

Development Bank of Wales

Logo and colour guide

2022



Primary logo

This is the primary logo for the Development Bank of Wales.

Only supplied logo should be used.

The primary logo should be used by all 3rd party partners.

Minimum size

The primary logo should be used for all instances down to 25mm in width.



Logo variations

The primary logo is also available in other colourways, for use with other backgrounds.

Banc



BANC DATBLYGU CYMRU
DEVELOPMENT BANK OF WALES



Negative

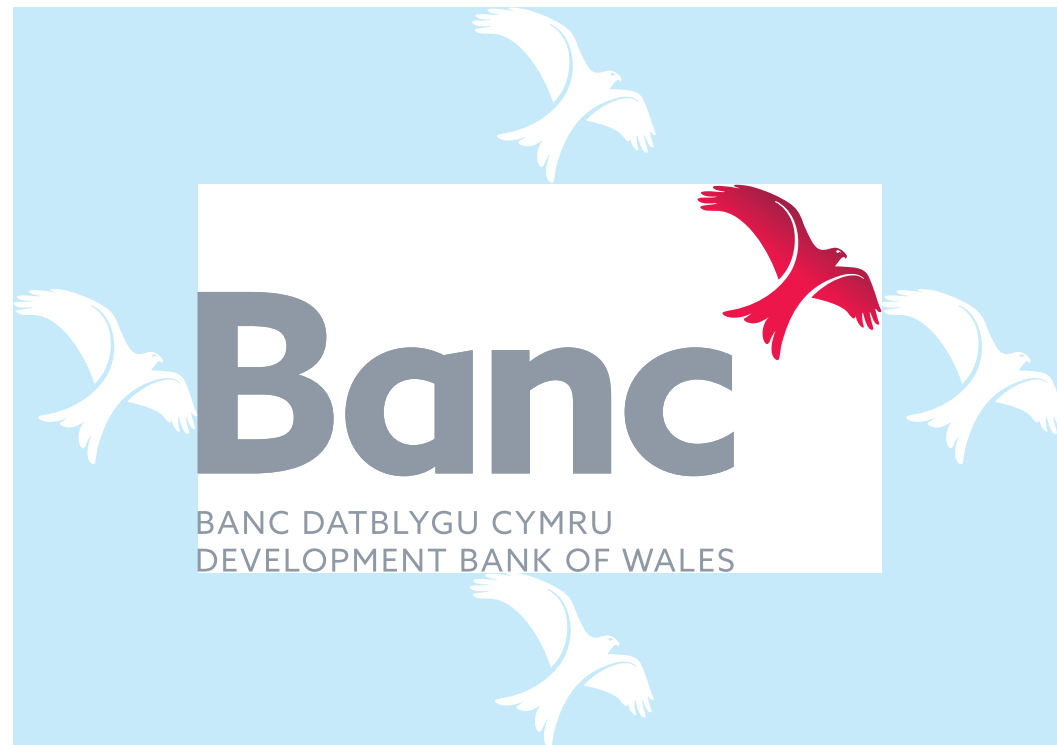
White

Black



Primary logo clearspace

Clearspace for the primary logo is taken from the red-kite and should act as a minimum amount.





Colour palette

DBW Gradient

Wales Red to Deep Red

Wales Red

Pantone 185

C:0 M:100 Y:65 K:0

R:220 G:0 B:62

HEX: #dc003e

Deep Red

Pantone 208

C:45 M:100 Y:65 K:20

R:135 G:30 B:60

HEX: #871e3c

Steel Grey

Pantone 7543

C:47 M:34 Y:27 K:0

R:152 G:159 B:172

HEX: #989fac

Sunrise Yellow

Pantone 7548

C:0 M:25 Y:100 K:0

R:253 G:195 B:0

Hex: #fdc300

Sea Blue

Pantone 631

C:70 M:0 Y:20 K:0

R:40 G:184 B:206

HEX: #28b8ce

Sky Blue

Pantone 545

C:20 M:0 Y:0 K:0

R:212 G:237 B:252

Hex: #d4edfc

Coal Black

Pantone Black 7c

C:0 M:0 Y:0 K:90

R:60 G:60 B:60

HEX: #3c3c3c



Typography

Primary

A B C &

Azo Sans* is our primary typeface.

Azo Sans is modern, geometric typeface full of nuances which soften the strictness of pure geometry, making the typeface more human and pleasant to read in longer body text, while maintaining a sober and rational appearance.

Azo Sans comes in six weights from Thin to Black, with a matching cursive italic for every weight.

When using Azo Sans you should always use 'Stylistic Set 1' in the opentype menu.

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Azo Sans Light should be used for body copy.

Azo Sans Medium should be used for sub-headers.

Azo Sans Bold should be used for all headers.

*Both the Primary and Secondary typefaces are available on Adobe Creative Cloud through Typekit.

Secondary

A B C &

Abril Titling* is our secondary typeface.

Abril Titling is a low contrast typeface for editorial head-lines. It's letter shapes are sturdy, very legible, and deliver a newsy and trustworthy feel.

Abril Titling comes in four weights from Regular to Extra Bold, with a matching italic for every weight.

Internal communications

For all internal communications we use two typefaces; Calibri in place of Azo Sans and Cambria Italic in place of Abril Titling.

These two typefaces makes it easier and more consistent to retain a similar look and feel to our primary and secondary typeface choices.

Abril Titling should be used for quotes, pull out text and alternate headlines.

Calibri in place of Azo Sans.

Cambria Italic in place of Abril Titling.

*In Indesign, highlight the relevant text, open the 'Character' window. Go to 'OpenType' from the dropdown menu. Follow to 'Stylistic Sets' and choose 'Style 1'

