The brand guidelines provide clear and simple advice to help build a strong and distinctive identity for Health and Care Research Wales. They will create consistency across the wide variety of Health and Care Research Wales communications and ensure that the brand achieves maximum impact.

If you have any questions about branding please contact the Health and Care Research Wales Communications Team:

Email: healthandcareresearch@wales.nhs.uk
Tel: 02920 230457
Style guide

The following information will create consistency across all Health and Care Research Wales communications.

- Health and Care Research Wales must always appear in full, acronyms must not be used.

- Health and Care Research Wales must always appear with ‘and’ not ‘&’ in the title.

- There should be no punctuation between Health and Care Research Wales and the name of the organisation.
  i.e. Health and Care Research Wales Support Centre
  Health and Care Research Wales Workforce

- The minimum font size used should be 12pt.
Health and Care Research Wales logo

The Health and Care Research Wales logo is inspired by the idea of a DNA strand, as well as referencing a Celtic cross (the core element of the NHS Wales brand).

Where possible you should use the full colour logo. If the logo is to appear on a colour background you should use the white or black version, depending on which colour has the best contrast.
Full colour version

![Full colour version of the Health and Care Research Wales logo](image1)

**Note:** Use of dark grey tones in helix shape, not 100% black

Black version

![Black version of the Health and Care Research Wales logo](image2)

White version

![White version of the Health and Care Research Wales logo](image3)

**Note:** Use of light grey tones in helix shape, not 100% white
Brand font

When you are working with a design company to produce your publications, please use the Aller font if possible.

For in-house documents where Aller isn’t available, please use a sans-serif font such as Arial. The minimum font size used should be 12pt.
Brand font

**Aller Light**
ABC abc 123

**Aller Light Italic**
ABC abc 123

**Aller Regular**
ABC abc 123

**Aller Bold**
ABC abc 123

**Aller Bold Italic**
ABC abc 123
Brand Colours

The colour palette is a key part of the brand identity for Health and Care Research Wales and its infrastructure. Using these colours in a consistent way will help to make all Health and Care Research Wales communications distinctive and easily recognisable. These colours should be the primary colours that are used. The colour values are listed below.
Brand colours

- **Red**
  - CMYK: C = 11, M = 100, Y = 95, K = 2
  - RGB: R = 211, G = 32, B = 43
  - Pantone: 1797u

- **Blue**
  - CMYK: C = 92, M = 0, Y = 26, K = 16
  - RGB: R = 0, G = 153, B = 170
  - Pantone: 639u

- **Yellow**
  - CMYK: C = 8, M = 2, Y = 100, K = 23
  - RGB: R = 192, G = 183, B = 13
  - Pantone: 605u

- **Green**
  - CMYK: C = 100, M = 22, Y = 93, K = 0
  - RGB: R = 0, G = 142, B = 83
  - Pantone: 355u

- **Black**
  - CMYK: C = 0, M = 0, Y = 0, K = 84
  - RGB: R = 79, G = 79, B = 81
  - Pantone: 465u
Logo use

The exclusion area is the area of clear space that surrounds the logo. This ensures there is no interference from other elements such as additional logos, images etc. This area is measured by duplicating the ‘helix’ shape from the logo.
To maintain clarity around the logo an exclusion area should be used.

Minimum size

When using the logo at a small size or alongside funders we need to maintain clarity by using a minimum size.

The logo can be no smaller than 40mm wide for print, any smaller and the details will be lost.

Don’ts

Don’t change the colour of the logo

Don’t distort the logo

Don’t use a low quality version of the logo
Strapline

The strapline ‘Today’s Research; Tomorrow’s Care’ should be used wherever practical by all elements of the infrastructure and especially on materials produced by the Support Centre on behalf of Health and Care Research Wales.

However, where use of the strapline is not practical it does not need to be used.
Example of use of the strapline

Example of brochure cover with strapline
Health and Care Research Wales and Welsh Government

Any Health and Care Research Wales communications that come directly from Welsh Government will have the full Welsh Government branding and the Health and Care Research Wales brand together at all times.

Full guidance and exact templates are available for the Welsh Government branding – you should not attempt to redraw these.

For further guidance, please email: brandingqueries@wales.gsi.gov.uk
Examples of use

Industry Engagement in Wales

Today’s Research; Tomorrow’s Care
Health and Care Research Wales infrastructure

When producing their own publications, the Health and Care Research Wales logo should always appear together with the Welsh Government ‘Funded by’ logo. This Welsh Government logo should always be included on any communications with the Health and Care Research Wales branding on it and should be shown with equal prominence.

To get a copy of the Welsh Government ‘Funded by’ logo, please contact: brandingqueries@wales.gsi.gov.uk
Examples of use for Health and Care Research Wales Support Centre and Workforce

Example of brochure cover with photograph

Example of brochure with no photograph and making use of the logo mark as a design element
Example of use for NHS Research and Development Offices

NHS R&D Offices are not expected to use the ‘Funded by Welsh Government’ logo as this is implicit in their NHS status

Example of conference programme with logo being used as a supporting logo
Examples of use for Health and Care Research Wales Research Centres, Research Units, Clinical Trials Units, Infrastructure Support Groups and the School for Social Care Research

Example of infrastructure brochure with logos

Example of infrastructure website with logos being used in the footer
If you have any questions please contact the Health and Care Research Wales Communications Team:

Email: healthandcarereresearch@wales.nhs.uk
Tel: 02920 230457

Thank you