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.

Logo variations

The Windrush Day logo is used to promote events on the day itself and Windrush 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 logo

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

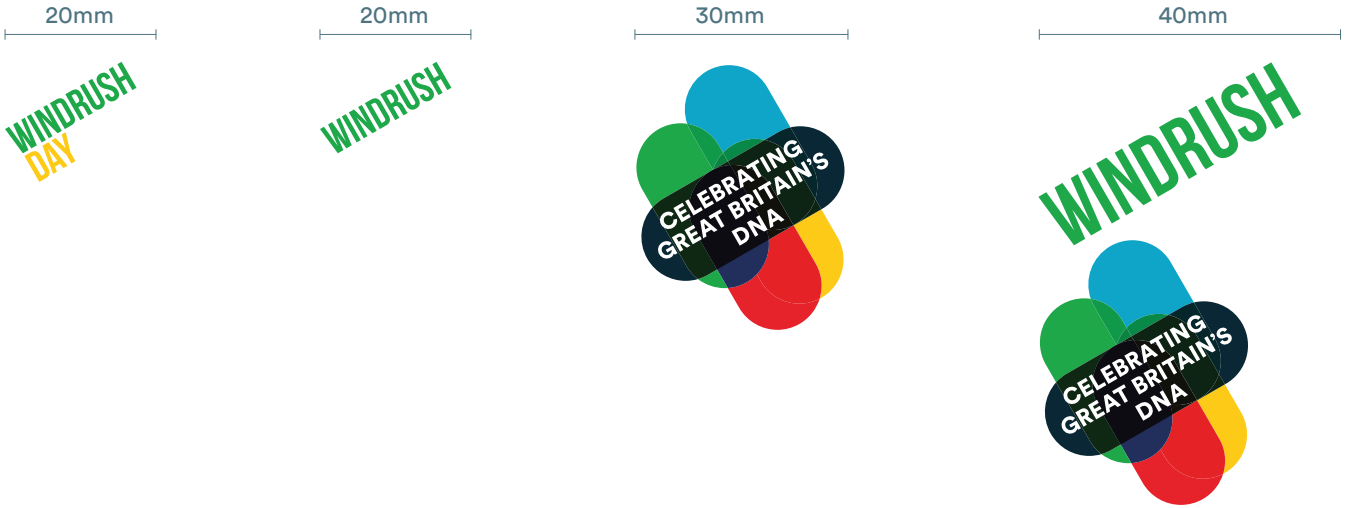
Don’t crop

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.

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

Soleil is the secondary type face

This typeface must be used if Circular is not available.

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

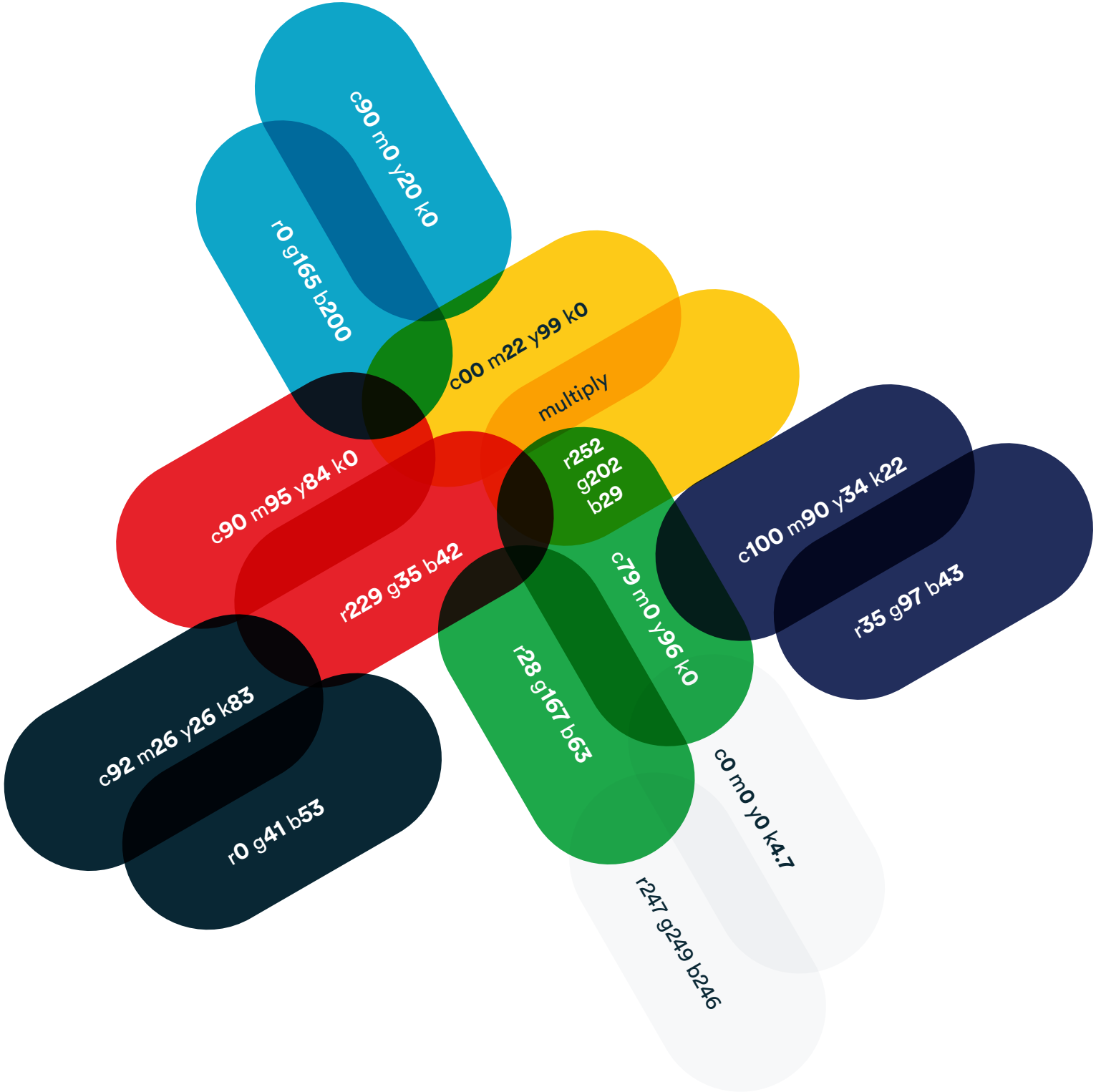
Typography application

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

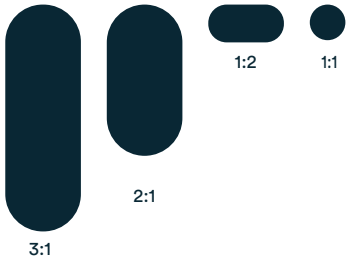
Lozenges are used to frame typographic elements.

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 overlayed to best frame typographic elements.

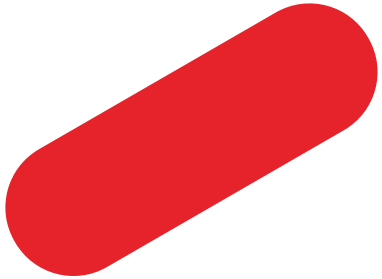
Lozenge proportions should be to ratios displayed below.

Lozenge proportions

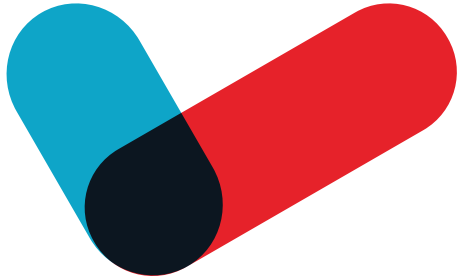


Rotate 30°

Rotate 300°



Multiply and overlap



Arrange

Graphic elements - background

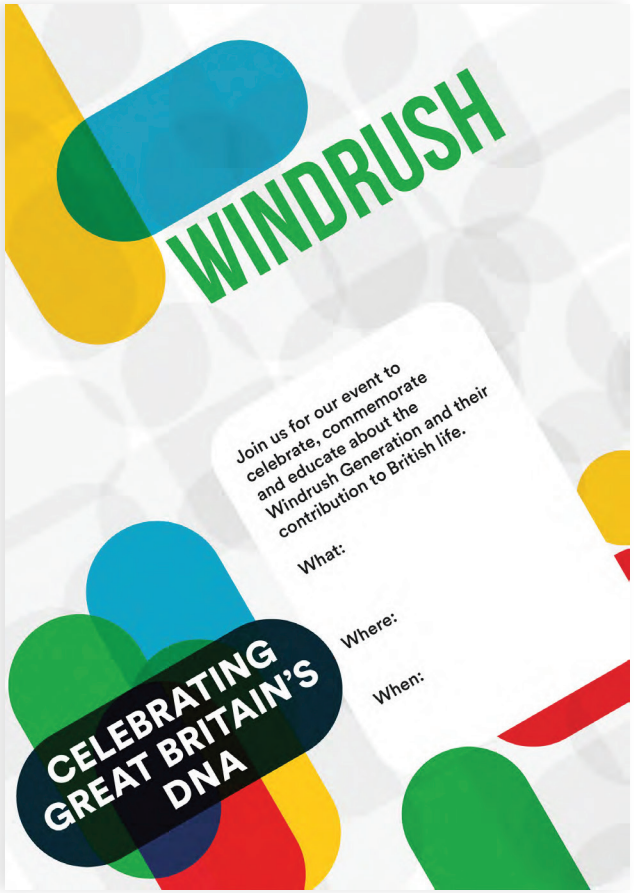
Grey lozenges sit behind all other graphic elements and act as a textured back drop.

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

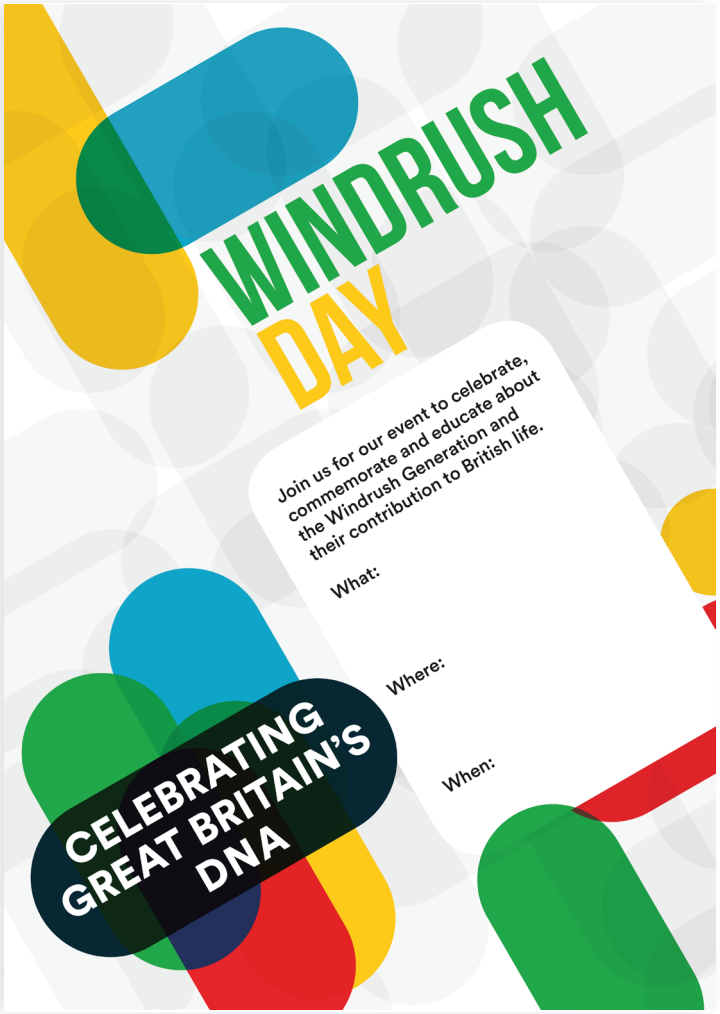
Lozenges use the multiply effect and are scattered and overlayed to create a dense background.

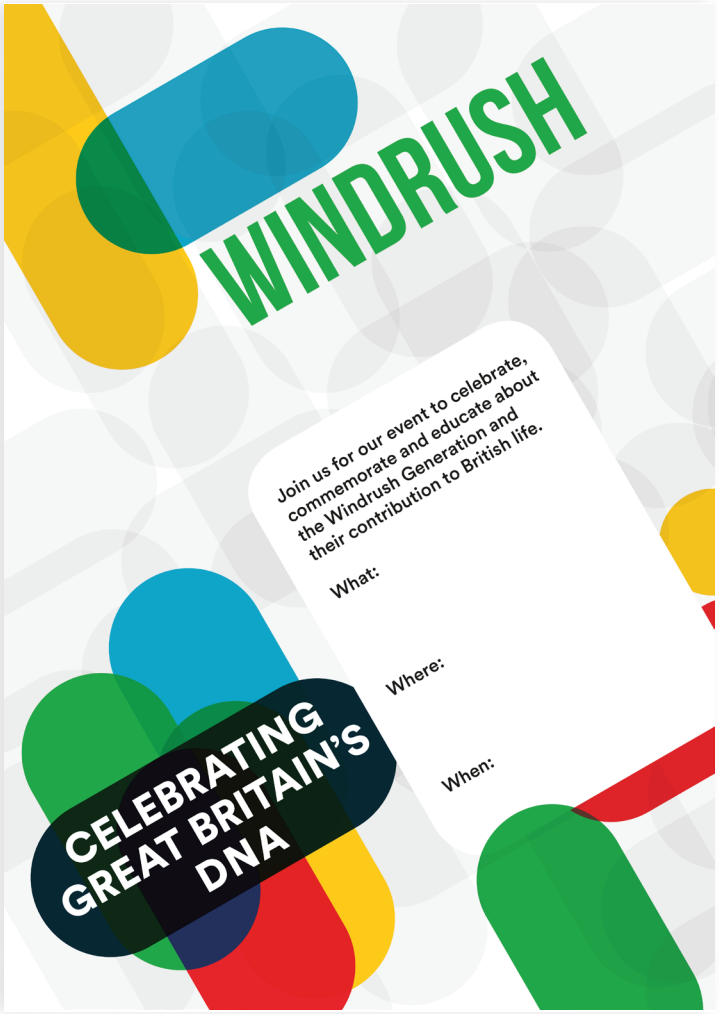
Application

A5 Flyer example



A3 Poster example





Pull up banner 800 × 2000mm

Tote bag

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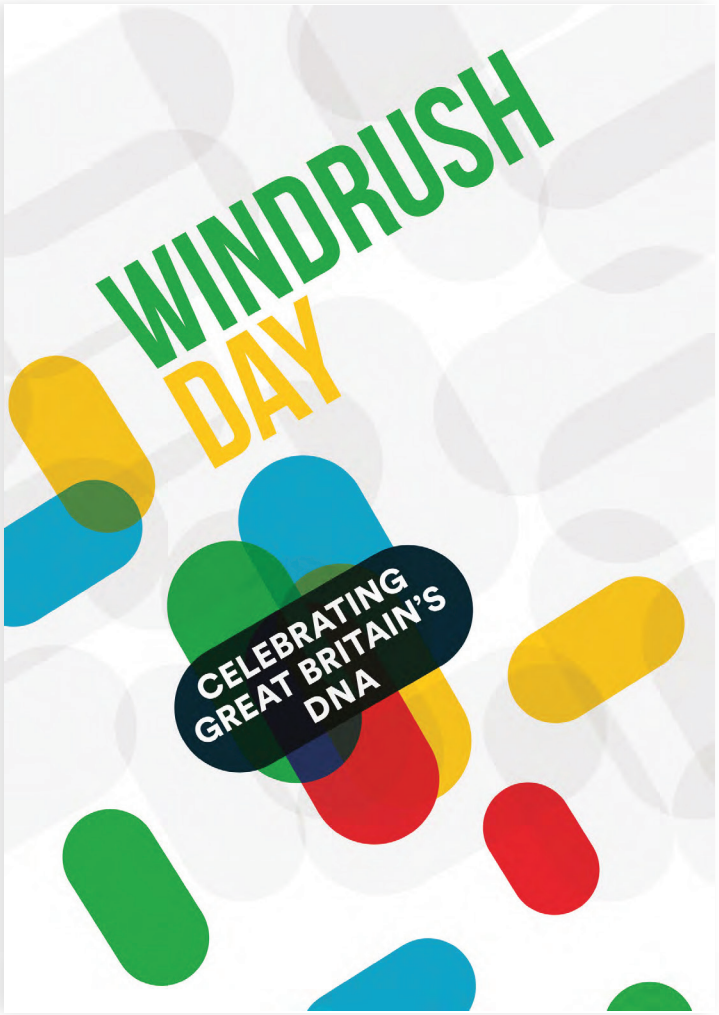
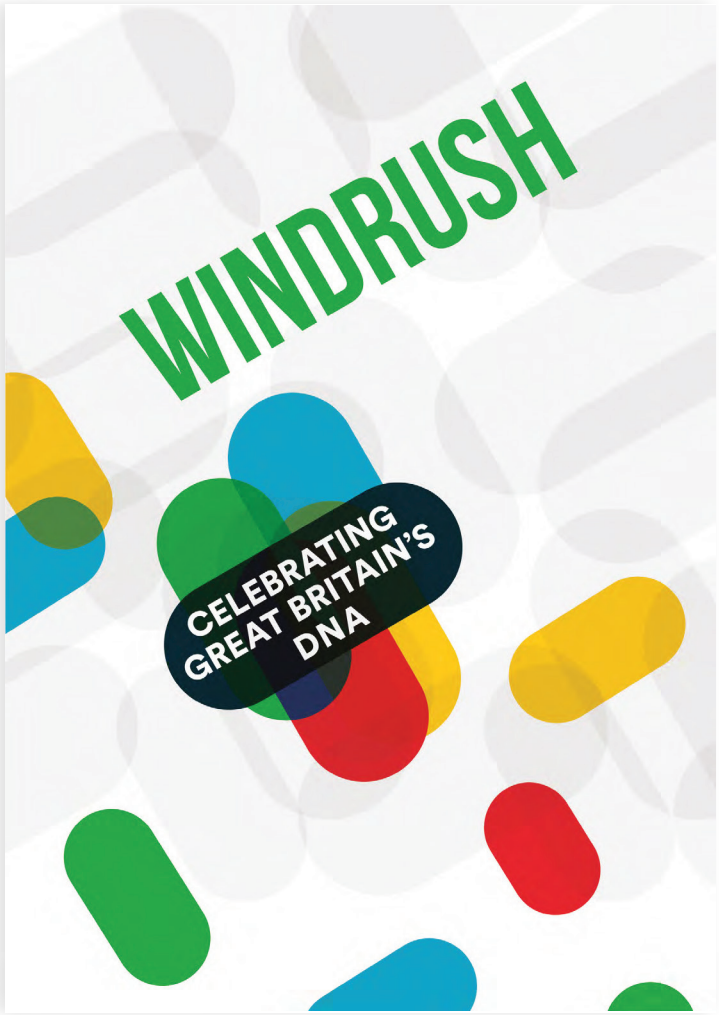
A3 Window Decal

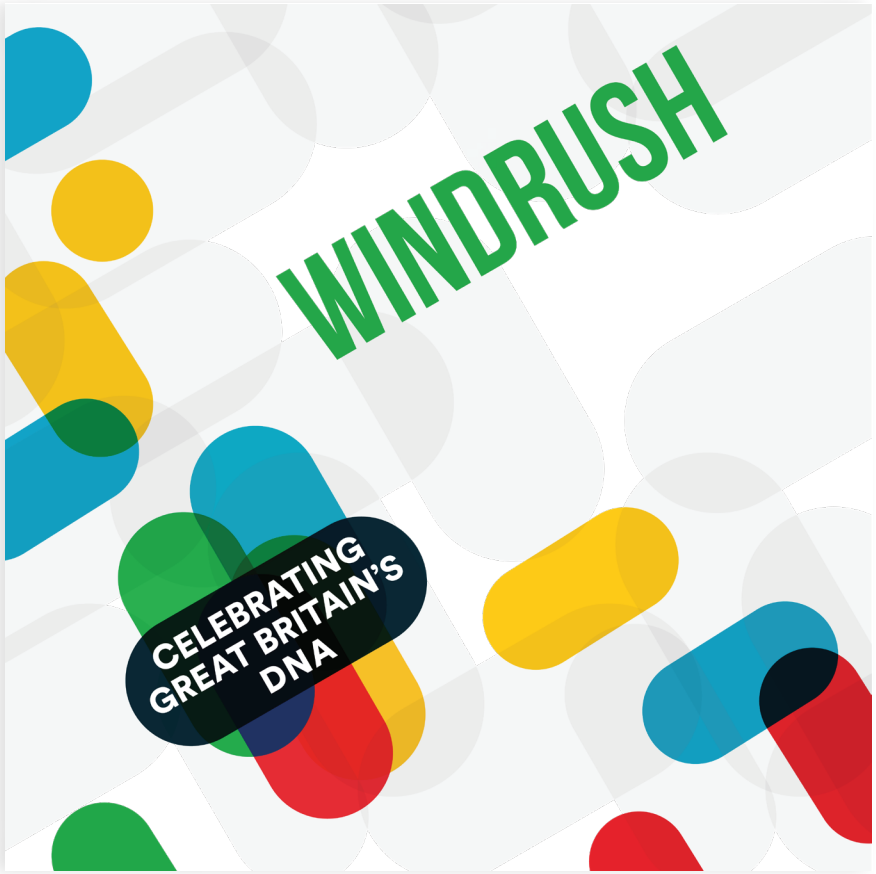




A5 Bunting

Supplier: flagsandflagpoles.co.uk

E-mail Signature

Social media banner

Social media feed image