

The Welsh Government logo



Llywodraeth Cymru Welsh Government

Our logo consists of a dragon and Welsh Government name separated by a horizontal line, positioned together in a fixed relationship which must not be altered.

These elements are aligned centrally with each other.

The logo is bilingual. Regardless of the language of the materials it appears on, neither English or Welsh should be removed.

The logo is available in the following formats:

JPG for desktop publishing (MS Word, PowerPoint, etc.)

EPS or **TIFF** for high quality printing

GIF, JPG or **PNG** for web

Requests for the logo should be made to:
brandingqueries@gov.wales

logo considerations



The typeface is part of the brand and should not be removed.



Welsh Government

It is important that both languages are part of our brand. Neither one should be used on their own.



The dragon must not be separated from the typeface.



Llywodraeth Cymru
Welsh Government

The dragon must always face to the left.



Do not distort or resize disproportionately.

*Llywodraeth Cymru
Welsh Government*



The logo must never be coloured. It should only be displayed in black or white.

Llywodraeth Cymru
Welsh Government



Llywodraeth Cymru
Welsh Government

The logo on materials of other organisations*

Permissions for using our logos

Written permission from the Welsh Government must be obtained before an external organisation can display our logo.

Any Welsh Government official can give approval.

The following criteria will apply:

- Our logo must be used on publications and materials where the Welsh Government is a significant contributor.
- Our logo may also be used on all types of work produced for, or on behalf of the Welsh Government.

When used with other logos it must have equal prominence.

Our logo colour is black or white. No other colour is permitted.

When placing our logo on a coloured background please ensure there is sufficient contrast.

Please ensure there is sufficient clear space around our logo equal to the height from the horizontal line to the bottom of the logo.

Recommended sizing (width of logo)**

A3	A4	A5	DL
55mm	40mm	35mm	30mm
For items smaller than DL the minimum size permitted is 22mm.			

* Organisations external to the Welsh Government

** When multiple logos are displayed together we appreciate it will not always be possible to display the logo at the recommended size. In these instances please ensure the logo is given equal prominence and that the text can be easily read. If printing at a reduced size compromises legibility, then a plain text acknowledgement should be used in place of the logo.



Acknowledgement versions of the logo

The following versions of the Welsh Government logo should be supplied to third parties to explain a specific relationship between Welsh Government and an organisation or project.

The logos are available in portrait or landscape.



The same guiding principles of colour and positioning apply as with all versions of the Welsh Government logo.

Recommended sizing (width of logo) *

	Portrait		Landscape	
	x	y	x	y
minimum size	20mm	28mm	42mm	14mm
There is no maximum size restriction				

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Requests for acknowledgement logos should be made to:
brandingqueries@gov.wales

Selecting an acknowledgement logo

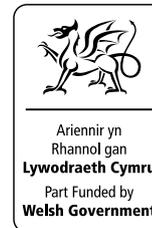
'Sponsored by'

To be used by Welsh Government sponsored bodies on all their materials. Sponsored bodies must display this logo to show they are government sponsored partners of the Welsh Government.



'Funded by' or 'Part Funded by'

To be used by organisations that receive funding from the Welsh Government for projects such as events, festivals or marketing purposes.



'Welsh Government Initiative'

To be used where a scheme has been developed by the Welsh Government but is being delivered by a third party.



Other versions are available, such as 'Supported by', 'Working on behalf of' and 'In Partnership'.

The standard WG logo can be supplied to third parties. However an accompanying line should also be added to materials to explain the relationship fully.

Further guidance is available from:
brandingqueries@gov.wales