

WeCare.wales

Brand guidelines

2023

Contents

The following guidelines were created to help you present the WeCare Wales brand in a recognisable and consistent way.

3. Tone of voice

- 4. Tone of voice
- 5. Our character
- 6. Our personality
- 7. Writing content
- 8. Writing for social media
- 9. Style guide

10. Welsh language guidelines

13. Our logo

- 14. Primary and secondary logo examples
- 15. Safe area and size
- 16. Logo do's and don'ts
- 17. Placing logos on pictures

18. Our font

- 19. Our primary typeface
- 20. Our secondary typeface

22. Our colours

25. Our images

- 26. Use of images
- 27. Text on images
- 28. Sharing images

29. Applying our brand

- 30. Biligual application
- 31. Use in video
- 32. Publicity materials
- 33. Social media

Tone of voice

Tone of voice

Tone of voice plays a key role in the successful delivery of the WeCare.wales campaign. It embodies and expresses the brand personality and core values whilst ensuring it remains engaging and above all, honest. A consistent approach to tone is critical, particularly when several stakeholders are involved.

Tone is important because it:

- makes us human
- makes it easier for people to recognise, understand and connect with
- demonstrates identity, personality and integrity.

WeCare.wales campaign tone is:

1. real
2. human
3. educational
4. inspirational
5. engaging
6. respectful.

Our character

Messaging should always:

- **get straight to the point.**
Tell people what they want to know not what you want to tell them.
- **be kept short and simple so everyone can understand.**
- **avoid jargon, remembering that this campaign is aimed at those who currently don't work in the sector.**
- **use a more verbal style, read the message out aloud and decide if it makes sense.**
- **always ask the question - who is the audience for this piece of work? Who am I talking to?**

- 1 Images, quotes and stories are represented by real people working in the sector when possible**
- 2 Our stories are always an honest account of what it is to work in the sector whilst feeling warm and inclusive**
- 3 Where possible, provides information about the variety of roles available in Wales**
- 4 Always aims to provide examples of how working in the sector can be rewarding and uplifting, whilst not discounting how challenging it can be**
- 5 Language should aim to be aspirational**
- 6 Where possible, we should encourage those already working in the sector to share their own stories and experiences with others**
- 7 All hero images should be of a good quality and represent an emotional connection where possible between carer and service user**
- 8 All campaign hero images will be carefully selected, and full consent gained for campaign usage**

Our personality

Our personality has five key features: positive, authentic, compassionate, honest and inclusive.

People don't always remember what you say or even what you do, but they always remember how you made them feel.

1. Positive
2. Authentic
3. Compassionate
4. Honest
5. Inclusive

Writing content

- 1 Use headings for different sections, as well as sub-headings, if you need to.
- 2 Explain how and why.
- 3 Highlight keywords.
- 4 Use short sentences.
- 5 Create lists like this one.
- 6 Write short paragraphs with one point each.
- 7 Put links on separate lines.
- 8 Use simple language – not jargon.
- 9 Good online content is easy to read and understand.
- 10 It helps people find what they need.
- 11 **Headline - most important thing first.**
- 12 Use plain English / Cymraeg clir.
- 13 Don't use emojis (unless on social media).
- 14 Don't use exclamation marks.

Writing for social media

Writing for social media is like writing for websites. It gives us a chance to interact with people in real time.

- 1 Keep it short.
- 2 Use plain, easily understood language.
- 3 If in doubt – don't post it.
- 4 Check the sensitivity of the post before pressing submit.
- 5 It's permanent – once it's online it won't go away.
- 6 Be accurate – check spelling, grammar, data, links and images.
- 7 Use the campaign tone of voice.
- 8 Be prepared for questions and comments.
- 9 What's the call to action?
- 10 Keep it measurable where possible.
- 11 How can you adapt the content for the different channels for the different audiences?

Style guide

A style guide covers grammar, language, formatting and tone. It helps with consistency.

Scannable content

We make our content easy to read and understand by:

- using frequent, informative headings
- creating lists
- writing short paragraphs
- putting links on separate lines.

Abbreviations

Only for titles such as Mr, Mrs and Dr.

Acronyms

Write in full first time and include the acronym after it in brackets, then use the acronym. Plural acronyms don't contain an apostrophe e.g. GCSEs.

Etc

Don't use it.

Be positive

It sounds friendlier and is usually more effective.

Use 'you' or 'your'

When possible.

Be gender neutral

Where possible, use 'them', 'their', 'they'.

Be active

Say 'You can' rather than 'You may be able to'.

Use contractions

Words such as cannot or should not can be harder to read so use can't or shouldn't. It often flows better too.

Sentences

Keep them short. If there's more than 25 words look at dividing it. Keep to one point per sentence. It's okay to use words like 'and', 'but', and 'so' at the start of a sentence. Because it sounds friendly.

Use 'to'

Instead of a dash or slash in dates. It's quicker to read 'tax year 2013 to 2014'.

Use 'and'

Rather than '&', unless it's a name.

Spellings

Watch out for 'ize' – sometimes computers sneak these in. We organise not organize.

Welsh language guidelines

There must be an equal balance between Welsh and English. Welsh should not be used less favourably in any way.



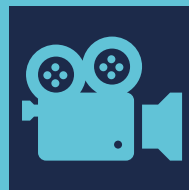
Placement

For all bilingual creatives, Welsh should appear first but both languages should be used equally where possible.



Messaging

It's important that the audience can directly relate to any content or creatives produced therefore an emphasis should be put on using regional dialect between north and south Wales in any creatives where possible.



Videos

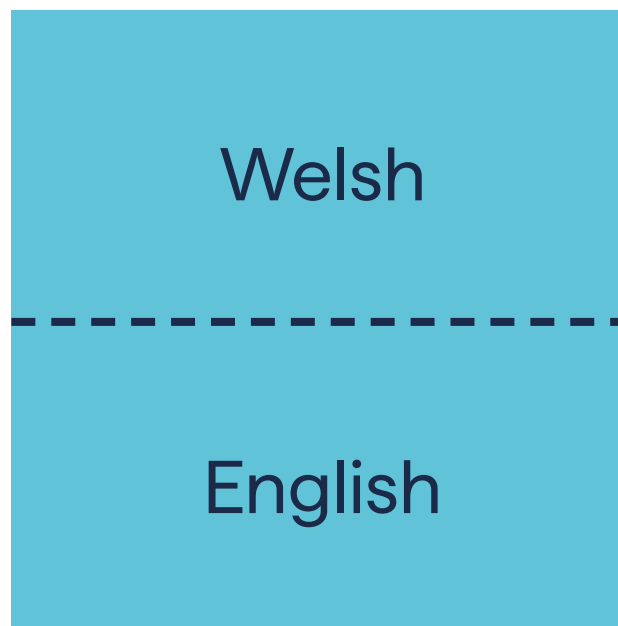
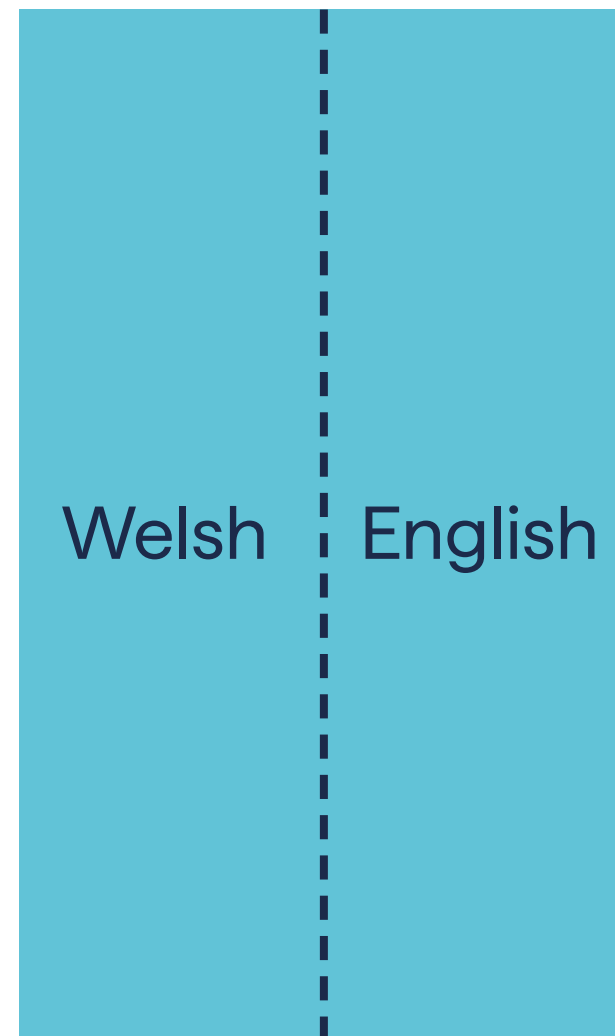
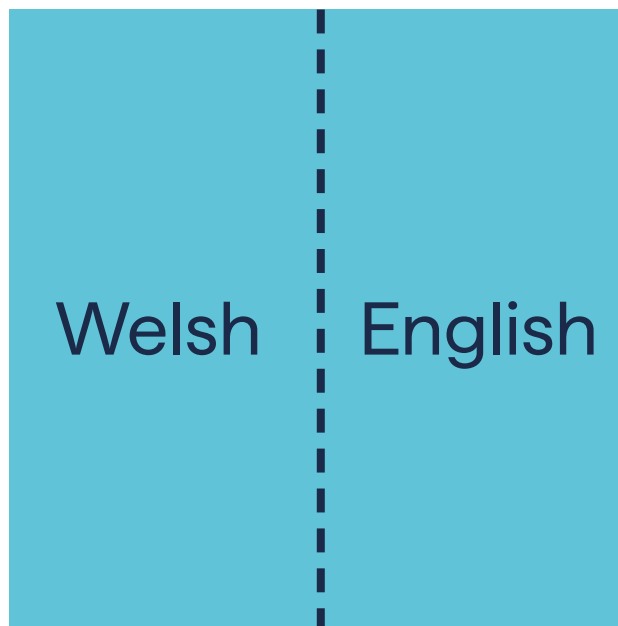
When producing video content, consideration should be made to providing a Welsh and English version, or a bilingual video dependant on channel specification. All case studies produced for this campaign will have an equal representation of both languages including; bilingual films, Welsh only and English only with relevant subtitles.

Bilingual application

When using more than one language, both languages should be equally easy to read. Where feasible, both languages should also be accessible in a single eye line.

It is important that the two languages are not mixed in an inconsistent way. Ensuring that both languages are separated and easy to read.

There are various standard layouts for bilingual texts, block by block, parallel columns, or top and bottom are recommended.



Our logo

Primary logo

Selected logo can be used for all printed collateral including all printed publications, advertising, billboards, posters, flyers and product packaging.

Secondary logo examples

These logos can be used for all screen work, including websites, banners, presentations and social media.



Gofalwn
.cymru | **WeCare**
.wales

Primary logo



Gofalwn
.cymru | **WeCare**
.wales

Secondary logo for social care



Gofalwn
.cymru | **WeCare**
.wales

Secondary logo for childcare



Gofalwn
.cymru | **WeCare**
.wales

Safe area and size

The safe area is used to prevent from placing other elements near the logo that may distort the perception of the signage.

The module used to determine the safe area around logo is the letter “G”.

The logo must always look clear and legible, the minimum sized logo that should be used is 124 x 30 px.



Logo do's and don'ts



Gofalwn | **WeCare**
.cymru | .wales

Primary logo
Use the primary colour logo when appropriate.

Mutations
Do not stretch the logo.



Gofalwn | **WeCare**
.cymru | .wales



Gofalwn | **WeCare**
.cymru | .wales

Images
Do not use the negative logo on image backgrounds.

Always keep straight
Do not rotate the logo.



Gofalwn | **WeCare**
.cymru | .wales



Gofalwn | **WeCare**
.cymru | .wales

Making changes
Do not add embellishments to the logo.



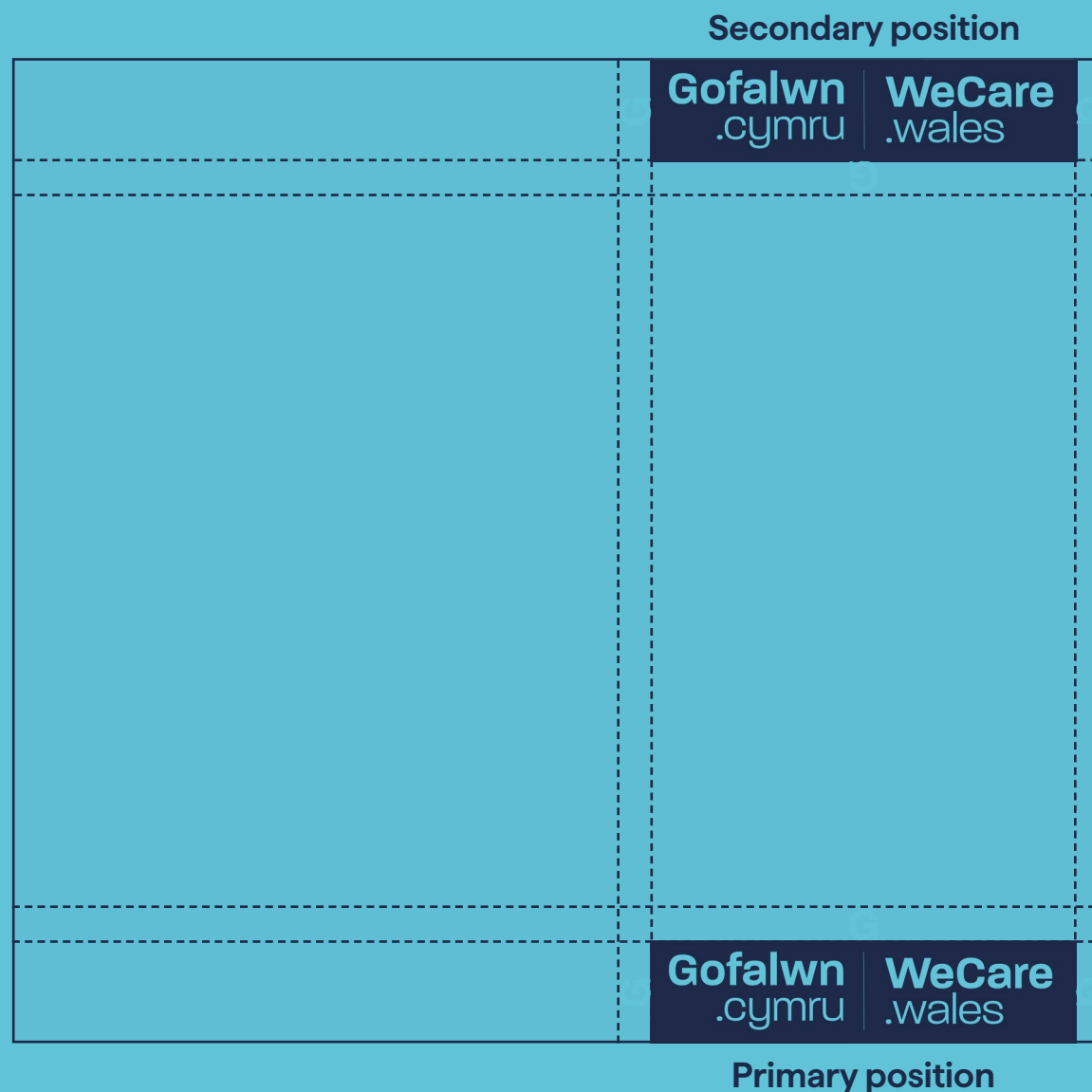
Gofalwn | **WeCare**
.cymru | .wales

Placing logos on pictures

The WeCare.wales logo must not be altered, adjusted, changed, modified or tailored in any way. It is the prime component of our visual identity framework.

Bottom right hand corner should be considered the primary placement for the logo. This may not always be applicable, in which case it can be placed at the top right hand corner.

The logo should always sit flush to the bottom of the page with a minimum spacing of a “G” around the left, top and right of the logo.



Our font

Our primary typeface

The primary typeface is Haffer. Haffer is available in Regular and Semi-bold weights.

Haffer Regular should be used for all body text.

Haffer Semi-bold should be used to highlight words, for titles and headlines and any other stand-out information.

Text accessibility

WCAG AA standards recommends normal text to be a minimum of 12pt. All contrast ratios should perform at this level.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(.,<>/"?'#£@%&)

The lazy fox jumped over the brown dog

Our secondary typeface

Tahoma is our secondary typeface choice, this is to be used when a universal font is required for digital documents and presentations.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(.,<>/'"?'#£@%&)

a b c d e f g

h **i** j k l m

n o p q r s t

u **v** w x y z

Our colours

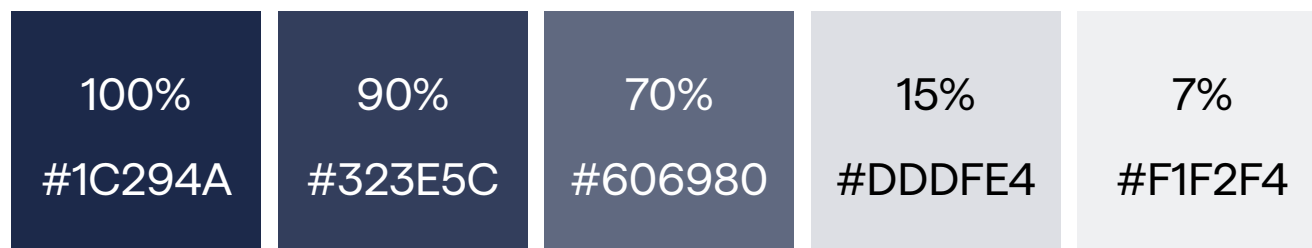
Our colours

Our primary colours are navy and cyan. These should be used for all generic materials. Various accents of both colours can be used for decorative purposes.

The pink colour can be used in combination with the navy to create social care materials.

The yellow colour can be used in combination with the navy to create childcare materials.

Navy



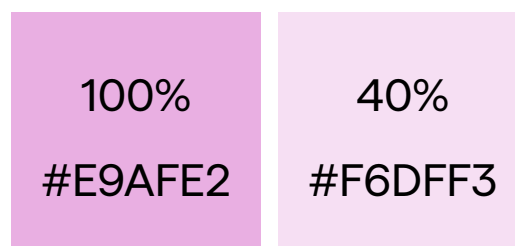
Pantone 289 C

Cyan



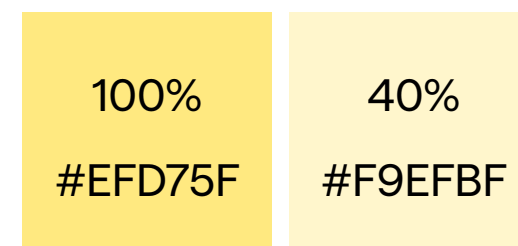
Pantone 2197 C

Pink – Social care



Pantone 250 C

Yellow – Childcare



Pantone 2002 C

Our colours

Our different colour combinations.

When using text on a block of colour, always refer back to these colour combinations.

Neutral

Social care

Childcare

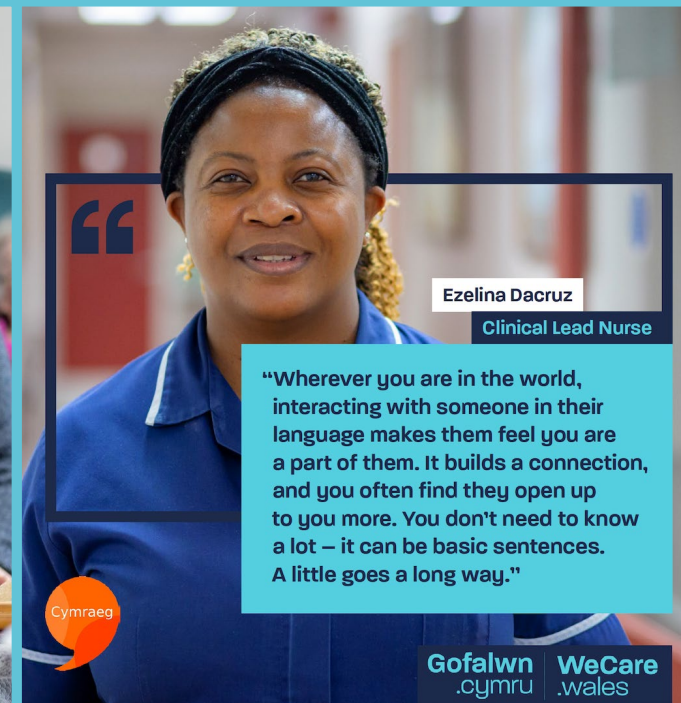
Our images

Use of images

When we use photography, images should feel warm and real. The images should capture people mid conversation or action.

WeCare.wales image checklist:

- Does the image feel natural, observed and shot on a real location?
- Is the image full colour and free of any treatment?
- Does the image feature more than one person?
- Does the image feel unique and not like a stock shot?
- Are people in the image engaged in conversation?
- Do the people in the image feel approachable?



Text on images

Text on images should always be within a coloured tag at the top and to the left hand side where possible.


The only exception being names and professions of those in the image. Images should be carefully considered to ensure all information is legible.

All tags must have a drop shadow of 35% opacity black, set at 135°.

Not your average team meeting

How many jobs give you the chance to shape a young person's life?

Explore your creativity and consider a career working with children. Learn more at WeCare.wales



Kirsty Crowe
Cynorthwydd Meithrin
Nursery Assistant

Gofalwn
.cymru

WeCare
.wales

Sharing images

When sharing WeCare Wales commissioned imagery with partners, please ensure you place the WeCare logo on the photograph.

The logo should sit at the bottom right of the frame.

If for any reason the bottom of the frame isn't suitable, the logo should be placed at the top right.



Gofalwn
.cymru

WeCare
.wales

Applying our brand

Use in video

End frames will adopt the relevant colour style and have text centralised, with the logo bottom right of the screen.



Publicity materials

When branding materials for publicity, use the neutral colour combination.

If using text on branded materials make sure they're bilingual.

Where possible, merchandise shouldn't include plastic.



Social media

Social media posts can be a bit more creative and playful, however:

- the logo should always sit bottom right of the artwork
- the colours should follow previous rules within these guidelines
- the font used should always be Haffer
- when using two languages within two separate posts, the colours should be inverted between languages.

Adobe software is the primary tool for creating materials, Canva is the secondary.



Thank you

Please ensure, when creating materials for WeCare Wales, that everything is signed off by the WeCare Wales Programme Officer.

If you require additional support please email contact@wecare.wales

 www.WeCare.wales

 [@WeCareWales](https://www.facebook.com/WeCareWales)

 [@WeCareWales](https://twitter.com/WeCareWales)

 [@GofalwnCymruCares](https://www.instagram.com/GofalwnCymruCares)

 [@gofalwn-cymru-wecare-wales](https://www.linkedin.com/company/gofalwn-cymru-wecare-wales)