



our logo

Colours and Font - all taken from NHS Wales Informatics Services branding.

Logo Icon - The icon denotes the 'data gathering' within NHS Wales and the shape formed by the colours/shapes build a secure structure - this is a metaphor for securing and protecting the data.

Gwasanaeth Cefnogi
Swyddog Diogelu Data

Data Protection Officer
Support Service



logo versions

Our logo is the most immediate representation of our organisation and our brand. It is a valuable corporate asset that must be used consistently in the approved form, colour and dimensions.

Treat the logo as artwork, not as typography, never manipulate the logo in any way. To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the logo

negative logos: white only



white text with full colour icon



Colour: The primary logo is the full colour version . When background colour or printing prohibits this, it may be used reversed out to white. The logo can appear on colour, illustration, or photographic backgrounds, as long as the legibility and integrity of the logo are not diminished.

Black and White Logo: If reproduction constraints prevent the use of all colour, use the optional black-and-white version of the logo: all-black or white reverse.

Exclusion zone: In order to maximise its visual presence the logo requires a surrounding area clear of any other graphic elements or text.

The minimum exclusion zone is equal to the width of the logos lower case 'o'. Always allow at least this amount of clear space around the logo. The recommended minimum clearance is to protect the logo. The logo will appear on many different applications and formats and this will help to give it clarity and presence. This is not a placement guide. It is a minimum only.



incorrect use of logo

Do not alter the logo in any way.

Do not amend the colours, rotate, skew, or apply effects to the logo.

Never attempt to create the logo yourself, change the font, or alter the size or proportions.

Do not change the font or amend the logo icon

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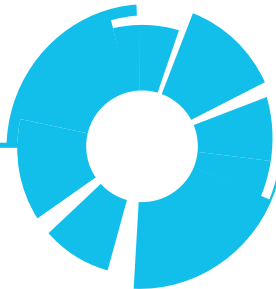
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Do not amend the colours in any way, the logo should only ever appear in full colour (for exceptions see logo versions section)

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Do not change the logo proportions - either stretch or squash

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