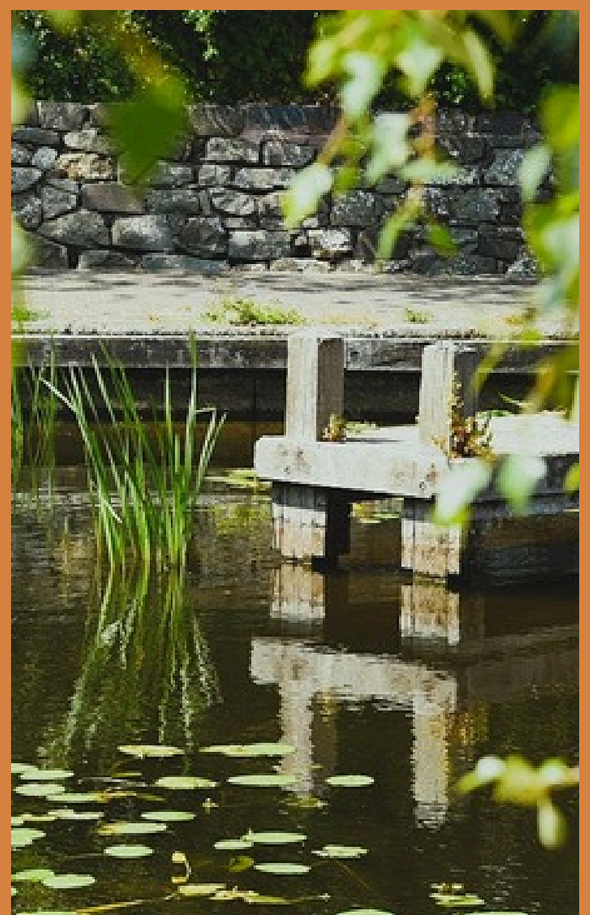
YMWELWCH Â'R TRALLWNG
VISIT WELSHPOOL

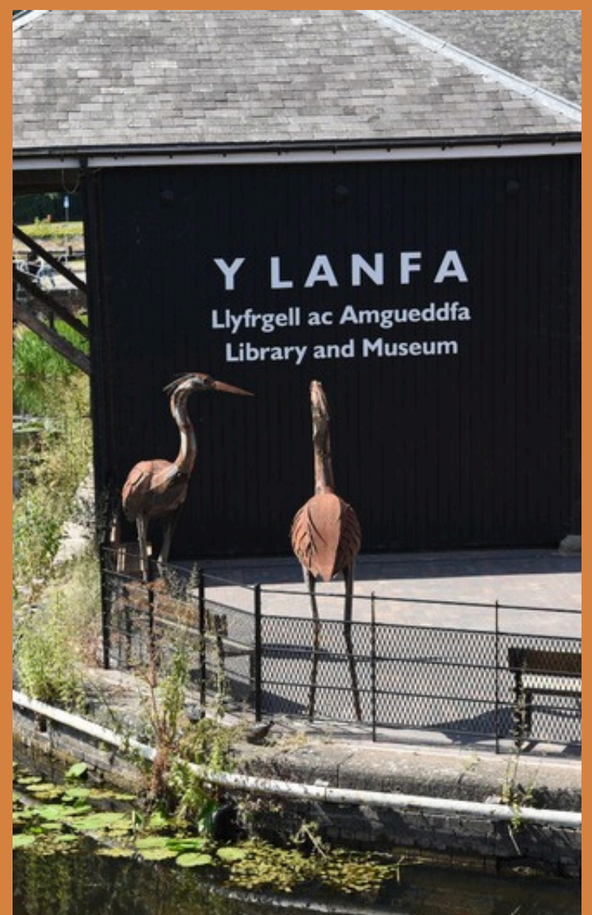
VISIT WELSHPOOL

Branding & Style Guide

July 2026







Logo

The logo of the Visit Welshpool is a hand drawn Powis Castle with the words Visit Welshpool and Ymwelcwch A'r Trallwng.



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 castle may be used on its own without the additional text when appropriate.



Logo & Crest Usage





Colour Palette

Visit Welshpool reflects the surroundings of the town.

Castle Orange
(83, 95, 128) or #535f80

Accent Dark Grey - Used for Events
(151, 159, 178) or #979fb2

Steam Train Green - Used for Transport
(49, 57, 76) or #31394c

Canal Blue - Used for Business/Voucher
(49, 57, 76) or #31394c

Town Hall Stone
(49, 57, 76) or #31394c

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

Typography

Primary Typeface: Manrope
Body Typeface: Manrope

Manrope should be used across all digital and print materials for a consistent, modern, and accessible look.

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.
- Headers: Should match official colour scheme.
- Font: Web-safe equivalent of Manrope if needed (e.g., Arial or Helvetica).
- Hashtags and handles should always be written in sentence case: #VisitWelshpool, not #visitwelshpool.

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.

Contact Us

office@welshpooltowncouncil.gov.uk

01938 553142

Welshpool Town Council
The Vicarage Gardens
Welshpool
SY21 7DD

www.visitwelshpool.org.uk