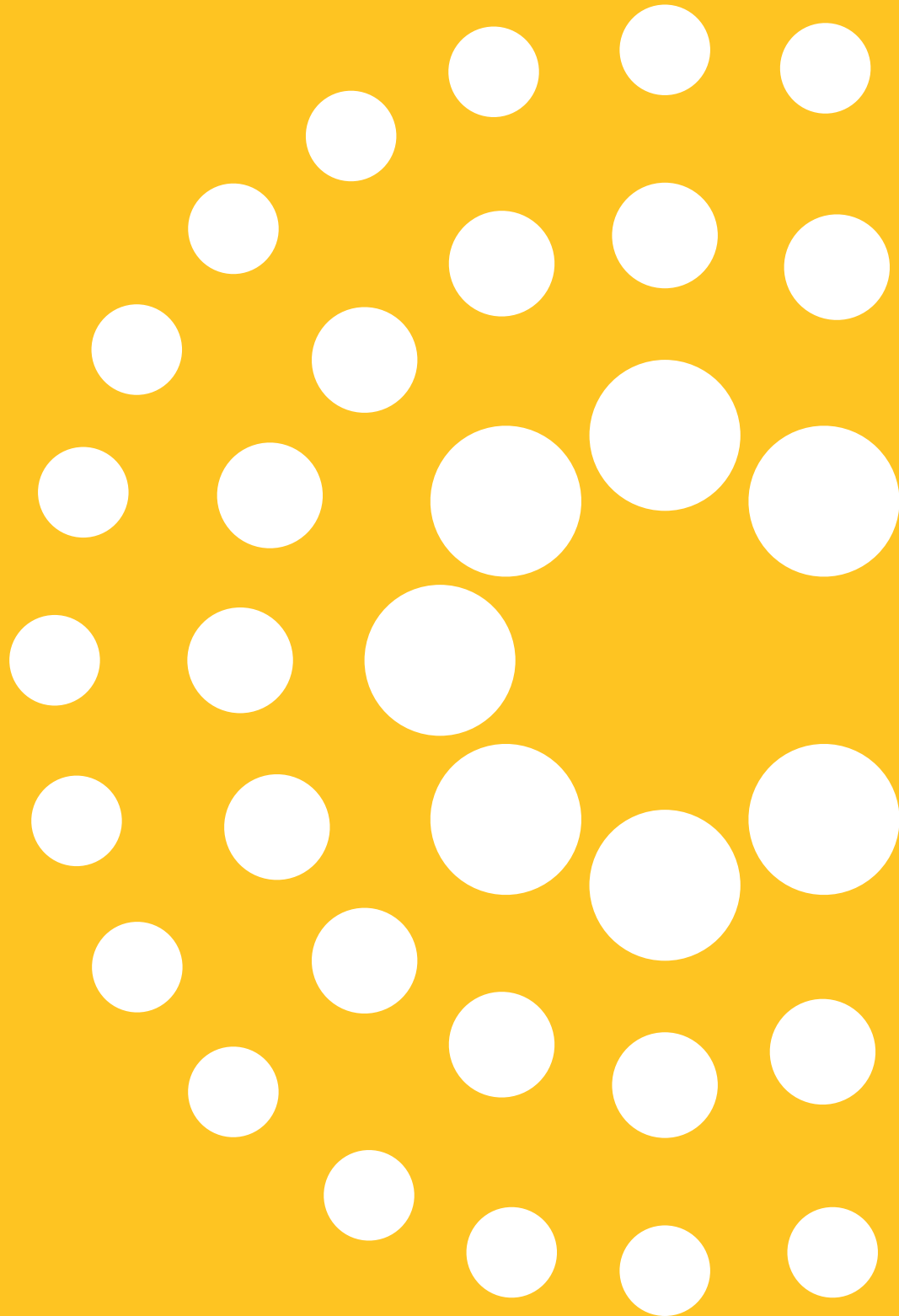


Brand Guidelines

Coleg Cymraeg Cenedlaethol



The aim of these guidelines is to offer practical assistance in relation to the acknowledgement of support from the Coleg Cymraeg Cenedlaethol (Coleg Cymraeg) whether financial or otherwise for an activity to be publicised by universities. In addition, the Coleg's contribution should be acknowledged in advertising any position, scholarship or fellowship to which the Coleg contributes in any manner.

It is all important to the Coleg that the brand, and that which it represents, is clearly understood and that consistent standards are maintained in order to communicate core messages on behalf of the Welsh medium higher education sector.

01/Contents**02/ The logotype****03/ Minimum sizes and exclusion zones****04/ Corporate Palette****05/ Incorrect use of the logo****06/ Corporate typeface****07/ Sub-brands**

- Gwerddon
- Y Porth
- Welsh Language Skills Certificate

08/ Further Information

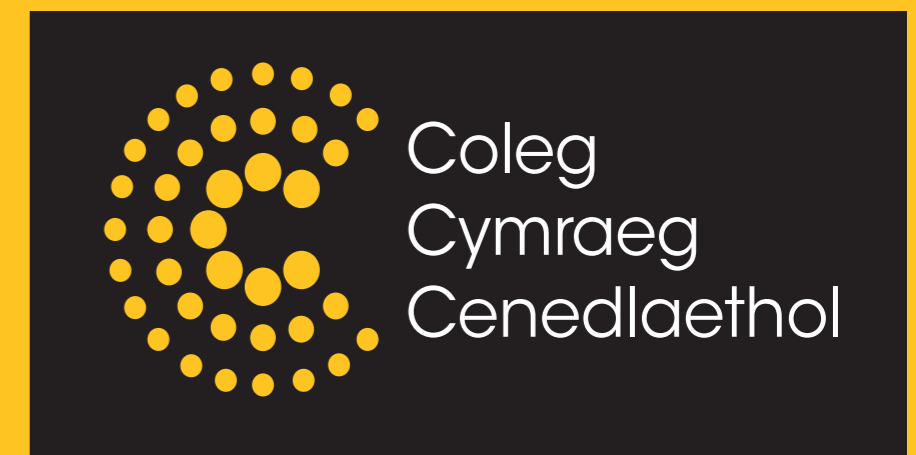
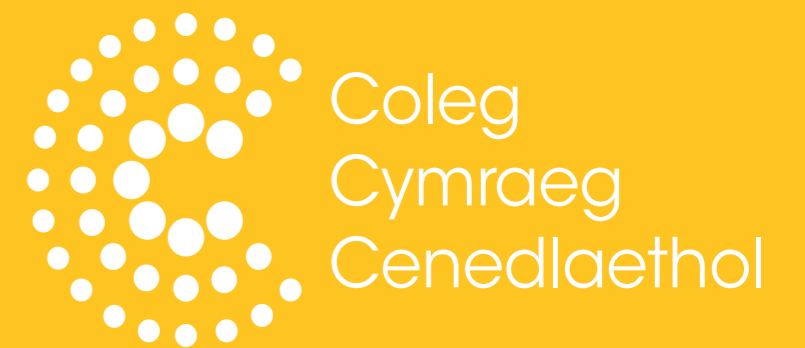
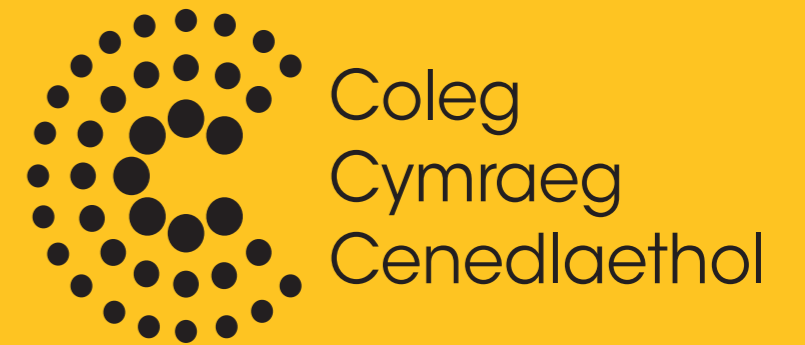
The Coleg Cymraeg's logotype design displays simplicity, modernity, status and quality. The logotype contains three main colour applications. Dark yellow, white and black: the main corporate colours to use with marketing literature and advertisements.

The Coleg Cymraeg's logotype design displays simplicity, modernity, official status and quality. The logotype contains three main colour applications.

Yellow, Black and White: the main corporate colours to use with all internal marketing literature etc.

The logos can be reproduced in spot, CMYK and RGB colours.

(The full colour specification can be seen on page 0.4)



03/ Minimum sizes and exclusion zones

Brand Guidelines

Minimum Sizes

The minimum size in which the main logo may be reproduced is 16mm high.

Exclusion Zones

Blank space should be used around the logo at all times to enable to Coleg's logo to take full advantage of its presence and make itself evident. An 'exclusion zone' of 10mm (minimum) operates as a protective area around the Coleg's logo preventing any graphical elements from interfering with the logo. Wherever possible the space should be larger again.

Minimum sizes



Exclusion Zones



04/ Corporate Palette

Brand Guidelines

The logo has been created using two main colours, namely yellow and black.

The corporate palette is an all important part of the new image. Consistency in the use of colours within the palette will ensure a feeling of unity within any design.

Print colours

PANTONE & CMYK values are used for printing only. Pantone colours can be used to ensure an exact match. If this is not possible, use the alternative CMYK breakdown as listed.

Web/Screen Colours

There are RGB files for screen use. This could be for your website, your blog or for a television advertisement.

PANTONE 123 U

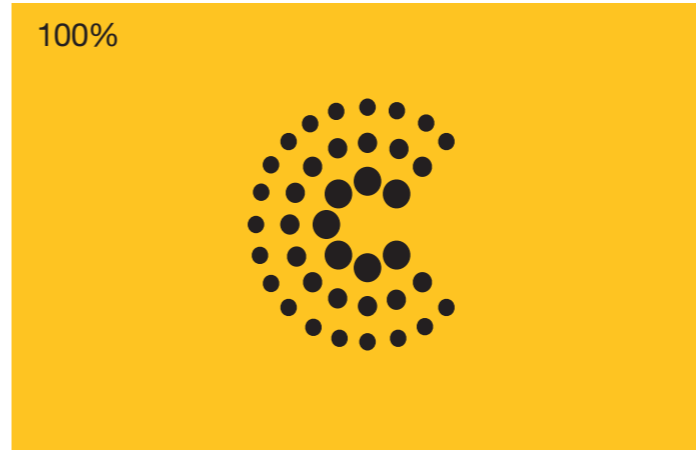
CMYK
0 24 94 0

RGB
253 198 0

PANTONE Black U

CMYK
0 13 49 98

RGB
21 18 10



05/ Incorrect use of the logo

Brand Guidelines

The image of the Coleg Cymraeg Cenedlaethol must maintain a consistent appearance and never deviate from the aims shown earlier in this section. The examples shown opposite show a number of incorrect uses of the logo.

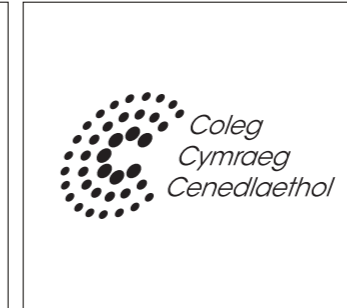
01

Never change the angle of the Coleg Cymraeg's logo.



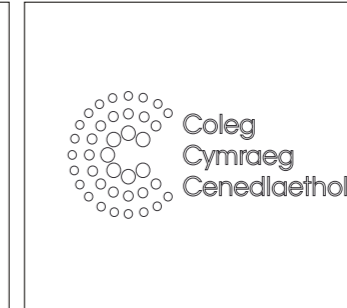
02

Never change the Coleg's logo by extending or compressing it.



03

Do not use an outline for the logo and the text



04

Do not place the logo within any individual shapes



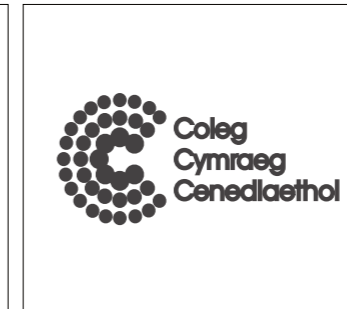
05

Only reproduce the Coleg's logo in the colours provided.



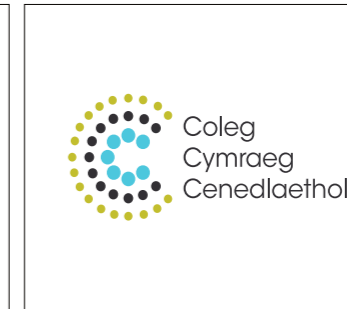
06

Never change the bold appearance of the logo



07

Never adapt the Coleg's logo or the elements within it



08

Do not use the text without the logo



06/ Corporate typeface

Brand Guidelines

ITC Avant Garde Gothic Std Book is used to reproduce the logo.

Helvetica Neue Lt Std family typeface should be used as the main typeface for all material to be printed. It is fresh, easy to read and creates a feel of accessibility and modernity.

With regard to headings, a combination should be used of Helvetica Neue Lt Std 55 Roman and 75 Bold.

Helvetica should be used as the secondary font for all communication on the web. It is a web-friendly font.

ITC Avant Garde
Gothic Std Book

abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()?/

Helvetica Neue LT Std
55 Roman

abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()?/

Helvetica Neue LT Std
75 Bold

abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()?/

07/ Sub-brands: Gwerddon

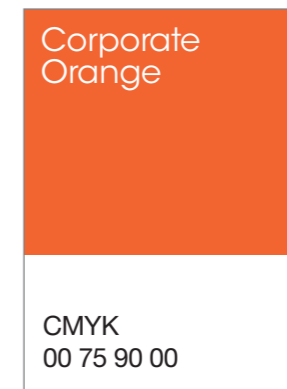
Brand Guidelines



Gwerddon – Welsh medium academic journals. The Gwerddon brand is a general sub-brand of the Coleg Cymraeg. The logo should adhere to the Coleg's guidelines with regard to internal fonts, location of logo etc. The colours used for the logo have been noted on the right hand side.



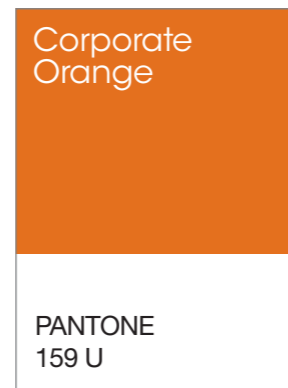
Pantone (Print)



CMYK (Print)

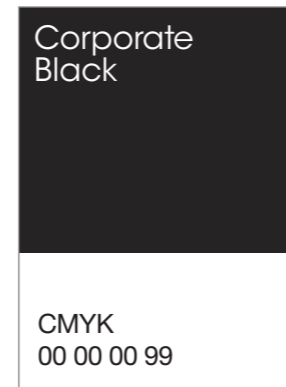
07/ Sub-brands: Y Porth

Brand Guidelines



Pantone (Print)

Y Porth – a national Welsh medium e-learning platform for the higher education sector. The ‘Y Porth’ brand is a general sub-brand of the Coleg. The logo should adhere to the Coleg’s guidelines with regard to internal fonts, location of logo etc. The colours used for the logo have been noted on the right hand side.



CMYK (Print)

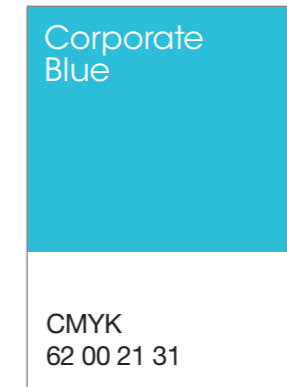
07/ Sub-brands: Gwerddon

Brand Guidelines



Pantone (Print)

Gwerddon – Welsh medium academic journals. The Gwerddon brand is a general sub-brand of the Coleg Cymraeg. The logo should adhere to the Coleg’s guidelines with regard to internal fonts, location of logo etc. The colours used for the logo have been noted on the right hand side.



CMYK (Print)

08/ Further Information

Brand Guidelines

For further information on these guidelines go to www.colegcymraeg.ac.uk for our officers' contact details.