

Transforming Towns

Publicity and Branding Guidance



Llywodraeth Cymru
Welsh Government



Trawsnewid Trefi
Transforming Towns

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This document contains all the necessary guidelines and instructions to local authorities and delivery partners write press releases and use the brand in relation to the Welsh Government's Transforming Towns programme.

For any queries please contact **RegenerationPolicy@gov.wales**

“ Following the 2021 General Election, the Welsh Government established the new Ministry for Climate Change demonstrating the importance of the Climate Change agenda and committing to embedding a response to the climate and nature emergency in everything we do.

The Welsh Government has promised to build a stronger, greener economy as we make maximum progress towards decarbonisation.

Transforming Towns is committed to addressing the decline in Welsh city and town centres and to ensuring they not only survive but thrive. Transforming Towns is focussed on improved biodiversity and green infrastructure; reuse of derelict buildings; increasing the variety of services on offer in towns with an emphasis on flexible working and living space; and access to services and leisure. The priority is securing the long-term sustainability of our town and city centres by driving footfall and making them attractive places to spend time.

Our Town Centre First policy, embedded in our national planning framework: Future Wales, means that town centres should be the first consideration for all decisions on access to open spaces, the location of workplaces and ensuring accessibility to public services. We will sustain our cities, towns and villages and make them better, welcoming places in which to live and work. ”

Press Releases

Press releases play a crucial part in relaying messages about Transforming Towns in a consistent manner.

As a result, all press releases, features and advertorials relating to a pertinent project or beneficiary (e.g. project approval, place plan, launch event, achievement of milestone) **must** acknowledge the funding received from Welsh Government – specifically the Transforming Towns project, in this instance. All of this content must also include a quote from the Welsh Government.

The following list has been created as a way making it easier to identify all the necessary elements that must feature in a press release.

Opening Paragraph

It is essential that Transforming Towns is mentioned towards the beginning of every relevant funding press release. Examples of this can be found below:

- “[TOWN] County Council has today [INSERT DATE] announced plans to regenerate the [NAME] building in [TOWN] – thanks to the Welsh Government's Transforming Towns initiative.”
- “The [£X million] project was made possible thanks to [LOCAL AUTHORITY] and a grant from the Welsh Government's Transforming Towns programme.”
- “It has today [INSERT DATE] been revealed that [TOWN] County Council will use £X million of Transforming Towns funding to create more green spaces in [TOWN].”
- “The previous [NAME of building] will today [DATE] re-open its doors as a community hub in [TOWN]. The project was led by [TOWN] County Council and made possible by a £X million grant from the Welsh Government's Transforming Towns programme.”

Main Body and Editor's Notes

Acting as a summary of the Transforming Towns project, it is essential that the **following paragraph** is used within the main body of each funding press release.

This approach will help consistently reference the project, whilst refraining from mentioning individual funding streams (something we want to avoid):

*"Transforming Towns is a Welsh Government programme providing £*** million to town centre regeneration in Wales. Town and city centres are an essential and personal part of Welsh heritage and community, and the Transforming Towns programme is dedicated to serving and connecting the people who live, work, learn and spend leisure time in them."*

The paragraph should also be inserted into the 'editor's notes' section of your press release, linking to the following page:
gov.wales/support-improve-town-centres/targeted-regeneration-investment-programme

This will ensure that journalists are aware of the funding body and are able to source more information where required.

Other Key Messages

To ensure the project's wider success, we want Local Authorities to take a holistic approach to press releases, by including wider projects and developments already going on in your town under the Transforming Towns bracket. These can also be linked to wider Welsh Government investment.

In order to achieve this, the following key messages and statements should also be included – where possible – within the main body of your press release:

- Transforming Towns [in bold] is focussed on improving biodiversity and green infrastructure; repurposing neglected properties; increasing flexible working and living space; and providing access to services.
- Our **town centre first policy**, embedded in the national planning framework; **Future Wales**, means that town centres should be the first consideration for all decision on the location of workplaces and services.
- Our town and city centres face many challenges, which have been exacerbated by the pandemic – to ensure that our towns not only survive but also thrive, we need to re-invent and reinvigorate them into places where people want to spend their time.
- The project/plans/development is stepping up investment in our local town centres. Transforming Towns [in bold] support is focussed on ensuring a wider offer of activities and uses including retail, flexible business space, leisure, local services and cultural activities.
- Transforming Towns wants to support communities to take ownership of their towns.
- The project is making our towns greener and more attractive places to visit – showing off their best features and making everyone who lives, visits or working in the town centre feel welcome.

Using Quotes

You should always include a quote from the relevant Minister, likely Cabinet Secretary for Housing and Local Government, Jayne Bryant MS, laying it out as follows:

[Minister's Title], [Minister's Name] said: "Quote here."

The following quotation from Jayne Bryant MS has been pre-approved and can be slotted into any press release without additional sign-off:

Cabinet Secretary for Housing and Local Government, Jayne Bryant MS said:

"We want town and city centres across Wales to be the beating heart of Welsh communities, where people can access services, shops, communal and cultural spaces.

Through our Transforming Towns programme, we are providing £xxx million to further support the economic and social recovery of our town and city centres.

Our Town Centre First policy, embedded in Wales' national development plan Future Wales, means that town and city centre sites should be the first consideration for all decisions on the location of workplaces and services."

In order to approve a new ministerial quote – as well as each funding press release as a whole – **all draft press releases must be sent as early as possible prior to release, to ClimateChange-PressOffice@gov.wales and RegenerationPolicy@gov.wales.**

Using Multimedia Content

The use of photographs and various multimedia content within your press release is strongly recommended. Please ensure all imagery and footage is both engaging and of a high resolution (at least 300 dpi). Please refer to the Transforming Towns branding guidelines for further information on how to use the logo correctly.

Example Press Release Checklist

Before writing – or having finished – your press release, please use the following checklist to ensure that all the necessary elements are included:

- Mention Transforming Towns in opening paragraph.
- Include at least one Transforming Towns key message.
- Include a quote from relevant Welsh Government minister.
- Attach engaging and high-resolution multimedia content.
- Bilingual version that adheres to Welsh Language Standards.

Ministerial Visits, Launch Events

The Regional Regeneration team must be informed as early as possible of any events, visits or key projects milestones in relation to capital funded projects, such as turf cutting/topping out ceremony, official openings, contract or project events, launch plans and arrangements.

[Please refer to earlier in the document for advice on drafting press releases.]

In many instances, a Welsh Government Minister maybe interested in attending project launch events and also may visit projects in progress to see how funding is being used. The team will work with local authorities to organise these events and Ministerial attendance.

We would also welcome any photographs or case studies of your project which you have agreed to supply as part of your project grant award letter. We will display them on our Transforming Towns on the Welsh Government website to share good practice nationally and may include them in corporate Welsh Government publicity with your consent.

Welsh Language

In line with the Welsh Language Standards, all publicity activity relating to your project must be bilingual and it must adhere to the guidance for the use of the Welsh language in Welsh Government communication and marketing work.

Contact communicationcontractsmailbox@gov.wales to obtain a copy of this guidance. This guidance applies to all Welsh Government-funded programmes.



Brand Mark Usage Guidelines



Llywodraeth Cymru
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Transforming Towns

Brand mark

If your project has been funded by the Transforming Towns Programme, it is your responsibility to ensure all contractors and project sponsors associated with your projects adhere to branding guidelines for this programme as agreed in your project award letter. As such all project contractors and sponsors are required to display both the Programme logo and the Welsh Government logo on all signage and press releases.

Master logo

Our brand mark is the most recognisable element of our identity. A bold mark that represents collaboration and growth within our Welsh towns. It is our signature across all communications and unites us in everything we do.

The bilingual master brand mark on the right should be used in all communications.



Billboards and Plaques

The display of the logos must meet the following criteria for billboards and plaques:

- Both the Transforming Towns and the Welsh Government logo should be used.
- Both logos should have equal prominence to any other funding partner logo.
- Our brand mark must always appear with the Welsh Government logo and European Regional Development Fund (ERDF) logo as well as other partner logos when appropriate. (Please refer to the guidance.)

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

- A plaque needs to tell the story, think about the message you want to convey (is 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 consistently of the facts.
- 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.

On completion of a project a permanent bilingual sign or plaque can be erected, formally acknowledging the involvement of the Welsh Government and Transforming Towns and if, applicable, European funding. A draft version of this must be sent to Welsh Government officials for clearance.

For use of logo guidance please refer to the Transforming Towns Brand Guidelines.

Brand mark options

Variations

For maximum impact and recognition our brand mark should only ever appear in single colour, either in mono or out of the colour palette provided.



Brand mark exclusion zone

To insert the brand mark into your document:

- Open your document.
- Click on Insert.
- Click on Picture.
- Find the brand mark in your saved images and double click on it.

The brand mark should then be inserted in your document with a box around it.

Exclusion zone

Our brand mark must always appear with the Welsh Government logo as well as EU funds logo and other partner logo when appropriate. They should have equal prominence which is determined by the height of the Welsh Government logo.

To ensure our brand mark displays well it is important to keep an exclusion zone.

We calculate this by taking the area highlighted in the example and create a square, creating an exclusion zone all the way around the brand mark as shown. This same measurement should be used to space the additional logos.

Exclusion Zone



Brand mark use with Welsh Government and third party logos

The Welsh Government logo must be used on all publications alongside our brand mark. It should have equal prominence and never be used smaller than 22mm wide.

We recommend these sizes (width) for the following formats

DL - 30mm | A5 - 30mm | A4 - 30mm | A3 - 40mm

All logos should have equal prominence meaning no logo should be taller or shorter than the height of the Welsh Government logo.

If your project has received European funding or has involved funding from other partners then please make sure to use the appropriate logos alongside and with equal prominence.

For more information on EU logo guidelines, please see:

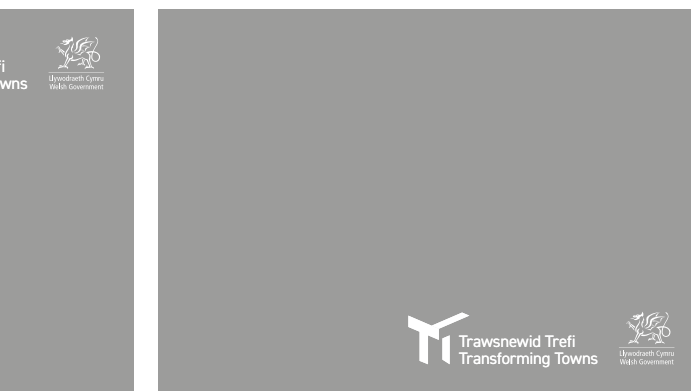
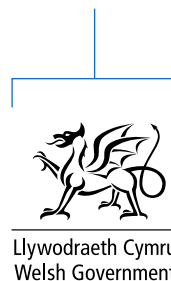
gov.wales/sites/default/files/publications/2019-08/eu-structural-funds-2014-2020-publicity-guidelines.pdf

For further information please consult the Welsh Government branding guidelines:

www.gov.wales/welsh-government-logo-guidance



Minimum usage 22mm



DL, A5, A4 - 30mm



Brand mark integrity

Proper use, legibility and integrity of the brand mark matters. The brand mark must always be used appropriately and as provided to ensure consistent and correct use of Transforming Towns brand mark in all applications.

DO NOT:

- Stretch, distort or change the proportions of the logo.
- Do not change the typeface of the logo.
- Alter the elements in any way.
- Use on an angle.
- Use on backgrounds that reduce visibility.
- Use a drop shadow or any other effects.



Colour palette

Variations

Our core colour palette consists of a carefully chosen set of colours that are bright and welcoming, they work together in harmony, enabling us to communicate with enthusiasm and passion.

For variety 60% and 30% tints are available to use.

PANTONE: For use in print

CMYK: For use in print

RGB: For use on screen

Web #: For use on screen

	Growth and Collaboration	Welcoming and Forward thinking	Vibrant and Transformative
Pantone 310	Pantone 7481	Pantone 137 C	Pantone 191
C0 M0 Y0 K100	C83 M0 Y89 K0	C0 M45 Y92 K0	C0 M85 Y33 K0
R29 G29 B27	R2 G188 B91	R249 G158 B25	R239 G66 B111
Web #1D1D1B	Web #02BC5B	Web #F99E19	Web #EF426F

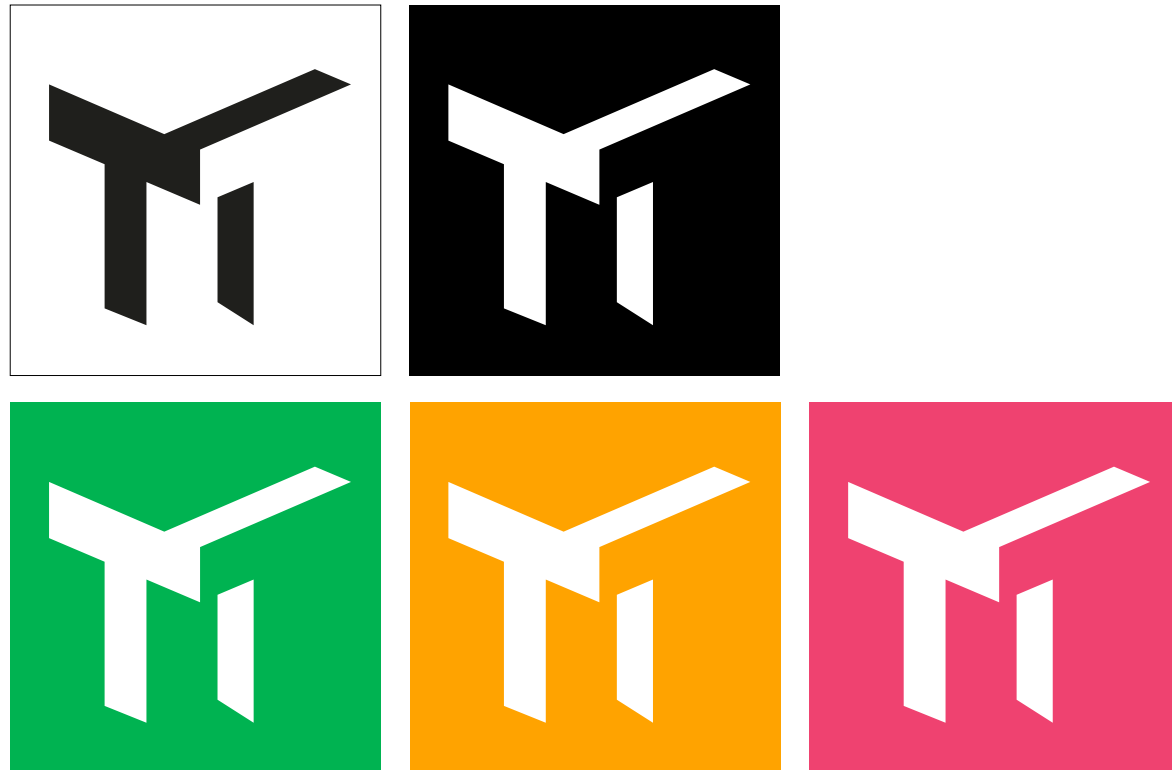
Social media usage

Social Media

For maximum impact when used on social media as a profile picture, our brand mark can be isolated from the word mark in it's simplest form.

For diversity a selection of colour options are available from our bold colour palette.

Note: This is the only instance when the brand mark should appear alone.



Fonts

For collateral design

For our main design and marketing materials, we use variations of the font Din.

Body copy

The recommended specifications for print based body copy is: Din Regular with a minimum font size of 10pt/12pt leading (for A4/A3).

Body copy can use any colour from the colour palette, but attention should be given to making sure that the text has high enough contrast to be able to be read it clearly.

A large, bold, green 'Aa' logo, where the 'A' is uppercase and the 'a' is lowercase, both in a sans-serif font.

Din

Use on printed material where possible

Din Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890@#%&

Din Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890@#%&

Din Demi

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890@#%&

Din Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890@#%&

Fonts

Use on all applications requiring a web compatible font

ie, word, powerpoint

Arial has been chosen as an alternative to Din for when a web compatible font is required. It comes in a variety of options.

Body copy

The recommended specifications for reading body copy is: Arial Regular with a minimum font size of 9pt/12pt leading (for A4/A3).

Body copy can use any colour from the colour palette, but attention should be given to making sure that the text has high enough contrast to be able to be read it clearly.

Aa

Arial

Use on all applications requiring a web compatible font ie, word, powerpoint

Arial Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890@#%&

Arial Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890@#%&

Arial Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890@#%&

Arial Bold Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890@#%&

Contact Us

If you require any further advice on utilising the marketing materials please contact
RegenerationPolicy@gov.wales