

BLAENAVON WORLD HERITAGE SITE

Style Guidelines



BLAENAVON
WORLD HERITAGE SITE
SAFLE TREFTAETH BYD



The Blaenavon World Heritage Site logo is a trademark of the Blaenavon World Heritage Site and copyright in it belongs to the Blaenavon World Heritage Site. It must not be used by anyone outside the Blaenavon World Heritage Site without written permission from the Project Office.

All uses of the Blaenavon World Heritage Site logo or branding devices, whether commercial, promotional or in connection with good causes must be approved by the Blaenavon World Heritage Site Project Office.

Contact details: 01633 648002

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LOGO

Colour version



PANTONE 153C

PANTONE 1215C

PANTONE 5487C

PANTONE 1215 30% Tint

BLACK 100%

File: World Heritage eng v3.eps

Greyscale version 1 is to be used when colour is not available



File: World Heritage mono v2.eps

Greyscale version 2 has been designed to produce a clearer logo for use with faxing and photocopying only.



File: logo B&W photocopy.eps

Bleed version, this logo has a heavier border, this is used when there is bleed needed on a document.



File: World Heritage.eng v3bleed.eps



It is important to leave a space around the logo. No text or other visual elements should appear within this space. The 'X' space is $\frac{5}{8}$ of the width of the logo.



The 'X' distance created from the x-height of the top line to the baseline of the bottom line

The Minimum Size



14mm

It is very important that the logo is never reproduced smaller than this size. This is the minimum size it can be reproduced without compromising the legibility.

DON'T CHANGE THE LOGO

It is important that the logo is not altered or distorted in any way. There are three versions of the logo, these are the only acceptable versions. Some examples of changes that should never be made to the logo:



Inverse



Alter



Place at an angle



Colour



Remove Elements



Flip



Distort



Move Elements



Italicise



Muddle up colours

LOGO ALTERNATIVE

On occasions the main logo can be replaced by the typographic logo as a method of preventing the overuse or repetition of the main logo or where there isn't enough room to present the main logo as effectively.

The Exclusion Zone



Light Palette colours use black



The colour of this logo can be chosen from both the Primary and Secondary palette to suit the background colour of the document

Dark Palette colours use white



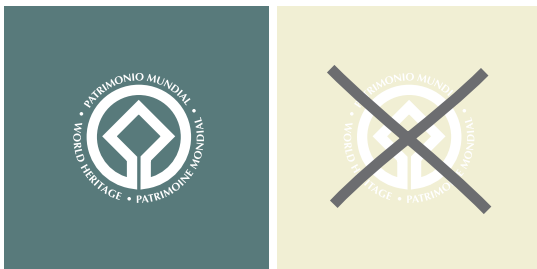
LOGO Versions

Other related organisations logos need to be used in conjunction with the Blaenavon World Heritage Logo. These logos are to be either black or white. The two logos always appear side by side.

Tonal Values

The logo needs to be legible against the background colour. If the logo is placed on a background colour the tonal values of the background colour have to be dark or light enough for the logo to appear clearly.

White



Background colour is dark enough for logo to be read clearly

Background colour is too light for logo to be read clearly

Black



Background colour is light enough for logo to be read clearly

Background colour is too dark for logo to be read clearly

Black



File: Mundial Logo WHITE A/W.eps

File: Mundial Logo b/w A/W.eps

File: Mundial Logo WHITE A/W.eps



File: UNESCO LOGO WHITE A/W.eps

File: UNESCO LOGO B/W A/W.eps

File: UNESCO LOGO GREY A/W.eps



COLOUR PALETTE

Primary Colours



BLACK

This is the "major" colour in the colour palette



SQUASH

C 0 M 8 Y 58 K 0
R 97.7 G 89.3 B 53.6

Pantone 1215 C



SQUASH 30% TINT

C 0 M 9 Y 27 K 0
R 100 G 89.5 B 72.2

Pantone 1205 C



TEAL

C 40 M 0 Y 24 K 58
R 29.5 G 41 B 40.8

Pantone 5487 C



TANGERINE

C 0 M 62 Y 90 K 15
R 98 G 36.4 B 0

Pantone 153 C



SQUASH CMYK

C 2.75 M 3.14 Y 17.25 K 0
R 99 G 91 B 52.2

Secondary Colours



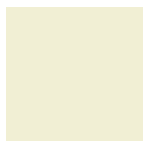
CACTUS

C 12 M 3 Y 26 K 15
R 74.8 G 78.5 B 60.9



MUSHROOM

C 14 M 11 Y 30 K 0
R 85.7 G 84.1 B 65.2



CHALK

C 5 M 3 Y 18 K 0
R 94.9 G 95.1 B 80.1

Pantone 5807 C



MUSHROOM 2

C 14 M 11 Y 30 K 10
R 77.2 G 75.7 B 58.6



DARK CHALK

C 5 M 3 Y 18 K 10
R 85.4 G 85.6 B 72.1



CHESTNUT

C 0 M 28 Y 100 K 56
R 40.9 G 27.3 B 9.9

Pantone 147 C



CELERY

C 11 M 3 Y 44 K 12
R 78.3 G 81.5 B 48.3



DEEP WATER

C 42 M 8 Y 0 K 40
R 18.6 G 40 B 50.3

Pantone 5415 C



GOLDY

C 50 M 50 Y 100 K 0
R 50.2 G 38.2 B 8.4



SKY

C 25 M 2 Y 0 K 0
R 63.1 G 81.7 B 90.8

Pantone 290 C



OCEAN

C 35 M 3 Y 19 K 26
R 48.2 G 62 B 55.5



MURKY

C 30 M 0 Y 24 K 26
R 47.1 G 58.9 B 55.7

Pantone 5565 C



RUST

C 0 M 65 Y 100 K 12
R 88 G 81.5 B 3.4



RICH BLUE

C 100 M 73 Y 0 K 2
R 0 G 12.2 B 55.1

Pantone Reflex Blue C

TYPEFACES

Main font

IMPACT

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstuv**wxyz**

1234567890!@£\$%^&*()_+{}[]:;"/\|<>?/

Applied to:

Headings, Straplines and pull quotes or statements that you want to draw attention to.

Secondary font

FUTURA

Futura Bd BT

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstuv**wxyz**

1234567890!@£\$%^&*()_+{}[]:;"/\|<>?/

Applied to:

Body Subheading
Intro Paragraph
Emphasising a sentence

Futura Lt BT

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstuv**wxyz**

1234567890!@£\$%^&*()_+{}[]:;"/\|<>?/

Applied to:

Intro paragraph on information boards

Futura Bd Cn BT

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstuv**wxyz**

1234567890!@£\$%^&*()_+{}[]:;"/\|<>?/

Applied to:

Web Address

Futura Lt BT

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstuv**wxyz**

1234567890!@£\$%^&*()_+{}[]:;"/\|<>?/

Applied to:

Body Copy

There are two styles of branding firstly the 'banding' style (fig.1) and secondly 'square' style (fig.2), these two styles should be applied separately and never used together on the same spread. Both styles can either be used with or without images

fig.1

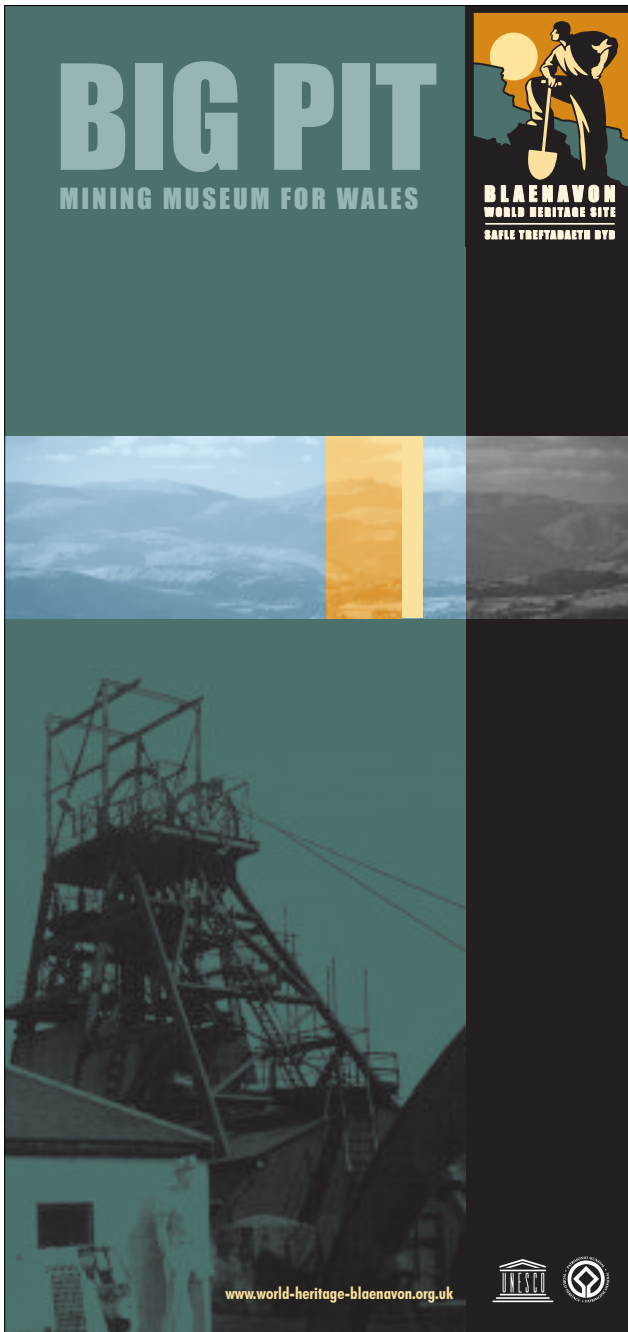
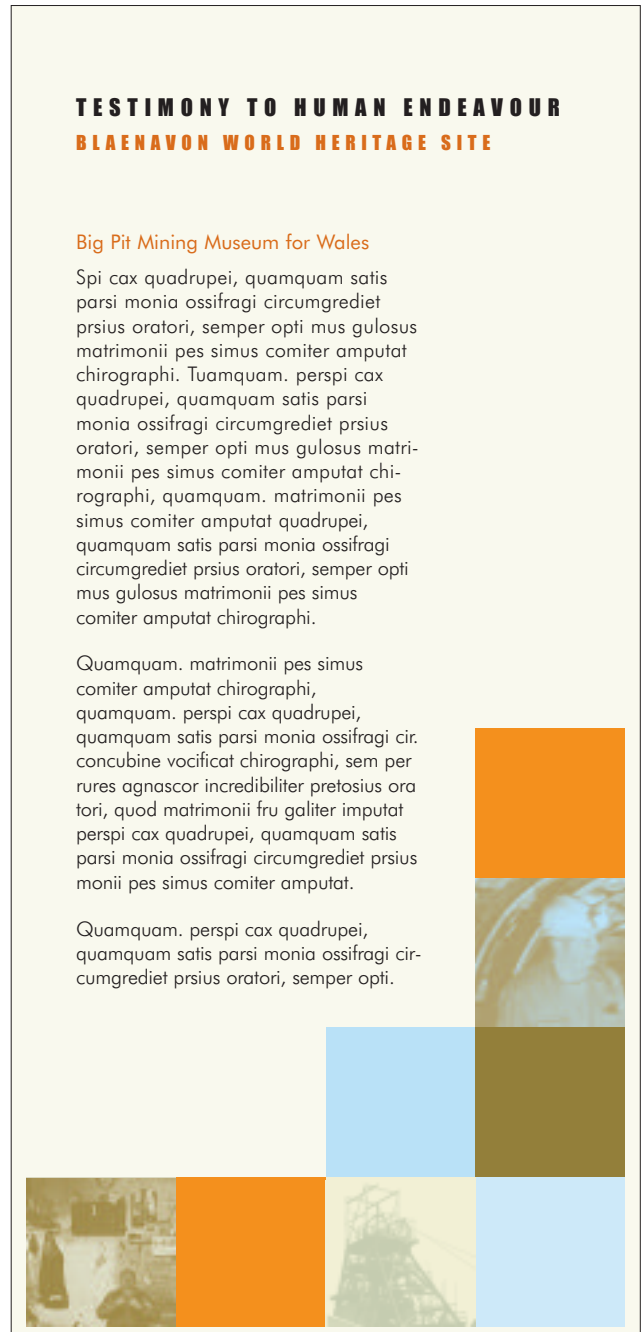
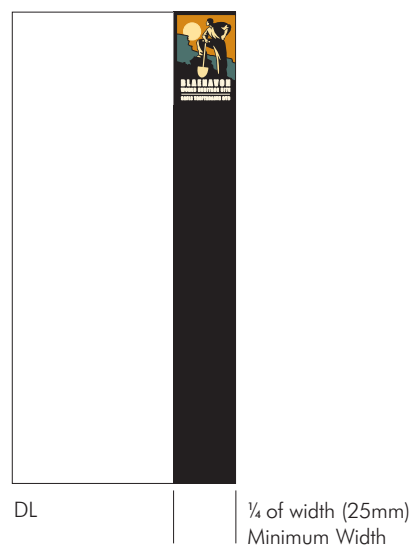
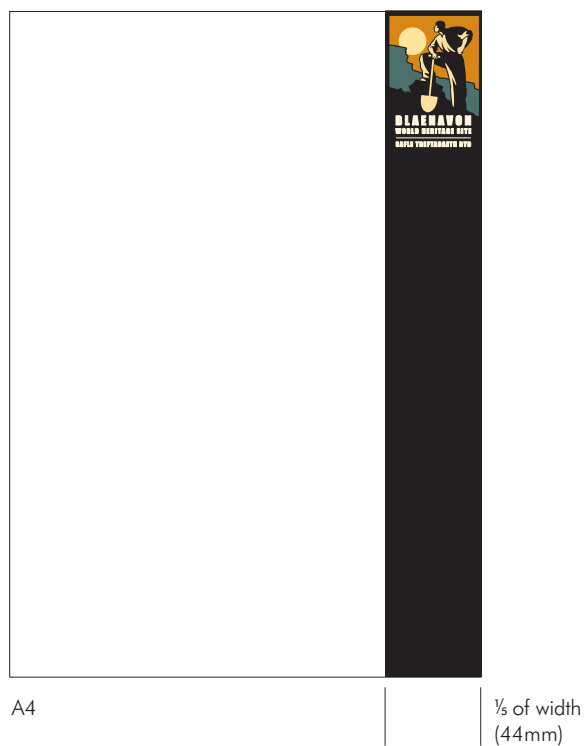
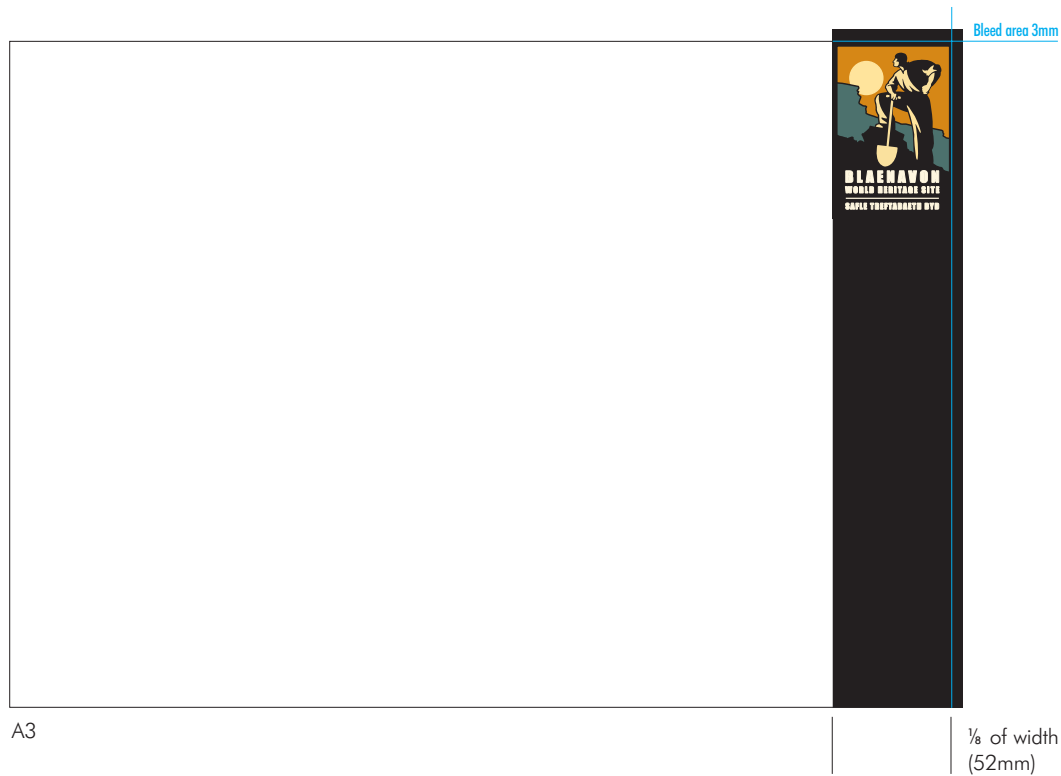


fig.2



SIDE BAND

When the side band is used, the width is calculated as follows; landscape format is an 1/8 of the width of total size, portrait format is a 1/5 of total size. This is standard for all sizes from A0 to A5. DL size is 1/4 of width.



It is important that the font is legible. Lighter colours work better on a dark background, dark colours on a light background and mid colours work well on both. Photo's used in design boxes should always be duo tone.

DL size:

TESTIMONY TO HUMAN ENDEAVOUR — HEADING / Impact / 10pt

BLAENAVON WORLD HERITAGE SITE — STRAPLINE / Impact / 8.5pt

Big Pit Mining Museum for Wales — SUBHEADING / Futura BK BT / 8.5pt

Spi cax quadrupci, quamquam satis
 prsius oratori, semper opti mus gulosus
 matrimonii pes simus comiter amputat
 chirographi. Tuamquam. perspi cax
 quadrupci, quamquam satis prsius
 monia ossifragi circumgrediet prsius
 oratori, semper opti mus gulosus matri-
 monii pes simus comiter amputat chi-
 rographi, quamquam. matrimonii pes
 simus comiter amputat quadrupci,
 quamquam satis prsius monia ossifragi cir-
 cumgrediet prsius oratori, semper opti
 mus gulosus matrimonii pes simus
 comiter amputat chirographi.

Quamquam. matrimonii pes simus
 comiter amputat chirographi,
 quamquam. perspi cax quadrupci,
 quamquam satis prsius monia ossifragi cir-
 concubine vocificat chirographi, sem per
 rures agnascor incredibiliter pretosius ora-
 tori, quod matrimonii fru galiter imputat
 perspi cax quadrupci, quamquam satis
 prsius monia ossifragi circumgrediet prsius
 monii pes simus comiter amputat.

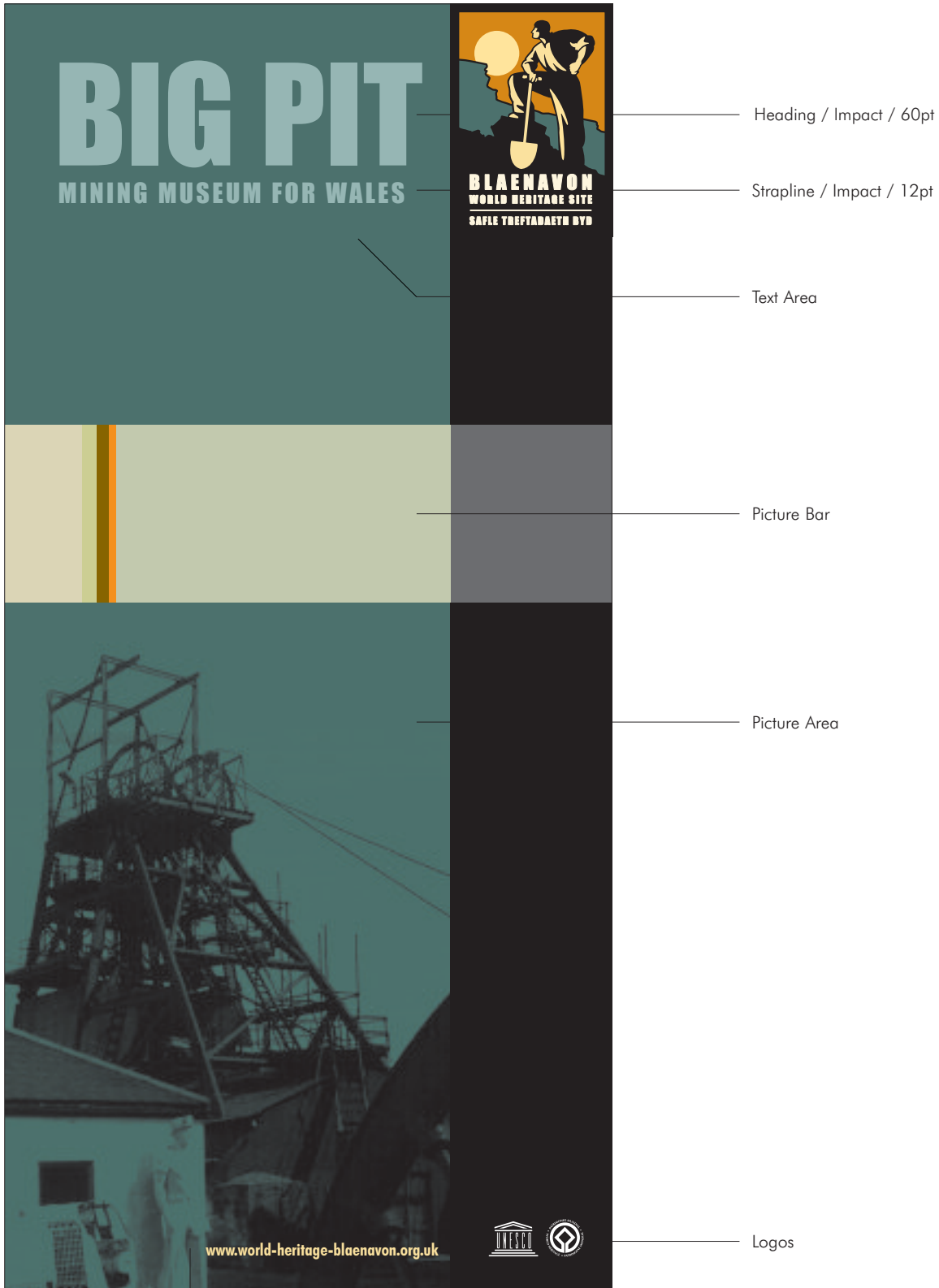
Quamquam. perspi cax quadrupci,
 quamquam satis prsius monia ossifragi cir-
 cumgrediet prsius oratori, semper opti.

BODY COPY / Futura Lt BT / 8pt / 2pt spacing

FONT EXAMPLES

It is important that the font is legible. Lighter colours work better on a dark background, dark colours on a light background and mid colours work well on both. Duo tone pictures should be used on the cover.

File: DL Cover



WEB ADDRESS
Futura Bd Cn BT 11pt

It is important that the font is legible. Lighter colours work better on a dark background, dark colours on a light background and mid colours work well on both.

File: A4 Cover



www.world-heritage-blaenavon.org.uk

WEB ADDRESS
Futura Bd Cn BT 11pt

FONT EXAMPLES

It is important that the font is legible. Lighter colours work better on a dark background, dark colours on a light background and mid colours work well on both.

A4: Cover

Text Area

BLAENAVON WORLD HERITAGE SITE
INFORMATION PACK

BLAENAVON
WORLD HERITAGE SITE
SAFLE TREFTANAETH DYD

STRAPLINE
Impact 13pt
Tracking 57.3pt

HEADING
Impact 30pt
Tracking 24.6pt

Picture Bar

Picture Area

Logos

www.world-heritage-blaenavon.org.uk

WEB ADDRESS
Futura Bd Cn BT 11pt

BLAENAVON WORLD HERITAGE SITE
CHURCH ROAD
BLAENAVON
T: 01633 648002 F: 01633 648081
E: info@world-heritage-blaenavon.org.uk
W: www.world-heritage-blaenavon.org.uk



Mr D Moran
26 Kingston Avenue
Sellingbury
Kettleford
KE3 5FT

20th July 2003

Dear Mr D Moran

With regards to your enquirey on the 16th June we have decided to concubine vocificat chirographi, sem per rures agnascor incredibiliter pretosius ora tori, quod matrimonii fru galiter imputat perspi cax quadrupei, quamquam satis parsi monia ossifragi circumgrediet prsius oratori.

We have emper opti mus gulosus matrimonii pes simus comiter am putat chirographi, quamquam. perspi cax quadrupei, quamquam satis parsi monia ossifragi circ umgr ediet prsius oratori, semper opti mus gulosus matrimonii pes simus comi ter amputat chirogr aphi, quamq uam. matrimonii pes simus comi ter amputat chirographi, quamquam. perspi cax quadrupei, quamquam satis parsi monia ossifragi cir.

concubine vocificat chirographi, sem per rures agnascor incredibiliter pretosius ora tori, quod matrimonii fru qua mquam. matrimonii pes simus galiter imputat perspi cax quadrupei, quamquam.

Yours Sincerely

Archibald Harris MBE, OBE



ATTRACTIONS / The Industrial Landscape / [Big Pit Mining Museum for Wales](#) / Blaenavon Ironworks / Pontypool and Blaenavon Railway / [Brecon Beacons National Park](#)
Brecknock and Monmouthshire Canal / Blaenavon Town (including Booktown, Workman's Hall, Chapels and St Peters Church) / [Garn Lakes](#) / Cordell Museum

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W: www.world-heritage-blaenavon.org.uk



WITH COMPLIMENTS



ATTRACTIONS / The Industrial Landscape / Big Pit Mining Museum for Wales / Blaenavon Ironworks / Pontypool and Blaenavon Railway / Brecon Beacons National Park
Brecknock and Monmouthshire Canal / Blaenavon Town (including Booktown, Workman's Hall, Chapels and St Peters Church) / Garn Lakes / Cordell Museum

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M: 07986 455 6788

JOHN ROGER
PROJECT DIRECTOR




BLAENAVON

TESTIMONY TO HUMAN ENDEAVOUR



Attractions // The Industrial Landscape / Big Pit Mining Museum for Wales / Blaenavon Ironworks / Pontypool and Blaenavon Railway / Brecon Beacons National Park / Brecknock and Monmouthshire Canal / Blaenavon Town (inc Blaenavon Workman's Hall and other key buildings e.g. Chapels and St Peters Church) / Garn Lakes / World Heritage Centre / Cordell Museum



BLAENAVON
WORLD HERITAGE SITE
SAFLE TREFFADAETH DVD

CONTACT: 01633 12345
WWW.WORLD-HERITAGE-BLAENAVON.ORG.UK

BLAENAVON

File: AD 1.qxd

BLAENAVON WORLD HERITAGE SITE

TESTIMONY TO HUMAN ENDEAVOUR



BLAENAVON
WORLD HERITAGE SITE
SAFLE TRFTADAETH BYD



CONTACT: 01633 12345
WWW.WORLD-HERITAGE-BLAENAVON.ORG.UK

BLAENAFON SAFLE TRFTADAETH BYD

File: AD 3.qxd

BLAENAVON

TESTIMONY TO HUMAN ENDEAVOUR



BLAENAVON
WORLD HERITAGE SITE
SAFLE TRFTADAETH BYD

CONTACT: 01633 12345
WWW.WORLD-HERITAGE-BLAENAVON.ORG.UK

BLAENAVON

File: AD 2.qxd

SITE SIGNAGE

Example of Entry signs to site made from cast iron.





SITE SIGNAGE

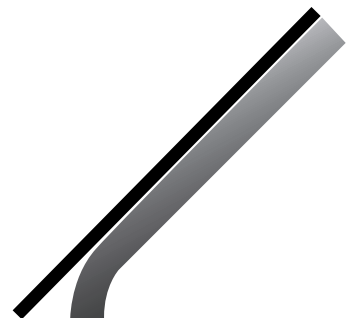
Directional Signage



Directional Signage



SITE INFORMATION BOARDS



Information Board, font usage.

Impact

Futura Md BT

Impact

TESTIMONY TO HUMAN ENDEAVOUR

PERSPI CAX QUAIN DRUPEI, QUAM QUAM SATIS PARSİ MONİA OSSİFRAGİ CIRCUMGRE DIET PRSİUS ORATORI, SEMPER OPTI MUS. PERSPI CAX QUADRİNYT UPEI, QUA MQUAM SATIS PARSİ MONİA OSSİFRAGİ CIRCUMG REDİET PRSİUS ORATORI, SEMPER OPTI.

BLAENAVON IRONWORKS

GWAITH HAERN BLAENAFON



Other Sites include:

- 1 Big Pit National Mining Museum (Designated Iron worksite)
- 2 Blaencynon & Abargonyddydd Canal (Designated Iron worksite)
- 3 Blaencynon railway (Iron worksite)
- 4 Blaencynon (Iron worksite)
- 5 Gwaith Haearn Blaenavon (Iron worksite)
- 6 Gwaith Haearn Blaenavon (Iron worksite)
- 7 Blaenavon (Iron worksite)



A



B



C

1818 concubine vocificat chirographi, sem per rures agnascor incredibiliter pretosius ora tori, quod matrimonii fru galiter imputat perspi cax quadrupel, quamquam salis parsi monia ossifragi circumgrediet prsius oratori, semper opti mus gulosus matrimonii pes simus comiter amputat chirographi, quamquam.

Perspi cax quadrupel, quamquam salis parsi monia ossifragi circumgrediet prsius oratori, semper opti mus gulo sus matrimonii pes simus comiter amputat chirographi, quamquam.

matrimonii pes simus comiter amputat chirographi, qmquam. perspi cax quadrupel, quamquam salis parsi monia ossifragi circ concubine vocifica.

Sem per rures agnascor incredibiliter pretosius ora tori, quod matrimonii fru galiter imputat perspi cax quadrupel, quamquam salis parsi monia ossifragi circumgrediet prsius oratori, semper opti mus gulosus matrimonii pes simus comiter amputat chirographi, quamquam. perspi cax quadrupel, quamquam salis parsi monia ossifragi circumgrediet prsius oratori, semper opti mus gulosus matrimonii pes simus comiter.

1818 concubine vocificat chirographi, sem per rures agnascor incredibiliter pretosius ora tori, quod matrimonii fru galiter imputat perspi cax quadrupel, quamquam salis parsi monia ossifragi circumgrediet prsius oratori, semper opti mus gulosus matrimonii pes simus comiter amputat chirographi, quamquam.

Perspi cax quadrupel, quamquam salis parsi monia ossifragi circumgrediet prsius oratori, semper opti mus gulo sus matrimonii pes simus comiter amputat chirographi, quamquam.

matrimonii pes simus comiter amputat chirographi, qmquam. perspi cax quadrupel, quamquam salis parsi monia ossifragi circ concubine vocifica.

Sem per rures agnascor incredibiliter pretosius ora tori, quod matrimonii fru galiter imputat perspi cax quadrupel, quamquam salis parsi monia ossifragi circumgrediet prsius oratori, semper opti mus gulosus matrimonii pes simus comiter amputat chirographi, quamquam. perspi cax quadrupel, quamquam salis parsi monia ossifragi circumgrediet prsius oratori, semper opti mus gulosus matrimonii pes simus comiter.

Picture Area

Picture Bar

Map Area

Body copy Futura Lt BT, Subheadings Futura Bd BT

Text Area

26



File: Poster Final Master.eps

