

VisitWindsor Brand Guidelines

The VisitWindsor brand guidelines toolkit consists of various **logotypes**, when they should be used and where, plus the VisitWindsor **colours** and preferred **fonts**, size and applications, and using the **brand name** itself.

Preferred accent colours and layouts are non-mandatory, but indicative of approved previous uses.



VisitWindsor Standard Colour Logo

1. The core logo is the full colour logo as shown in the top right hand corner of this page. The font and colour references used are:

Thin font is Helvetica Neue 47 Light Condensed

Bold font is Helvetica Neue 77 Bold Condensed

Blue – CMYK 100, 90, 29, 16 / RGB 37, 48, 101

Red – CMYK 17, 100, 98, 7 / RGB 193, 24, 27

Minimum size this logo should be used is Height 250mm and Width 225mm as shown below:

This size may be used on branded letter heads, A4 page layouts. For anything smaller than A4, please consider using the black or white out version. NB No logo should ever be used at a size where the VisitWindsor, especially the 'Visit' is indistinct.



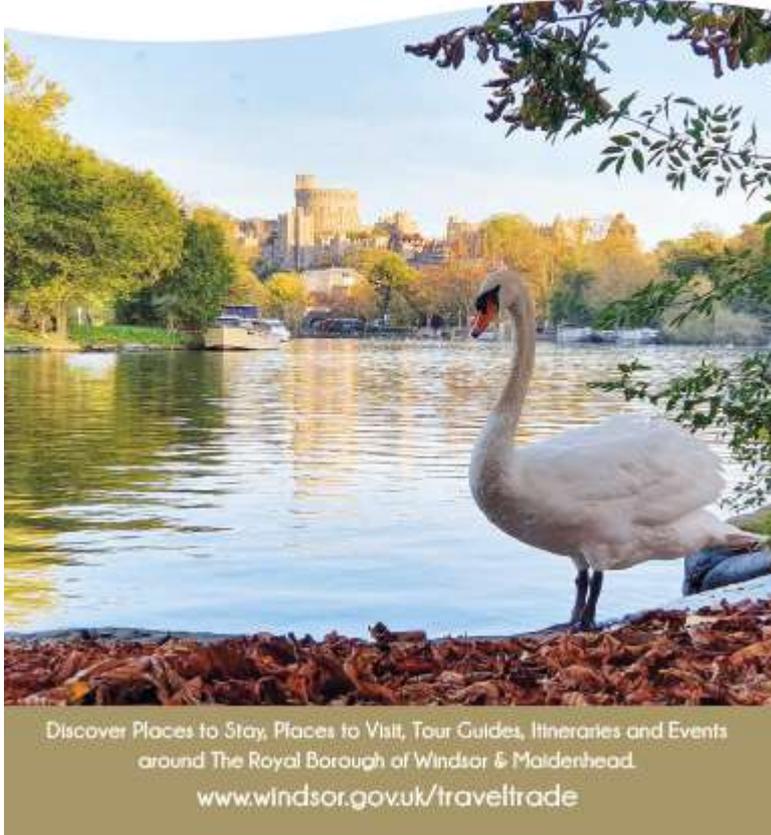
Where a logo space is smaller than the minimum size, use of the Small Logo (see below) without the text may be possible e.g. for use on social platforms viewed on mobile devices

The logo should always be placed in the top right hand corner of any space, with equal margins to the top and the side. On an A4 page the margin from the top and the side should be minimum of 1cm.

This logo should predominantly be used on white backgrounds, but may also work at large size on pale coloured tints. If using on coloured layouts less than A4, then the black or white out versions should be applied.

Please see example below:

VISIT WINDSOR
& BEYOND
TRAVEL TRADE GUIDE



Discover Places to Stay, Places to Visit, Tour Guides, Itineraries and Events
around The Royal Borough of Windsor & Maidenhead
www.windsor.gov.uk/traveltrade

2. Black Logo

This logo may be used on anything printed only in black and white, or where the background colour or style is too busy for the core logo and use of the white out version is not sufficiently distinct. NB No logo should ever be used at a size where the VisitWindsor, especially the 'Visit' is indistinct.

Minimum size this logo should be used is
Height 200mm and Width 175mm as
shown here:



3. White out logo

This logo may be used on anything where the background colour or style is too busy for the core logo and adding a white block on which to place the core logo is not aesthetically pleasing or possible. NB No logo should ever be used at a size where the VisitWindsor, especially the 'Visit' is indistinct.



Minimum size this logo should be used is Height 190mm and Width 170mm as shown here:



Please see example below:



4. Antique Gold logo

This logo has been developed for use on secondary assets, where the core logo has been used in a primary context. In applicable contexts, audiences are likely to be more familiar with the VisitWindsor brand as a whole and the core logo already. NB This logo should never be used for brand awareness building, or in front of new audiences. Examples of its application may include invitations to evening events, the inside pages of a branded magazine where the core logo is on the cover.



Colour references are:

Gold = C 33, M 32, Y 58, K 14 – R 168, G 151, B 109

Grey = C 67, M 57, Y 54, K 60 – R 60, G 60, B 60

Minimum size this logo should be used is Height 250mm and Width 225mm as shown here:



5. Small Logo

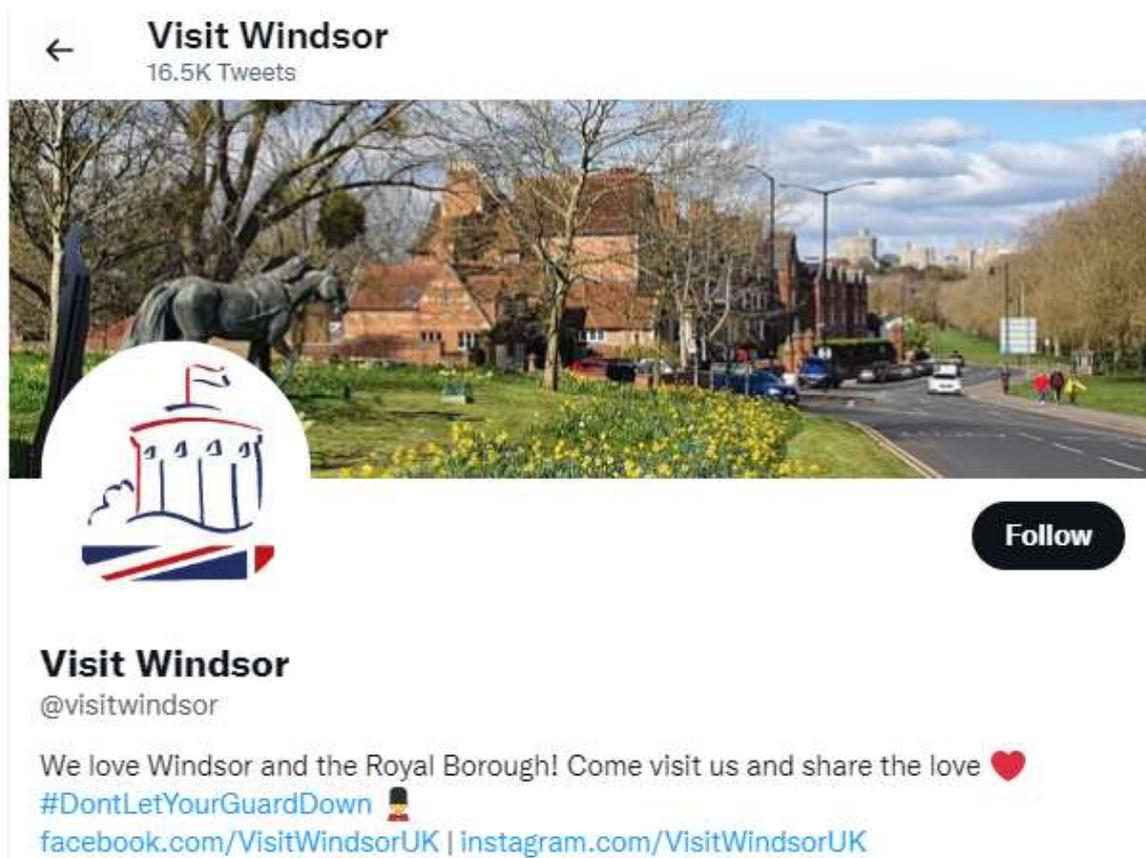
This logo has been developed for use on social media platforms where the logo is seen at its smallest possible incarnation, on a mobile phone. The VisitWindsor name has been omitted from the logo to allow for greater stand out of the other elements and because the VisitWindsor name should always appear next to the logo as per below example. NB this logo should only be used when the minimum size of the core logo cannot be used AND where the VisitWindsor brand name will appear alongside the logo.



Minimum size this logo should be used is Height 100mm and Width 100mm as shown here



Please see example below:



6. Member logo

This logo should only be used by full members of the VisitWindsor DMP. It should be supplied to members who display it on their websites with the correct year of membership showing. The new calendar member logo year will be issued every January for members to display by latest April of the same year.

7. Animated logo

An animated logo, as shown at the opening of VisitWindsor videos <https://vimeo.com/showcase/9555848> is available on request

VisitWindsor Colours

VisitWindsor **Blue**



CMYK 100, 90, 29, 16 / RGB 37, 48, 101

is the core brand colour. It is a Royal Blue that can be used for any branded items, brochure designs, advertising etc. It can also be used for copy instead of black.

VisitWindsor **Red**



CMYK 17, 100, 98, 7 / RGB 193, 24, 27

is a core brand colour. It should be used sparingly for emphasis e.g. bullet points in a list, narrow keyline in a design. It should not be used in large quantities, in a block or for copy except unless for single word emphasis.

VisitWindsor Antique **Gold**



C 33, M 32, Y 58, K 14 – R 168, G 151, B 109

is a special brand colour. It should be used sparingly for sophisticated consumer-facing graphics only.

VisitWindsor Fonts

Core logo fonts are:

Thin font is Helvetica Neue 47 Light Condensed

Example text Helvetica Neue 47 Light Condensed

Bold font is Helvetica Neue 77 Bold Condensed

Example Helvetica Neue 77 Bold Condensed

Creative font used on brochure headlines is Champagne and Limousine capitals and lower case

EXAMPLE CHAMPAGNE AND LIMOUSINE

Example of Champagne and Limousine

Serif Font Didot used in brochure layouts and sub headings:

Example of Didot

VisitWindsor Brand name

The industry-led destination management partnership (DMP) for the Royal Borough of Windsor and Maidenhead is called VisitWindsor. The two words 'Visit' and 'Windsor' should always be combined as a single word ie VisitWindsor and regarded as a proper noun, written with a capital W for Windsor. The brand name should never be split into two words unless it appears as part of a sentence or in a headline which is complementary, but separate, to the brand name.

Please see example below:

VISIT WINDSOR
& BEYOND
AN INSPIRED CHOICE



DISCOVER

- New itineraries • Exciting events
- Tour guides • New places to visit
- New places to stay

In this special celebration year of Her Majesty's Platinum Jubilee.

VisitWindsor is the new Destination Management Partnership for the Royal Borough of Windsor & Maidenhead.

www.windsor.gov.uk/travel-trade



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