


# WINDRUSH DAY

CELEBRATING  
GREAT BRITAIN'S  
DNA

Brand toolkit



492 Passengers from the  
Caribbean disembarked  
from the MV Empire  
Windrush at Tilbury Docks  
on 22 June 1948.

Windrush Day celebrates  
the pioneering, Windrush  
generation that came to  
Britain that have helped to  
shape British social, cultural  
and political life.

## Windrush Day Logo

One of the key elements of the brand, the logo can sit independently or be used with the brand line icon.

**WINDRUSH**  
**DAY**

## Logo variations

The Windrush Day logo is used to promote events on the day itself and Windrush 2019 logo can be applied across communications throughout the year.

They should never be used together but both can be partnered with the brand line icon.

Windrush Day logo

**WINDRUSH  
DAY**

Windrush logo

**WINDRUSH**

## Brand line lozenge 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.



## Logo and brand line lockup

Both primary and secondary logos can be used flexibly in relation to the brand line icon.



## Incorrect usage

Please do not do any of this to the logo.



Don't stretch



Don't rotate



Don't block colour



Don't place on similar colour



Don't replicate with different font



Don't outline



Don't place on busy image



Don't remove elements



Don't drop shadow



Don't crop

## 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.





## Typography

### **Circular is the primary type face**

This is the default type  
face to be used whenever  
possible. It has a great  
balance of geometry,  
legibility and friendliness.

abcdefghijklmnopqrstuvwxyz  
1234567890  
!@£\$&\*.,":

### **Soleil is the secondary type face**

This typeface must  
be used if Circular  
is not available.

abcdefghijklmnopqrstuvwxyz  
1234567890  
!@£\$&\*.,":

## Typography application

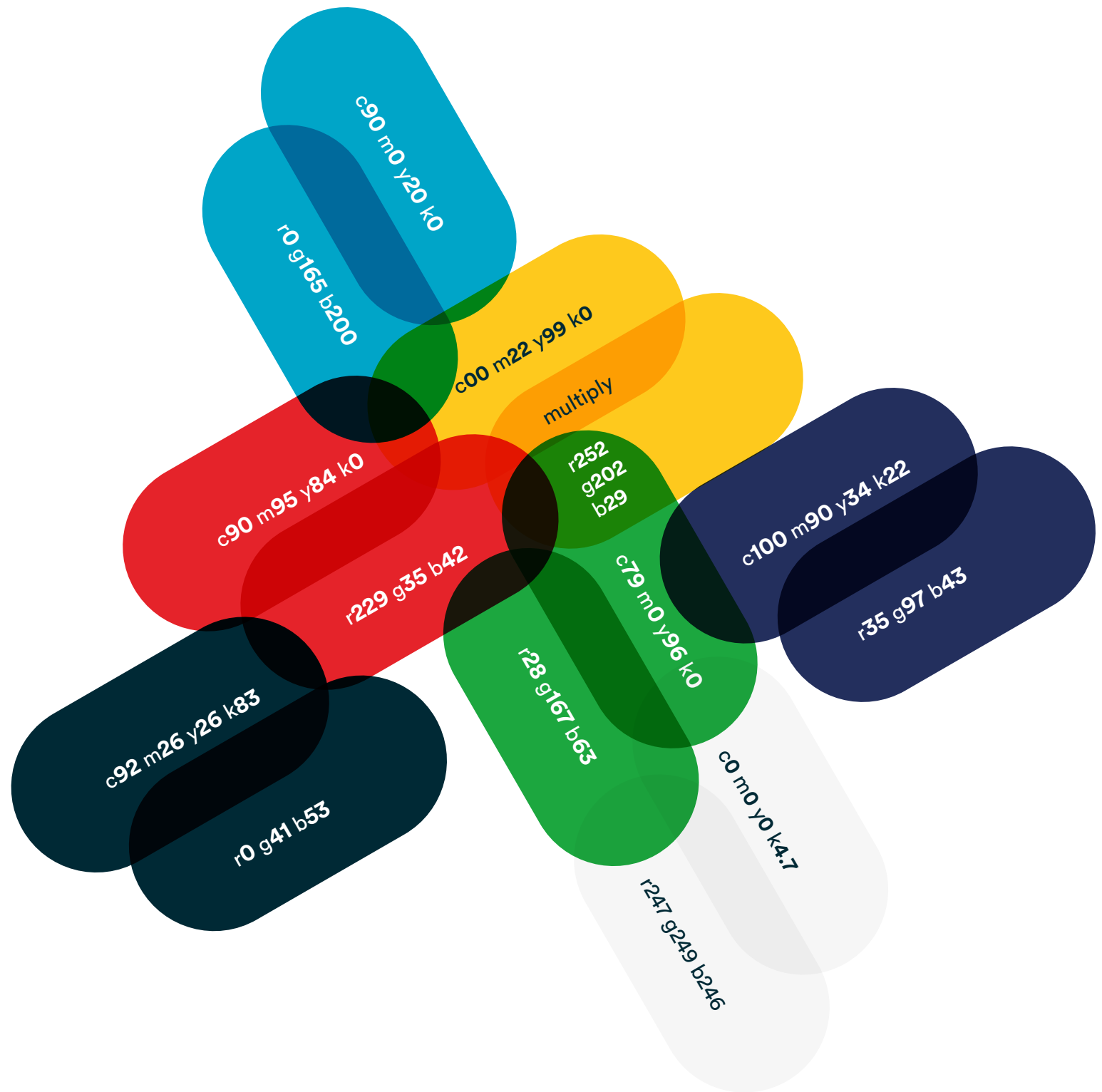
Typography should always be applied at 30° to fit alongside the other graphical elements.



## Colour

The colour scheme is based on the colours of the mainly Caribbean nations that the HMS Windrush visited.

Use multiply effect to when overlapping them to create an exciting colour palette.



# Graphic elements - lozenges

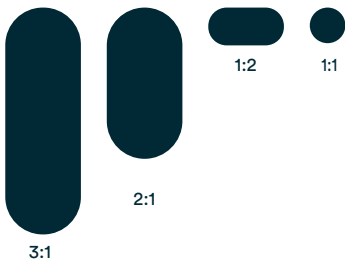
Lozenges are used to frame typographic elements.

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 overlaid to best frame typographic elements.

Lozenge proportions should be to ratios displayed below.

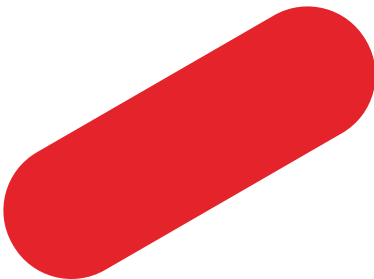
## Lozenge proportions



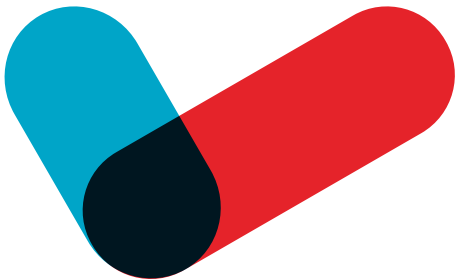
Rotate 30°



Rotate 300°



Multiply and overlap



Arrange



## Graphic elements - background

Grey lozenges sit behind all other graphic elements and act as a textured back drop.

They should always be rotated from 0° to either 30° or 300° angles.

Lozenges use the multiply effect and are scattered and overlayed to create a dense background.





Application

A5 Flyer example



A3 Poster example





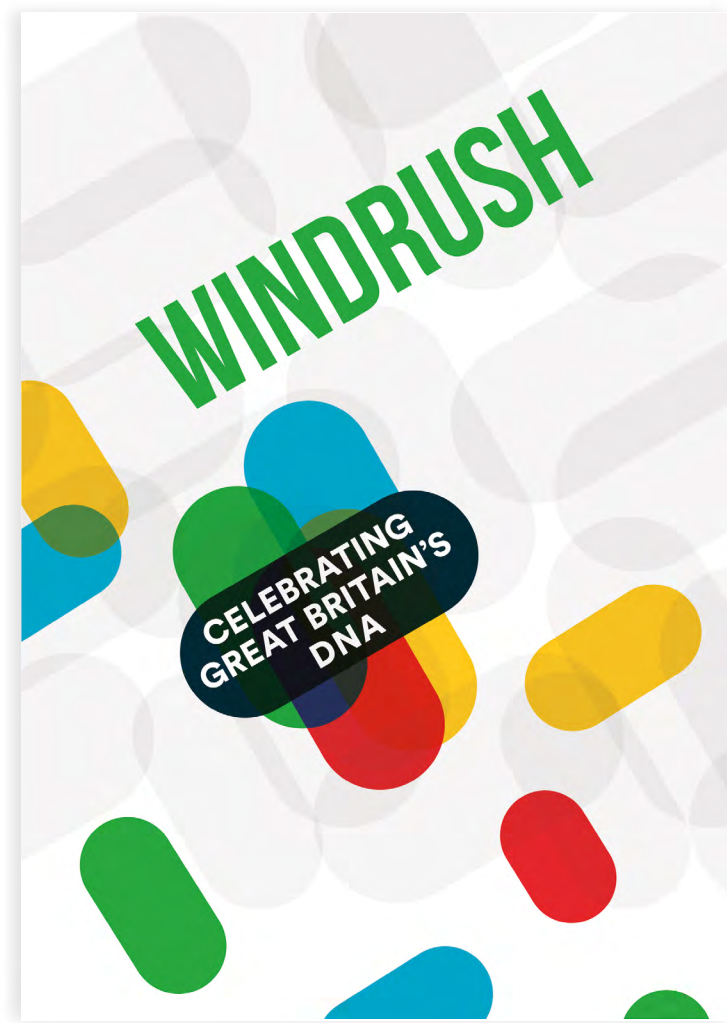
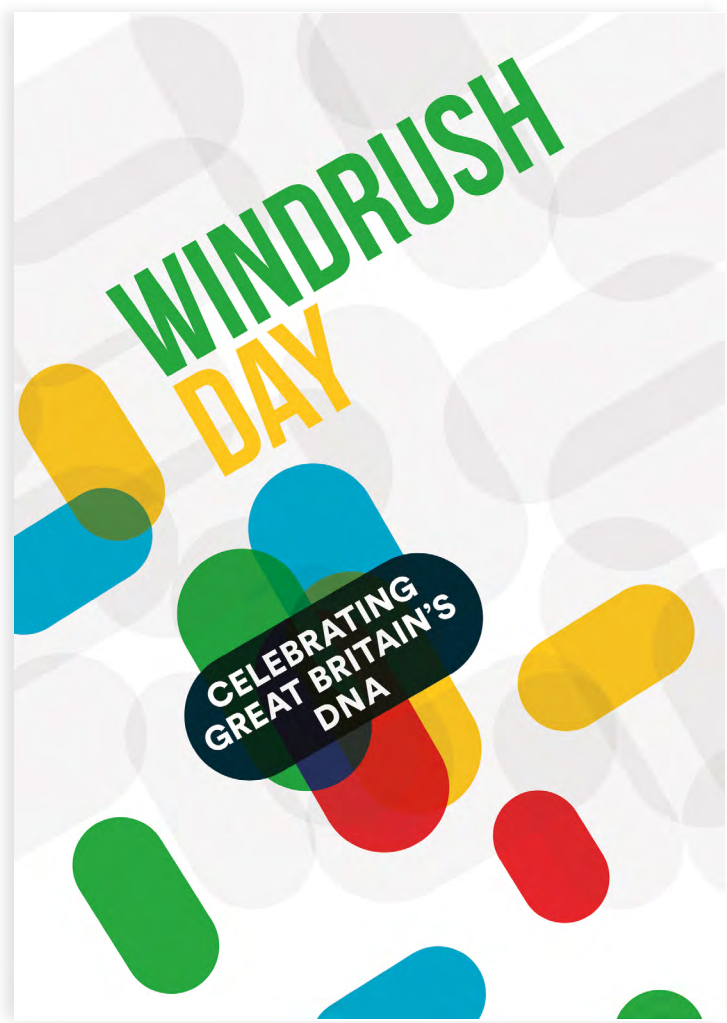
Pull up banner 800 × 2000mm



Tote bag



A3 Window Decal



**A5 Bunting**

Supplier: [flagsandflagpoles.co.uk](http://flagsandflagpoles.co.uk)



E-mail Signature



Social media banner



Social media feed image

