

Brand Guidelines (summary)

You don't need to be an expert designer to use the Cymru Global brand to good effect. But you do need to understand the basics. So we've summarised the [full brand guidelines](#) here and included links to the files you're likely to use most.

These are all saved in the [BRAND TOOLKIT folder on Sharepoint](#). Each file has a unique reference number which you can use to search for specific items listed in this [index of brand assets](#).

There are often multiple versions of the same asset - e.g. a single logo may be saved as a jpeg, png, pdf, ai, svg and eps file. You'll only ever need to use the last three types if you're supplying artwork to a professional printers who need the colours in CMYK rather than RGB. Most days, a jpeg or png will be all you need.

Name and strapline

Cymru Global

Gyda'n gilydd dros fyd teg, heddychlon ac iach / Together for a fair, peaceful and healthy world

Brand narrative

We have a few tools to help you bring the Cymru Global story to life, with one clear, consistent voice:

- A [standard slide deck](#) - with notes
- A [one page 'message house'](#) - our core messaging
- An alternative version that includes [messages about how we've rebranded](#)
- The content in the '[Our story](#)' and '[Our strategy](#)' pages of the website

Tone of voice

Cymru Global's brand voice is all about being curious and courageous, passionate and personal, simple but spirited, inspiring and inclusive. This one page [tone of voice guide](#) explains what that looks like in practice, e.g. simple language and a conversational tone.

Together, we'll make every interaction with Cymru Global feel familiar, confident and unmistakably Welsh.

Logos

Our logo is the visual cornerstone of our brand identity. Normally, you'll place the logo in the top or bottom left of a document.

We have several different types of logo:

- **Primary Cymru Global logo** - [059_Logo - colour - grey text.jpg](#)
- **New name logo** - [015_Logo - new name - colour.png](#)
Note: this says 'Cymru Global - Yr enw newydd | the new name for WCIA'- it's a temporary logo to be used during the transition
- **Animated logo** - [009_Logo - animated - black.gif](#) or [006_Logo - animated - black on white.mp4](#)
- **Temple of Peace logo** - [141_Temple primary logo - teal.png](#)
- **Symbol 'C'** - our shorthand logo - to be used where space is tight or the name has already appeared. [026_Symbol - avatar - orange symbol.png](#) There is a similar 'T' symbol for the Temple [096_Temple symbol - avatar - teal symbol.png](#)

The logo is available in colour or mono versions which are only to be used when colour is not possible.



Typeface

Our [fonts](#) are:

- **ITC Benguiat Std** - for expressive headlines
It comes in three weights: Book, **medium** and **bold** condensed with italic versions of each.
- **Articulat CF** - for body text
It comes in three weights: Normal, **Medium** and **Bold** and can be italicised

Top tips:

- Don't use the headline font as body text, capitalise it or use it below 16pt
- Wherever possible our brand fonts should be used. As back up, the following Microsoft system fonts can be used instead: **Georgia** and Arial Nova

Colours

Warm orange is our lead brand colour. Our [full colour palette](#) includes HEX codes for each shade. You can use tints of each shade, typically in 20% increments (so 80% / 60% / 40% / 20% transparency).

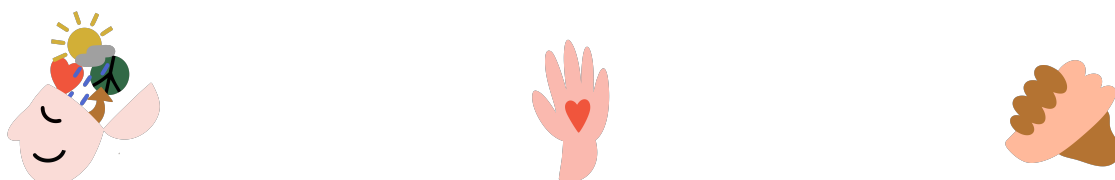
Images and graphic assets

There are a range of professional [photos](#), [illustrations](#) and [symbols](#) for you to use in a range of colours and styles. You'll find them listed in the [index of brand assets](#).

Example symbols



Example illustrations



Templates

To make things even easier, there are templates you can use to create content in [Word](#) and [Powerpoint](#) so you're not starting from scratch.