Who are we?

We're for the benefit of **all**.

We're funding distributors.
A registered charity.
We're creative.
Passionate about the arts.
Advocates of equality.
Welsh.
Data driven.
Mentors.
Fair.
Human.
Open.
Always learning.

Making the arts **central** to the life and wellbeing of the nation.

We do this by focusing on:

Equality
Resilience
Collaboration

We help grant recipients deliver on three things:

Making art, **reaching** new audiences and **sustaining** creative practices

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Our working culture

We work hard to make sure that the arts in Wales benefit **everyone**. That includes our staff.

We **do** what we say

Creating a sustainable environment

Sustainability starts with us. That means we make sure our working environments stay true to the principles of the Well-being of Future Generations Act 2015. Our working environments are shared, democratic spaces that encourage openness and creativity.

Working together

Every year, we fund hundreds of artistic projects, **big and small**, local and international. Efficient and regular **collaboration** across teams and geographical distances is the key to success – we do this by adopting the latest technologies, and with as much **face-to-face** contact as possible.

Increasing accessibility

The arts must be accessible to everyone. We invest in **staff**, in **training** and in **technology** that allows us to make the opportunities we provide as **accessible** as possible.

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How we talk

Everything we do and say should be clear, open and human.

We do

- ✓ Write clearly and plainly in both languages.
- ✓ Communicate in a warm, friendly tone.
- ✓ Explain artistic techniques or methods.
- ✓ Communicate in Welsh first, English second.
- ✓ Share our expertise, but never claim to know everything.
- ✓ Use humour and show creativity.

We don't

- ✗ Use jargon.
- ✗ Use acronyms without writing them out in the first instance.
- ✗ USE SHOUTY CAPS.
- ✗ Assume people know what we're talking about without providing the background.

Guidelines for writing in Welsh and English
Canllawiau Cymraeg Clir
Plain English

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Key stakeholders

The people and organisations we consider when doing, creating and communicating.

The Arts Sector

- Artists and arts organisations in Wales

- Members of Arts Portfolio Wales

- Our partners, national and international

- Our Council members

- Our Senior Leadership Team

- Our committees

- Our staff

- Our grant recipients

- Internal project teams

- Our digital followers and subscribers

Opinion Formers

- Welsh Government

- Ministers and Deputy Ministers

- Members of Parliament and Members of the Senedd (MS)

- Local authorities

- The National Lottery and other good causes distributors

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Digital communications

We communicate using a range of digital platforms.

email, intranet, search, website, newsletters, Twitter, Facebook, Instagram, YouTube, Vimeo

Our digital strategy focuses on sending the **most appropriate message** to the correct people at the best time.

Visual identity

The human brain processes images 60,000 times **faster** than text. In fact, 90 percent of information transmitted to the brain is visual.

Sources:
http://misrc.umn.edu/workingpapers/fullpapers/1986/8611.pdf
http://news.mit.edu/2014/in-the-blink-of-an-eye-0116

Logo

Our logo is available in landscape and portrait format, in three colour options:

Colour
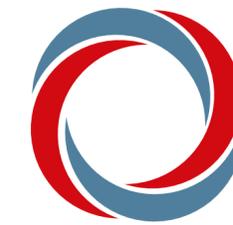
Cyngor Celfyddydau Cymru
Arts Council of Wales

Cyngor Celfyddydau Cymru
Arts Council of Wales

Black

Cyngor Celfyddydau Cymru
Arts Council of Wales
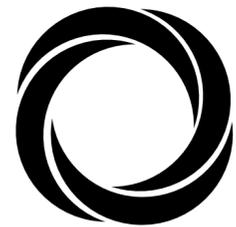
Cyngor Celfyddydau Cymru
Arts Council of Wales

Positioning should be clear and practical.
The logo should not be altered in any way.

White
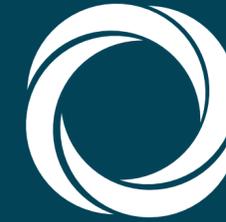
Cyngor Celfyddydau Cymru
Arts Council of Wales

Cyngor Celfyddydau Cymru
Arts Council of Wales

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Additional logos

The funding we distribute comes from both the Welsh Government and The National Lottery. To acknowledge this, their logos must be displayed on all external publicity.

Welsh Government

Noddir gan
Lywodraeth Cymru
Sponsored by
Welsh Government

The National Lottery

Yn dyfarnu arian / Awarding funds from
Y LOTERI GENEDLAETHOL
THE NATIONAL LOTTERY ®

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Colour palette

Primary

C56 M12 Y0 K43
R65 G170 B207
3FABCF

Secondary

C96 M61 Y43 K38
R1 G67 B88
014358

C69 M14 Y13 K0
R63 G171 B207
3FABCF

Accent

C15 M100 Y90 K10
R190 G22 B34
BE1622

C14 M23 Y90 K2
R224 G188 B40
E0BC28

C49 M14 Y99 K1
R151 G175 B36
97AF24

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Font

FS Me
a beautifully designed font for everyone.

FS Me is designed specifically to improve legibility for people with learning disabilities.

The font was researched and developed with – and endorsed by – **Mencap**, the UK's leading charity and voice for those with learning disabilities. Every letter of **FS Me** has been tested for its appeal and readability with a range of learning disability groups across the UK.

FS Me – the accessible type

Extended ascenders accentuate word shapes

Extended ascenders
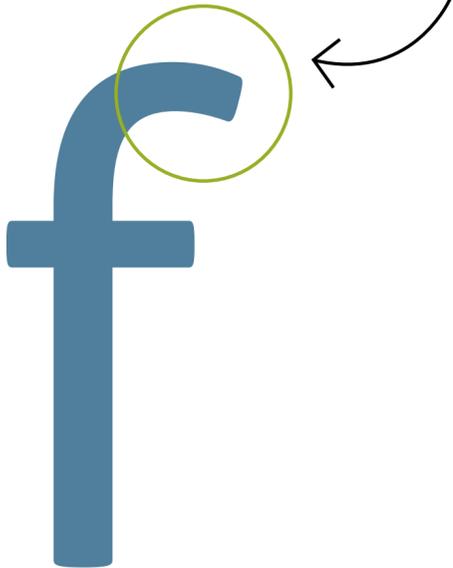
Larger dots

Longer tail for clarity
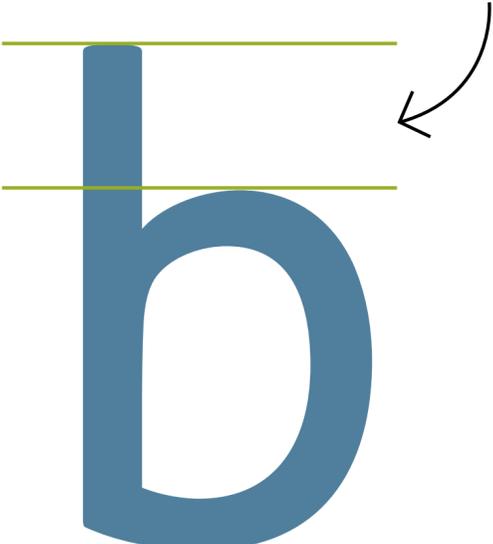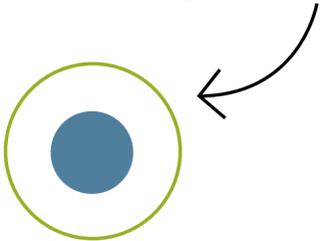
Extended descenders

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Designing in two languages

Think **bilingually** from the start.

Place Welsh-language content to the left or above the English.

Both languages must be treated the same, in terms of **font, format, colour, size, visibility and quality.**

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Accessible design

All designed materials should be accessible.

Design principles

- Make sure that the design is simple and uncluttered.

- Different elements of a page layout should be clearly separated rather than competing with each other.

- Use a plain dark font on a pale background or a white font on a black or dark background.

- Avoid background graphics that make text difficult to read.

- Keep body text to a minimum of 12pt with a leading of 16pt.

- Justify text to the left.

- Choose lower case over capitals.

- Avoid italics and underlining.

Images

We use high-quality, professional images that feature a diverse range of people wherever possible. We don't use overtly posed shots.

We want our images to champion diversity.

Permissions and credit

All images need correct permissions from the author or source.

Credits must be used every time the image is shown.

Text alternative

Text alternatives ('alt text') convey the purpose of an image, including pictures, illustrations, charts, etc. Text alternatives are used by people who do not see the image.

When an image is used in a document or on the website, it needs clear and descriptive alt text.

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Diolch yn fawr.