



LLESIANT CENEDLAETHAU'R DYFODOL WELL-BEING OF FUTURE GENERATIONS

VISUAL TOOLKIT

Version 3 – 2024

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.

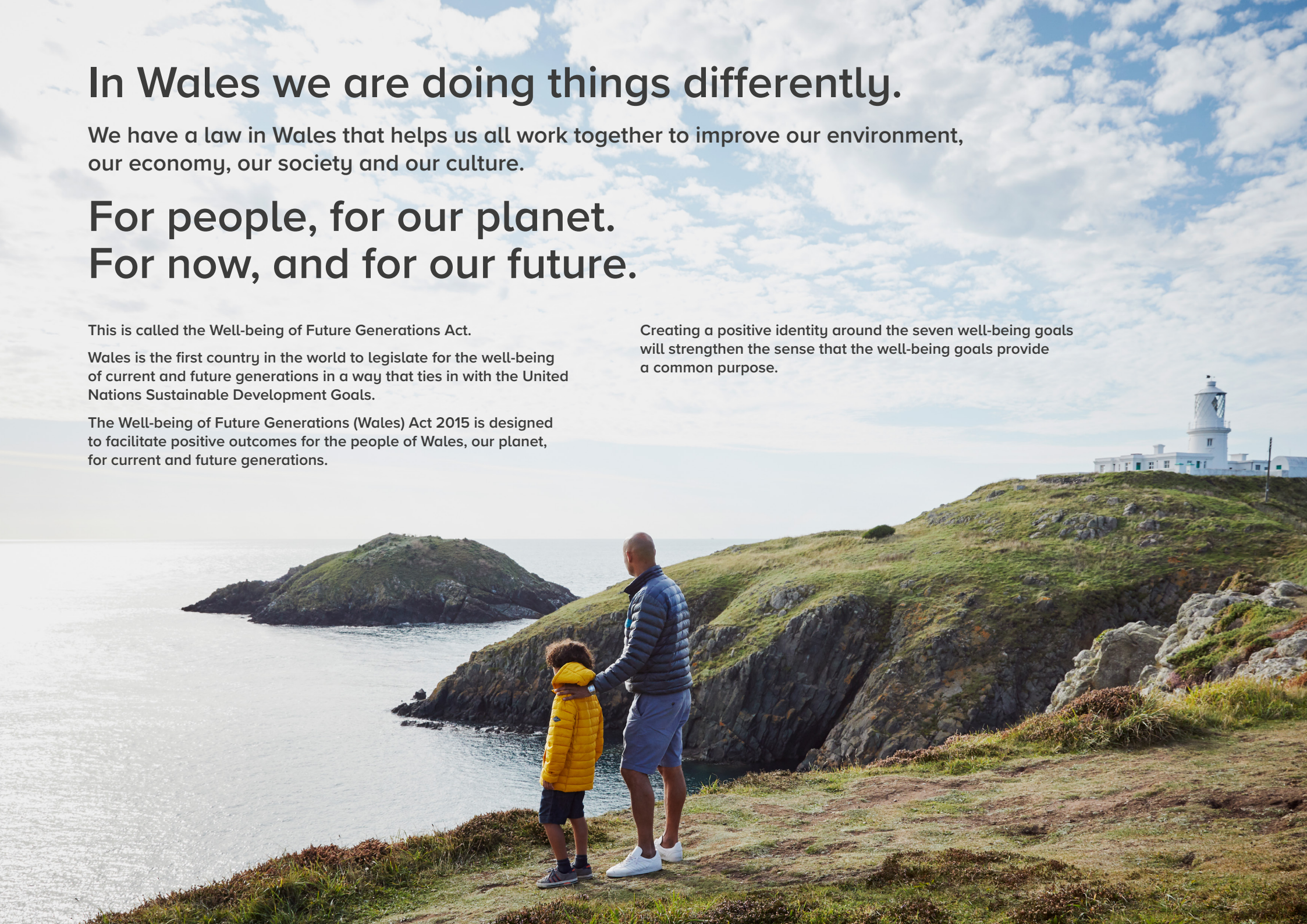
For people, for our planet. For now, and for our future.

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 (2021) 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 www.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.

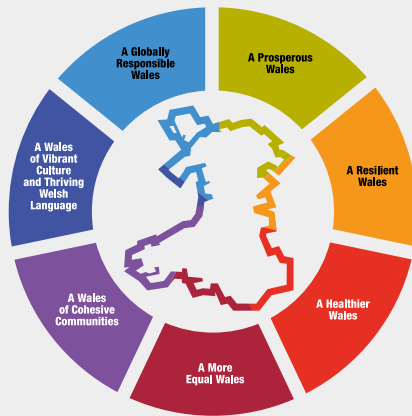


Logo family

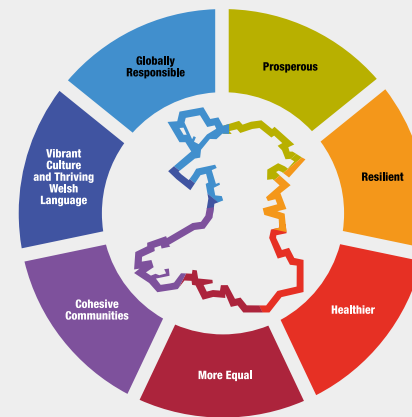
01_Graphic



02_Simplified text



03_Short text



04_Logo



05_WFG



06_WBG



07_The Wales We Want



08_Map

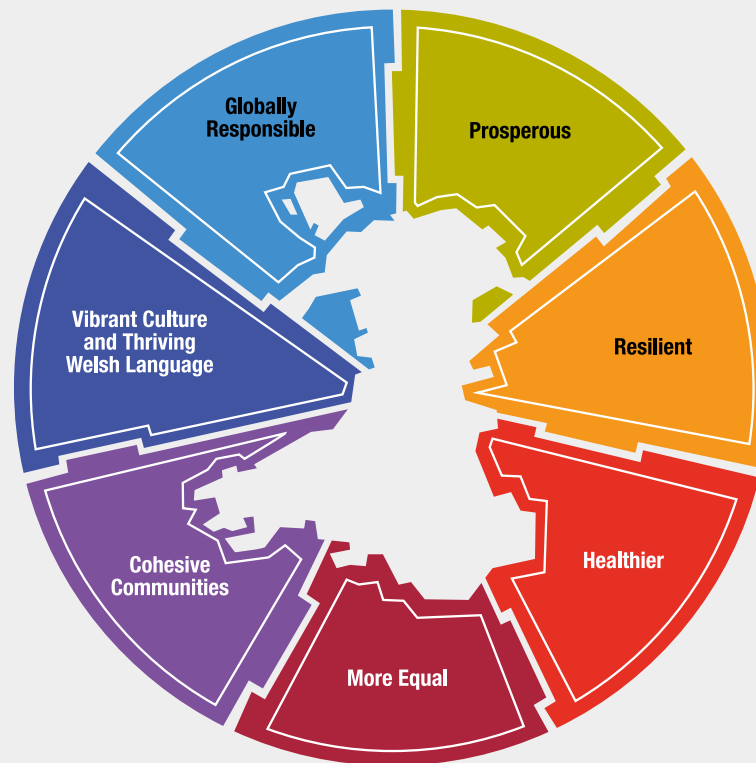


09_SDG



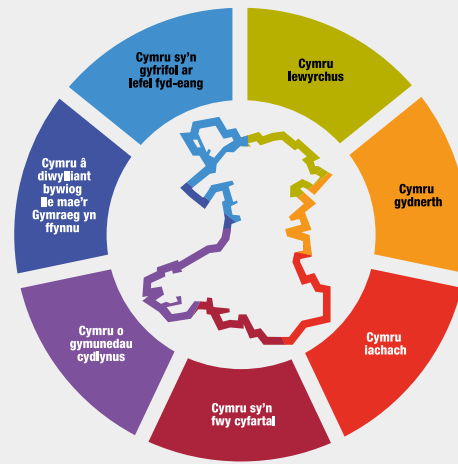
Well-being goals graphic

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



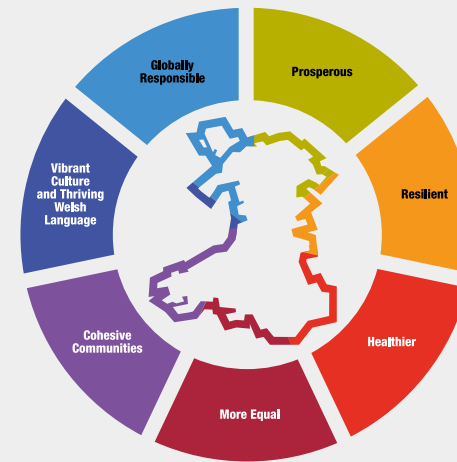
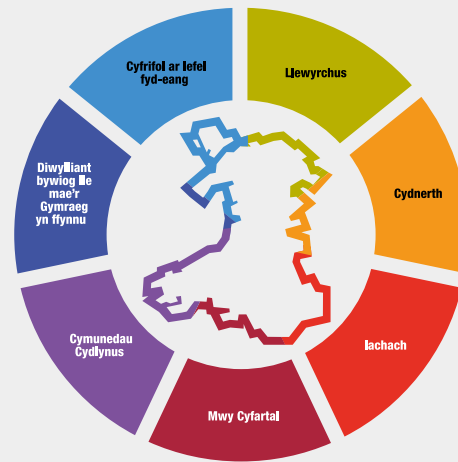
Well-being goals logo

Simplified text



Well-being goals logo

Short text





Well-being goals logo
'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 fair 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**

**Cydnherth
Resilient**

**Llewyrchus
Prosperous**

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

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

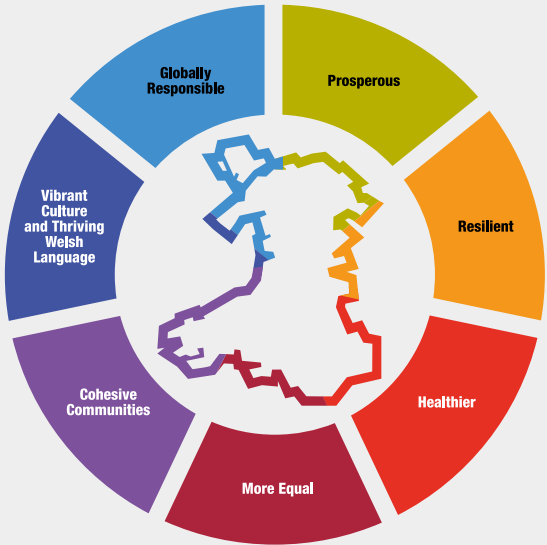
**Cymunedau
Cydlynus
Cohesive
Communities**










**“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

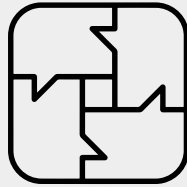
2 – Prevention

3 – Collaboration

4 – Long-term

5 – Involvement

1



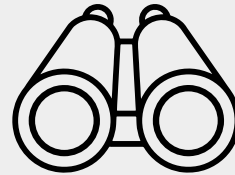
2



3



4



5



Reverse options



Display banner example

Well-being goals &
SDG wheel

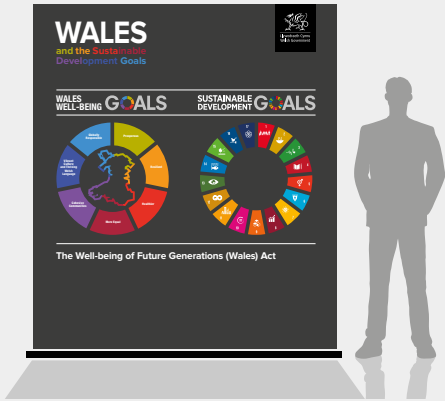
Design

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



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:

| | | |
|---|---|---|
| <p>Environmental sustainability</p> <ul style="list-style-type: none"> - sustaining natural resources - improving environmental performance - encouraging sustainable transport | <p>Social and cultural enrichment</p> <ul style="list-style-type: none"> - a warm welcome for everyone - opportunities for young people - thriving Welsh language and culture | <p>Health benefits</p> <ul style="list-style-type: none"> - new opportunities to enjoy outdoor leisure - promoting active lifestyles |
|---|---|---|

Listening to residents, visitors and businesses







