



LLESIANT CENEDLAETHAU'R DYFODOL WELL-BEING OF FUTURE GENERATIONS

VISUAL TOOLKIT

Version 2 - May 2020

Guidelines for the use of the 'Well-being of Future Generations'
and 'The Wales We Want' logos, including new wheel options,
goal icons and new '5 Ways of Working' icons.

In Wales we are doing things differently.

We have a law in Wales that helps us all work together to improve our environment, our economy, our society and our culture.

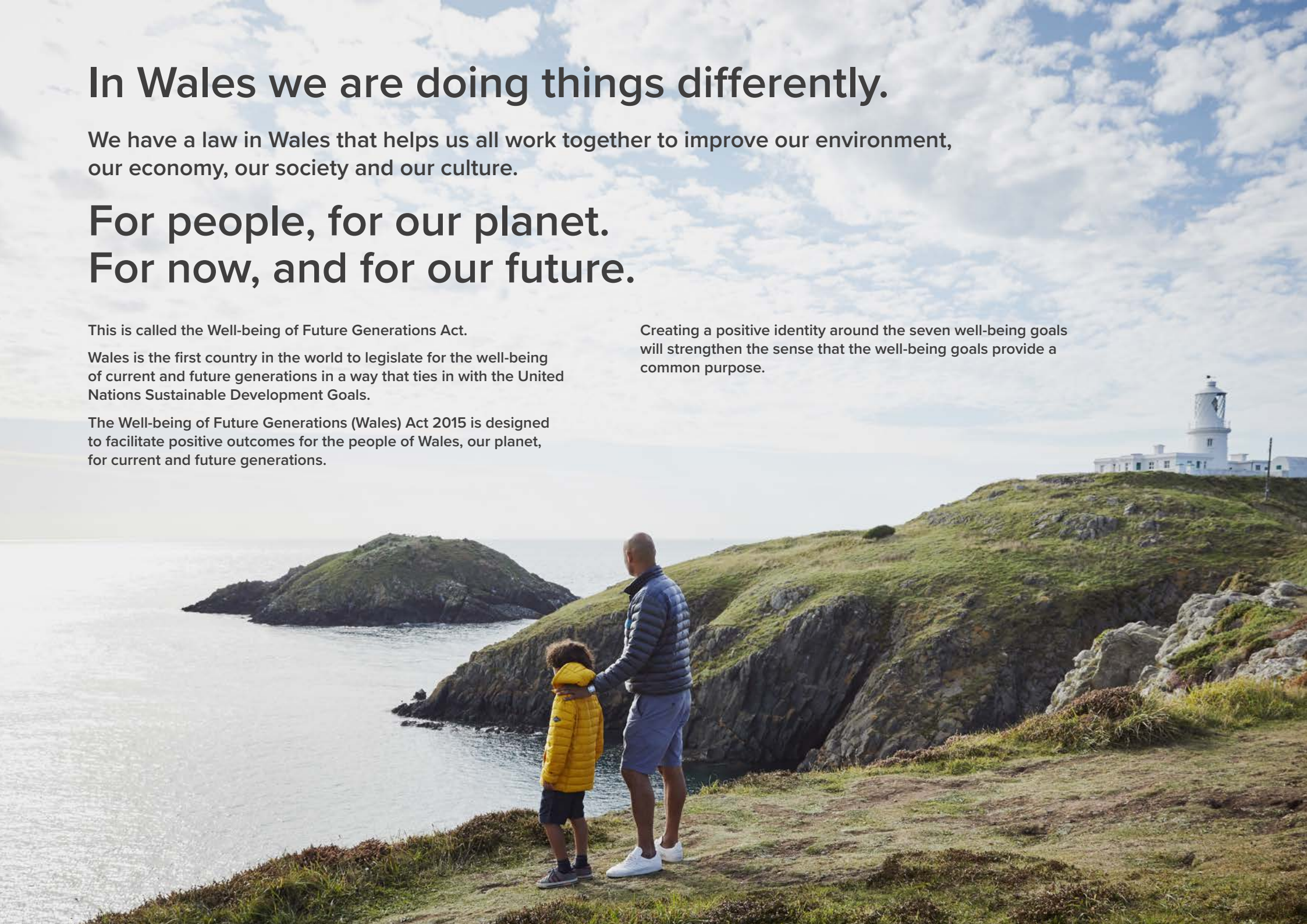
For people, for our planet. For now, and for our future.

This is called the Well-being of Future Generations Act.

Wales is the first country in the world to legislate for the well-being of current and future generations in a way that ties in with the United Nations Sustainable Development Goals.

The Well-being of Future Generations (Wales) Act 2015 is designed to facilitate positive outcomes for the people of Wales, our planet, for current and future generations.

Creating a positive identity around the seven well-being goals will strengthen the sense that the well-being goals provide a common purpose.



Visual Toolkit

This Version (May 2020) focuses on:

- The Well-being of Future Generations Graphic and Logo
- The Well-being goals and colours
- The Wales We Want
- The five ways of working that make up the sustainable development principle
- Wales and the Sustainable Development Goals.

Further work on the different duties, essentials guide, architecture and images will form part of the next phase of work. When this is complete this Version (V2) will be replaced. The toolkit is designed for anyone to use.

All icons can be downloaded from <https://gov.wales/well-being-future-generations-wales-act-2015-guidance>

Guiding rules

- Always ensure there is a hyphen between 'Well-being'. This is the correct spelling from the legislation.
- When abbreviating the 'Well-being of Future Generation (Wales) Act 2015' use 'WFG Act'.
- It may not always be appropriate to use the full title so shorthand such as 'Well-being of Future Generations' can be used.
- Avoid using 'WB' as a shorthand for 'Well-being'. It is one word.
- The logos are all provided in bilingual form with the Welsh on top and English underneath. This should always be used.
- We have introduced the 'map' visual to demonstrate that these goals are all about action in Wales.
- Avoid using the icons to only focus on one well-being goal in your documents and reports. The goals interconnected and cannot be treated in isolation from each other.



Logo family

01_Graphic



02_Simplified text



03_Short text



04_Logo



05_WFG



06_WBG



07_The Wales We Want



08_Map

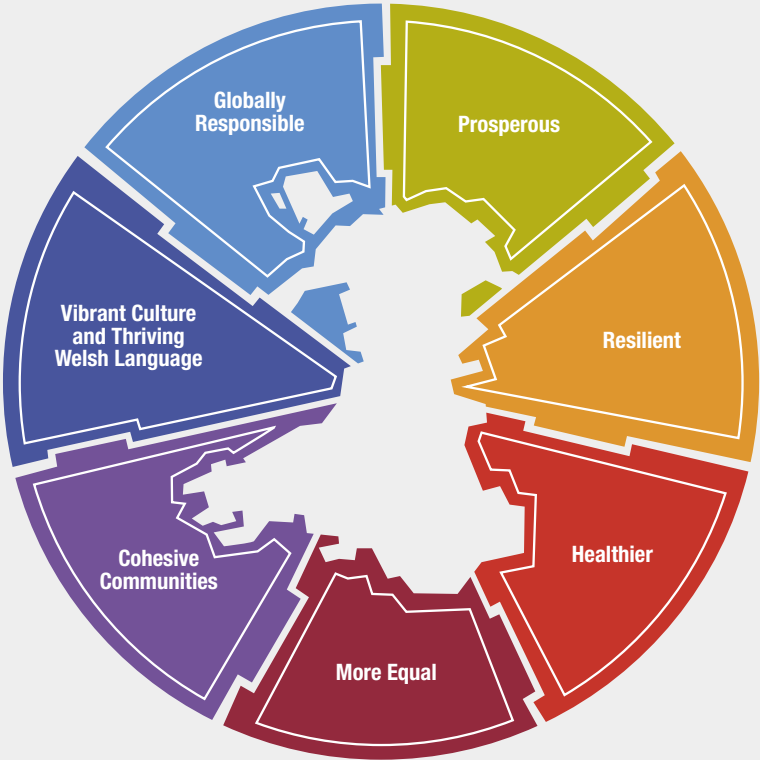


09_SDG



Well-being goals graphic

To be used only at the top level
when explaining how the goals
connect



Well-being goals logo

Simplified text





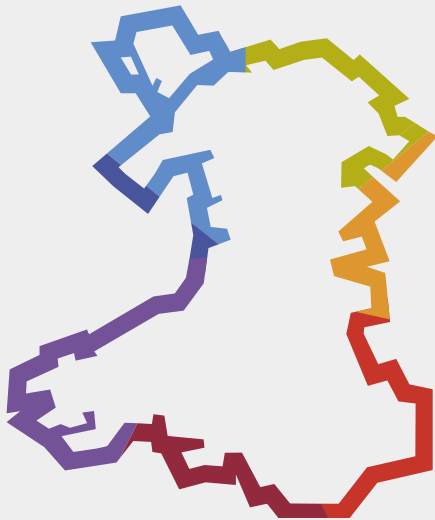




LLESIANT CENEDLAETHAU'R DYFODOL WELL-BEING OF FUTURE GENERATIONS







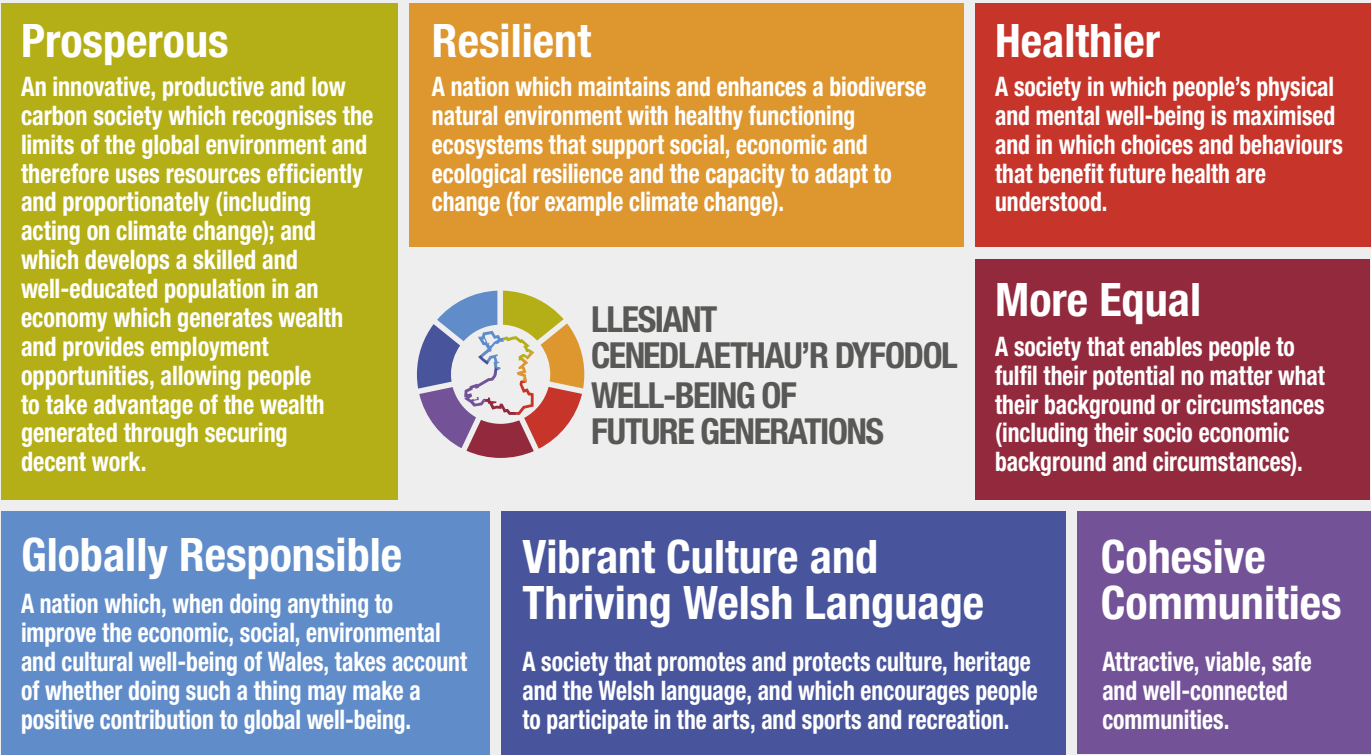
Well-being goals logo
Sustainable Development Goals
(SDG)



UN Sustainable Development
Goals (SDG) graphic logo



Well-being Goals logo with
Sustainable Development Goals
(SDG) colour ring



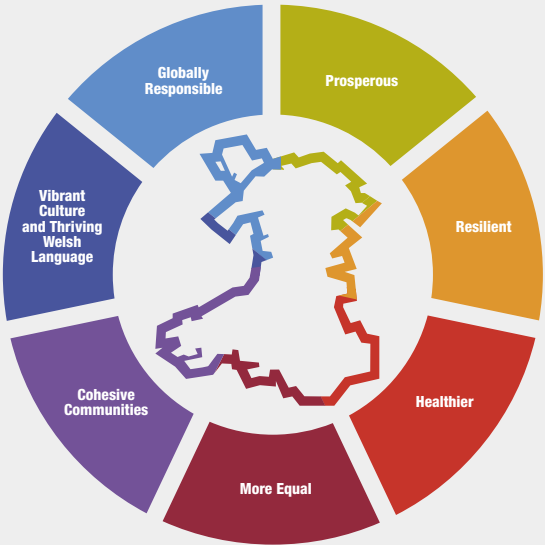
Well-being goals logo








Short text with
'The Wales We Want' logo

<p>Mwy Cyfartal More Equal</p>	<p>Iachach Healthier</p>	<p>Cydnerth Resilient</p>	<p>Llewyrchus Prosperous</p>
<p>Cyfrifol ar Lefel Fyd-eang Globally Responsible</p>	<p>Diwylliant Bywiog Lle mae'r Gymraeg yn Ffynnu Vibrant Culture and Thriving Welsh Language</p>	<p>Cymunedau Cydlynus Cohesive Communities</p>	

Well-being Goals

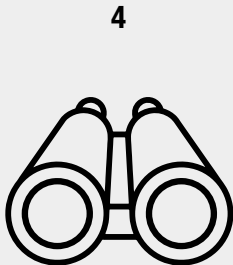
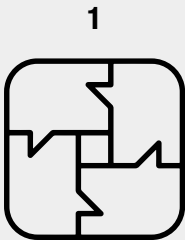
Colour values



		CMYK				RGB			Hex
Prosperous		33	19	100	4	184	177	14	b8b10e
Resilient		0	48	92	0	244	151	29	f4971d
Healthier		0	91	89	0	230	48	36	e63024
More Equal		23	96	66	16	172	36	60	ac243c
Cohesive Communities		61	76	0	0	126	81	156	7e519c
Vibrant Culture and Thriving Welsh Language		85	70	0	0	64	84	161	4054a1
Globally Responsible		73	34	0	0	65	142	205	418ecd

‘Ways of Working’ icons

- 1 - Integration
- 2 - Prevention
- 3 - Collaboration
- 4 - Long-term
- 5 - Involvement



Reverse options



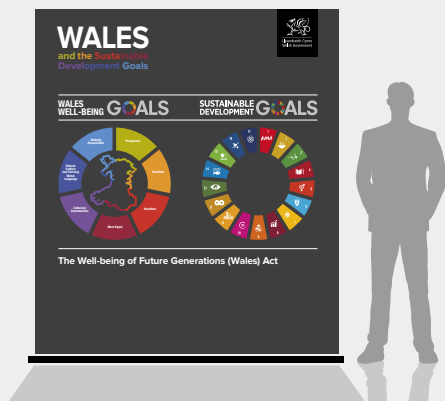
Display banner example

Well-being goals &
SDG wheel

Design

The Well-being goals logo displays
best on a dark background:
CO MO YO **K90**

White elements should be:
CO MO YO **K10**

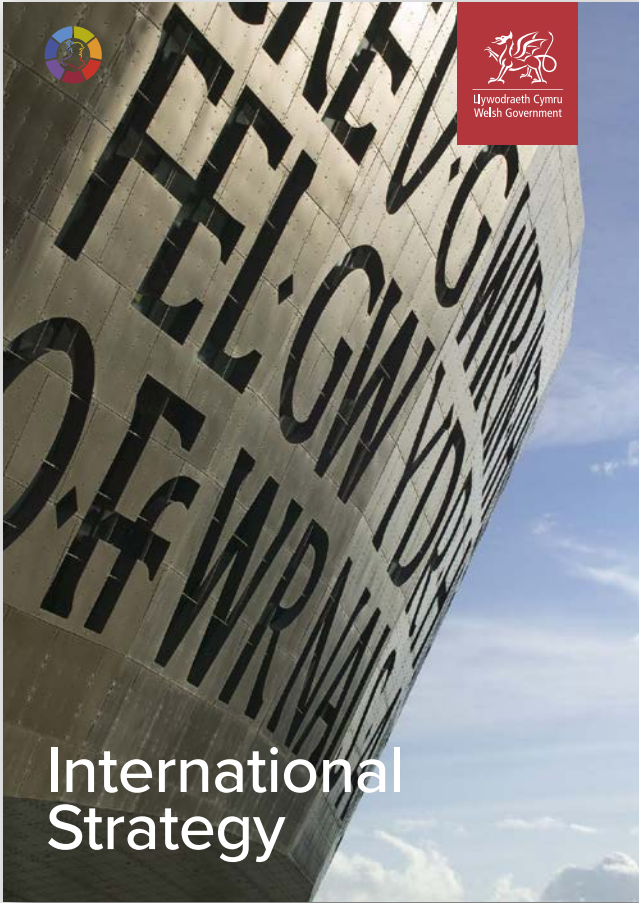


Display banner example
Well-being goals logo - short text



Document cover example

Well-being goals logo



Wellbeing priorities.

Our core ambition is to grow tourism for the good of Wales. But how do we do that?

Wales is the first country in the world to put forward legislation that mandates wellbeing. This means that when public bodies make decisions, they need to take into account the impact they could have on people living their lives in Wales in the future.

We know that by enabling people to enjoy experiences in places across Wales, tourism can contribute to the wellbeing of wider society, enhancing communities and their way of life, and helping them to value and protect the natural and historic environment. But it is clear that tourism and the travel industry need to be carefully managed in order to find ways to reduce some of the potential negative impacts, such as over-tourism and carbon emissions from travel.

Growing tourism for the good of Wales means economic growth that delivers benefits for people and places including environmental sustainability, social and cultural enrichment and health benefits.

This is how we will deliver those wider benefits through the priorities in this plan:



Goals

Economic growth that delivers benefits to people and places including:

Environmental sustainability <ul style="list-style-type: none">– sustaining natural resources– improving environmental performance– encouraging sustainable transport	Social and cultural enrichment <ul style="list-style-type: none">– a warm welcome for everyone– opportunities for young people– thriving Welsh language and culture	Health benefits <ul style="list-style-type: none">– new opportunities to enjoy outdoor leisure– promoting active lifestyles
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Listening to residents, visitors and businesses





