Gwasanaethau Offthalmig
Cyffredinol Cymru

Wales General
Ophthalmic Services

WGOS LOGO GUIDE

Date: September 2023

Version: 1

Logo Variations

The WGOS logo should, when possible, be reproduced in full colour.

Sometimes it is not practical for the logo to appear in full colour. In these circumstances the colour to be used should be Pantone:534 (blue), Black, or reversed out (White) on a colour.

Remember a reversed out logo works best on a dark background. The logo should NOT be reproduced in any other colours than the recommended colours as noted above.

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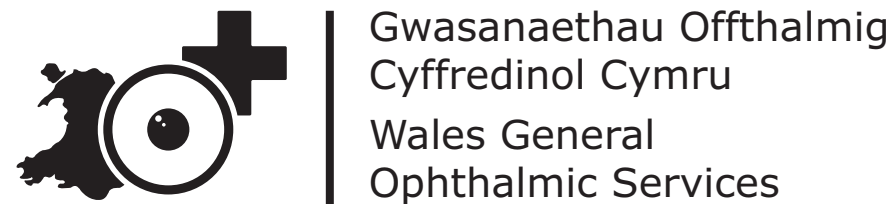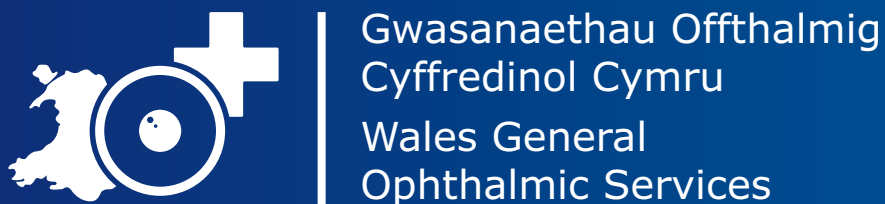
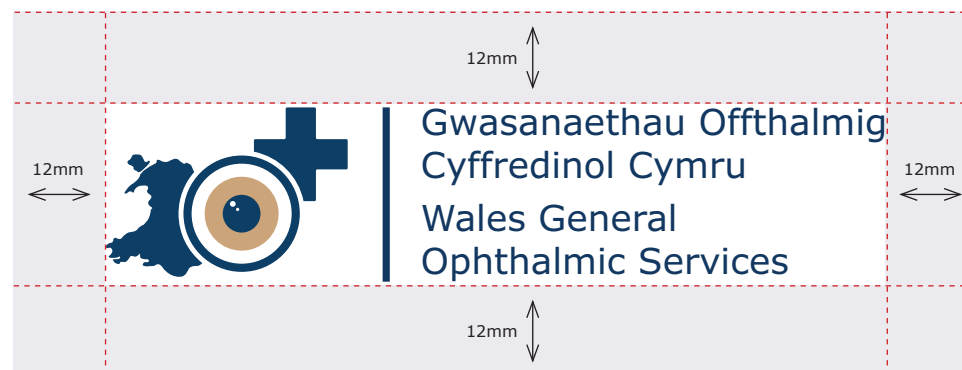# Logo Exclusion Zones, Minimum Sizes and Placement

The minimum size

To ensure good and clear readability of the corporate mark, it must not be used smaller than 24mm high.
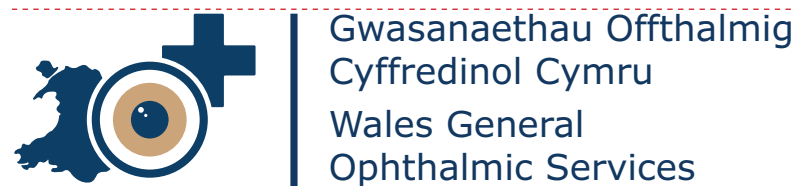
The exclusion zone

This is the clear area around the logo where nothing else should appear. The clear space surrounding the WGOS logo whould measure half the height of the logo.

Placement

When placing the logo you should consider relevant guidelines. When co-branding the logos should appear with equal prominence.

Colour Palette

The WGOS colour palette consists of 3 colours, **Pantone 534** (Blue), **Pantone 465** (Gold) and **Black**.

This colour palette serves as the cornerstone of our visual identity, ensuring that our brand looks friendly, approachable, and easily recognisable across all of our materials and channels.

Pantone 534

C:99 M:82 Y:35 K:27

R:31 G:53 B:94

Pantone 465

C:23 M:38 Y:68 K:11

R:190 G:149 B:91

Black

C:100 M:100 Y:100 K:100

R:0 G:0 B:0

Typography

Primary Font

Verdana is the recommended typeface for all material relating to WGOS.

Where possible the font size should be **12pt minimum**.

Attention should be paid to meeting patients' needs for information in a larger font size than 12pt when requested, especially in obvious cases such as for visually impaired people.

Secondary Font

Arial is the recommended secondary font as a lot of computers do not have access to Verdana. As this is the case Arial is available on most computers.

Where possible the font size should be **12pt minimum.**

Attention should be paid to meeting patients' needs for information in a larger font size than 12pt when requested, especially in obvious cases such as for visually impaired people.

Verdana

Aa **Verdana** Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa **Verdana Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial

Aa **Arial** Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Things to consider

Here, we have compiled a list of things to consider when looking to design corporate material. The list is a checklist of sorts, just to ensure you are producing the best possible work and that it runs in line with the WGOS corporate branding.

If you need clarification, or would like to discuss elements further, please feel free to contact the NWSSP Communications team. Contact details are provided on the back page.

Logo Usage

» Is the correct version of the logo being used (e.g., full colour, single colour, monochrome)?

» Is the logo being used at the appropriate size, not too large or too small?

» Is the logo surrounded by enough clear space to maintain visibility and impact?

Typography

» Are the designated fonts being used consistently?

» Have you checked for correct font sizes, line spacing, and alignment?

» Are the font weights and styles used appropriately for different sections of the content?

Layout and Composition

» Have you considered the overall composition and balance of the design?

» Are the margins and padding consistent throughout the layout?

» Is the hierarchy of information clear and appropriatly emphasised?

Colours

» Are you using the approved colour palette from the brand guidelines?

» Have you verified that colours appear accurately on different platforms and media?

» Is there sufficient contrast between the text and background colours for readability?

Consistency

» Does the design align with previous materials produced for the brand?

» Have you cross-referenced the new content with existing brand guidelines?

Legal and Compliance

» Have you ensured that the content complies with relevant laws and regulations?

» Are there any copyright issues with the content used?

Imagery and Graphics

» Are the images and graphics in line with the brands style and tone?

» Are you using high-quality images that align with the brands values?

» Do you have the necessary permissions and rights to use the images?

Tone of Voice

» Is the written content aligning with the brands tone of voice and messaging?

» Have you checked for grammar, spelling, and punctuation errors?

» Use Plain English, avoid acronyms (unless necessary).

Target Audience

» Is the material tailored to the specific target audience?

» Does the content resonate with the intended audience's preferences and needs?

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Got questions?

Contact the NWSSP Communications team:

https://nhswales365.sharepoint.com/sites/SSP_Intranet/SitePages/NWSSP-Communications.aspx

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