Welsh Government Logo Guidelines 2024

When producing materials that include the Welsh Government logo it is essential you follow the information contained in these guidelines.



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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 Design Services, Welsh Government at design@gov.wales

On completion you must provide full original artwork to Design Services, Welsh Government, identified by a Welsh Government approval number.

For enquiries concerning the approval process or the supply of artwork please contact Design Services, Welsh Government at 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.



Llywodraeth Cymru Welsh Government

Welsh Government logo

Our logo is a dragon and bilingual title, separated by a horizontal line.

These elements are in a fixed relationship to each other, which must not be altered in any way.

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

Contact us

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

Permissions

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 or by contacting:

brandingqueries@gov.wales

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.

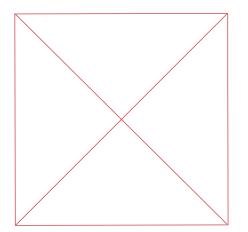
When placed alongside a partner logo, it must be sized with equal prominence.

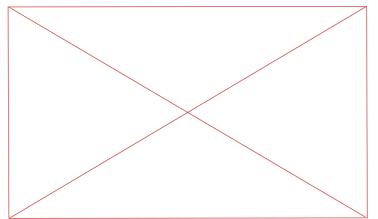
Minimum width:

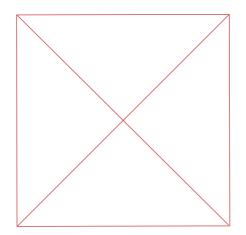
22mm

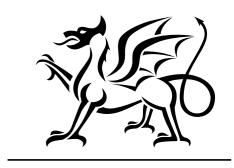
There is no maximum size restriction.

Please ensure there is sufficient clear space around our logo.









Llywodraeth Cymru Welsh Government

Welsh Government logo variants



Welsh Government logo



Llywodraeth Cymru Welsh Government



Welsh Government label

The label is used on publications, marketing communications and display materials delivered by Welsh Government.





Acknowledgement logo

To acknowledge a specific relationship to Welsh Government.



Ariennir gan Lywodraeth Cymru Funded by Welsh Government



No logo

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

Or simple descriptive line if deemed suitable:

This project is funded by the Welsh Government

Welsh Government label

Our logo is used on Welsh Government publications, marketing communications and display materials.

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

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

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

Position

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

Size

When positioning the label on documents, posters, leaflets and displays you may use your judgement to size the label appropriately to the size of the item on which it is being placed.

Minimum width of label:

30_{mm}

There is no maximum size restriction.

Social media assets

The same principle as above applies to social media assets but without the minimum size restriction.



Welsh Government label colour

The label can be any single flat colour, you choose. Your choice should be sympathetic to the colour scheme or photography being used in your project or campaign design.

Pantone 1797 is our preferred label colour for Welsh Government Ministerial materials.

The Welsh Government logo contained within the label is either black or white, no other colour is permitted.

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

Light colour label - black logo Dark colour label - white logo



Design Guidelines

Campaign materials

We want our campaign materials to be as engaging as possible and not bound by a rigid template or format.

This allows a campaign to have it's own visual identity in terms of colour, font, photography and graphics.

The only requirement across all campaign materials is the placement of the Welsh Government label as described on page 6.

Non-campaign materials

To a lesser extent, our corporate materials, when not related to a campaign, have a similar freedom to express themselves visually.

However, for these materials we have a preferred typeface and apply a corporate typesetting template as a basis for documents unrelated to a campaign identity.

Typeface

For non-campaign materials our preferred typeface is Proxima Nova.

Proxima Nova Light
Proxima Nova Regular
Proxima Nova Medium
Proxima Nova Bold

The complete Proxima Nova typeface is available on Adobe Fonts (OpenType, Schoolbook Style, stylistic set).

Secondary typeface

For users without access to our preferred typeface we recommend using Arial.

Inclusive typeface

For materials such as easy read we recommend using an inclusive typeface such as FS Me.

Corporate red

Pantone 1797 is our preferred colour for Welsh Government Ministerial materials.

Typically this colour is used on plain Ministerial document covers.

Welsh Government campaign materials



Campaign materials use fonts, colours, photography and graphics unique to the campaign identity.

The only requirement if using the Welsh Government logo is to conform to the standards set out in these guidelines.



Corporate materials

Our preferred typeface for corporate materials is Proxima Nova and documents are typeset using the corporate template.

Pantone 1797 is the preferred colour for Ministerial documents.



The template can be expanded upon and adapted depending on the audience, complexity and nature of content.



To acknowledge another relationship



Ariennir gan **Lywodraeth Cymru**Funded by **Welsh Government**



Ariennir yn Rhannol gan
Lywodraeth Cymru
Part Funded by
Welsh Government



Noddir gan **Lywodraeth Cymru**Sponsored by **Welsh Government**

We have developed a set of 'acknowledgement logos' to be used when a relationship between an organisation/project and Welsh Government needs to be explained in more detail.

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

Acknowledgement logos are either black or white

No other colour is permitted.

Minimum width:

40mm

There is no maximum size restriction.

These logos must not be altered in any way.

Selecting an Acknowledgement Logo

'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.

'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.

Other acknowledgement logos are available on request eg: 'Supported by' 'In Partnership'.

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 standard logo must have equal prominence to partner logos.
- 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 our 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 2023 in English and 01 Ionawr 2023 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**



Website

When placing the Welsh Government logo on an external website the same rules apply as for other materials. The logo should be undistorted, a legible size and of suitable contrast to the background. The landscape version of our logo is reserved for Welsh Government websites. It should not be copied from the website or used for any other materials unless under exceptional circumstances. In which case, you should request permission from:

brandingqueries@gov.wales



Llywodraeth Cymru Welsh Government



Contact us

Design Services

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



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