



The ISLANDS of
GUERNSEY

Brand Toolkit 2023

The Brandmark

The brandmark should only be used in the Guernsey Teal colourway (see Colour Palettes page) or white.

Always choose the appropriate version for the artwork being produced. Care must be taken when positioning the brandmark to maintain stand out from the background colour/image. The white version must only be used on backgrounds with enough contrast to ensure legibility.

Legibility is essential to ensure a consistent look throughout the brand. The brandmark should not be used below the minimum sizes stated below.

Allow for clear spacing of at least one 'G' surrounding all corners of the brandmark (see right).

The brandmark logos are available to download [here](#).

The ISLANDS of
GUERNSEY



Clear space



Minimum size

The ISLANDS of
GUERNSEY

The recommended minimum size is 35mm (132 pixels) wide, as illustrated above.

Brand misuse

We know you wouldn't, but our brandmark shouldn't be altered in any way - we want to keep our Islands looking beautiful. So please don't distort or interfere with the brandmark.

Here are some examples of what **NOT** to do.



Change/tint the brandmark elements independently or jointly



Rotate the brandmark



Add stroke weight to the brandmark



Alter the colours



Remove elements of the brandmark



Stretch either horizontally or vertically



Add a stroke background colour



Alter the proportion of the elements in relation to each other



Alter the colour of the type



Place the brandmark on top of an object



Place the brandmark in a box



Place a gradient in the brandmark

Colour Palettes

Guernsey Teal is the primary colour to be used for logo, headlines and headings. The six other colours illustrated on this page can be used in support.

The colours shown here use the RGB colour values.

Guernsey Teal

COATED
PANTONE 3125 C
CMYK: 98 / 0 / 28 / 4

UNCOATED
PANTONE 3125 U
CMYK: 100 / 0 / 27 / 1

SCREEN
RGB: 0 / 171 / 200
HEX: #00ABC8

Night Grey

COATED
PANTONE COOL GREY 11 C
CMYK: 44 / 34 / 22 / 77

UNCOATED
PANTONE 432 U
CMYK: 71 / 63 / 55 / 22

SCREEN
RGB: 103 / 108 / 115
HEX: #676C73

Golden Yellow

COATED
PANTONE 110 C
CMYK: 6 / 27 / 100 / 12

UNCOATED
PANTONE 110 U
CMYK: 4 / 17 / 98 / 7

SCREEN
RGB: 218 / 170 / 0
HEX: #DAAA00

Winter Blue

COATED
PANTONE 325 C
CMYK: 54 / 0 / 27 / 0

UNCOATED
PANTONE 326 U
CMYK: 68 / 0 / 36 / 0

SCREEN
RGB: 100 / 204 / 201
HEX: #64CCC9

Chancre Orange

COATED
PANTONE 178 C
CMYK: 0 / 70 / 58 / 0

UNCOATED
PANTONE 1788 U
CMYK: 0 / 71 / 66 / 0

SCREEN
RGB: 255 / 88 / 93
HEX: #FF585D

Spring Green

COATED
PANTONE 360 C
CMYK: 63 / 0 / 84 / 0

UNCOATED
PANTONE 361 U
CMYK: 56 / 0 / 87 / 0

SCREEN
RGB: 108 / 194 / 74
HEX: #6CC24A

Hugo Purple

COATED
PANTONE 5265 C
CMYK: 74 / 68 / 7 / 31

UNCOATED
PANTONE 5255 U
CMYK: 76 / 79 / 14 / 31

SCREEN
RGB: 64 / 58 / 96
HEX: #403A60

Typefaces

The typefaces we use were chosen to maximise impact across all applications, ensuring legibility and personality in an ownable and recognisable way.

Both are free to download and use from fonts.google.com

DM Serif Display


- Google font, [download here](#)
- Use for display headlines & headings
- Available in Regular & Italic weights

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

Roboto

- Google font, [download here](#)
- Use for body copy
- Available in all weights

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789



Large text with
fairly tight
line spacing
works well for
headlines and
statements.

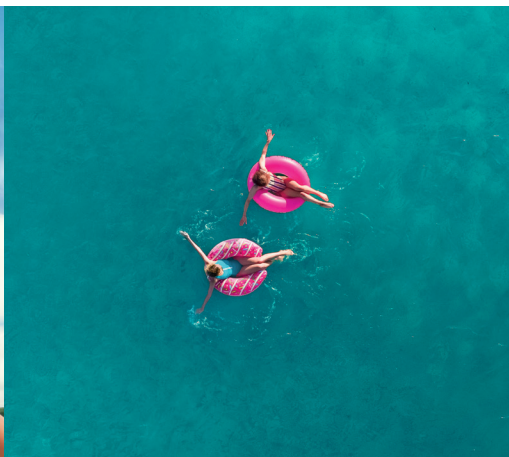


Image library

VisitGuernsey Trade & Media offers a free-to-use, extensive library of official images that can only be used for the promotion of the Islands as tourism destinations. Pre-registration is required to download. No image credits are needed when using.

[guernseytrademedia.com](https://www.visitguernsey.com/trade-media)

