



Canolfan
PRIME **Cymru**
Wales PRIME
Centre

PRIME Centre **Wales** Brand Guidelines



Introduction

The brand guidelines provide clear and simple advice to help build a strong and distinctive identity for PRIME Centre Wales. They will create consistency across the variety of PRIME Centre Wales communications and ensure that the brand makes an impact maximum impact.

Style guide

The following information will create consistency across all all the PRIME Centre Wales communications.

- PRIME Centre Wales must always appear in full, acronyms must not be used.
- PRIME should always appear in capitals
- There should be no punctuation between PRIME Centre Wales or Canolfan PRIME Cymru
- The minimum font size used should be 12pt.
- 'Wales' and 'Cymru' should always appear in the brand red when full colour logo is used.
- The logo should not be modified in any way. Portrait and landscape versions supplied for use in various spaces.

PRIME Centre Wales logo

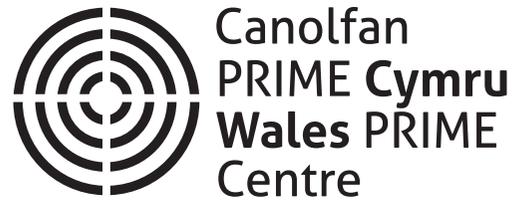
The PRIME Centre Wales logo is inspired by research and the search for truth. It takes elements from the target board and the radar to evoke thoughts of searching, analysis and focus.

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



Black version



White version



Full colour version



Black version



White version



Brand font

When you are working with a designer to produce publications and marketing materials, 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 Regular Italic
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 PRIME Centre Wales and is designed to link to the Health and Care Research Wales and its infrastructure. Using these colours in a consistent way will help to make all communications distinctive and easily recognisable. These colours should be the primary colours that are used throughout all communications.

Brand Colours



C = 11
M = 100
Y = 95
K = 2

R = 211
G = 32
B = 43

Pantone = 1797u



C = 92
M = 0
Y = 26
K = 16

R = 0
G = 153
B = 170

Pantone = 639u



C = 8
M = 2
Y = 100
K = 23

R = 192
G = 183
B = 13

Pantone = 605u



C = 100
M = 22
Y = 93
K = 0

R = 0
G = 142
B = 83

Pantone = 355u



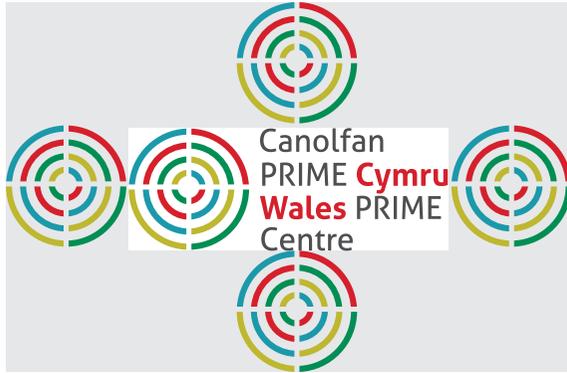
C = 0
M = 0
Y = 0
K = 84

R = 79
G = 79
B = 81

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.

Exclusion area



To maintain clarity around the logo an exclusion area should be used.

Minimum size



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

The portrait logo can be no smaller than 30mm 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

