

STWNSH

BRAND GUIDELINES

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Stwnsh is a Welsh-language children's service committed to providing original, high-quality programmes for youngsters between the age of 7 to 13. The service includes a mix of new commissions and acquisitions, from drama to animation, together with eye catching graphic branding delivering a fast paced, vibrant service.

Stwnsh broadcasts over 7 hours of programming a week. It is available across the UK on terrestrial, satellite and cable TV and can also be viewed online on S4C's on demand service and BBC iPlayer.

Stwnsh is also a platform for digital content; the bilingual website s4c.co.uk/stwnsh is a hub for games, activities and user generated content.

Stwnsh isn't just a media brand; it also makes a contribution to the cultural life of Welsh children, helping children hear Welsh at home and encouraging the use of the language.

S4C continues to be a significant investor in original children's programming in the UK.

BRAND POSITIONING

Our mission

To provide quality multi-platform content through the medium of Welsh which entertains, challenges and educates.

Our core values

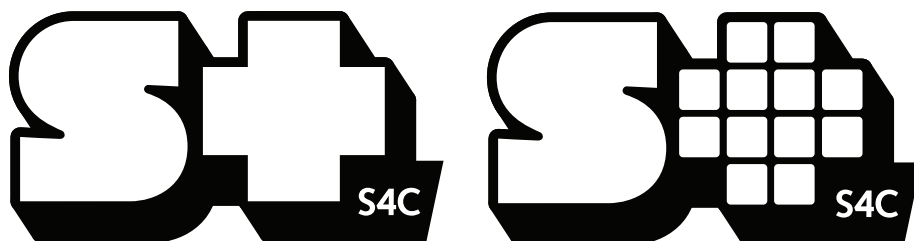
Entertaining and Creative

Our personality

Fun and Irreverent

Our motto

Your Stwnsh!

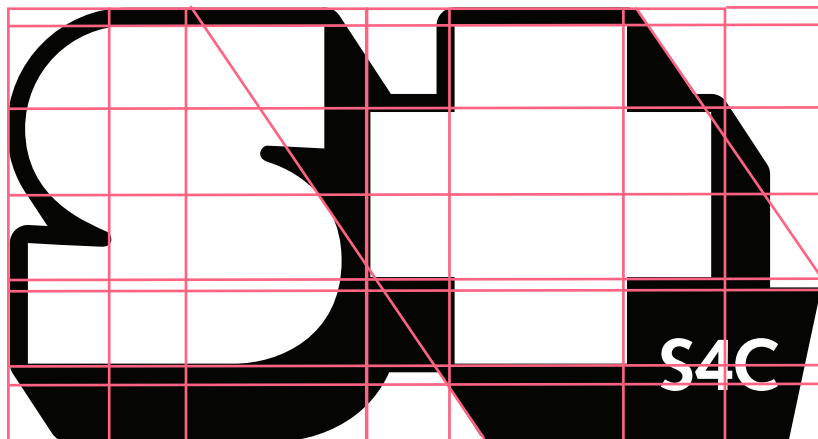


S as Stwnsh
S as S4C

PLUS as Extra Content
PLUS as Online Content
PLUS as Live Events
PLUS as Second Screen
PLUS as UGC
PLUS as Games
PLUS as Mobile

S4C Label as part of
the Channel

Plus Symbol to Pixel Box Symbol

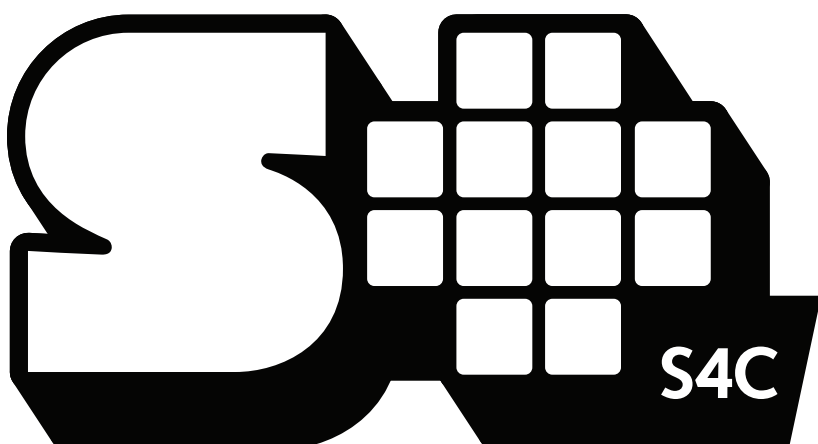


S and PLUS have equal importance and volume



MAIN LOGO

resting look

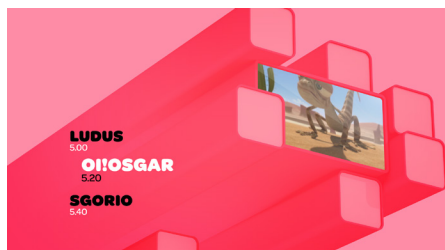


ANIMATED VARIATION

Key step of Animated Look

COLOUR PREVIEW		RGB	HEX	CMYK	PANTONE
STWNSH PINK					
	LIGHT	254, 140, 167	#FE8CA7	0, 39, 9, 0	1767 U
	DARK	253, 77, 109	#FD4D6D	0, 58, 18, 0	190 U
STWNSH ORANGE					
	LIGHT	255, 179, 65	#FFB341	0, 24, 73, 0	121 U
	DARK	255, 126, 17	#FF7E11	0, 49, 78, 0	137 U
STWNSH BLUE					
	LIGHT	17, 161, 244	#11A1F4	66, 7, 2, 0	2985 U
	DARK	0, 124, 216	#007CD8	91, 34, 3, 0	PROCESS BLUE U
STWNSH GREEN					
	LIGHT	136, 191, 72	#88BF48	36, 0, 96, 0	381 U
	DARK	73, 143, 20	#498F14	65, 0, 90, 0	375 U
STWNSH VIOLET					
	LIGHT	138, 134, 174	#8A86AE	29, 43, 4, 0	522 U
	DARK	75, 70, 119	#4B4677	56, 67, 24, 7	520 U

STWNSH PINK



#FFCBE1



#FE8CA7

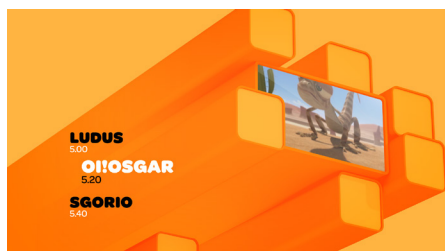


#FD4D6D



#260809

STWNSH ORANGE



#FFE871



#FFB341

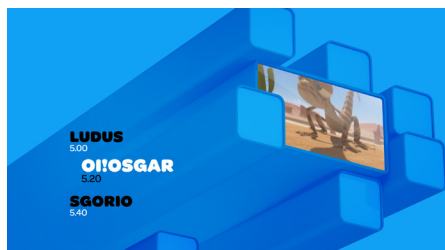


#FF7E11



#FF1F00

STWNSH BLUE



#57CCFF



#11A1F4

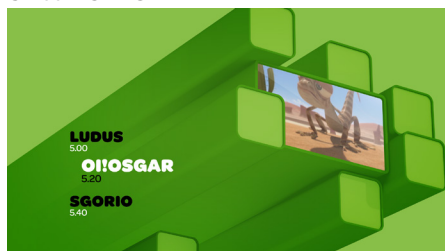


#007CD8



#1D313D

STWNSH GREEN



#C7EF7C



#88BF48

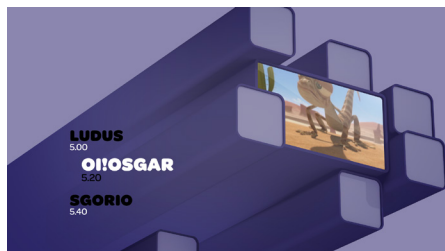


#498F14



#062D00

STWNSH VIOLET



#C9C6E5



#8A86AE



#4B4677

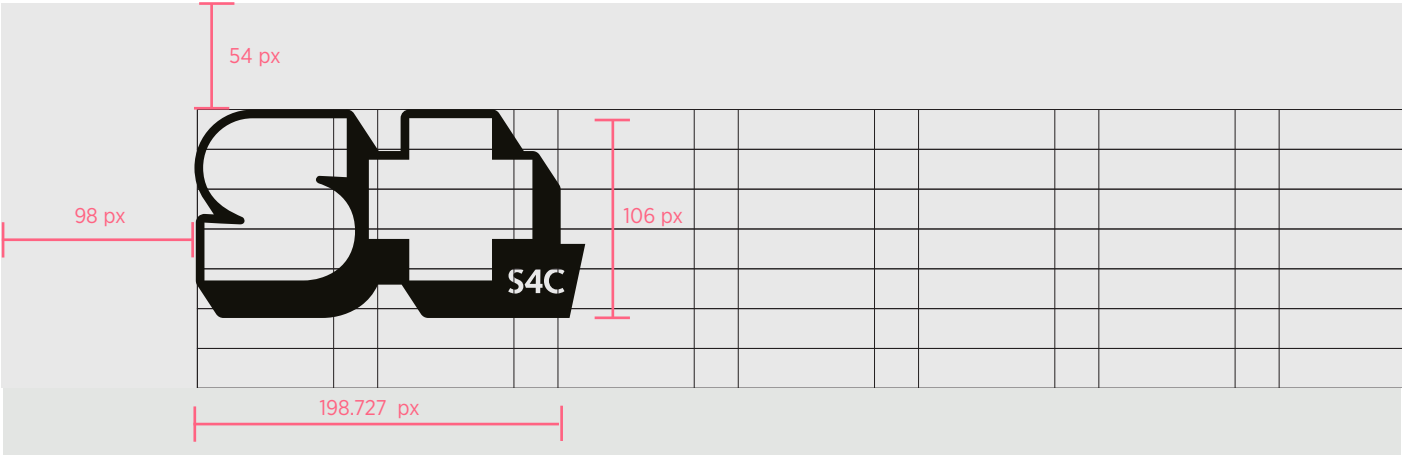
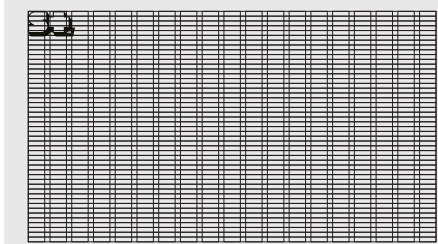


#06051A

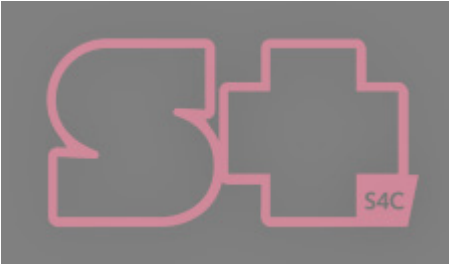
Logo Height
106 px

Logo Position on 1920x1080
X - 98 px
Y - 54 px

Anchor Point
top left

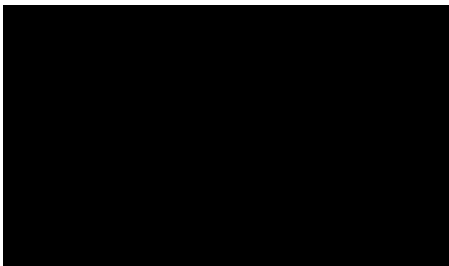


Animation Progression
PINK Example
40 frames



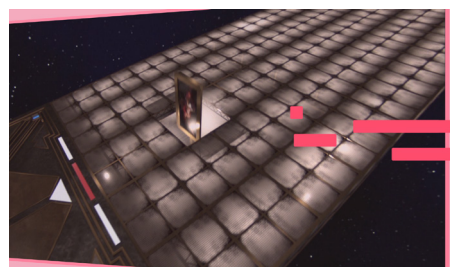
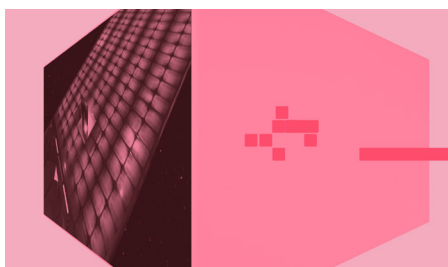
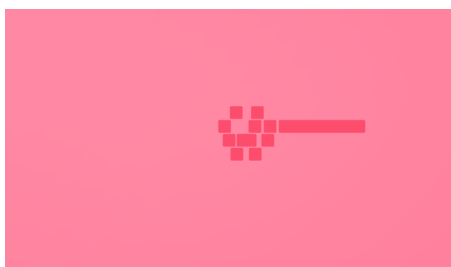
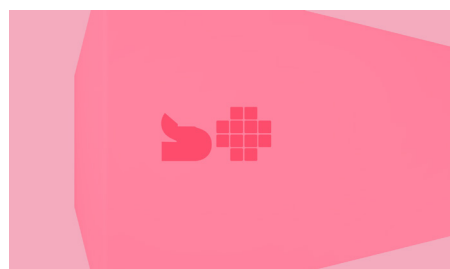
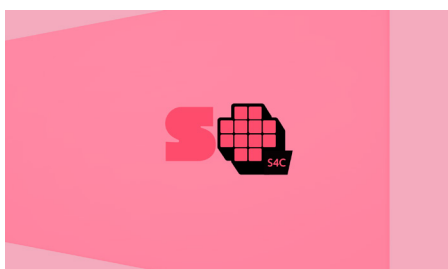
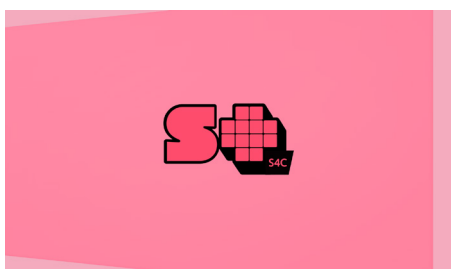
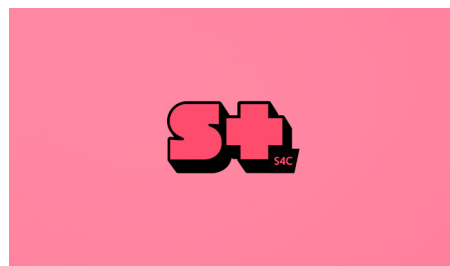
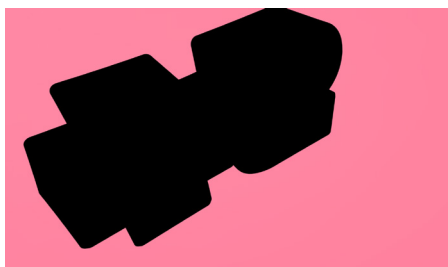
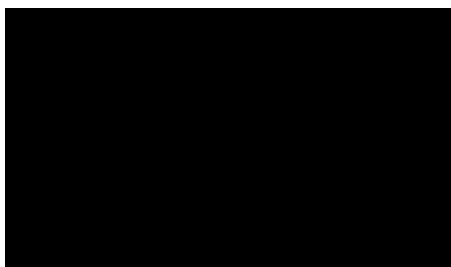
Version 1

Start of Programme



Version 1

Start of Part / before Trails



Omnes Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&
ÁÂÃÄÅÃÇÉÊËËÏÎĹŃÓÔÖØÕŠÚÛÜÝŽ
áâäåãçéêëëïîĺńóôöøõšúûüýž
1234567890

Omnes Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&
ÁÂÃÄÅÃÇÉÊËËÏÎĹŃÓÔÖØÕŠÚÛÜÝŽ
áâäåãçéêëëïîĺńóôöøõšúûüýž
1234567890

Omnes Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&
ÁÂÃÄÅÃÇÉÊËËÏÎĹŃÓÔÖØÕŠÚÛÜÝŽ
áâäåãçéêëëïîĺńóôöøõšúûüýž
1234567890

Omnes Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&
ÁÂÃÄÅÃÇÉÊËËÏÎĹŃÓÔÖØÕŠÚÛÜÝŽ
áâäåãçéêëëïîĺńóôöøõšúûüýž
1234567890

MENUS



ON REST

Black Show Title and White Time Subline
71 pt, Tracking 10, Uppercase Omnes Black
40 pt, Tracking -10, Uppercase Omnes Medium

ACTIVE

White Show Title and Black Time Subline
Scaled up to 115%

NOW, NEXT, LATER



397 pt, Tracking -10, Uppercase Omnes Black

95 pt, Tracking 10, Uppercase Omnes Black

55 pt, Tracking -10, Uppercase Omnes Medium

40 pt, Tracking -10, Uppercase Omnes Medium

40 pt, Tracking 10, Uppercase Omnes Semi-Bold

STRAPS



Accented Title: 95 pt, 100pt Leading, Tracking 10, Uppercase Omnes Black.

Not Accented Title: 95 pt, 80 pt Leading, Tracking 10, Uppercase Omnes Black.

Sub-Title: 53 pt, Tracking -10 Uppercase Omnes Semibold

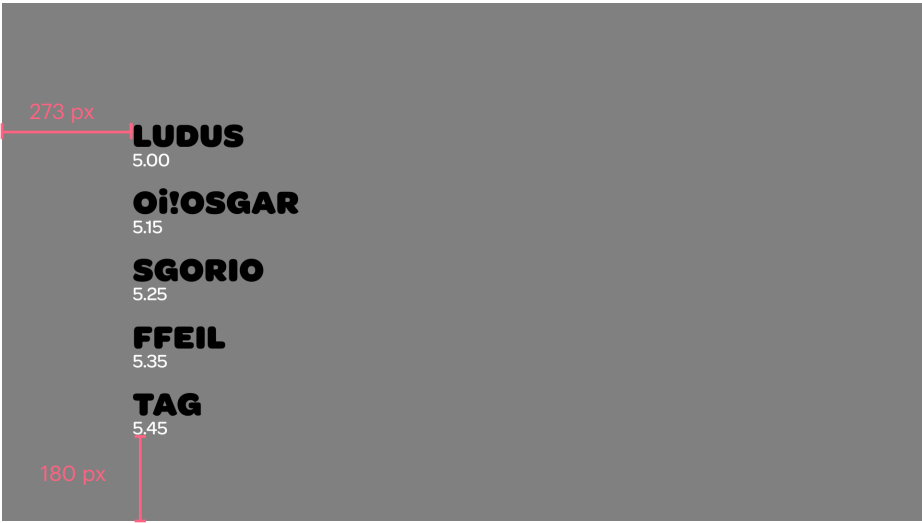
Time: 40 pt, Tracking 10, Uppercase Omnes Medium.

Day: 40 pt, Tracking 10, Uppercase Omnes Medium.

Call to action: 40 pt, Tracking -10, Uppercase Omnes Medium.

Link: s4c.cymru/ - 40 pt, Tracking 10, Lowercase, Omnes Medium. **Stwnsh** - 50 pt, Tracking 10, Lowercase, Omnes Semibold.

TEXT POSITION



USAGE EXAMPLES for 1920x1080 screens

The Menu List starts at 273 px from the left and it's aligned to the bottom always at a distance of 180px

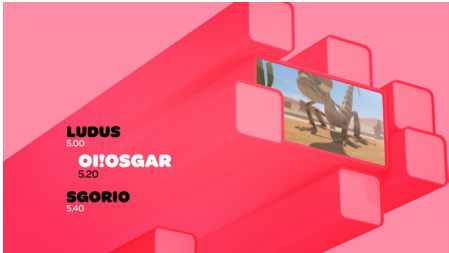
VIDEO BOXES



BOXES AND COLOURWAYS

The show's preview content is shown in the main/central screen, which alternates aspect ratio from 16:9 to 3:4.

The template is designed to work best up to 5 items.



The Menus can appear in the five hue variations, but colours can never mix.



COLOUR

Colours can not be mixed and are not interchangeable.

NAWR/NOW

NAWR is always in the Stwnsh Orange Hue

NESA'/NEXT

NESA' is always in the Stwnsh Pink Hue

WEDYN/LATER

WEDYN is always in the Stwnsh Green Hue

ROTATION

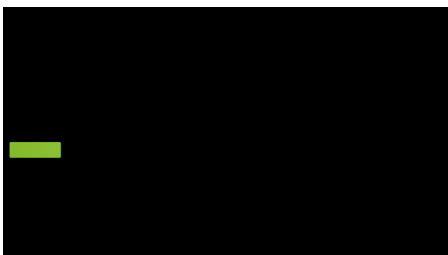
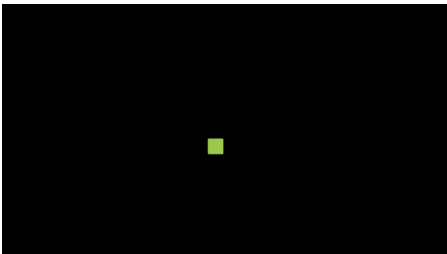
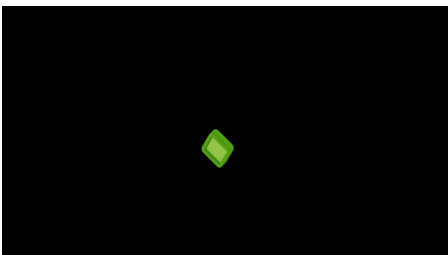
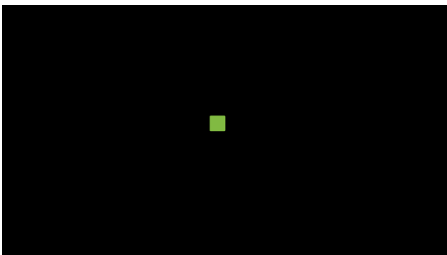
The rotation angle and direction is set in the Template and cannot be changed

TEXT

NAWR, NESA' AND WEDYN are always centered.
The subtext is aligned to the left following the rule applied to the menu.

Version 1

Show's Title, Time, Date and
Call to Action with Link



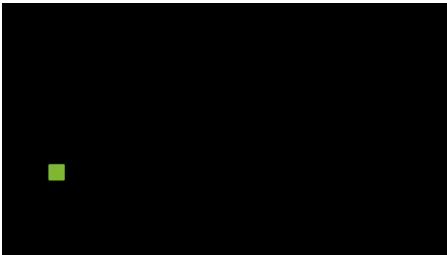
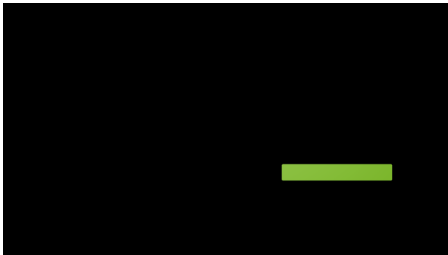
The Strap is a GFX with alpha channel

TEXT SPACING

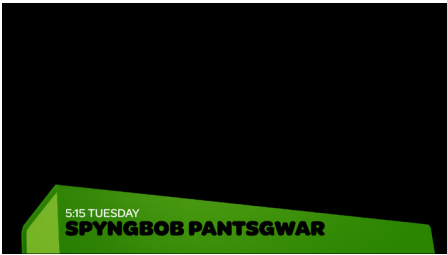
Example of the text spacing in regard of the
presence of an accent.

Version 2

Time, Date and Show's Title

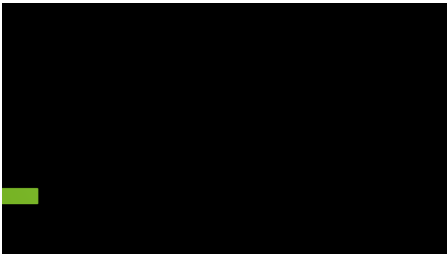
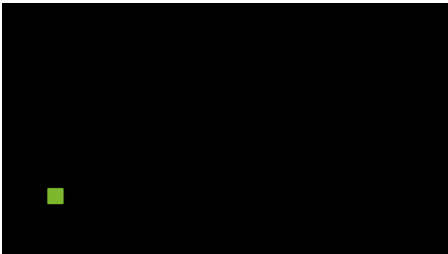


The Strap is a GFX with alpha channel



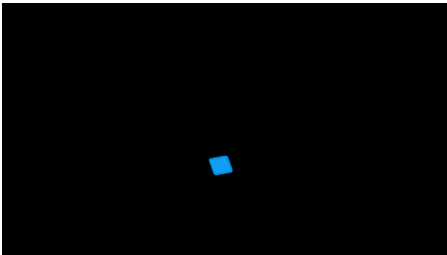
POSITIONING

GFX is active in the lower third.

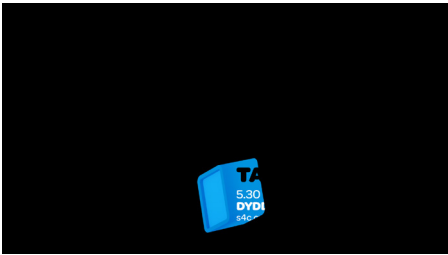


Version 3

Show's Title, Time, Date, Stwnsh
Website's Link



The Strap is a GFX with alpha channel





Example of a Promotional Poster for STWNsh.

Printed material should reflect On Screen visuals. For promotional purposes is allowed to fill more than one of the boxes/screens, but it's mandatory to leave at least 20% of the total number blank.

The logo should appear in the most neutral part of the visual (Top left corner), and never to be placed on top of the content imagery.

Font Usage and Colour:

Header: Uppercase, Omnes Bold.

English Sub-header: Uppercase, Omnes Medium.

Programme Title: Uppercase, Omnes Bold.

Time: Uppercase, Omnes Bold. Hours and Minutes are divided by a single dot.

Days: Welsh- Uppercase, Omnes Bold.

English - Uppercase, Omnes Medium.

Hashtag: Upper and Lower case, Omnes Bold.

Web address s4c.cymru/ in Upper and Lower case, Omnes Medium.

Stwnsh in Upper and lower case, Omnes Bold.

All text is in Black (CMYK 0,0,0,100)

White Text is allowed on the darker coloured options (Violet and Blue).

Use of upper and lower case is recommended in instances where there is a lot of body copy



Font Sizes:

Header (single program promo): Half size of programme title.

English Sub-header (single program promo): Half size of programme title.

Programme Title: to fit in the neutral space.

Time: Half height of programme title.

Day: Half size of programme title.

Hashtag: Half size of programme title.

Web address s4c.cymru/ Half size of programme title.

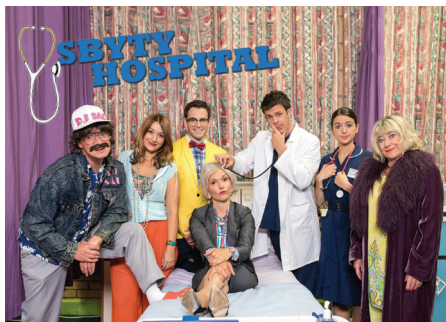
Stwnsh to same height as / after cymru.

Call to action: text box to same height of social media icons.

Example of a Promotional Poster for TAG.



Example of a Promotional Poster for LLOND CEG.



Postcard: A main image is to be used on one side of the Card and the Stwnsh Branding is to be used on the reverse.

Use of Logo on Merchandise: When the size of the printable area does not allow the S4C label, as part of the Logo, to be read clearly, the S4C MAY be dropped. This choice MUST be cleared before hand.

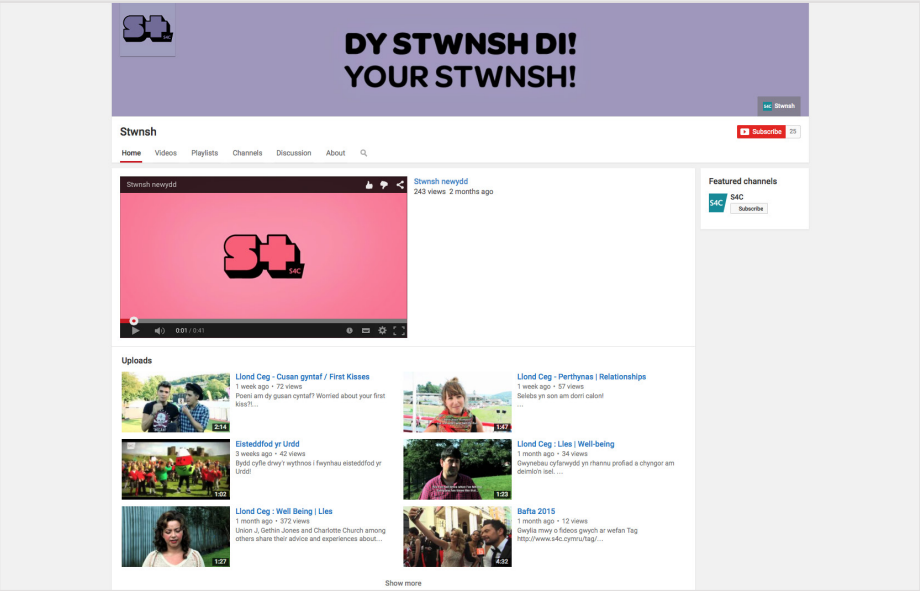
INCORRECT

The following misuses, are not allowed:

- Tilting/Rotating of the logo,
- Change of Font case, weight, position,
- Overuse of imagery,
- Modification of the boxes' shape and colour.

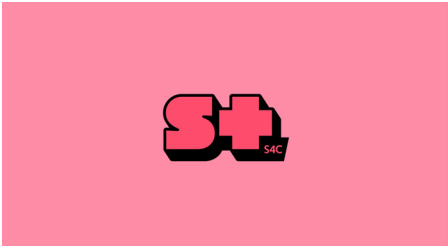


Example of the Brand usage on the Stwnsh Website, Youtube Page and Twitter Page.

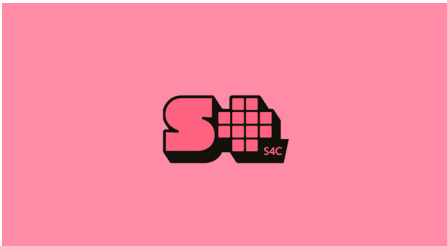
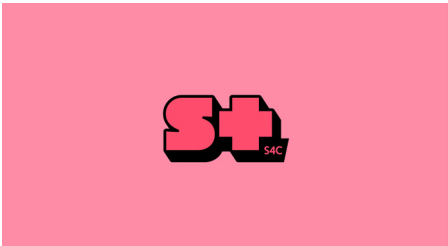


CORRECT

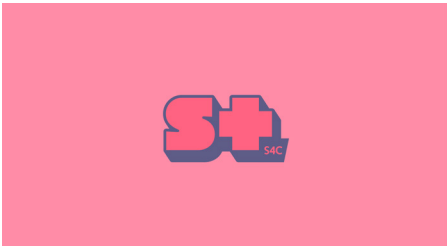
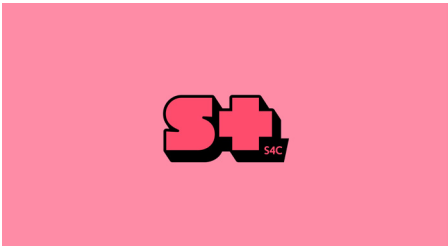
INCORRECT



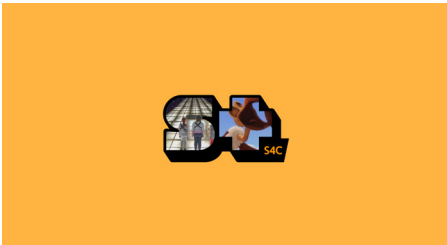
Use one colour at a time with the different shades options.
Do not mix different hues.



The S - PLUS version is the only Official Stwnsh Logo.
The Pixelated Plus Logo version is to be used as a transition step in the animation, and never as a still logo.



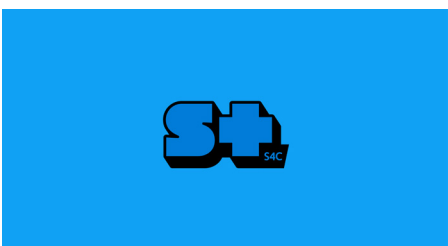
The logo's "depth" is always BLACK.
Any other option is not acceptable.



The logo is always a solid colour, cutouts to display content within the logo are not acceptable.
The Brand's Boxes are the only medium to show content within a graphic frame.



The logo cannot be used as a pattern.



Logo alterations such as slanting, rotating and not uniform scaling are not permitted.

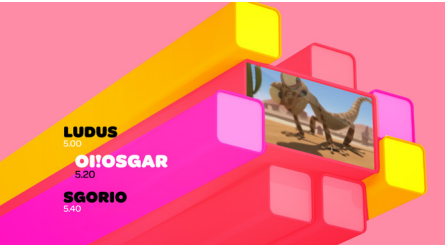
CORRECT



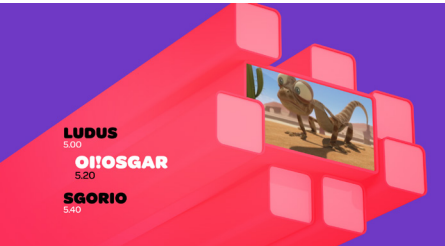
INCORRECT



Video snippets of the programme are to be shown exclusively in the central, bigger screen. The rest of the boxes are to remain blank to allow the focus to go to the centre.



The boxes cannot be different colours.



Backgrounds and GFX have to be in the same Hue. Colour mixing is not allowed.



The text has to follow the rules previously stated in this document. Any alteration of size, position or animation is not allowed. The Template Project provided works best up to 5 items per list.

If you have any queries,
please contact:

Communications
S4C
Canolfan yr Egin
Carmarthen
SA31 3EQ
Phone +44 (0)3305 880408
s4c.cymru/stwnsh

