



Rheilffordd TALLYLLYN Railway

Brand Guidelines



Heritage Palette

Neutrals + Black and White

Stone
Stone
RGB: 215, 205, 155
CMYK: 16, 15, 45, 0

Cream
RGB: 246, 246, 192
CMYK: 4, 0, 31, 0

Smoke
RGB: 217, 217, 217
CMYK: 13, 11, 11, 0

Golden Dawn
Golden Dawn
RGB: 238, 211, 107
CMYK: 7, 14, 71, 0

Dark Brown
RGB: 89, 66, 38
CMYK: 47, 62, 86, 47

Light Stone
(poster background)

RGB: 226, 219, 182
CMYK: 11, 10, 31, 0

Dark Grey
(Sign background)

RGB: 51, 51, 51
CMYK: 11, 10, 31, 0

Venetian Red
RGB: 179, 26, 26
CMYK: 20, 100, 100, 12

Bracken
Bracken
RGB: 225, 98, 46
CMYK: 7, 76, 96, 0

Blaze Orange
Blaze Orange
RGB: 226, 140, 54
CMYK: 9, 53, 93, 0

Welsh Gold
Welsh Gold
RGB: 221, 177, 60
CMYK: 14, 29, 92, 0

Sunshine Yellow
Sunshine Yellow
RGB: 223, 192, 32
CMYK: 15, 21, 100, 0

Spring Green
Spring Green
RGB: 162, 172, 57
CMYK: 41, 20, 100, 1

Lichen
Lichen
RGB: 184, 211, 140
CMYK: 30, 3, 58, 0

Meadow Green
Meadow Green
RGB: 130, 157, 72
CMYK: 53, 23, 93, 4

Victorian Green
(Logo background)
RGB: 72, 94, 49
CMYK: 68, 42, 93, 34

Bronze Green
RGB: 30, 45, 0
CMYK: 71, 55, 87, 69

Sea Green
Sea Green
RGB: 77, 178, 166
CMYK: 67, 8, 42, 0

Cornflower
Cornflower
RGB: 153, 191, 229
CMYK: 37, 15, 0, 0

Cerulean
Cerulean
RGB: 100, 136, 180
CMYK: 64, 41, 20, 0

Prussian Blue
RGB: 25, 60, 102
CMYK: 97, 82, 35, 23

Purple
RGB: 86, 54, 99
CMYK: 72, 88, 31, 21

Bluebell
Bluebell
RGB: 139, 145, 193
CMYK: 47, 40, 4, 0

Heather
Heather
RGB: 163, 143, 155
CMYK: 38, 44, 30, 1

Slate
Slate
RGB: 110, 110, 130
CMYK: 60, 54, 35, 9

Wild Rose
Wild Rose
RGB: 224, 131, 138
CMYK: 8, 60, 33, 0

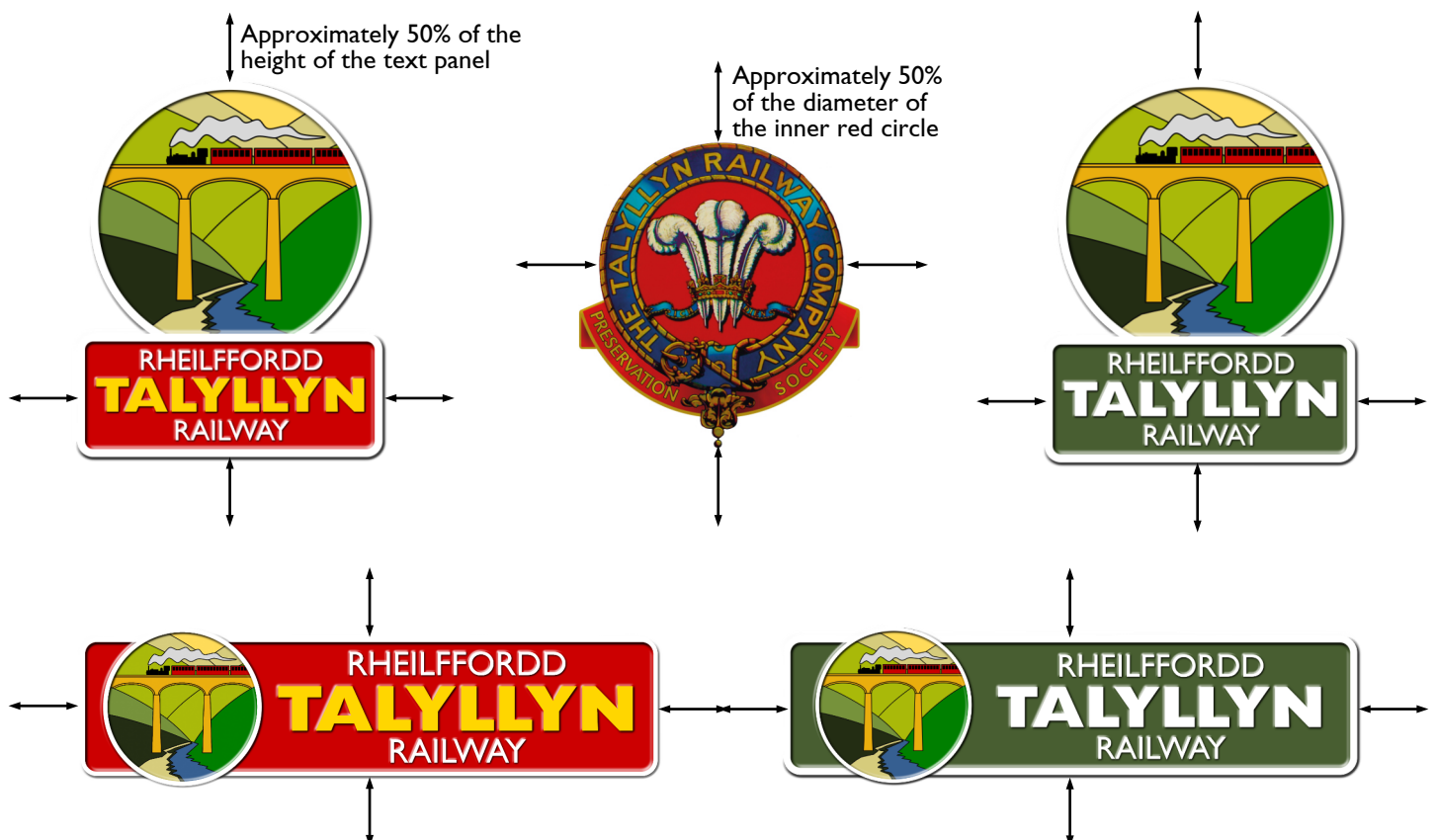
Crimson Lake
RGB: 115, 38, 49
CMYK: 35, 91, 70, 40

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Colours, Font & Logo Guidelines

- In addition to Talylyn Green, Red and Yellow the colour palette includes the colours contained in the Talylyn Marketing logo and the Talylyn Crest plus other complementary colours.
- Use up to four colours in your design (excluding the logo)
- Percentage tints can be used (except for the timetable colours)
- The Talylyn Marketing logo must appear on all media.
- The Heritage logo with the green background should only be used for heritage/environmental projects - email lel.johnson@talylyn.co.uk for the files
- The Talylyn Crest can be used in addition to the Talylyn Marketing logo on TRPS-related materials and is also used on company documentation
- The Talylyn font is Gill Sans. Primarily use Gill Sans Normal, Gill Sans Bold, Gill Sans Italic and Gill Sans Extra Bold although other forms can be used if needed.
- PowerPoint templates are available for presentations and simple posters - email lel.johnson@talylyn.co.uk for the files.
- If you need advice and/or practical help please email Lel Johnson, Brand Manager: lel.johnson@talylyn.co.uk

IMPORTANT leave plenty of blank space around the logo. The examples below show the minimum that should be allowed.



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General Design Guidelines

Do's

- DO include only essential information and allow plenty of 'white space' in your design, especially around the logo - see previous page
- DO use block colours (not graduated fills) and keep the design clean and simple. Use any colours from the TR palette - see below for examples combinations, but feel free to come up with your own.
- DO frame photos in a heavy outline e.g. 5pt on an A4 page, 25pt on an A1 poster, and add a drop shadow to make them stand out
- DO use photos from an approved source, minimum 150 dpi, preferably 300 dpi for commercially printed materials. Remember to ask permission and credit the photographer. Pixabay.com is a great resource for free stock photography
- DO include relevant contact information and social media icons
- DO use an affordable page layout programme such as Affinity Publisher by Serif to create your document or poster. Microsoft PowerPoint could also be used for simple posters. Microsoft Word is not a good choice!

Don'ts

- DO NOT place the logo on top of a photo or any strong pattern - use the guidance on the previous page regarding 'white space' around the logo
- DO NOT use too many colours or type styles - less is more
- DO NOT use capital letters for large blocks of text - it is difficult to read

