

Welsh Government logo guidelines 2020



Llywodraeth Cymru
Welsh Government

Important

When producing artwork that displays the Welsh Government logo it is essential you read and understand the information contained in these guidelines.

Approval number

When producing materials under a Welsh Government framework you will be provided with a Welsh Government approval number that must be included on all artwork.

Before committing artwork to print you must submit proofs to the Welsh Government Central Design Team.

On completion you must provide full original artwork to the Welsh Government Central Design Team, identified by the Welsh Government approval number.

For enquiries concerning the approval process or the supply of artwork please contact the Welsh Government Central Design Team on **03000 250821** or **design@gov.wales**

Print procurement

We procure print via the Welsh Government All Wales Print Framework.

You must not undertake any print procurement on our behalf.

For enquiries concerning print procurement please contact the Welsh Government Central Print Team on **03000 253795**.

Grants and capital projects

The sponsor branch within Welsh Government is responsible for:

- monitoring the terms and conditions of each grant it administers. This includes all references to branding
- ensuring all projects are branded correctly.

Contents

Welsh Government logo	3
Our four logo streams	4
Welsh Government logo on materials of other organisations	5
Welsh Government acknowledgement logos	6
Welsh Government label	7
Welsh Government label colour	8
Capital and infrastructure projects	9
Signs and Plaques	10
Digital	11

Welsh Government logo

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 material it appears on.

The logo is available in the following formats:

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

EPS for high quality printing

JPG or **PNG** for web

Requests for the logo should be made to:

brandingqueries@gov.wales



Llywodraeth Cymru
Welsh Government

Our four logo streams

1

Delivered by
Welsh Government

or when Welsh Government
is the lead partner

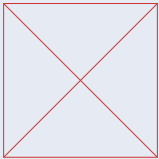
Welsh Government label



2

Equal partnership

Welsh Government main logo
used with equal prominence



3

To acknowledge
another relationship

Welsh Government
acknowledgement logo
or simple descriptive line
if space is limited



or

'This project is funded by Welsh Government'

4

Behavioural change campaigns
where a Welsh Government
logo is seen as a barrier to
delivery

No logo

Welsh Government logo on materials of other organisations

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

Any Welsh Government official can give approval. External organisations should seek approval from their sponsor branch.

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 placed alongside a partner logo, it must be sized with 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.

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

** Organisations external to the Welsh Government*

For further advice contact:
brandingqueries@gov.wales

**Welsh Government
acknowledgement logos**

In addition to our main logo we have developed a set of ‘acknowledgement logos’ to be used when a relationship between an organisation/project and Welsh Government needs to be specifically explained.

If appropriate, they can be used in place of our main logo.

They are available in portrait or landscape format.

Acknowledgement logos are either black or white.

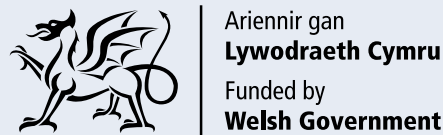
No other colour is permitted.

Minimum size:

Portrait 20mm wide
Landscape 42mm wide

There is no maximum size restriction.

These logos must not be altered in any way.



Acknowledgement logos available:

- Funded**
- Part-funded**
- Initiative**
- Sponsored**
- Supported**
- In Partnership with**
- Working on behalf of**

**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 label

Welsh Government publications and display materials must carry the Welsh Government logo.

To ensure consistency across all our communications our logo is positioned within a ‘label’.

The label is an area of flat colour, sized in proportion to the material on which it is placed.



Position and sizing

The label should always be located along the top edge of materials.

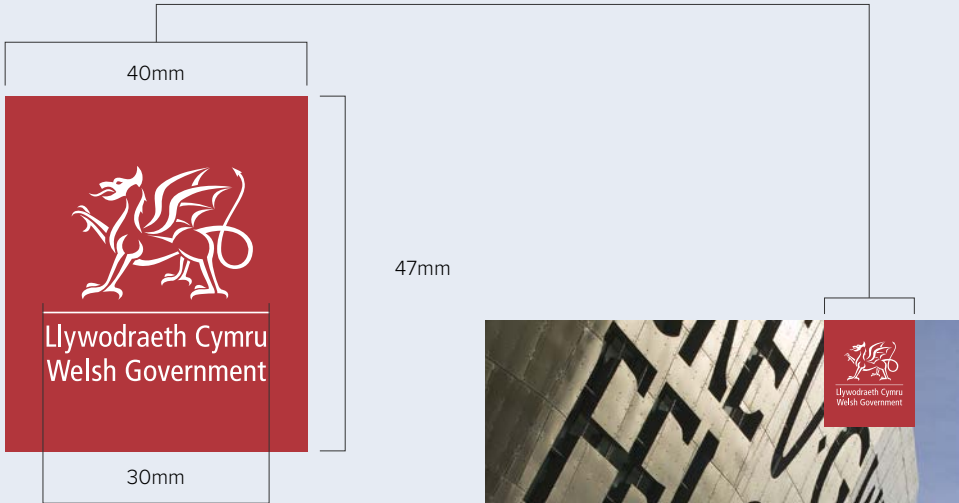
The only sizing restriction is for a4 materials where the label is:

40mm wide x 47mm high.

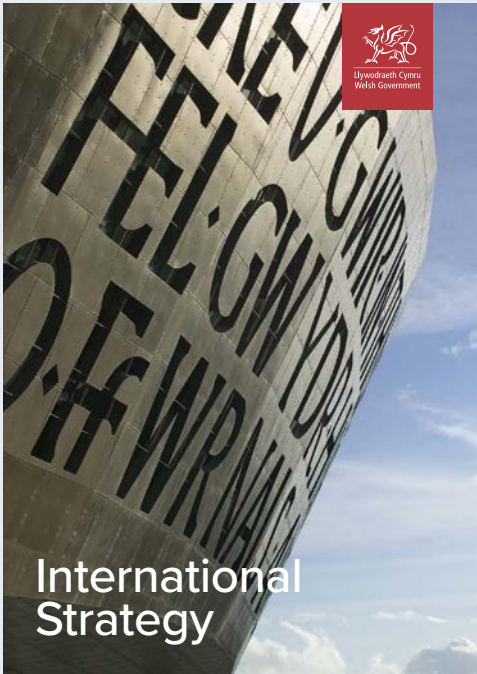
Minimum size

When resizing the label, the Welsh Government logo within it should never be smaller than 22mm in width. When placing the label on other items such as posters, leaflets and displays you may use your judgement to resize the label in proportion to the size of material on which it is being placed, but always locate the label to the top edge.

The Welsh Government logo and label are centered with each other. The proportion of the label to Welsh Government logo should not be altered.



If your work requires a cover template, send your document to **design@gov.wales**



**International
Strategy**

Welsh Government label colour

You may colour the Welsh Government label with any single, flat colour.

Your choice of colour should be sympathetic to the colour scheme or photography being used in your project or campaign design.

The Welsh Government logo contained within the label may only be coloured black or white.

The colour of the label determines if the logo is black or white:

Light colour label - black logo

Dark colour label - white logo

Pantone 1797 is preferred for Welsh Government Ministerial materials.



Typeface

The corporate typeface used by the Welsh Government is Frutiger LT Std.

When Frutiger LT Std is not available please use Arial.



Capital and Infrastructure projects

Every year the Welsh Government invests over a billion pounds in the future of our country. Our achievements matter to us, and we are proud to add our logo to all projects we are involved in, for example whether it's improving a community centre, building a new school, a hospital wing, improving roads or the surroundings of train stations.

We are proud of these important developments which vary in investment from thousands to hundreds of millions of pounds improving the lives of people throughout Wales.

Understandably we want these achievements to be easily recognised as coming from the Welsh Government.

This guidance will provide a good understanding of how we would like to be acknowledged and be involved in the key milestones of each project, from the cutting of the first sod, to the topping out ceremony and official opening.

Acknowledging the Welsh Government is an integral part of the contract and a condition of the grant. We will monitor each project to ensure that the achievements of the Welsh Government are fully recognised. If required we will be happy to assist with the design and development of site boards and plaques.

What is a Capital Project?

In simple terms, a Capital Project is a long-term investment requiring large sums of money to develop, improve or maintain a variety of assets, such as land, buildings and roads.

The Welsh Government invests in a vast number of projects each year, with funds coming from many different sources.

For large scale projects there are a number of requirements which need to be followed to ensure the Welsh Government's involvement is acknowledged.

These include:

- If you are issuing a press release the Welsh Government should be acknowledged. A Welsh Government press officer can assist with a Ministerial quote. Contact the Welsh Government press office on **03000 258099**.

- The Welsh Government must be acknowledged in all marketing and communication materials issued about the project.
- Site signage must always acknowledge the Welsh Government. Contact **brandingqueries@gov.wales** for artwork approval.
- The Welsh Government logo must have equal prominence to any other partner logo.
- The Welsh Government must be informed in advance of key project milestones such as the topping out ceremony, opening, launch plans and arrangements.
- On project completion, a permanent bilingual sign or plaque must be erected, formally acknowledging the involvement of the Welsh Government. Contact **brandingqueries@gov.wales** for artwork approval.

Smaller projects

For smaller projects, such as those paid for from Repair and Grant Work Funds, a simple plaque will suffice.

Social Housing Projects

During the construction period it is a requirement that prominent signage is displayed on the site. However, once the project is completed, there is no requirement to display a permanent sign or plaque.

Signage and Plaques

The Welsh Government logo or acknowledgement logo must be displayed on signage or plaques when projects have received funding from the Welsh Government.

There is no uniform design or form of words for plaques as requirements vary from project to project. However, all plaques must be bilingual giving equal prominence to each language. If the plaque is in recognition of funding, it must always include the logo.

When deciding on the wording of plaques please remember the following:

- A plaque needs to tell the story, think about the message you want to convey (is it to acknowledge funding? Is it to commemorate an opening ceremony? Is it both? Name of the project? Who's involved? What's the date?)

- The message needs to be communicated clearly, concisely and consist only of the facts.

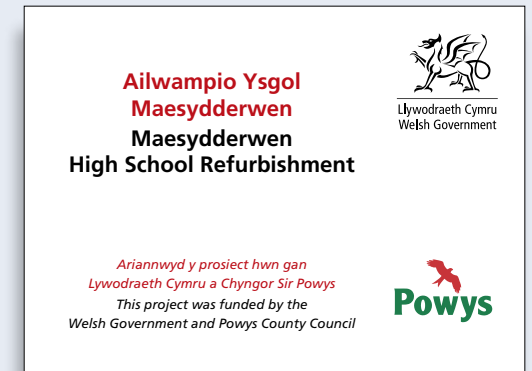
When a plaque or sign promotes a Welsh Government programme or funded project, the Welsh text should be positioned so that it is likely to be read first.

If a Minister is being asked to unveil a plaque, ensure the relevant Minister's Office is aware and has the opportunity to comment.

Dates on plaques should be written 01 January 2021 in English and 01 Ionawr 2021 in Welsh. Do not use 'st', 'nd', 'rd', 'th' in the English. Do not use 'af', 'ail', 'ydd', 'ed', 'eg', 'fed', 'ain' in the Welsh.

For further information contact the Welsh Government branding team on **03000 256860** or e-mail: **brandingqueries@gov.wales**

Site signage layout example



Plaque layout example



Digital

The landscape version of our logo was developed specifically for the Welsh Government corporate website. It should not be copied from the website or used for any other materials unless there are exceptional circumstances. In which case, you should request permission from: **brandingqueries@gov.wales**

When placing a Welsh Government logo on external websites the same rules apply as on other materials. The logo should be undistorted, a legible size and of suitable contrast to the background.

Currently not all social media sites allow for the inclusion of an additional logo. However, a logo or acknowledgement in the form of words should be included where possible.



Llywodraeth Cymru
Welsh Government

Contact us

Design

Email: design@gov.wales

Telephone: 03000 250821

Address:

Welsh Government
Communications
Cathays Park
Cardiff CF10 3NQ

Print

Telephone: 03000 253795

Branding

Email: brandingqueries@gov.wales

Telephone: 03000 256860

Contracts

Telephone: 03000 259743