Gofal Cymdeithasol **Cymru**
Social Care **Wales**

Social Care Wales
Brand guidelines

Noddir gan
Lywodraeth Cymru
Sponsored by
Welsh Government

Contents

Our brand
Who we are

Our brand

Regulating and improving care in Wales

Social Care Wales works with people who use care and support services, and a broad range of organisations, to lead improvement in social care.

We aim to make sure the people of Wales can call on a high-quality social care workforce that provides services to fully meet their needs.

We are committed to working with users of services, carers and other organisations in a way that is collaborative and inclusive.

Our four key work areas are:

- Workforce regulation
- Workforce learning and development
- Service improvement
- Research.

Our values

- Respect everyone
- Take a professional approach
- Always learning
- Involve people.

The logo
What we look like

The tick

Representing people supported by regulation and care. This mark brings together the two main purposes of Social Care Wales creating a single cause. The symbol portrays an open, caring and human side to the brand; it also displays the quality and assurance that Social Care Wales is all about.

People
Care
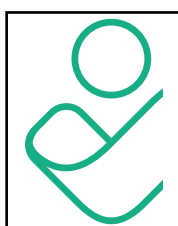Partnerships
Openness
Respect
Equality

Regulation
Quality
Credible
Trusted
Excellence
Assurance
Standards

Using the tick

While it's important to always use the brand mark in its entirety – the tick can, on occasion and where appropriate, be used as a supporting asset.

It may also be cropped and used as a separate graphic element, as shown below.

Minimum size

When using the tick mark on printed materials the minimum size of the mark should be 10 mm.

10mm

Full logo

The brand mark consists of the tick and word mark, positioned together.

Wherever possible, the brand mark should be positioned to the left. The relationship between the tick and the word mark is fixed.

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Dos and don'ts

Misuse of the brand mark weakens its impact.

You should not alter the brand mark in any way. The brand mark must always be reproduced from the artwork provided. The tick and the word mark must never be separated. Some examples of how not to change the brand mark are shown here.

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X Don't distort the brand mark

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X Don't rotate the brand mark

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X Don't reposition the elements

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X Don't flip the tick

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Social Care Wales

X Don't alter the typeface

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X Don't change the colour

Logo and colour

The default colours of the brand mark are mint (tick mark) and slate (word mark).

Depending on the colour or type of background the brand mark is placed on, it may be changed to one of these alternative colour options:

- entirely slate

- entirely white.

These examples illustrate the appropriate colour combinations to make sure the brand mark is always clear and easy to read.

Logo on white

Logo on peach

Logo on slate

Logo on teal

Logo on mint

Logo on orange

Sizing

To produce coherent communications, the sizing of the brand mark is important. The brand mark should appear at the sizes specified. Care should always be taken to ensure that the brand mark is legible and an appropriate size.

Size for A3 usage
When using the brand mark on material that is A3 the size of the mark should be 115mm in width.

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115mm

Size for A4 usage
When using the brand mark on material that is A4 the size of the mark should be 80mm in width.

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80mm

Size for A5 usage
When using the brand mark on material that is A5 the size of the mark should be 60mm in width.

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60mm

Minimum size
The sizes listed above should always be used. However, for small promotional items the brand mark should appear as large as possible within the given print area.

Maximum size
There is no maximum size, but make sure the brand mark reproduces to a satisfactory quality when enlarged.

Spacing

Exclusion zone

The exclusion zone is an area of clear space that surrounds the brand mark. No other text or graphics can appear in the exclusion zone. This is to make sure that other elements do not affect the visual impact of the brand mark.
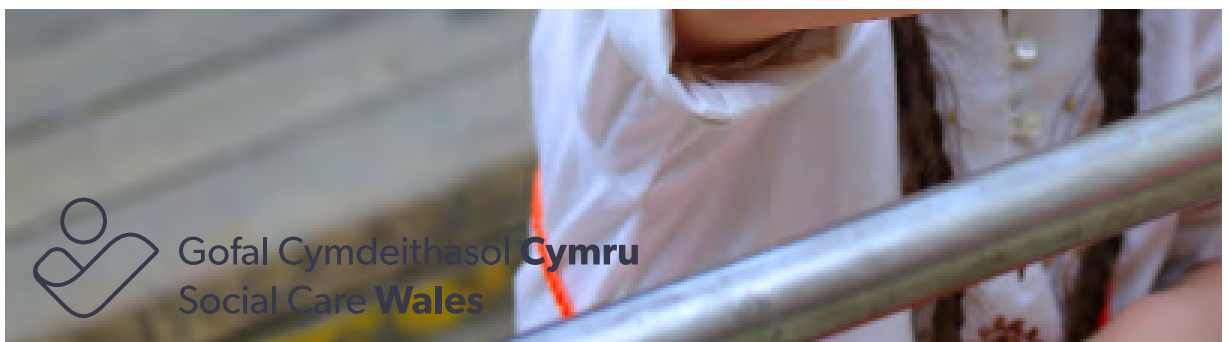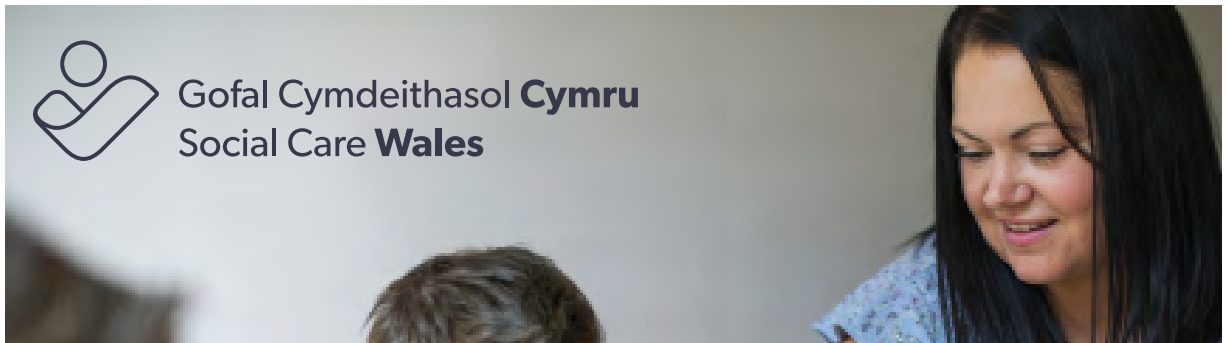
The same exclusion zone rules apply to all versions of the brand mark.

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Logo on imagery

The brand mark can be used on top of imagery but only when the entire mark remains clear, strong and legible.

Below are a few example of how it should and shouldn't be applied.

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Gofal Cymdeithasol **Cymru**
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The SCW stack

The logo should not be altered to create a 'stack'. The correct, full logo should be used at all times. When there is limitied space, the tick symbol should be used, if suitable.

Gofal
Cymdeithasol
Cymru
Social
Care
Wales

GC**C**
SC**W**

Colour
What we feel like

Colour

Colour usage
These specific colours and their tints have been chosen to represent each of our four key work areas.

The colours should feature as a primary accent in publications and materials produced for each of these four key areas.

Teal for | Research

Peach for | Workforce regulation

Mint for | Workforce learning and development

Orange for | Service improvement

Colour

Primary colours

The primary palette consists of four colours: slate, mint, peach and white. Tints of these colours can also be used.

The leading colours should primarily be slate and mint. Peach should be used as an accent colour and for calls to action.

Slate
C: 80 M: 70 Y: 45 K: 45
R: 55 G: 57 B: 76
#37394c
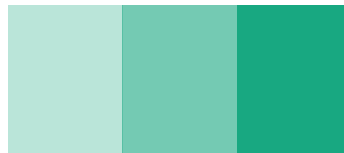
Mint
C: 76 M: 0 Y: 60 K: 0
R: 22 G: 173 B: 133
#16A881
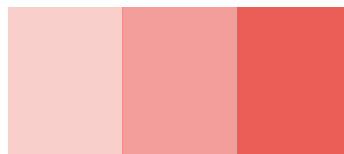
Peach
C: 0 M: 75 Y: 60 K: 0
R: 235 G: 94 B: 87
#EB5E57

White
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
#FFFFFF

Secondary palette

Secondary colours have been selected to complement and enrich the primary colour palette.

Tints of the secondary palette colours can also be used.

Teal
C: 80 M: 30 Y: 40 K: 15
R: 37 G: 125 B: 134
#247c86
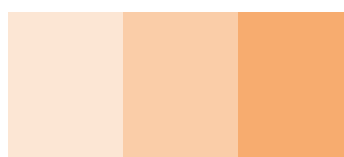
Orange
C: 0 M: 40 Y: 65 K: 0
R: 247 G: 171 B: 100
#f6ab64

Lime
C: 55 M: 0 Y: 100 K: 0
R: 134 G: 188 B: 37
#86bc24

Grey
C: 0 M: 0 Y: 0 K: 30
R: 198 G: 198 B: 198
#c6c6c5

Primary colours (digital)

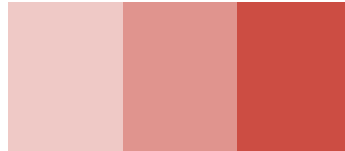Please note: when using Peach or Mint for digital purposes, use these colour values.

Mint
C: 83 **M:** 24 **Y:** 65 **K:** 9
R: 17 **G:** 132 **B:** 106
#11846A

Peach
C: 15 **M:** 80 **Y:** 71 **K:** 4
R: 203 **G:** 75 **B:** 68
#CB4B44

Typeface
What we mean

Corporate typeface

Font application
Gibson is the corporate typeface for Social Care Wales. Gibson appears in five different weights and is a standard sans serif font. Do not distort or alter this font in any way. It can only be used in its true form.

Digital communications
Gibson is available and licensed for digital use; however, if you do not have access to the Gibson typeface then it is recommended to use Arial. However, the brand mark must not be reset in Arial.

When editable digital documents are sent to external recipients, use Arial. E-mails, Word documents and Powerpoint documents are a few applications where this would be an appropriate use of Arial.

The Gibson typeface

Headings & titles
Regular / **SemiBold**

Gibson Regular and Semibold should be used for headings and titles.

Body Copy
Light / **Regular**

Gibson Light should be used for body copy and should display at 12pt.

If there is a time where body copy should appear at 10pt or below then Gibson Regular should be used to ensure clarity and legibility.

Gibson Light and Regular can also be used on merchandise and other materials where suitable.

The website
Gibson Book should be used on the website, as it compatible with a wider range of devices.

Light / Regular / **SemiBold** / **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
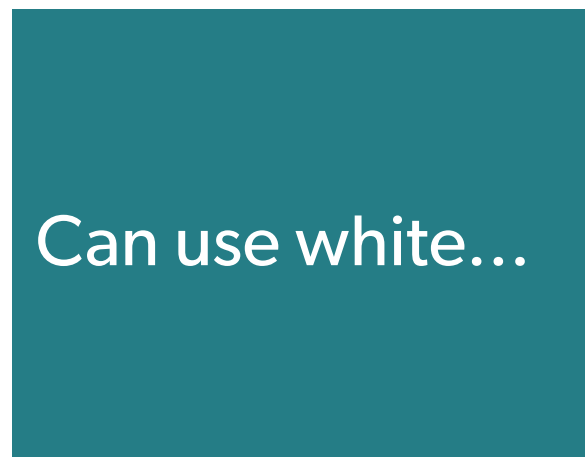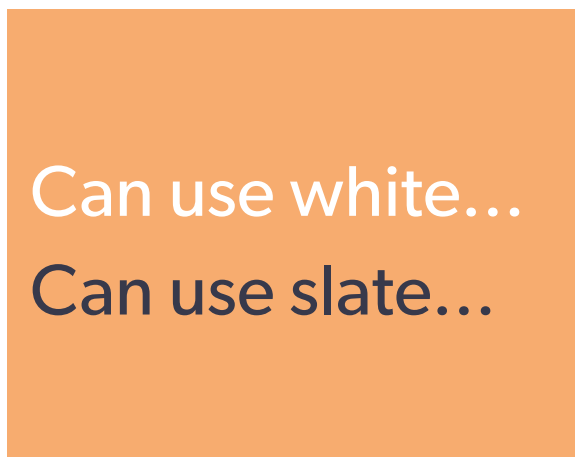
Â Ê Î Ô Ŝ Û Ŵ Ŷ
â ê î ô ŝ û ŵ ŷ
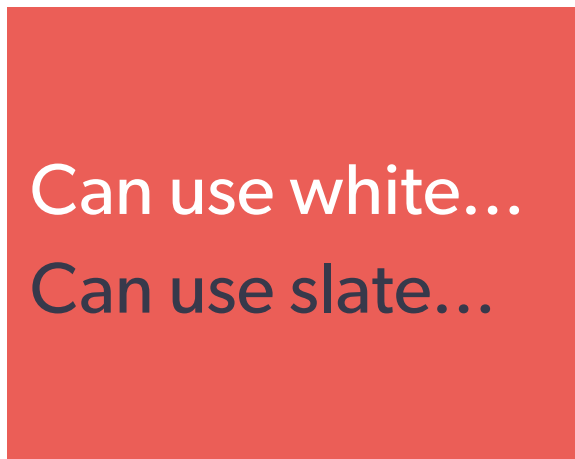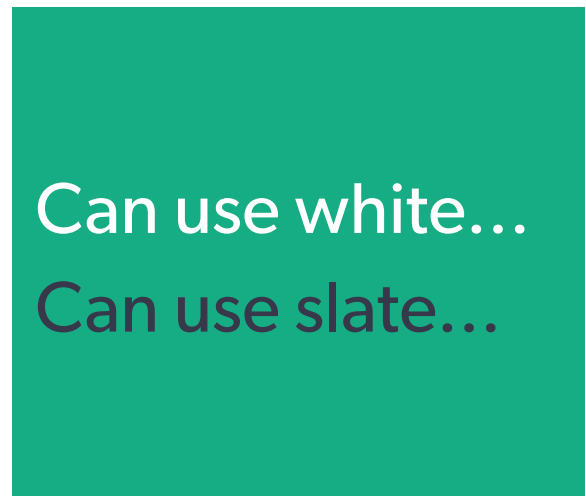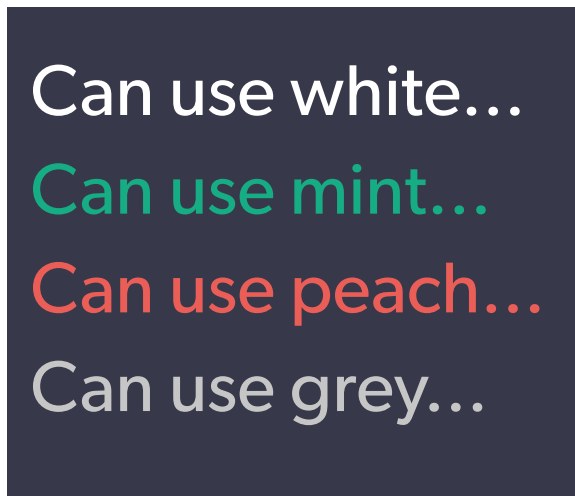
0 1 2 3 4 5 6 7 8 9

!@£$%^&*()_-+=[];:'\/?#.,

Text colour

When using text on a coloured background, there should always be a high contrast between the two colours used.

All colours can be used against a white background, apart from grey.

When using bright colours, such as the peach, orange, mint and lime, they should be at least 14pt and in Gibson Regular or heavier.

Can use white...
Can use mint...
Can use peach...
Can use grey...

Can use white...
Can use slate...

Can use white...
Can use slate...

Can use white...
Can use slate...

Can use white...
Can use slate...

Can use white...

Imagery
Louder than words

Imagery

All images should reflect our brand values.

Wherever possible, images should be in full colour, feature ordinary people and look natural. The relationship between people featured in our images should be professional and appropriate, although they don't have to be formal.

It's important that our images are diverse and accurately represent the sector.

Images need to be adaptable. When branding devices are added to them, they must still be legible. If being printed on a large scale, they must be of high quality and clear.
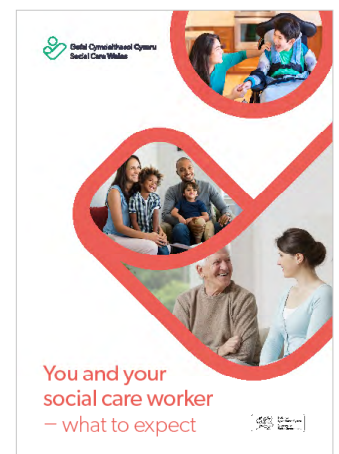
Here are some examples.

Image frame

The shape of the brand mark is used in various ways to hold imagery, allowing designs to look different but part of the same family.
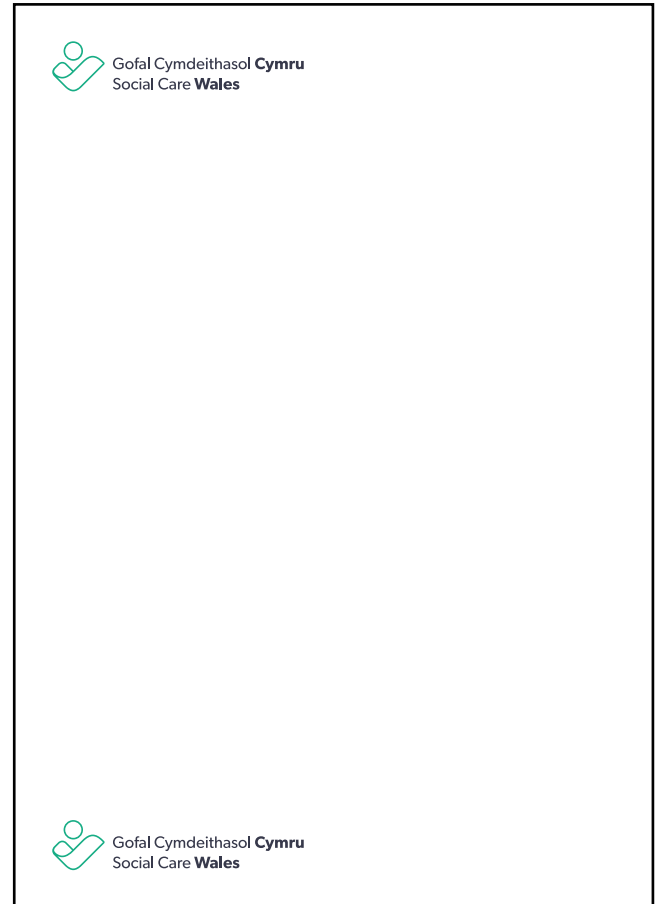
Here are some examples.

Layout
Look and feel

Logo position

The default position for the logo is top left.

If this is not possible, it should be at the bottom left.

Gofal Cymdeithasol **Cymru**
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Gofal Cymdeithasol **Cymru**
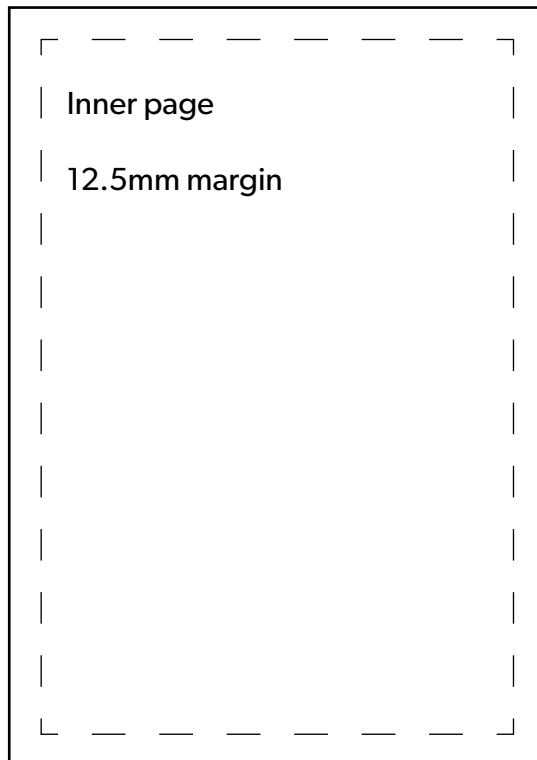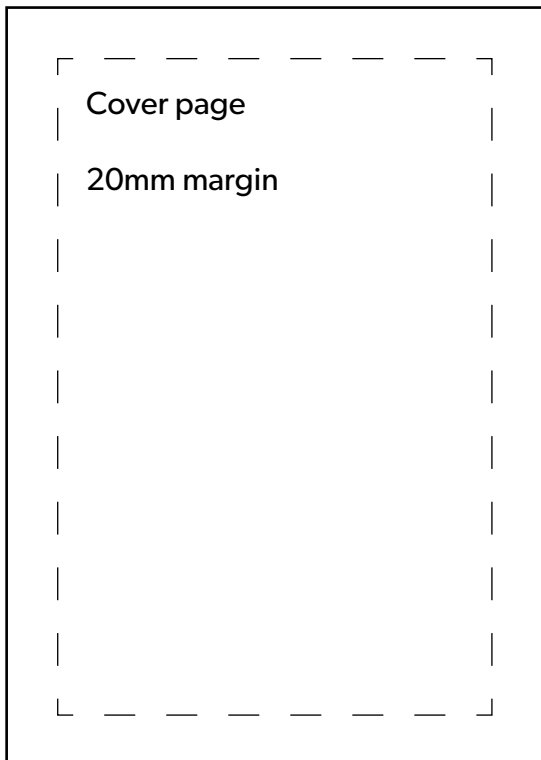Social Care **Wales**

Page margins

The margin area is there to create a consistent space around the document. No text or logos should appear inside of the margin.

Only imagery and other graphic elements can enter the margin area.

A4 margins

Cover page

20mm margin

Inner page

12.5mm margin

A5 margins

Cover page

20mm margin

Inner page

12.5mm margin