

# Capital and Infrastructure Projects

Our achievements matter to us, and we are proud to add our brand mark to all projects we are involved in.



Llywodraeth Cymru  
Welsh Government

# Our achievements

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 brand mark to all projects we are involved in, 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 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](mailto: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](mailto: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. However, the project manager will be advised by the branding team.

## 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.

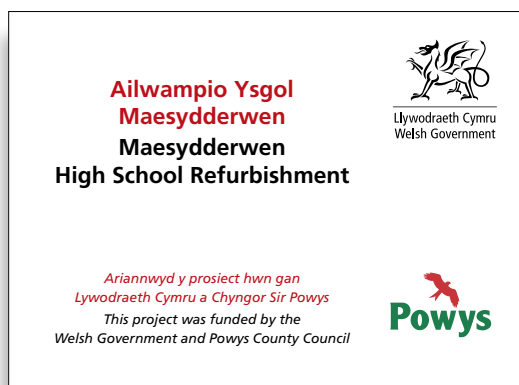
There is no uniform design or form of words for plaques as requirements vary from project to project. However, all plaques must be bilingual giving equal prominence to each language.

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.

Site signage layout example



Plaque layout example



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 2016 in English and 01 Ionawr 2016 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**