UPDATED BRAND TOOLKIT

Refreshing the Windrush identity for the 75th anniversary. Maintaining the green & yellow colour way for the main logo. While updating the colour scheme across the rest of the identity to be more all encompassing of the countries that were involved in the journey of the Windrush.
Passenger’s last country of residence: Trinidad 74, Jamaica 541, Poland (Refugees boarding from Mexico) 66, Bermuda 139, British Guiana 44, Gibraltar 5, England 119, Rest of the UK 15, Burma (Myanmar) 5, Other Caribbean Countries 9, Other non Caribbean Countries 8
WINDRUSH DAY LOGO

One of the key elements of the brand, the logo can sit independently or be used with the brand line icon.
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Flags of countries involved in the journey of The Windrush
Refined colour palette
TYPOGRAPHY
Fonts will not be changing from the previous version to the updated one. The logo is set in Bebas Neue and all body text is in Circular Std

Bebas Neue
Main logo is left in Bebas Neue, this will be the only place this font is used

Circular Std
Default type face to be used whenever possible. It has a great balance of geometry, legibility and friendliness.
USE OF COLOUR IN WINDRUSH DAY LOGO

Updating the current logo with new more expansive colour scheme
USE OF COLOUR IN WINDRUSH 75 LOGO

Updating the current logo with new more expansive colour scheme
UPDATED BRAND LINE ICON
The brand line icon celebrates the heritage of Windrush and accompanies the Windrush logo.
The brand line can sit independently or be used with the Windrush logo.
MINIMUM LOGO SIZE
The minimum size for the primary and secondary logo is 20mm wide and shouldn't be used alongside the brand line icon.
The minimum size for the brand line icon is 30mm wide.
The minimum size for the lock up is 40mm wide.
INCORRECT USAGE
Please do not do any of the following:

- Don't stretch
- Don't rotate
- Don't block colour
- Don't place on similar colour
- Don't use a different font
- Don't outline
- Don't place on an image
- Don't remove elements
- Don't drop shadow
- Don't crop
GRAPHIC ELEMENTS - LOZENGES

Lozenges to be carried forward from past identity but colours changed to reflect new extended colour scheme.
They should always be rotated from 0° to either 30° or 300° angles.
Lozenges should have the multiply effect applied and can be positioned and overlayed to best frame typographic elements.
Lozenge proportions should be to ratios displayed below:

- 3:1
- 2:1
- 1:2
- 1:1

Examples of rotation and multiply effects:
APPLICATION OF UPDATED IDENTITY
TOTE BAG DESIGNS WITH WINDRUSH 75

We’ve spoken to BIDBI who are happy to do a run of tote bags with 5 different colour ways. These colours are the most similar to ones in our current colour scheme:

- SAPPHIRE
- ELECTRIC GREEN
- PILLARBOX
- SKY
- DAFFODIL
TOTE BAG DESIGNS WITH WINDRUSH 75 & BRAND LINE ICON

Adding the main logo on to the tote bags with brand line icon - outline version

Outline version for this option -
BUTTON BADGE DESIGNS WITH WINDRUSH 75 LOGO
BUNTING WITH WINDRUSH 75 LOGO & BRAND LINE ICON