



Hwb Gwyddorau Bywyd Cymru
Life Sciences Hub Wales

Life Sciences Hub Wales

Brand Guidelines

Updated: February 2024

Welcome to the brand book for Life Sciences Hub Wales.

Our brand represents everything we say and do. This guide will help you communicate this with all audiences – explaining what our brand stands for, how we express it and how we use creative elements across our work. It will help you with messaging, tone of voice and the application of design, including logo usage, colour palettes, typography and imagery.

Design and messaging must be aligned. We are a dynamic interface – connecting partners and providing support to drive the adoption of innovation to the frontline of health and social care. This needs to be reflected across all communications both visually and through our use of language.

Our brand book covers all types of communications, such as print, digital, video, reporting, email signatures and PowerPoint presentations.

Follow this guide when producing, commissioning, designing or delivering communications for our organisation.

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Communications.

Consistency is key. By harmonising our messaging and visuals, we strive to establish a distinct and unmistakable identity across various engagements – be it in advertising, PR, events, marketing, digital communications, and everything else in between.

Who we are

In a sentence

At Life Sciences Hub Wales, we drive the development and adoption of life science innovation in health and social care in Wales.

In a shorter paragraph

At Life Sciences Hub Wales, we drive the development and adoption of life science innovation in health and social care in Wales.

We're a dynamic interface, connecting life science innovators with research partners, funding opportunities and end users – frontline health and social care teams – supporting well-being and ultimately generating growth, jobs and prosperity across Wales.

In a longer paragraph

At Life Sciences Hub Wales, we drive the development and adoption of life science innovation in health and social care in Wales.

We act as a dynamic interface, connecting life science innovators with research partners, funding opportunities and ultimately with the front-line health and social care, the end users. And because we're in continual dialogue with all of these groups, we're able to make sure that we make the biggest impact by supporting innovations that address the most vital needs.

Ultimately, our work helps not only with the mental and physical well-being of people living in Wales, propelling new innovations into mainstream use, but it also generates growth, jobs, and prosperity across our nation.

Our brand messaging framework

The world's strongest brands make the most of every single touchpoint: in the voice and tone that they use, and the messages that they iterate. We want to make sure our brand messaging comes across in every contact and situation – representing who we are and what we do. This should be through our voice, tone and messages that we use

Our visuals need to reflect this, too. We want consistency between the look and feel of our imagery and words.

These guidelines apply for both languages, we are one organisation with one voice.

Vision

Our vision is to make Wales a place of choice for health and social care innovation and investment.

Mission

Our mission is to help life science innovation reach our health and social care frontline, building a healthy and prosperous Wales.

Values

Passionate.

We're committed to making a difference through impactful innovation in Wales.

Collaborative.

We actively engage with our stakeholders and colleagues.

Expert.

We're good at what we do and have a diverse skill set to achieve our goals.

Professional.

We drive excellence, in everything we do, always.

Strapline

Accelerating innovation to the
frontline of health and social care.

Brand messaging framework

Our brand narrative

We're an organisation with a vital agenda at our heart: to improve the experiences and lives of people in Wales, through the application of health and social care innovation.

Sometimes, the projects we work on are highly technical and complex, like ground-breaking technology that offers alternative treatments for people managing severe mental health conditions, or a way to read the emotions of someone who can't communicate verbally.

Sometimes, they're incredibly simple, a mattress that helps people stay comfortable in bed for long periods, or imaginative ways to stimulate mental activity in people with degenerative cognitive conditions, like dementia.

We're a dynamic interface. A connector, facilitator and driver. We match innovation to need. Our focus is to help life science developments reach the health and social care frontline for the people of Wales.

We're boosting the health and wealth of our nation.

Brand messaging framework

Our brand voice

This is how we speak; the way we phrase things and the words we use. It represents our personality, our values, our expertise, our history. Just how all of these things change how we talk about things as individuals.

So, without further ado, introducing The Catalyst...



I'm The Catalyst. I help ignite things, bringing ideas to life for the organisations we work with. At Life Sciences Hub Wales we spark change that literally transforms life for thousands of people: it's rewarding but demands determination and drive. So, my voice reflects these things.

It's vital that we win the trust of people who come across us, so I'm confident and clear. Always. I'm comfortable discussing tough topics and ground-breaking solutions, innovative developments and clear paths through.

I'm absolutely certain of what it is I do.

I'm inspiring and capable of expressing exciting developments in a way that makes our audiences feel they want to know more – or jump up and get involved.

Often, I'll do this by telling stories that feature people: our team, our partners, people who use innovations we've helped bring to life, people whose lives have changed as a result. We deal with some highly technical and complex topics – it's vital we bring our work to life with human stories. People buy people.

Finally, I get to the point. My style is energised and purposeful – think a brisk walk rather than country ramble and you're there.



Brand messaging framework

Confident

I know what I'm doing and I get to the point, quickly – we have a lot to do, there's no room for meandering. I speak with commitment, opinion and drive. As a connector that's the interface between lots of different organisations, it's vital we feel trustworthy. Showing that we know exactly what we're doing is a good way to do that.

Energetic

I'm positive and optimistic, my can-do nature shines through. What we do is exciting: we're helping facilitate and drive progress that is literally life-changing. We should get this across in whatever we're talking about – not many organisations can claim anything even close. Our work is transformational.

Clear

A lot of our projects are pretty technical. That means I pay attention not to get bogged down in jargon. I keep language as simple and practical as possible, relevant to my audience. Though we still need to be able to express things in scientific terms when required, it's important someone from a background that's not scientific or medical – say, people in procurement or government, for example – can understand fully, too.

Brand messaging framework

Sounding like the catalyst...

Do

- Use contractions where practical: we're, you're. It draws people closer.
- Use active language – 'I heard it on the grapevine', not 'It was heard by me on the grapevine'.
- Include a few high energy words in copy (see next pages).
- Be aware of jargon or technical language – it's often unavoidable in our line of work, but make sure it's understandable by anyone dealing with us.
- Tell stories featuring people.
- Mix long and short sentences. It startles and creates pace. Look.
- Use Life Sciences Hub Wales when talking about our organisation.
- Make sure all external communications are bilingual.

Don't

- Use a long word where a short one will do – always use, not utilise, for example.
- Speak in the 3rd person if it can be avoided – e.g. 'we think' not 'Life Sciences Hub Wales thinks'. It makes us more human and will differentiate us from our peers.
- Rely on official 'government speak' – we're not government, we're a stand-alone organisation with our own attitude, attributes and opinions. Let's share them confidently.
- Be too descriptive or detailed. Try and focus on the big picture, it'll help you reach your point faster. Think about what your audience needs to know.
- Use the Hub, LSHW or the Life Sciences Hub Wales.

Our evergreen messaging

These are the things we say about ourselves that won't really change much and apply to anyone we might want to talk to. The things it's important that people know about us.

Health and social care innovation

We're needs-focused. We match innovators with frontline health and social care organisations so we can make sure the most vital needs are being addressed across our communities.

First and foremost, we aim to make work better and more efficient for frontline staff – things that will help them make the most of their time. Then we also focus on people using health and social care services – helping them to live healthier, happier lives to improve outcomes, overall.

We address two kinds of need – 'health' and 'economic'

Health – improved outcomes

We're immensely proud of the NHS and our social care system. They face significant challenges with an urgent need to deliver a fit-for-purpose integrated health, care and wellness system focused on prevention, early intervention and care closer to home.

Economic – improved productivity and prosperity

A wealthier nation is a healthier nation – and the converse is also true. By acting as a dynamic interface between NHS and social care providers, the life science industry and academia – and by making the most of Wales' strengths as an agile, connected location – we're helping create a virtuous cycle in terms of both economy and well-being, ultimately transforming healthcare innovation.

Collaboration

We are connectors, facilitators, and drivers. Strong collaboration sits at the heart of the most successful outcomes, and it's become central to all we do.

So, we act as a dynamic interface, creating opportunities to forge long-lasting partnerships, not only between health and social care innovators and potential end users, but also researchers, funders and other helpful partners, along the way.

Life sciences is an important and established sector in Wales

It already plays a thriving role in our economy and always will do – it's vital to any serious growth economy.

The UK has the largest health and social care sector in Europe

For life sciences organisations it represents significant opportunity. Wales is a compelling location to begin an innovation journey in health and social care that can help open doors to the rest of the UK market.

Our three million strong population in Wales means it's small enough to enable an agile approach – but big enough to generate robust data and evidence to support it. It makes adoption faster – and simpler. Evidence generated in Wales can be used to provide a compelling case for adoption to take to other parts of the UK – and further afield. And Wales already has a thriving and well-established life sciences sector.

Our NHS is open for business

The NHS in Wales is committed to embracing innovation – we're continually on the hunt for ways to improve health and social care. NHS Wales is ready to make things happen and we're well-connected to the key decision-makers in our health and social care frontlines, a significant benefit.

Welsh language standards

Complying with Welsh Language Standards is absolutely essential for our organisation.

This means:

- Equally balancing our Welsh and English communications.
- Factoring in the Welsh language for any communications work.
- Treating Welsh no less favourably than English when thinking of:
 - Presentations (font size, format and colour).
 - Positions and prominence (how and when we publish material, make it available or exhibit it).

Remember:

- Welsh should always come first when creating bilingual materials.
- Use the same sizing and font weights for both Welsh and English. We don't favour one language more than the other, so the visuals must be the same.
- Allow space for Welsh typesetting. It may take up more space than any English copy.

Digidol a Deallusrwydd Artiffisial Digital & Artificial Intelligence

Bydd croesawu pŵer deallusrwydd artiffisial a dysgu peiranyddol yn rhyddhau adnodd enfawr o ddata byd go iawn a fydd yn newid ein dealltwriaeth o'r ffordd orau o ddarparu gofal iechyd yn llwyr.

Embracing the power of AI and machine learning will unlock an enormous resource of real-world data that will reshape our understanding of how healthcare can be best delivered.

Welsh first

Same font /size

Equally prominent or the same colouring

Same font /size



Our logo.

Our logo is the most immediate representation of our organisation and our brand. It is a valuable corporate asset that must be used on every piece of brand communication consistently in the approved form, colour and dimensions.

Full colour logo



Logo usage

Full logo

This is the preferred logo that must be used to identify Life Sciences Hub Wales on all communications including external, internal and third-party communications whenever colour is available.

Treat the logo as artwork, not as typography, never manipulate it in any way. To ensure accurate and consistent use, never alter, stack, rotate, embellish or attempt to recreate the logo.

Preferred use



Variations

Where possible, always place the logo on a white background.

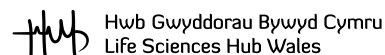
When colour or printing prohibits this, it may be used reversed out to white. The white version of the logo can appear on colour, illustration, or photographic backgrounds, as long as the legibility and integrity of the logo are not diminished. If reproduction constraints prevent the use of all colour, use the optional black-and-white version of the logo (see colour on right).

The symbol and text elements can only be used separately on digital applications as specified on page 17. You must seek permission from Life Sciences Hub Wales Marketing and Communications Team on any variations from this.

Symbol only

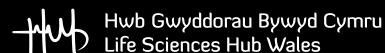


Colour



Do not use the text on its own

Hwb Gwyddorau Bywyd Cymru
Life Sciences Hub Wales

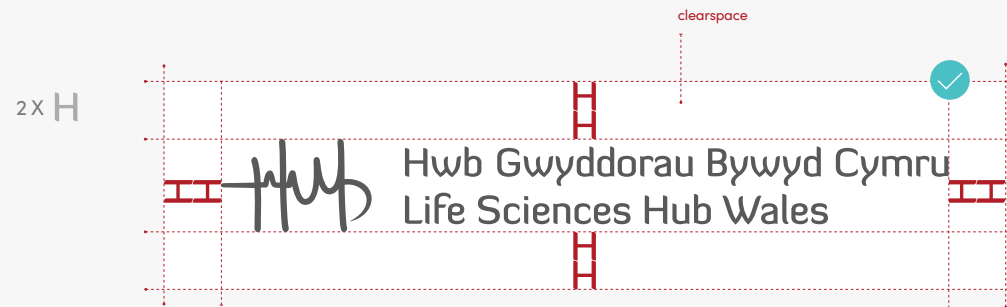


Logo placement

In order to maximise its visual presence and to ensure the logo is legible on all branded materials, the design should always allow a bit of “breathing space” around the logo – the clearspace or border – no text or other graphic elements (excluding photo backgrounds) should enter this area. The border space is 2x the height of the ‘H’ in the logotype. This is the minimum margin height that must be used for both the full logo and separate elements.

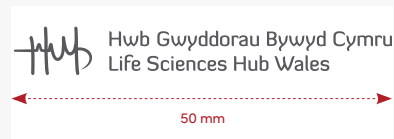
As well as adhering to the clearspace rule, there are also minimum requirements for the logo’s size. The smallest size our logo must ever appear is 50mm in width on printed materials, and 450px for digital assets.

Full logo

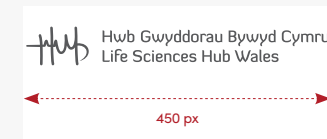


Minimum sizes

Print



Digital



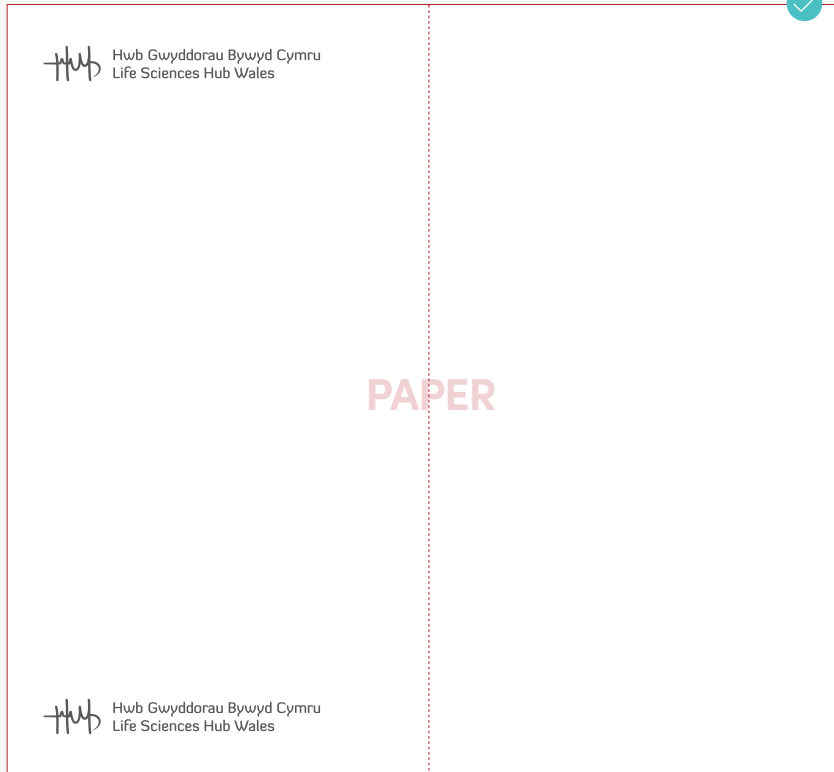
The logo above is grey for logo placement visualisation purposes only and should never be used elsewhere in this format.

Logo placement

On Application

Our full logo must always appear in the top left or bottom left corners, unless in video/animation where the logo must appear in full centralised.

Left corners



Centralised (intro/outro)



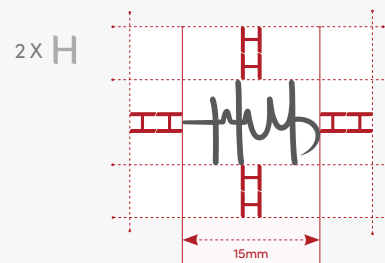
The logo above is grey for logo placement visualisation purposes only and should never be used elsewhere in this format.

Symbol placement

On Application

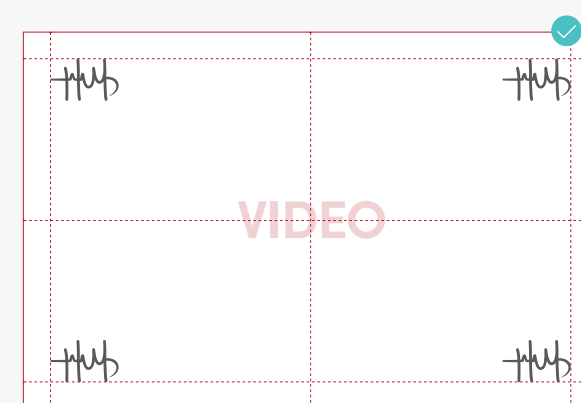
As the full logo may not work with certain digital assets, we can separate the symbol and text in certain situations. Our recognisable Hub symbol can be used on social media profile photos and in videos/animations as per the guidelines below.

Symbol only



You must only split the symbol and text within digital content such as video, animation and social media assets. There should never be a need to separate the logo the text within a printed document.

Corners - during content



When there is not a need to use the text, you can use the Hub logo in any corner. Where there is a need for the text and symbol, they must be used in alternate corners - for example (see diagram on right) text top left corner and symbol bottom right and vice versa.

The logo above is grey for logo placement visualisation purposes only and should never be used elsewhere in this format.

Logo don'ts

The integrity of the logos must be respected at all times. Never recreate or modify the logo in any way. Always use the approved file (for guidance, please contact the Marketing and Communications Team).

Here are some examples of situations to avoid.

Do not change the logo's orientation or stack it.

Do not apply any special effects to the logo.

Do not place the logo on a complicated or coloured background where it becomes illegible.

Do not change the logo colours.

Do not put a white box around the logo when placed on a dark or busy background.

Do not change the logo font.

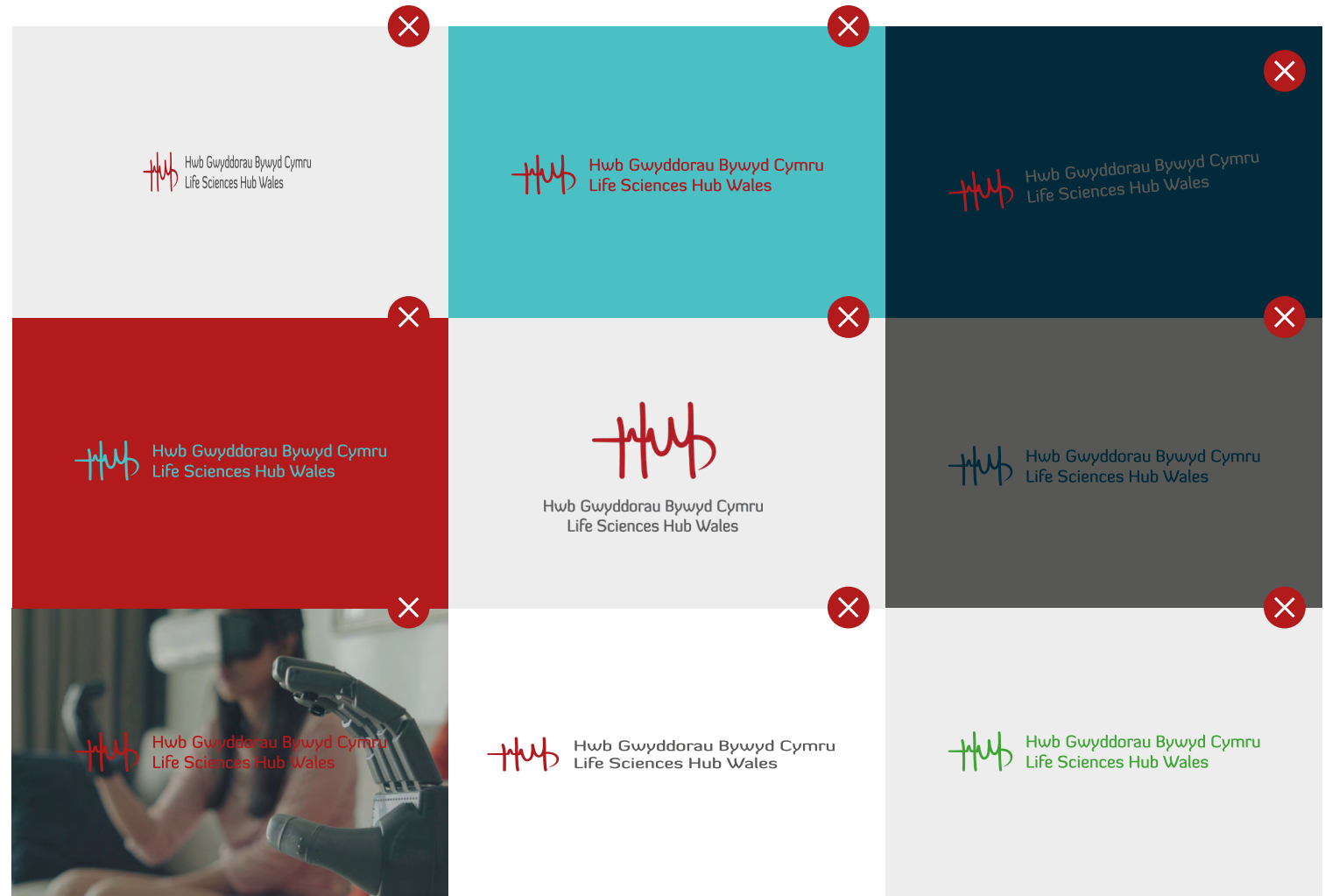
Do not reduce the opacity of the logo.

Do not reconfigure or change the size or placement of any logo elements.

Do not stretch or squeeze the logo to distort proportions.

Do not recreate elements or replace with something else.

Don'ts



Sub-brand logos

A sub-brand architecture has also be developed for programmes and initiatives provided by Life Science Hub Wales. This simple and easy to apply architecture is designed to provide clear a clear and distinctive branding that is differentiated from the core Life Sciences Hub Wales brand.



Meddygaeth Fanwl
Precision Medicine



Arloesedd Iechyd a Gofal Cymru
Health and Care Innovation Wales



Ecosystem Ddigidol
Digital Ecosystem



Comisiwn Deallusrwydd Artiiffisial
AI Commission

The hwb emblem links all of the programmes back to Life Sciences Hub Wales. They use the same typographic treatment as the main logo. Welsh is stacked on top of the English in a bolder weight, to differentiate between languages. The sub-brand logos use the brand's Quay Blue to further strengthen the relationship between Life Sciences Hub Wales and the sub-brands.

Sub-brand logo placement

In order to maximise its visual presence and to ensure the logo is legible on all branded materials, clearspace should always be maintained around the logo – no text or other graphic elements (excluding photo backgrounds) should enter this area. The border space is 2x the height of the 'H' in the logotype. This is the minimum margin height that must be used for both the full logo and separate elements.

As well as adhering to the clearspace rule, there are also minimum requirements for the logo's size. The smallest size our logo must ever appear is 50mm in width on printed materials, and 450px for digital assets.

Full logo



Minimum sizes

Print



Digital



The logo above is grey for logo placement visualisation purposes only and should never be used elsewhere in this format.

The Welsh Government logo

If the Welsh Government logo is required on any of our materials, both printed and digital, the following guidelines must be followed. Written permission from the Welsh Government must be obtained before an external organisation can display the logo. Any Welsh Government official can give approval.

The following criteria will apply:

- The logo must be used on publications and materials where the Welsh Government is a significant contributor.
- The logo may also be used on all types of work produced for, or on behalf of, the Welsh Government.

When used with other logos, it must have equal prominence. The logo colour is black or white. No other colour is permitted. When placing the logo on a coloured background, please ensure there is sufficient contrast. Please ensure there is sufficient clear space around the logo equal to the height from the horizontal line to the bottom of the logo.

Positive logo



Negative Logo



Recommended sizing size guide*

	Portrait		Landscape	
	x	y	x	y
minimum size	20mm	28mm	42mm	14mm
There is no maximum size restriction				

*When multiple logos are displayed together, we appreciate it will not always be possible to display the logo at the recommended size. In these instances, please ensure the logo is given equal prominence and that the text can be easily read. If printing at a reduced size compromises legibility, then a plain text acknowledgement should be used in place of the logo.

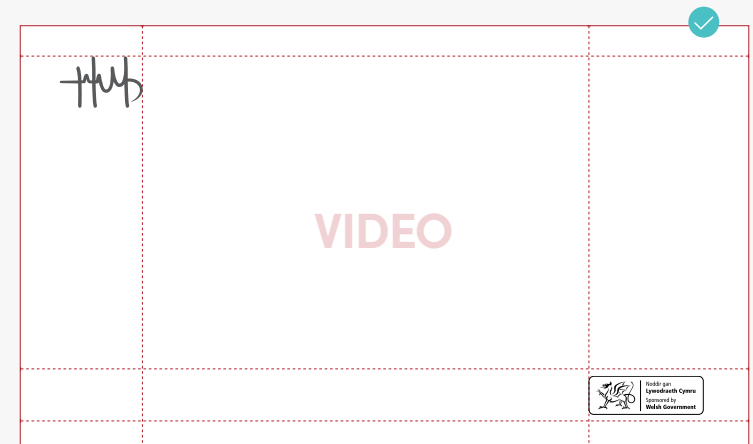
The Welsh Government logo

The Welsh Government logo should be distanced from the Hwb logo - ideally on the opposite side of the page vertically and horizontally to our logo and at 75% of the size of our logo

The logos



Application



Typography.

Typography is a strong extension of our personality and plays a major role in creating a consistent look for all communications.

- Our typographic style is clean, clear and sophisticated
- Keep typography simple
- Do not overcrowd layouts
- Use different weights to draw emphasis
- Remember, consistency is key

Typefaces

Logo font

Our logo font is 'Diavlo'. This should only be used as part of our logo identity.

Primary typeface

Our corporate font is Sofia Pro. It is the preferred font for all professionally designed print and digital applications in which fonts can be embedded. The typeface is available in a broad range of weights allowing a great deal of flexibility to accommodate any communication. Variation in size, colour, and weight may be used to create visual hierarchy and strengthen legibility. Sofia Pro can be downloaded via Adobe CC Typekit fonts.*

Secondary typeface

The secondary typeface is Arial and is for use on all internal communications where Sofia Pro is unavailable. This includes PowerPoint and Word documents as Arial can be found within any computer's font library for ease of use.

Please contact the Marketing and Communications Team for access to the font files.

HhUuBb

Primary typeface

Sofia Pro

Light

AaBbCcDdEeFfGgHhIijJkKlIMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Regular

AaBbCcDdEeFfGgHhIijJkKlIMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Medium

AaBbCcDdEeFfGgHhIijJkKlIMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Semi-Bold

AaBbCcDdEeFfGgHhIijJkKlIMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Bold

AaBbCcDdEeFfGgHhIijJkKlIMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Secondary typeface

Arial

Regular

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz

Bold

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz

Typography

The basics of a strong typographic hierarchy are a heading, subheading, and body copy weight that clearly guide the eye through a body of content.

A strong hierarchy also elevates our work, making it look more sophisticated and visually pleasing.

The specific sizing of these elements can be changed to fit the context and circumstance, but visually this ratio is a good starting point.

Print – Heading – Sofia Pro, Medium – 38 pt text, 42 pt leading – Quay Blue

This is a heading.

Print – Subheading – Sofia Pro, Bold – 24 pt text, 28 pt leading – Hub Red

This is a subheading.

Print – Body copy – Sofia Pro, Light – 10 pt text, 14 pt leading – Quay Blue

At Life Sciences Hub Wales, we're connectors, facilitators and drivers. We act as a dynamic interface that supports industry, health and social care organisations and academic institutions who share our goal: using new technologies and solutions to prevent and manage poor health.

Brand colours.

Colour is such an integral part of branding. It conveys the mood and tone of our brand, in the most visual way.

These colours form the foundation of our colour system. Our colour system relies on the generous use of white space, which creates clarity and a sense of objectivity. The system also has secondary accent colours, which can be used for typography, data visualisation (charts, graphs) and infographics.

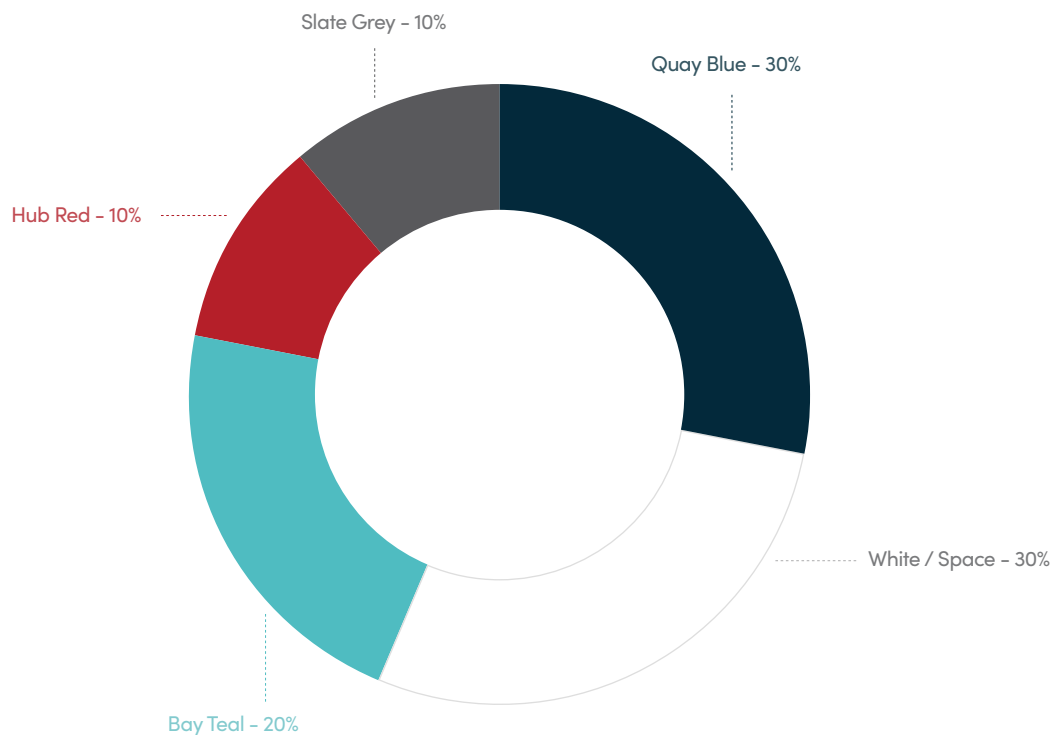
The consistent use of these core colours defines and reinforces our distinctive character and should be used on all communications and promotional materials.

The colour palettes include specific spot colour references and process breakdowns (CMYK) for printing. Also included are RGB equivalents for use in digital materials and for on-screen use, as well as hexadecimal equivalents for emitted light and web applications.

Colour palette

Our colour palette is made up of a navy, teal, red and grey, and encourages a lot of white/negative space. We mostly use the navy, teal and white, and use hints of the red and grey to elevate but not overpower the design.

Primary colour usage



Colour references

Quay Blue
Pantone: 303
CMYK: 96 72 52 57
RGB: 2 24 58
HEX: #022a3a

Bay Teal
Pantone: 2227
CMYK: 60 0 16 0
RGB: 89 190 201
HEX: #4fbcc1

Hub Red
Pantone: 7621
CMYK: 21 100 95 12
RGB: 178 30 40
HEX: #b21e28

Slate Grey
Pantone: Cool Grey 11
CMYK: 0 0 0 80
RGB: 88 89 81
HEX: #58595b

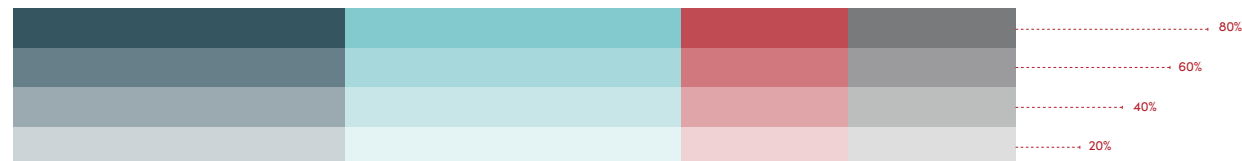
White / Space
Paper
HEX: #ffffff

Colour palette

The tonal colour palette can be used to create depth, and provide more structure to design.

The tonal palette can be used to create graphs, flowcharts, keylines, boxes and backgrounds.

Secondary tonal colour options



Secondary tonal colour in action

Our case studies are a good example of how to use subtle touches of the tonal colour palette.

Colour palette

Using colour

It's vital that our use of colour doesn't compromise the legibility of any text.

Quay Blue is our 'black' when working on a white background, this is a basic rule of thumb. To create interest and hierarchy, we encourage you to explore the use of colour. For legibility purposes, we ask that you stick to the approved colour combinations as shown. We've also provided examples of some of the combinations that don't work.

✓
**Accelerating
innovation to the
frontline of health
and social care.**

✓
**Accelerating
innovation to the
frontline of health
and social care.**

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**Accelerating
innovation to the
frontline of health
and social care.**

✗
**Accelerating
innovation to the
frontline of health
and social care.**



Visual devices.

Visual devices, such as images, illustrations and icons, can strengthen and unify our brand communications.

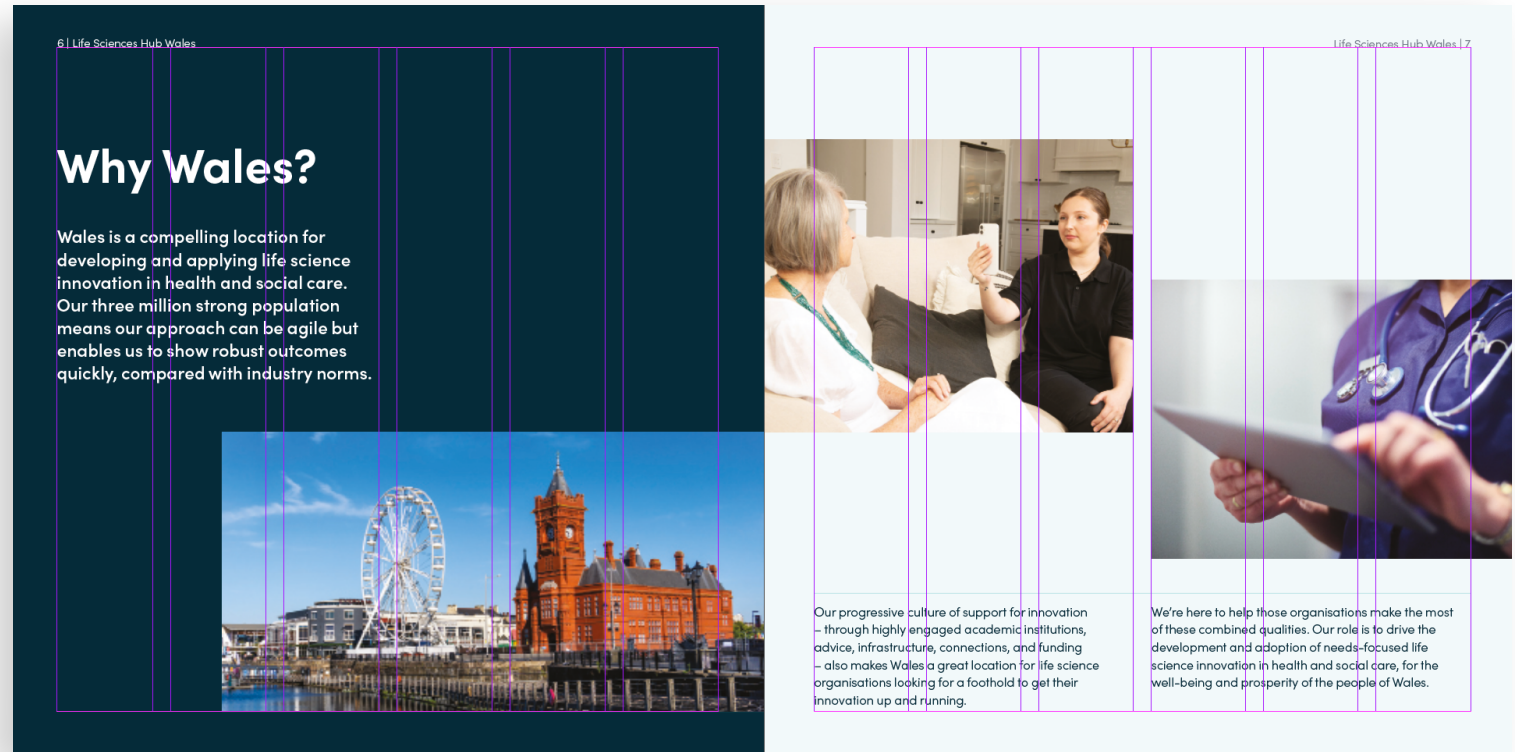
Photography usage

In both print and digital communications, we need to allow key elements such as photography and headlines space to breathe. This means not trying to cram too much in and using the margin system guide.

We have one edge of an image bleeding off the page at all times. This anchors the image in place, rather than it feeling like it is floating in the space.

The modern approach to composition elevates the imagery and makes the collection of images look curated and purposeful.

We've provided an example with a column grid to show you how the photography, type and space work together.



This is the guidance in practice. You can find this spread in our exhibition brochure.

Photography usage

Using the gradient

Vignetted images can add visual interest and context to header sections on printed documents. Ensure that the subject is clearly visible within the image. Avoid the “telescope” effect where the image is fully surrounded by a round gradient by bleeding the gradient of the page area on one or more sides.



 Hwb Gwyddorau Bywyd Cymru
Life Sciences Hub Wales

Cwm Taf Morgannwg's new weight management service

People who are overweight or living with obesity in Cwm Taf Morgannwg now have access to a new weight management support service to help them improve their health and wellbeing.

- A multidisciplinary integrated weight management support service is now available for adults in Cwm Taf Morgannwg.
- The service incorporates psychological support, nutrition advice, exercise, physiotherapy and, where appropriate, referrals for specialist surgical services.
- Life Sciences Hub Wales provided project management support to prepare for the implementation of the new service.

 One in four adults aged 16 and over in Wales are living with obesity.

Overweight in Wales

According to NHS Wales, one in four adults aged 16 and over in Wales are living with obesity. Excess weight can have implications for physical and mental health and is associated with conditions such as type two diabetes, coronary heart disease, some cancers, stroke and osteoarthritis.

Cwm Taf Morgannwg has some of the highest rates of obesity in Wales. Yet, until 2022, the area didn't have a full weight management service that covered all the recommended levels of support to help people manage their weight.

A brand new pathway

With funding from Welsh Government's Healthy Weight, Healthy Wales strategy and Cwm Taf Morgannwg University Health Board investment, the Health Board has now implemented a new weight management service that provides specialist multidisciplinary support, with a focus on early intervention and prevention.

Although Welsh Government funding for the service was made available in 2021, Cwm Taf Morgannwg University Health Board (CTMUH) experienced challenges that delayed the launch of the service. They approached Life Sciences Hub Wales for project support to help resource and deliver the project.

Partners and funding

Partners

- Cwm Taf Morgannwg University Health Board
- Public Health Wales
- Life Sciences Hub Wales

Funders

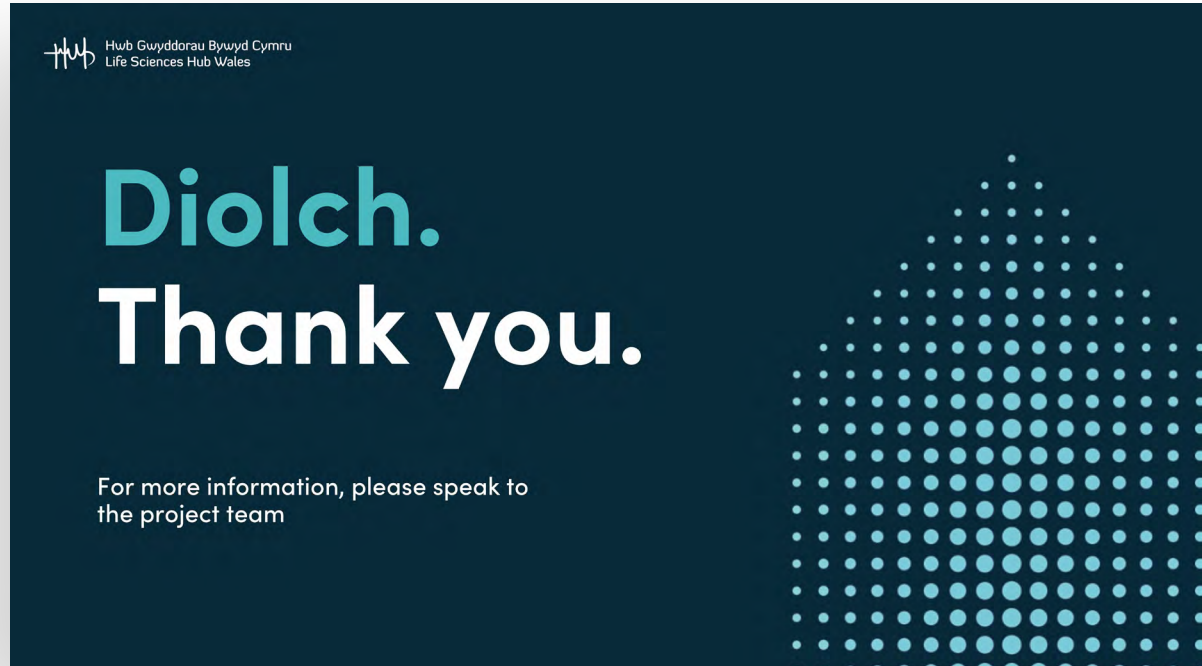
Weight management service funded by Cwm Taf Morgannwg University Health Board and Welsh Government via Healthy Weight, Healthy Wales.

Project support costs were absorbed by Life Sciences Hub Wales.

To show the guidelines in action, we've used one of our case studies to show how the gradient device works.

Arrow device

We suggest minimal use of the arrow device to maintain its impact and visual interest. We're retiring this from printed collateral, and reserving it to elevate digital material, for example, on plain closing slides in presentations.



Arrow device

If it must be included in a design, the arrow device may only be used over our Quay Blue in Bay Teal.



Accelerating
innovation in
health and
social care

Icons

Icons can be used in infographics and other collateral to highlight key points and help visualise aspects of what we do.

Appropriate places to use icons are:

- PowerPoint presentations
- Reports
- Brochures
- When displaying data or providing analysis

When there is no opportunity to provide accompanying text, icons should not be used.

Please note: These icons have been included to illustrate the style of icon that should be used. They are not the only icons you are able to use. New icons can be sourced as long as they follow this style (for guidance, please contact the Marketing and Communications Team).

Look for:

- 3 pt stroke weight
- Butt caps (squared-off lines not rounded)
- A balanced mix of sharp and rounded corners
- You can use any of the brand colours in your icons, so long as they contrast with the background.



Healthy Ageing



Digital AI



Robotics



Precision Medicine



ATMP



Value based healthcare



Health and social care



Wellness



Life Sciences



Collaboration



Innovation



Academia



Industry



People



Knowledge

You can source icons from sites like Flaticon, The Noun Project, iStock and Adobe Stock.

Imagery.

Strong photography is at the heart of our brand. Although the usage will vary depending on platforms and content, there are some common qualities that should be considered when selecting any imagery.

We are a people-based organisation, we tell a story about the people who work with us and work for us. From the clinicians to the patients, we're real people dealing with real problems. Therefore, we reflect this in our photography.

Being human-centred in our approach to innovation and technology, it's important that we show engaged people in our photography.

Any imagery should reflect what we do as an organisation – inspiring innovation and collaboration between industry, research organisations and health and social care sectors – and why we do it – to improve the health and wellbeing outcomes for people in Wales.

Wherever possible, we use our own photos of our people, and the work that we do. This celebrates all of the amazing work we do. We can't always provide our own photography though, this is when we turn to stock. When sourcing stock imagery, we don't use anything too polished or perfect, and we try to refrain from anything too 'American' (e.g. cheesy team photos, overly posed headshots, etc.).

Any imagery must fall into one of two categories:

Human-centred

- People from industry, academia and/or health seen to be innovating or collaborating
- Patients with healthcare professionals
- People using modern innovation and technology
- Any people-focussed photography needs to be reflective of our diverse population in Wales

Technology-focused

- Images which showcase innovative solutions for better health and wellbeing
- Digital, AI and Robotics
- Precision Medicine
- Advanced Therapeutic Medicinal Products
- Always include people in some way to indicate we are human-centred in our approach. This can be as subtle as a hand, or the back of a head.

Human-centred



Please contact the Marketing and Communications Team
for access to the full image library.

Technology-focused



Please contact the Marketing and Communications Team
for access to the full image library.



Brand applications.

Digital

Social media profiles

Profile icon

English profile
Clearspace



Welsh profile



Profile banner example

**Accelerating innovation
to the frontline of health
and social care.**



Social media assets

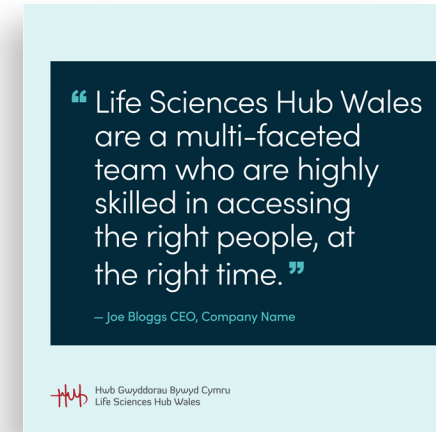
Well-designed social assets will capture the attention of our current demographic and beyond. By being creative with composition, we can get new people interested in the conversation, and show that health innovation and technology is new and exciting.

Text on graphic styles should be limited to headline, subheading and a small amount of editorial copy. Avoid placing full post copy direction onto tiles – this should be reserved for caption copy.

Event with partner logo



Testimonial



Vacancy



Exhibition call-out



E-mail signatures

Calibri Bold
Size: 11pt



Calibri Bold
Size: 11pt

Calibri Regular
Size: 11pt

E-newsletter

 Hwb Gwyddorau Bywyd Cymru
Life Sciences Hub Wales
 Issue 1 • April 2020


Intro paragraph here lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus.

Title here



Subtitle here

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[Read more](#)

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Subtitle here

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[Read more](#)





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[Read more](#)

Title here



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 Hwb Gwyddorau Bywyd Cymru
Life Sciences Hub Wales

Life Sciences Hub Wales
3 Assembly Square
Cardiff Bay
CF10 4PL

Telephone : +44 (0)29 2046 7030
Email : hello@shubwales.com

 Welsh Government

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Video

Intro/Outro



During video content



PowerPoint presentations

The presentation template is clean and simple, with the intention to only show necessary information. The template is made up of text and imagery slides, text-only slides, display text slides for facts/figures, and a quote slide. These come in a variety of colourways to keep the presentations engaging. All slide templates are based off the design of the case studies and brochure to ensure seamless brand communication across platforms.

Below are just some examples of the slide styles we have.

Please contact the Marketing and Communications Team for access to the PowerPoint template.

Opening slide



Title slide



Text and imagery



Text



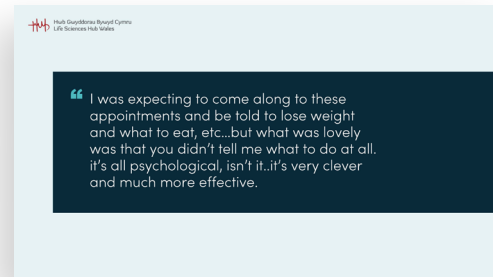
Text and imagery



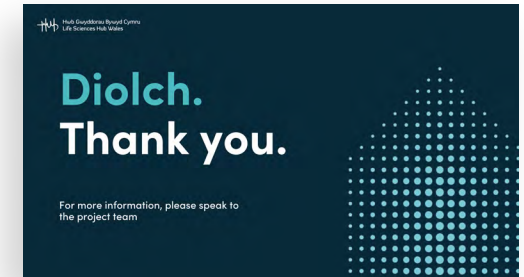
Text



Quotes



End slide



The case study content has been used in this example, to show how you could create content for multiple platforms and still stay within our brand guidelines.

PowerPoint presentations

It can be easy to overload your PowerPoint slides with information and visuals. The cleaner you keep the slides, the easier they are to follow, and the more people will take away from your presentations.

Don't use red slides.

Don't overcrowd the slides.

Don't overuse the arrow graphic.

Don't make the text too small.

Don't move the logos.

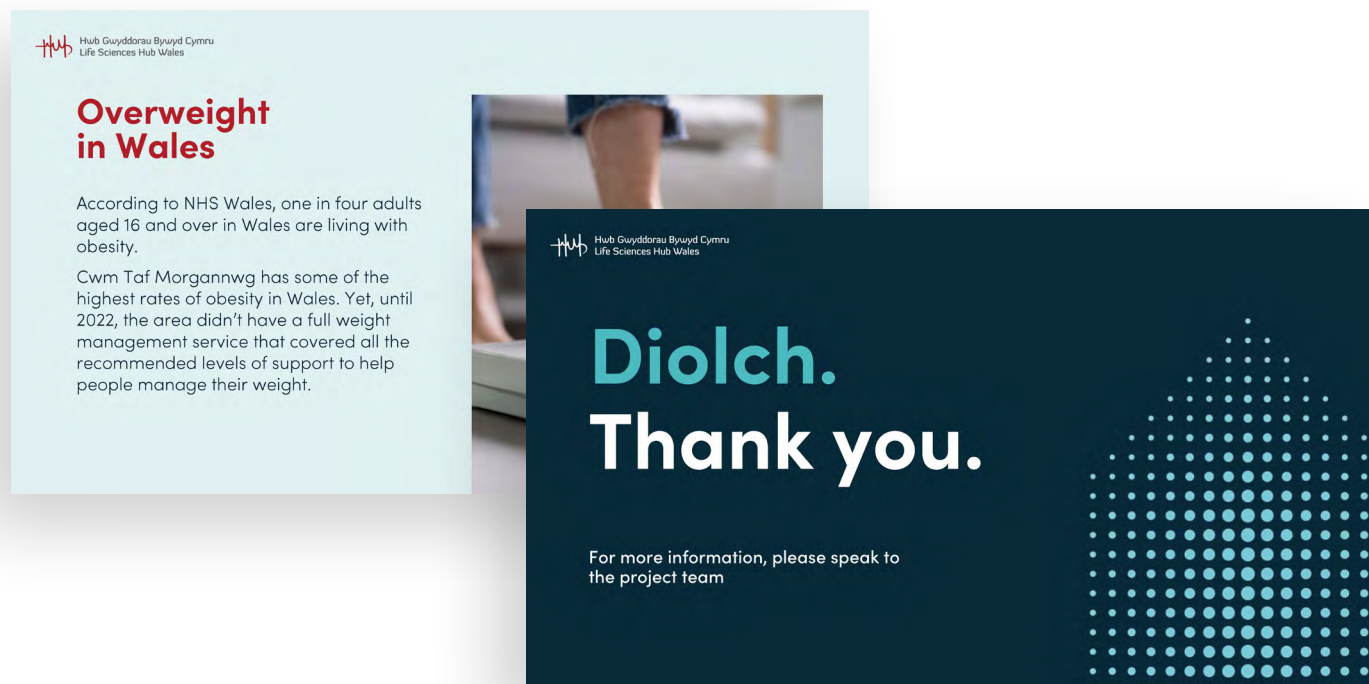
Do use red for headings and icons on white/pale backgrounds.

Do use white space.

Do prioritise imagery.

Do keep text to a minimum

Do use a variety of the different slide styles.



We've used the case study content in this example to show how you could create content for multiple platforms and still stay within our brand guidelines.



Brand applications.

Printed

Letterhead



Hwb Gwyddorau Bywyd Cymru
Life Sciences Hub Wales

Hwb Gwyddorau Bywyd Cymru
3 Sgwâr y Cynulliad
Bae Caerdydd,
CF10 4PL
E: hello@hwbgbwymru.com
W: hwbgbwymru.com

Life Sciences Hub Wales
3 Assembly Square
Cardiff Bay
CF10 4PL
T: +44 (0)29 2046 7030
E: hello@lshubwales.com
W: lshubwales.com

Client Address
Address line one
Address line two
Postcode

00/00/0000

Dear Sir/Madam

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Why do we use it?
 It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections.

Yours Sincerely

[insert signature here]

Name Surname
 Job Title

Mae croeso i chi gysylltu â ni yn Gymraeg neu Saesneg | We welcome correspondence in Welsh or English
 Cofrestru TAW / Rhif Cwmni: 187 0526 92 / 08719645 | VAT Registration / Company No: 187 0526 92 / 08719645



Arial Bold
Size: 7pt

Arial Regular
Size: 8pt

Arial Regular
Size: 12pt

Postcard



Hwb Gwyddorau Bywyd Cymru
Life Sciences Hub Wales

Accelerating your innovation

Life Sciences Hub Wales is here to catalyse innovation and collaboration between industry, health, social care, and academia - making a positive difference to people, families, and businesses across the nation.



Sign up to our newsletter

[X](#) @lshubwales
 [in](#)
[f](#) Life Sciences Hub Wales

Whether you are a small business, multinational company or health and social care provider, we can help through our bespoke range of services in support. These include:

- 
Partnerships
 Acting as a neutral broker in cross-sector collaboration development.
- 
Sector Intelligence
 Providing insights through market analytics, horizon scanning and funding support.
- 
Programme Delivery
 Offering dedicated project management support, innovation adoption support and process guidance.

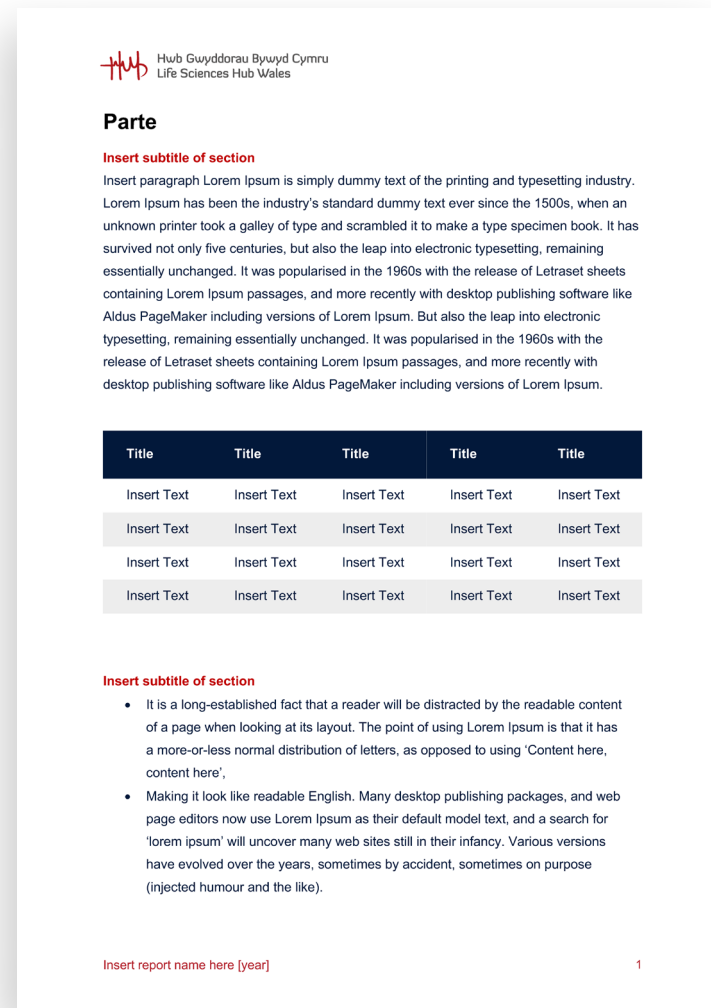
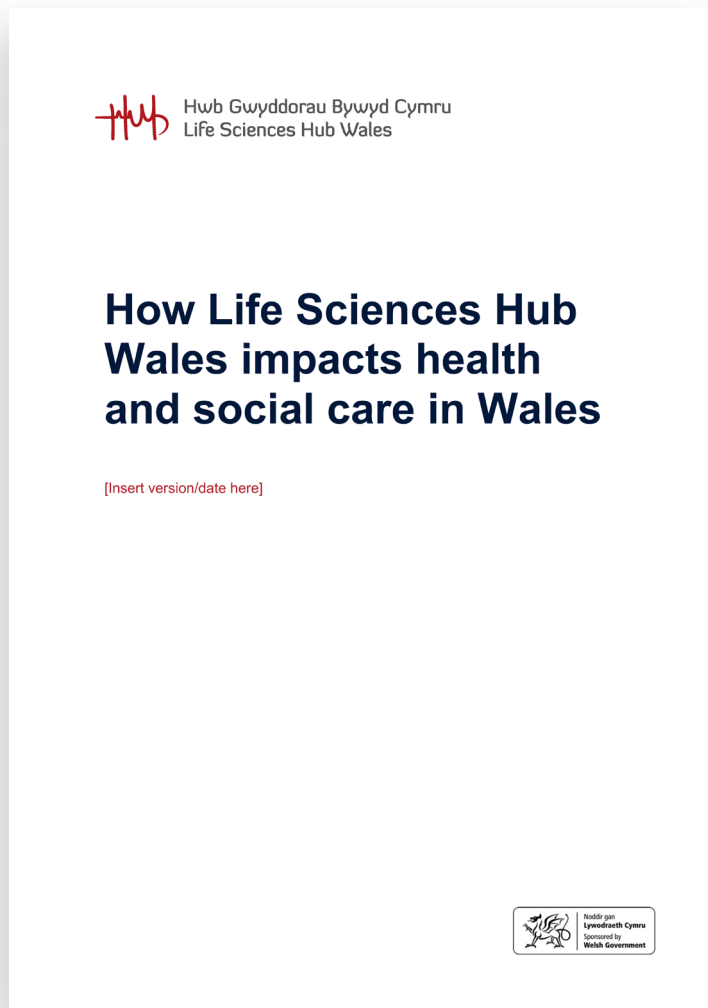
Name:

Phone:

Email:

lshubwales.com

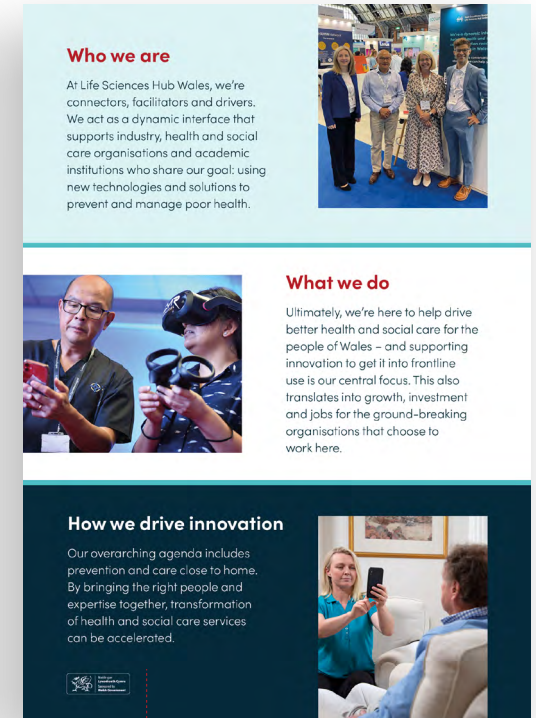
Report template



Poster



Leaflet



A3

Title: Sofia Pro Semi Bold
Size: 60pt

A5

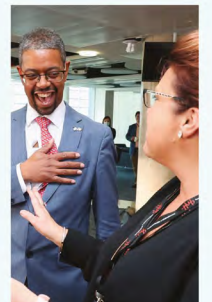
Title: Sofia Pro Semi Bold
Size: 30pt

A5

Body copy title:
Sofia Pro Bold
Size: 16pt

Body copy:
Sofia Pro Light
Size: 10pt

Noddir gan
Lywodraeth Cymru
Sponsored by
Welsh Government



Brochure



Exhibition collateral





"Put simply, we match health and social care needs with innovation, to drive progress that benefits the people of Wales."

Cari-Anne Quinn
CEO of Life Sciences Hub Wales



 Hwb Gwyddorau Bywyd Cymru
Life Sciences Hub Wales

Accelerating innovation in Wales

We're a dynamic interface helping health and social care innovation reach the frontline in Wales.

Let's start a conversation about how we can:

- Connect you to NHS and social care in Wales
- Support collaborative working
- Provide bespoke guidance and signposting

lshubwales.com

Register here:



During 2022-23 we...

Supported

262
organisations

39
adoption ready proposals

37
funding proposals

Secured

£23.5m
funding

£13.2m
investment

Delivered

£4.7m
of value to the system





Have you got a question about the brand guidelines?

If you have any questions about these guidelines or require any of the assets featured in this guide, please contact:

CommsTeam@lshubwales.com