

Ymgolli Brand Guidelines

**YMGOLLI.
GO ALL IN.**

01.03.2026

Blwyddyn Darllen Genedlaethol 2026
National Year of Reading 2026

Purpose

Relationship to Go All In

About Ymgolli

What Ymgolli Means

Which Brand Should I Use?

Ymgolli Visual Identity

Typography

Language & Tone of Voice

Connecting with Wales' Priorities

Templates and Applications

Support & Contacts



Purpose

This document provides Wales-specific guidance for the use of **Ymgolli** - the Welsh identity for the National Year of Reading campaign (UK title: **Go All In**).

It supports partners across Wales to communicate clearly and effectively, ensuring the campaign resonates locally while aligning with UK-wide messaging and objectives.

These guidelines aim to:

- Ensure consistent and correct use of the Ymgolli identity
- Maintain visual and messaging alignment with the wider UK campaign
- Support schools, learners, families and communities in Wales
- Provide clarity on visual and verbal expression for Wales-specific activity

Relationship to **Go All In**

Go All In reimagines what reading means today. Central to the campaign is the proposition “if you’re into it, read into it”, which positions reading as a powerful plug-in to the things you already love.

In Wales, **Ymgolli** builds on existing work to:

- Foster a love of reading and build essential skills for children and families
- Showcase the joy and value of reading in all its forms, including books, e-books, audiobooks and storytelling
- Encourage participation from schools, families, libraries, local authorities and community groups
- Improve reading skills of all learners in Wales

Relationship to **Go All In**

Both identities share the same:

- Strategic ambition
- Core values
- Behavioural intent
- Messaging principles

While **Go All In** operates across the UK, **Ymgolli** ensures the campaign resonates meaningfully with audiences in Wales.

What Ymgolli Means

Ymgolli means “to immerse yourself” or to lose yourself completely in something.

In the context of this campaign, Ymgolli captures:

- The pleasure of reading for enjoyment
- The way reading connects to personal interests and everyday life
- The transformative power of stories and ideas

Ymgolli invites everyone in Wales to embrace reading as a passion that enriches their interests, deepens understanding, and connects them to new worlds.

**YMGOLLI.
GO ALL IN.**

Brand

Which Brand Should I Use?



Use **Ymgolli** when the activity is:

- Wales-specific
- Welsh or bilingual delivery
- Education or community activation in Wales

YMGOLLI.
GO ALL IN.



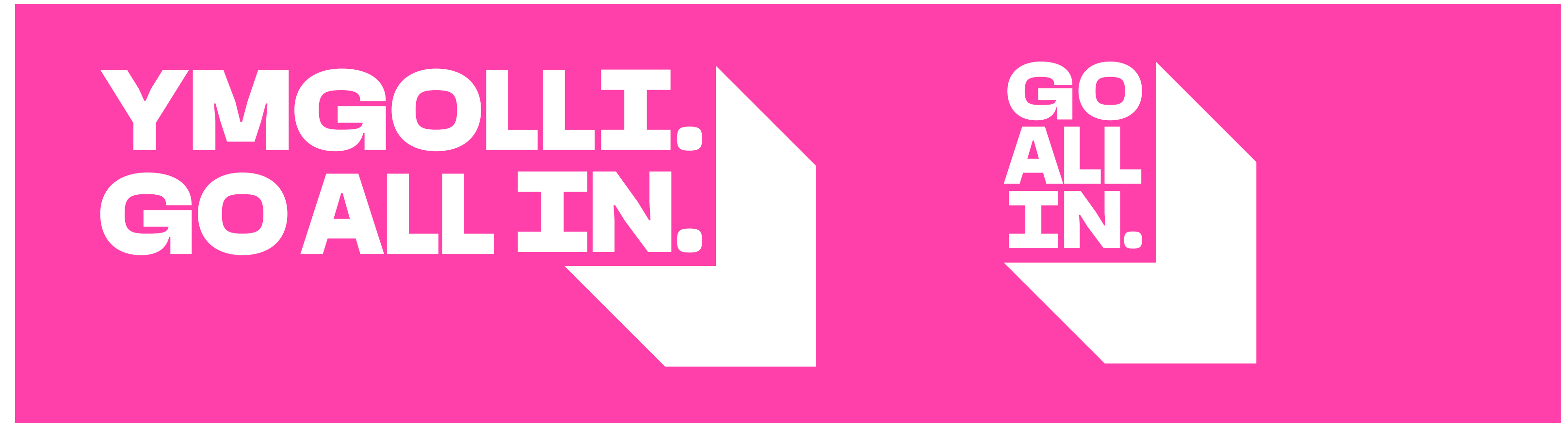
Use **Go All In** when:

- UK-wide with no Welsh adaptation

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Which Brand Should I Use?



In some cases, co-branding may be appropriate, for example:

- UK-wide initiatives delivered in Wales
- National announcements with Welsh activation

When co-branding, ensure:

- Clear visual hierarchy
- Consistent application of both brand systems

Always refer to both brand toolkits when creating co-branded materials.

Ymgolli

Visual Identity

Logo



The **Ymgolli** brand works within the wider **Go All In** system to maintain consistency across the UK while reflecting Wales' bilingual and cultural context.



LOGO
MINIMUM SIZE
40PX HIGH (DIGITAL)
8MM HIGH (PRINT)



WORDMARK
FOR ANY USE LOWER
THAN 40PX/ 8MM

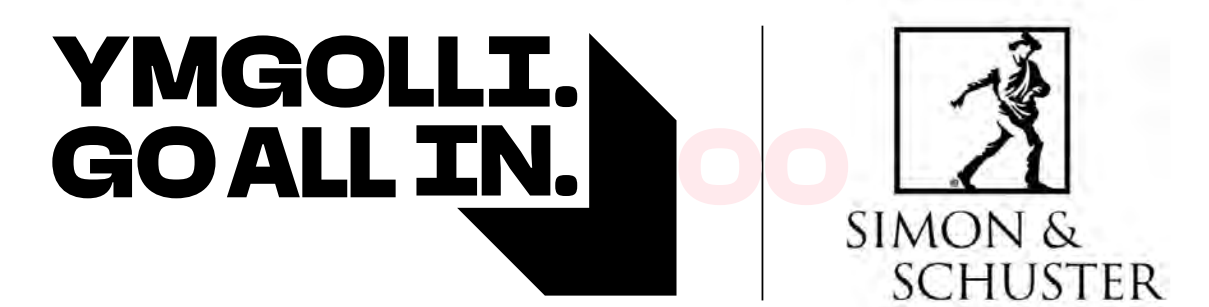
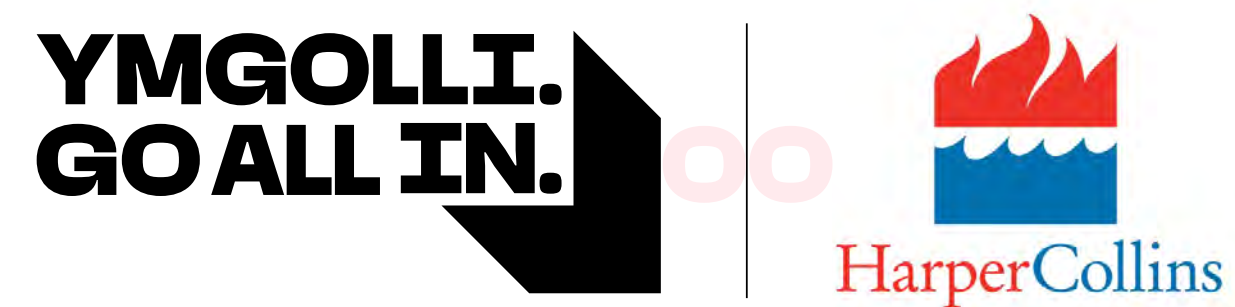
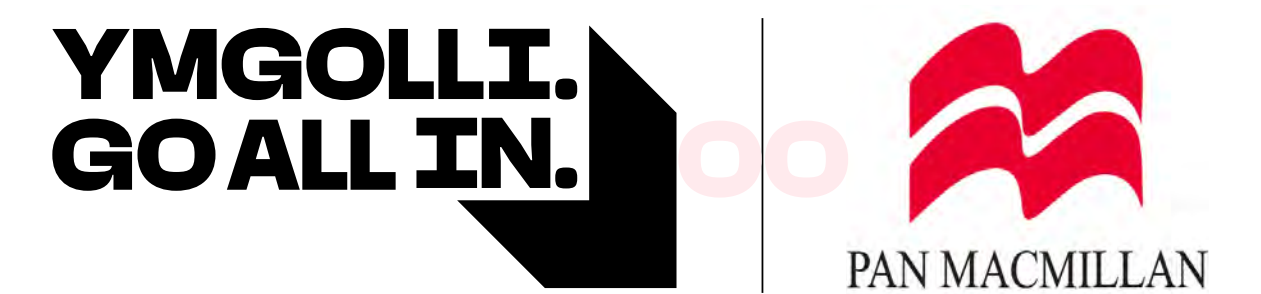
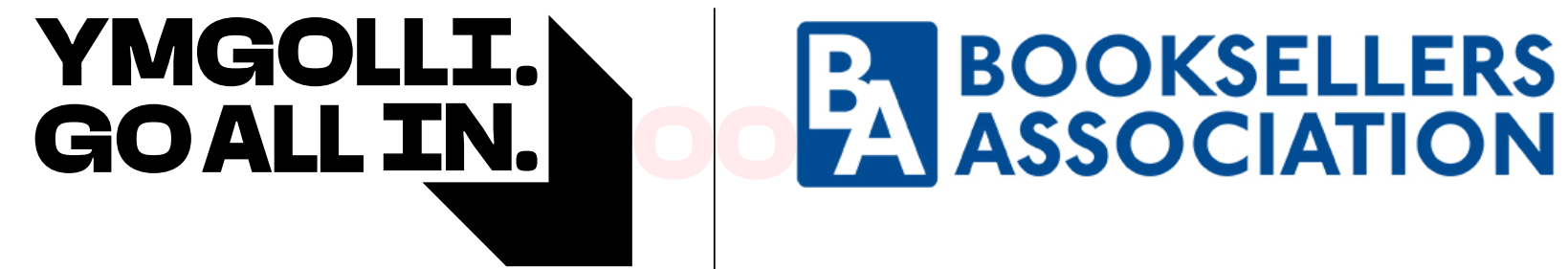
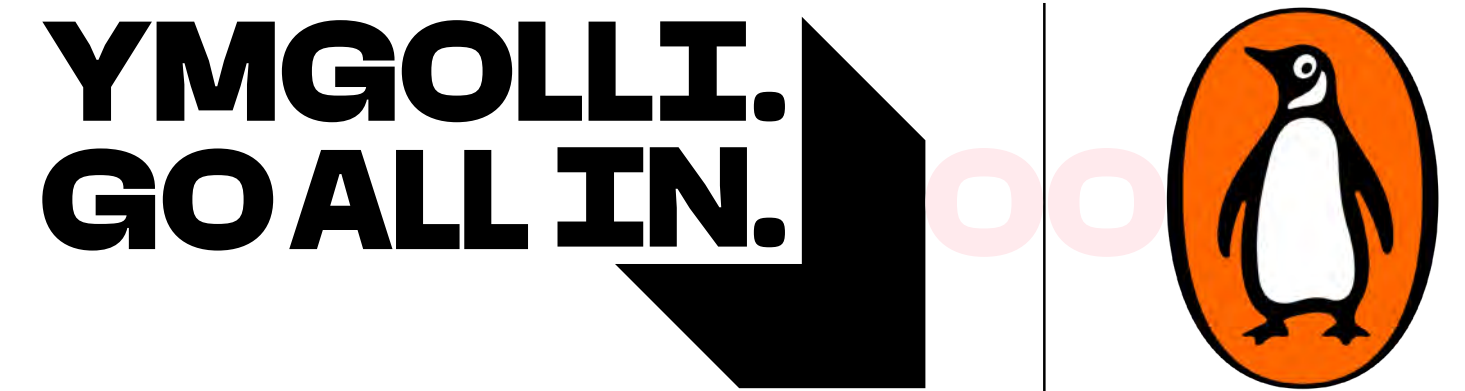
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Partner lockups

In many cases our logo will need to be locked up alongside another brand logo.

To ensure each brand has enough clear space, we allow the size of the width of the 'O' from our logo between each element.

Whether the partner logo precedes or succeeds our logo is to be advised only by the type of relationship agreed - both are equally permissible.



Logo



ALWAYS leave safe area around logotype especially with co-branded Partner logos.

Logo Usage

- Use only approved Ymgolli logo versions
- Respect clear space and colour usage rules

Logo



Do not squash, warp or stretch our logo.



Do not reduce icon to a different proportion.



Do not change or recreate angles of lockup.



Do not place Partner brands too close.



Do not squash to a different proportion.



Do not place additional copy into Primary logotype.

Logo Usage

- Avoid altering proportions or applying unapproved effects

Logo



Animated logo

A motion version of the logo is available for use and is highly encouraged as it brings to life the logo

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Colour Palette

The most prominent thread colour across all brand communications is black but there is not a lead colour within the palate.

When choosing colours for communications, it's important to consider the target audience. (insert colour chart from UK guidelines).

Only approved colours should be used to maintain recognition and cohesion.

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HOME

NAME: BLACK
RGB: 0 / 0 / 0
CMYK: 50 / 40 / 40 / 100
HEX: #000000
PMS: BLACK C

NAME: RED
RGB: 255 / 44 / 61
CMYK: 0 / 88 / 82 / 0
HEX: #FF2C3D
PMS: 1788 C

NAME: YELLOW
RGB: 255 / 196 / 19
CMYK: 0 / 9 / 100 / 0
HEX: #FFC413
PMS: 109 C

NAME: DARK RED
RGB: 208 / 0 / 0
CMYK: 0 / 92 / 87 / 25
HEX: #D00000
PMS: 3546 C

NAME: LIGHT RED
RGB: 255 / 180 / 181
CMYK: 0 / 23 / 26 / 2
HEX: #FFB4B5
PMS: 2337 C

NAME: DARK YELLOW
RGB: 236 / 161 / 0
CMYK: 0 / 27 / 100 / 7
HEX: #ECA100
PMS: 124 C

NAME: LIGHT YELLOW
RGB: 255 / 232 / 158
CMYK: 0 / 3 / 48 / 0
HEX: #FFE89E
PMS: 2001 C

NAME: GREEN
RGB: 2 / 203 / 107
CMYK: 56 / 0 / 58 / 0
HEX: #02CB6B
PMS: 7479 C

NAME: ORANGE
RGB: 255 / 101 / 12
CMYK: 0 / 61 / 97 / 0
HEX: #FF650C
PMS: 1585 C

NAME: DARK GREEN
RGB: 0 / 128 / 82
CMYK: 95 / 5 / 82 / 24
HEX: #008052
PMS: 341 C

NAME: LIGHT GREEN
RGB: 163 / 245 / 205
CMYK: 32 / 0 / 30 / 0
HEX: #A3F5CD
PMS: 7478 C

NAME: DARK ORANGE
RGB: 216 / 52 / 0
CMYK: 0 / 84 / 98 / 0
HEX: #D83400
PMS: 2028 C

NAME: LIGHT ORANGE
RGB: 255 / 199 / 162
CMYK: 0 / 20 / 30 / 0
HEX: #FFC7A2
PMS: 712 C

NAME: PINK
RGB: 255 / 64 / 170
CMYK: 0 / 78 / 8 / 0
HEX: #FF40AA
PMS: 212 C

NAME: BLUE
RGB: 0 / 185 / 235
CMYK: 75 / 0 / 5 / 0
HEX: #00B9EB
PMS: 306 C

NAME: DARK PINK
RGB: 207 / 0 / 128
CMYK: 0 / 100 / 2 / 0
HEX: #CF0080
PMS: 226 C

NAME: LIGHT PINK
RGB: 255 / 199 / 235
CMYK: 0 / 16 / 3 / 0
HEX: #FFC7EB
PMS: 7422 C

NAME: DARK BLUE
RGB: 0 / 122 / 196
CMYK: 98 / 24 / 1 / 3
HEX: #007AC4
PMS: 7461 C

NAME: LIGHT BLUE
RGB: 138 / 236 / 240
CMYK: 40 / 0 / 14 / 0
HEX: #8AECF0
PMS: 318 C

NAME: PURPLE
RGB: 115 / 115 / 255
CMYK: 56 / 52 / 0 / 0
HEX: #7373FF
PMS: 2715 C

NAME: WHITE
RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0
HEX: #FFFFFF

NAME: DARK PURPLE
RGB: 88 / 70 / 226
CMYK: 76 / 76 / 0 / 0
HEX: #5846E2
PMS: 2725 C

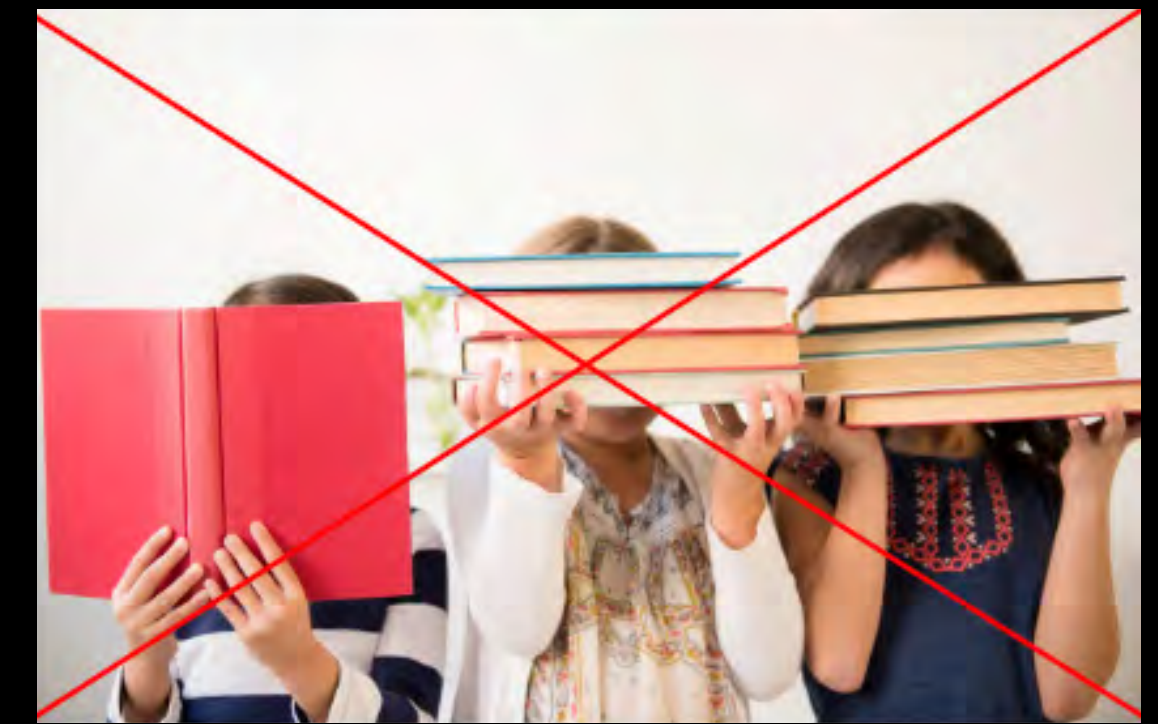
NAME: LIGHT PURPLE
RGB: 201 / 195 / 255
CMYK: 29 / 25 / 0 / 0
HEX: #C9C3FF
PMS: 270 C

Imagery

Photography should:

- Portray people immersed in their interests and passions through reading.
- Show a diverse range of reading formats and materials
- Feel natural and authentic capturing genuine moments of engagement with reading
- Reflect real people, places and communities in Wales
- Embrace diversity across age, background and context

Images should feel natural, inclusive and relatable, reinforcing that reading is for everyone.



Typography

Typography

Clash Display is the headline font chosen for approachability and personality.

Approved campaign fonts must be used across both print and digital materials.

Clash Display Variable - 550

Our punchy, bold
headline typeface.

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVv
WwXxYyZz

123456
7890
!?()

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Typography

The secondary typeface is **Clash Grotesk Regular** used for subheadings and body. It is slightly narrower than Clash Display, making it more legible at smaller sizes.

Azeret Mono Light is used for supporting content such as captions and additional details.

Approved campaign fonts must be used across both print and digital materials.

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WEIGHT: REGULAR

SENTENCE CASE

Clash Grotesk Regular

Used for subheadlines and body copy.

We believe reading is a
powerful plug-in to the
things you already love.

LEADING 100%

TRACKING 0

WEIGHT: LIGHT

UPPER CASE

AZERET MONO LIGHT

RESERVED FOR CAPTIONS AND DETAILING.

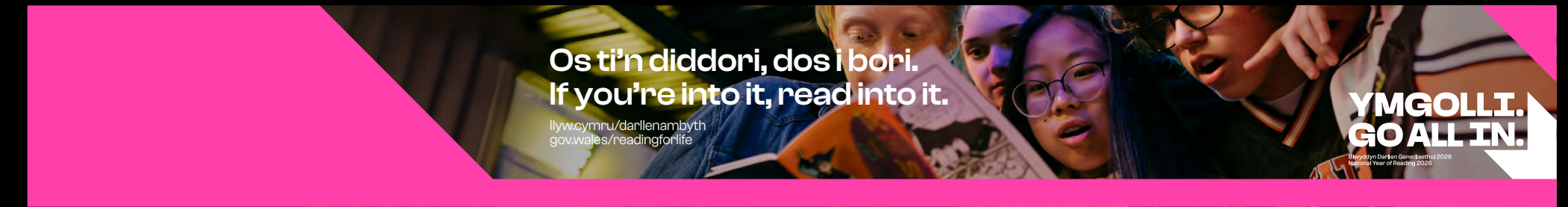
TRACKING 50

Type examples

Here are some examples of how type is applied to different types of communications.



Posters



Web Banner



Social Media Posts



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Language & Tone of Voice

Tone of Voice

Ymgolli is a bilingual campaign designed to treat Welsh and English with equal prominence across all materials.

In Wales, campaign delivery adopts a Cymraeg-first approach in accordance with the Welsh Language (Wales) Measure 2011, ensuring Welsh is treated no less favourably than English and is the default language of communication.

Bilingual Implementation Principles

Welsh and English must be given equal visual prominence in bilingual materials.

- Typography, layout and hierarchy must work equally effectively in both languages.
- Welsh language characters and diacritical marks (e.g. *ŵ*, *ŷ*, *ê*) must display correctly in all approved fonts.
- Where audiences allow, Welsh-only materials are appropriate and encouraged.

Tone of Voice

The **Ymgolli** tone of voice supports Welsh Government ambitions to promote:

- Reading for pleasure
- Lifelong learning
- Cultural confidence
- Inclusion and participation

The tone should be:

- Positive
- Inclusive
- Encouraging
- Confident
- Community-focused

We speak with people, not at them, and we celebrate reading as part of everyday life in Wales.

Tone of Voice
Example
Messaging

Cymraeg-first bilingual presentation:

Ymgolli. Darganfod mwy ym mhob tudalen.
Immerse yourself. Discover more on every page.

Inclusive and encouraging:

Mae darllen i bawb.
Reading is for everyone.

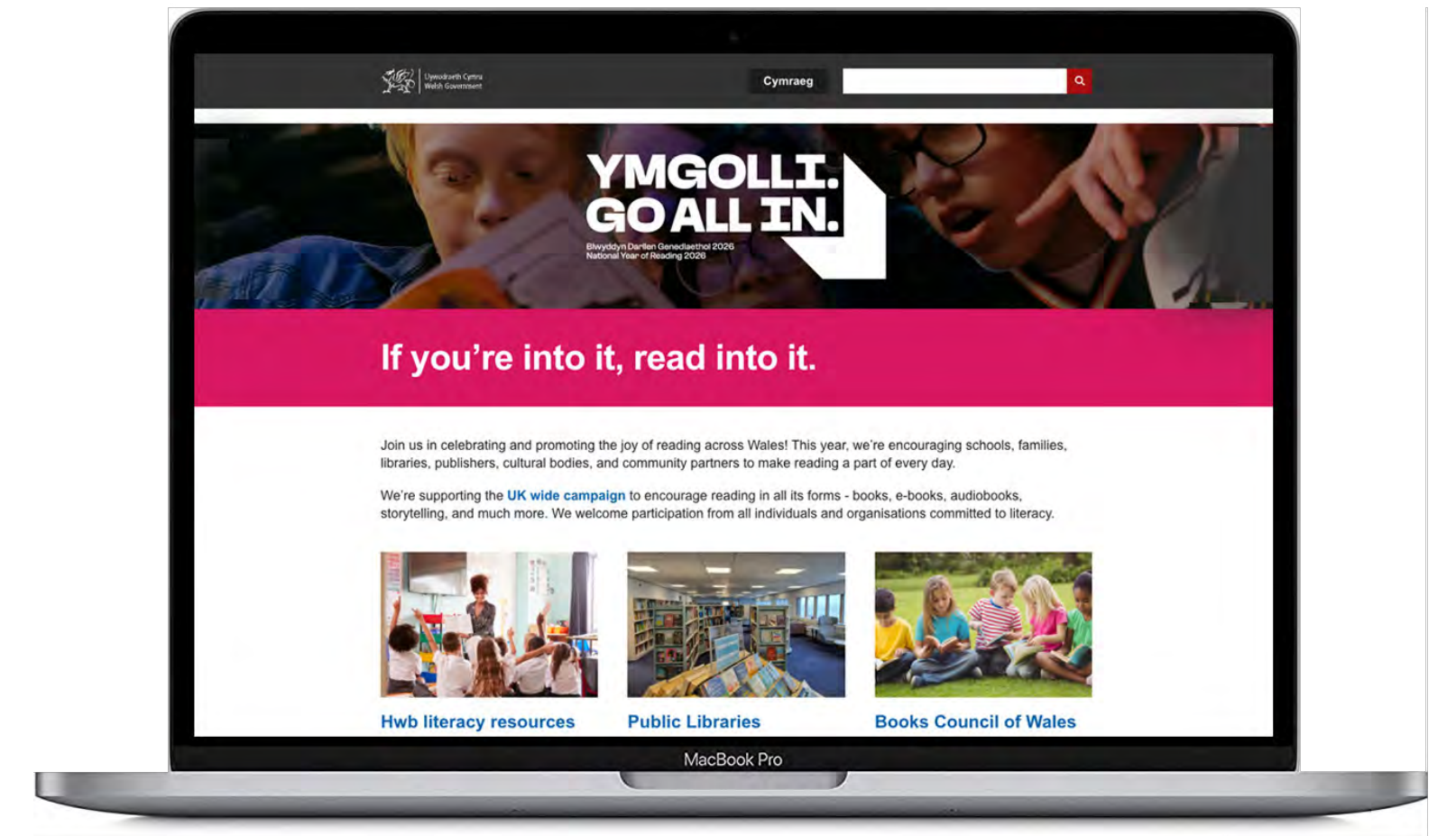
Action-led:

Agorwch lyfr. Ymgollwch.
Open a book. Immerse yourself.

Avoid overly formal, institutional or instructional language. The campaign should feel welcoming, confident and rooted in communities across Wales.

Connecting with Wales' Priorities

Connecting with Wales' Priorities



In Wales, the National Year of Reading aligns with:

- Efforts to raise literacy standards across all ages
- Support for schools, learners and families to make reading habitual
- Recognition of libraries as hubs of community learning and connection
- Collaboration with partners to deliver activities and events throughout the year

Campaign activity should reflect these priorities, emphasising accessibility, joy, lifelong learning and community participation.

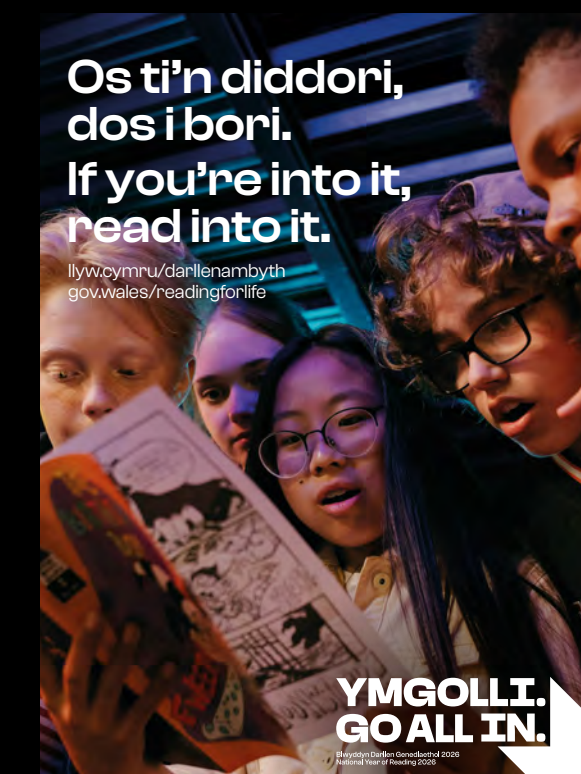
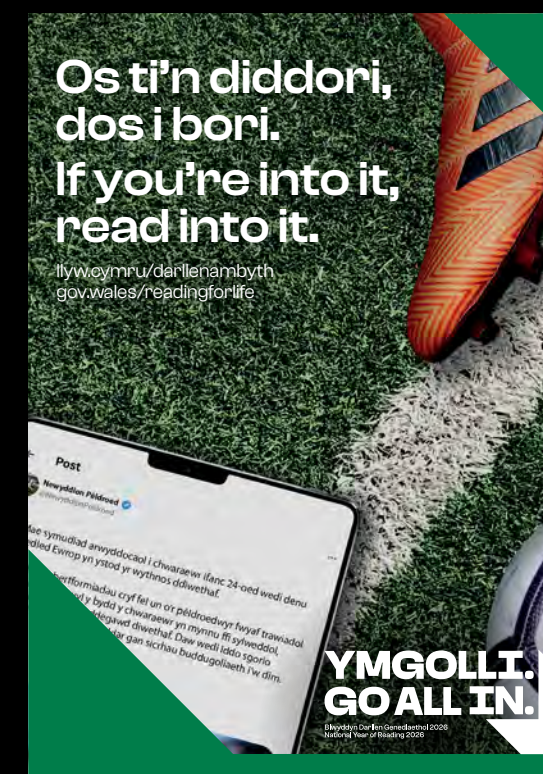
Templates and Applications

HOME

Templates

A4 poster examples

We have created several generic campaign posters available to download.



Download

Templates

Editable digital templates

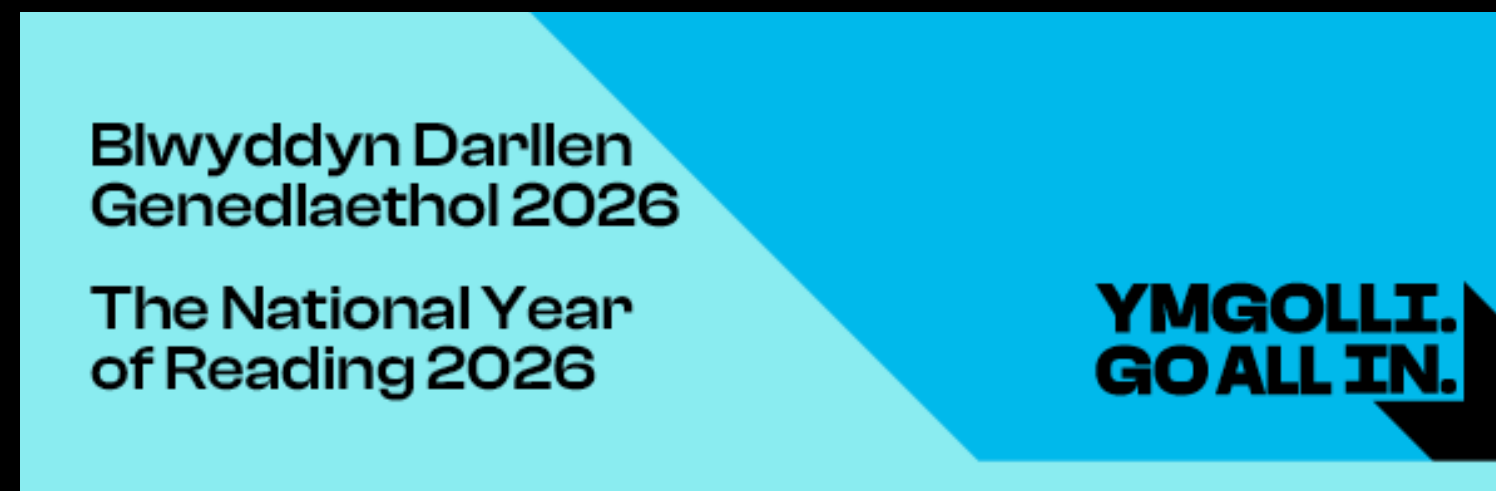
We've also created a suite of social media templates and ready-to-go assets for you to use or create your own.



1080x1080 - Social Media Posts



1080x1920 - Instagram Story



Email Signature

Download

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Support & Contacts

For brand support, campaign questions or partnership enquiries, contact the **Ymgolli** campaign team at **dysg@gov.wales**

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