

Introduction

Brand assets

- Overview
- Logo
- Brand hierarchy
- Photography & Film
- **Typography**
- Colour
- Iconography
- Health & Safety
- Follow the story

Brand application

Signage and Interpretation

Toolkit and templates

Contact



Background colour: Cadw Dark Green
Welsh language: Cadw Highlight Green.
English language: Cadw Warm Grey (40% tint) or White.

**Diogelu ein
lleoedd hanesyddol.
Helping safeguard
Wales' historic places.**

Background colour: Cadw Highlight Green
Welsh language: Cadw Dark Green.
English language: White.

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Photographic Background

When using two ensure there is sufficient clear space and contrast for text to remain legible.

