

BRAND IDENTITY

PG.1



DDRAIG STUDIO
HOSPITALITY & LEISURE

AGENCY INTRODUCTION

PG.2

Ddraig Studio is a Wales-based design agency founded by Aaron and Ben, who began their journey in the hospitality industry and bring over 10 years of hands-on experience to every project. Having worked directly within the sector, we understand its challenges, its pace, and what makes a brand truly connect with guests.

Today, we use that insight to craft distinctive visual identities, digital experiences, and branded environments that elevate hospitality and leisure businesses across Wales and beyond. With a focus on storytelling, quality, and strategic design, we help brands stand out and create memorable experiences.



DDRAIG STUDIO
HOSPITALITY & LEISURE



DDRAIG STUDIO

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01



DDRAIG STUDIO

HOSPITALITY & LEISURE

The DDRAIG STUDIO logo pairs a bold wordmark with a sharp, stylized dragon-wing emblem that conveys strength, protection, and elevated quality. Its clean white design on a dark background creates a modern, premium feel. The wing's shield-like form adds a sense of trust and reliability, while the tagline "Hospitality & Leisure" reinforces the brand's industry focus. This is the primary and most recognizable expression of the DDRAIG STUDIO identity.

LOGO VARIATIONS



INCORRECT USAGE



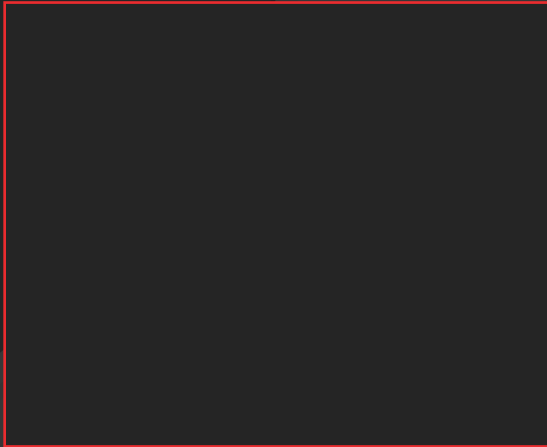
BRAND COLOUR

PG.8

02

PRIMARY COLOUR PALETTE

PG.9



HEX CODE: #272626



HEX CODE: #FFFFFF



HEX CODE: #E93030



WELSH MOUNTAIN SCENERIES



WELSH LANDMARKS



DDRAIG STUDIO
HOSPITALITY & LEISURE

03

ABC

TITLES
BOLD - 100PT

ABCDEFGH
IJKLMNOP
QRSTUVWXYZ

SUB-HEADINGS/SMALL TEXTS
REGULAR - 50PT

ABCDEFGH
IJKLMNOP
QRSTUVWXYZ

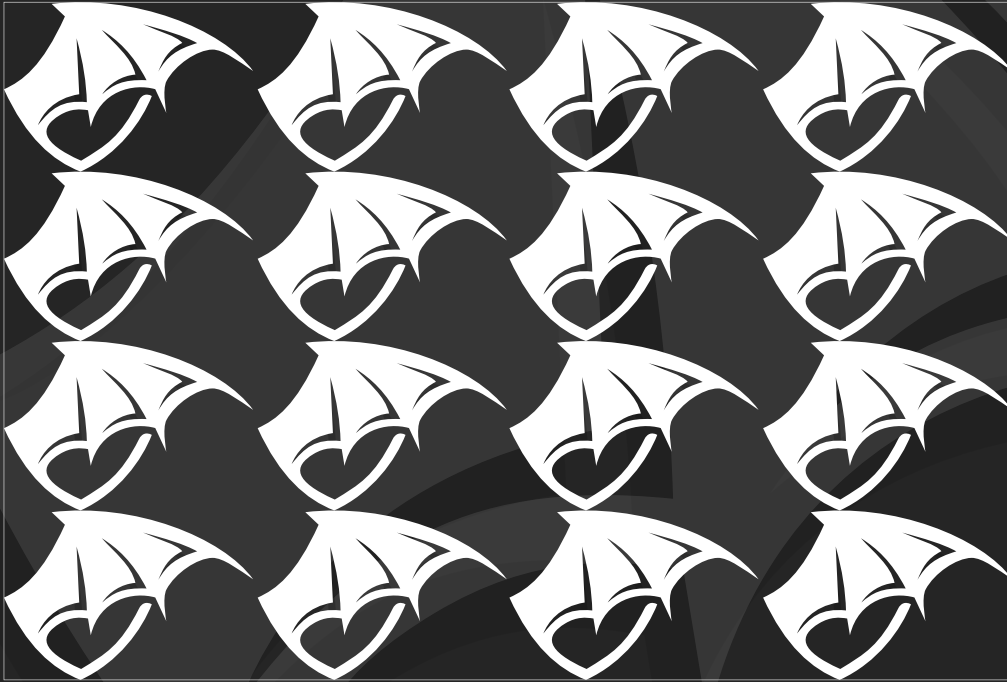
TEXTS/INVOICES/PARAGRAPHS
LIGHT - 25PT

HAYLARD TEXT

Haylard Text is a contemporary serif typeface chosen for its balance of sophistication, clarity, and versatility. Its refined letterforms and subtle personality make it ideal for both digital and print applications, offering excellent readability at a wide range of sizes. The typeface carries a modern, approachable tone while still feeling premium—perfect for delivering DDRAIG STUDIO’s professional yet welcoming brand voice.

Haylard Text brings structure and elegance to headings, body copy, and long-form content, ensuring a consistent and timeless typographic foundation across all communications.

04



The DDRAIG STUDIO patterns draw directly from the brand's heritage and visual identity, blending the signature dragon-wing motif with stylized Welsh landscapes and landmarks. This combination creates a rich, textured system that feels both modern and deeply rooted in place. The wing elements provide continuity with the primary logo, while the mountain silhouettes and cultural scenes celebrate the strength, character, and natural beauty of Wales. Together, these patterns create a distinctive visual layer that enhances brand storytelling across print and digital applications, adding depth without overpowering core content.

05



studio@outlook.com
M: 07539798097
W: Ddraigstudio.co.uk



DDRAIG STUDIO
HOSPITALITY & LEISURE



studio@outlook.com
798097
udio.co.uk



DDRAIG STUDIO
HOSPITALITY & LEISURE



E: ddraigstudio@outlook.com
M: 07539798097
W: Ddraigstudio.co.uk



DDRAIG STUDIO
HOSPITALITY & LEISURE



E: ddraigstudio@out
M: 07539798097
W: Ddraigstudio.co.uk

UDIO
SURE

From:
Muhammad Louis
Adress 7, 4A
00000 City
Country

To:
Charlotte Lucas
Adress 12, 1st floor
00000 City
Country

Dear Sir or Madam,

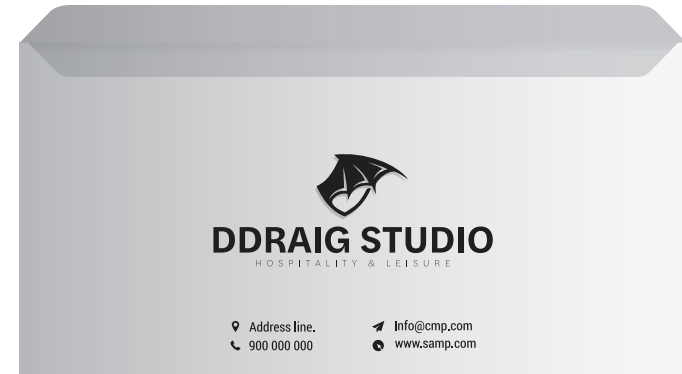
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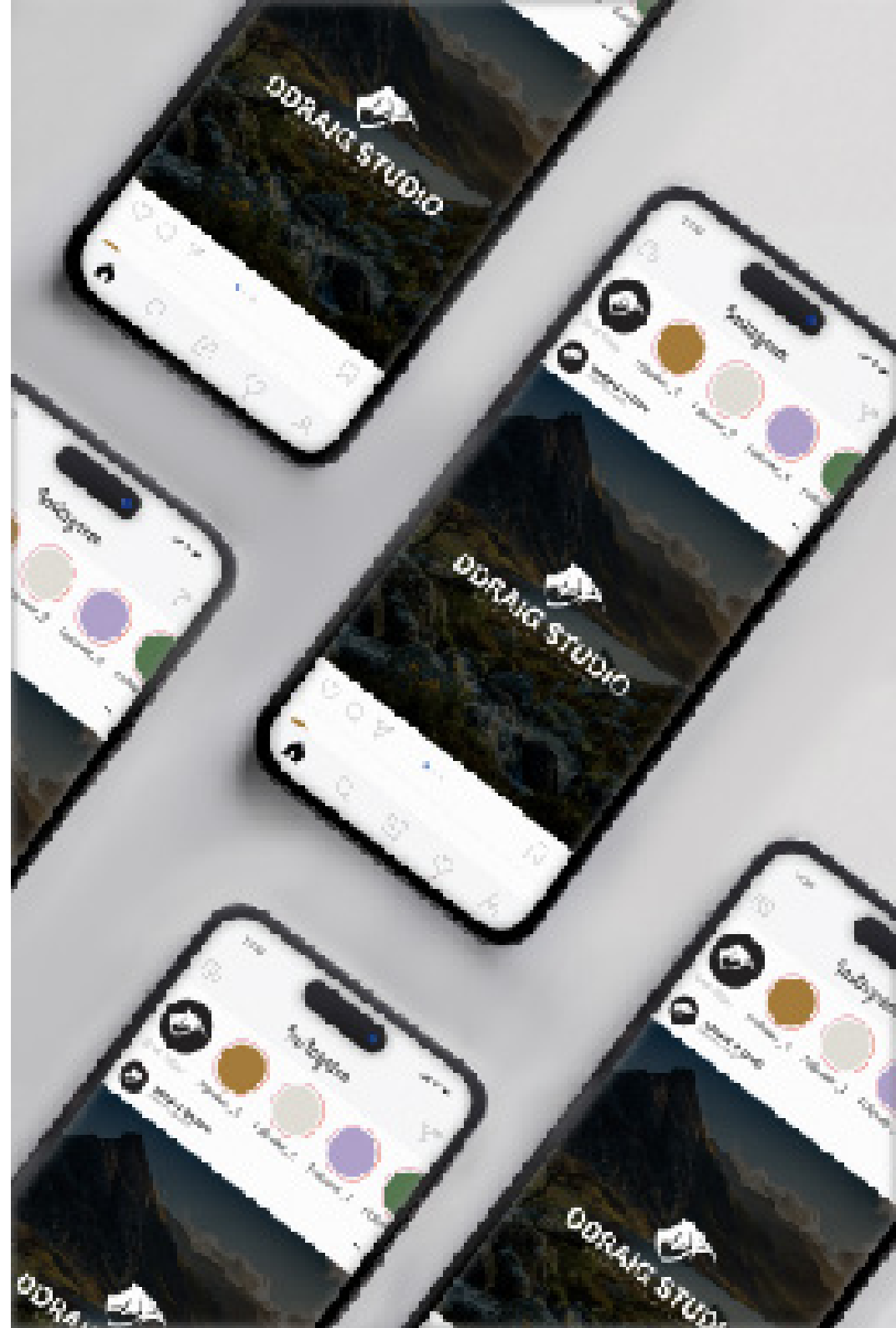
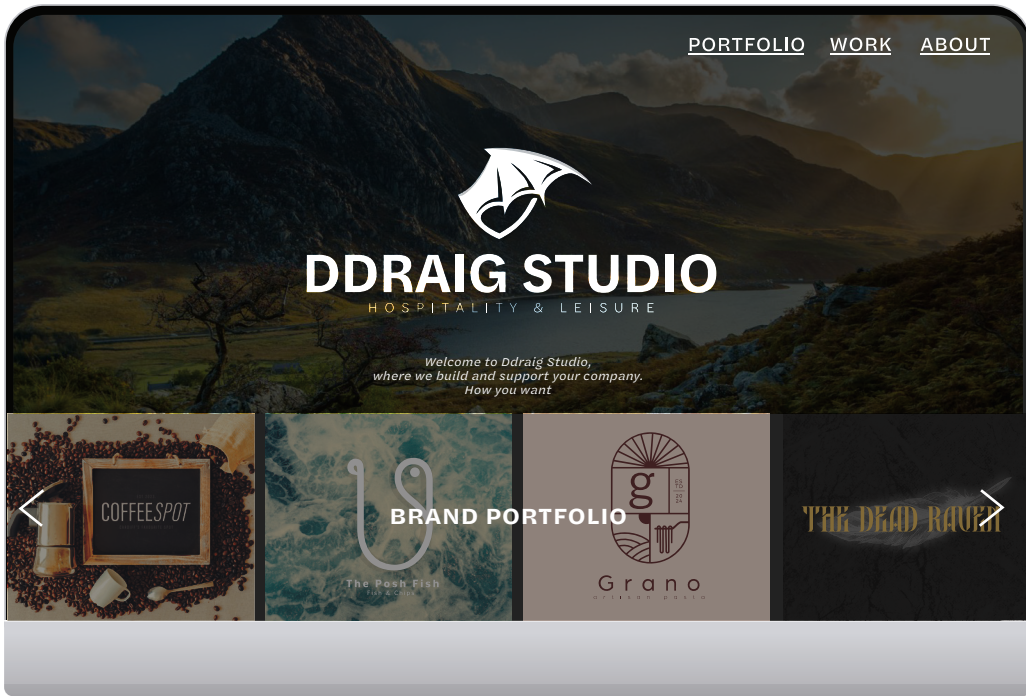
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Sincerely

Muhammad Louis
Real Estate Agent





THANK
YOU



DDRAIG STUDIO
HOSPITALITY & LEISURE