



Wales **Co-operative** Centre
Canolfan **Cydweithredol** Cymru

Our brand

Contents

Introduction	3
Our brand narrative	4
Corporate signature	5
Horizontal and vertical signatures	6
Exclusion zone	7
Corporate colours	8
Logo usage	9
Logo in reverse	10
Typography	11
Incorrect use of logo	12
Language and imagery	13
Corporate literature	14
Funder logos	15



Our new brand identity is not just a logo. It is a design scheme composed of a number of elements that come together to create a distinctive look and feel that makes the Wales Co-operative Centre instantly recognisable.

This document has been produced to ensure that across our organisation, we are unified in our approach and collaborative in our efforts to build consistent, branded communications that collectively build our reputation in the industry we serve. Using these guidelines will enable us to create materials that speak to specific audiences while maintaining one, unified voice.

It is important to always use the corporate logo in accordance with our main brand guidelines. Our name and logo are important assets that have recognition around the world. This we have to maintain.

A handwritten signature in dark ink that reads "D. Walker". The letters are cursive and fluid.

Derek Walker
Chief Executive

Our brand narrative

At the heart of the social economy in Wales, we are an organisation that is in the business of creating a better, fairer, more co-operative society.

We drive change, offering chances for entrepreneurs, groups and communities to shape their futures, to work collaboratively for the common good, to create businesses that will harness talent and thrive in the most challenging of economic times. We lead, we focus, we support, and we offer solutions. We don't wait to be told what to do, we bring out the best from the people of Wales, nurture inspiration, seek out skills at community level, foster partnerships and harness potential. We are clear about what we can help people to achieve, and we give them the confidence to do it. We have knowledge and expertise to share across the whole of Wales, and beyond, and we work hard to build lasting relationships with clients, funders and partner organisations that bring benefits to all in the short, medium and longer term.

When communities come together, they find us ready to help; when entrepreneurs have creative ways to build community cohesion, we help them to get started and support them on their journey.

We are ready and willing to make mistakes, and to learn from them, constantly striving for excellence. We know we are respected for the quality of our staff and our work, but we don't rest on our laurels – we work hard to bring new skills into the organisation, to grow ourselves as we help others to grow.

The economy of Wales is strengthened and enlivened because of the contribution we make, and communities throughout the country are more resilient, more sustainable, more capable and more ambitious because of our intervention. We can provide constancy where it is needed, but can be adaptable and fleet of foot too. We know what we can do, and we believe in the skills of others and what can be achieved when coming together under the principles of co-operation.

We see a bright economic future with social entrepreneurship at its heart. If you have an aspiration for your community, we are there to help you make that aspiration a reality. We are a voice for the social economy in Wales, upholding its ethics and values. Wales is stronger because we are here.



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At the Wales Co-operative Centre, our reputation and brand values are extremely important to us. We want our staff and partners to have a safe and secure experience with our communications platform products and we need to ensure that we protect our reputation and brand accordingly.

Our new brand identity is a step in the right direction to raise our profile and awareness in the marketplace. These guidelines have been produced to ensure that our brand is applied

in a consistent way across a wide range of applications as our brand features are valuable assets to us and are protected by copyright.

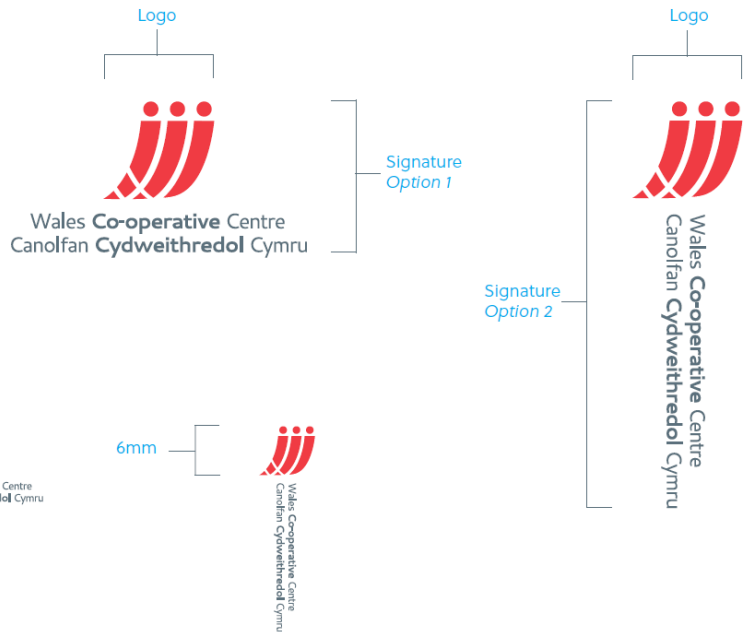
No matter where or what media is used to communicate, clear standards and a consistent representation of our Corporate Signature reinforces brand recognition and trust. Let's work together to uphold these standards and keep our brand strong and credible.

Horizontal and vertical signatures

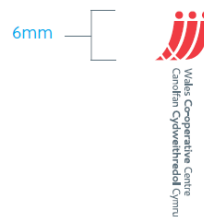
Horizontal Signature



Vertical Signature (2 Options)



Minimum Size



There are two versions of our Corporate Signature - the Vertical Signature and the Horizontal Signature.

Choose the Corporate Signature that best fits the physical layout in which it will be used. No matter which version you choose, you may not alter or modify it in any way other than resizing proportionately. It is important to always display these Signatures as shown in this guide.

Exclusion zone



Horizontal Signature

Clear space is equal to the 'x' indicator which is 5mm










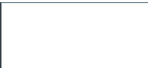
Vertical Signature

Clear space is equal to the 'x' indicator which is 5mm

Please observe clear space around all Logos to optimise their visual impact and to reinforce protection of our Corporate Signature. No other elements can be present in the clear space as specified in these guidelines.

Clear space requirements apply to text, graphics, photos or any other elements.

Corporate colours

	Primary Colour Palette				Secondary Colour Palette			
								
Pantone Coated	185C	7545C	376C	569C	144C	5275C	Black	White
Pantone Uncoated	185U	7545U	376U	569U	144U	5275U	Black	White
CMYK	91M, 76Y	23C, 2M, 63K	50C, 100Y	98C, 57Y, 17K	48M, 100Y	60C, 47M, 30K	Black	White
RGB	217R, 35G, 51B	75R, 92G, 105B	128R, 189G, 38B	131G, 106B	241R, 131G, 8B	67R, 79G, 129B	0R, 0G, 0B	255R, 255G, 255B
HEX	#D92333	#4B5C69	#80BD26	#00836A	#F18308	#434F81	#000000	#FFFFFF

Our corporate colours help convey our brand personality which is modern and dynamic. Consistent use of the above colours is vital to our corporate identity. Please use the selected colour palette and the colour formulas and percentages as specified in this document when displaying our Corporate Signature and designing other visual elements for communications materials, whether in print or electronic media.

Logo usage



Wales **Co-operative** Centre
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Primary colour signature

This is the preferred version, to be used on white backgrounds only.



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Secondary coloured signature

These signatures should be used infrequently on white backgrounds only.



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Wales **Co-operative** Centre
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Single colour signature

This signature should be used in black ONLY on a clear background.

Logo in reverse



Solid white reverse signature

This signature should be used from the selected colour palette **ONLY**. Use infrequently, when reproduction limitations force its use.



Typography

Corporate Signature Font

*Cantarell Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Cantarell Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Kerning (spacing between characters) for the bilingual title has been set at -50. Spatial manipulation has been included to have individual characters adjusted to help create better readability and a more aesthetically pleasing layout.*

Typography is another key element of our brand communications in print, web, mobile and media environments. As with graphical elements, our typography reflects the dynamic and modern personality of our unique brand.

Cantarell Regular and Bold should be used as the font for the bilingual title of the Corporate Signature.

Soleil and Soleil Lt should be used when setting body text. These typefaces are to be used when producing communications materials in any media.

Body Text Font

Soleil Lt

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Soleil

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

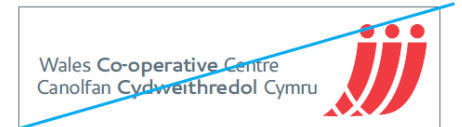
Incorrect use of logo



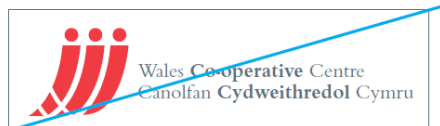
Do not delete any portion of it



Do not use non-approved or altered colours



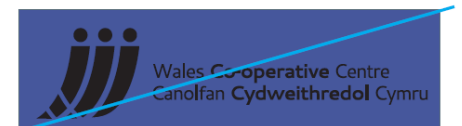
Do not reposition the artwork or rotate it



Do not use non-approved typefaces



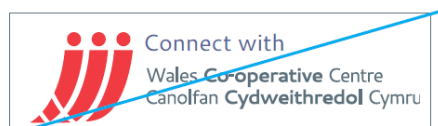
Do not distort the logotype or move the position of the bilingual title



Do not use the black signature on dark backgrounds with insufficient contrast



Do not place it on a photograph



Do not combine it with any elements

To protect the value of the Corporate Signature, it is important to use the official logos as they are presented within these guidelines, without modification and in full compliance with the above.

Language and imagery

We do together
We do community
We do growth
We do success
We do ambition
We do future
We do Wales

We're about fairness
We're about ambition
We're about community



Our language is simple and direct. We talk about outcomes and end results, rather than processes or services.

In order to retain consistency, the styling of our photography is important. Use simple, engaging, high quality imagery and avoid the use of cut-out/montage images. Our images represent outcomes and end results, rather than processes and services. We use single images wherever possible rather than groups of images.

When working with a photographer, always check the rights for usage. Only a complete buy-out with the appropriate model release forms will allow usage throughout all media and for an unlimited time period.



It is vital to reflect consistency throughout the organisation's range of corporate material and this page deals with the overall styling that has been adopted for a typical front cover design.

The scope for creativity remains paramount and the only restriction placed on designers is to ensure that the front cover reflects a strong corporate look.

For consistency, the positioning of the corporate logo should always appear on a clear background. A colour palette on page 8 provides a selection of secondary colours that can be used for the corporate logo and colour coding.

Funder logos and Welsh Language

Social Business Wales



Digital Communities Wales



As a condition of our funding, the correct funder logos must be used in print, web, mobile and media environments. Wherever possible, third party funder logos should appear on a clear background.

Where funders have specified that all logos should appear together as a pre-determined strip, the Corporate Signature should always appear on the left. The strip should appear at

the bottom of the document and on a clear background.

The use of the Welsh Language is a vital component of our identity. All communication and marketing work will be produced in both English and Welsh. Welsh should not be treated less favourably than the English.

To access our logos, fonts and images, please contact our marketing team on 0300 111 5050 or email info@wales.coop.

Wales Co-operative Centre
Y Borth
13 Beddau Way
Caerphilly
CF83 2AX
Tel: 0300 111 5050
Email: info@wales.coop
Web: www.wales.coop

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