

Brand Toolkit

Version 2.0 – January 2026



Cwm Taf Morgannwg
Partneriaeth | Regional
Rhanbarthol | Partnership



Contents

- 3** Strategic direction
 - 4** Overview
 - 5** Our strategic priority areas
 - 6** Our priority audience
 - 7** A sense of purpose
 - 8** Our purpose
 - 9** Our mission
 - 10** Our vision
 - 11** Goals
- 13** Our values, personality and behaviours
- 21** Brand voice and language
 - 4** Brand essence (slogan)
- 25** Visual identity
 - 26** Master logo
 - 28** Typefaces
 - 30** Core Colour systems
 - 32** Additional brand assets
 - 35** Golden Thread assets
 - 40** Logo's clearspace
 - 44** Sub-brand colour systems
 - 46** Imagery themes
 - 48** Lookbook
 - 55** Contact details

Strategic direction

Overview

Our brand identity needs to resonate with our audiences. It should provide us with a unified brand proposition.

It should be vibrant and distinct.

Our strategic priority areas

- Children and young people
- People with dementia
- People with learning disabilities
- Neurodivergent people
- People who access mental health services
- Older people
- People with physical and sensory impairments
- Unpaid carers

Our priority audience

Welsh Government

Regional Partnership Board, Steering Groups and workstreams

Health, social care, third sector, education and housing bodies and organisations

Community groups and people with lived experiences

Relevant regional boards e.g. Public Services Board and Safeguarding Board



A sense of purpose

PURPOSE
—
The reason you exist

..... This never changes

MISSION
—
A master plan for creating value

VISION
—
A shared picture of mission success

5-10 years

..... 5-10 years

GOALS
—
Short-term objectives that support your mission and vision

1-5 years

Our purpose

To ensure that people stay healthy and independent for as long as possible.

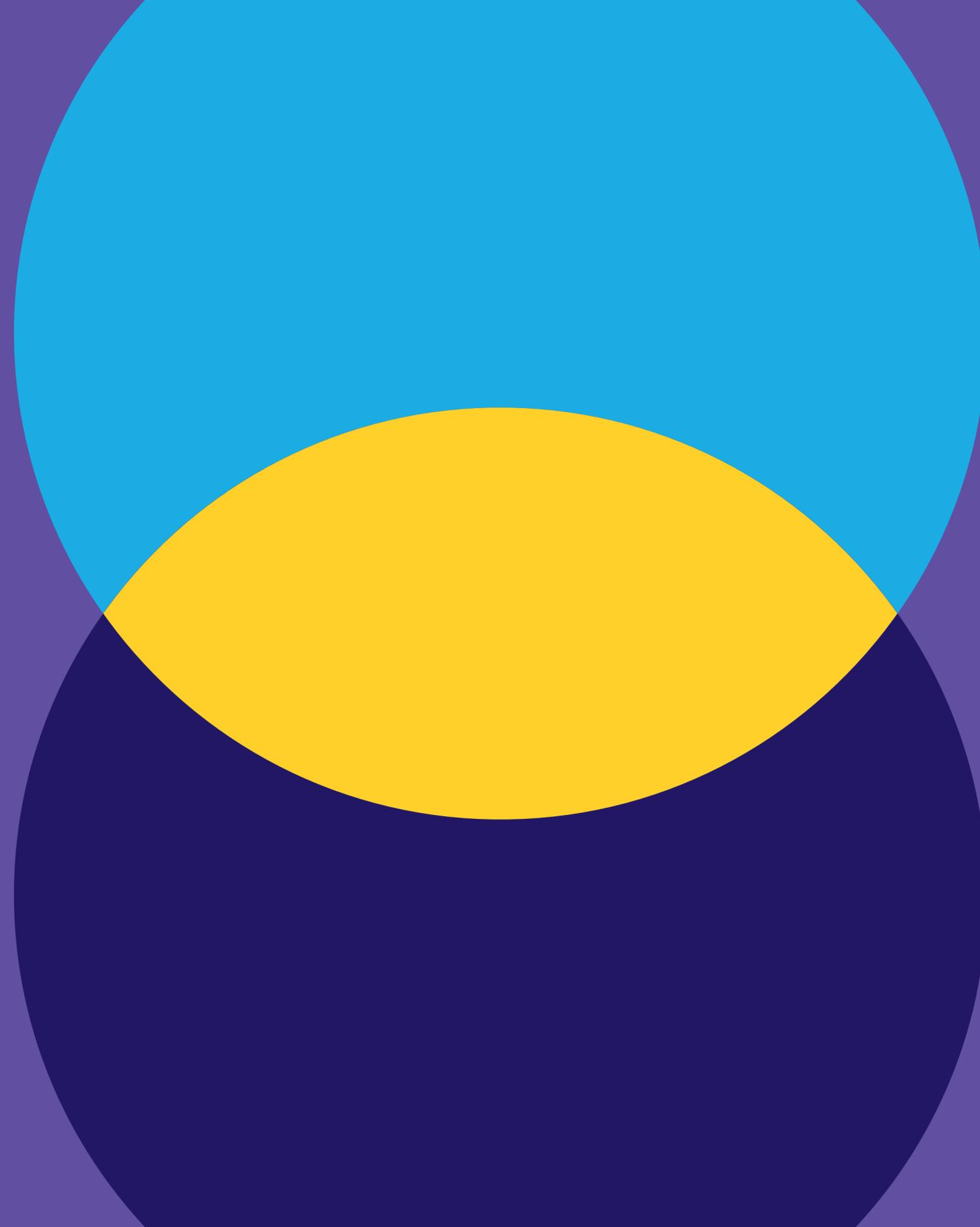


Our mission

Our mission is to improve the well-being of the population and to improve how health and care services are delivered within the Rhondda Cynon Taf, Bridgend and Merthyr local authority areas.



Our vision



Making a difference to people's lives by involving them, listening and taking action together to transform the way services are delivered.

Goals



To raise awareness of the Regional Partnership and the important role it plays through an engaging brand identity, communications and stakeholder engagement.

Goals continued

To build connections — not just literally — but also emotionally, to ensure we are reaching the heart of communities and transforming services for the better together.



Our values, personality and behaviours



Inclusivity

Our work is led by our communities and we commit to ensuring everyone has the opportunity to be involved.



Equality

We believe in creating a fair and equal society. Every person should have access to services that support them to live happy and healthy lives.



Integrity

We promise to be honest,
open and transparent
in everything we do.



Collaboration

Our communities are at the heart of what we do. We will continually work in partnership with local people to design and deliver services to ensure they are receiving the right support and services.



Innovation

We will do things differently to better work with and support local communities.



Our personality

We're passionate about making a positive difference.

We listen. We act.

People focused outcomes.

A brand built by people, for people.

Celebrate the small interactions as well as the larger transformation.

Our core behaviours

- We are respectful and polite
- We empower people to be leaders
- We are professional, efficient and effective
- We are driven and determined to ensure our communities receive the best services
- We recognise and celebrate achievements
- We are effective communicators
- We put people at the heart of design and delivery of services
- We adopt a 'can do' attitude
- We are focused at getting actions done in a timely manner
- We intend to link in with different groups to ensure we have all the context when making decisions
- We think 'outside the box' and are committed to doing things differently
- We treat others how we would want to be treated
- We are supportive
- We are willing to share resources and work in partnership to get things done effectively and efficiently
- We are flexible, adaptive and responsive

Brand voice and language

**Gwehyddu Partneriaethau Cryf
yng Nghwm Taf Morgannwg**

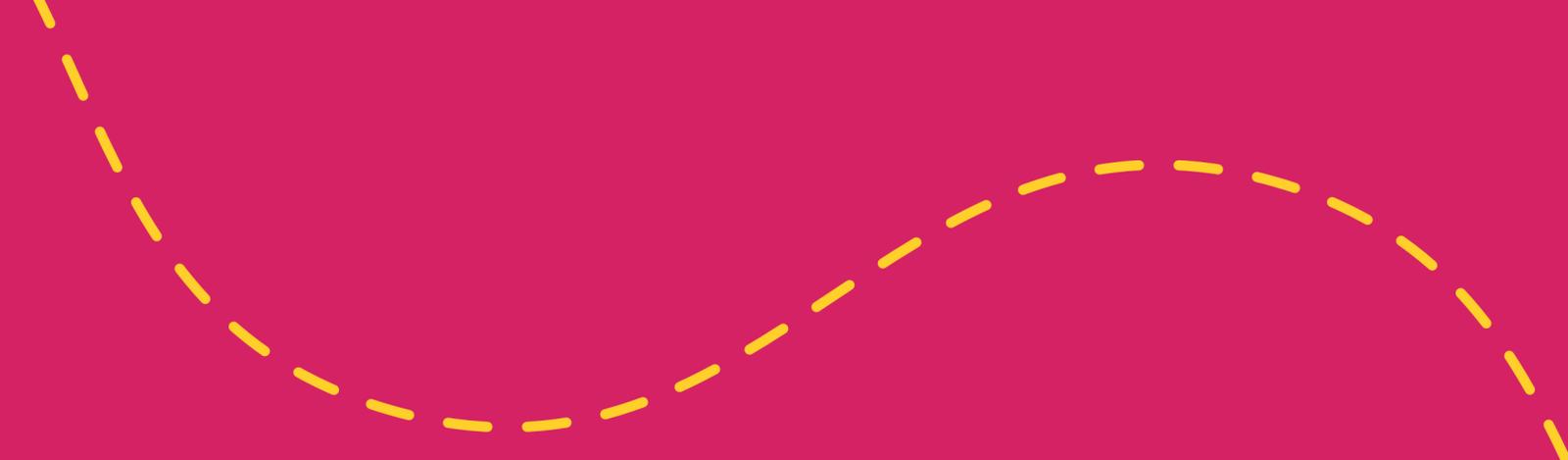
**Weaving Strong Partnerships
in Cwm Taf Morgannwg**

Brand essence (slogan)

Weaving Strong Partnerships.

Our brand should project the personality of a weaver: empathetic, inclusive, and collaborative, reflecting the essence of the Golden Thread concept. Just as the Golden Thread poem describes each person as a “unique thread in a shared tapestry”, our brand should embody the role of bringing people together to create a strong, resilient, and connected community. We are facilitators, enablers, and commissioners who support innovation and trust-building across sectors. This identity positions us as a central thread in the fabric of community life, supporting, connecting, and strengthening the whole system.

Brand voice



Personality

Passionate
Trustworthy
Authentic
People-centred
Community-driven

Language

Simple
Clear
Inclusive
Conversational
Action-oriented

Tone

Warm
Compassionate
Respectful
Optimistic
Supportive

Objective

Connect
Inform
Involve
Inspire
Collaborate

Brand vocabulary

1. Partnership and connection

Partnership
Collaboration
Co-production / Co-produced
Connection
Collective
Shared
Joined-up
Cross-sector
Together
Networked
Allied
Cooperative
Relationship-led
Mutual
Linking

2. People and community

Communities
People around them
Lived experience
Voices
Inclusion
Belonging
Participation
Involvement
Local
Diverse
Grassroots
Support networks
Neighbourhoods

3. Trust, care and support

Trust
Empathy
Compassion
Respect
Supportive
Safe
Reliable
Open
Honest
Transparent
Listening
Understanding
Reassuring
By your side
Credible

4. Action and impact

Action
Change
Improvement
Outcomes
Impact
Progress
Delivery
Accessible
Enablement
Transformation
Innovation
Momentum
Making a difference
Positive action
Results-focused

5. Facilitation and leadership

Facilitate
Mobilise
Convene
Commission
Guide
Foster
Strengthen
Align
Coordinate
Empower
Stewardship
Activate
Capacity-building
Partnership-led
System-wide

Visual identity





Cwm Taf Morgannwg

**Partneriaeth | Regional
Rhanbarthol | Partnership**

Our Master logo

The Cwm Taf Morgannwg Regional Partnership logo is the most visible symbol of our brand identity. It consists of the typeface Coolvetica and the Cwm Taf Morgannwg Regional Partnership emblem.

Cwm Taf Morgannwg Regional Partnership Master logo should always be reproduced from the digital master artwork and should never be modified in any way.



Cwm Taf Morgannwg
Partneriaeth | Regional
Rhanbarthol | Partnership

White-out logo

This page shows an example of how a white-out logo format should be used.

This format must only be used when the logo appears on a solid colour, image, graphic, or photograph background that ensures it remains clearly visible and legible at all times, without any colour clashes.

The Cwm Taf Morgannwg Regional Partnership logos must appear in a solid colour, with no shades, tones, or opacity adjustments applied.

The Cwm Taf Morgannwg Regional Partnership logo typeface is **Coolvetica**

Coolvetica comes in a range of weights:

Extra Light, Light, Book, **Regular**, **Bold**, **Heavy**.

● Regular

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789 #!@£\$€%&*():;?•

**Making a difference to people's
lives by involving them,
listening and taking action
together to transform the
way services are delivered.**

Logo typeface

Selected typeface from within the existing logo. Kerning is a little tight on the letterforms and some of the characters are a little hard to read at smaller sizes.

The Cwm Taf Morgannwg Regional Partnership brand material typeface is **Fira Sans**

Fira Sans comes in a range of weights:

Light, Regular, Medium, Semibold, Bold, **Ultra**.

● Medium

AaBbCcDdEeFfGgHhIijj

KkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz

0123456789 #!@£\$€%&*():;?•

Making a difference to
people's lives by involving
them, listening and taking
action together to transform
the way services are delivered.

Proposed brand typeface

Fira Sans is to be used for the brand going forward due to its ease of legibility. Available from Google Fonts, this can be easily downloaded and used across print, digital media and website.

Ruby Pink

C: 10%

M: 98%

Y: 40%

K: 2%

R: 211

G: 33

B: 99

HEX: #d32163

Tangerine

C: 10%

M: 98%

Y: 40%

K: 2%

R: 211

G: 33

B: 99

HEX: #f8982d

Core colour system

Core colours taken from the existing logo.

Stone

C: 20%
M: 0%
Y: 0%
K: 65%

R: 93
G: 111
B: 122

HEX: #5d6f7a

Purple

C: 74%
M: 80%
Y: 0%
K: 0%

R: 97
G: 79
B: 161

HEX: #614fa1

Classic Blue

C: 83%
M: 64%
Y: 0%
K: 0%

R: 59
G: 101
B: 176

HEX: #3b65b0

Apple Green

C: 71%
M: 0%
Y: 88%
K: 0%

R: 70
G: 183
B: 91

HEX: #46b75b

Secondary colour system

Secondary colours take from the existing logo.

Cyan (Logo's text)

C: 100%
M: 0%
Y: 0%
K: 0%

R: 0
G: 174
B: 239

HEX: #00aeef

Sunshine

C: 0%
M: 18%
Y: 92%
K: 0%

R: 255
G: 206
B: 42

HEX: #ffce2a

Red

C: 0%
M: 94%
Y: 89%
K: 0%

R: 238
G: 53
B: 48

HEX: #ee3530

Sky Blue

C: 71%
M: 13%
Y: 0%
K: 0%

R: 27
G: 172
B: 227

HEX: #1bace3

Additional brand assets





**Cefnogir gan Partneriaeth
Rhanbarthol Cwm Taf Morgannwg**

**Supported by the Cwm Taf Morgannwg
Regional Partnership**

‘Supported by...’ logo option

The ‘Supported by the Cwm Taf Morgannwg Regional Partnership’ logo should be used only when we have commissioned a project through Welsh Government funding streams.



Cefnogir gan Partneriaeth
Rhanbarthol Cwm Taf Morgannwg

Supported by the Cwm Taf Morgannwg
Regional Partnership



Cefnogir gan Partneriaeth
Rhanbarthol Cwm Taf Morgannwg

Supported by the Cwm Taf Morgannwg
Regional Partnership

‘Supported by...’ single colour logo options

When we have commissioned a project through Welsh Government funding streams the ‘Supported by the Cwm Taf Morgannwg Regional Partnership’ logo should be used instead of the Master logo.

This page shows examples of how the black and white-out logo formats should be used for the ‘Supported by...’ logo.

These formats must only be used when the logo appears on a solid colour, image, graphic, or photograph background that ensures it remains clearly visible and legible at all times, without any colour clashes.

The Cwm Taf Morgannwg Regional Partnership ‘Supported by...’ logos must appear in a solid colour, with no shades, tones, or opacity adjustments applied.



Gwehyddu Partneriaethau Cryf
yng Nghwm Taf Morgannwg

Weaving Strong Partnerships
in Cwm Taf Morgannwg

Golden Thread logo

For Golden Thread projects and/or communications, the Cwm Taf Morgannwg Regional Partnership 'Golden Thread' logo can be used alongside the Master logo.

Show on this page is the Cwm Taf Morgannwg Regional Partnership 'Golden Thread' bilingual logo and it must appear in a solid colour, with no shades, tones or opacity adjustments applied.



**Gwehyddu Partneriaethau Cryf
yng Nghwm Taf Morgannwg**



**Weaving Strong Partnerships
in Cwm Taf Morgannwg**

Golden Thread logo monolingual options

For Golden Thread projects and/or communications, the Cwm Taf Morgannwg Regional Partnership 'Golden Thread' logo can be used alongside the Master logo.

Show on this page is the Cwm Taf Morgannwg Regional Partnership 'Golden Thread' monolingual logo options and they must appear in a solid colour, with no shades, tones or opacity adjustments applied.



**Gwehyddu Partneriaethau Cryf
yng Nghwm Taf Morgannwg**

**Weaving Strong Partnerships
in Cwm Taf Morgannwg**



**Gwehyddu Partneriaethau Cryf
yng Nghwm Taf Morgannwg**

Golden Thread single colour logo options

For Golden Thread projects and/or communications, the Cwm Taf Morgannwg Regional Partnership 'Golden Thread' logo can be used alongside the Master logo.

This page shows examples of how the black and white-out logo formats should be used for the bilingual and monolingual Golden Thread logos.

These formats must only be used when the logo appears on a solid colour, image, graphic, or photograph background that ensures it remains clearly visible and legible at all times, without any colour clashes.

The Cwm Taf Morgannwg Regional Partnership Golden Thread logos must appear in a solid colour, with no shades, tones, or opacity adjustments applied.



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yng Nghwm Taf Morgannwg

Weaving Strong Partnerships
in Cwm Taf Morgannwg



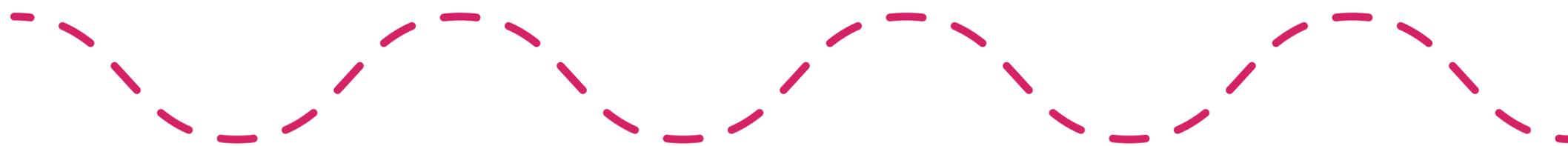
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Rhanbarthol | Partnership

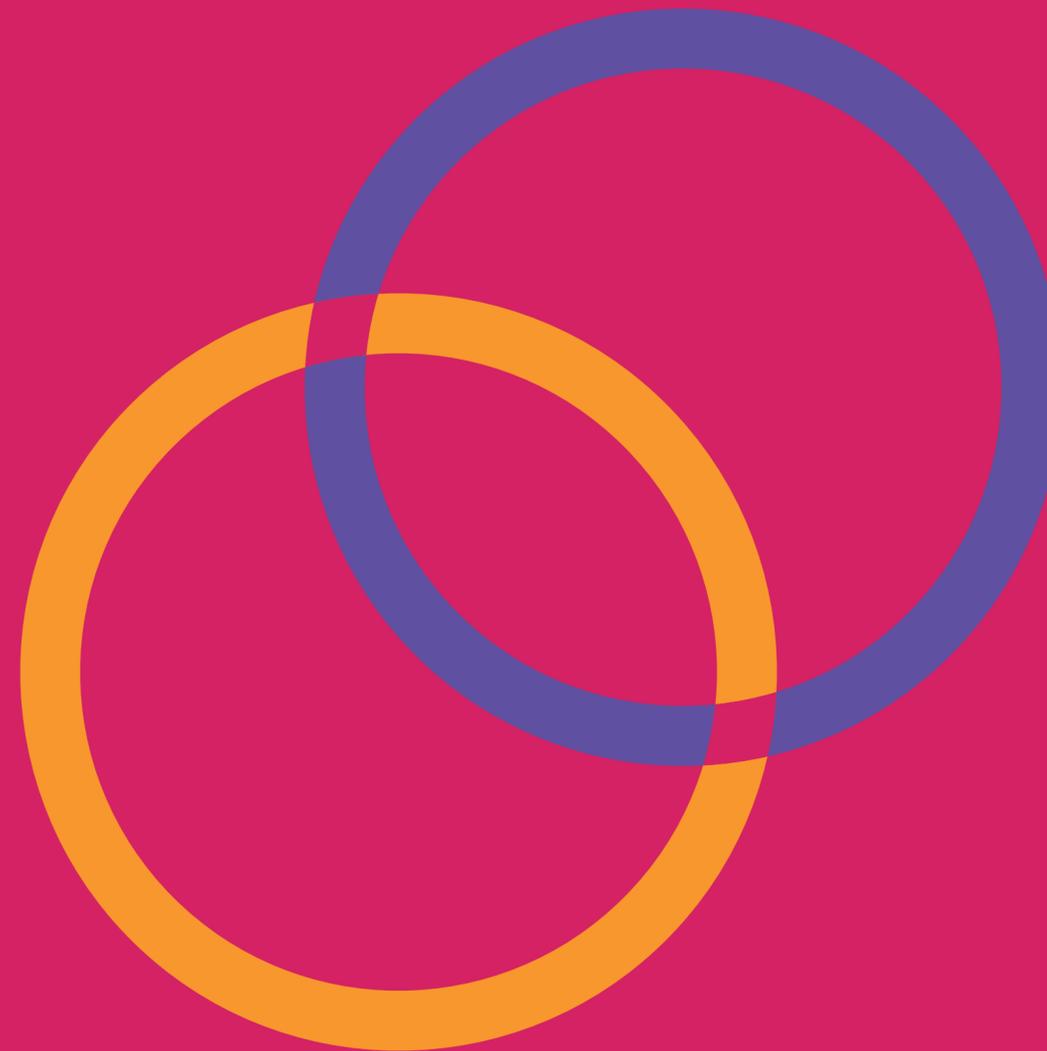
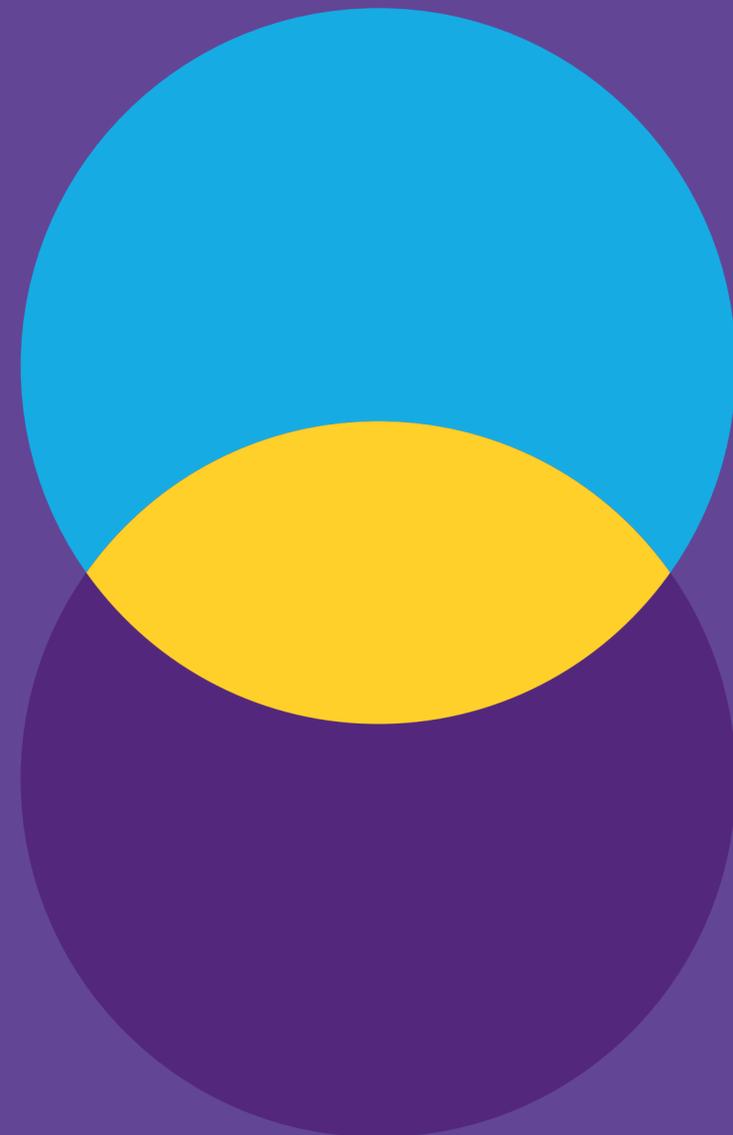
Golden Thread dashed line

The Golden Thread identity has an accompanying graphical dashed line that can be used across projects, communications and collateral. This graphic is a key concept that embodies our brand essence of 'Weaving strong partnerships'.

The dashed line should be created using the following specifications. The stroke must have a round cap and round corner. The stroke dash and gap values must equal the stroke weight multiplied by four. For example, a stroke weight of 6pt requires dash and gap values of 24pt, and a stroke weight of 10pt requires dash and gap values of 40pt.

Even though the Golden Thread identity's core colour scheme is Sunshine, Stone, Black and White, the Golden Thread dashed line may appear in any of the primary or secondary brand colours.





Link and connection graphics

Taking inspiration from the existing logo links:

- Links provide strength and unity
- A bond of togetherness
- Partnerships united for positive action
- Working side by side
- Support and trust
- Collaboration and partnership
- Values and connection

On this page you will see brand assets created from the link concept, formed by combining two shapes that work together. The centre point of the overlap can be used as a third element.

Side-by-side shapes and imagery can also be used to tell stories that are connected.

Messaging can sit within containers that are linked together or slightly spaced apart.

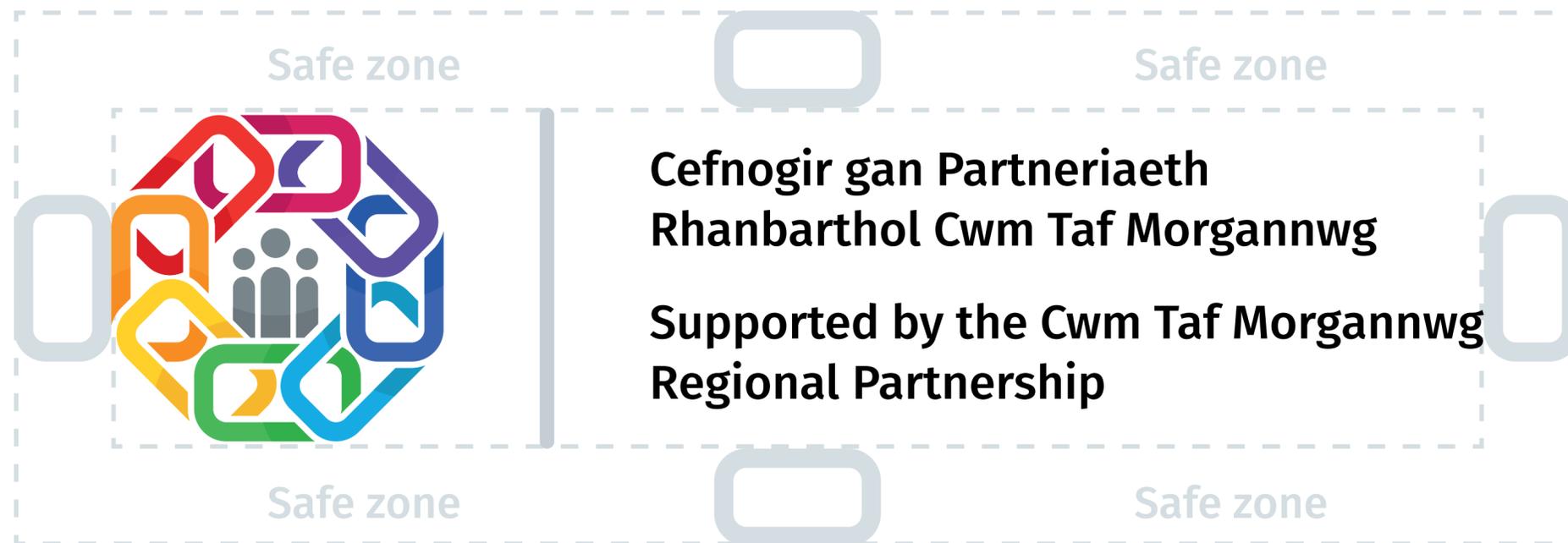
Logo's clear space



Logo's clear space

This page demonstrates how to determine the minimum clear space (safe zone) around our logos and emblems. This ensures appropriate positioning in relation to copy, graphic elements or partner logos across all assets.

When using the Cwm Taf Morgannwg Regional Partnership logo, the emblem, or a 'Supported by' sub-brand, use a full link from the emblem as your guide for clear space to define the safe zone. No copy, graphic elements or partner logos should enter this area.



Logo's clear space

This page demonstrates how to determine the minimum clear space (safe zone) around our logos and emblems. This ensures appropriate positioning in relation to copy, graphic elements or partner logos across all assets.

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Logo's clear space

This page demonstrates how to determine the minimum clear space (safe zone) around our logos and emblems. This ensures appropriate positioning in relation to copy, graphic elements or partner logos across all assets.

When using the Cwm Taf Morgannwg Regional Partnership Golden Thread logos, use a full link from the Master emblem, set at 50% of the Golden Thread emblem size, as your guide for clear space to define the safe zone. No copy, graphic elements or partner logos should enter this area.

Sub-brand colour systems





Regional Partnership



Golden Thread



Children and Young People



Regional Integration Fund (RIF)



Dementia



The RIC Hub

Sub-brand colour systems

Within our brand identity, we've defined colour themes for sub-brands of the Cwm Taf Morgannwg Regional Partnership. This page highlights those themes, shown from left to right as primary, secondary and tertiary colours for each sub-brand.

These sub-brands are not exclusive to the colour palettes shown here. They act as a guide to the colours that should be most prominent across communications, projects and collateral.

Imagery themes



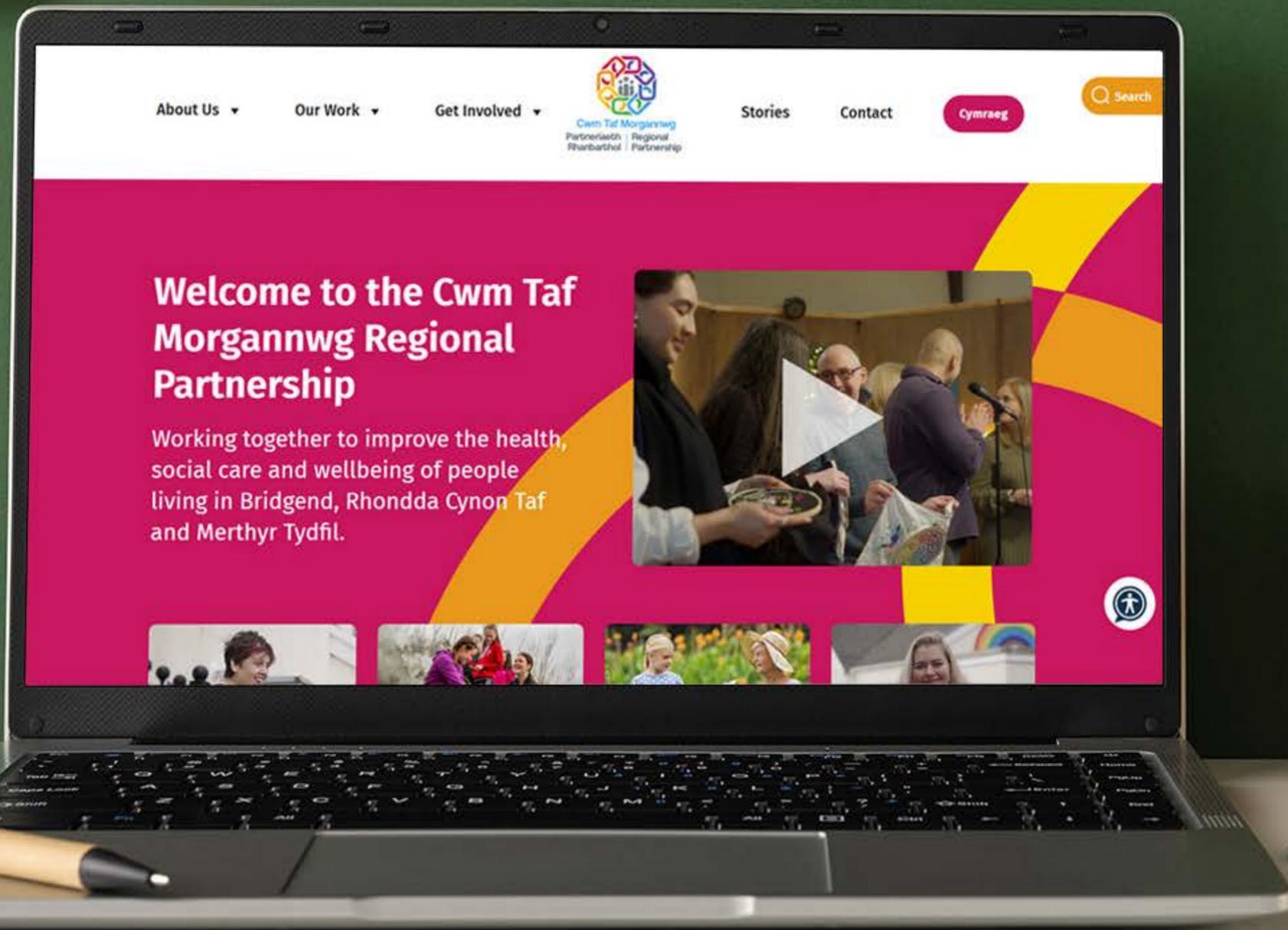
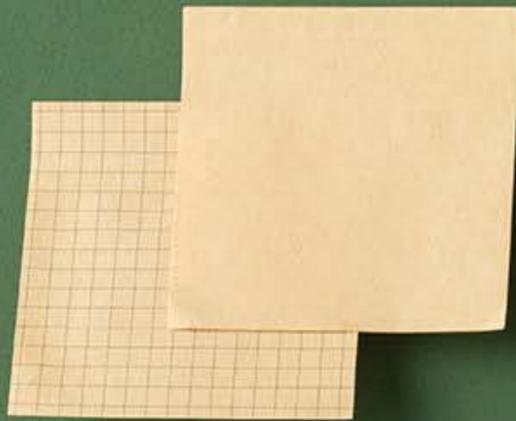
Image styles

- People inspired
- Health positivity
- Welsh regional locations (images taken from RPB website)
- Supportive community
- Diverse
- Telling stories
- Values connections
- Partnerships working together

Whenever possible real people from the area should be used to highlight the connection to our community.

Lookbook

Making a difference to people's lives
by involving them, listening and
taking action together to transform
the way services are delivered.





Cwm Taf Morgannwg
Partneriaeth | Regional
Rhanbarthol | Partnership

Annual Report

2024/2025



System Gyfan: Calon Gyfan



Cwm Taf Morgannwg
Partneriaeth | Regional
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Cydweithio er budd
babis, plant a phobl
ifanc yng Nghwm
Taf Morgannwg

2025-2030 strategaeth



Cwm Taf Morgannwg
Partneriaeth | Regional
Rhanbarthol | Partnership

TERRI-ANN'S

Guide to Annual Health Checks





Ein huchelgeisiau rhanbarthol

Rydyn ni wedi datblygu wyth uchelgais sy'n hyrwyddo hawliau plant, yn ymateb i'w hanghenion, ac yn chwyddo eu lleisiau.

Uchelgais
01

Galluogi pob teulu i gael mynediad i gefnogaeth gynnar o ansawdd uchel yn ystod y 1,000 diwrnod cyntaf, gan roi'r dechrau gorau posib mewn bywyd i fabis.

Uchelgais
03

Creu llwybrau cefnogi niwrodatblygiadol hygrych cryf a chllir i helpu plant a phobl ifanc CTM gyflawni'u potensial yn llawn.

Uchelgais
05

Cydnabod, deall a chryfhau'r gefnogaeth sydd ar gael i ofalwyr ifanc yn CTM, gan eu grymuso i ffynnu.

Uchelgais
07

Darparu gofal pontio person-ganolog o safon uchel ar gyfer plant, pobl ifanc a'u teuluoedd ar draws CTM.

Uchelgais
02

Galluogi bywydau iach a chefnogi plant i dyfu'n heini, gan gael digon o faeth, ac ar bwysau iach.

Uchelgais
04

Ymestyn a gwella'r ystod o gefnogaeth **lesiant emosiynol**, cyngor ac arweiniad ar gyfer babis, plant, pobl ifanc a'u teuluoedd.

Uchelgais
06

Datblygu ystod amrywiol o **atebion rhanbarthol ar sail llety** wedi'u teilwra i anghenion plant sy'n derbyn gofal a rhai ag anghenion cymhleth.

Uchelgais
08

Adeiladu **partneriaethau integredig di-fwlch rhwng gwasanaethau iechyd, gofal cymdeithasol ac addysg** er mwyn gwella deilliannau ar gyfer plant, pobl ifanc a'u teuluoedd.

nnar
an

ng
echyd
rhaid

chredu'r
rhanbarthol
dweithio yn

nogi arnyn



The SAT is designed to support services, projects, and organisations that promote the wellbeing and mental health of babies, children, and young people. It enables them to assess their progress in adopting the NYTH/NEST approach and to integrate its principles into everyday practice.

In October 2024, the Regional Children's Board completed its SAT and accompanying action plan. Partner organisations have actively engaged with the online training modules, increasing awareness and application of the NEST Framework.



All nine children and families RIF projects have completed their SATs and action plans, demonstrating meaningful engagement with the Framework. In addition, a range of other organisations and teams have also been supported to undertake their assessments.

To further support implementation, a series of training sessions on Co-production Tools and Techniques were delivered throughout the year.

Impact highlight:

A project's experience with the NYTH/NEST Framework



One project reported several key benefits from using the NYTH/NEST Framework:

Team Collaboration and Reflection
The SAT fostered stronger team cohesion, encouraging practitioners to work together and reflect on service delivery as a collective.

Service User Voice and Co-Production
The importance of integrating service user feedback was emphasised. As a result, the team committed to:

- Developing a formal feedback questionnaire.
- Using informal prompts during day-to-day interactions.

Challenging the Status Quo
The framework prompted teams to ask, "What would better look like?"—driving continuous improvement and critical reflection across service areas.

System-Wide Value
The NEST Framework established a shared language and consistent standards across agencies, supporting 'No Wrong Door' approach and enhancing accountability.



Whole System: Whole Heart

2025-2030 strategy



Cwm Taf Morgannwg
Partneriaeth | Regional
Rhanbarthol | Partnership



Our strategic principles

We commit to holding ourselves accountable against the following principles. These align and cross-over with our core Regional Partnership values and the ethos of the UNCRC, NYTH/NEST and No Wrong Door approaches.



Our regional ambitions

We have developed eight ambitions that champion children and young people's rights, respond to their needs, and amplify their voices.



Our regional ambitions

Ambition 01

Enable every family to access high quality early support during the **first 1,000 days**, giving babies the best possible start in life.

**Gwehyddu Partneriaethau Cryf
yng Nghwm Taf Morgannwg**

**Weaving Strong Partnerships
in Cwm Taf Morgannwg**

**Need to discuss our branding or gain
access to any of our brand assets,
please contact us on:**

hello@ctmregionalpartnershipboard.co.uk



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