

# Cyngor Tref y Trallwng | Welshpool Town Council

Welshpool Town Council, Tourist Information Centre, The Vicarage Gardens,  
Welshpool, SY21 7DD Tel: 01938 553142 Email:  
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## Note

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The Council's Branding & Style Guide seeks to refine as opposed to replace the existing brand utilised by the Council.

The implementation of the updated brand & style is neutral as no existing assets or designs will be replaced to reflect the brand – any new designed materials will reflect the new brand.



WELSHPOOL TOWN COUNCIL  
**Branding & Style Guide**

July 2025



# Logo & Crest Usage

The logo of the Town Council is the crest adjourned with the words 'Cynog Tref Trallwng' and 'Welshpool Town Council'. It is a symbol of the town and dates back to the days of the previous borough.

## General Rules:

- The logo must appear in full colour on a white or coloured background.
- Do not stretch, distort, recolour, or place over busy imagery.
- Maintain clear space around the logo.
- The crest may be used on its own without the additional text when appropriate.



# Logo & Crest Usage

**Cyngor Tref  
Trallwng**



**Welshpool  
Town Council**

**Cyngor Tref  
Trallwng**



**Welshpool  
Town Council**

# Colour Palette

Welshpool Town Council's colours reflect a balance of trust, calmness, and professionalism. These reflect the current website branding.

	Primary Blue (83, 95, 128) or #535f80
	Accent Grey Blue (151, 159, 178) or #979fb2
	Charcoal Slate (49, 57, 76) or #31394c

For accessibility, ensure sufficient contrast when placing text over background colours.

There are also a number of colours for each 'service' area delivered by the Council.

	Playparks #ffbe76
	Markets #ff7979
	Maes y Dre Recreation Ground #badc58
	Meals on Wheels #f0932b
	Ann Holloway Centre #7ed6df
	Tourist Information Centre #686de0
	Public Toilets #95afc0
	Town Hall #22a6b3
	Motte & Bailey or Domen Gastell #535c68

# Service Areas & Icons

Each service area delivered by the Council will have its own colour theme and icon.

The use of iconography should be kept to the same library - please see the Town Clerk for more information.



# Typography

Primary Typeface: Libre Franklin

Body Typeface: Open Sans

Libre Franklin should be used across all digital and print materials for a consistent, modern, and accessible look. The body typeface is Open Sans.

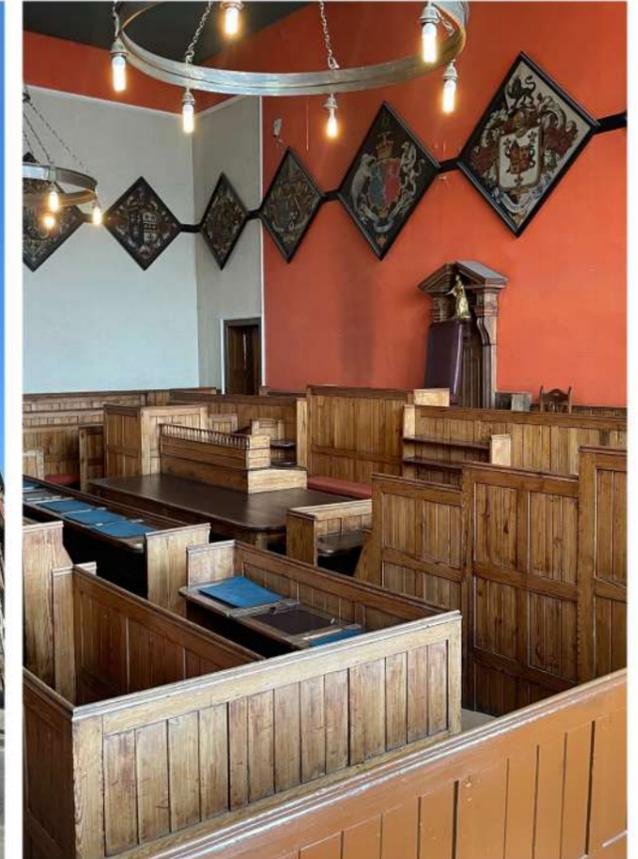
Style	Font Weight	Use Case
H1 - Page Titles	Bold	Reports, Posters
H2 - Section	Semi Bold	Leaflets, Web Content
H3 - Subheader	Medium	Meeting Agendas, Signage
Body Text	Regular	Letters, Reports, Minutes

# Imagery & Tone of Voice

- Use high-resolution, naturalistic photos of Welshpool and local community events.
- Avoid stock imagery where possible.
- All imagery should support inclusivity, community, and civic pride.

The Council's communication should be:

- Clear — Plain English, jargon-free.
- Respectful — Even when discussing difficult issues.
- Inclusive — Representative of all demographics.
- Professional yet Friendly — Human, but not casual.



# Digital & Social Media

- Profile photo: Use logo or crest.
- Headers: Should match official colour scheme.
- Font: Web-safe equivalent of Libre Franklin if needed (e.g., Arial or Helvetica).
- Hashtags and handles should always be written in sentence case: #WelshpoolCouncil, not #welshpoolcouncil.

# Accessibility

- Maintain high contrast between text and background (aim for WCAG AA minimum).
- Avoid colour-only cues (e.g., don't use red text to indicate "bad" without an icon or label).
- Use alt text on all images posted online.

# Document Templates

Only use the official letterhead for letters and use the automatically generated letterhead for Council reports.



# Contact Us

✉ [town.clerk@welshpooltowncouncil.gov.uk](mailto:town.clerk@welshpooltowncouncil.gov.uk)

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