



Ombwdsmon  
Ombudsman  
Cymru · Wales

2023

# Brand Guidelines



Ombwdsmon  
Ombudsman  
Cymru • Wales

# Brand mission

# Our vision



To have a positive impact on people and public services in Wales.

# Our ambition

- People of Wales feel that public services treat them fairly and respond when things go wrong.
- Welsh public services listen to individuals and use their complaints to learn and improve.
- Welsh local government is trusted to deliver the highest standards of conduct.
- The Public Services Ombudsman for Wales continues to be an influential and respected voice in public service improvement.



Ombwdsmon  
Ombudsman  
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# Our visual identity



# Ombwdsmon Ombudsman

Cymru • Wales



**Ombwdsmon  
Ombudsman**  
Cymru · Wales

Our Primary Logo



**Ombwdsmon  
Ombudsman**  
Cymru · Wales

Public Services Ombudsman for Wales



### **Three cornerstones**

The shape of this logo represents the three core services of Ombudsman for Wales:

- complaints about public services;
- complaints about councillors conduct;
- systemic improvement;

### **Inspired by the triskelion**

The company's position within Wales is kept in mind with the desire to differentiate from other ombudsman services.

This shape is loosely inspired by the Celtic triskelion, retaining the energy, direction and movement, without being too obvious.

### **Stability**

The O shape is retained in the brand name, however the softness has been balanced out by a few sharp edges connoting a stable foundation for people to rise on.



**Ombwdsmon  
Cymru**

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**Ombudsman  
Wales**



**Ombwdsmon  
Cymru**

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**Ombudsman  
Wales**





**Ombwdsmon**

Ombwdsmon Gwasanaethau  
Cyhoeddus Cymru

**Ombudsman**

Public Services Ombudsman  
for Wales



**Ombwdsmon**

Ombwdsmon Gwasanaethau  
Cyhoeddus Cymru

**Ombudsman**

Public Services Ombudsman  
for Wales



## Logo sizing

It is important to ensure the logo remains legible throughout brand application. When the logo is placed please use **12mm** for print and **35px** for screen as a minimum guideline.

Please follow the logo sizing guidelines to ensure the logo is legible.

### Minimum size for logo (print / digital)

12mm  
35px



12mm  
35px



12mm  
35px



### Minimum size for logo icon (print / digital)

8mm  
24px



Please note: for screen / digital size should not dip below 24px in height.

25mm  
70.5px



# Annual Report and Accounts

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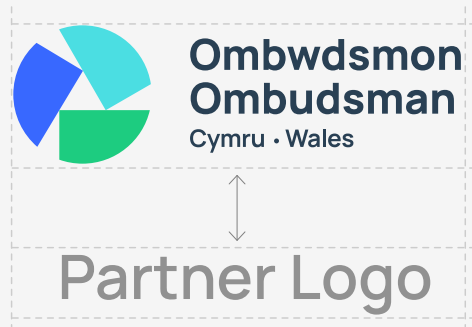


## Logo sizing

When placing the logo on brand materials such as posters, leaflets and displays, you may use your judgement to resize the logo in proportion to the size of material on which it is being placed.

However the minimum size required is **12mm** for print and **35px** for digital application.

In the case of this example **25mm** is used for a printed format report.



## Logo placement - partner logos

In a circumstance where the company logo is placed alongside a partner logo, both logos must be sized with equal prominence.

Please allow enough spacing between the Ombudsman Wales logo and partner logo.



## Logo placement

When using our logo in brand application, it is preferred to be placed on the dark navy or the white coloured background as shown in these examples. Please also allow breathing space when placed in all circumstances.

In certain instances where the full colour logo does not become accessible, please use an all white or all dark version on a solid primary or secondary brand colour or image as shown in the these example below:



\*Please ensure the logo is placed on images that provide enough contrast and legibility.



Do not rotate the logo on its side in any way.

## Logo misuse

It is important to not misuse the company logo in any circumstance.

Please follow the brand guidelines and read the following examples of how the logo should not be used in treatment.



Do not replace the existing brand colours.



Do not replace the logo colour with a combination that compromises legibility.



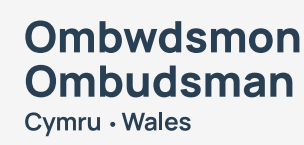
Do not rearrange the logo in any way.



Do not squish or condense the logo.



Do not manipulate the logo in any way such as outlining.



Do not take out any element of the logo, please display brand name with the brand icon.



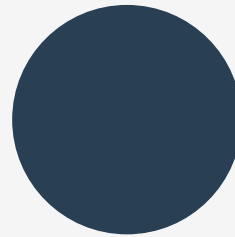
#3869ff  
R:56 G:105 B:255  
C:82 M:62 Y:0 K:0



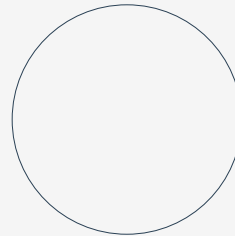
#4adee3  
R:74 G:222 B:227  
C:58 M:0 Y:19 K:0



#1dcc80  
R:29 G:204 B:128  
C:69 M:0 Y:65 K:0




#294054  
R:41 G: 64 B:84  
C:87 M:65 Y: 44 K:40




#f5f5f5  
R:245 G:245 B:245  
C:5 M:4 Y:4 K:0

## Primary colour palette


A familiar colour palette that has been elevated, making sure the brand stands out. Accessibility has been considered to ensure information and communication is easy to digest across digital and print material.

Aa 


✓ Pass AA Large	✓ Pass AAA Large
✓ Pass AA Normal	✓ Pass AAA Normal

Aa 

✓ Pass AA Large	✓ Pass AAA Large
✓ Pass AA Normal	✗ Fail AAA Normal

Aa 

✓ Pass AA Large	✓ Pass AAA Large
✓ Pass AA Normal	✓ Pass AAA Normal

Aa 

✓ Pass AA Large	✓ Pass AAA Large
✓ Pass AA Normal	✗ Fail AAA Normal

### Primary colour palette accessibility scores

The colours have been uplifted with accessibility in mind. Most colour combination pass AAA Large (18pt font size). Rules will be set for colour usage where this is not the case.

**Please note: this is an RGB document. When printed the colours will look different.**

Check accessibility scores:

[Colour Contrast Checker](#)

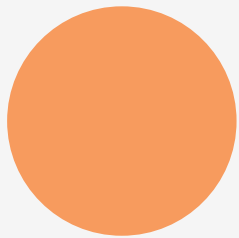




#8aebc1  
 R:138 G:235 B:193  
 C:46 M:0 Y:36 K:0



#c4c3fa  
 R:196 G:195 B:250  
 C:77 M:24 Y:0 K:0



#f79b5e  
 R:247 G:155 B:94  
 C:0 M:48 Y:65 K:0

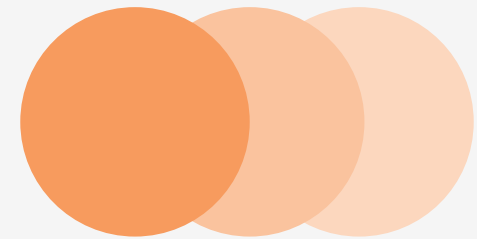
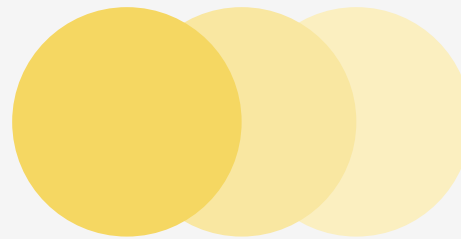
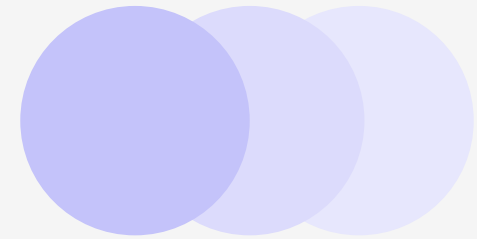
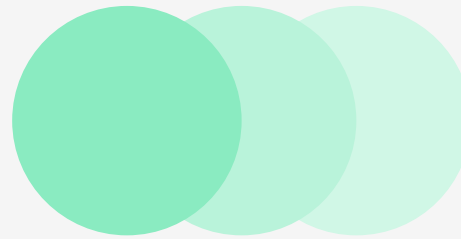



#f5d762  
 R:245 G:215 B:98  
 C:6 M:13 Y:71 K:0

## Secondary colour palette


The brand's secondary colour palette exists for more flexibility in brand application. These warmer colours are to be used for secondary purposes such as call to action buttons on the company website.

Tints of the secondary palette can be used in 10% increments?




Aa 


<b>✓ Pass</b>	<b>✓ Pass</b>
AA Large	AAA Large
<b>✓ Pass</b>	<b>✓ Pass</b>
AA Normal	AAA Normal

Aa 

<b>✓ Pass</b>	<b>✓ Pass</b>
AA Large	AAA Large
<b>✓ Pass</b>	<b>✗ Fail</b>
AA Normal	AAA Normal

Aa 

<b>✓ Pass</b>	<b>✓ Pass</b>
AA Large	AAA Large
<b>✓ Pass</b>	<b>✗ Fail</b>
AA Normal	AAA Normal

Aa 

<b>✓ Pass</b>	<b>✓ Pass</b>
AA Large	AAA Large
<b>✓ Pass</b>	<b>✓ Pass</b>
AA Normal	AAA Normal

## Secondary colour palette accessibility scores

The colours have been uplifted with accessibility in mind. Most colour combination pass AAA Large (18pt font size). Rules will be set for colour usage where this is not the case.

**Please note: this is an RGB document. When printed the colours will look different.**

Check accessibility scores:

[Colour Contrast Checker](#)

## Manrope Regular

AaBbCc

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## Manrope SemiBold

AaBbCc

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## Manrope Bold

AaBbCc

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## Pragmatic and accessible font

Manrope is a modern and easy to read font provided by Google and thus free to use, ensuring it can be used by all members of your team.

The font is open and compact, which also ensures it is easy to read and allows you to use at smaller sizes without compromising legibility.

**Please note: in circumstances when Manrope is not available to use please use the font Arial.**

Get Manrope here:

[Download Manrope Family](#)

## Headlines - Manrope Bold

# Efficient and empathetic complaint handling service that delivers justice to individuals.

For headlines it is preferred for Manrope Bold or extra bold to be used.

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## Subheadings - Manrope SemiBold

### Efficient and empathetic complaint handling service that delivers justice to individuals.

For subheadings it is preferred for Manrope SemiBold to be used.

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## Body copy - Manrope Regular

Efficient and empathetic complaint handling  
service that delivers justice to individuals.

For body copy it is preferred for Manrope Regular to be used.

## Typography in use

Please use the following examples of how the typography should be treated in brand application. Accessibility and legibility should be carefully considered when typesetting and designing across both digital and print brand material.

**Please note: in circumstances when Manrope is not available to use please use the font Arial.**

## Typography usage example

Please use the following example as a guide on how typography should be treated within the brand. When typesetting please be conscious of legibility and allow for hierarchy to insure key information stands out.



Brand material example

Use Manrope SemiBold or bold for headings

For non headings such as call to actions, lower the pt size to ensure text hierarchy is followed



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# Brand application



Ombwdsmon  
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[Home](#)

[About us](#)

[Contact](#)

**We have legal powers to look into complaints about public services and independent care providers in Wales.**

[Make a complaint](#)





Flyers



Letterheads



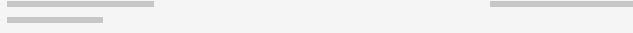


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## Executive Team



Report covers



**Ombwdsmon  
Ombudsman**  
Cymru · Wales

**Delivering efficient complaint  
handling that delivers justice  
to individuals.**

[ombudsman.wales](http://ombudsman.wales)





Ombwdsmon  
Ombudsman  
Cymru · Wales

2023

# Thank you

If you require any assets or need further support when following our brand guidelines, please don't hesitate to contact us.

Please note the logo must not be used externally without our permission and that queries about the logo or requests for the assets should be directed to:

[communications@ombudsman.wales](mailto:communications@ombudsman.wales)

Brand and assets design by

**MartinHopkins**

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