
dysgucymraeg.cymru
learnwelsh.cymru

Brand Guidelines

National Centre for Learning Welsh



Y Ganolfan
Dysgu Cymraeg
Genedlaethol —
National Centre
for Learning Welsh

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Background

These guidelines have been developed by the National Centre for Learning Welsh to advise providers and other parties as to the proper use of the Centre's brand.

The Centre's brand has been developed as part of the Welsh Government's CYMRAEG brand, devised to promote the Welsh language.

The activities of the Centre and its providers are funded by Welsh Government and the Centre shares the vision set out in the CYMRAEG brand to ensure a thriving Welsh language for the future.

These guidelines explain how the Centre's brand will be used alongside both the CYMRAEG brand and the Welsh Government's corporate logos.

The guidelines will be reviewed regularly to ensure they meet the Centre's and the providers' requirements.

The CYMRAEG logo

This logo is a graphic interpretation of the spoken word. It represents our voice - confident, clear, and through the medium of Welsh. It's a united voice that encourages, promotes and celebrates the language.

CYMRAEG is the main brand

— a specific sub-brand has been created for the Learn Welsh sector (Dysgu/Learn) and this is what should be used in relation to the work of the National Centre for Learning Welsh.



Size

Smallest size:
13mm height

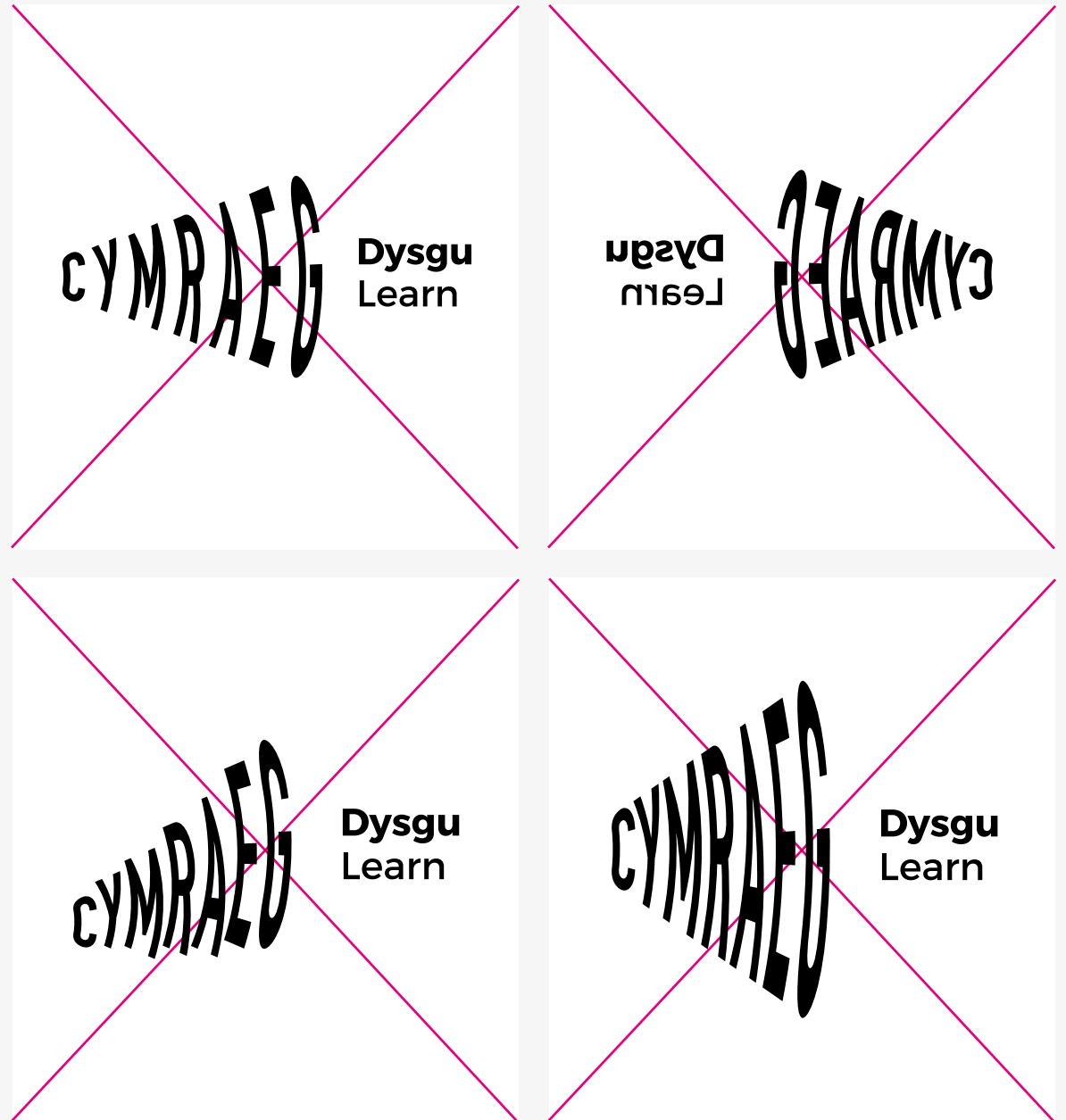
13mm



No thanks

Use the original version of the logo only. Do not try to re-create one yourself. If you cannot find the original version, ask for another one.

Be careful when changing the logo's scale not to change its shape.

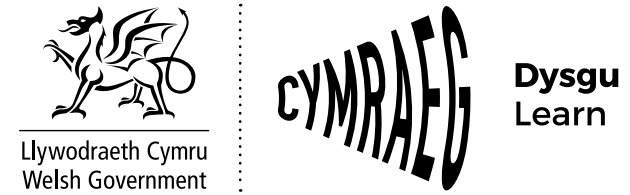


Government logo

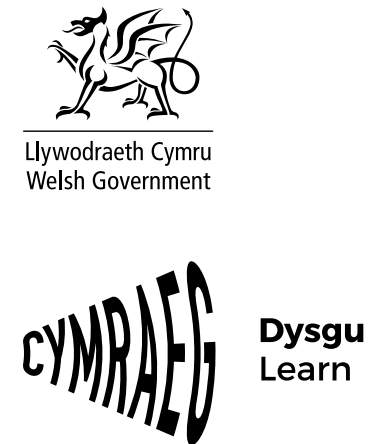
The Government's corporate 'dragon' logo should appear on all CYMRAEG material – it is not acceptable to use the CYMRAEG logo without the corporate logo.

The purpose and message will determine the best way of using the logo. When used in a landscape format, the separation line should be in place. There is no need to use this line when using portrait.

01



02



Introducing the brand family

The National Centre for Learning Welsh has three different logos – a bilingual logo with the Centre’s full name; a Welsh-language logo with the Centre’s full name, and a bilingual logo with the Centre’s domain name.

12 regional versions of the logo, based on the domain name, have been created for the providers’ use.

Introducing the brand family

Using the bilingual logo with the Centre's full name: The Centre will use this logo on corporate materials such as letterheads, email signature, reports and PowerPoint presentations.



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Introducing the brand family

Using the Welsh-language logo with the Centre's full name: The Centre will use this logo for internal communications purposes, i.e. in its dealings with providers, tutors and key stakeholders.



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Introducing the brand family

Using the bilingual logo with the Centre's domain name: The Centre will use this logo - or elements of the logo - in national marketing and promotional work, be it exhibitions, advertisements or digital materials.

Please note: The Centre's logos will not appear together in any form i.e. no more than one logo should be used in the same place.



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learnwelsh.cymru



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Introducing the brand family

These logos will be used locally, by the providers, for promotion and materials such as posters, e-letters and flyers. These logos will also be used on the providers' corporate materials such as headed paper, email signature etc.



dysgucymraeg.cymru
learnwelsh.cymru
Caerdydd / Cardiff



dysgucymraeg.cymru
learnwelsh.cymru
Y Fro / The Vale



dysgucymraeg.cymru
learnwelsh.cymru
Gwent

Introducing the brand family



dysgucymraeg.cymru
learnwelsh.cymru
Nant Gwrtheyrn



dysgucymraeg.cymru
learnwelsh.cymru
Ceredigion-Powys



dysgucymraeg.cymru
learnwelsh.cymru
Sir Gâr
Carmarthenshire

Introducing the brand family



dysgucymraeg.cymru
learnwelsh.cymru
Gogledd Ddwyrain
North East



dysgucymraeg.cymru
learnwelsh.cymru
Gogledd Orllewin
North West



dysgucymraeg.cymru
learnwelsh.cymru
Ardal Bae Abertawe
Swansea Bay Region

Introducing the brand family



dysgucymraeg.cymru
learnwelsh.cymru
Sir Benfro
Pembrokeshire



dysgucymraeg.cymru
learnwelsh.cymru
Morgannwg
Glamorgan

Digital use

Eps versions of all logos are available.
Email swyddfa@dysgucymraeg.cymru for more information.

An animated version of the logo is available, for onscreen use.

A new interactive site has been introduced – **learnwelsh.cymru** or **dysgucymraeg.cymru** – which includes a course search facility, as well as information and resources for learners, prospective learners, providers, tutors and stakeholders.



Social media

Individual Facebook and Twitter 'headers' have been created for each provider.



Colours

The main colour of each logo will be purple.

We suggest using the correct pantone colour.

Purple PANTONE	Purple CMYK	Purple RGB
PANTONE 269 U	C: 78 M: 100 Y: 0 K: 33	R: 70 G: 25 B: 100

Font

The Welsh Government's CYMRAEG font will be used.

E-mail
swyddfa@dysgucymraeg.cymru
for more information

Cymraeg Regular + Bold 55pt

Cymraeg
Regular
1234567890

Cymraeg
Bold
1234567890

Cymraeg Regular 12pt

A B C Ch D Dd E F Ff G Ng H I J L
L I M N O P Ph R Rh S T Th U W Y
a b c ch d dd e f ff g ng h i j l l m
n o p ph r rh s t th u w y

Cymraeg Bold 12pt

A B C Ch D Dd E F Ff G Ng H I J L
L I M N O P Ph R Rh S T Th U W Y
a b c ch d dd e f ff g ng h i j l l m
n o p ph r rh s t th u w y

Logo placement

Designers are free to use the logo in any position within an advertisement / promotional material etc. The important thing is to ensure adequate space around the logo.

Exclusion Zone:

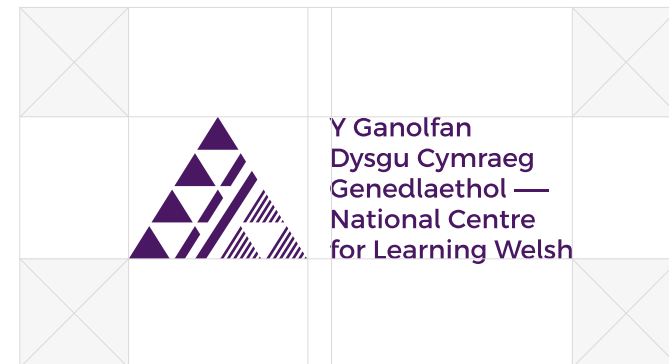
An 'exclusion zone' of 10mm (minimum) acts as a buffer zone around the Centre's logo, prohibiting any graphic elements from interfering with the logo. Wherever possible, the space should be greater.

Size:

The minimum size for the logo is 13mm in height



10 mm



Drawing not to scale

Using the CYMRAEG Brand in conjunction with the Welsh Government logo.

Two Welsh Government logos – CYMRAEG Dysgu/Learn and the corporate 'dragon' logo will need to be used alongside the Centre's logo in corporate materials, academic materials and promotional materials.



Using the Centre's brand alongside the CYMRAEG and Welsh Government logos.

This table explains when and how the Centre's brand should be used alongside the CYMRAEG logo and the Welsh Government corporate 'dragon' logo.

The following guidelines should be followed in terms of size, colour and layout. Should you have an example not listed below, please contact the Director of Marketing and Communications at the National Centre for Learning Welsh for further guidance.

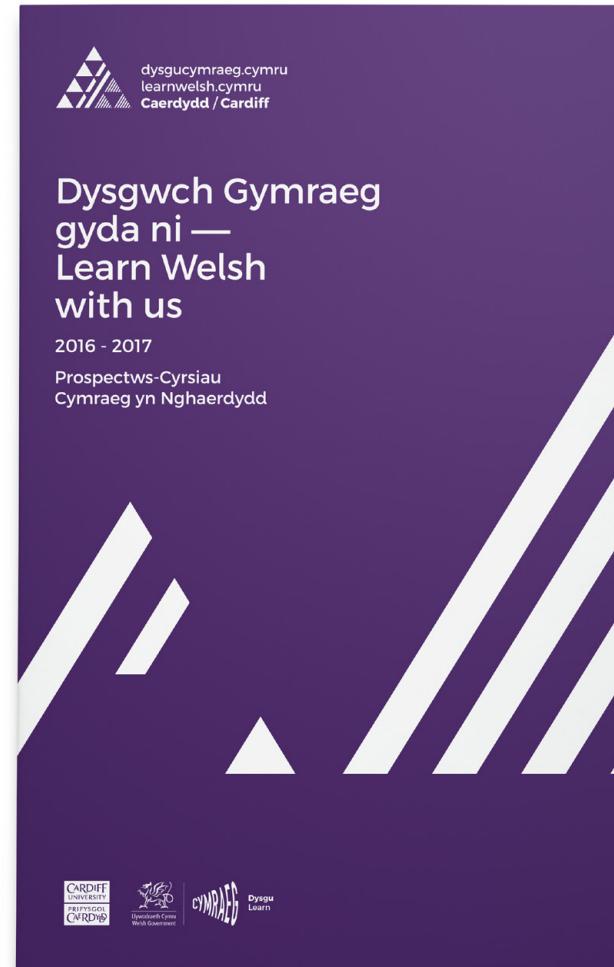
Materials	Centre's logo	Providers' logo	CYMRAEG Dysgu/Learn logo	Welsh Government corporate 'dragon' logo	Institutional logos
Headed paper		✓	✓	✓	If desired
Press release paper		✓	✓	✓	If desired
Business card		✓	✓	✓	If desired
Email signature		✓	✓	✓	If desired
Complement Slips		✓	✓	✓	If desired
Folders		✓	✓	✓	If desired
Corporate templates		✓	✓	✓	If desired
Social media	Page headers will be provided by the Centre.				
Prospectuses		✓	✓	✓	If desired
Pop-ups and banners	✓ neu	✓	✓	✓	
Branding of key teaching venues		✓	✓		If desired
Marketing/promotional templates	✓ neu	✓	✓	✓	
Promotional materials such as t-shirts, hoodies, bags and pens			✓		
TV advertisements - end boards	✓		✓	✓	
Online advertisements (stills/graphic)	✓		✓	✓	
Social media feeds		✓	✓		

Institutional logos

The providers' individual, institutional logos should be used on corporate materials such as reports, headed paper and email signatures.

Institutional logos can also be used on academic materials such as prospectuses.

The logo should be placed at the bottom of the page, alongside the CYMRAEG and Welsh Government logos. There is no need to use institutional logos on promotional materials such as leaflets and posters.



Wording

The following wording may be used to describe the provider's relationship with the Centre:

[Name of provider] delivers Welsh courses in [name of area] on behalf of the National Centre for Learning Welsh.

Or

[Name of provider] is part of the National Centre for Learning Welsh's network of providers.

Paper details

Using quality paper is crucial. To create printed materials with warmth, texture and a modern, clean look, we recommend that all material for the Centre is printed on uncoated paper stock whenever possible.

We are committed to practices that are socially and environmentally responsible and recommend using environmentally-friendly paper whenever possible.

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Carmarthen,
SA31 3EP

Telephone: 01267 225114
Twitter: @learncymraeg

Diolch / Thanks.