



Brand Guidelines

- Membership Logo





Membership logo

The logo consists of a round icon created from a series of smaller icons. The logo in its primary form is bilingual. It displays both 'Early Years Wales' and 'Blynyddoedd Cynnar Cymru', with the English name being displayed first.

It is important to refer to Early Years Wales as either 'Early Years Wales' or 'Blynyddoedd Cynnar Cymru', and not EYW or BCC.





Black and white

The full colour version of the logo should be used wherever possible. However, in cases of technical or budgetary constraints, a black and white version of the logo may be used.





Clear zone

The clear zone around the logos must always be preserved. It protects the logo's integrity and gives it space to breathe. The clear zone is equal to the height and width of the building blocks. If you intend to use the Early Years Wales logo on a web page, you must make sure that there's a minimum spacing of 25 pixels between each logo and other graphic or textual elements on the web page.





Minimum size

The recommended size for the logo when being used on an A4 document is 55mm x 28 mm





Don't stretch, skew or distort

The elements of the logo are at no point to be altered, rearranged, stretched or squeezed. All proportions must always remain constant. The minimum recommended reproduction size of the logotype is 40mm in width. This will ensure that they are legible in all potential applications.





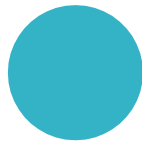
Colourways



EYW - Navy

| | | | |
|---|-----|---|-----|
| C | 100 | R | 29 |
| M | 82 | G | 60 |
| Y | 29 | B | 112 |
| K | 10 | | |

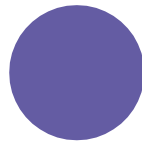
Pantone 654C



EYW - Blue

| | | | |
|---|----|---|-----|
| C | 70 | R | 52 |
| M | 05 | G | 179 |
| Y | 22 | B | 199 |
| K | 00 | | |

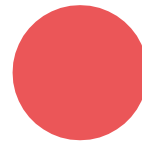
Pantone 631C



EYW - Purple

| | | | |
|---|----|---|-----|
| C | 71 | R | 101 |
| M | 68 | G | 92 |
| Y | 02 | B | 163 |
| K | 00 | | |

Pantone 2665C



EYW - Coral

| | | | |
|---|----|---|-----|
| C | 00 | R | 234 |
| M | 78 | G | 86 |
| Y | 58 | B | 88 |
| K | 00 | | |

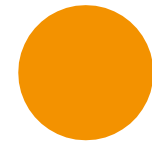
Pantone 178C



EYW - Teal

| | | | |
|---|----|---|-----|
| C | 67 | R | 75 |
| M | 00 | G | 184 |
| Y | 41 | B | 169 |
| K | 00 | | |

Pantone 3258C



EYW - Yellow

| | | | |
|---|-----|---|-----|
| C | 00 | R | 243 |
| M | 50 | G | 146 |
| Y | 100 | B | 00 |
| K | 00 | | |

Pantone 144C

75% opacity



50% opacity



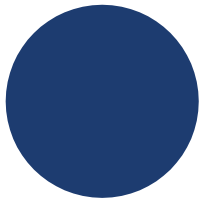
25% opacity





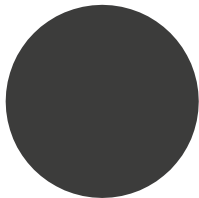
Colourways

EYW - Navy

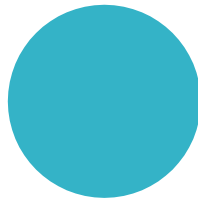


Greyscale equivalent

90% black

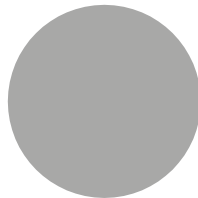


EYW - Blue

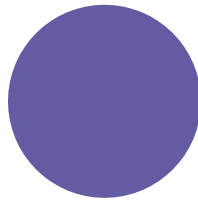


Greyscale equivalent

45% black

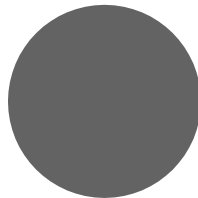


EYW -Purple

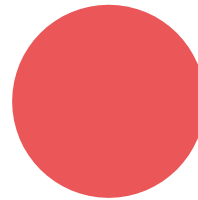


Greyscale equivalent

75% black

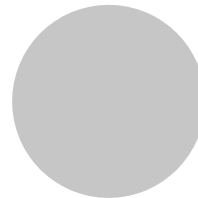


EYW -Coral

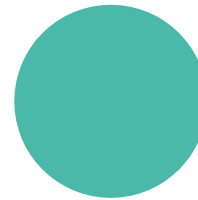


Greyscale equivalent

30% black

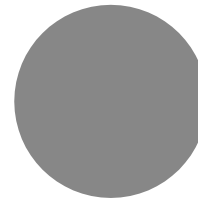


EYW -Teal

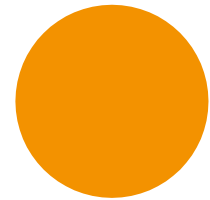


Greyscale equivalent

60% black



EYW -Yellow



Greyscale equivalent

15% black





Early Years
Wales
Blynyddoedd
Cynnar Cymru

