



# LLESIANT CENEDLAETHAU'R DYFODOL WELL-BEING OF FUTURE GENERATIONS

## VISUAL TOOLKIT

Version 2 - May 2020

Guidelines for the use of the 'Well-being of Future Generations'  
and 'The Wales We Want' logos, including new wheel options,  
goal icons and new '5 Ways of Working' icons.

# In Wales we are doing things differently.

We have a law in Wales that helps us all work together to improve our environment, our economy, our society and our culture.

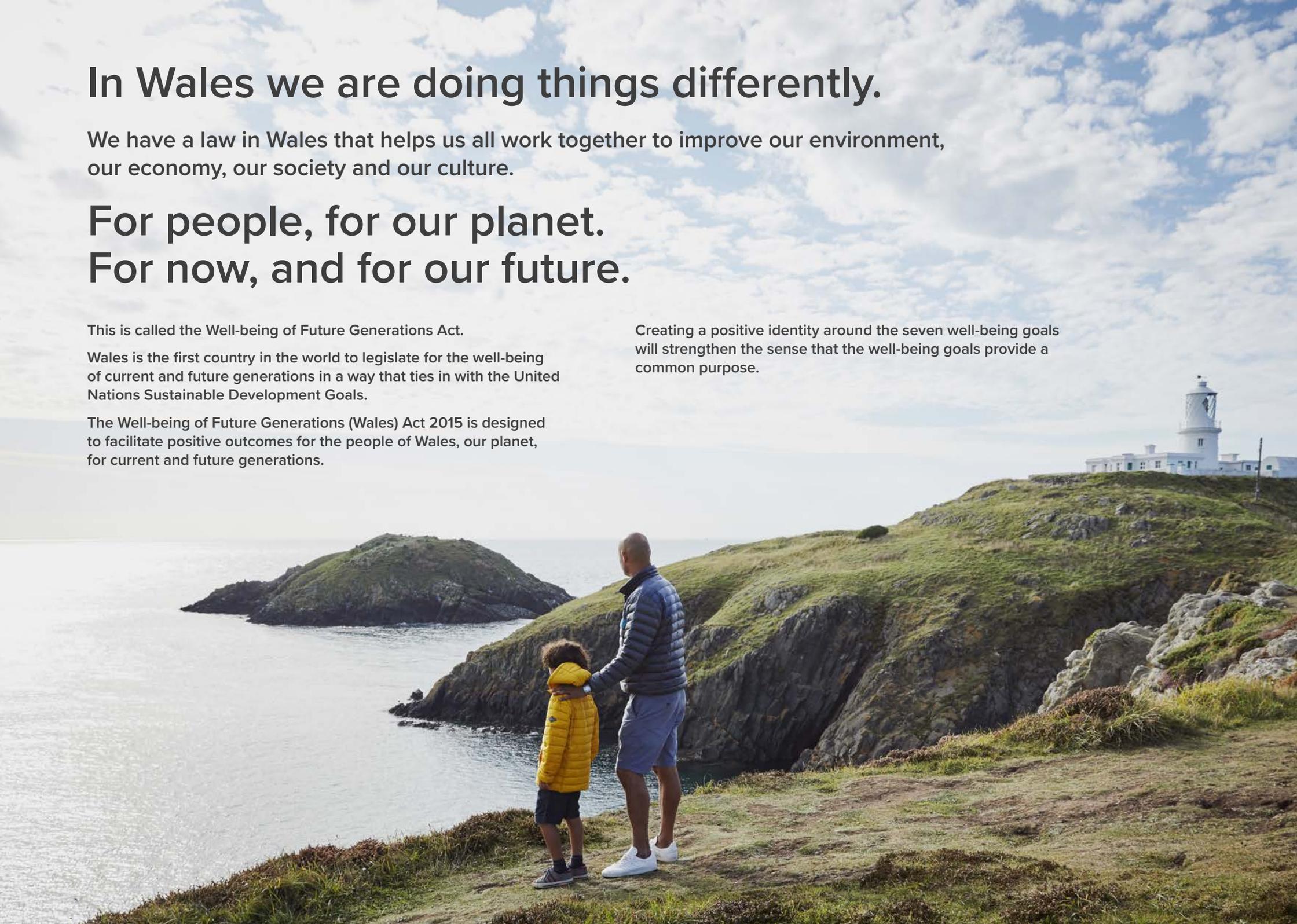
## For people, for our planet. For now, and for our future.

This is called the Well-being of Future Generations Act.

Wales is the first country in the world to legislate for the well-being of current and future generations in a way that ties in with the United Nations Sustainable Development Goals.

The Well-being of Future Generations (Wales) Act 2015 is designed to facilitate positive outcomes for the people of Wales, our planet, for current and future generations.

Creating a positive identity around the seven well-being goals will strengthen the sense that the well-being goals provide a common purpose.



# Visual Toolkit

This Version (May 2020) focuses on:

- The Well-being of Future Generations Graphic and Logo
- The Well-being goals and colours
- The Wales We Want
- The five ways of working that make up the sustainable development principle
- Wales and the Sustainable Development Goals.

Further work on the different duties, essentials guide, architecture and images will form part of the next phase of work. When this is complete this Version (V2) will be replaced. The toolkit is designed for anyone to use.

All icons can be downloaded from <https://gov.wales/well-being-future-generations-wales-act-2015-guidance>

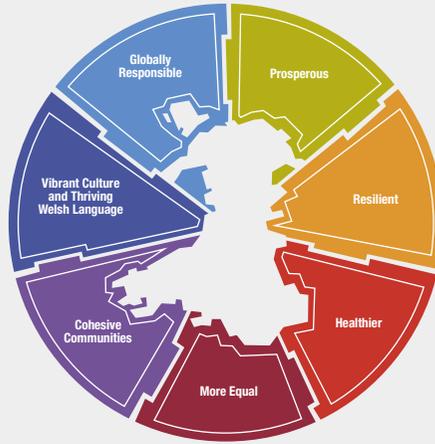
## Guiding rules

- Always ensure there is a hyphen between 'Well-being'. This is the correct spelling from the legislation.
- When abbreviating the 'Well-being of Future Generation (Wales) Act 2015' use 'WFG Act'.
- It may not always be appropriate to use the full title so shorthand such as 'Well-being of Future Generations' can be used.
- Avoid using 'WB' as a shorthand for 'Well-being'. It is one word.
- The logos are all provided in bilingual form with the Welsh on top and English underneath. This should always be used.
- We have introduced the 'map' visual to demonstrate that these goals are all about action in Wales.
- Avoid using the icons to only focus on one well-being goal in your documents and reports. The goals interconnected and cannot be treated in isolation from each other.

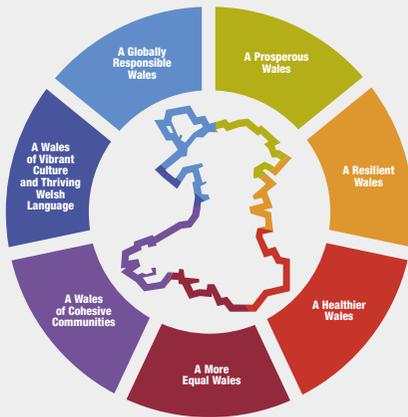


# Logo family

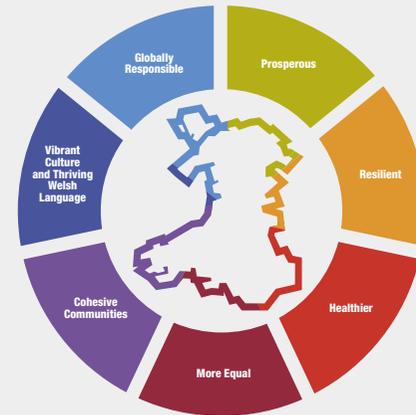
01\_Graphic



02\_Simplified text



03\_Short text



04\_Logo



05\_WFG



06\_WBG



07\_The Wales We Want



08\_Map

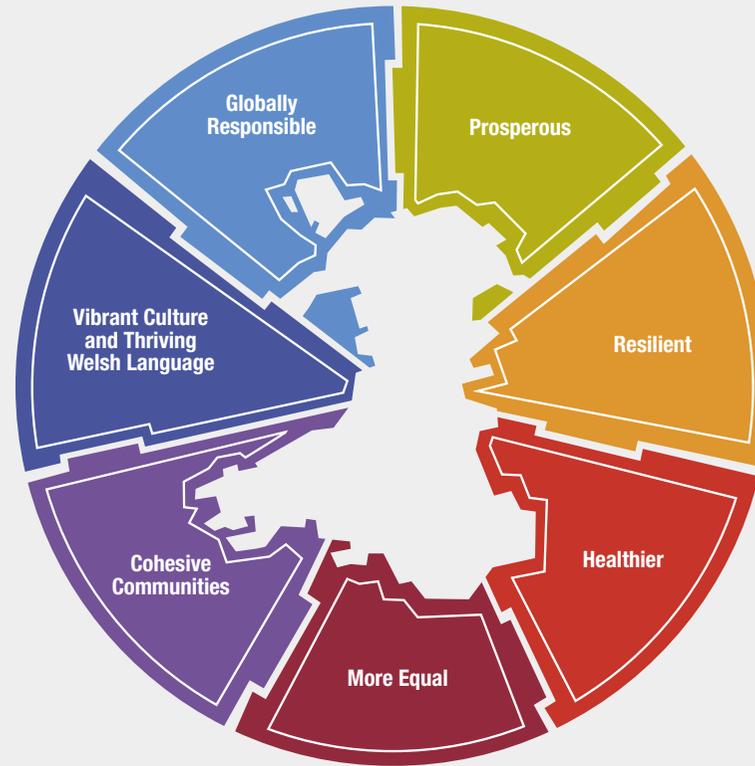


09\_SDG



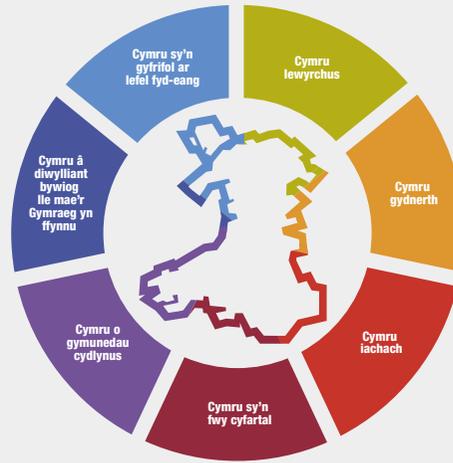
**Well-being goals graphic**

To be used only at the top level when explaining how the goals connect



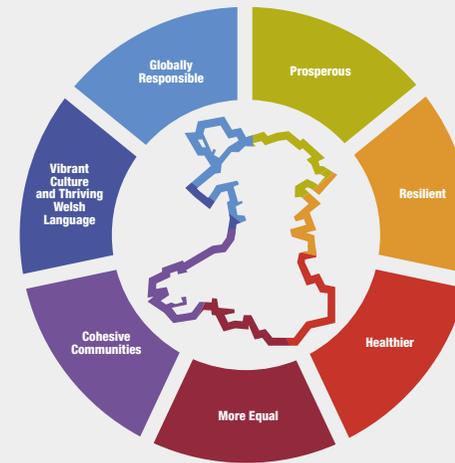
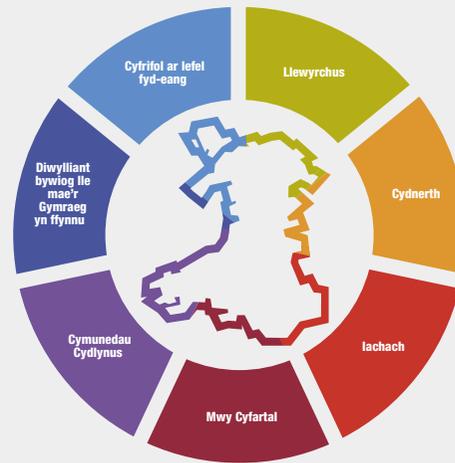
# Well-being goals logo

Simplified text

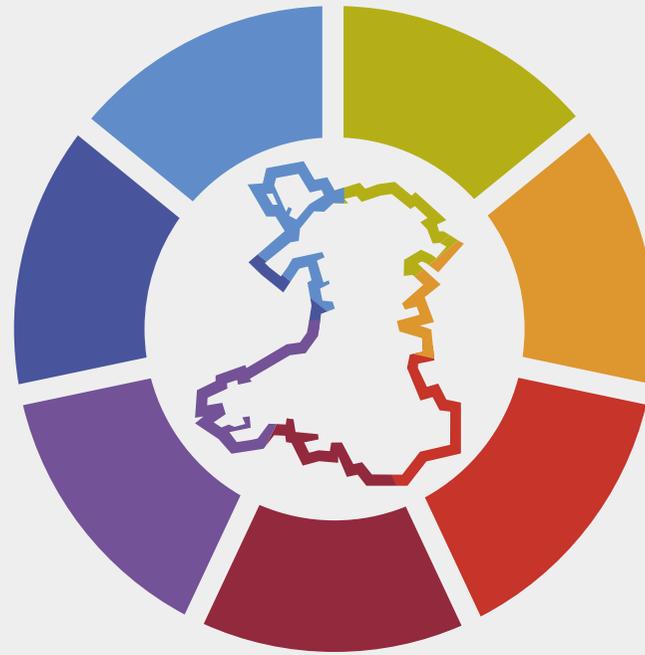


## Well-being goals logo

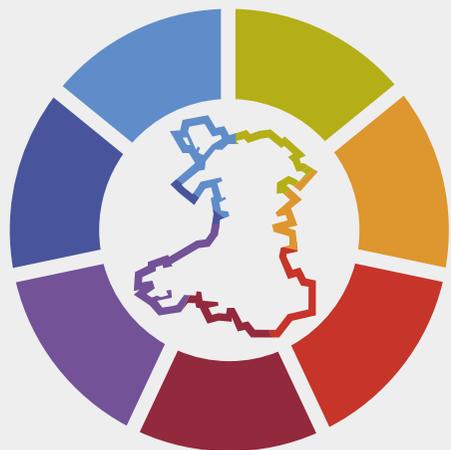
Short text



Well-being goals logo



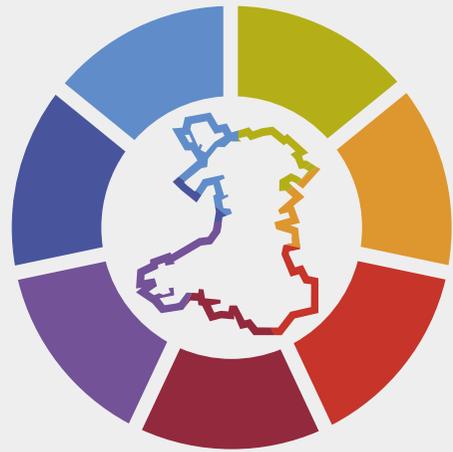
**Well-being goals logo**  
'The Well-being of Future  
Generations' title



**LLESIANT  
CENEDLAETHAU'R DYFODOL  
WELL-BEING OF  
FUTURE GENERATIONS**

**Well-being goals logo**

'Well-being Goals' title

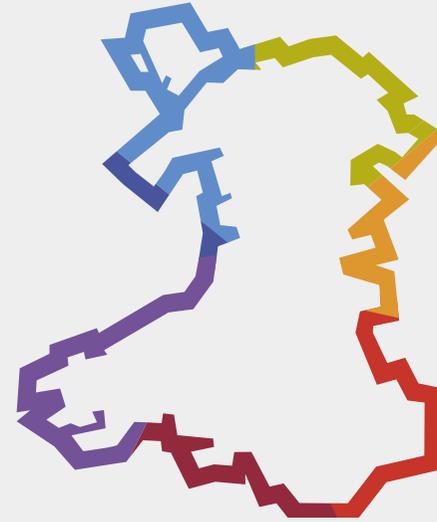


**NODAU  
LLESIANT  
WELL-BEING  
GOALS**



**“ Y GYMRU  
A GAREM  
THE WALES  
WE WANT ”**

Well-being goals map



**Well-being goals logo**

Sustainable Development Goals (SDG)



UN Sustainable Development Goals (SDG) graphic logo



Well-being Goals logo with Sustainable Development Goals (SDG) colour ring

## Well-being goals logo

Full text with  
'Well-being of Future Generations'  
title

### Prosperous

An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.

### Resilient

A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).

### Healthier

A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.



LLESIAN  
CENEDLAETHAU'R DYFODOL  
WELL-BEING OF  
FUTURE GENERATIONS

### More Equal

A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).

### Globally Responsible

A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.

### Vibrant Culture and Thriving Welsh Language

A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.

### Cohesive Communities

Attractive, viable, safe and well-connected communities.

**Well-being goals logo**

Short text with

'The Wales We Want' logo

**Mwy Cyfartal**  
**More Equal**

**Iachach**  
**Healthier**

**Cydnerth**  
**Resilient**

**Llewyrchus**  
**Prosperous**

**Cyfrifol ar Lefel**  
**Fyd-eang**  
**Globally**  
**Responsible**

**Diwylliant Bywiog Lle**  
**mae'r Gymraeg yn Ffynnu**  
**Vibrant Culture**  
**and Thriving**  
**Welsh Language**

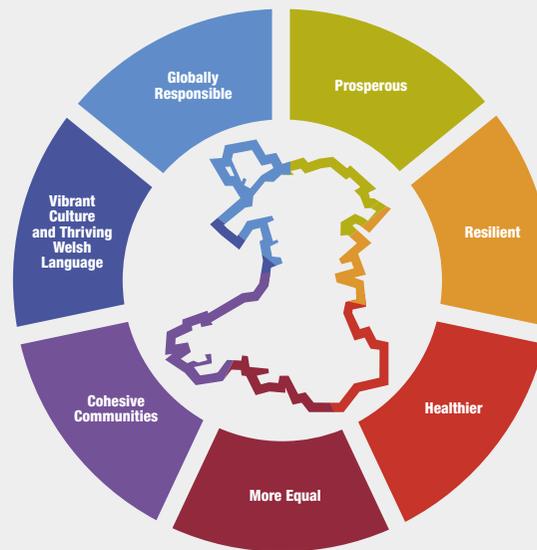
**Cymunedau**  
**Cydlynus**  
**Cohesive**  
**Communities**



**“ Y GYMRU**  
**A GAREM**  
**THE WALES**  
**WE WANT ”**

## Well-being Goals

Colour values

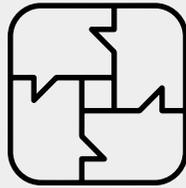


		CMYK				RGB			Hex
Prosperous		33	19	100	4	184	177	14	b8b10e
Resilient		0	48	92	0	244	151	29	f4971d
Healthier		0	91	89	0	230	48	36	e63024
More Equal		23	96	66	16	172	36	60	ac243c
Cohesive Communities		61	76	0	0	126	81	156	7e519c
Vibrant Culture and Thriving Welsh Language		85	70	0	0	64	84	161	4054a1
Globally Responsible		73	34	0	0	65	142	205	418ecd

**'Ways of Working' icons**

- 1 - Integration
- 2 - Prevention
- 3 - Collaboration
- 4 - Long-term
- 5 - Involvement

1



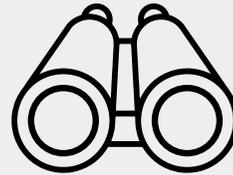
2



3



4



5



**Reverse options**



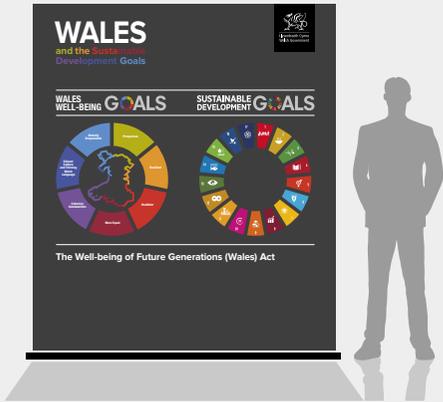
## Display banner example

Well-being goals &  
SDG wheel

### Design

The Well-being goals logo displays  
best on a dark background:  
CO MO YO **K90**

White elements should be:  
CO MO YO **K10**



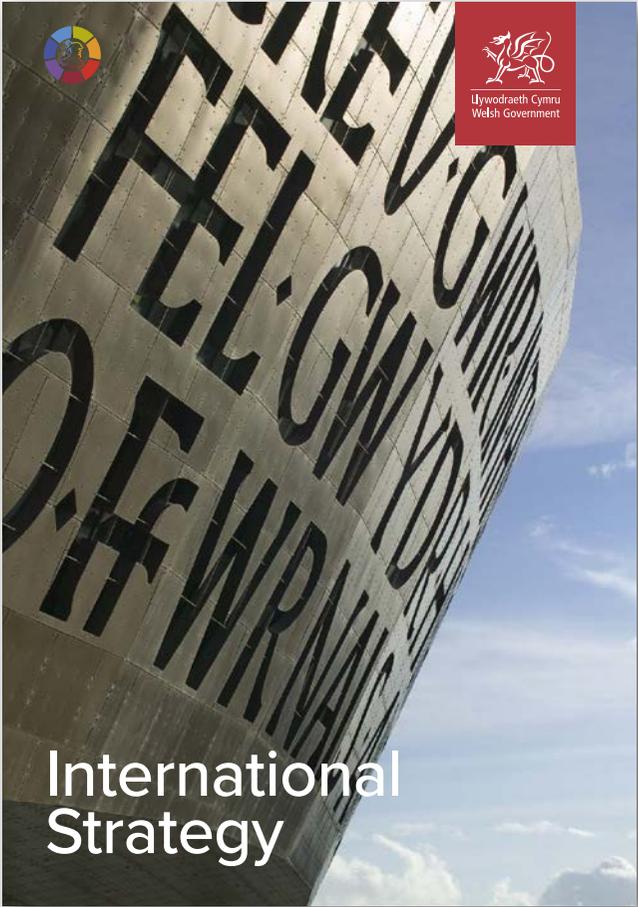
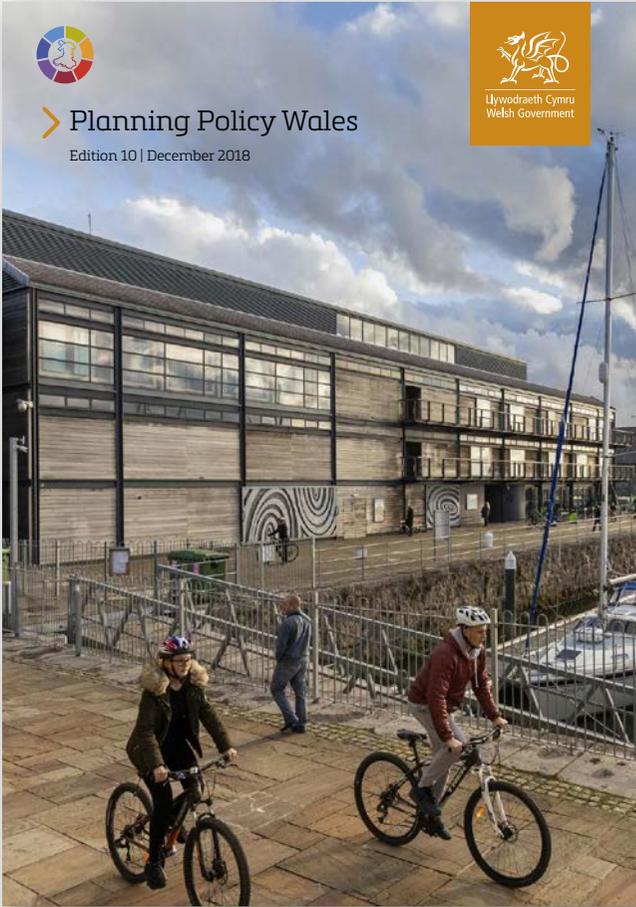
**Display banner example**

Well-being goals logo - short text



**Document cover example**

Well-being goals logo



## Document content example

Well-being goals logo

# Wellbeing priorities.

Our core ambition is to grow tourism for the good of Wales. But how do we do that?

Wales is the first country in the world to put forward legislation that mandates wellbeing. This means that when public bodies make decisions, they need to take into account the impact they could have on people living their lives in Wales in the future.

We know that by enabling people to enjoy experiences in places across Wales, tourism can contribute to the wellbeing of wider society, enhancing communities and their way of life, and helping them to value and protect the natural and historic environment. But it is clear that tourism and the travel industry need to be carefully managed in order to find ways to reduce some of the potential negative impacts, such as over-tourism and carbon emissions from travel.

Growing tourism for the good of Wales means economic growth that delivers benefits for people and places including environmental sustainability, social and cultural enrichment and health benefits.

This is how we will deliver those wider benefits through the priorities in this plan:



## Goals

### Economic growth that delivers benefits to people and places including:

#### Environmental sustainability

- sustaining natural resources
- improving environmental performance
- encouraging sustainable transport

#### Social and cultural enrichment

- a warm welcome for everyone
- opportunities for young people
- thriving Welsh language and culture

#### Health benefits

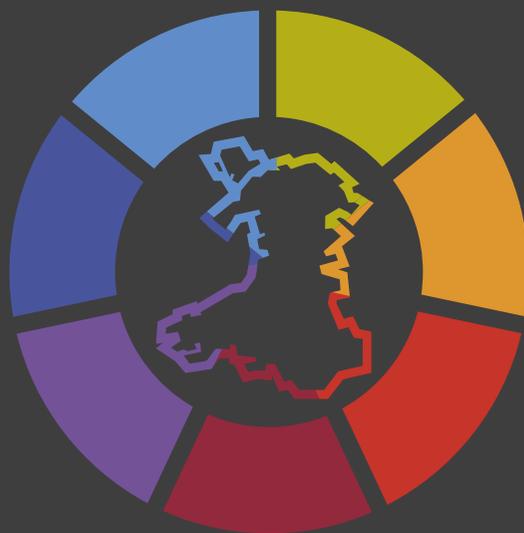
- new opportunities to enjoy outdoor leisure
- promoting active lifestyles

### Listening to residents, visitors and businesses









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