



THE TOWNS OF CEREDIGION



USING THIS GUIDE

This spirit guide is intended for everyone involved in the development and promotion of the six towns. This guide is in three parts: The Brand, The Identity and The Way Forward.

Together, the brand beacon, the brand pillars and the brand narrative give guidance. They inform future communications and marketing, identifying key assets, important messages, and a way of capturing the town's story. They highlight the things which make each town distinctive and desirable. Obviously, specific offers will vary across different audiences and will depend on which aspect of the town is being communicated. But the brand should lead and inspire. It should also inform how the town creates products and experiences in the future.

It is important to always ask the question "How does this decision or policy reflect and enhance the town brand?".

The identity creates a visual style for the towns. This includes the word marque, the font, and the system and style. It also offers guidance on a photographic approach to show each town in its best light. The system is the same for each town but allows the town brand to convey distinctiveness through content, words and images.

The Way Forward highlights some important principles and priorities to guide future marketing.



THE BRAND

OUR TOWNS

TAKING CEREDIGION FORWARD

Every town in Ceredigion is special. They all have compelling stories to tell. Each can help make the county more competitive. And each plays a role in making Ceredigion a great place to live, to visit, to learn, and to succeed. If the towns prosper, the surrounding communities and the county can too.



Welcome to the power of 6

6

TOWNS

6

STORIES

6

BEACONS

OUR APPROACH

We've spoken to key people in the towns to learn what makes each one different. And to understand the opportunities and challenges in front of them.

Then, we agreed a brand positioning and idea. They are designed to focus future marketing and development. Think of these as a beacon.

The beacon helps the town to stand out. It shines a light outwards drawing people to it, clarifying why people should consider it. It also shines inwards, guiding key decisions, and showing a path to progress.

Each beacon is supported by a short narrative which begins to tell the town's story.

Finally, we created brand pillars - the consistent foundations which support the town beacon and the story.



CARU CEREDIGION

Though every town is different, there is a lot which binds them together: strong communities, creative and resourceful people, a close connection to the surrounding natural environment, and a resilient Welsh identity.

These could be considered as underpinning characteristics of Ceredigion itself. While this project is not about creating the Ceredigion place brand, we have unearthed some of the things which would inform a future place brand for the county.



OUR CHARACTER



COMMUNITY

We work together. We support one another. If others don't do it for us, we do it for ourselves. People make communities, so people are a big part of our story. We may change and progress, but the community spirit will stay strong.

CONSCIENCE

We want to progress, but we'll do it our way. We will look after the things which we love and are important for future generations. We will safeguard local resources: the environment which draws people to us, the land and sea which gives food and the ultimate sustainable resource – the energy, skills, and potential of our young people.

CREATIVE

Ceredigion inspires. The environment stimulates creativity and fosters innovation. We are rural and resourceful. Space allows people to think differently and to work with imagination. Creativity comes in many forms: makers, originators, problem solvers, poets, writers, artists, artisans and doers.

CYMRAG

This is Wales for real. The land, the history, and the people. It is who we are and where we belong. We cherish our language, culture, and traditions. We welcome those who value them too. We will offer visitors a genuine sense of place. Sharing the stories which have shaped us. And helping people to enjoy this special part of Wales.



CEREDIGION. WESTERN SPIRIT. WELSH SOUL.

What makes Ceredigion profoundly Welsh, yet attracts anyone with a sense of adventure?

Maybe it's the geography - way out west - that has shaped our different way of thinking. Filled with natural beauty. *Lle mae'r mynyddoedd yn cwrdd â'r môr* — where mountains meet the sea.

Where people have always been deeply connected to the land — for prosperity, for inspiration, for wellbeing. Where the dramatic coastline has always been an invite for Cardis to pioneer and look outwards.

Maybe it's the strong sense of Welshness — our culture, our language, our non-conformist streak. A spirit that challenged the status quo, that fought for civil rights, that gave birth to national institutions with international impact.

This combination of spirit and soul has shaped our past, and it guides us — *tua'r dyfodol* — into the future.

SIX TOWNS

ABERAERON
ABERTEIFI
ABERYSTWYTH
LLANDYSUL
TREGARON
LAMPETER

THE IDENTITY



ABERAERON

OUR BRAND BEACON

Town of Colours

BRAND PILLARS

Brand Idea - Town of Colours

PLACE

The Perfect Setting

Where the Cambrian Mountains meet the Irish Sea. The harbourside is one of the most photographed locations in Wales. Our brightly coloured houses add to the vibrancy and appeal. The surrounding coast and country offer walks, cycling and history. Our central location makes a great base to explore.

HERITAGE/CULTURE

Seafaring

The sea shapes us and the harbour is what made us. At the western edge of Wales, we have always been influenced by the sea. It inspires. It provided wealth and opportunity. The sea and the harbour continue to draw people to us. Today we serve the bounty of the Cardigan Bay waters in our places to eat.

PEOPLE

Welshness

Aberaeron is proudly and unmistakably Welsh. We welcome all those who want to enjoy our language and culture. We offer food and drink with genuine local provenance. You'll hear the language on the street and in the pubs. You can buy art and crafts inspired by the surrounding area.

SPIRIT

Positivity

Aberaeron stands for positivity. We work for and with each other. Together we will help Aberaeron to prosper, not forgetting to protect what is important to us. We will create events which help bring the town alive and tell our story. We will continue to set new standards enhancing the reputation of Ceredigion and Wales.

THE ABERAERON STORY

In Aberaeron colour matters. It matters a lot. Because in Aberaeron, colour turns pretty into picture perfect.

As you enter the town on the A487, there is a real sense of arrival. With the waters of Cardigan Bay sparkling in the background, the colour of the buildings, cwtching the harbour, lifts the spirits. The hue and tint of each building are chosen carefully because they all contribute to the concoction of colour, which is the signature of our Georgian coastal town.

The harbour and the street names, like Greenland and Newfoundland Terrace, are testament to our seafaring past. Today the harbour is a haven to travellers, artists, photographers. And the town is a popular port of call for those seeking superior independent shops and delicious places to eat and drink.

But it's not just the menus which have a distinctly Welsh flavour. Stay in one of our outstanding hotels and inns and get a real sense of being in Wales.

The language is all around, on the street, in the shops, and in the bars. Because Aberaeron is not a resort. It's a proud and positive Welsh coastal community.

So, if your world is feeling grey, choose Aberaeron. It will put colour into your life, your weekend, even your business.

This is Aberaeron. Town of Colours.

A scenic view of a rugged coastline. In the foreground, a small orange and white inflatable boat is moving across the water, leaving a white wake. The water is a deep teal color. The middle ground features dark, craggy rock formations. Above the rocks is a strip of green grass, followed by a wide, flat, brown field. In the background, a line of utility poles stretches across the horizon under a cloudy sky.

ABERTEIFI

OUR BRAND BEACON

Where Creativity Flows

BRAND PILLARS

Brand Idea - Where Creativity Flows

PLACE

At the edge of Wales

We are west and Welsh. West is linked to adventure and to people seeking opportunity. Being on the edge helps us to think differently and to challenge convention. In the past, Cardigan was a gateway to a new life in the new world. Today we represent a new Wales. A Wales where original thinkers thrive, and ideas come to life.

HERITAGE/CULTURE

Trading and making

Being a port town, trading is part of our DNA. Merchants bought, sold, and brought prosperity. Makers built ships. Master crafters made jeans. Farmers came to market. All of them helped to create our community. Today, local, independent businesses thrive. They help Cardigan to prosper once more.

PEOPLE

Welcoming

We have always welcomed people who go the extra mile to visit us. People who passed through the town en route to a new life. People who brought ideas and made a new life here. Visitors who appreciate what makes us special. A town which is undeniably Welsh but open to the world.

SPIRIT

Can do

Remote and resourceful. We make the most of our natural assets – the land, the river, the sea. As doers, we rise to the challenge. We bring energy and action. Ideas are key. But we act on them. This is how we navigate change and achieve success.

THE ABERTEIFI STORY

Follow the setting sun and head west to the edge of Wales. To where the Teifi meets the sea.

Here, like the tide, ideas flow. And businesses grow. A place for creators and innovators. Makers and mavericks. Those who see the world through different eyes. Cardigan has always drawn people to it. To surf, to paddle or just to enjoy the peaceful beauty of the local Cardigan Bay beaches.

Emigrants who saw Cardigan as the gateway to a new life on the other side of the Atlantic. People who chose the town to bring their ideas to life. As a historic port and market town, it was home to merchants and traders. People seeking a living from the land or the sea. Farmers and fishermen. Shipbuilders and shopkeepers.

Perhaps this heritage of trading and making helped the town reinvent itself. As other highstreets falter, Cardigan forges ahead.

Today, there is a quiet energy, fuelled by the town's most important resource – its people.

Some are recent arrivals. Some from families here for centuries. But they are all doers. Others call it the coolest town in Wales. But we just call it home.

Today Cardigan represents a new Wales. A Wales where original thinkers prosper, and creativity flows.



ABERYSTWYTH

OUR BRAND BEACON

The Cultural Capital of Wales

BRAND PILLARS

Brand Beacon - The Cultural Capital of Wales

PLACE

The Edge. The Heart

At the edge of Wales but at the heart of a nation. Where the sun sets and where Welsh culture reignites. Cradled by the Cambrian Mountains, looking out to the world. Neither north nor south, but undeniably west.

HERITAGE/CULTURE

A place of learning

For 150 years, people have come here to learn and see the world and its challenges from a fresh perspective. Aberystwyth gives students the space to explore and grow.

PEOPLE

Of Wales and the World

Welsh but with a world view. People from all over Wales and around the world come here. And many stay. They help to make our town what it is. And those who leave retain a love of the town.

SPIRIT

Guardianship

We keep the nation's memory. And we tell the Wales story. We also keep the records of previous Welsh generations. Their lives, their loves, and their legacy. People with Wales in their blood come here to discover their own family histories. We cherish and protect our language and traditions.

THE ABERYSTWYTH STORY

At the edge of Wales but at the heart of a nation. Aber is the centre of Welsh culture and history. It's way out west. But as Welsh as you can be.


After all, it's home of the nation's memory - Llyfrgell Genedlaethol Cymru - the National Library of Wales. Some say it has more books per capita than any other place in Britain. So, it's no surprise that it is the home of Cyngor Llyfrau Cymru – The Books Council of Wales.

A fountain of knowledge at the heart of Wales, Aberystwyth University has been welcoming students since 1872. Despite being a town steeped in history, it's a young town. Over 8,000 students bring life and energy, each year. That's why the town has a cosmopolitan feel, as well as being profoundly Welsh.

It's not just education which brings people to the town. Set at the heart of beautiful Cardigan Bay, the town is a magnet for visitors enjoying the surrounding area. Many walk along the town's promenade and kick the bar at the end. They wonder at the famous sunsets and a mesmeric murmur of starlings. Take a seat and watch the show.

With a growing reputation for independent shops and great places to eat, Aber is attracting a new type of visitor. People who want to appreciate the Welsh culture and enjoy produce – particularly if it's local and organic. And the development of the Old College will breathe new life to the centre of town.

Welcome to a nation's storyteller.
Welcome to the Cultural Capital of Wales.

The image shows the exterior of a building with a gabled roof. The words 'NEUADD TYSUL' and the year '1955' are inscribed on the upper part of the facade. Two vertical teal-colored stripes run down the front of the building. There are two windows on the upper floor and two on the lower floor. A person in a bright yellow jacket and another person in a dark jacket are standing near the entrance on the ground level. The sky is overcast and grey.

NEUADD TYSUL
1955

LLANDYSUL

OUR BRAND BEACON

Calon Teifi

BRAND PILLARS

Brand Beacon - Calon Teifi

PLACE

By the Teifi

The River Teifi is the quintessential Welsh river. Rising in the Cambrian Mountains it flows some 76 miles to Cardigan Bay. Llandysul is the midpoint. And the river has a great influence on the town. It brings jobs, produce, recreation, wildlife and beauty to the town.

HERITAGE/CULTURE

Profoundly Welsh

Llandysul is deeply Welsh. The home of Gwasg Gomer, once the leading Welsh language publisher. It was also home to the Welsh Harp Centre. The area is strongly Welsh-speaking.

PEOPLE

Caring

Here people care. They care about each other. They care about the town: its past and its future. They volunteer and provide community support. As services have diminished, the townspeople have stood up to be counted. Helping those affected by change.

SPIRIT

Cynefin

There is a deep attachment to the town and connection to the surrounding countryside. Some families have been here for generations, others are more recent residents. But they all have a strong sense of belonging and fondness for Llandysul. The sense of community remains strong.

THE LLANDYSUL STORY

Afon Teifi. It flows through the rolling, lush countryside of West Wales. Travelling 76 miles from its source in the Cambrian Mountains, to the sea in Cardigan Bay. Sometimes surging, sometimes gentle, it drifts through towns and villages.

But nowhere reflects the beauty and the spirit of this most Welsh of rivers like Llandysul. Midway from source to sea, this is the natural heart of the Teifi – Calon Teifi. Beautifully set by the edge of the river on the slopes of the surrounding Ceredigion Hills.

The river has brought us opportunity and prosperity. From the early Welsh Woollen industry to the once bountiful salmon, sewin and trout. It is also home to wildlife. Stroll by the river near St Tysul's Church and catch a glimpse of the elusive Kingfisher.

Now we are turning to face the river once again. Llandysul Paddlers attracts novices and experienced kayakers from all over the UK.

Walkers and pilgrims on the Teifi Valley Trail can stop to celebrate reaching the half-way point.

Sports teams enjoy playing at the riverside park – one of the most beautiful in Wales.

The home Gwasg Gomer and Teifi Harps, we retain our Welsh spirit. A close-knit community in a town of Welsh character and characters. Where people belong and look after one another. A high street where you can enjoy Welsh food and buy local products.

This is Llandysul. Calon Teifi.

A window with a grid of panes looking out onto a landscape with hills and rocks. The window is set in a dark frame, and the view outside shows a mix of green and brown terrain. A white rectangular box is overlaid on the window, containing the text 'TREGARON'.

TREGARON

OUR BRAND BEACON

Calon ac Enaid y Cambrian

BRAND PILLARS

Brand Beacon - Calon ac Enaid y Cambrian

PLACE

Shaped by the Cambrian Mountains

Tregaron is shaped by the very mountains which form the backbone of Wales. It is still a place where people come to trade and the surrounding land still provides jobs and opportunity.

HERITAGE/CULTURE

Full of Stories

Tregaron is a crossroads. Where people come to meet. Drovers, farmers, and pony-trekkers, have gathered here. And where people gather, stories are told. In the local shops and pubs, people love telling the tales which give Tregaron its special character.

PEOPLE

Energetic

This is a working town. Today, there is new energy. Our young people are bringing vitality and a positive noise. Celebrating the Welsh language and culture. Helping to form the ideas which will carry Tregaron to the future. One which protects and maintains our unique character.

SPIRIT

Independent

There is an independent spirit here. Perhaps because the town is remote, people tend to do things their own way. And today, gathered around the square many independent shops sell crafts and produce with local and Welsh provenance. This is the Tregaron way and it's why people love it here.

THE TREGARON STORY

On the slope of the Cambrian Mountains is a truly Welsh place. A place whose character has been shaped by the very mountains, which formed Wales itself.

Tregaron is Wales for real. Where the beauty is wild. And the people are connected. To the land, and to each other. A working community, not a tourist honeypot.

Through the ages, the surrounding Welsh countryside made this market town. Drovers, farmers, pony-trekkers gathered here, bringing noise and vitality. Trading, socialising, telling stories. And in Tregaron, you'll find stories around every corner. Tales of elephants, bandits, and peacemakers.

Proud of its past, Tregaron is now focussed on the present. Today there is a new noise and a new energy. The town continues to draw people. Home for young families. Festivals bringing music to the mountains. Independent shops full of Welsh produce and Celtic crafts.

And now a new generation of travellers are coming. Curious travellers who appreciate the Welsh culture and language. Explorers, drawn by the astounding beauty, nature, and history of the Cambrian Mountains.

Tregaron. Calon ac Enaid y Cambrian.

A photograph of a pottery workshop. In the foreground, a wooden workbench holds a large yellow ceramic basin. To the left, a white electrical outlet is visible on the wall. In the background, wooden shelves are filled with numerous finished ceramic vessels, including vases and bowls. The lighting is warm and focused on the workbench area.

LLANBEDR
PONT STEFFAN
LAMPETER

OUR BRAND BEACON

The Bridge

BRAND PILLARS

Brand Beacon - The Bridge

PLACE

Connected to the Land

We are formed by the land. Sat in a natural basin, protected by the surrounding hills and mountains. The land has brought food and prosperity. It grows the produce sold in our markets and shops.

HERITAGE/CULTURE

A Place of Learning

This is the smallest university town in Britain and the home to the oldest university in Wales. The University has helped shape who we are. Attracting talent. Attracting thinkers. Bringing vibrancy.

PEOPLE

Welcoming

We welcome all. A place where everyone can feel at home. A place where everyone can feel safe and be themselves. We are proudly Welsh but open to all. To people who love Lampeter for what it is.

SPIRIT

Free Thinking

We give people the space to think differently. To challenge convention and find new ways to address old problems. We encourage and embrace new ideas.

THE LAMPETER STORY

Lampeter is a bridge. A town that links and connects. After all, the word “bridge” is in our Welsh name, “Llanbedr Pont Steffan.” Our bridge is a welcoming sight for people returning home. “Dod nôl i Lamed.” And a symbol of arrival for people seeking a place that allows them to be who they want to be.

Nestled by nature, we have a history of welcoming others. At the heart of Wales, proudly Welsh speaking, but richly cosmopolitan, connecting cultures and uniting communities. We are deeply connected to the countryside that supports us, so Lampeter bridges town and country.

The surrounding natural world provides products and attracts visitors. It provides opportunities to innovate and create jobs, so we must protect it. That’s why Lampeter is also a bridge between traditional farming and working for the environment. We have been a beacon for organic agriculture for a long time.

Being Wales’ first town of higher education, Lampeter also connects living working and learning. Our University has offered learning excellence for 200 years and has helped us reach out to the world.

And because Lampeter looks to tomorrow, learning will connect our past with our future. Building on our age-old understanding of the land, to offer solutions for global challenges around food, farming, and rural enterprise. Just as the drovers connected Wales with markets in England, Lampeter will connect with new markets.

This is the Lampeter way: connecting, linking, learning. Lampeter bridges the past, present and future.

OUR IDENTITY SYSTEM

We have created a word marque for each town as part of a wider identity system. We have chosen a fresh and contemporary font because its more flexible and conveys greater vibrancy and dynamism.

BRINGING THE BRANDS TO LIFE

The towns will be promoted as places to locate and grow a business, to live and succeed, to learn, as well as somewhere to visit. So the system needs to be flexible to allow this. It should help the county look forward as well as telling the story of our rich heritage.

Town Logos

The same font is used for each town. The individuality of each town is shown through the surrounding content, colours, imagery and messaging which will be guided by their brand pillars and beacons.

ABERYSTWYTH

ABERAERON

LLANDYSUL

TREGARON

LLANBEDR
PONT STEFFAN
LAMPETER

ABERTEIFI
CARDIGAN

THE ABERAERON IDENTITY

This is the Aberaeron identity. Inspired by the harbourside, these colours are paired with our core brand font to create a unique and recognisable identity for Aberaeron.



Legibility

For communications with dark backgrounds please use a white logo. On lighter backgrounds use the black logo. You can also use the logo in the town's colour variants.



Colour Variants

Using the Aberaeron colour palette there are four colour alternatives which can be used on light and dark colour backgrounds.



What not to do

Do not distort the marquee.



Do not colour the marquee in a colour outside the town palette.



Do not rotate the marquee.



Do not change the typeface.



Do not alter the marquee wording.



Do not colour the marquee in a shade that does not stand out against the background colour.



Minimum Size

As a rule the marquee should not be smaller than 35mm when used in print and 200px for web use.



35mm
200px

Exclusion Zone

It is important to keep the marquee clear of any other graphic elements. Use 2x the corner square as a guide for clear space.



Aberaeron Palette (Town House)

The use of colour forms an important and distinctive part of our brand identity. With this palette we can ensure a strong and consistent visual style across all Aberaeron communications.

Pantone 2195c
C:94 M:41 Y:0 K:0
R:0 G:118 B:213
#0076D5

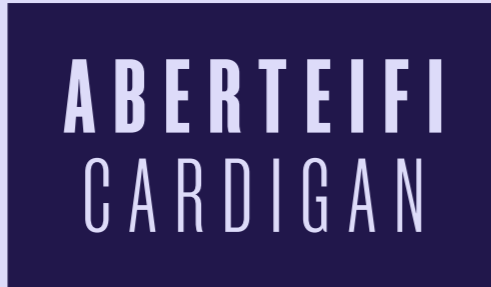
Pantone 151c
C:0 M:62 Y:100 K:0
R:255 G:130 B:4
#FF8204

Pantone 100
C:1 M:0 Y:70 K:0
R:255 G:240 B:120
#FFF078



THE ABERTEIFI IDENTITY

This is the Aberteifi identity. Inspired by nature and new life, these colours are paired with our core brand font to create a unique and recognisable identity for Aberteifi.



Legibility

For communications with dark backgrounds please use a white logo. On lighter backgrounds use the black logo. You can also use the logo in the town's colour variants.



Colour Variants

Using the Aberteifi colour palette there are two colour alternatives which can be used on light and dark colour backgrounds.

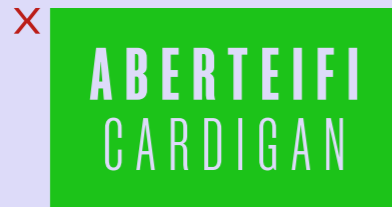


What not to do

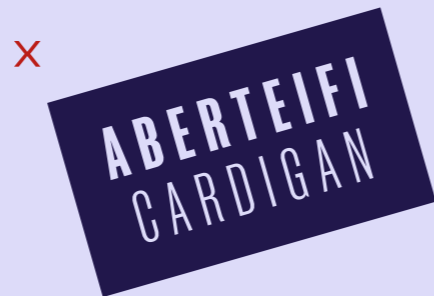
Do not distort the marquee.



Do not colour the marquee in a colour outside the town palette.



Do not rotate the marquee.



Do not change the typeface.



Do not alter the marquee wording.



Do not colour the marquee in a shade that does not stand out against the background colour.



Minimum Size

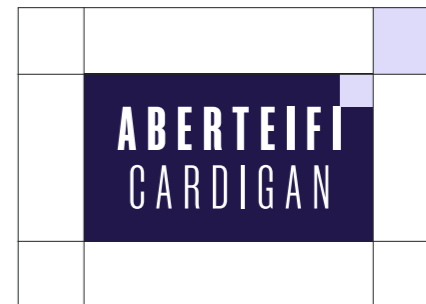
As a rule the marquee should not be smaller than 35mm when used in print and 200px for web use.



35mm
200px

Exclusion Zone

It is important to keep the marquee clear of any other graphic elements. Use 2x the corner square as a guide for clear space.



Aberteifi Palette (Purple Edge)

The use of colour forms an important and distinctive part of our brand identity. With this palette we can ensure a strong and consistent visual style across all Aberteifi communications.

Pantone 3542
C:98 M:98 Y:0 K:60
R:33 G:23 B:75
#21174B

Pantone 7443
C:18 M:15 Y:0 K:0
R:221 G:219 B:249
#DDDBF9



THE ABERYSTWYTH IDENTITY

This is the Aberystwyth identity. Inspired by the heart and the sky, these colours are paired with our core brand font to create a unique and recognisable identity for Aberystwyth.



ABERYSTWYTH

Legibility

For communications with dark backgrounds please use a white logo. On lighter backgrounds use the black logo. You can also use the logo in the towns colour variants.



Colour Variants

Using the Aberystwyth colour palette there are two colour alternatives which can be used on light and dark colour backgrounds.



ABERYSTWYTH



ABERYSTWYTH

What not to do

Do not distort the marquee.



Do not colour the marquee in a colour outside the town palette.



Do not rotate the marquee.



Do not change the typeface.



Do not alter the marquee wording.



Do not colour the marquee in a shade that does not stand out against the background colour.



Minimum Size

As a rule the marquee should not be smaller than 35mm when used in print and 200px for web use.



35mm
200px

Exclusion Zone

It is important to keep the marquee clear of any other graphic elements. Use 2x the corner square as a guide for clear space.



Aberystwyth Palette (Red Sunset)

The use of colour forms an important and distinctive part of our brand identity. With this palette we can ensure a strong and consistent visual style across all Aberystwyth communications.

Pantone 3517
C:15 M:98 Y:90 K:6
R:189 G:30 B:33
#BD1E21

Pantone 698
C:0 M:15 Y:3 K:0
R:245 G:220 B:230
#F5DCE6



THE LLANDYSUL IDENTITY

This is the Llandysul identity. Inspired by the River Teifi, these colours are paired with our core brand font to create a unique and recognisable identity for Llandysul.



LLANDYSUL

Legibility

For communications with dark backgrounds please use a white logo. On lighter backgrounds use the black logo. You can also use the logo in the town's colour variants.



LLANDYSUL



LLANDYSUL



LLANDYSUL



LLANDYSUL

Colour Variants

Using the Llandysul colour palette there are two colour alternatives which can be used on light and dark colour backgrounds.



LLANDYSUL



LLANDYSUL

What not to do

Do not distort the marquee.



Do not colour the marquee in a colour outside the town palette.



Do not rotate the marquee.



Do not change the typeface.



Do not alter the marquee wording.



Do not colour the marquee in a shade that does not stand out against the background colour.



Minimum Size

As a rule the marquee should not be smaller than 35mm when used in print and 200px for web use.



35mm
200px

Exclusion Zone

It is important to keep the marquee clear of any other graphic elements. Use 2x the corner square as a guide for clear space.



Llandysul Palette (Teifi Blue)

The use of colour forms an important and distinctive part of our brand identity. With this palette we can ensure a strong and consistent visual style across all Llandysul communications.

Pantone 2392
C:85 M:56 Y:44 K:38
R:39 G:75 B:91
#274B5B

Pantone 642
C:20 M:2 Y:0 K:0
R:221 G:240 B:253
#DDF0FD



THE TREGARON IDENTITY

This is the Tregaron identity. Inspired by the Cambrian Mountains, these colours are paired with our core brand font to create a unique and recognisable identity for Tregaron.



Legibility

For communications with dark backgrounds please use a white logo. On lighter backgrounds use the black logo. You can also use the logo in the towns colour variants.



Colour Variants

Using the Tregaron colour palette there are two colour alternatives which can be used on light and dark colour backgrounds.



What not to do

Do not distort the marque.



Do not colour the marque in a colour outside the town palette.



Do not rotate the marque.



Do not change the typeface.



Do not alter the marque wording.



Do not colour the marque in a shade that does not stand out against the background colour.



Minimum Size

As a rule the marque should not be smaller than 35mm when used in print and 200px for web use.



35mm
200px

Exclusion Zone

It is important to keep the marque clear of any other graphic elements. Use 2x the corner square as a guide for clear space.



Tregaron Palette (Turf)

The use of colour forms an important and distinctive part of our brand identity. With this palette we can ensure a strong and consistent visual style across all Tregaron communications.

Pantone 4215
C:73 M:47 Y:80 K:51
R:56 G:73 B:47
#38492F

Pantone 2281
C:20 M:0 Y:30 K:0
R:218 G:251 B:196
#DAFBC4



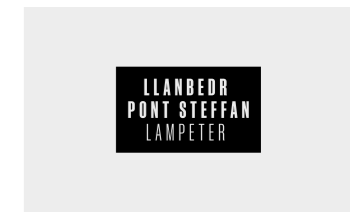
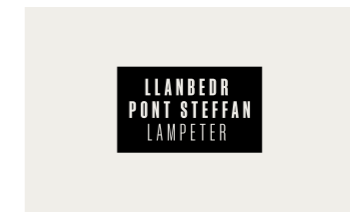
THE LAMPETER IDENTITY

This is the Lampeter identity. Inspired by the land, these colours are paired with our core brand font to create a unique and recognisable identity for Lampeter.



Legibility

For communications with dark backgrounds please use a white logo. On lighter backgrounds use the black logo. You can also use the logo in the town's colour variants.



Colour Variants

Using the Lampeter colour palette there are two colour alternatives which can be used on light and dark colour backgrounds.



What not to do

Do not distort the marquee.



Do not colour the marquee in a colour outside the town palette.



Do not rotate the marquee.



Do not change the typeface.



Do not alter the marquee wording.



Do not colour the marquee in a shade that does not stand out against the background colour.



Minimum Size

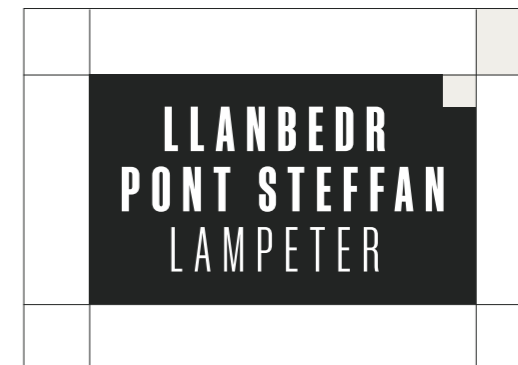
As a rule the marquee should not be smaller than 35mm when used in print and 200px for web use.



35mm
200px

Exclusion Zone

It is important to keep the marquee clear of any other graphic elements. Use 2x the corner square as a guide for clear space.



Lampeter Palette (Magpie)

The use of colour forms an important and distinctive part of our brand identity. With this palette we can ensure a strong and consistent visual style across all Lampeter communications.

Pantone 419
C:76 M:65 Y:66 K:90
R:34 G:36 B:35
#222423

Pantone 11-4201 TCX
C:7 M:6 Y:9 K:0
R:240 G:238 B:233
#F0EEE9



OUR TYPE SYSTEM

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Headline - Manuka Bold - Klim Type Foundry

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Body - Inter Regular - Google Font (Rasmus Andersson)

Our type system allows us to communicate clearly, and consists of two fonts. Manuka Bold for headlines and Inter Regular for clear subtitles and body copy. Only use the colour values specified in this guide, so that consistency is maintained across the six towns.

Manuka Bold

TITLE EXAMPLE

Inter Regular

Sam voluptate dolore pa exceptud aeptia doloribustia poriorio evenitatur?

Inter Regular

Sam voluptate dolore pa exceptud aeptia doloribustia poriorio evenitatur? Qui voloreh endaest, si cus dolupta tenimin cusapicti nis vent, volorit, ipita viditio riament inimus aut aciaerum quid quidelique ea duntionesed mi, corum nus ellore, et et, cum iusandi conest quam, quas dolupta tectem dolore eic teselectem. Et magnate secearibus, aut ut odi offictur auta sent dipiene iusdae con estibea.

Manuka Bold

TITLE EXAMPLE

Inter Regular

Sam voluptate dolore pa exceptud aeptia doloribustia poriorio evenitatur?

Inter Regular

Sam voluptate dolore pa exceptud aeptia doloribustia poriorio evenitatur? Qui voloreh endaest, si cus dolupta tenimin cusapicti nis vent, volorit, ipita viditio riament inimus aut aciaerum quid quidelique ea duntionesed mi, corum nus ellore, et et, cum iusandi conest quam, quas dolupta tectem dolore eic teselectem. Et magnate secearibus, aut ut odi offictur auta sent dipiene iusdae con estibea.

OUR PHOTOGRAPHY

Our photographic style is influenced by the brand narrative, beacons and pillars, and should feel natural, reflecting the realness of Ceredigion.



PHOTOGRAPHY

People



Ceredigion and its towns are alive. People convey vibrancy. People doing things. Visitors and locals together. People immersed in the townscapes, feeling part of the place not just observers.

PHOTOGRAPHY

Real

We should avoid images which look posed. Subjects should never be looking directly to camera. A photo-journalistic or Instagram style helps to capture the moment. Avoid typical tourist shots. We want to create a real sense of place. Don't only show tourist attractions, show each town as a living working place.



PHOTOGRAPHY

Town and Country



The relationship between the towns and the surrounding environment is important.

The mountains, the fields, the rivers and the coastline. They put the town in context and help to show how nature has influenced each town. So, always try to show an aspect of the town in relation to the natural environment.

The town looking out or nature looking in. Here we can use people sparingly, not making them the focus of the frame, almost as if they blend into the surroundings.



PHOTOGRAPHY

Detail



Shots of detail create visual signatures and enhance the sense of place. Detail and product shots can help establish a visual hierarchy within photography.

Include street names, shop fronts, menus and signage. Look particularly for images which reveal the Welshness of the towns and show Cymraeg as a living language. Detail shots allow the viewer to delve deeper into each town. These shots can be used to highlight the smaller moments and details that are too often overlooked.

To make the detail stand out use a short depth of field. This will bring the subject matter into focus and blur out the background forcing the viewer to focus on the detail that matters.



IMAGE CHECKLIST

Carefully select your image, making sure:

IT FEELS REAL.

IT'S OF HIGH QUALITY.

THERE IS A CONNECTION BETWEEN PEOPLE AND PLACE.

THE SUBJECT MATTER IS ENGAGING.

IT'S GOT ENERGY.

IT'S GOT DEPTH.

IT'S WELL COMPOSED.

THE WAY FORWARD

THE WAY FORWARD

The Changing Marketing Landscape

Technology, digital and social media have changed the place marketing landscape. Communication from formal bodies has less influence on customer choice, because more and more people shun official sources of information. Increasingly social media networks shape their decisions. And digital media makes information more accessible.

In this new landscape, digital and social marketing becomes vital. And, in this new world, harnessing the power of online networks is key. People are no longer just consumers of information. They are creators of content through social channels, so they can easily share their thoughts and opinions.

Ceredigion and its towns will need to build their social networks and encourage more people and businesses to become active advocates for the towns to help share and amplify their messages. Changing the reputation of the towns will not be achieved through paid-for advertising.

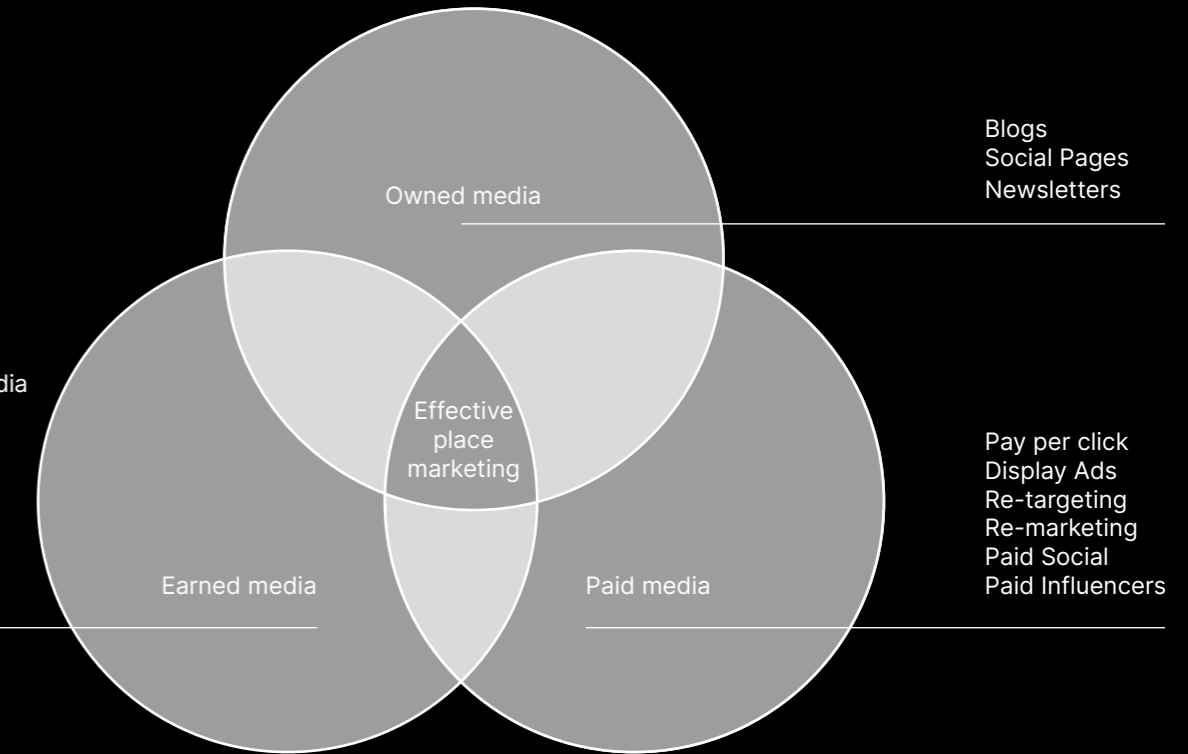
Few, if any, places can succeed by relying on paid-for channels. So there needs to be an increasing emphasis on 'earned media'. This means achieving more reviews, mentions, social shares and free influencer content. It also means activating your communities, turning them from passive observers to proactive ambassadors. To achieve the ambition for each town, the support of your partners and your communities will be vital.



THE IMPORTANCE OF EARNED MEDIA

Community

Travel and Lifestyle Media
Reviews
Mentions
Social Shares
Free Influencers
Advocates
Partners
Citizens



RETHINKING VISITOR TARGETING

Reflecting the need to maximise the economic and social benefits of tourism whilst safeguarding the specialness of each town, marketing should prioritise the visitors who will add most to the prosperity of the town.

This includes an assessment of the kind of products and experiences they desire, as well as the time of year they are likely to visit - visitors in the shoulder months will help to extend the season and sustain local businesses. These are 'Contributing Visitors' - but their value goes beyond their pure economic contribution. They contribute to local culture and traditions because they are interested in them and want to experience them. They also contribute to enhancing the promotion of Ceredigion by sharing their own experiences through social channels.

Their mindset is one of curiosity. They want to explore beyond the established tourist honeypots. They are explorers. They are travellers rather than tourists.

ADOPT A CHALLENGER BRAND MINDSET

Places which have transformed their reputations with small budgets have relied on innovation and behaved like 'challenger brands'. Challenger brands are not market leaders, but they want to challenge established places.

They are prepared to be brave and take risks with their marketing. They create content designed to be shareable and to create positive conversations. In short, everything is designed to ensure their place is talked about.

Most would accept the need to boost the reputation of the towns and of Ceredigion. Acting as a 'challenger' can accelerate reputational change, but this approach does need internal support and understanding.



PRIORITY 01

Encourage and enable greater advocacy for each town. Advocacy and support within each town is key to ensuring each place has a positive social media profile.

Action	Rationale
Consider plans to establish a Place Board for each town. These will work with Ceredigion Council and the Town Councils to further develop and implement place plans.	Successful places harness the expertise and active support of key organisations and influencers to help guide place brand strategy. A number of models exist. Council to engage with key people to agree on an optimum solution for the town.
Develop plans to establish a formal ambassador programme for Ceredigion and each town.	Successful places often have ambassador programmes. The role and purpose can vary from being proactive in bringing conferences and meetings, playing roles as greeters around significant events or simply talking up the towns through networks and social media. The Caru Ceredigion brand provides a good starting point.
Identify representatives of key organisations to respond to media coverage about the town.	It's important that there are people other than the Councils representatives who speak up on behalf of the town. These could be representatives of the Place Board, but ideally there will be others who will make themselves available.
Create internal communications and engagement plans.	Organisations like Mid Wales Tourism, Visit Wales, and Welsh Government can accelerate the reputation change of the towns. They can help amplify the brand messages and / or provide additional resources.
Allied to above, schedule regular meetings with potential partner bodies so that they are fully aware of each town's ambitions.	Suggest that this includes the potential for meetings with different communities in the town and different business segments.
Develop a programme of "Brand to Life" workshops for each town.	The workshops would be designed to generate ideas and plans which use the brand to influence future development, marketing and the customer journey.

PRIORITY 02

Make the brand identity visible within the towns. The brand guidelines demonstrate how it can be used in a number of different channels and cover a variety of audiences. It is important to build recognition of the identity to encourage adoption. It should also create a sense of place and arrival for visitors to the town.

Action	Rationale
Undertake an audit of Council and partner-owned assets that could be used to adopt the new identity.	Low budgets will not permit extensive paid-for advertising around the town. But, with imagination, it will be possible to use everyday assets to promote the brand and identity. This is a 'media to media' strategy. Things like signage, hoardings around construction sites, Council communications, and end walls of buildings can potentially carry the brand.
Allied to the action above, develop a flexible system to promote the town in empty shop fronts.	From time to time, all high streets have vacant buildings. They can look unsightly and paint a negative picture. But with the cooperation of property agents and owners it should be possible to apply branding that brightens up the place and helps tell the town story and / or offer information for visitors.
Work with business communities to create a range of branded assets which may be used by retailers.	Garnering the support of the business community will be a priority. Offering them a range of branded materials such as: open / closed signs, 'Welcome' posters and event information shows your desire to work with them, as a well helping to create a sense of place.
Develop signage and interpretation strategies for each town.	Each town will have different needs and priorities in terms of influencing visitor and shopper flows and in telling the story of the town and its main assets. Signage and interpretation provision is an obvious way to show the brand identity.

PRIORITY 03

Pursue a digital, social and earned media strategy. Changing reputations will not be achieved through paid-for advertising. Earned and social media will be key. This requires the right mindset, shareable content and skilled resourcing.

Action	Rationale
Set annual targets for growth in social media networks. Friends, likes, followers, shares etc. should all be part of the mix.	Proactive social networks will be essential to amplifying the towns' stories. There is considerable scope for growth in social channels.
Create an annual editorial and content plan. covering blogs, e-mails, social media pages, newsletters etc.	Whilst there will always be a need to respond imaginatively to events and opportunities, there needs to be an overall editorial and content plan that guides campaigns and takes account of seasonal priorities.
Create a 'challenger brand' culture that gets the towns talked about, boosts sharing of content and enhances reputation.	Earned media coverage will be vital for success. We want Ceredigion marketing to stand out, be talked about and content shared. This demands, in part, a 'challenger' mindset and building a reputation for innovative marketing.

PRIORITY 04

Produce collateral and visual content which brings the new brand and identity to life.

Action	Rationale
Develop new visitor websites with a very clear purpose of boosting spend and length of stay.	Ideally each town site will be a micro-site of the wider Discover Ceredigion website. The brand identity structure encourages the county and the individual towns to use the same systems. This way forward will be both cost effective and efficient.
Create a new suite of images for each town based on the new photography style.	The quality of images currently available for each town is variable. A consistent style will ensure the more authentic images. This inturn should inspire wider use.
Consider potential for a brand film for each town.	The production of a short brand mood film for each town, would help greatly to sell-in the brand ideas. It could also be used by the town and the county council on websites / social media and presentations etc. The films should be in a consistent style allowing them to be edited into one longer film covering all the towns.

Competitive Identity and Positioning

**THE TOWNS OF
CEREDIGION**

Thank you for reading