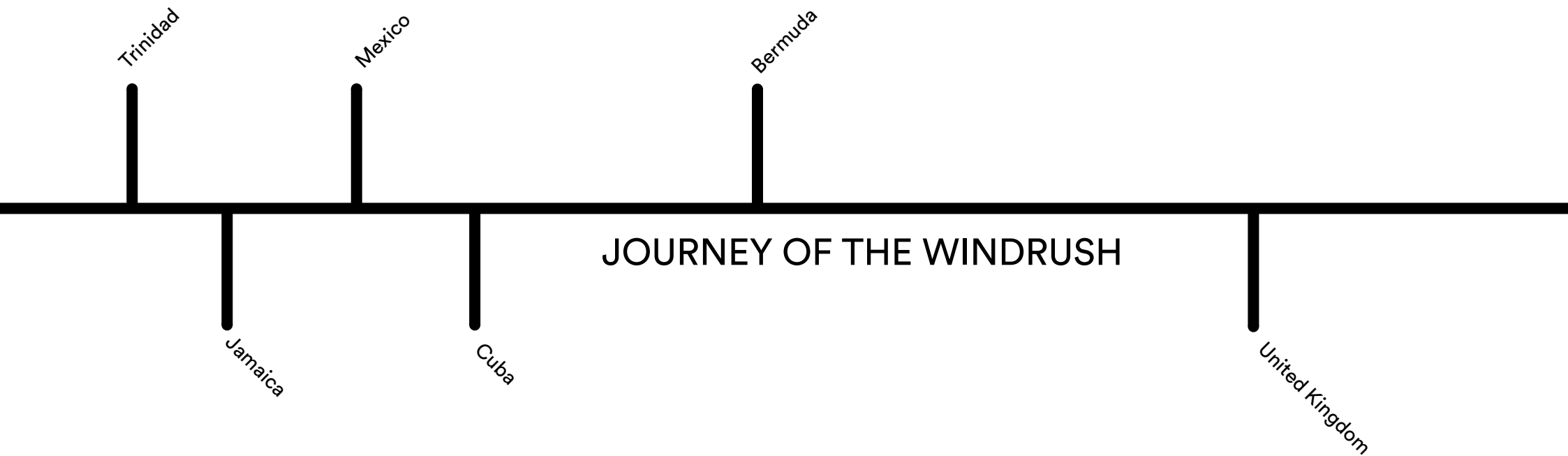


**WINDRUSH
DAY 2023**

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.

**WINDRUSH
DAY 2023**

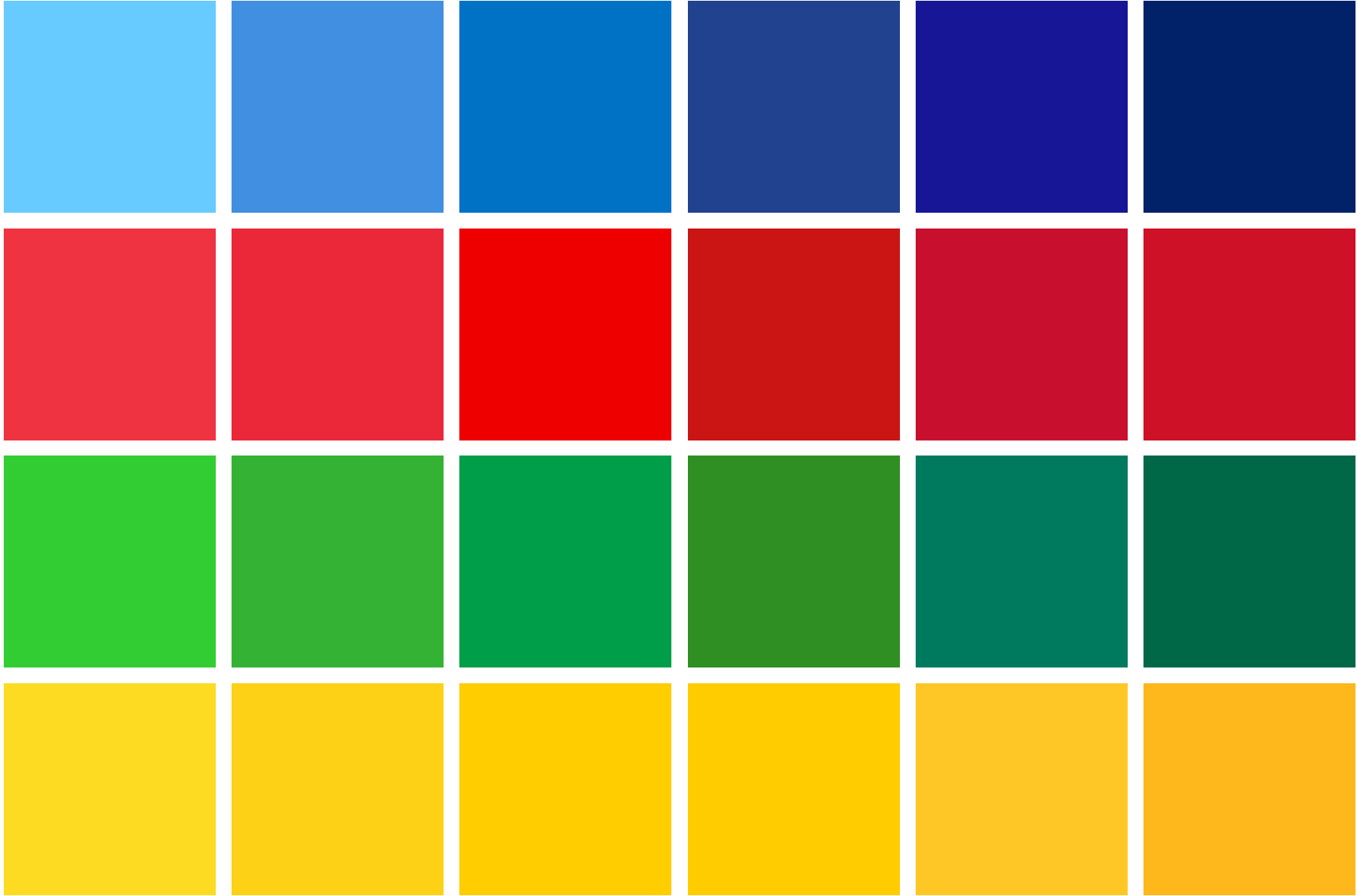
WINDRUSH 75 LOGO

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

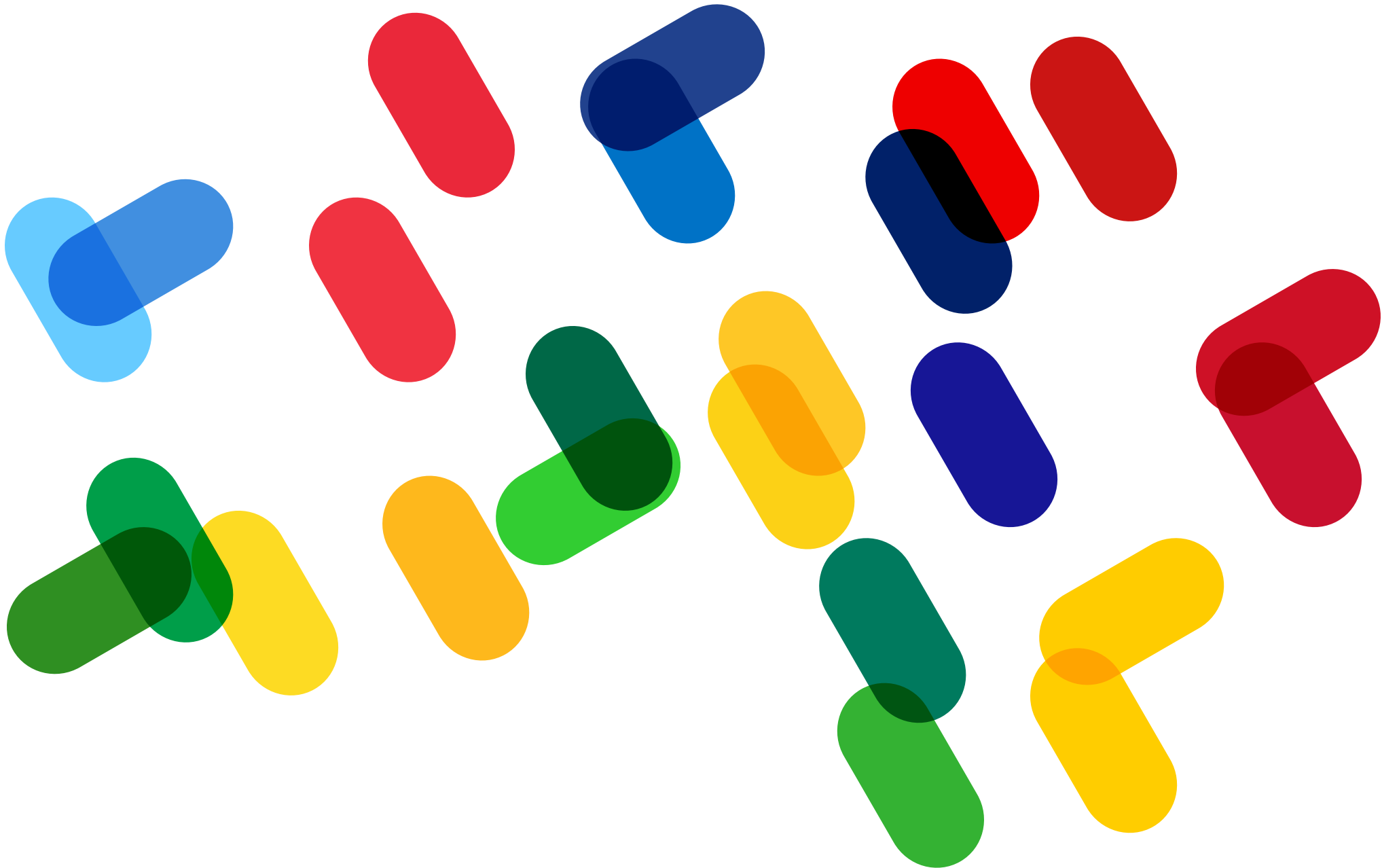
**WINDRUSH
75**



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

WINDRUSH

Circular Std

Default type face to be used whenever possible. It has a great balance of geometry, legibility and friendliness.

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

USE OF COLOUR IN WINDRUSH DAY LOGO

Updating the current logo with new more expansive colour scheme

**WINDRUSH
DAY 2023**

USE OF COLOUR IN WINDRUSH 75 LOGO

Updating the current logo with new more expansive colour scheme



WINDRUSH
75

The image displays a stylized logo for 'Windrush 75'. The word 'WINDRUSH' is written in a bold, green, sans-serif font, slanted upwards from left to right. Below it, the number '75' is written in a bold, yellow, sans-serif font, also slanted upwards. The entire logo is set against a plain white background.

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.



WINDRUSH
DAY 2023





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

The logo 'WINDRUSH DAY 2023' is stretched horizontally, making the letters appear thin and distorted.

Don't rotate

The logo 'WINDRUSH DAY 2023' is rotated 45 degrees clockwise, which is not the intended orientation.

Don't block colour

The logo 'WINDRUSH DAY 2023' is rendered in red, which is a color not used in the official logo.

Don't place on similar colour

The logo 'WINDRUSH DAY 2023' is placed on a solid green background, which is a color very similar to the green in the logo.

Don't use a different font

The logo 'WINDRUSH DAY 2023' is rendered in a thin, sans-serif font, which is different from the bold, stylized font used in the official logo.The logo 'WINDRUSH DAY 2023' is rendered with a thin green outline, which is not the intended style.The logo 'WINDRUSH DAY 2023' is rendered with the '20' and '23' removed, leaving 'WINDRUSH DAY' and '23'.The logo 'WINDRUSH DAY 2023' is rendered with a soft, grey drop shadow, which is not the intended style.The logo 'WINDRUSH DAY 2023' is cropped on the right side, so the '2023' is partially cut off.

Don't outline

Don't place on an image

Don't remove elements

Don't drop shadow

Don't crop

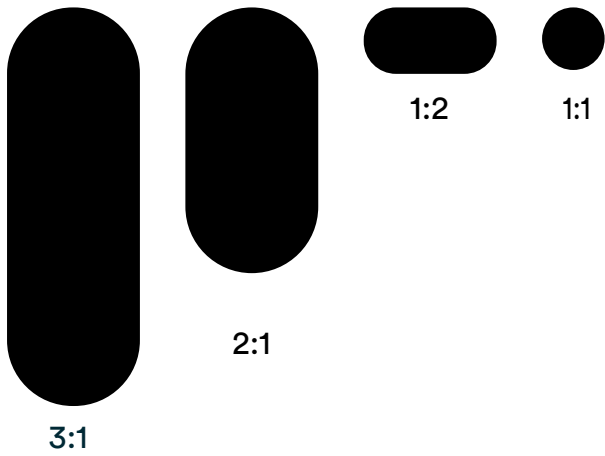
GRAPHIC ELEMENTS - LOZENGES

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 overlaid to best frame typographic elements

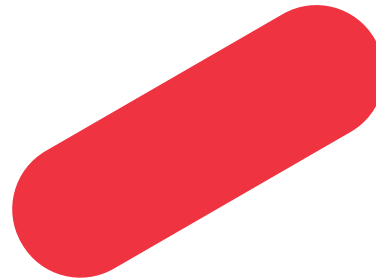
Lozenge proportions should be to ratios displayed below



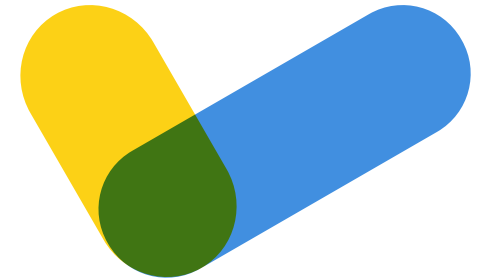
Rotate 30°



Rotate 300°



Multiply and overlap



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



WINDRUSH 75
WINDRUSH 75
WINDRUSH 75
WINDRUSH 75
WINDRUSH 75
WINDRUSH 75
WINDRUSH 75
WINDRUSH 75
WINDRUSH 75
WINDRUSH 75

LANYARD DESIGN WITH WINDRUSH 75

BUNTING WITH WINDRUSH 75 LOGO & BRAND LINE ICON

