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THE GAFR BRAND *Y BRAND GAFR*

AT GAFR WE HAVE CREATED A BRAND STYLE GUIDE TO HELP YOU USE OUR BRAND CORRECTLY. INCLUDED IN THIS MANUAL IS OUR LOGOMARK, WORDMARK AND OTHER CORE DESIGN ELEMENTS.

TO INSURE OUR BRAND IS PRESENTED COHESIVELY THROUGH ALL FORMS OF MEDIA. WE WILL HELP YOU AVOID INCORRECT/ ANY MISUSE OF OUR BRAND IDENTITY AND LOGO.

FOR FURTHER QUESTIONS EMAIL HELLO@GAFRGUIDES.COM

OUR LOGOMARK *EIN MARC LOGO*

OUR LOGOMARK IS OUR MOST USED AND RECOGNISABLE DESIGN ASSET. TO INSURE IT IS USED CORRECTLY, PLEASE FOLLOW THESE SIMPLE RULES.

RULES *RHEOLAU*

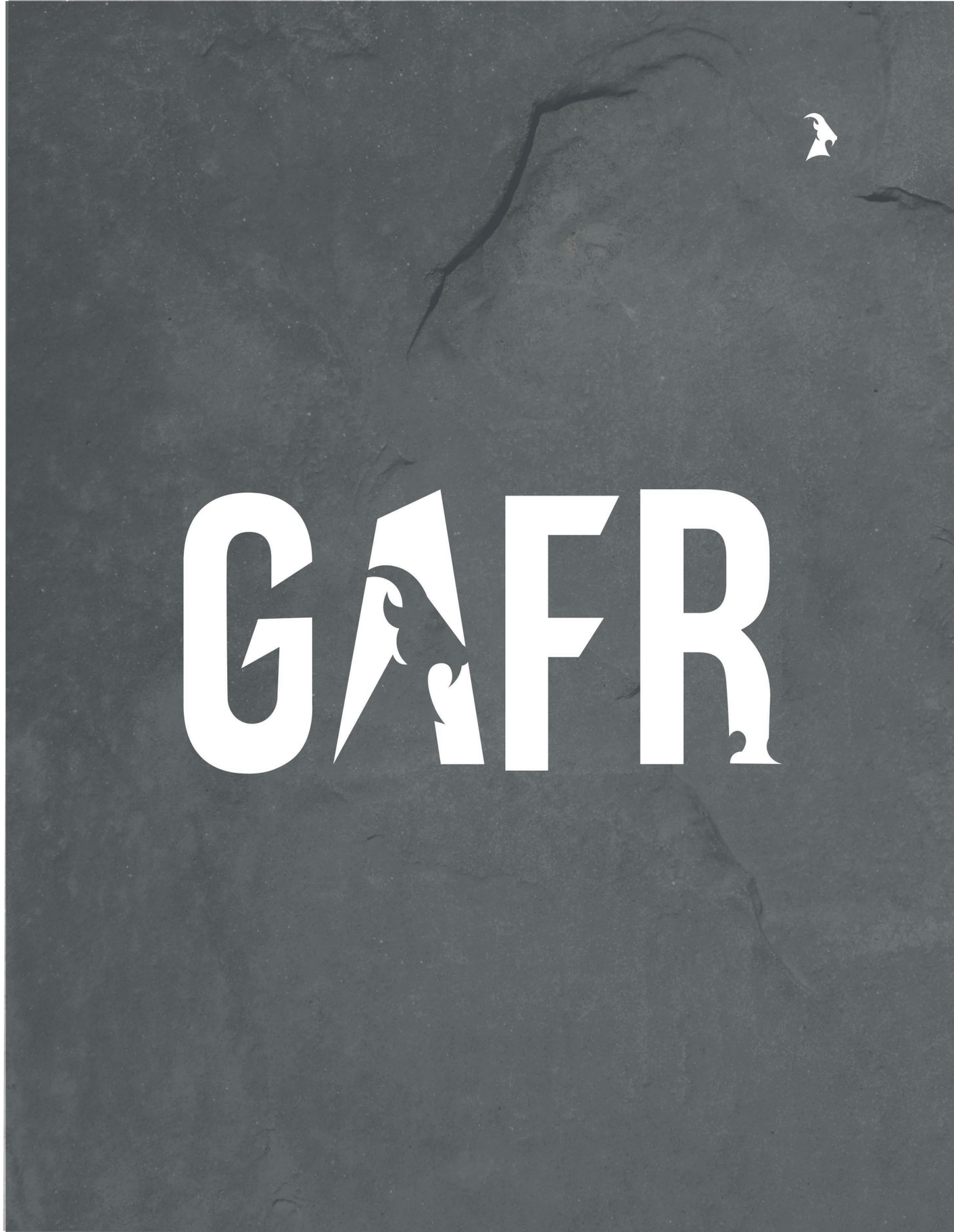
- ONLY SHOW THE GAFR LOGOMARK IN BLACK OR WHITE
- DO NOT ALTER, ROTATE OR MODIFY THE LOGOMARK
- DO NOT USE OUTDATED VERSIONS OF THE LOGOMARK

OUR WORDMARK *EIN GAIRNOD*

OUR WORDMARK IS OUR SECONDARY MOST USED DESIGN ASSET. TO INSURE IT IS USED CORRECTLY, PLEASE FOLLOW THESE SIMPLE RULES.

RULES *RHEOLAU*

- ONLY SHOW THE GAFR WORDMARK IN BLACK OR WHITE
- DO NOT ALTER, ROTATE OR MODIFY THE WORDMARK
- DO NOT USE OUTDATED VERSIONS OF THE WORDMARK



SPACING *BYLCHIAD*

OUR LOGOMARK AND WORDMARK HAVE SPECIFIC SIZING WHEN IN SMALL USE. AS A PNG FILE, OUR BRAND MARKS ARE RENDERED BETWEEN THE SIZES OF 16PX AND 34PX.

THE EMPTY SPACE AROUND OUR BRAND MARKS SHOULD BE AT LEAST 150% OF THE WIDTH OF OUR LOGOMARK AND WORDMARK.

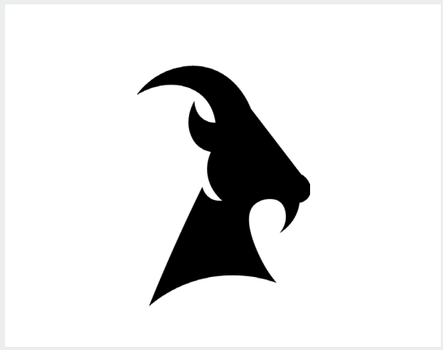
MISUSE *CAMDDEFNYDD*

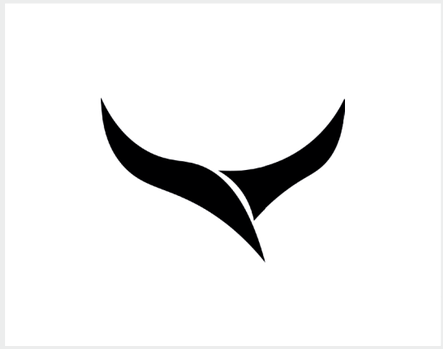
- DON'T ADD DROP SHADOWS
- DON'T BLUR THE LOGOMARK
- DON'T ALTER, ROTATE OR MODIFY THE LOGOMARK
- DON'T DISTORT THE LOGOMARK
- DON'T CROP
- DON'T ADD GRADIENTS
- DON'T REDUCE THE LOGOMARK TO ITS OUTSIDE STROKE
- DON'T STACK MULTIPLE LOGOS
- DON'T ADD COLOUR BESIDES WHITE OR BLACK
- DON'T ADD UNAPPROVED PATTERNS OR TEXTURES
- DON'T PERSONALISE THE LOGOMARK

DESIGN ASSETS *ASEDAU DYLUNIO*

A COLLECTION OF OUR MOST RECOGNIZABLE ICONS AND ASSETS.

- GAFR LOGOMARK
- COLOUR PALETTE
- TAGLINE
- GAFR HORNS ICON
- GAFR WORDMARK
- GAFR MOUNTAIN ICON





COLOUR PALETTE *PALET LLIWIAU*

GAFR BLACK
CMYK
C=0, M=0, Y=0, K=100

GAFR WHITE
CMYK
C=0, M=0, Y=0, K=0

GAFR DARK GREY
CMYK
C=67, M=57, Y=53, K=57

GAFR GREY
CMYK
C=54, M=43, Y=43, K=27

GAFR LIGHT GREY
CMYK
C=46, M=37, Y=36, K=16

GAFR ORANGE
CMYK
C=4, M=80, Y=99, K=0

GAFR LIGHT ORANGE CMYK C=2, M=49, Y=63, K=0

TYPOGRAPHY *TEIPOGRAFFEG*

AT GAFR WE USE THE BABAS NEUE FONT IN REGULAR. FOR WELSH TRANSLATION WE SKEW THE FONT TO A DEGREE OF 12.

- SET ALL CAPS TO UPPER-CASE
- USE APPROPRIATE SPELLING AND CORRECT GRAMMAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

BRAND PATTERN *PATRWM BRAND*

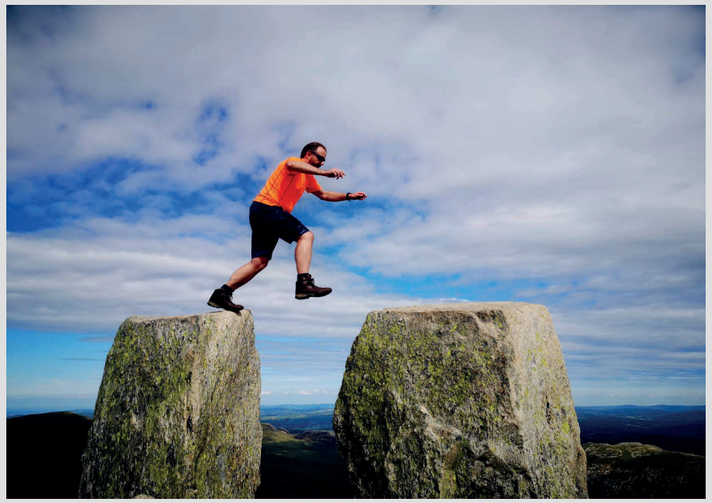
OUR BRAND PATTERN IS A COLLECTION OF OUR MOST RECOGNIZABLE ICONS, INCLUDING THE GAFR LOGOMARK. THE BRAND PATTERN IS RENDERED AS A PNG FILE AND CAN BE USED ACROSS ALL GAFR MEDIA.

THE GAFR BRAND PATTERN CAN BE MANIPULATED BY CHANGING OPACITY, APPROVED COLOURS AND APPROVED TEXTURES.

PHOTOGRAPHY *FFOTOGRAFFIAETH*

PHOTOGRAPHY IS AN IMPORTANT DESIGN FEATURE THROUGHOUT OUR BRANDING. WE USE PHOTOGRAPHY TO SHOW OUR BEAUTIFUL WELSH LANDSCAPES, OUR TEAM AN OUR CLIENTS.

INSURE ALL GAFR PHOTOGRAPHY EMBODIES OUR VOICE AND BRAND MESSAGE. KEEP IN MIND OUR BRAND COLOURS OF BLACK, GREY, WHITE AND ORANGE.



MOCKUP *MODEL FFUG*

MOCKUPS ARE AN IMPORTANT DESIGN FEATURE USED AT GAFR. IT ALLOWS US TO VISUALIZE OUR BRANDING OVER A DIVERSE RANGE OF MEDIA.

THE FOLLOWING PAGES WILL SHOW EXAMPLES OF COMPANY MOCKUPS. PLEASE FEEL FREE TO EXPERIMENT BUT KEEP IN MIND OUR BRAND VOICE, MESSAGE AND VALUES.

A GUIDE TO ADVENTURE

GAFR

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BUSINESS CARD

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COMPANY OVERVIEW
FEBRUARY 2023
16. FEBRUARY. 2023. NW
ABOUT US AMDANON NI
City Name, Country Name
Web site
Telephone / Fax
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GET IN TOUCH CYSYLLTU
BECOME PART OF THE HERD AND LET US GUIDE YOU ON YOUR NEXT ADVENTURE!
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CAREERS GYRFAOEDD
CAREERS@GAFRGUIDES.COM
WEBSITE GWEFAN
WWW.GAFR.COM
ABOUT US AMDANON NI
GAFR IS A GROUP OF LOCAL MOUNTAIN GUIDES AT THE HEART OF NORTH WALES. WE ARE A FAMILY RUN BUSINESS AND PROVIDE SERVICES TO KEEN ADVENTURERS. WE ARE PROUD OF OUR WELSH CULTURE AND BEAUTIFUL MOUNTAIN RANGE. WE HAVE CREATED A COMMUNITY TO SUPPORT AMATEUR EXPLORES WHO WISH TO HAVE AN ADVENTURE!
WE ARE COMMITTED TO CUSTOMER WELL-BEING AND SAFETY. AS LOCAL GUIDES, WE WANT TO OFFER OUR UNIQUE EXPERTISE. EVERY GUIDE AT GAFR IS EQUIPPED WITH LOCAL EXPERIENCE, KNOWLEDGE AND SKILL. GAFR GUIDES ARE HIGHLY TRAINED FOR CHALLENGING AND HAZARDOUS SCENARIOS. YOU'RE SAFE WITH US!
WE ARE NAMED GAFR, AFTER THE WELSH WORD FOR GOAT. OUR MOUNTAINS ARE HOME TO THE WELSH MOUNTAIN GOAT, WHO ALIKE TO US, ARE CURIOUS AND INTELLIGENT IN NATURE. WE STAND STRONG TOGETHER IN PURSUIT OF YOUR GOALS! A GUIDE TO ADVENTURE.
GAFR
GUIDE TO ADVENTURE
VOLUNTEER TOUR!
YMUNWCH 3 NI

CAER
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JOIN US
YMUNWCH A NI

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SNOWDONIA, NORTH WALES

LOCALS LEADING THE WAY

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