

Hunaniaeth Cymru Wales Canllawiau Defnyddio Logo

Cymru Wales Identity Logo Use Guidelines





Cewch ddefnyddio logo Draig Cymru Wales ar brosiectau cymwys yn unig, naill ai i ddangos partneriaeth gymwys bresennol â Llywodraeth Cymru, megis gradd sicrwydd ansawdd, neu fel modd cysylltu ag unrhyw un o safleoedd brand Cymru Wales (croesocymru.com, tradeandinvest.wales neu wales.com).

Dylid defnyddio logo Cymru Wales fel elfen ddylunio sy'n ategu'ch brand eich hunan. Ni ddylai fod yn brif ffocws eich dyluniad marchnata.

Mae'r canllawiau a ganlyn yn rhoi gwybodaeth am sut i ddefnyddio'r logo Cymru Wales. Os bydd angen rhagor o wybodaeth, cysylltwch â rheolwr brand Llywodraeth Cymru, brand@llyw.cymru, i drafod y logoteipau priodol ar gyfer eich prosiect.

Cyn argraffu'ch prosiect neu ei roi ar lein, anfonwch gopi prawf i'r cyfeiriad e-bost uchod inni wirio lleoliad y logo.

Nodwch fod gan Lywodraeth Cymru'r hawl i ofyn ichi dynnu'r logo ar unrhyw adeg.

The Cymru Wales Draig logo may be used on approved projects only, either to signify an existing approved partnership with the Welsh Government, such as quality assurance grading, or as a linking mechanism to any of the Cymru Wales brand sites (visitwales.com, tradeandinvest.wales or wales.com).

The use of the Cymru Wales logo should be as a supplementary design element in addition to your brand. It should not be the main focus of the marketing design.

The following guidance provides information on how to use the Cymru Wales logo, should you need further guidance please discuss the appropriate logotypes for your project with the Welsh Government Wales brand manager: brand@gov.wales.

Please send a proof of logo placement to the above mailbox prior to any print or online commitments.

Please note Welsh Government hold the right to request the logo to be removed at any time.

Logoteip y ddraig

Dyma fesuriadau swyddogol y logoteip.

Draig logotype

This is the master version of the logotype.

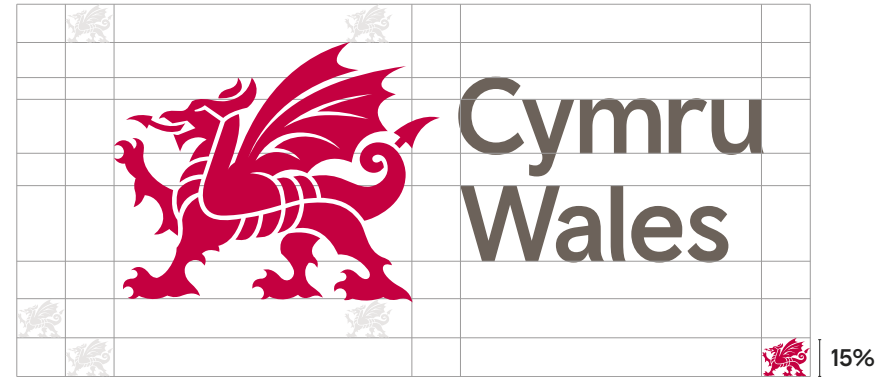


Parth Gwag

Ffordd syml o bennu'r parth gwag yw newid cyfran y ddraig i 15% a'i defnyddio fel gwahanydd. Dylai un uned fod rhwng ymyl dde'r deipograffeg a blaen adain y ddraig a dwy uned o dan grafangau'r ddraig ac i'r chwith ohonynt.

Exclusion zone

A simple way to establish this exclusion zone is to re-size the draig to 15% and to use this as a spacer. There should be one unit between the right hand edge of the typography and above the draig's wing tip, whilst there should be two units below and to the left of the draig's talons.



Maint mwyaf logoteip y ddraig

20mm o uchder

Draig logotype maximum size

20mm high

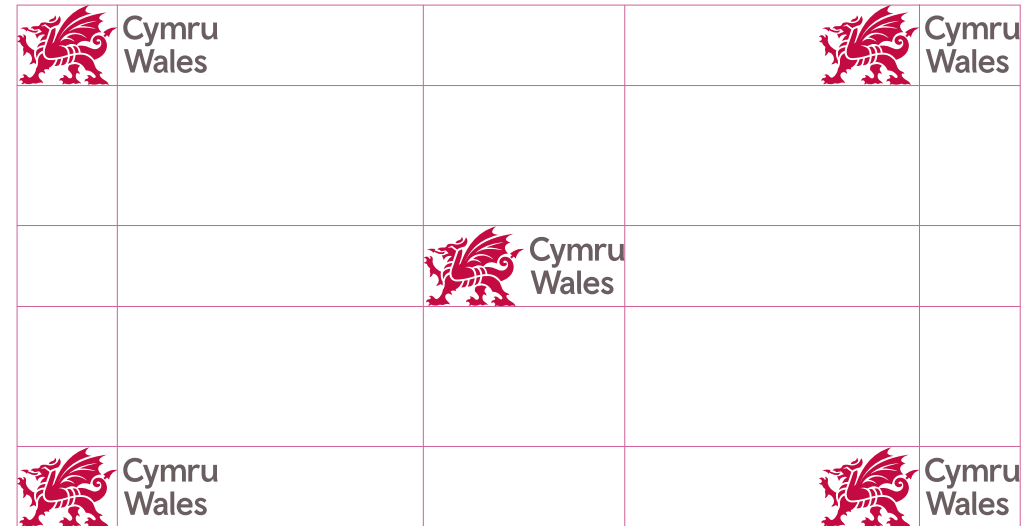


Lleoliad

Cewch roi'r logoteip yn y lleoliadau a ganlyn (yn unol â'r ddelwedd yn y cefndir): brig de, gwaelod de, brig chwith neu waelod chwith, gan sicrhau mai'r un pellter sydd rhwng yr ochr a'r brig/gwaelod. Argymhellir lleoliad yn y canol hefyd, yn enwedig ar sgrin neu dudalen olaf.

Placement

The logo or logotype may be placed in the following positions (dependent on background image): top right, bottom right, top left, or bottom left, ensuring equidistance from side and bottom/top margin. A centre position is also championed especially for on-screen use, for example when used on an endboard.



Maint lleiaf logoteip y ddraig

10mm o uchder

Draig logotype minimum size

10mm high



Logo
Enghreiffiau o ddefnyddio'r logoteip yn anghywir.

Logo
Examples of incorrect logotype use.

Peidiwch byth â newid lliw'r logoteip.
Never change the colour of the logotype.



Peidiwch byth ag ailddylunio'r deipograffeg.
Never recreate the typography.



Peidiwch byth â newid lleoliad y deipograffeg.
Never alter the position the typography.



Peidiwch byth â defnyddio cysgod gyda'r logoteip.
Never use a drop shadow with the logotype.



Peidiwch byth ag aflunio'r logoteip.
Never distort the logotype.



Peidiwch byth â throï'r logoteip.
Never flip the logotype.



Peidiwch byth â defnyddio'r logoteip ar ffurf 3-dimensiwn.
Never use the logotype as a 3-dimensional object.



Peidiwch byth â defnyddio logoteip aneglur.
Never blur the logotype.



Peidiwch byth ag ychwanegu geiriau at y logoteip.
Never add type elements to the logotype.



Peidiwch byth â gosod y logoteip o fewn siâp.
Never place the logotype within a shape.



Cymru Wales yw'r testun bob tro.
Text is always Cymru Wales.



Ni ddylai trydydd parti byth defnyddio'r ddraig ar ei phen ei hun.
Third parties never use the dragon on its own.



Logo

Lleoliad ar wahanol gefndiroedd – lliwiau a ffotograffiaeth.

Logo

Placement on various backgrounds – colours and photography.

Cewch ddefnyddio logoteip y ddraig mewn ystod gyfyngedig o liwiau solid er mwyn sicrhau y gellir ei ddarllen yn rhwydd ar amrywiaeth o gefndiroedd. Mae lliwiau ar gyfer y ddraig yn cynnwys: coch (lle bynnag y bo modd), du a gwyn. Mae lliwiau ar gyfer y teip yn cynnwys llwyd cynnes (lle bynnag y bo modd), du, a gwyn. Ni ddylid rhoi amlinell o gwmpas y ddraig na'r teip.

The draig logotype may be used in a limited range of solid colours to maximise its readability across various backgrounds. Colours for the draig include: red (wherever possible), black and white, whilst colours for the type include warm grey (wherever possible), black, and white. Please refrain from drawing an outline around either dragon or the accompanying type.

Gwyn ar gefndir prysur
White on busy imagery



Coch ar gefndir glas
Red on blue background



Du ar ddelwedd du a gwyn
Black on black & white imagery



Lliw ar ddelwedd olau
Colour on light imagery



Lliw ar gefndir golau
Colour on light background



Du ar gefndir golau
Black on light background



Gwyn ar gefndir gwyrdd
White on green background



Coch/gwyn ar gefndir du
Red/white on black background



Gwyn ar gefndir tywyll
White on dark background



Logo

Pryd a ble:
Sut i ddefnyddio'r logo

Logo

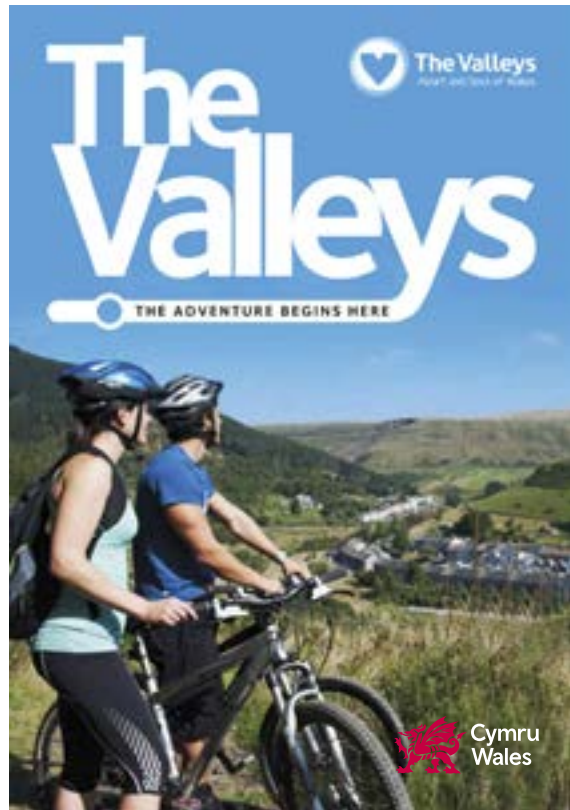
When and where:
How to use the logo

Dan arweiniad partner

Cymeradwyaeth gan drydydd parti – mae logoteip y ddraig yn eilaidd ac fe'i defnyddir fel cymeradwyaeth swyddogol ar waelod y dyluniad.

Partner-led

A third-party endorsement – the draig logotype is secondary and is used as an official endorsement at the bottom of the layout.



Os ydych am wybod mwy am y logoteipau priodol ar gyfer eich prosiect, cysylltwch â rheolwr y brand Llywodraeth Cymru: brand@llyw.cymru

Should you need further guidance please discuss the appropriate logotypes for your project with the Welsh Government Wales brand manager: brand@gov.wales



Logo

Pryd a ble:
Sut i ddefnyddio'r logo

Logo

When and where:
How to use the logo

Prosiectau a ariennir

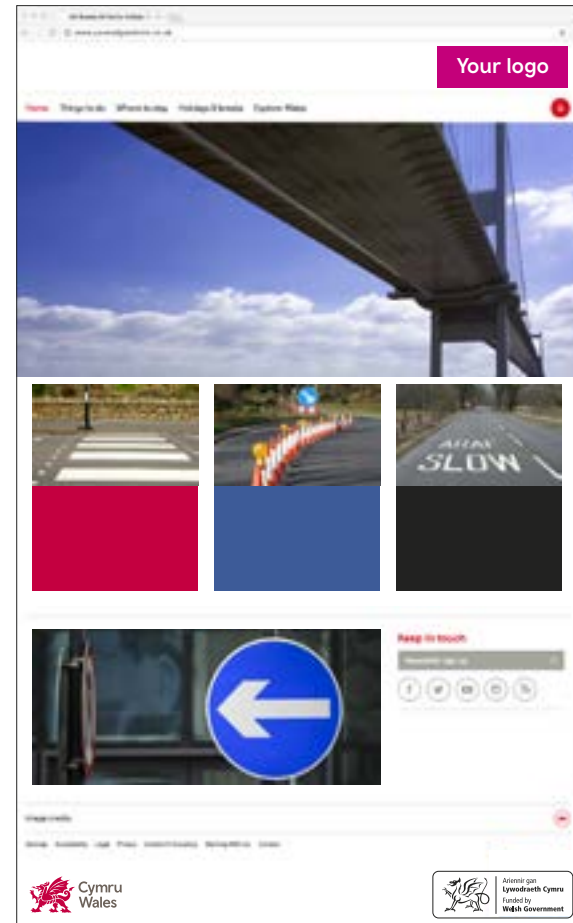
Dylid defnyddio logo cywir Llywodraeth Cymru ar gyfer prosiectau a ariennir gan Lywodraeth Cymru, yn unol â'r canllawiau hunaniaeth.

Os bydd angen defnyddio'r ddau logo, dylid eu rhoi ar dudalennau ar wahân. Ar safleoedd gwe, hysbysebion a phosteri un ochr, dylai'r logo a ariennir ymddangos ar waelod dde'r dudalen – a logo Cymru Wales ar y waelod chwith. Cadwch logo Cymru Wales ar wahân i logo Llywodraeth Cymru. Eich logo chi ddylai fod y prif logo bob tro.

Funded Projects

Projects funded by the Welsh Government should use the correct Welsh Government logo in accordance with the identity guidelines.

If there is requirement to use both logos, they should be placed on separate pages. On web sites, adverts and single sided flyers the funded logo should appear on the bottom right of the page – and the Cymru Wales on bottom left. Please keep the Cymru Wales and Welsh Government logos apart. Your logo should always be the lead brand.



Os ydych am wybod mwy am y logoteipau priodol ar gyfer eich prosiect, cysylltwch â rheolwr brand Llywodraeth Cymru: brand@llyw.cymru

Should you need further guidance please discuss the appropriate logotypes for your project with the Welsh Government Wales brand manager: brand@gov.wales

Hunaniaeth Cymru Wales: Canllawiau Defnyddio Logo

I gael ragor o wybodaeth neu gyngor am logo Cymru, ac inni wirio lleoliad eich logo cyn argraffu neu roi ar-lein, anfonwch e-bost i brand@llwy.cymru.

Cymru Wales Identity: Logo Use Guidelines

For further information or guidance relating to the Wales logo, and proofs of logo placement prior to any print or online commitments please email brand@gov.wales.

