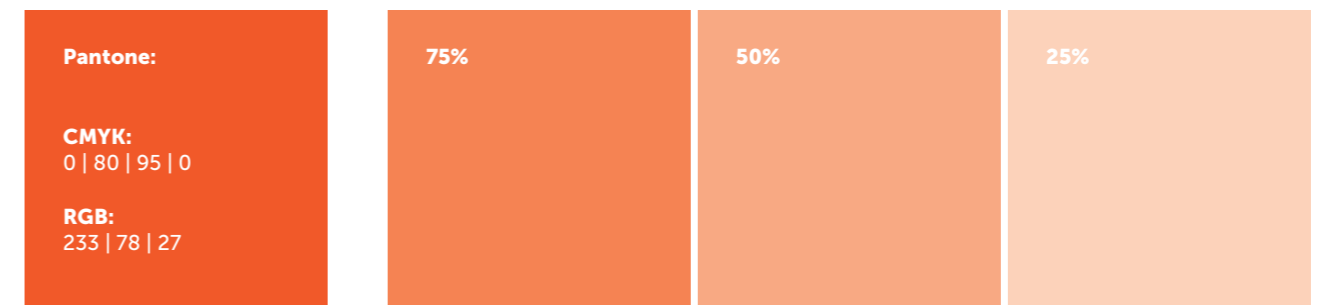
Section 03

Colours

Our colours

Secondary colours

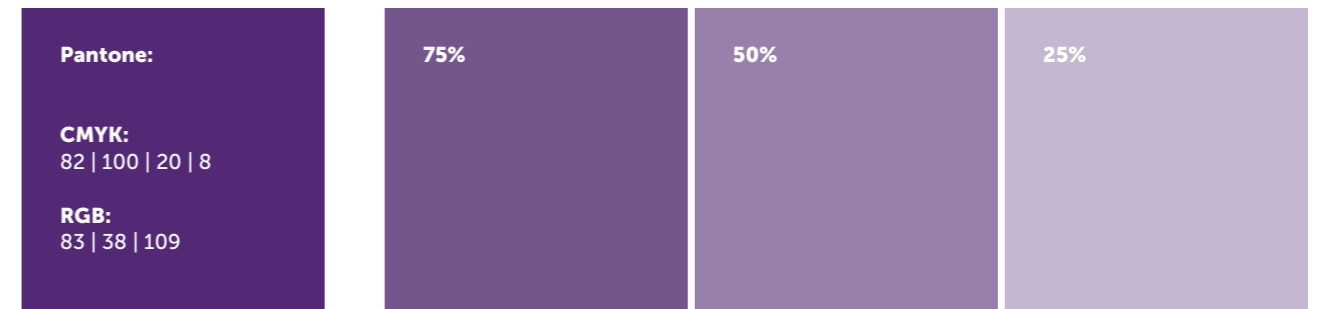
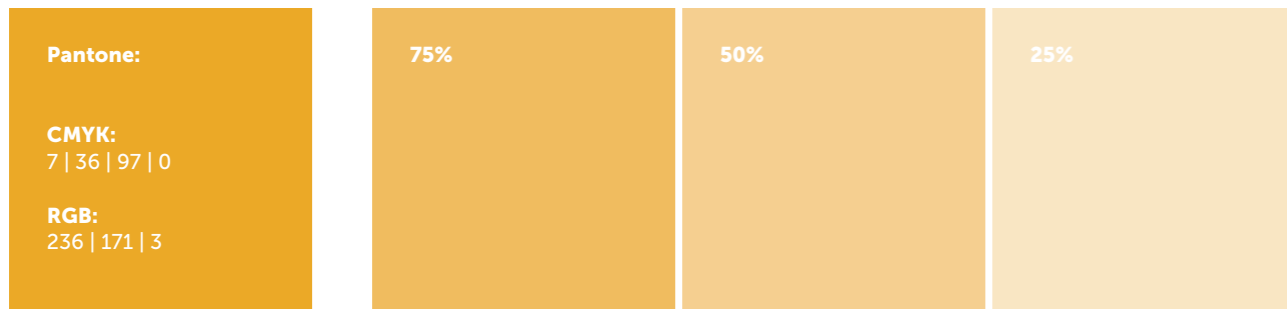
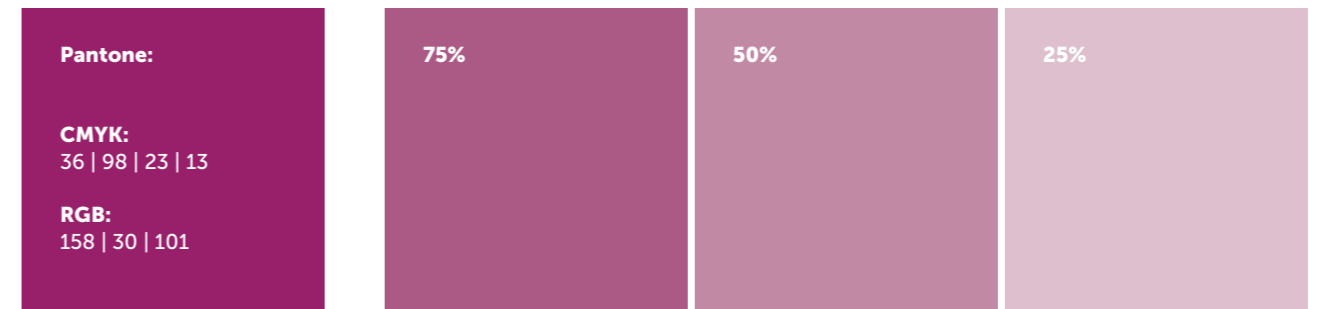
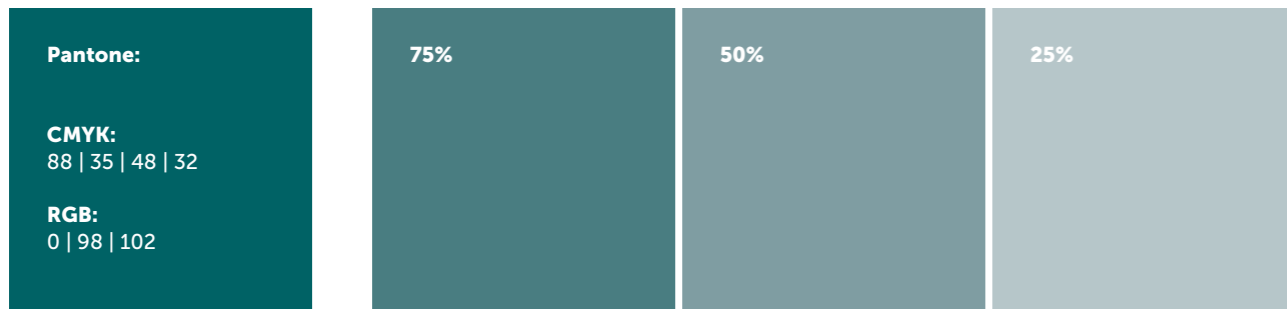
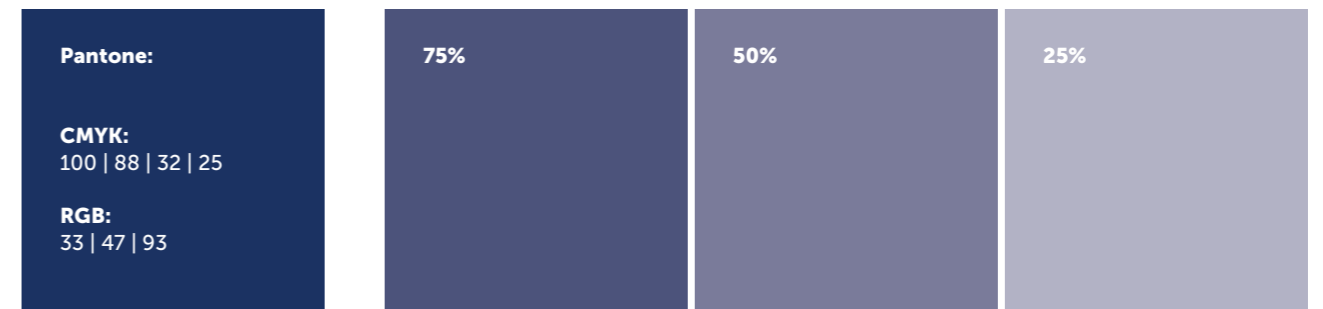
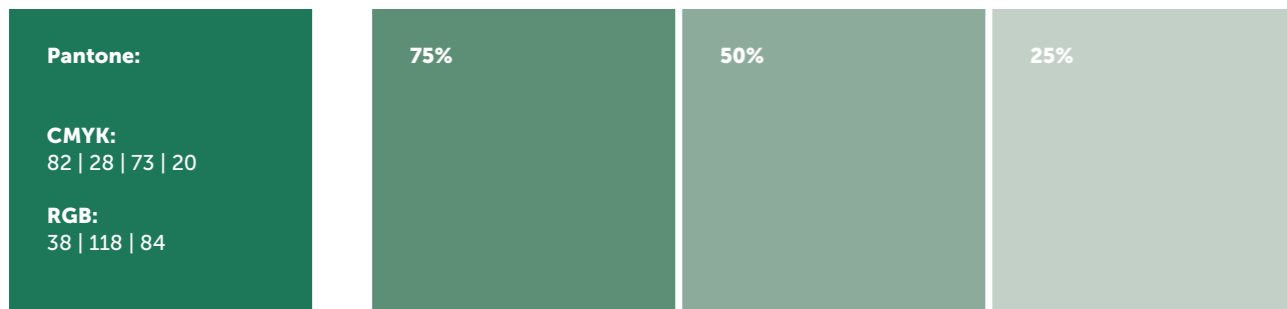
Our colours



Note:

These are the only colours to be used on the logo identity and stationary.

Secondary colours



Note:

These colours are to be used within the museum interpretation and/or art galleries.

Section 04

Stationary and Branding

Stationary letterhead

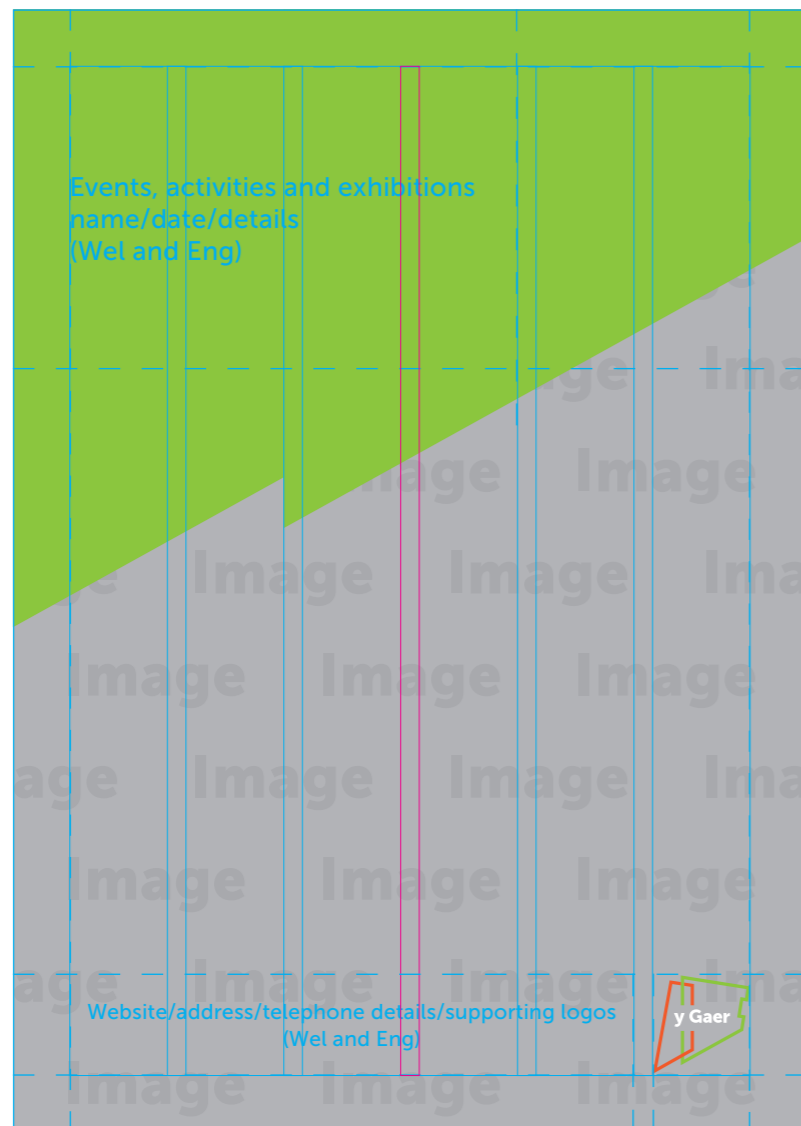
Stationary business card

Logo placement

Our stationary

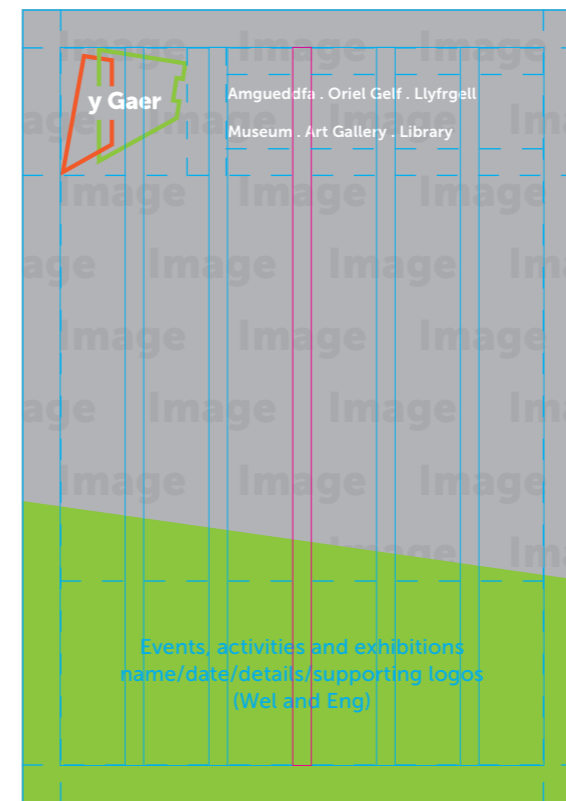


Logo placement: Posters A4 / A3 / A2

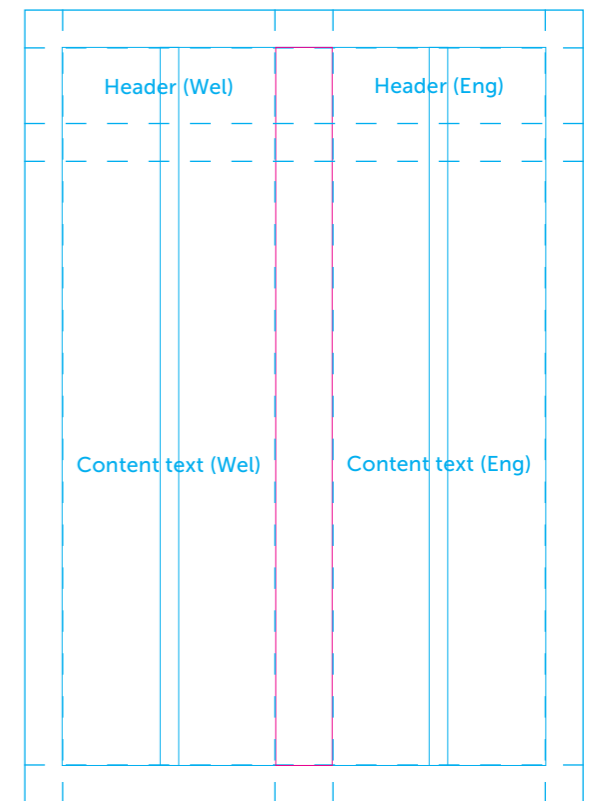


A4 Template shown

Logo placement: Flyers A5 / A4



Front
A5 Template shown

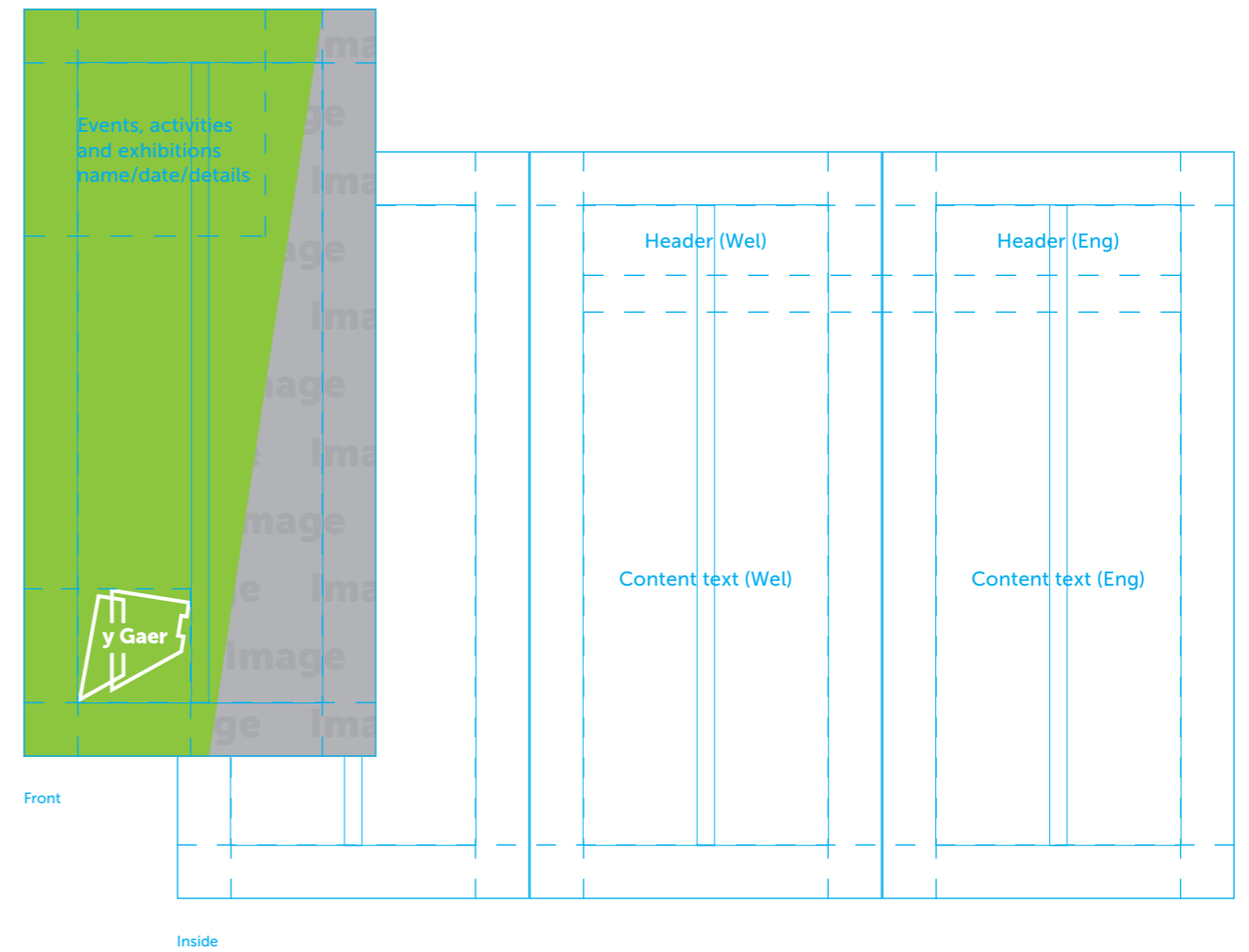
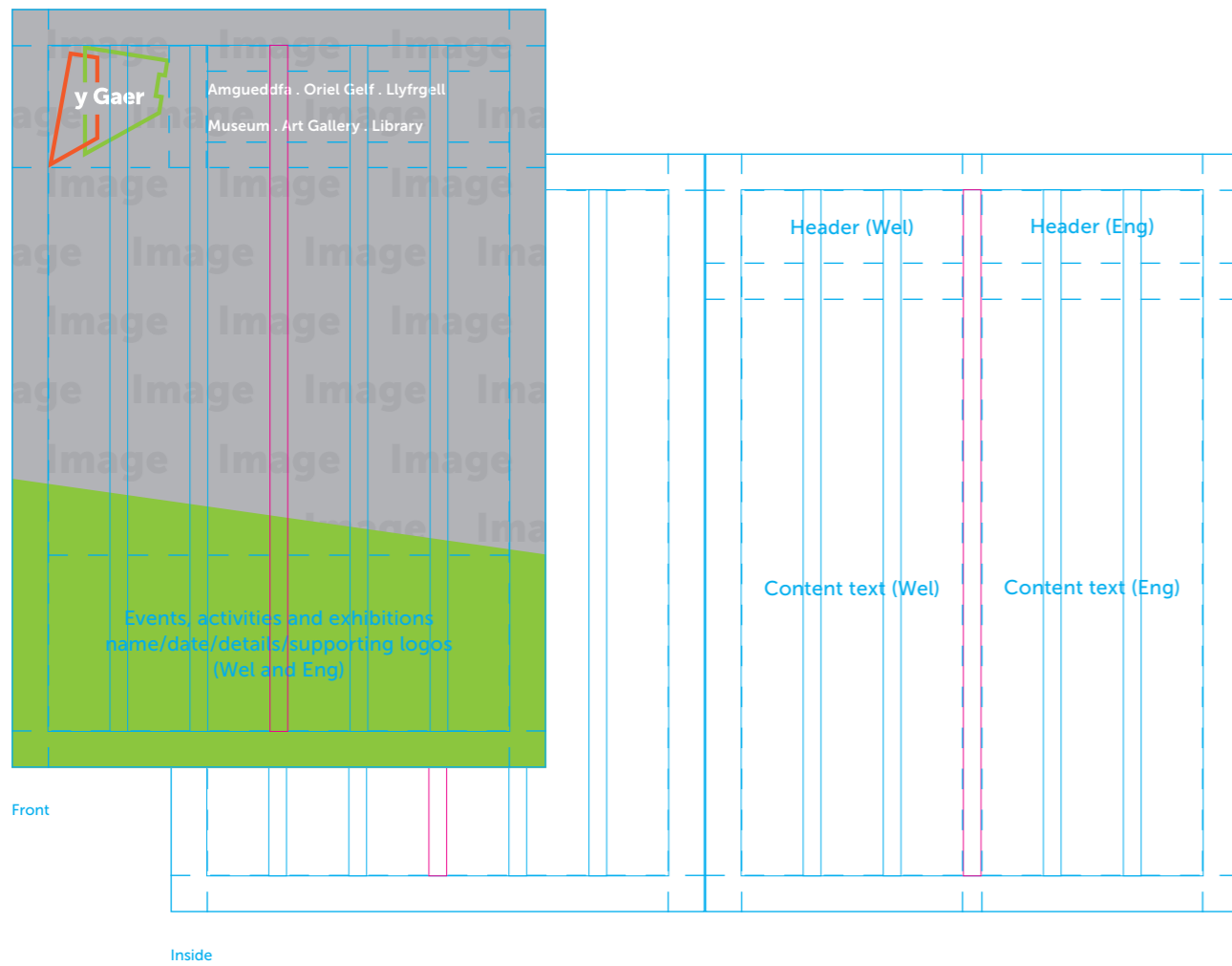


Back
A5 Template shown

Note:

All printed material follows a grid system, this system is to achieve the best layout to complement the logo.

Logo placement: Flyers A4 folded



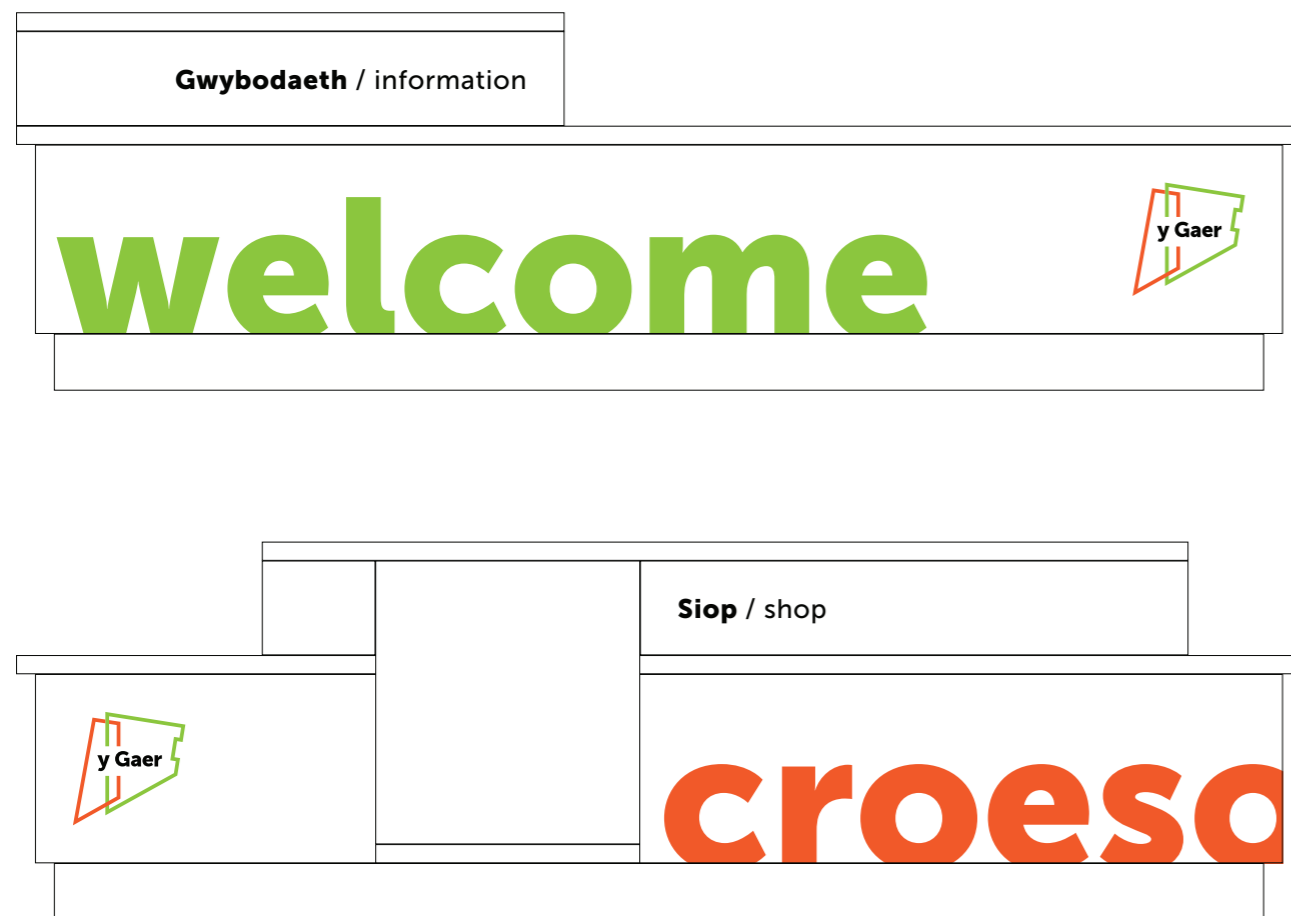
Logo placement: Banners



Logo placement: Merchandise



Logo placement: Reception desk and Café tables



Section 05

Imagery and blending modes

Coloured imagery

Black and White imagery

Blending modes imagery

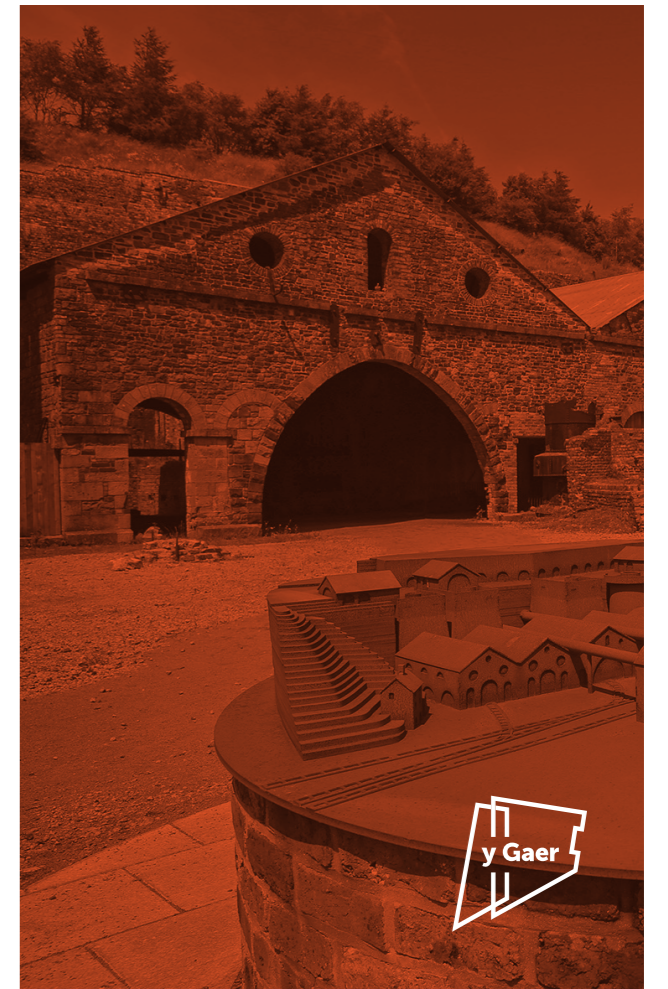
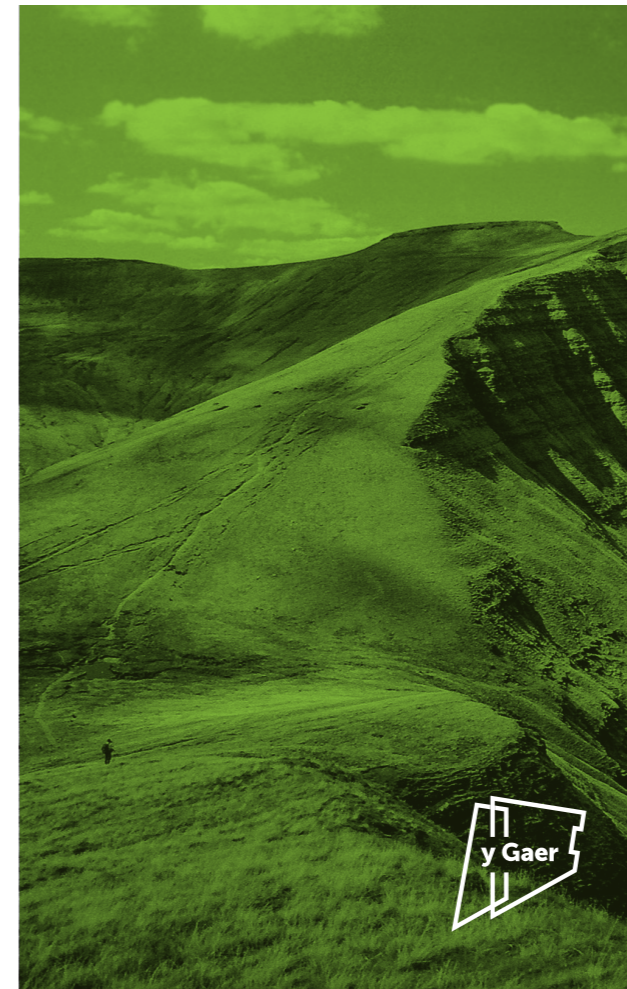
y Gaer images: Coloured image



y Gaer images: Black and White images



y Gaer images: Blending modes for images



Section 06

Iconography and Wayfinding

Our iconography

Internal wayfinding

External wayfinding

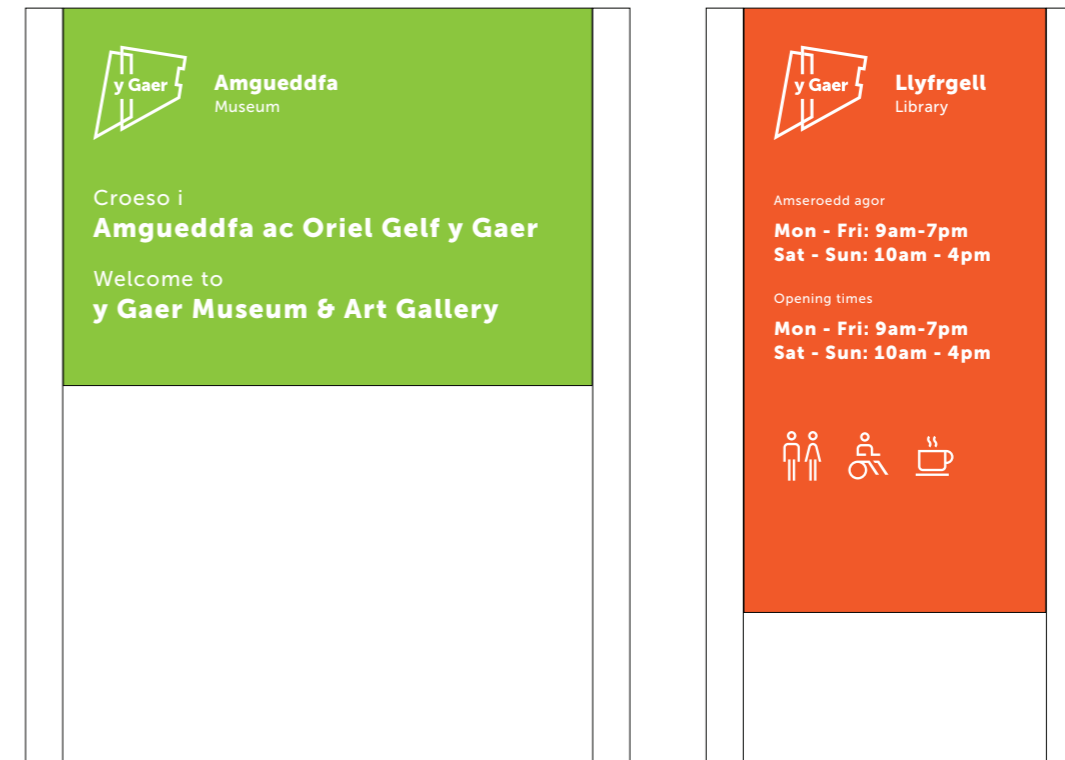
Our iconography



Internal wayfinding



External wayfinding



Signage

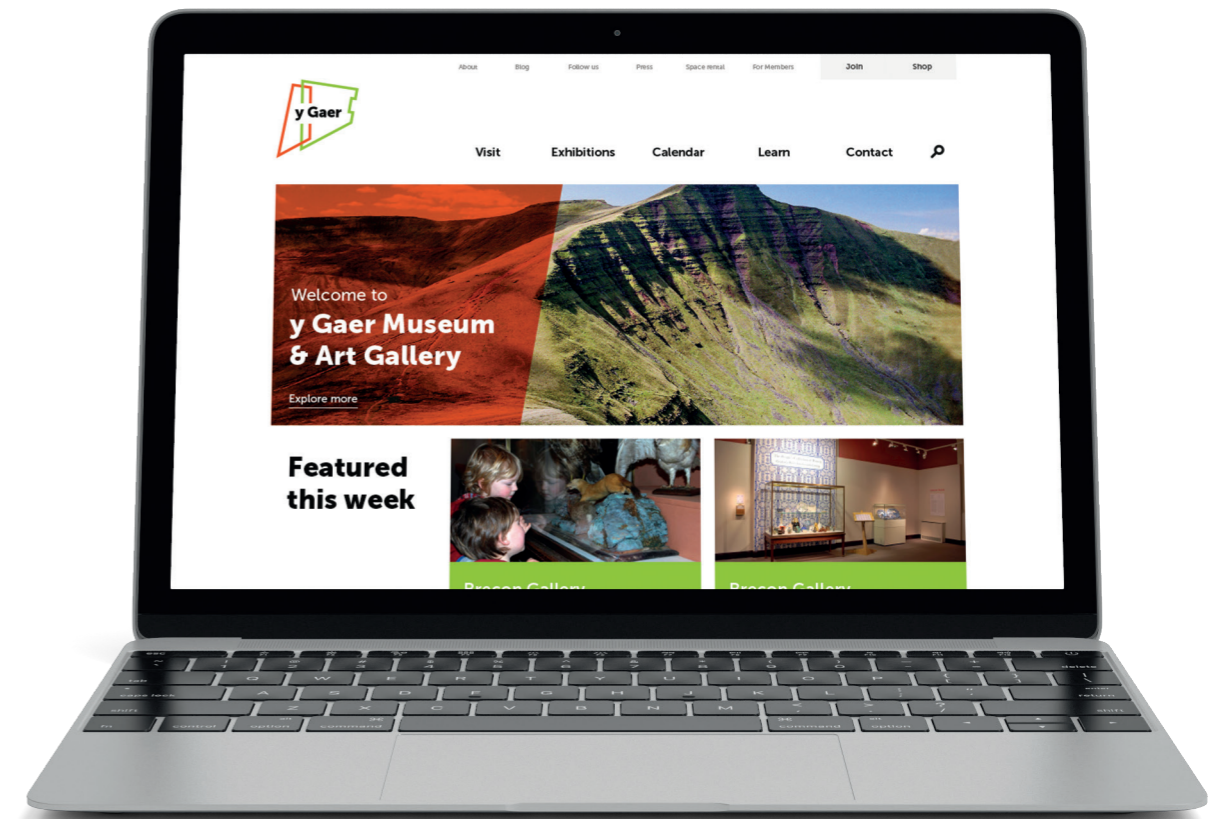
Both internal and external signage for the Museum, Art Gallery and Library will be bilingual (Welsh first followed by English).

Section 07

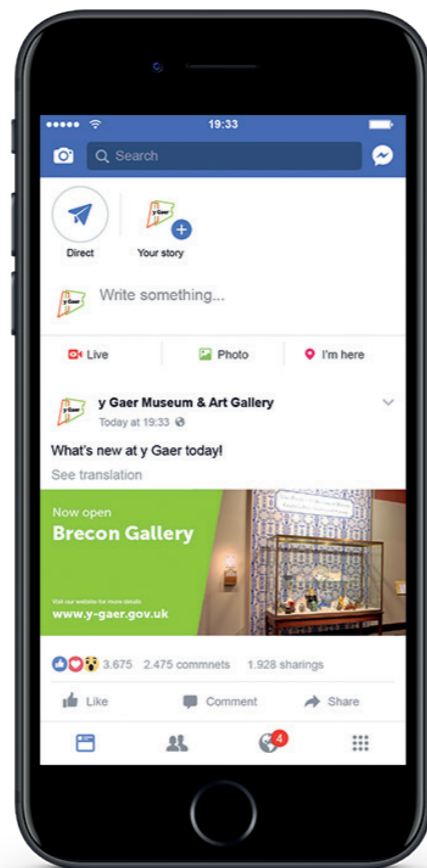
Online advertising

- Our website
- Social media
- Email communications

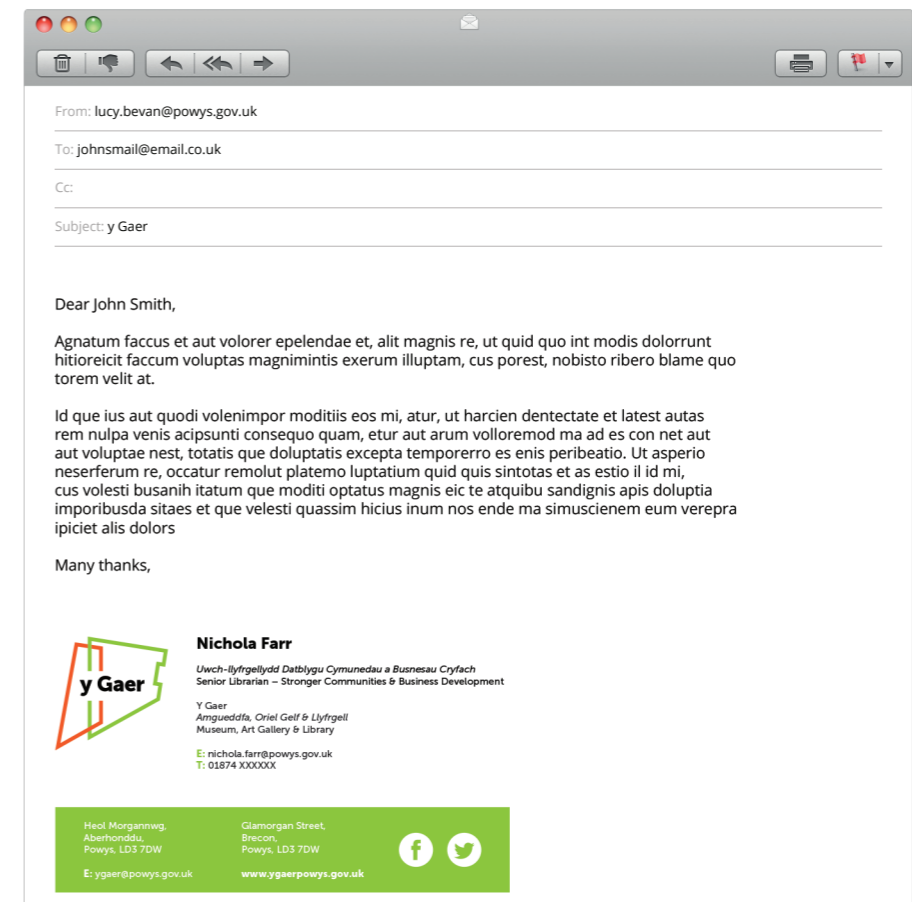
Our website



Social media



Email communications



Museum signature:



Nichola Farr

Uwch-lyfrgellydd Datblygu Cymunedau a Busnesau Cryfach
Senior Librarian – Stronger Communities & Business Development

Y Gaer
Amgueddfa, Oriol Gelf & Llyfrgell
Museum, Art Gallery & Library

E: nichola.farr@powys.gov.uk
T: 01874 XXXXXX



Library signature:



Nichola Farr

Uwch-lyfrgellydd Datblygu Cymunedau a Busnesau Cryfach
Senior Librarian – Stronger Communities & Business Development

Y Gaer
Amgueddfa, Oriol Gelf & Llyfrgell
Museum, Art Gallery & Library

E: nichola.farr@powys.gov.uk
T: 01874 XXXXXX



Section 08

Brand checklist

Brand checklist

Contact

Brand checklist

During the process of designing every y Gaer communication, it is always your responsibility to check that you have met all of the following.

Have you:

1. Delivered our key messages
2. Communicated a clear message
3. Reinforced our brand values
4. Used each of our basic elements (logo, imagery, strapline) as specified
5. Used only authorised images, for which y Gaer or subsidiary company holds a licence for use
6. Proof-read all copy to ensure there are no omissions and that all spelling and grammar is correct
7. Ensured the relevant regulatory or compliance department has checked and approved (where necessary)

If in any doubt, contact:

Lucy Bevan

Swyddog Comisiynu Celfyddydau a Diwylliant
Arts & Culture Commissioning Officer

Powys County Council
Arts & Cultural Services
2nd Floor
The Gwalia
Llandrindod Wells
Powys LD1 6AA

T: 01597 827550

E: lucy.bevan@powys.gov.uk

www.powys.gov.uk/arts
www.arts-engine.org.uk



Y Gaer
Amgueddfa, Oriel Gelf & Llyfrgell
Museum, Art Gallery & Library

Heol Morgannwg, Aberhonddu,
Powys, LD3 7DW

Glamorgan Street, Brecon,
Powys, LD3 7DW

T: 01874 624121
E: ygaer@powys.gov.uk

www.ygaerpowys.gov.uk