



Pembrokeshire Brand Identity Guidelines

This document is intended principally for designers who want to understand the usage rules for the logo and typography as quickly as possible.

More detailed information about our marketing aims and brand positioning can be found in our brand toolkit document ([Link](#))



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INTRODUCTION

We are dedicated to building a sustainable future for tourism in Pembrokeshire and growing our tourism product in a way that's good for everyone.

This requires the development of a clear brand architecture and a commitment from everyone connected with tourism in Pembrokeshire to achieve a high level of consistency in the way that the brand is presented.

By adhering to these guidelines and promoting a shared brand narrative you are helping us to achieve high levels of recognition and making an important contribution to the future success of our destination.





Pembrokeshire
SIR BENFRO

OUR BRAND STORY

Our proposition is built upon emotion.

People come to Pembrokeshire for many different reasons, but they all leave with elevated spirits.

Visitors are enriched, enlivened, and uplifted by their experiences here and often talk about being 'changed' by their stay. Sometimes in quite profound ways. For most the change is less dramatic, but still the effects are lasting: they go home but they see life a little bit differently.

Our aim is to appeal to people who appreciate these qualities and our brand: our logo, choice of imagery, colours, tone of voice and the stories we tell are all designed to help us to do this.

There's more information about our business objectives and the role of the Pembrokeshire brand in our online brand toolkit ([Link](#)) and our Destination Management Plan ([Link](#))



THE BRAND LOGO

Elements

The logo consists of two elements.
The logotype and the knot.

The inspiration comes from the free-spirited nature of local art, the colours of the seasons and a desire to capture movement in symbolism. The triangles (or deltas) within the knot are used in academia to indicate change. Bringing all these elements together creates something that speaks to renewal and hints at land, sea and air and creativity.

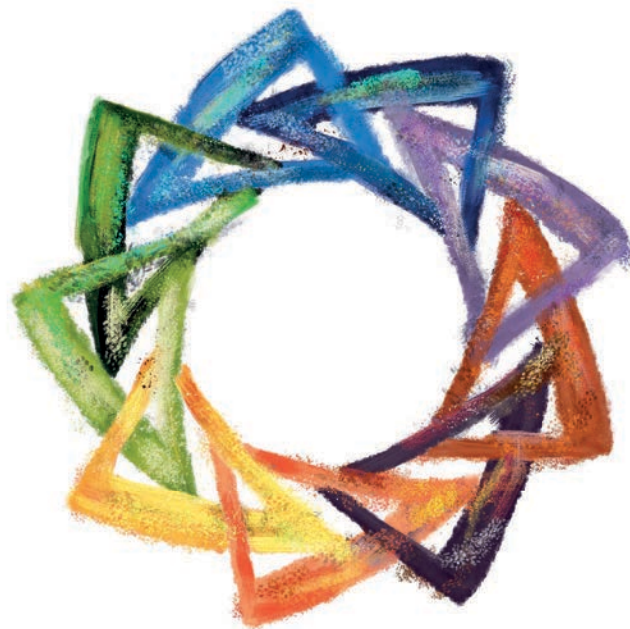
'Pembrokeshire' appears in a distinctive purple slate colour that is unique to our part of Wales.

The public brand is 'Pembrokeshire'.
The brand owner is Visit Pembrokeshire.

The Logotype
(the word Pembrokeshire)
cannot be used without the knot.

Its weight, letter spacing, proportions,
colours and relationship to the knot
should never be altered in any way.

The only exception to this rule is the
use of the knot symbol standalone
as a favicon/social media icon.



Pembrokeshire

PRIMARY LOGO

There are logo versions in English, Welsh, and bi-lingual English and Welsh.

The bi-lingual version helps to accentuate the cultural difference and is normally first choice for marketing to audiences outside of Wales.



Pembrokeshire



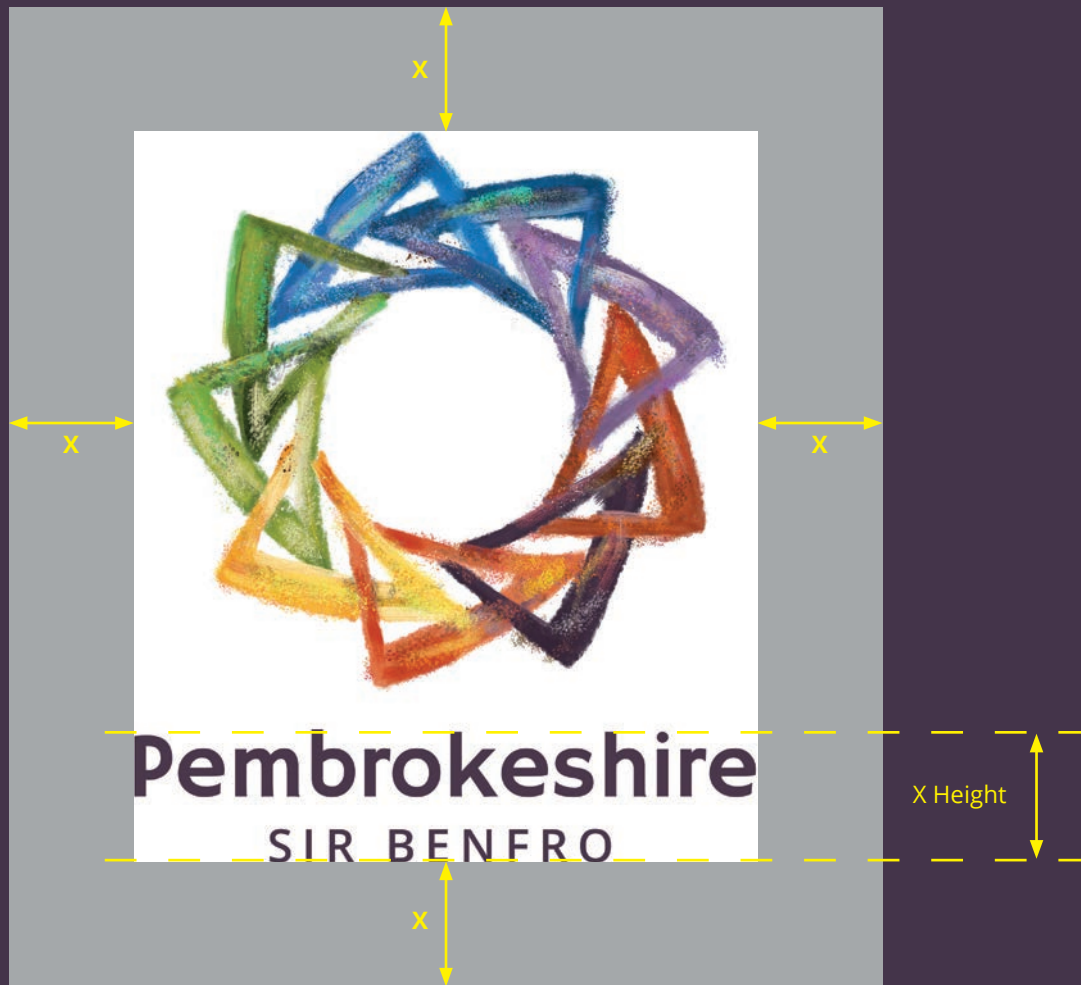
Sir Benfro



Pembrokeshire
SIR BENFRO

PRIMARY LOGO

Please also note the free space requirement, equivalent to the 'X' height, around the logo on all sides.



SECONDARY LOGO

In some situations where depth is limited it is useful to have a horizontally aligned logo.

Again, two different language versions are available.



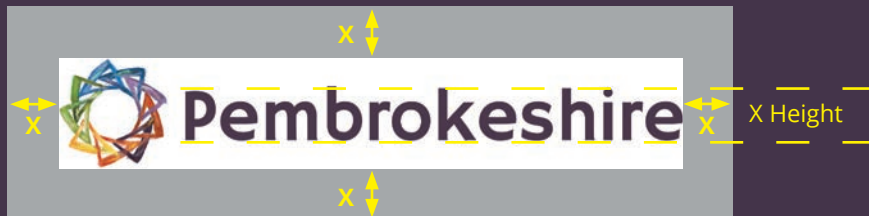
Pembrokeshire



Sir Benfro

SECONDARY LOGO

Please also note the free space requirement, equivalent to the 'X' height, around the logo on all sides.



LOGOS

Visit the Pembrokeshire Brand Toolkit ([Link](#)) to see the whole logo suite and download digital artworks



Pembrokeshire
SIR BENFRO

purple_Pem_SirBen_Stacked



Pembrokeshire

purple_Pembrokeshire_Stacked



Sir Benfro

purple_SirBenfro_Stacked



Pembrokeshire

purple_Pembrokeshire

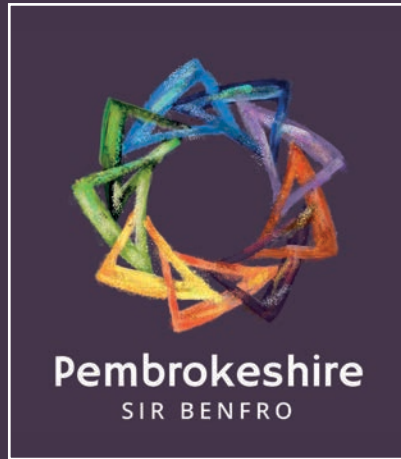


Sir Benfro

purple_SirBenfro

LOGOS

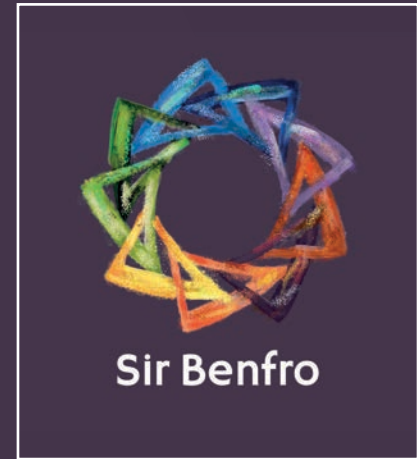
Visit the Pembrokeshire Brand Toolkit ([Link](#)) to see the whole logo suite and download digital artworks



white_Pem_SirBen_Stacked



white_Pembrokeshire_Stacked



white_SirBenfro_Stacked



white_Pembrokeshire



white_SirBenfro

TYPOGRAPHY

We use one primary font which is Open Sans.

It is used for headings, paragraph, and button text.

There are 9 font weights associated with Open Sans.

The primary weights that we use are Regular for paragraphs and Bold for headings and buttons.

Headings use leading Caps. Sub-headings use Sentence case.

Open Sans_Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Open Sans_Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



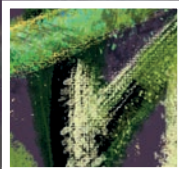
Pembrokeshire
SIR BENFRO

PRIMARY COLOURS

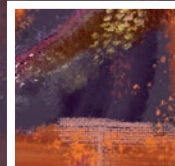
The core colours purple and stone are used for headings and body texts.

The more expressive secondary colours are used as highlights, to reflect the light and warmth of the brand, indicate seasonal content, and to provide exciting pops of colour and personality.

As you would expect they are used more economically than the core colours.

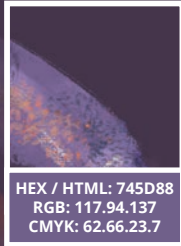
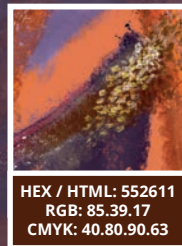
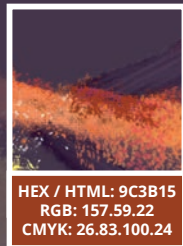
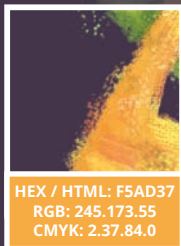
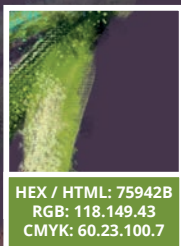
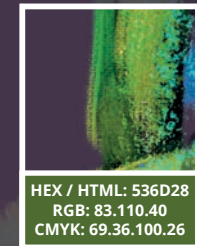


HEX / HTML: 505759
RGB: 80.87.89
CMYK: 66.47.47.37
Pantone: 445C



HEX / HTML: 4B384C
RGB: 75.56.76
CMYK: 69.75.43.44
Pantone: 7448C

SECONDARY COLOURS



IMAGERY

We have chosen to tell Pembrokeshire's story using photography that has a distinctive and dramatic style.

Our photography is honest, authentic and real and covers all of the seasons. The people are relatable, shot in genuine situations not staged or posed and with natural body language.

Landscapes are dramatic, beautiful, and sometimes a little mysterious. Ideally, they show an unusual or unexpected perspective.

POV (point of view) photography is used extensively.

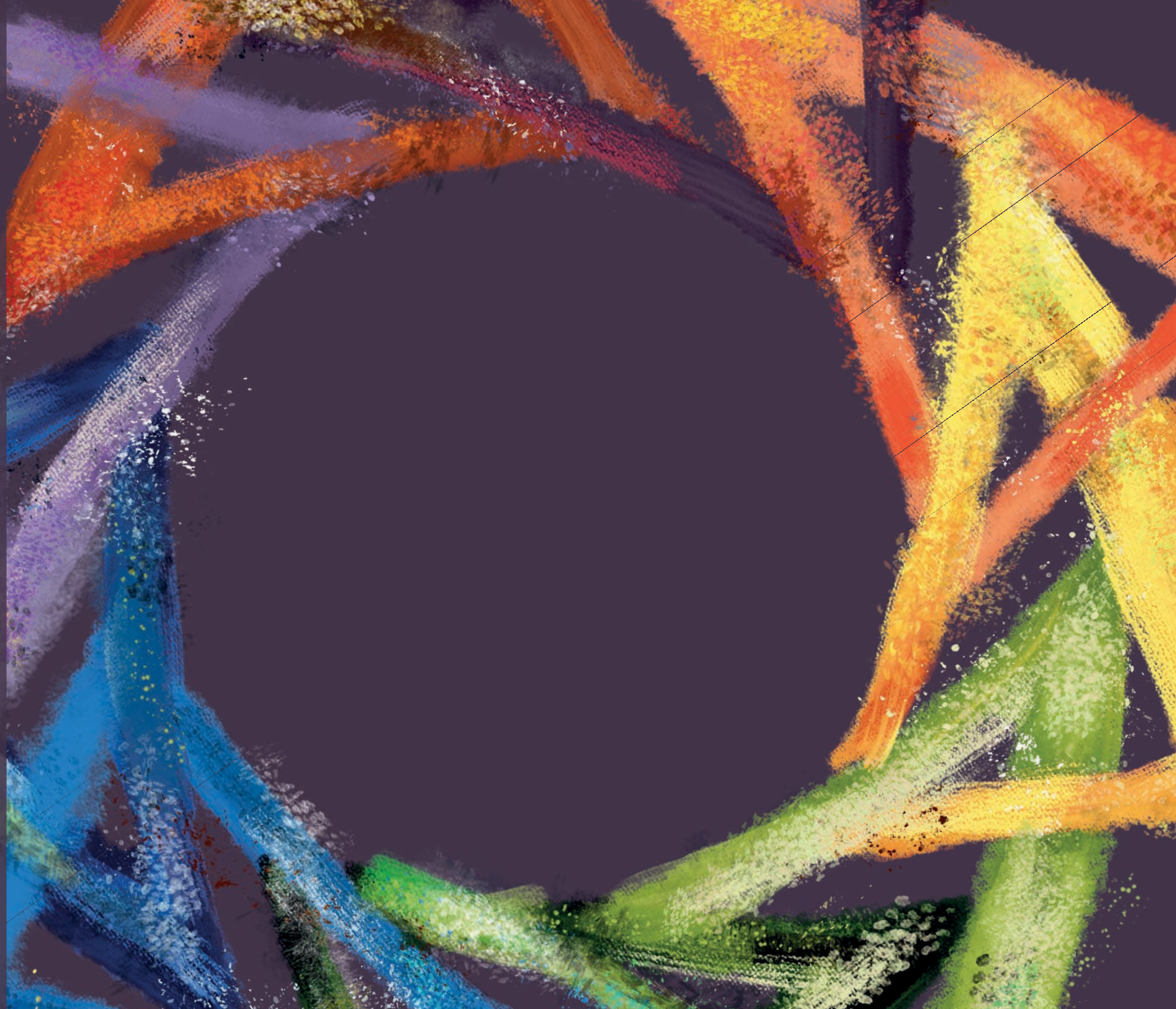
You can download these images and many more here [\(Link\)](#)



PATTERN

The brushstrokes that we sometimes use to create an additional visual connection between various brand touchpoints are taken from our knot logo.

They add an impressionistic, uninhibited touch, echoing the free-spirited character of the brand and are used in random ways – which is more or the less the whole point.



RESOURCES

Digital assets

Logos for print and online use
([Download](#))

Imagery

Photography. A large selection of images. Free to use when used for the promotion of Pembrokeshire ([Link](#))

Brand story

For more background on our overall marketing objective, our brand personality and target audiences please visit visitpembrokeshire.com/brandtoolkit ([Link](#))

Pembrokeshire's 5 year plan for tourism.

Download Pembrokeshire 2020-2025 Destination Management Plan ([Link](#))

Video footage and other media enquiries

Please contact us directly.





CONTACTS

If you cannot find what you want here,
please contact us:

Visit Pembrokeshire Marketing

Email: marketing@visitpembrokeshire.com

Our Partners

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Pembrokeshire County Council ([Link](#))

PLANED ([Link](#))



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Pembrokeshire
SIR BENFRO

Visit Pembrokeshire Ltd, Suite 4, Llanion Cove Offices, Cleddau Reach, Pembroke Dock SA72 6UJ

Company Registration No: 4253830