

## Guidance on the use of the Health Challenge Cardiff Logo

It is intended that health improvement and well being activities and publications intended for the local population will feature either the national, Health Challenge Wales or local, Health Challenge Cardiff brand. The Welsh Assembly is encouraging use of the local brand wherever possible and for the Health Challenge Wales logo to be replaced by the Health Challenge Cardiff logo when undertaking re-prints.

### Please be aware that the Health Challenge Cardiff Logo

- must only be used for publicising information or activities that contribute to better health and well being;
- cannot be used to endorse specific products for commercial gain; and,
- The logo is subject to Crown Copyright and is a registered trademark. If used inappropriately, you or your organisation will be liable for any damages resulting from any inappropriate use, and will be asked to refrain from using the brand in the future.

### To make sure that the logo and branding is as effective and as prominent as possible, there are a few guidelines that need to be followed:

- Logo colours, proportions and font style must not be altered. Pantone colours to be used are:
  - Blue – Reflex Blue 2x
  - Red – PMS 485
- The components of the logo must not be re-arranged.
- There should be space on all sides of the logo, equal to one tenth of the logo height (for the vertical version) or width (for the horizontal version).

### Logo 1: Where possible this logo should be used as first choice.

- The logo should be at least 2.5% of the surface area, and preferably never smaller than 40mm x 19mm.
- The logo comes in three versions as illustrated below:



blue tagline to go on light coloured documents



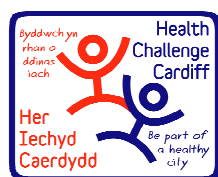
white tagline to go on dark coloured documents



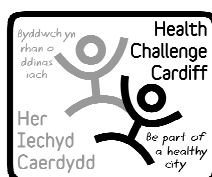
black and white

### Logo 2: Please use this logo if using logo 1 is not possible

- The logo should be at least 2.5% of the surface area and preferably never smaller than 30mm x 22mm.
- The logo can be angled up to 30 degrees in either direction
- The logo comes in two versions as illustrated below:



Two colour



Black and White

Please contact us if you wish to discuss further options on the use of the logo.