



Cymru'n Cofio Wales Remembers 1914-1918

Brand Marque



CYMRU'N COFIO
WALES REMEMBERS
1914 - 1918

Created to mark the centenary
of the First World War

www.cymruncofio.org
www.walesremembers.org



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Terminology and Tone of Voice

The brand values for *Cymru'n Cofio* Wales Remembers 1914-1918 are not just about colour, font and logo design. Terminology and tone of voice are also an important part of the brand.

First World War

There are a number of different names for the First World War, such as World War One and the Great War. The preference for *Cymru'n Cofio* Wales Remembers 1914-1918 is to refer to the First World War.

Tone of Voice

How we refer to events and activities associated with Programme is very important. The tone is serious and respectful and reflective – not celebratory. Here are some examples of the type of language to use:

- commemoration
- remembrance
- reflection
- learning
- legacy

This is the brand marque for

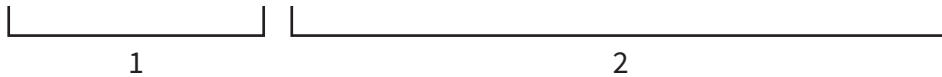
Cymru'n Cofio Wales Remembers 1914-1918



Elements of the brand marque

The *Cymru'n Cofio* Wales Remembers 1914-1918 brand marque consists of two elements:

- 1 The poppy - set within a letter C
- 2 The text



Font

Oswald Book.

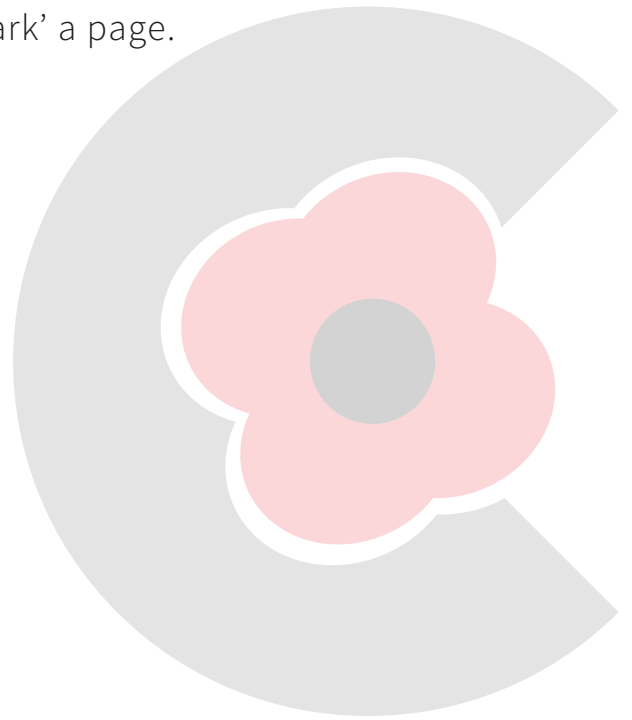
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Where possible, both elements of the brand marque should be used together. However, the brand allows for the elements of the marque to be used separately if required.

Element 1



Element 1 may also be used to 'watermark' a page.



Element 2

CYMRU'N COFIO
WALES REMEMBERS
1914 - 1918

Element 2 may also be displayed in landscape.

CYMRU'N COFIO WALES REMEMBERS 1914 - 1918

Colour version



PANTONE

185 C

PANTONE

Black

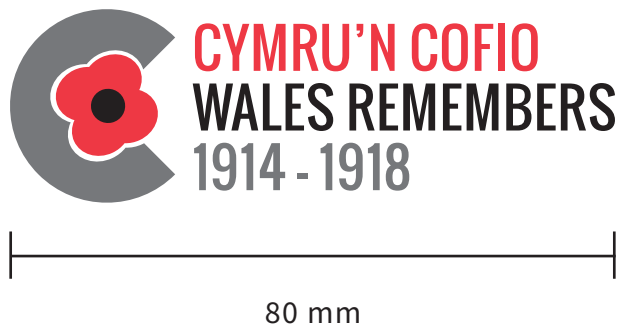
Mono version



Reverse version



Minimum size



Exclusion zone

A space equal to the height of the capital letters indicates the extent of the exclusion zone around the entire logo.



The *Cymru'n Cofio* Wales Remembers 1914-1918 marque must not be altered in any way.



Do not change the colours



Do not alter/rearrange the brand marque or change the font



A copy of the *Cymru'n Cofio* Wales Remembers 1914-1918 brand marque can be obtained by emailing a request to:

design@wales.gsi.gov.uk



Ariennir gan
Lywodraeth Cymru
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