



**Uchelgais
Gogledd Cymru**
**Ambition
North Wales**

Ambition North Wales Brand Guidelines

For approval or for further guidance on using our brand, please contact:

media@ambitionnorth.wales

Brand Guidelines

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Definitions:

Ambition North Wales:

We're confident and cohesive, focused on improving the region's economic, social and environmental well-being.

We want to see the region develop in a sustainable way, with opportunities for people to gain new skills for the future and develop rewarding careers. We want to see businesses grow and communities prosper.

We'll do this while being champions of our language, culture and heritage and in line with the well-being goals for Wales.

North Wales Economic Ambition Board:

A joint-committee and decision-making body, responsible for the leadership, vision, delivery and strategic direction of the Growth Deal.

North Wales Growth Deal:

An agreement that will generate a total investment of over £1 billion for North Wales. The agreement secures funding of £120 million from Welsh Government and £120 million from the UK Government, over 10-15 years, to invest in the Growth Deal's project portfolio.

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Our brand

When producing communication materials that displays the Ambition North Wales logo, it is essential you read and understand the information contained in these guidelines

Approval Process:

Prior to publishing any communication materials with the Ambition North Wales branding, proofs must be sent to their Communications team and approval must be gained.

For enquiries concerning the approval process or for further guidance, please contact the Communications team on media@ambitionnorth.wales

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Our Logo

Our primary logo consists of five triangular pieces and our name, 'Uchelgais Gogledd Cymru | Ambition North Wales'. They are positioned together in a fixed relationship and must not be altered.

Regardless of the language of the communication material, the logo will always be bilingual, and this should not be altered.

The logo is available in the following formats:

- JPG for desktop publishing (MS Word, PowerPoint, etc.)
- EPS/ SVG for high quality printing
- JPG or PNG for web

Requests for the logo should be made to:
media@ambitionnorth.wales





Logo - What not to do

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Stretch proportions



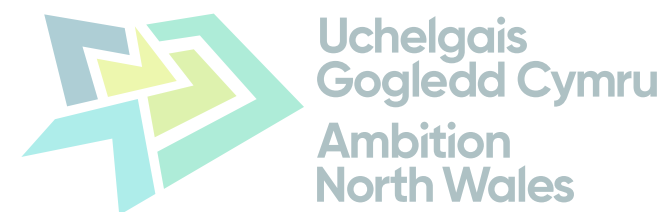
Alter colours



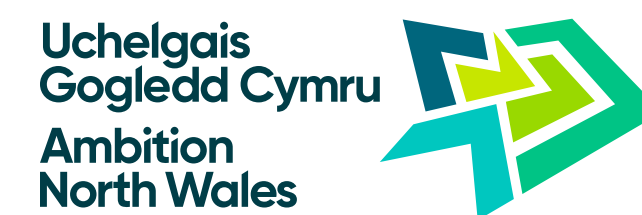
Rotate



Change opacity



Alter the layout



Scale the layout



Add any effects



Use words only



Warp or distort



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Using the logo

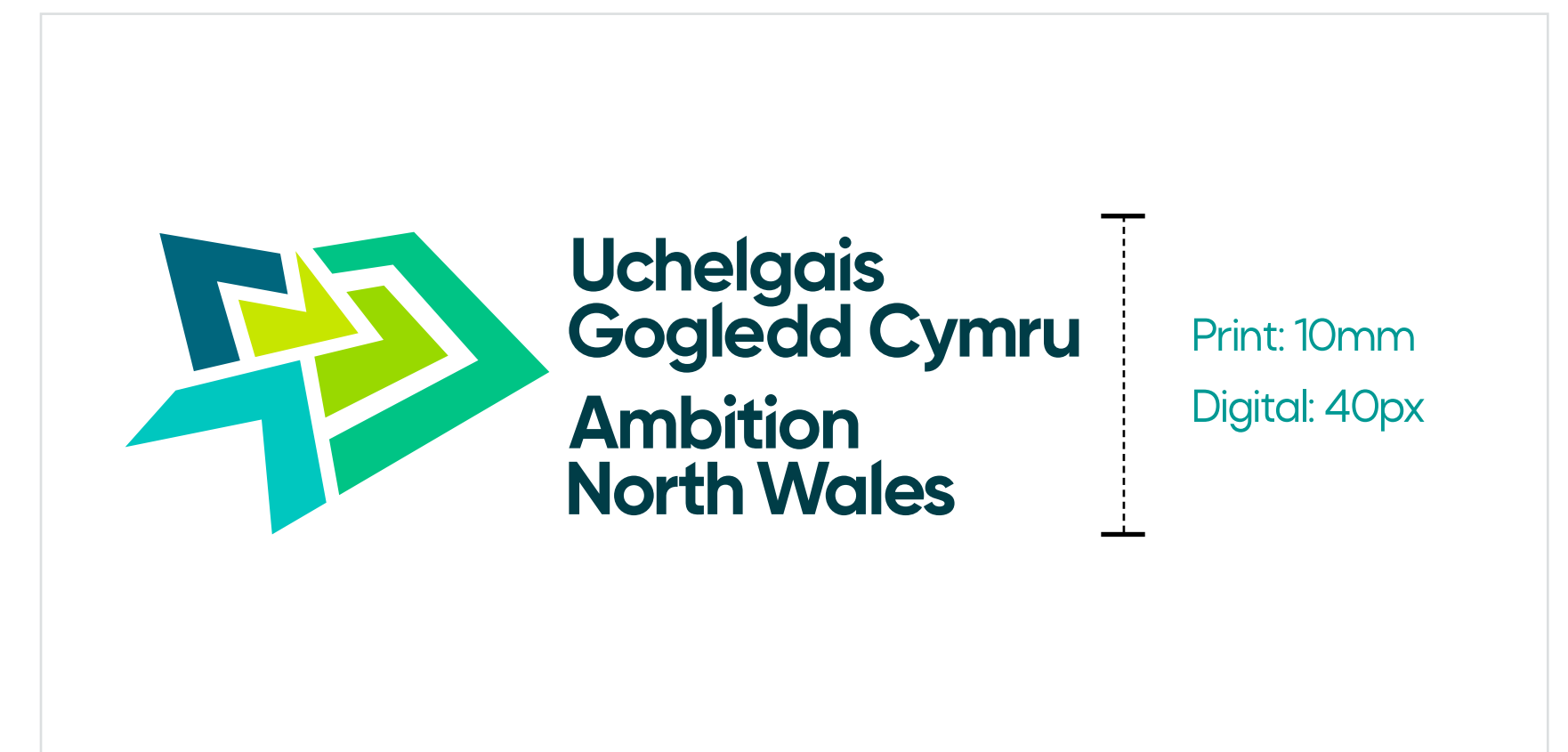
Spacing

The logo should have ample spacing both vertically and horizontally. Use the height of 'Ambition North Wales' as rough guide.

Note that this is a guide and not a specific measurement. The aim is to give the logo enough space to sit on the layout nicely.

Minimum sizes

The logos should adhere to minimum sizes for print and digital.



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Placement on other Publications:

Written permission from the Ambition North Wales' Communication team must be obtained before an external organisation can display our logo.

The following criteria will apply:

- The full-coloured primary logo or its landscape version must be used.
- When placing our logo on a coloured background please ensure there is sufficient contrast.
- Please ensure there is sufficient space around our logo equal to the height from the horizontal line to the bottom of the logo.

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The Welsh Language:

All our communication materials should be published bilingually, for further guidance on this please refer to the [Welsh Language Commissioner](#).

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The approved titles must be used when referring to the following, these must not be altered or shortened for written text.

- Uchelgais Gogledd Cymru | Ambition North Wales
- North Wales Economic Ambition Board or Economic Ambition Board
- North Wales Growth Deal or Growth Deal
- Agri-food and Tourism
- Digital Connectivity
- Innovation in High Value Manufacturing
- Land and Property
- Low Carbon Energy