

Welsh Assembly Government brand identity: summary guidelines

The following is a summary explanation of the brand guidelines.

The full brand guidelines are available from the Welsh Assembly Government Corporate Communications Branding Team who can be contacted on **029 2082 5111**.

Versions



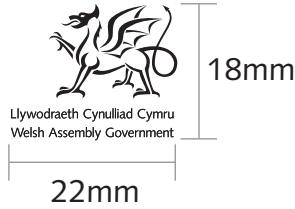
Llywodraeth Cynulliad Cymru
Welsh Assembly Government

The brand mark can be used in black or reversed out of a background that contrasts sufficiently to maintain clarity.



It can also appear in silver but only with prior permission from the Branding Team.

Minimum size



Minimum size for specific uses:

A4	40mm wide
A5	35mm wide
1/3 A4	30mm wide
Web	142 pixels wide

There is no maximum size but the brand mark must reproduce to a satisfactory quality when enlarged.

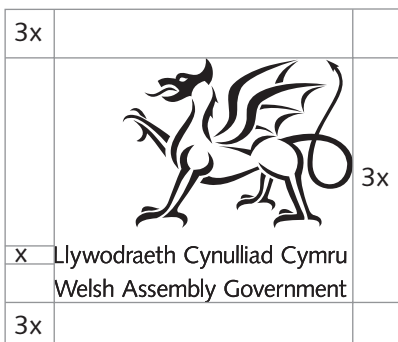
Do's and don'ts

DO NOT ALTER THE BRAND MARK. Always reproduce the brand mark from the digital artwork.

- Don't reposition the elements
- Don't alter the typeface
- Don't flip the dragon
- Don't colour the dragon or text
- Don't distort the brand mark
- Don't put the English text above the Welsh text
- Don't infringe the exclusion zone
- Don't position the brand mark within a small panel of colour

Exclusion zone

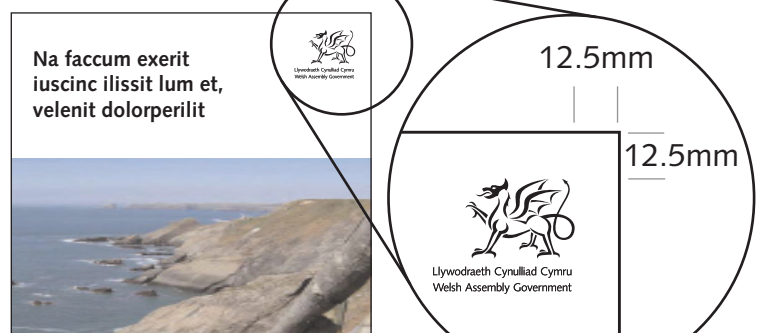
The exclusion zone is an area of clear space surrounding the brand mark that ensures the mark is not obscured.



Positioning

The brand mark must be positioned to the right-hand side of the page so that the dragon is inward facing. The brand mark can appear at the top, middle or bottom no less than 12.5mm from the page edge.

When used alongside another organisation's brand mark it should be given equal prominence by ensuring they are of equal height to at least the minimum size stated above. Other brand marks must not encroach on the exclusion zone but should sit at the edge of this area.



Typeface

The corporate typeface is Syntax.

ROMAN ABCDEFGHIJKLM 12345

BOLD ABCDEFGHIJKLM 12345

BLACK ABCDEFGHIJKLM 12345

ULTRA ABCDEFGHIJKLM 12345