

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 adjoined 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 it's own colour theme and icon.

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



Allotments



Allotments



Playparks



Playparks



Welshpool Markets



Welshpool Markets



Maes y Dre Recreation Ground



Maes y Dre Recreation Ground



Meals on Wheels



Meals on Wheels



Ann Holloway Centre



Ann Holloway Centre



Tourist Information Centre



Tourist Information Centre



Public Toilets



Public Toilets



Welshpool Town Hall



Welshpool Town Hall



Domen Gastell



Domen Gastell

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.

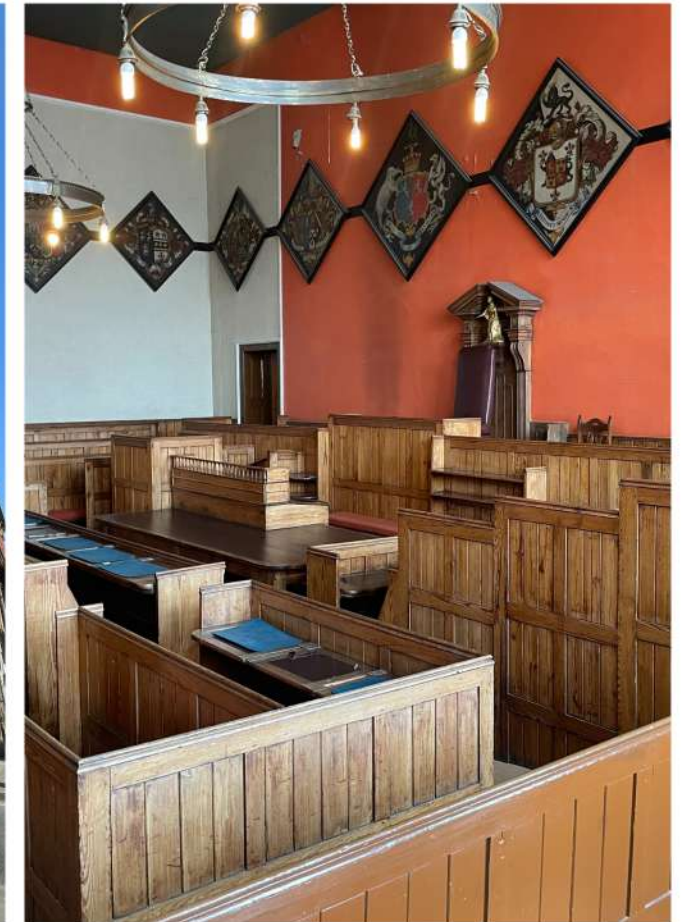
Style	Font Weight	Use Case
H1 - Page Titles	Bold	Reports, Posters
H2 - Section	Semi Bold	Leaflets, Web Content
H3 - Subheader	Medium	Meeting Agendas, Signage
Body Text	Regular	Letters, Reports, Minutes

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

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