



LYONS
HOLIDAY PARKS
YOURS TO DISCOVER



Brand Guidelines



*Award-winning
family holiday parks
across North Wales
& Cumbria!*

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Our History

Lyons Holiday Parks have been helping families make precious memories for a century - it's in our blood! Our story begins in 1924 with our flagship park in Rhyl, then known as 'Robin Hood Camp,' when the renowned Joe Lyons converted single-decker buses into holiday accommodation for families. We even welcomed tents!

It's thanks to this visionary, Joe Lyons - great grandfather to our directors Geoff & Joseph Lyons-Mound - that the Lyons Holiday Park lifeline began and the fifth-generation family-run business soon became an institution.

Our iconic chalets followed, alongside developments in our complex and facilities, and for decades, thousands of holidaymakers from across the UK flocked to their favourite seaside town to enjoy our affordable holiday packages.

We continued with this mission throughout the 20th & 21st Century, adding to our coastal park portfolio two holiday parks in Towyn (Lyons Winkups, Lyons Oakfield), two owners' only parks as well as a touring park in Gronant (Lyons Mounds, Lyons St Mary's Lodge Park) and Lyons St Mary's Touring Park), one park in Prestatyn (Lyons Lido Beach) and one park in Penmaenmawr (Lyons Pendyffryn Hall.) Lyons Nant Hall in Prestatyn also began offering luxury accommodation to guests from far & wide.

We then took on two more countryside parks (Lyons Eryl Hall, St Asaph & Lyons Woodlands Hall, Ruthin.) Our recent acquisition of Lyons Manor House Park in the stunning hills of Cumbria shows just how much we've expanded over the years, as do the latest additions to our owners' only park portfolio (Lyons Abbeyffordd, Kingsley & Lyndale in Towyn.)



Mission statement

“Here, at Lyons Holiday Parks, our mission is dedication to providing fun filled family holidays, in a spotlessly clean, safe and secure environment that are delivered with joy, friendliness, immense pride and Lyons family spirit”



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PRIMARY
LOGO
COLOUR

CMYK 97 81 43 47
RGB 28 42 69
HEX/HTML #1F2A44
PANTONE 533 C

SECONDARY
LOGO
COLOUR

CMYK 0 0 0 0
RGB 255 255 255
HEX/HTML #FFFFFF

 LYONS ROBIN HOOD HOLIDAY PARK	 LYONS PENDYFFRYN HALL CARAVAN PARK	 LYONS WINKUPS HOLIDAY PARK	 LYONS OAKFIELD HOLIDAY PARK	 LYONS LIDO BEACH HOLIDAY PARK
 LYONS MOUNDS CARAVAN PARK	 LYONS ABBEYFFORDD HOLIDAY PARK	 LYONS KINGSLEY HOLIDAY PARK	 LYONS LYNDALE HOLIDAY PARK	 LYONS MOELFRE VIEW HOLIDAY PARK
 LYONS SNOWDON VIEW HOLIDAY PARK	 LYONS ERYL HALL CARAVAN PARK	 LYONS SUNNYSANDS HOLIDAY PARK	 LYONS ST MARY'S LODGE PARK	 LYONS ST MARY'S TOURING PARK
 LYONS POINT OF AYR HOLIDAY PARK	 LYONS WOODLANDS HALL CARAVAN PARK & HOTEL	 LYONS MANOR HOUSE CARAVAN PARK	 LYONS CAERELWAN HOLIDAY PARK	 LYONS TYDDYN GORONWY HOLIDAY PARK

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 LYONS PENDYFFRYN HALL CARAVAN PARK	 LYONS ABBEYFFORDD HOLIDAY PARK	 LYONS LYNDALE HOLIDAY PARK	 LYONS KINGSLEY HOLIDAY PARK	 LYONS MANOR HOUSE CARAVAN PARK
 LYONS WOODLANDS HALL CARAVAN PARK & HOTEL	 LYONS ST MARY'S TOURING PARK	 LYONS ST MARY'S LODGE PARK	 LYONS CAERELWAN HOLIDAY PARK	 LYONS SNOWDON VIEW HOLIDAY PARK
 LYONS POINT OF AYR HOLIDAY PARK	 LYONS MOELFRE VIEW HOLIDAY PARK	 LYONS SUNNYSANDS HOLIDAY PARK	 LYONS ERYL HALL CARAVAN PARK	 LYONS TYDDYN GORONWY HOLIDAY PARK

Logo Guidelines

Spacing = 5% of overall width

Do not rotate

Minimum print size = 15mm height
Minimum digital size = 45px height

Use white logo when displaying on contrasting background

Allow a minimum of 1/4 of the logo's height as clear space on all sides

Logo is to be used on a suitable, clear background only.

Typefaces

Misses | To be used for header text and short sentences/statements. Case sensitive text only, NOT fully capitalised.

TRAJAN | To be used for header text, short sentences/statements and body text ONLY at our countryside parks.

Corisande Bold | To be used for header text, short sentences/statements and body text.

Corisande Regular | To be used for header text, short sentences/statements and body text.

Corisande Light | To be used for short sentences/statements and body text.

Coastal Parks Colours

Applicable to all coastal parks -

- Lyons Robin Hood | Lyons Winkups | Lyons Oakfield | Lyons Lido Beach
- Lyons Point of Ayr | Lyons Abbeyffordd | Lyons Kingsley |
- Lyons Lyndale | Lyons Sunnysands | Lyons St Mary's Touring Park |
- Lyons Moelfre View | Lyons Caerelwan | Lyons Tyddyn Goronwy



CMYK 69 0 24 0	CMYK 44 0 11 0	CMYK 6 33 89 0	CMYK 0 62 91 0	CMYK 0 85 33 0
RGB 49 185 199	RGB 141 230 241	RGB 239 178 43	RGB 239 121 34	RGB 215 80 112

Coastal Branding

Love the Lyons Life

YOURS TO DISCOVER



Country & Luxury Parks Colours

Applicable to -

Lyons Woodlands Hall | Lyons Pendyffryn Hall |
Lyons Eryl Hall | Lyons Snowdon View | Lyons Mounds | Lyons Manor House



CMYK 76 18 92 3
RGB 88 146 76

CMYK 48 9 88 0
RGB 160 184 84

CMYK 25 4 53 0
RGB 209 217 154

CMYK 75 39 0 0
RGB 82 132 193

CMYK 15 31 98 3
RGB 211 173 58

Applicable to -

Lyons St Mary's Luxury Lodge Park



CMYK 82 55 44 38
RGB 54 76 89

CMYK 46 83 41 46
RGB 96 49 68

CMYK 12 36 91 2
RGB 215 169 68

CMYK 33 28 33 8
RGB 173 168 160

Country Branding



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Icons & Badges

Owners Select


OWNERS SELECT


OWNERS SELECT


OWNERS SELECT

Icons



Icons available in park specific colours and white.

Badges



Badges available in park specific colours for all facilities/park features (as seen in brochures) from the marketing team upon request.

Brand Assets

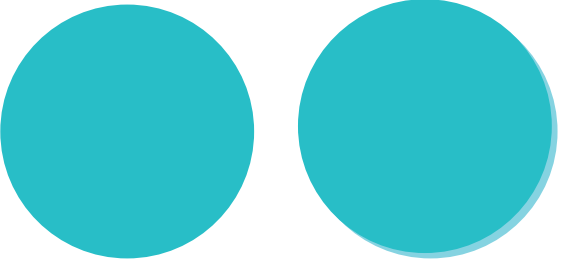
Waves



Dotted Line



Circles




Artwork Examples

Seaside breaks for the whole family!

From £99



LYONS
ROBIN HOOD
HOLIDAY PARK



LYONS
HOLIDAY PARKS
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Love the Lyons life...

Coastal Holidays from £99*

Call to book now... 01745 362 020



LYONS
HOLIDAY PARKS
YOURS TO DISCOVER

Holiday Home Ownership from only £349 per month*

Affordable finance options available

Choose from... 20 holiday parks across North Wales & Cumbria

Tired of pitching up?

Are your touring adventures coming to an end? Are you looking for a more permanent alternative? Owning your very own holiday home is simpler and easier than you might think!

Scan me for more info on holiday homes for sale!

Monthly costs from as little as £350

Artwork Examples



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Tired of pitching up?

Are your touring adventures coming to an end? Are you looking for a more permanent alternative? Owning your very own holiday home is simpler and easier than you might think!

Holiday Home Ownership from only £19,995

Finance options available

Monthly costs from as little as £350

Taglines & Social

Socials |    /lyonsparks

Hashtags | #lovefromlyons
#mylyonsparks
#mylyonsholiday

Group Primary Tagline | Love the Lyons life

Group Secondary Tagline | Yours to discover

Park Taglines

Lyons Robin Hood	Buckets of fun for the whole family Our flagship park that packs a punch
Lyons Winkups	Legendary location with plenty of adventure Unlimited family adventures on the coast
Lyons Oakfield	Enjoy the magic of Towyn – just off the beaten track Minutes away from the hustle & bustle
Lyons Lido Beach	A coastal dream come true Equally beautiful as it is peaceful
Lyons Mounds	A close-knit owners' only community in a tranquil coastline setting A peaceful escape right next to the coast
Lyons Abbeyffordd	A slice of seclusion in the heart of a busy seaside town Your ultimate gateway to Wales
Lyons Kingsley	For those seeking somewhere to unwind A lifestyle of seclusion, peace, and serenity
Lyons Sunnysands	Where the mountains meet the sea New to the Lyons family
Lyons Moelfre View	Perfect for nature-lovers, thrill-seekers, or those searching for the simpler things in life New to the Lyons family
Lyons Caerelwan	The perfect place to relax and unwind New to the Lyons family

Park Taglines



Lyons Lyndale	Live life at your own pace at Lyons Lyndale In the heart of nature on the Welsh coast
Lyons Tyddyn Goronwy	Exclusive ownership in an elevated coastal kingdom The ultimate retreat to enjoy a life of leisure
Lyons Point of Ayr	Get back to basics at this coastal touring park Explore the delights of the North Wales
Lyons Snowdon View	Ultimate getaway for those yearning for a touch of solitude in nature Deep in the foothills of Snowdonia
Lyons Manor House	Family fun and relaxation near an epic Cumbrian coastline Seaside, hillside, epic views in Edderside
Lyons Woodlands Hall	A nature lover's paradise set in a former country manor North Wales' best-kept tree-lined secret
Lyons Eryl Hall	Where nature and culture meet to form a blissful country park The ultimate owners-only rural retreat
Lyons Pendyffryn Hall	The country club style park which defines 'room with a view' Deep in the heart of the Conwy Valley
Lyons St Mary's Lodge Park	Exclusive ownership in an elevated coastal kingdom The ultimate retreat to enjoy a life of leisure
Lyons St Mary's Touring Park	Get back to basics at this coastal touring park Explore the delights of the North Wales

Beach Buddies Background

.....

Beach Background



Water Background



Primary Logo



Secondary Logos



Beach Buddies - Leo

Signature

Leo

Font: Proxima Nova Regular

Colours



CMYK 70 10 89 0	CMYK 0 0 0 0
RGB 86 164 72	RGB 255 255 255
HEX/HTML #55a348	HEX/HTML #FFFFFF
PANTONE 7738 C	



Standard Poses

Swimwear Poses

Beach Buddies - Hetty

Signature

Hetty

Font: Pacifico Regular

Colours



CMYK 1 72 0 0	CMYK 0 0 0 0
RGB 235 105 164	RGB 255 255 255
HEX/HTML #eb6aa4	HEX/HTML #FFFFFF
PANTONE 212 C	



Standard Poses

Swimwear Poses

Beach Buddies - Milo

Signature



Font: **Baloo Regular**

Colours



CMYK 3 4 91 0
RGB 255 230 4
HEX/HTML #ffe605
PANTONE 102 C

CMYK 10 92 81 2
RGB 212 47 49
HEX/HTML #d42f32
PANTONE 1795 C



Standard Poses

Swimwear Poses

Beach Buddies - Zeze

Signature



Font: **Brandon Grotesque Medium**

Colours



CMYK 72 81 0 0
RGB 104 69 149
HEX/HTML #684595
PANTONE 7678 C

CMYK 60 60 60 100
RGB 0 0 0
HEX/HTML #000000
PANTONE Black 6 C



Standard Poses

Swimwear Poses



www.lyonsholidayparks.co.uk



[/lyonsparks](https://www.instagram.com/lyonsparks)

