

A person in a dark jacket stands on a rocky cliff, looking out over a vast, hazy valley under a cloudy sky. The foreground is dominated by dark, jagged volcanic rock.

BRAND GUIDELINES

UPDATED JULY 2021



•CYMRU
•WALES

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THE BRAND

● CYMRU ● WALES

.cymru and .wales are the top-level domains for Wales and were launched on 1st March 2015 by Nominet, the organisation responsible for the smooth running of the .UK internet.

For those who want to underline their Welsh connection or heritage, the domain name endings are a visible sign to anyone who visits their site. It's great news for Wales, Welsh businesses and anyone who wants to target the Welsh market.



.CYMRU .WALES LOGO



EXCLUSION ZONE

To help the .cymru .wales logo stand out and to avoid any visual conflicts or cluttering, an exclusion zone has been created using the height of the 'C'.

Our logo is the most visible piece of our identity. It's a unique, bold and distinctive stamp that qualifies every message, giving equal weight to both of the top level domains - .cymru and .wales.

Never alter the logo in any way. Wherever possible, please use this primary version of the logo.



40px / 15mm

MINIMUM SIZE

To ensure legibility, the .cymru .wales logo must never appear smaller than 15mm in print and 40px in digital in height. This also applies to the alternative logos.

ALTERNATIVE LOGOS

Alongside our logo lives our brand descriptor, 'Our home online'- or its Welsh language equivalent, 'Ein cartref ar-lein'.

Where possible, the logo should appear with the descriptor, in one of the three formats shown on this page. In any communication, the descriptor will use the same language as the headline message. For example, when messages are bilingual, both descriptors appear.



ALTERNATIVE LOGOS

There may be instances when a full colour version of the logo isn't applicable. In these circumstances there are alternative colour versions available.

**.CYMRU
.WALES**

**.CYMRU
.WALES** | Our
home
online

**.CYMRU
.WALES** | Ein
cartref
ar-lein

**.CYMRU
.WALES** | Ein
cartref
ar-lein | Our
home
online

**.CYMRU
.WALES**

**.CYMRU
.WALES** | Our
home
online

**.CYMRU
.WALES** | Ein
cartref
ar-lein







**.CYMRU
.WALES** | Ein
cartref
ar-lein | Our
home
online

COLOUR PALETTE



FOR PRINT

FOR WEB

Colour	Pantone	C	M	Y	K	R	G	B	Hex #
 Welsh Red	Pantone 1795	0	94	94	0	229	39	29	#E5271D
 Welsh Green	Pantone 355	85	18	88	0	1	148	85	#019455
 Slate Grey	Pantone CG10	0	2	0	60	135	134	135	#878687
 Soft Red	Pantone 487	0	45	40	0	245	165	144	#F4A490
 Soft Green	Pantone 351	38	0	36	0	173	214	183	#ACD6B7
 Soft Grey	Pantone CG3	23	18	20	2	203	200	198	#CBC8C6

MAIN COLOURS

SUPPORTING COLOURS



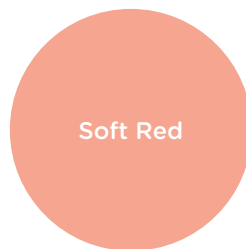
Welsh Red



Welsh Green



Slate Grey



Soft Red



Soft Green



Soft Grey

TYPEFACE

Gotham Rounded is our brand typeface. Its style fits perfectly with our logo, sharing its simplicity, stand out and ENGAGING qualities. Plus, it's highly legible across all sizes and media.

GOTHAM ROUNDED - LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

GOTHAM ROUNDED - LIGHT ITALIC

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
0123456789

GOTHAM ROUNDED - BOOK

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

GOTHAM ROUNDED - BOOK ITALIC

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
0123456789

GOTHAM ROUNDED - MEDIUM

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
0123456789

GOTHAM ROUNDED - MEDIUM ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

GOTHAM ROUNDED - BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
0123456789

GOTHAM ROUNDED - BOLD ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

There are several cuts of Gotham Rounded that we can use in our communications. four different weights allow you to create differentiation within copy and ensure that headlines, sub-heads and body copy can be clearly distinguished. All three cuts are italicised, so you can add emphasis in these weights.

However, in some cases such as emails where we cant guarantee the use of Gotham Rounded, Arial Rounded must be used instead.

PHOTOGRAPHIC STYLE

Photography is a major part of .wales .cymry's identity, it is prominent in everything we do.

The photo library is a flexible tool in creating interesting and engaging graphics by combining Welsh landscapes with small business moments.

Treatments in the brand identity include fading the images down to black and white and using the brand colours as multiply effects above the image layer. This can be used to further increase the Welsh branding in the graphic.



GRAPHIC ELEMENTS

THE DOTTED LINE

The dotted line can be used as an underline or to add emphasis.

DOTS

The dot is a prominent and flexible piece of the brand style - it can be used to house both images and text, used as a pattern or to introduce a brand colour into a design.



SKEWED ANGLE

The skewed angle of block colour can be used to add a dynamic element to the page. The angle of the skew is 8.5° or -81.5°.



TONE OF VOICE

To have a credible online presence, we need to have an authentic voice. People can be quick to dismiss one-dimensional blogs and social accounts that try and dictate the relationship. While what we say is determined by our expertise, experience and ambitions, how we say it (these voices) are decided by our values and personality.

At **'Our Home Online'** and **'Ein cartref ar-lein'** we are, **friendly, trustworthy, passionate and proud of our Welsh identity.**

FRIENDLY

We have a warm, personable, and down-to-earth approach. We speak to our audience in language they understand - not putting them off with jargon or caveats.

LOCAL

We are always proud to show of our Welsh connection. We must be accessible for everyone who wants or already have a Welsh domain. Thus, it is important that we are bi-lingual, so all of our content/produced material always is available in both English and Welsh.

TRUSTWORTHY

We're the official voice of our domains, and speak with an authority reflecting our public benefit mission. We are a credible source of information to our audience, and take that seriously. The content we share is reliable and accurate.

PASSIONATE

Aspirational and passionate, we love sharing the potential that having your own online space has, and celebrating the success stories we see fulfilling that promise. We are extremely passionate about fulfilling our goal: To make the web more Welsh.

CONTACT US

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**For questions about guidelines
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