

CAERFFILI
CAERPHERLLY

Croeso (welcome) to your new Caerphilly guidelines.

Here you will find all you need to bring the brand to life and guide you when using the brand elements.

Croeso.
Welcome.

Contents

Narrative	05	Social media	30	Combinations	43	Motion	57
Short	06	Logo	31	Typography	44	Photography	58
Long	07	Primary	32	Primary	45	Overview	59
Brand idea	09	Inspiration	33	Secondary	46	People	60
Writing for Caerffili	10	Artwork	34	Hierarchy	47	Place	61
How we talk	11	Clear space	35	Safe	48	Produce	62
Genuine	13	Minimum size	35	Welsh Language	50	Application	63
Energetic	17	Colourway	36	Guide	51	OOH	64
Unapologetically Welsh	22	Misuse	37	Examples	52	Social	66
Rule of thumb	25	Partnerships	38	10°Lean	53	Website	67
Our words in action	26	Document size guide	40	Overview	54	Assets	68
Marketing comms	27	Colour	41	Photography	55		
Campaigns	28	Palette	42	Guide	56		

Narrative

Narrative

Short

Built on our history. Made by our people.
Home to big ideas and fresh perspectives.
A town where tradition meets innovation.

We don't follow the norm.

We create our own path.

And embrace change.

That's why we're renewing our town.

Making it a better place to...

Live. Work. Visit.

Narrative

Long

How we talk

Built on our history, made by our people.

Like our castle, our community has stood the test of time.

It's robust. It's resilient.

After all, we've been here since the Roman times.

Our people. Our character.

We're a big-hearted bunch — a town of makers and doers.

Craft markets. Music festivals. Food fairs.

We've got it all.

We're honest. We're real. We're local.

We welcome people with open arms.

And with a chunk of our world-famous cheese.

We make people feel at home.

See life from a different angle.

And lean into possibility.

We love our town.

Narrative

Long

We're proud to...
Live here. Work here. Visit here.

Croeso i Gaerffili.
Welcome to Caerphilly.
Life from a different angle.

Life from
a different
angle.

This line is our brand idea.

From our design language to how
we communicate, this statement
stitches everything we do together.

Writing for Caerffili

Every. Word. Counts.

Your words are a huge part of the brand and how people experience the town itself. Every word is a chance to connect, empower and build trust.

Writing for Caerffili

How we talk

How we talk

Everyone who writes for Caerffili represents our brand. So, when you’re talking to a resident, visitor or business owner, it’s important to remember these values:

Genuine

Straightforward. Kind. Inclusive.

We care about our audience. We go out of our way to make complex topics simple. We use accessible, relatable language. No jargon, just straight talking with heart.

This applies all the time to all the writing we do.

Energetic

Exciting. Delightful. Surprising.

We live life to the fullest, so we channel this in our writing, too. We approach everything with full energy and always use active language.

And we add a splash (never a dollop) of humour exclusively in our brand and marketing writing. It keeps things fresh.

Unapologetically Welsh

Honest. Real. Passionate.

We’re proud of our identity. We own it. So, when there’s something to shout about in Caerffili, we’ll scream it from the rooftops.

We champion the Welsh language. That’s why we always put Cymraeg first. And we always write everything in Cymraeg and English.

This is the glue that holds all our comms together. No matter what you're writing, you should always follow this principle.

Genuine

Writing
for
Caerffili

Genuine

Keep things clear.

Thousands of people live in, work in and visit Caerffili.
Which means we always think about and write for everyone.

We often like to overwrite, to show our workings out, to make our writing look weighty. But people are more interested in substance, the facts and how things affect them. So, always put the reader first and cut the jargon. No matter what you’re writing, always think: “What does my reader care about the most?”

For example, let’s break down Cadw’s conservation project in Caerphilly:

- Cadw (who? Cadw conserve Welsh heritage sites)
- Cadw have £5 million in funding (the figures)

End goal: create a world-class heritage attraction (conserving the town’s top tourist attraction)

Then, turn it into a snapshot:

Caerphilly Castle

Cadw’s £5 million project to conserve and transform Caerphilly Castle from a sleeping giant into a world-class heritage attraction.

Tip: Bullet point the main things your reader needs to know.
Once you’ve done that, you’ve got all you need to communicate your message.

Writing for Caerffili

Genuine

Swap formal for normal

We write like our audience talks, using the words they use every single day.

A good test is to read what you’ve written out loud. Does it sound like something you’d say to someone? If not, then you might still have your formal hat on. Turn it around and swap those words for less formal ones...

Formal language has its place, but not when we’re talking to like-minded people on our website or socials. Save it for the business documents!

Assistance	Help
Require	Need
Enable	Let
Obtain	Get
Provide	Give
Request	Ask
Resolve	Fix
Therefore	So
Utilise	Use
However	But

Writing
for
Caerffili

Genuine

Open arms

Our language is inclusive to all, we welcome everyone with kindness and go the extra mile to understand their needs.

We always:

Avoid stereotypes.

Never make assumptions about people, no matter what.

Use pronouns.

He/Him. She/Her. They/Them.

Use gender-neutral language.

For example, instead of 'mankind' use 'humankind'

Avoid ableist language.

For example, instead of saying 'Disabled toilet', say 'Accessible toilet'.

This must be considered when writing emails, social copy, campaigns, print and public signage.

We like to excite, delight and surprise our readers when the time is right. This mainly belongs to our brand and marketing writing.

Energetic

Writing for Caerffili

Energetic

We give good energy — positivity is key across all comms.
We’re active, never passive.

Wordplay

Get creative. Explore words like you would the world.
Go wild and try new things...

Replace safe adjectives and marketing-speak with words that bring vibrancy to your writing.

Unexpected words capture attention: Crackers about cheese? Take a world-famous slice of Caerffili home with you.

Use idioms. For example, we love helping everyone in Caerffili, so we go ‘above and beyond’.

Or when we reveal a big secret — ‘it’s time for us to let the cat out of the bag’. But don’t overdo it, use them sparingly — like you would in a day-to-day conversation.

Rhyme and alliteration. Rhyming can make copy more memorable, but only use it when it’s when it’s acceptable. For example, we could be teasing a new visitor experience: ‘Fancy a sneak peek?’ Sounds better than ‘Fancy a preview?’.

Alliteration creates rhythm and sound patterns, which can be pretty pleasing to read*. For example, when we talk about food, we say tasty treats. Simply subtle.

**See what we did there*

Writing for Caerffili

Energetic

Active writing

We bring good energy to every piece of writing. We're concise. We write mid-length sentences. Short ones, too*. We're confident in our delivery. Which means we never write in the passive voice.

For example, if we're writing a snapshot about a project...

Not this:

Ffos Caerffili. A modern market located in the town centre, opposite the world-famous castle. The market was built to house a mix of independent businesses, local traders and flexible workspaces — ready for everyone to enjoy. Visit Ffos Caerffili.

This:

Ffos Caerffili. Caerffili's finest flavours, all in one place.

Independent businesses. Local traders. Flexible workspaces.
A modern market made for everyone.

Find Ffos Caerffili opposite the castle on Cardiff Road.



**It's okay to write long (at times), just make sure you're filling your sentences with flavour.
Tip: If your sentence has more than five commas in it, you've probably written too much.*

Writing for Caerffili

Energetic

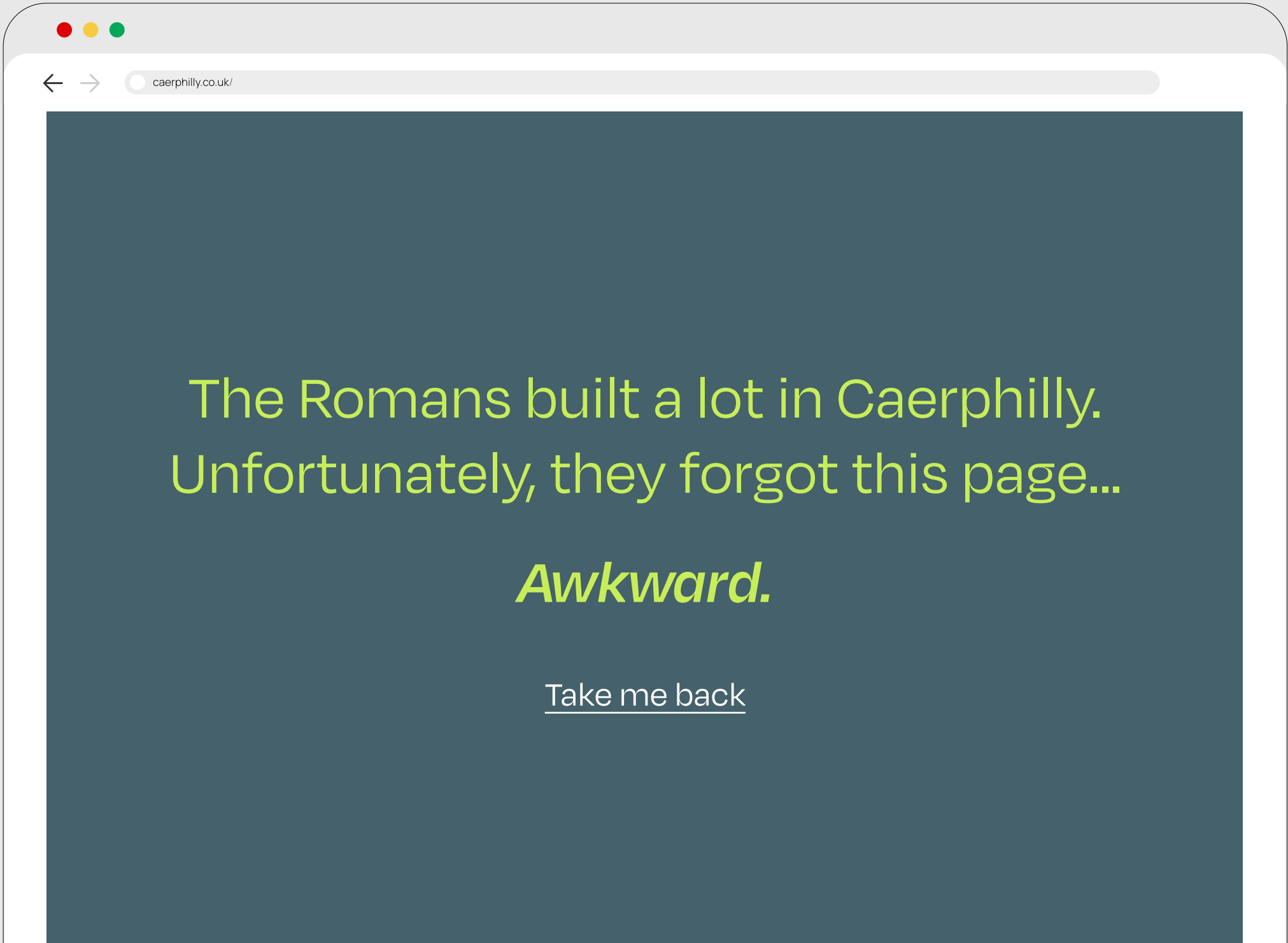
Have a laugh (when the time is right)

People feel good when they laugh (fact). So, let’s surprise our readers and make them feel good when they’re least expecting it.

For example, we’ve landed on the dreaded 404 error page. But don’t worry, it’s another opportunity to consider the reader — to give them something to smile about. A splash of humour goes a long way. But remember, only use it when the time is right.

Instead of saying:
'Error 404 — page isn't working' [Go back]

Say this:



Writing for Caerffili

Energetic

Be relatable

Our writing caters to everyone, so don't be afraid to share relatable experiences.

In a world of hybrid working, you might find yourself writing about flexible workspaces in town — this is a perfect opportunity to draw on common themes...

Not relatable:
Come and enjoy one of our ten workspaces in Caerffili. Find out more at: [LINK].

Relatable:
Get real face time... Switch up your home office. Become a resident at one (or more) of our ten coworking spaces. Find your nearest space at: [LINK]

Think of short introductions that paint a picture in the reader's head. This will also help your design team think of creative ways to communicate your message visually.



We are proudly bilingual from the top down.
As many of our audience are naturally bilingual,
our comms are also naturally bilingual. We
actively offer and encourage the use of
Cymraeg, the language that belongs to us all.

Unapologetically Welsh

Writing for Caerffili

Unapologetically
Welsh

Cymraeg

The Welsh language is embedded in our history, our heritage and our identity. It's part of what makes Caerffili unique. It's an integral part of our communication.

Being able to communicate in Welsh means we can reach more people. We reach those who might be more comfortable speaking in Welsh, especially if it's their first language. We also reach those who are learning and those who are curious.

We want everyone to feel included in our communication. We speak to people who have Cymraeg as their first language, those who know a word (or two), and everyone in between. Whether they read all of it in Welsh or recognise a 'Caerffili', a 'Diolch' or a 'Cymraeg' — we want all readers to use what they have and build on it from our writing.



Writing for Caerffili

Unapologetically
Welsh

Let’s be honest (it’s the best way to be)

We’re genuine and authentic. We’re honest about who we are and what we do. This means being transparent about our work, developments and future projects. All the time.

Sometimes, things don’t go to plan. And we don’t shy away from talking about it*. For example, we may have a project that’s a little bit behind schedule, and we need to tell the public what’s going on...

Something’s off track.

The Public Transport Interchange is running a little later than expected. Construction work is temporarily paused due to [reason: adverse weather conditions]. But we’re working tirelessly to get everything back on track, so you can enjoy the new public transport system in Caerphilly by [DATE].

Thank you for your patience.

If you’d like more information about this project, or have any questions, please email us at [XXX@XXXXX]. Diolch yn fawr.

**Remember, it’s common to slip into the passive voice when we’re addressing tricky topics. Keep it honest. Keep it active. Keep it assured.*

15 Tachwedd 2025

Ŵps! Mae
rhywbeth
o’i le...

Diolch am eich amynedd. Os hoffech fwy o wybodaeth, neu os oes gennych unrhyw gwestiynau, anfonwch e-bost ar XXX@XXXX

Writing
for
Caerffili

Rule of
thumb

Write with pride

Tip: A good test is to ask yourself how what you've written makes you feel. If it makes you feel happy, proud or excited — you're on the right track.

Treat every piece of written communication as an opportunity to make the reader feel something. We are emotional beings. In the words of Dr Jill Bolte Taylor, 'we are feeling creatures who think, not thinking people who feel'. So, our words must engage people emotionally — not just rationally or functionally.

Our words in action

Our words in action

Marketing comms

Emails, web pages and pop-ups

These outlets allow us to capture our readers’ attention with quick, bitesize information. We can use subtle wordplay to highlight Caerffili’s benefits.

Don’t say this:

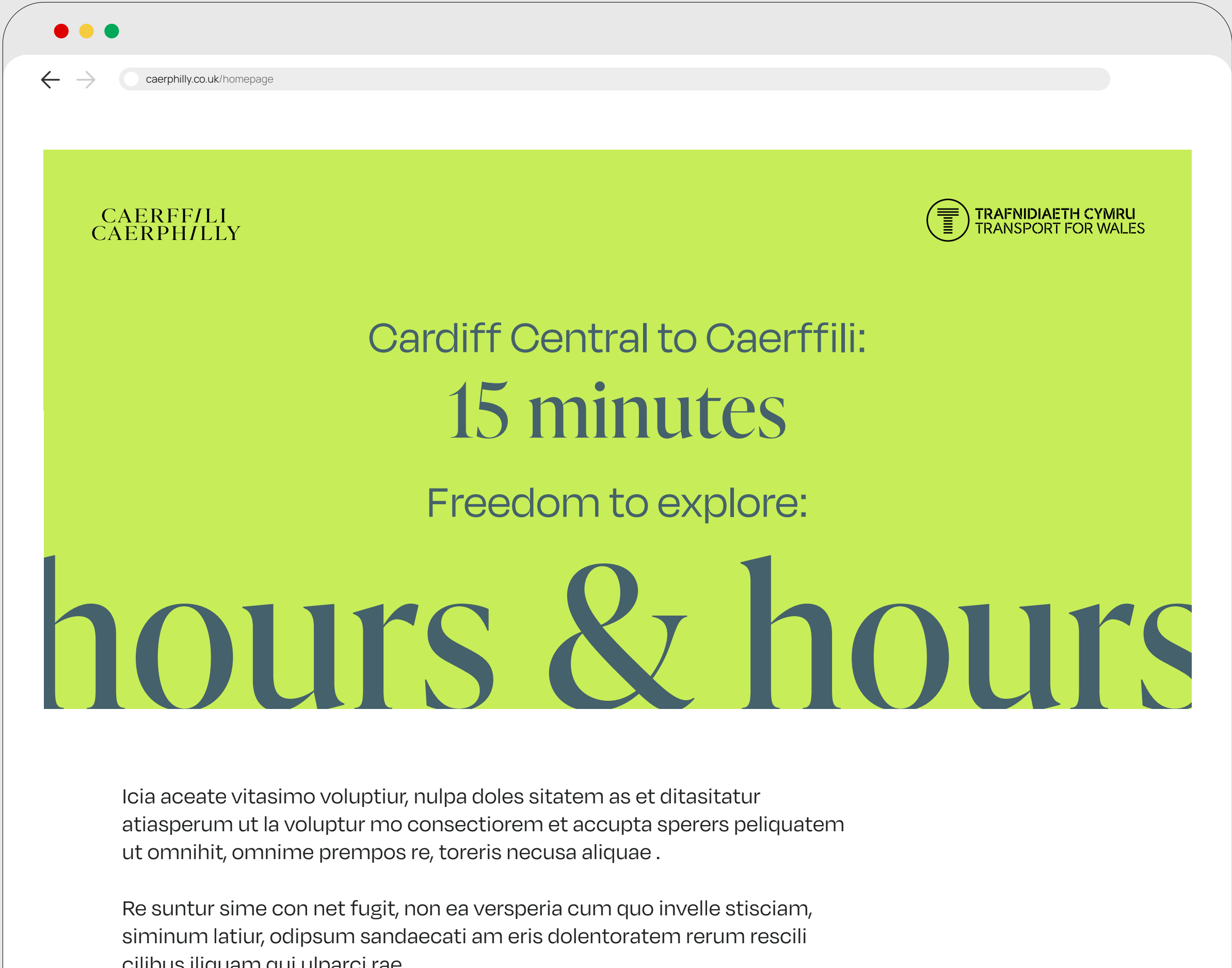
Live in Cardiff? Why not visit Caerffili for the day? Just jump on a train, and you’ll be here in no time.

[Plan a trip]

Say this:

Cardiff Central to Caerffili: 15 minutes.
Freedom to explore: hours and hours.

[Plan your trip]



Our words in action

Campaigns

OOH

When the opportunity comes, grab it with both hands.
Write to stand out. Make people look twice.

Don't say this:
Welcome to the UK's second-largest Castle:
Caerphilly Castle.

Say this:
Visit Wales' giant: Caerphilly Castle *

*Largest in Wales. Fact.

CTA:
[WEBSITE]



Our words in action

Campaigns

OOH

Another example of how this works...

Don't say this:
Welcome to the UK's second-largest Castle:
Caerphilly Castle.

Say this:
The leaning tower of Caerphilly.

More lean than the Tower of Pisa.
6 degrees more.

CTA:
[WEBSITE]



Our words in action

Social media

Assets

Getting noticed on social media is all about positive energy. This is where we flourish. Where we let our hair down. We can be reactive, but remember we're still clear, kind and considered.

For example, it might be wet, cold and miserable outside (what a surprise)...

(Hook)

Raining? Again? In Wales?

(Wordplay)

Don't let the legendary Welsh weather dampen your mood. Brighten your day with some tasty treats at @ffoscaerffili.

(Humour — callback)

Pssst... Bring an umbrella.



Raining?
Again?
In Wales?

..

Don't let the legendary Welsh weather dampen your mood. Brighten your day with some tasty treats at @ffoscaerffili.



Logo

Logo

Primary

The Caerphilly logo is inspired by the castle’s iconic 10° south-east leaning tower, honouring its heritage while also looking toward the future.

CAERFFILI
CAERPHILLY

Caerphilly castle, south-east tower —
known as ‘the leaning tower of Caerphilly’



Logo

Single
language &
bilingual

The bilingual logo is the primary logo to use across all assets. Welsh and English single language versions have been made available if required on a single language document.

Bilingual

CAERFF/LI
CAERP/LLY

Welsh

Single language

CAERFF/LI

English

Single language

CAERP/LLY

Logo

Clear space
& minimum
size

Clear space

The clear space around the logo should be defined by the leaning 'l' within the logo. This will prevent any over crowding and allow the logo to be fully legible.



Minimum size

15mm height



Logo

Colourway



Logo
Misuse

CAERFF/LI
CAERPH/LLY

Do not change the colour of the logo outside of the palette.

CAERFF/LI
CAERPH/LLY

Do not apply any effects to the logo.

CAERPH/LLY
CAERFF/LI

Do not alter the placement of the stacked bilingual logo.

CAERFF/LI
CAERPH/LLY

Do not distort the logo, please use the artwork provided.



Do not place the logo on busy backgrounds — this will impact legibility.

CAERFF/LI
CAERPH/LLY

Do not place the logo on coloured backgrounds that will impact legibility.

Lead logo

When Caerphilly takes the lead on a communication, the Caerphilly logo should have primary visual hierarchy, with the supporting logo placed secondarily.

Example logo sizing



Logo

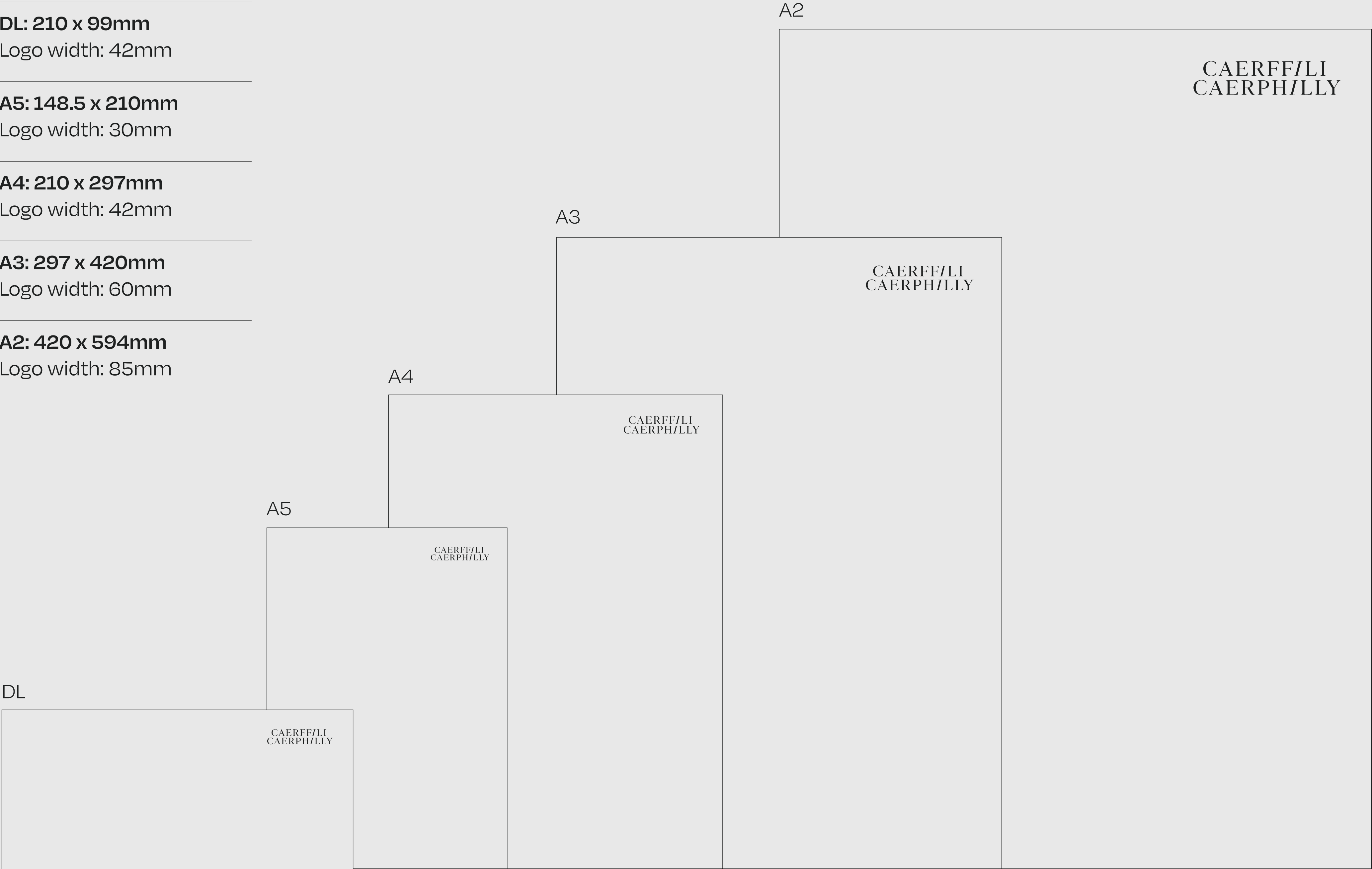
Partnerships

Equal prominence
Whenever the Caerphilly logo is used in equal prominence with other brands, an even visual balance should be maintained with no logo dominating.



Logo

Document size guide



Colour

Colour

Palette

Caerphilly Stone
R232 G232 B232
C11 M7 Y8 K0
Hex E8E8E8
Pantone P 179-2 U

Moat Teal
R69 G97 B107
C73 M46 Y42 K30
Hex 45616B
Pantone P 175-12 U

Charcoal
R31 G33 B33
C76 M64 Y60 K79
Hex 1F2121
Pantone Hexachrome Black C

River blue
R199 G215 B235
C26 M11 Y3 K0
Hex C7D7EB
Pantone 675 C

Mountain green
R199 G237 B89
C31 M0 Y77 K0
Hex C7ED59
PantoneP 160-8 U

Orange
R227 G100 B20
C5 M71 Y99 K0
Hex E36414
Pantone 717 C

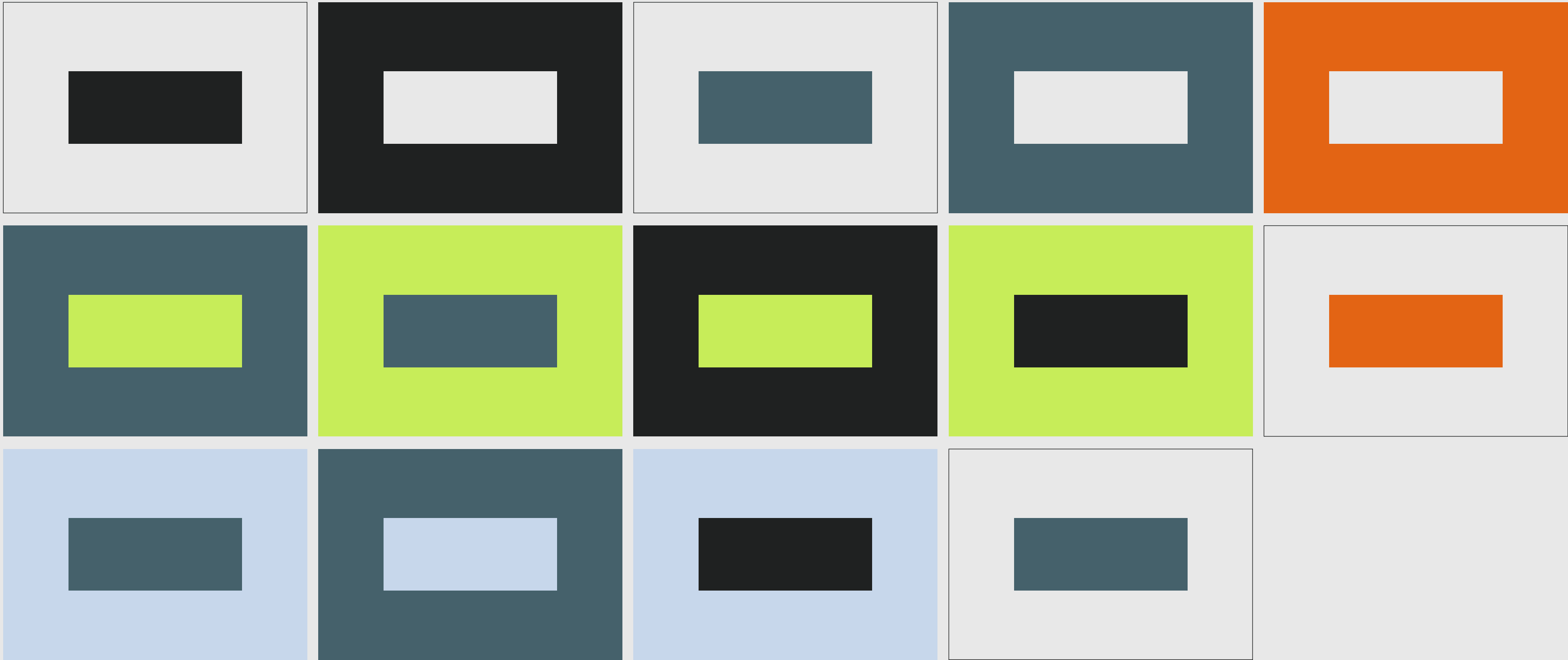
Primary palette
The primary palette is core to the overarching Caerphilly brand. They are a visual nod to the colours of Caerphilly in and around the castle.

Secondary palette
Although supporting, these colours provide a vibrancy to materials when required.

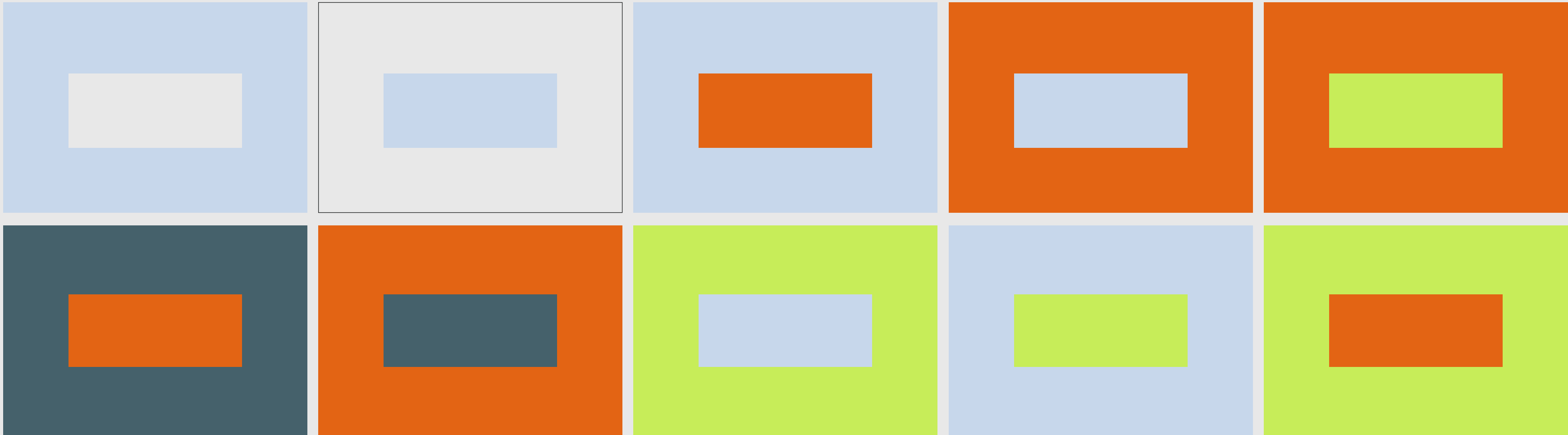
Colour

Combinations

Approved colour combinations.



Colour combinations to avoid.



Typography

Fonts

Primary

Only use the weights specified on the right.

IvyPresto Display
Primary typeface used for larger scale outputs.
This should not be used for body copy.

A contemporary serif
typeface that celebrates
heritage and history.

Leading 10%
of point size.

Example:
Point size: 130
Leading: 123

Tracking: 10

Weights:

Light: a b c d e f g h i j k l m n o p q r s t u v w x y z

Light Italic: a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular: a b c d e f g h i j k l m n o p q r s t u v w x y z

Italic: a b c d e f g h i j k l m n o p q r s t u v w x y z

Fonts

Secondary

Degular
Secondary typeface used for sub-headings, small
text and body copy.

Paired with a modern
sans serif to reveal
its future facing nature.

Weights:

Light: a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular: a b c d e f g h i j k l m n o p q r s t u v w x y z

Medium: a b c d e f g h i j k l m n o p q r s t u v w x y z

SemiBold: a b c d e f g h i j k l m n o p q r s t u v w x y z

Fonts

Hierarchy

IvyPresto Display
Headline typeface, used at
larger scale.

Degular
Typeface used for sub-headings,
pull-outs, large amounts of
body copy. Available in multiple
weights.

IvyPresto
Display
Headline

Degular SemiBold .

Sus etus ium essundam id molupis dolum et sdani fdlopn
quiandae. Nempore nonse quas simus earumquid dipsus
nusae endus, assimi, nos aspictorunt et opl intiberum aut
mo eatio elitem.

Et aspellam untori volor ate ipid qui conse voluptas as estor
mos di aut laut volupti bearchit, sin prerse voluptae pe
nonsedia ario. Et ius autatus maximust estiur? Quiduciet
ma velitatem et exceptationi cup eas. qui asperspidus pas

Fonts

Safe

Public Sans: ExtraLight

Safe font only to be used on documents when the brand fonts are unavailable.

A suitable font to use
when the brand fonts
are unavailable. This is
a free Google font.

Click the orange link above to download.

Famed for our *castle*,
made by our people.
We're a *big-hearted*
bunch — a town
of *makers and doers*.

IvyPresto Display
Light & Light Italic

Welsh Language

Welsh Language

Guide

Things to note:

Single language where possible

When producing collateral, we should aim to create single language outputs for both Welsh and English. This prevents congestion and increases readability. This allows for more flexibility with the design of the outputs.

Bilingual

When bilingual outputs are required, the Welsh should sit to the left of the English. Where this is not possible, the Welsh should sit above the English. The use of the 10° lean is not required as prioritisation should be given to the readability of the artwork.

Unapologetically Welsh

We actively encourage the use of the Welsh language, the language that belongs to us all. For more guidance on the use of Welsh within our comms, please refer to the tone of voice section.

Welsh Language

Examples

Bilingual: Typographic

When working typographically, the Welsh and English should sit side by side — where this is not possible Welsh should sit above English.

CAERFF/LLI
CAERPH/LLY

Croeso Welcome

Y castell sy'n enwog, ond y bobl yw'n henaidd. Rydyn ni'n griw croesawgar — tref o weithwyr a gwneuthurwyr. Ac rydyn ni wastad wedi gwneud i bethau ddigwydd. Dyna pam rydyn ni'n trawsnewid y dref, i'w wneud yn lle gwell i fyw, gweithio ac ymweld.

P'un ai eich bod yn byw yma, yn chwilio am eich cartref nesaf, yn adeiladu'ch busnes neu'n ymwelydd, Caerffili yw'r lle i chi.

Famed for our castle, made by our people. We're a big-hearted bunch — a town of makers and doers. We make things happen. It's why we're renewing our town — making it a better place to live, work and visit.

Whether you're a resident, looking for a place to call home, do business (and build them) or just a visitor, Caerphilly is made for you.

Bilingual: Image

When an image is needed, the image does not need to sit within a 10° lean. More flexibility is available to accommodate the copy.

CAERFF/LLI
CAERPH/LLY

ffos
caerffili

Blasau gorau Caerffili, i gyd mewn un lle.

Busnesau annibynnol.
Masnachwyr lleol.
Gweithleoedd hyblyg.
Marchnad fodern i bawb.

Caerffili's finest flavours, all in one place.

Independent businesses.
Local traders. Flexible
workspaces. A modern
market made for everyone.



Bab Haus,
Ffos Caerffili

Single Language

When the Welsh language is used, the same rules apply for the application of type and image (as seen in other sections of the guidelines).

CAERFF/LLI
CAERPH/LLY



Caðw

Mae profiad newydd
yng nghastell Caerffili
yn barod i'w archwilio.

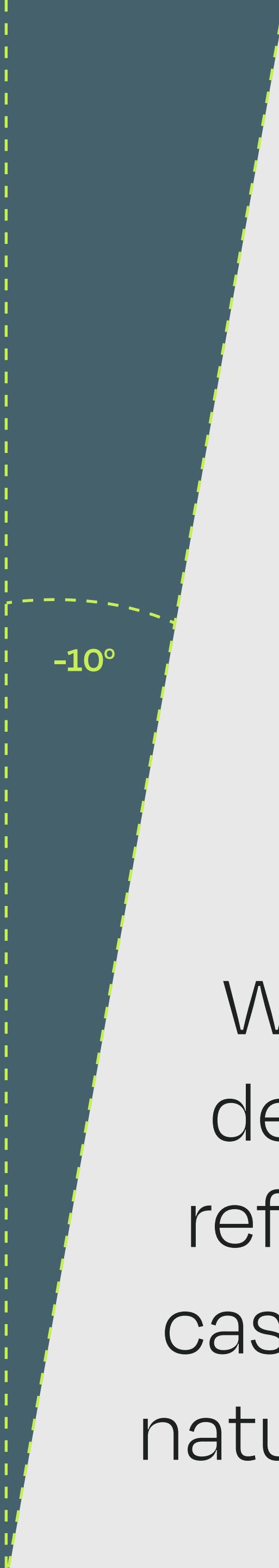
Ffansi cipolwg?

Ewch i cadw.gov.wales
am fwy o wybodaeth.

10^o Lean

10° Lean

Overview



When applicable, we work at a 10° degree forward facing angle. This reflects the leaning tower within the castle as well as the forward facing nature of the town.

10°
Lean

Photography

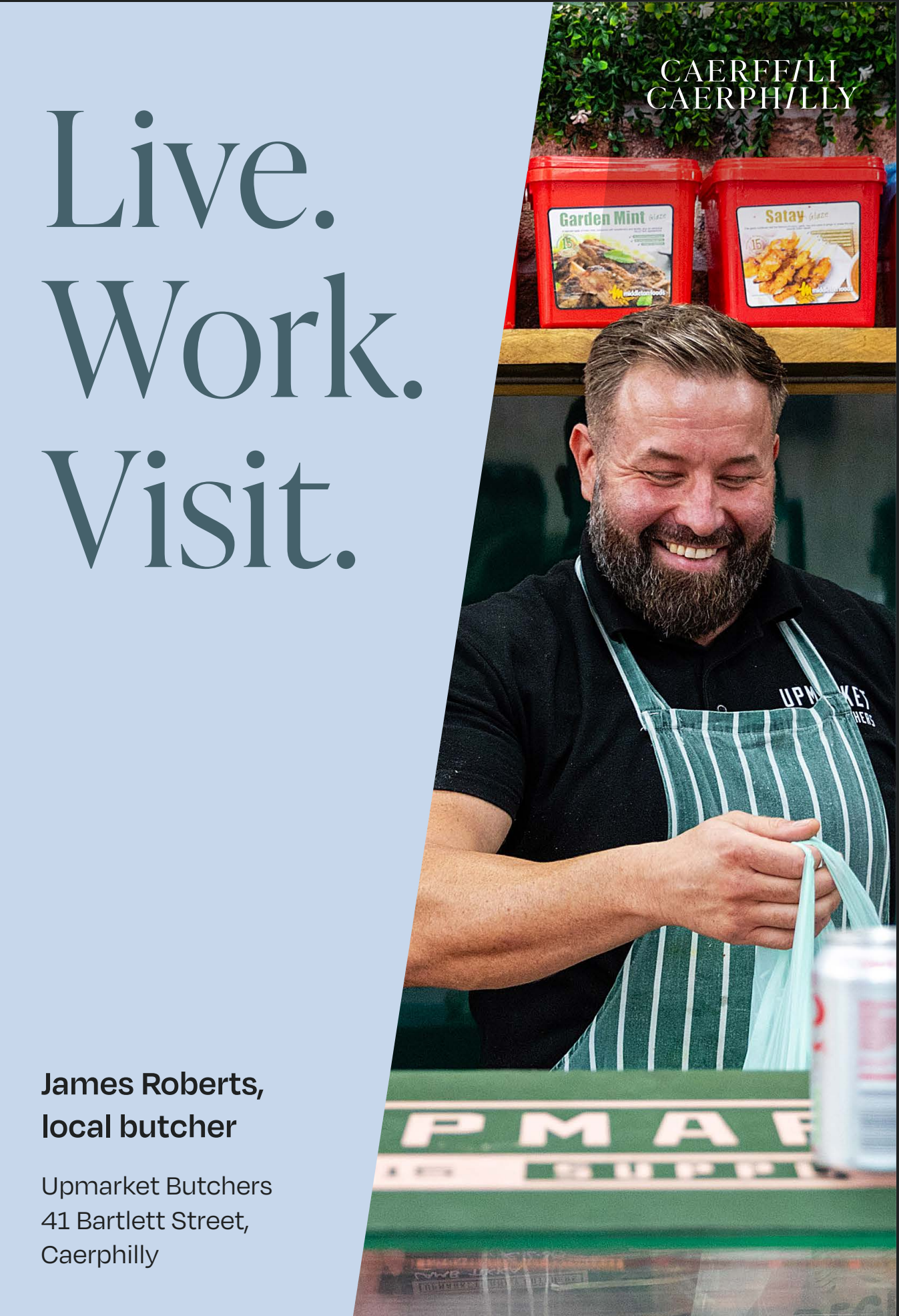
Image with text

Ensure full legibility when placing copy over an image. Text box can shear at a 10° angle.



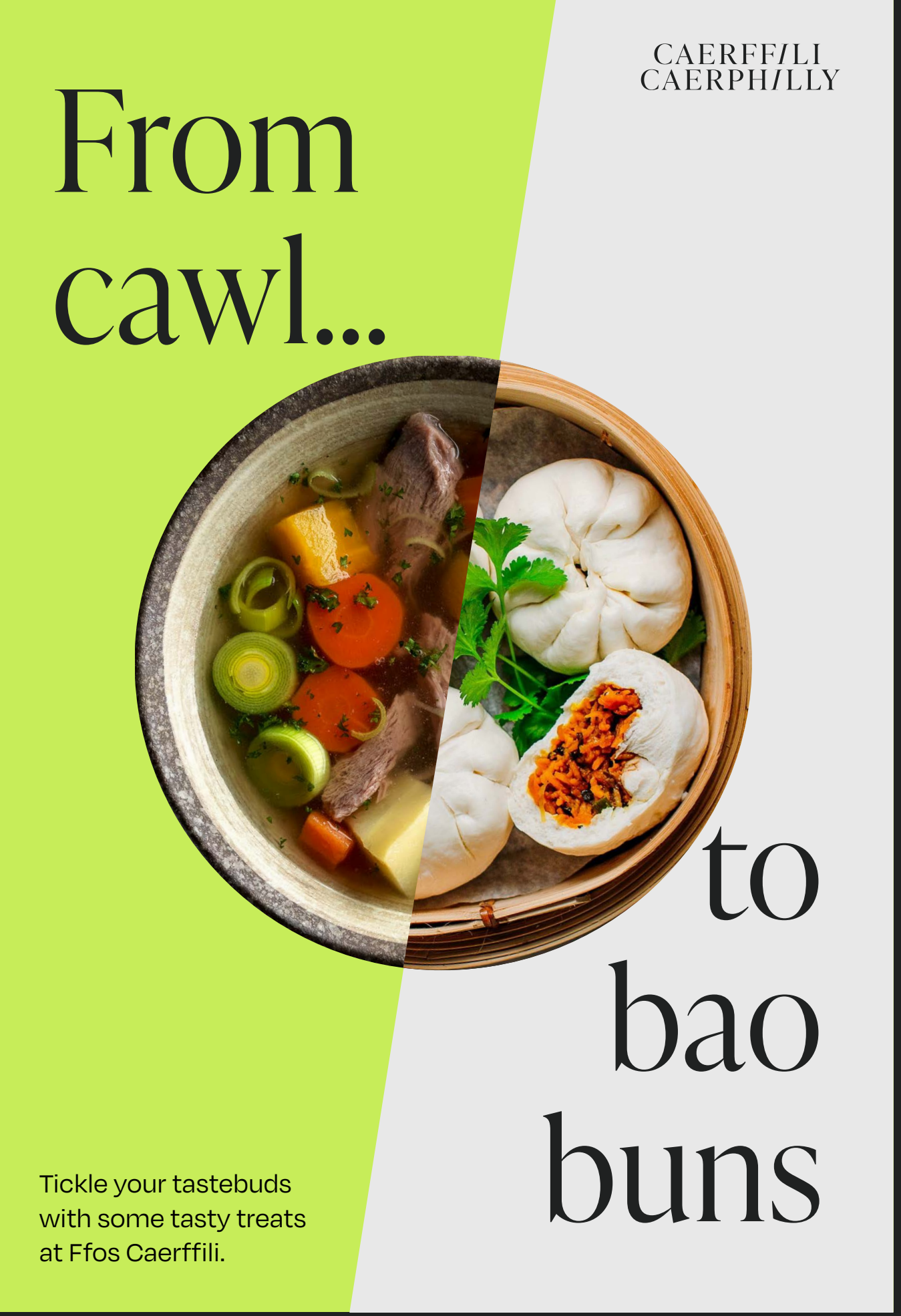
Image reveal

Add interest and create space for copy by utilising the 10° lean as a way to conceal and reveal images.



Combining images

Combine images through the 10° lean. This is a playful way to bring two contrasting visuals together.



Things to consider:

Less is more

The lean should be used sparingly as a visual aid for any given content. Be mindful when using the lean that it is not across every page — it should be sympathetic to what is being communicated.

Understand your audience

Depending on what it is you’re communication, having a large lean on the design might not be the best use. Always understand your audience and how they take in content.

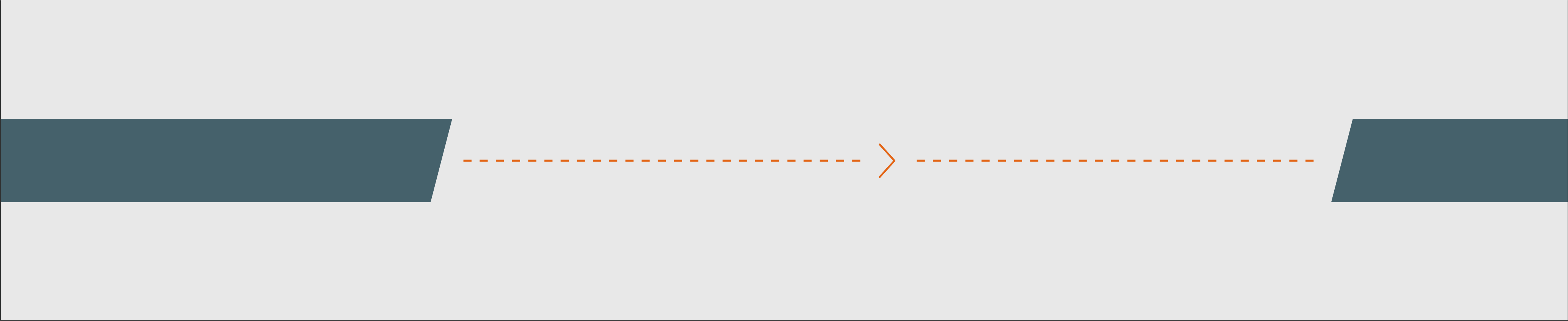
Be playful

The above are guides on ways to use the lean across different formats. Be playful in how this can be adapted for different touchpoints. If you have any questions, please get in touch.

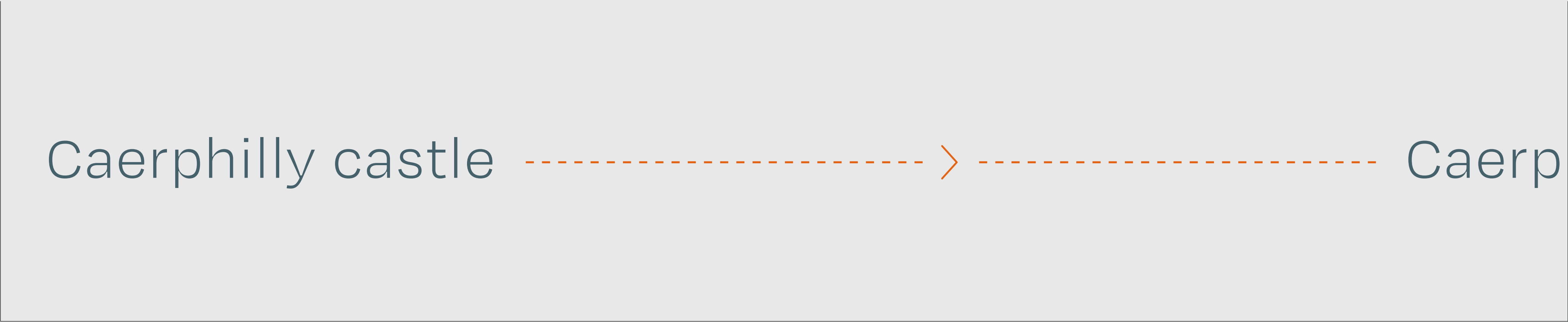
10°
Lean

Motion

Always moving forward
Where possible, the object moves from left to right —
always moving in a forward direction to highlight Caerphilly's
future facing nature.



Graphics along an x-axis should always move from left to right.



Text along an x-axis should always move from left to right.

Photography

Photo- graphy

Overview

Things to look out for:

Consider different formats

Don't forget to shoot for both landscape and portrait to cover a range of formats for both print and digital outputs.

Allow clear space

Although it may not always be possible, having clear space around a subject matter is really useful when considering different compositions. It gives more scope for crops and adding graphical elements such as a copy, logos etc.

Unapologetically Caerphilly

This brand aims to celebrate everything that makes Caerphilly, well, Caerphilly. From place and product, through to people, we want our images to be real and relatable — nothing staged and pretentious.

Photography

People

Things to look out for...

Capture real people in real moments. We don't want staged models.



Photo- graphy

Place

Things to look out for...
Capturing all of Caerphilly. It is a place full of character — from the old to the new, all should be celebrated.

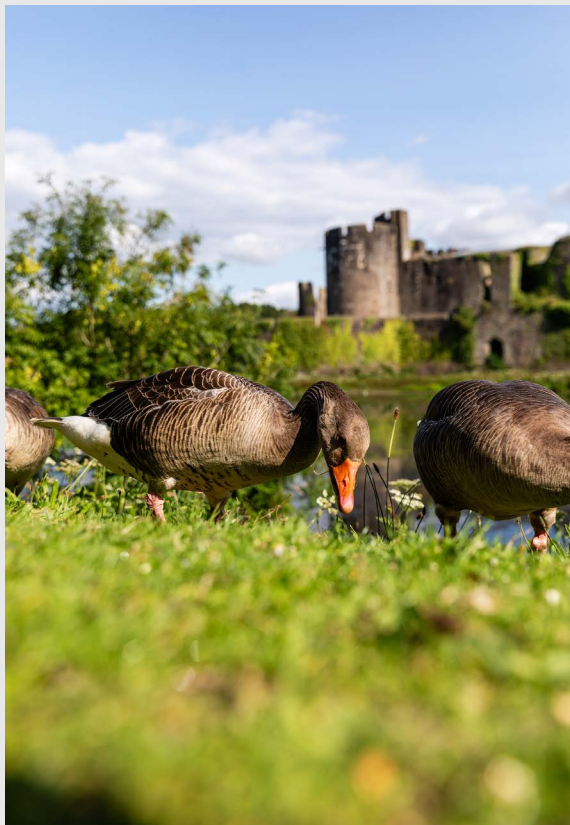


Photo-
graphy

Produce

Things to look out for...

Caerphilly is home to beautiful produce from local makers. It is part of the fabric of the town and is integral to the town's identity.



Application

OOH
Posters

CAERFF/LI
CAERPH/LLY





A new visitor experience
at Caerphilly castle
is ready to be explored.

Fancy
a sneak
peek?

Visit cadw.gov.wales to
find out more.

CAERFF/LI
CAERPH/LLY



Blasau gorau
Caerffili,
i gyd
mewn un lle.

Caerffili's
finest
flavours, all
in one place.

Busnesau annibynnol.
Masnachwyr lleol.
Gweithleoedd hyblyg.
Marchnad fodern i bawb.

Independent businesses.
Local traders. Flexible
workspaces. A modern
market made for everyone.



Two Shot Social,
Ffos Caerffili

CAERFF/LI
CAERPH/LLY

Haul



neu

Glaw?

Peidiwch gadael ein tywydd
enwog fod yn rhwysr.
Darganfyddwch popeth
mae Caerffili yn ei gynnig.

OOH

Banner



Social

 Caerphilly

*Leaning
into
a better
future.*

Send message



 Caerphilly



Send message



 Social avatar

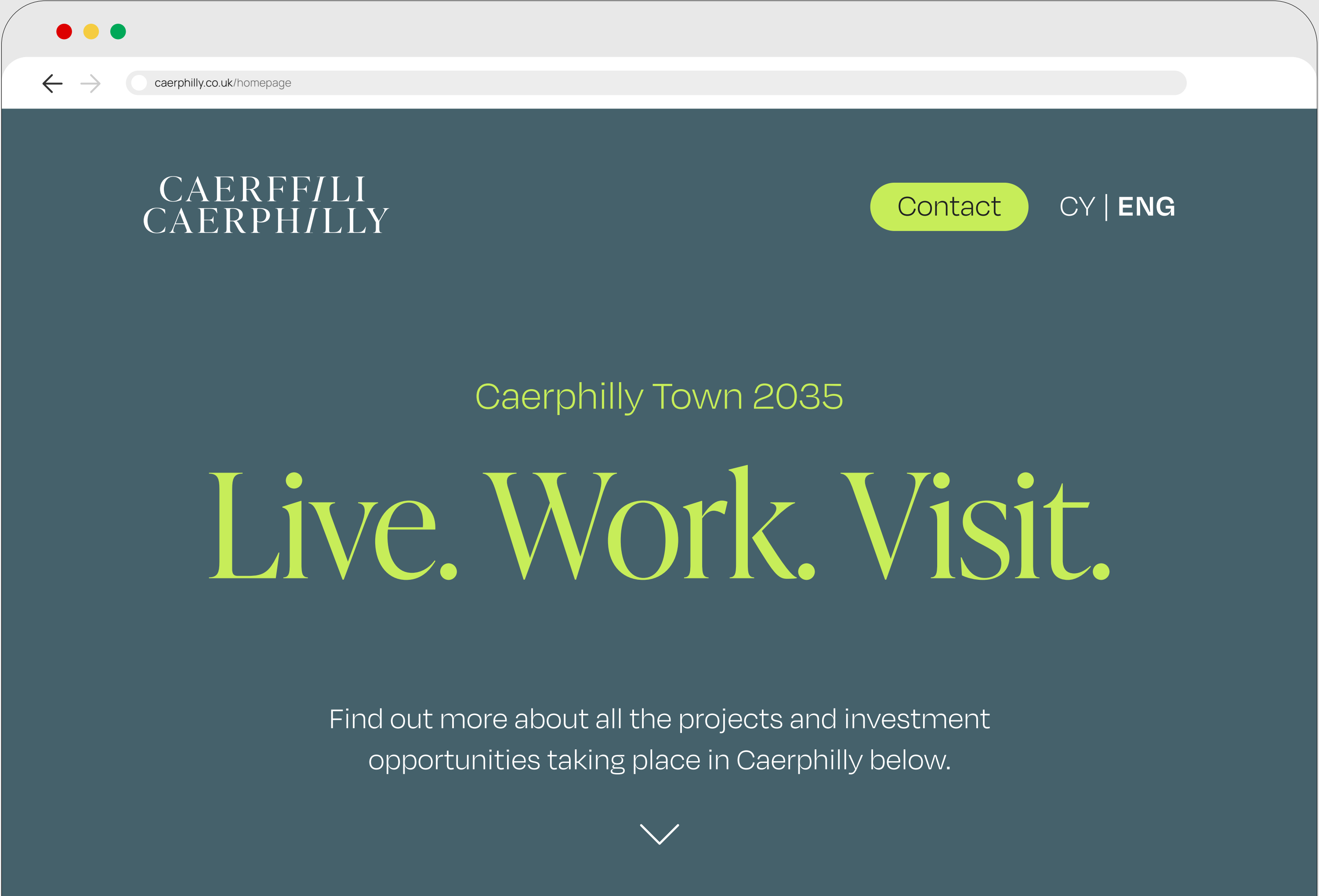
CAERFF/LI
CAERPH/LLY

Send message



Web
page

Phase one
Holding page



Famed for our castle, made by our people. We're a big-hearted bunch — a town of makers and doers. We make things happen. It's why we're renewing our town – making it a better place to live, work and visit.

Assets

Umbrella



Assets

Flags



If you have any further questions
please get in touch.

Full name
name@emailaddress.com

CAERFF/LI
CAERPH/LLY