BRAND GUIDELINES

CURWCH
FFLIW
BEAT FLU

Version 1a
CONTENTS

02. Introduction
03. Logos and children’s sub-brand
12. Use of logos, sub-brand and brand elements
18. Using the brand: a process
INTRODUCTION

These guidelines will help you when working with the Beat Flu/Curwch Ffliw brand, enabling you to produce communications that consistently portray the values, style and personality of the brand.

When it comes to brand, repetition is key. Delivering Beat Flu/Curwch Ffliw’s key messages in communications across Wales network is powerful; but delivering consistent messages every time - in the same visual style - makes our messages so much more impactful.

By championing the Beat Flu/Curwch Ffliw brand and supporting its correct usage across all campaign communications – whether it’s a social media post, information leaflet or GP practice vaccination letter – our colleagues and partners can help reduce the impact of influenza across Wales.

Please take time to read through them and to understand how to best use the Beat Flu/Curwch Ffliw brand for your specific needs.
Primary Logo
The primary logo is bilingual, with each language distinguished by two different colours.

This is the preferred logo for use on all standard Beat Flu/Curwch Ffliw documents, and should be your primary choice - unless you wish to speak to a children and parent audience specifically. In which case, you will use the children’s sub-brand (see page 10).

This logo should only be used on a white background.
LOGOS

Inverted logo
This logo is an alternate version of the primary logo, designed for use on dark backgrounds. It will enable visibility on backgrounds that would otherwise take emphasis away from the primary logo colours.
LOGOS

All-navy type logo
This logo is only for use on off-white/alternative light colour backgrounds, where the green of the primary logo will suffer a loss in legibility. It can also be used if there are concerns over legibility of the green due to small size.
LOGOS

Reduced size logos

These logos are only for use on the Beat Flu/Curwch Ffliw documents or merchandise with small or limited space. They are designed to maintain legibility of the logotype; see fig.4 for an example of this in practice.

Reduced size logo options:
1. The standard reduced size logo.
2. The reduced size logo to use when on a dark background.
3. The reduced size logo for extremely small backgrounds, or for off-white backgrounds where the green will cause a loss in legibility.
4. Small logo usage example.
SUB-BRAND LOGOS

Children’s logo
This logo is for use on Beat Flu/Curwch Ffliw materials that are specifically aimed at children. The children’s character can also be used on its own as a standalone design device.
LOGOS

Clear space
To make the logo stand out, avoid putting any text or images in the clear space shown surrounding the logo in the diagram to the right. The largest virus acts as a guide measure of the clear space required when designing. It is to be used as a guide for checking space ONLY - and not to be used in any final designs.

= Size guide for space to leave clear. Do not use in design.
LOGOS

Minimum size
The smallest legible size for the logos on both print and screen are indicated to the right.

N.B. If using any of these logos in very small sizes and loss of visibility becomes an issue, the all-navy text versions can also be used (see logos section).
GRAPHIC DEVICES
(DESIGNERS ONLY)

The Beat Flu/Curwch Ffliw brand contains graphics which can also be used separately to the logo in documents and promotions. These add flourishes to the general aesthetic and strengthen the recognition of the brand.

The rings can be used either together or separated and incorporated in irregular layouts – see the cover of this brand guidelines document for an example. The rings are the primary Beat Flu/Curwch Ffliw design flourish graphics. The virus shapes are secondary and can be used in addition to the rings or when the rings are not applicable.

To continue the brand personality and style of the primary logo, irregular, slightly curved lines are to be used - instead of straight ones. For example, the line separating the logo and title on the cover, or the thin footer line below.
These three colours form the foundation of our brand’s colour system. Bold, versatile and modern, the colours aim to reflect the values, personality and various audience sectors.

The top two master colours are the preferred colours for use on all standard Beat Flu/Curwch Ffliw documents. The sub-brand colour is only to be used for documents aimed at its specific target group of children or parents of children.

The colour palette includes specific process breakdowns: CMYK for printing; RGB equivalents for use in digital; on-screen use, as well as hexadecimal equivalents for emitted light and web applications.
The Beat Flu/Curwch Ffliw title font is 'Multicolore'. It is preferred for all print and digital applications in which fonts can be embedded. The typeface is available only in capitals and must therefore only be used for titles and short headings.

The sub font is 'Nunito'; it is available in both upper and lower case, with Regular and Bold weights. Nunito Regular is to be used for all body copy. Nunito Bold can be used for sub-headings and to highlight words or phrases in text.

By following this typography hierarchy, a consistent typographical style can be created for all Beat Flu/Curwch Ffliw documents.

The alternative fonts shown here (Arial Rounded Bold and Arial) are only to be used when the other fonts are not available.
USING THE BRAND

A3/A4 POSTER TEMPLATE

This is an example layout for an A3 or A4 poster. The layout will vary depending on the amount of copy required on a particular poster; but, where possible, follow this structure for copy hierarchy, logo and imagery positioning and layout of Welsh and English. The irregular rings can be moved and positioned in other locations depending on the poster content.

For posters aimed at specific audiences, such as parents and children, the appropriate sub-logo should be used in place of the primary logo shown in the example.

**Title of poster.** Welsh to be positioned on the left with English to the right. Both columns are to be left-aligned.

**Sub-copy.** Welsh to be placed in a column on the left, with English sat in a column to the right.

**Font:** Nunito

Regular to be used for body copy. Bold can be used to highlight key words or phrases.

The size of the font can also be enlarged to add emphasis to a certain part of the paragraph.

**Beat Flu/Curwch Ffliw website in Welsh and English and Multicolore title font.**

---

**Irregular ring graphics used as brand flourishes.** If using, ensure the rings do not obstruct any images or text on the poster.

---

**The footer contains the Beat Flu/Curwch Ffliw logo, right-aligned; the Public Health Wales logo, left-aligned; and social media icons located in the centre of the page.**
USING THE BRAND

A5 double-sided leaflet template

This is an example template for how an A5 leaflet could be set up, with correct use of brand fonts and type hierarchy. It is double-sided to allow one side entirely for Welsh and the other for English. However, if less text is needed, Welsh and English is to be placed on the same side. See page 21 for more information on Welsh language usage guidelines.

Layout will depend on the amount and type of information needed on each individual leaflet design. However, where possible, use this structure to create a clean, legible Beat Flu/Curwch Ffliw document.

When creating, check spacing on the body copy to ensure it is adequately spaced, similar to the example shown.
USING THE BRAND

Stickers

Here are examples of various stickers for Beat Flu/Curwch Ffliw’s different target audiences and messages.
USING THE BRAND

Stationery
USING THE BRAND

Merchandise
 USING THE BRAND

Newsletter
WELSH LANGUAGE COMPLIANCE

When designing using both the English and Welsh language, ensure you follow the below practices to be Welsh Government language compliant.¹

- Documents such as posters, leaflets, banners etc. should show both English and Welsh on the same side - UNLESS the amount of copy doesn’t allow for this. In which case, one side can be created in Welsh and the other in English.
- No emphasis should be placed on English over Welsh
- Both languages must remain equal, in regards to sizing and importance.
- Welsh should come before English.

COLOUR ACCESSIBILITY

Using the WCAG 2.0 guidelines for contrast accessibility¹, the Beat Flu/Curwch Ffliw colour palette has been created to ensure accessible text with correct background contrast ratios.

These guidelines are for web pages specifically - however, in order to create a fully accessible brand, the colour palette has been made entirely accessible.

When designing web content, follow the guides below to ensure accessibility:

- Use the brand’s navy for body copy and small text.

- Only use sub-brand colours for titles, highlights and design accents, ensuring they are in the brand’s bold font, Multicolor.

¹ w3. 2019. Web Content Accessibility Guidelines (WCAG) 2.0. [ONLINE] Available at: https://www.w3.org/TR/WCAG20/.
PRIMARY LOGO

Monochrome

These logos are only for use when printing in black and white.
USING THE BRAND

The communications brief process

Before using the Beat Flu/Curwch Ffliw brand, it is best practice to pull all the key information into a communications brief. This can act as a full-bodied guide for your own work, or as a brief for any external parties producing your work.

The diagram that follows shows a seven-step guide for writing a communications brief.

To produce a brief, record the answers to the questions at each step across a briefing document - and share with whoever is producing the asset.

N.B. When working with communications specialists, you may benefit from their advice on which ‘channels’ are best to meet your business needs. This can be discussed at briefing stage.
A guide to the Beat Flu/Curwch Ffliw logos and when they should be used.
USE OF LOGOS, SUB-BRAND AND BRAND ELEMENTS

A selection of rules for how to use the Beat Flu/Curwch Ffliw logos and brand elements.
A best-practice process for using the brand, along with practical examples of it in use.
CHILDREN'S SUB-BRAND

The Beat Flu/Curwch Ffliw sub-brand has been created as an opportunity to reach a specialist audience of the brand: children and parents of children. A sub-brand is a subsidiary of the primary brand that can build stronger relationships with a specific audience, by using messaging and visual style that is more relevant to the group. They should be similar to the primary brand to keep the overall brand recognition strong, but include some different features that can help the target audience distinguish that the communications are meant for them.

Our sub-brand differs by its colour treatment and by the addition of a virus character that works as an engaging device for promotion to children - particularly via devices such as stickers or a mascot.

When choosing whether to use the sub-brand within your communications, first consider your audience. If it can be identified as one clear audience group - in this case children and parents of children - then choose the children's sub-brand. However, if the audience is likely to be mixed, always default to the primary Beat Flu/Curwch Ffliw brand.
EXAMPLES OF BRAND IN USE

On the following pages are examples of the Beat Flu/Curwch Ffliw is use across a range of media types.

These examples are meant to be indicative only. Every piece of brand material used is unique and will have its own requirements. These can be identified through the communications briefing process explained on page 19 at the beginning of this section.
PRIMARY LOGO

Monochrome

These logos are only for use when printing in black and white.
**USING THE BRAND**

Logo usage alongside the Public Health Wales logo.

There will be times when the Beat Flu logo needs to appear alongside the Public Health Wales logo. Here are some examples of how to position these two logos together.

1. The Public Health Wales logo can be placed underneath the Beat Flu logo, with the Beat Flu logo remaining the primary logo.

2. The logo can also be placed in an opposing corner to the Beat Flu.

A standard copyright statement needs to be used when applying the Public Health Wales logo to any Beat Flu campaign assets. The statement is: © 2019 Public Health Wales / © 2019 Iechyd Cyhoeddus Cymru.

---

**1.**

---

**2.**

---

**had their flu vaccine in school today**

Common side effects from the nasal spray vaccine are usually mild and only last a day or two but may include:

- A stuffy or runny nose
- Headache
- Aching muscles
- Reduced appetite
- Slight temperature

If you have any questions talk to your school nurse or call NHS Direct Wales on 0845 46 47 or 111 if available in your area.

---

www.beatflu.org
USING THE BRAND

Logo usage alongside partner organisation logos.

Here are some examples of how to use the Beat Flu logo when appearing on documents with partner organisation logos.

- Placement of the Beat Flu logo is flexible but would ideally be placed in a top corner or at the bottom left of a document.

- The partner logo should be placed in an opposing location to the Beat Flu logo.