



BWRDD PARTNERIAETH
RHANBARTHOL
CAERDYDD A'R FRO
CARDIFF & VALE
REGIONAL PARTNERSHIP
BOARD

Brand guidelines

For further information, please contact: Kate Hughes - catherine.hughes14@wales.nhs.uk | 029 2183 6641



About the RPB

The Cardiff and Vale **Regional Partnership Board** (RPB) helps people to live the best lives they can in their homes and communities.

We work with our partners in health, social care, education, housing and the third sector to transform services and communities to make sure people get the right support, at the right time, in the right place.

We do this because we can deliver better outcomes for people who live in Cardiff and Vale by working together.

The RPB is made up of Cardiff Council, Vale of Glamorgan Council, Cardiff & Vale University Health Board, Welsh Ambulance Services NHS Trust, Third & Independent sectors and carer representatives.

Communication in the RPB is

Persuading a defined audience, to take a defined action, to create a defined outcome, in a planned, effective and inclusive way.

Engagement in the RPB is









Supporting a defined audience, to influence a defined decision, in a planned, effective and inclusive way.



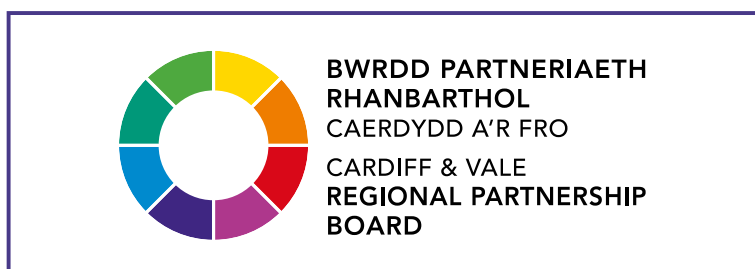
Colours

The logo colours should be used when developing infographics.

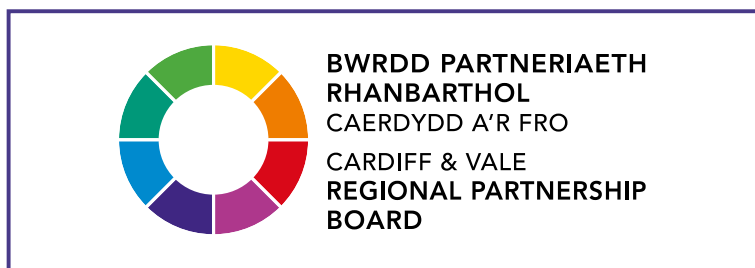
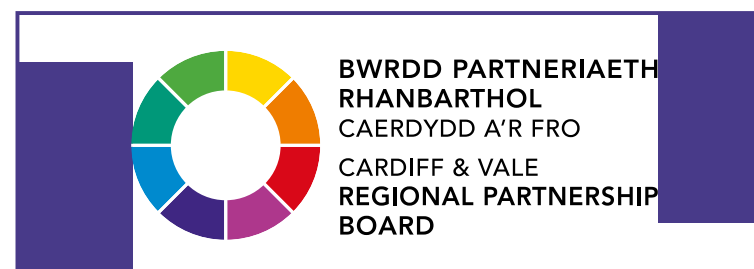


Allocation	Colour	Pantone	RGB	HEX/HTML	CMYK
RPB		Violet C	68 / 0 / 153	440099	94 / 100 / 0 / 1
Starting Well		Purple C	187 / 41 / 187	BB29BB	36 / 89 / 0 / 0
Living Well		3278 C	0 / 155 / 119	009B77	100 / 0 / 65 / 0
Ageing Well		Process Blue C	0 / 133 / 202	0085CA	100 / 15 / 0 / 6
RPB Pop		7738 C	71 / 162 / 63	47823F	70 / 0 / 93 / 5
SW Pop		7406 C	241 / 196 / 0	F1C400	0 / 13 / 100 / 1
LW Pop		151 C	255 / 130 / 0	FF8200	0 / 60 / 100 / 0
AW Pop		3517 C	193 / 0 / 22	C10016	0 / 100 / 96 / 6

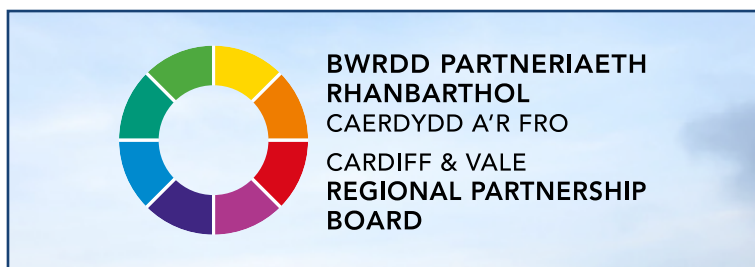
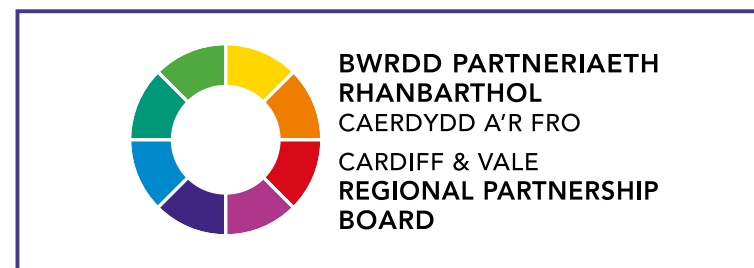
Logo use



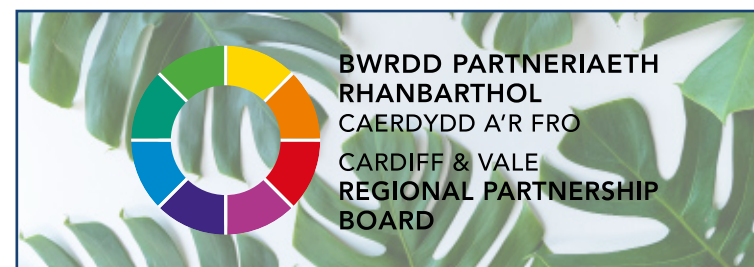
Please leave empty space around the logo.



Do not stretch the logo image.



Avoid use over busy background images.



When to use our logo

The Cardiff and Vale Regional Partnership Board logo should be used on any communication undertaken or funded by the RPB.

Welsh Government support must be acknowledged on all publicity, press releases and marketing material produced in relation to the funding and associated projects. Such acknowledgement must comply with the approved Welsh Government's branding guidelines.

Where to use our logo

- Printed materials (e.g. documents, reports, posters and marketing material)
- Correspondence (e.g. letters, circulars)
- Websites and social media including posts
- Any other appropriate communication tools

Referring to Cardiff and Vale Regional Partnership Board in text

When making written reference to Cardiff and Vale Regional Partnership Board, please follow the guidance below:

Capitalisation

When writing *Cardiff and Vale Regional Partnership Board*, all words should be capitalised except *and*.

When writing the *Regional Partnership Board*, please capitalise all words except the (except if needed grammatically e.g. at start of sentence/paragraph).



Abbreviation

Please only use the following abbreviations:

Cardiff and Vale RPB (*when you have already used Cardiff and Vale Regional Partnership Board (RPB) full title in the same body of text*)

The Regional Partnership Board (*when you have already used Cardiff and Vale Regional Partnership Board in the same body of text*)

The RPB or RPB (*when you have already used Cardiff and Vale Regional Partnership Board (RPB) full title in the same body of text*)

Singular/plural

Please note that Cardiff and Vale Regional Partnership Board is a partnership, therefore should be referred to as plural:

For example, write “Cardiff and Vale Regional Partnership Board are...” not “Cardiff and Vale Regional Partnership Board is...” etc.

Referring to the Cardiff and Vale Regional Partnership Board in the first person plural

It is acceptable to refer to Cardiff and Vale Regional Partnership Board in the first person plural when you have already referred to the RPB using its full title. For example, “At Cardiff and Vale Regional Partnership Board, we...” or ‘us’.



RPB Structure



RPB Members

RPB members sit on the Board and attend meetings in a formal capacity. [Click here to see an up to date list of members](#). These members make up the RPB.

RPB Team

The RPB Team are the staff employed to support the RPB. They are not officially members of the RPB. We refer to these staff members as the RPB Team.



Partnerships

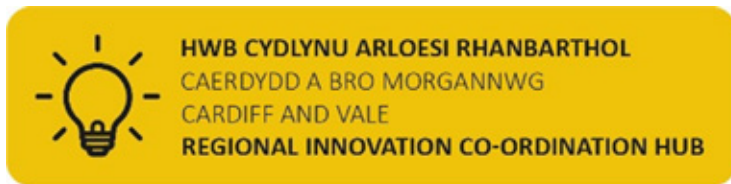
Our partnerships focus upon key life stages of our population, whilst also delivering a range of cross cutting enablers that create solid foundations for our work. The following logos can be used in communications about each programme, but they must be used in conjunction with the main RPB logo.



Describing Starting Well	Describing Living Well	Describing Ageing Well
<p>Our Starting Well Partnership brings together Councillors and people leading on child health, social care, education and third sector services from across the region. We want to improve and where necessary transform services in Cardiff and Vale and are currently focusing on:</p> <p>Implementing a whole school approach, where everyone has a part to play in supporting infants', children and young people's health and wellbeing;</p> <p>Creating a regional framework that sets out a standard for delivering services that can be tailored and used locally;</p> <p>Making sure there is a joined-up approach to mental health and emotional wellbeing that aims to support young people before their needs escalate but also offers the right support for children in crisis;</p> <p>Creating regional resources for children and young people with complex needs;</p> <p>Improving support for children and young people with additional learning needs</p>	<p>Our Living Well Partnership brings together a range of priority groups and areas which impact upon people throughout their lifetime, including:</p> <ul style="list-style-type: none"> • Unpaid carers – Carers • People with physical disabilities • People with learning disabilities • Autism adults • People with poor mental health or emotional support needs • Sensory impairment • People with neuro developmental disorders (ND) <p>It ensures that people with lived experiences are at the heart of the work we do that impacts on these groups.</p>	<p>Our Ageing Well Partnership brings together Councillors and people leading on adult health, social care and third sector services from across the region. We want to improve and where necessary transform services in Cardiff and Vale and are currently focusing on:</p> <p>Dementia</p> <p>Making Cardiff and Vale a better place for people with dementia and their carers. We will continue to invest in dementia friendly communities, where people with dementia are supported and valued. We want care for people with dementia to focus on what matters most to the individual and providing a wide range of support to help people live the best lives they can.</p> <p>@Home</p> <p>An ambitious programme of work which aims to ensure that everyone can access the right service at the right time. This programme aims to deliver a new model of locally-delivered, joined-up care and support linking NHS, councils and third sector services and local community networks. We want to have a joined-up approach to enable people to maintain their independence and wellbeing and have more time to live their lives how they want.</p>



Other logos



If additional logos are required, please contact the [Senior Communications and Engagement Officer](#).

Acknowledging partners/funding

If a project is funded by the Welsh Government the following logos must be included on any communications:



Contributions from other organisations must also be acknowledged, ideally through inclusion of their logo. Where the entire partnership is involved, this strip can be used:



Additional branding

Where possible we include this strip as a footer to communications. It should be used right at the bottom of the communication and must not interrupt text. It should be situated in front of photos where they overlap. [Templates are available in the Forms and Templates file or on request.](#)



People who live and work in Cardiff and Vale of Glamorgan

We refer to the citizens who live in our region as people first (rather than, for example, patients or service users), unless people with lived experience have expressed a preference for another term e.g. autistic adults. The term citizens can also be used.

Translation

The RPB is committed to treating English and Welsh equally and all public facing documents should be available in English and Welsh at the same time with the Welsh being displayed first where they cannot be displayed separately e.g. in the body of an email. This includes social media communications.



Email footers

These should include the following information:

Full name e.g. Jo Bloggs Welsh job title English job title	Kate Hughes Uwch Swyddog Cyfathrebu ac Ymgysylltu Senior Communications and Engagement Officer
Address	Bwrdd Partneriaeth Rhanbarthol Caerdydd a'r Fro Regional Partnership Board Cardiff and Vale Tŷ Coetir Woodland House Ffordd Maes-Y-Coed Maes-Y-Coed Road Caerdydd Cardiff CF14 4HH CF14 4HH
Pronouns (optional)	Your preferred pronouns Example: My pronouns are 'She' and 'Her'/'Hi' neu 'Ei' ydy'r rhagenwau sydd orau gen i
Response expectations (optional)	(I am sending this email now as it is a convenient time for me to do so. I understand that this may not be the best time for you, so please only respond to this message when convenient to you) (Rwy'n anfon yr e-bost hwn nawr gan ei fod yn amser cyfleus i mi wneud hynny. Rwy'n deall efallai nad hwn yw'r amser gorau i chi, felly cofiwch ymateb i'r neges hon dim ond pan fydd yn gyfleus i chi)



Dilynwch ni ar Twitter @RPB_CAV | Follow us on Twitter @RPB_CAV



Hoffwch ni ar Facebook @RPBCAV | Like us on Facebook @RPBCAV



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Focus on working together

The RPB's focus is integration and, where possible, our communications should reflect this. We want to see organisations moving beyond partnership working to develop deep and meaningful relationships resulting in better services for our citizens. Key words to use include:

- Working together
- Partnership
- Relationships
- Thinking about the whole
- Seamless services
- Boundary spanning
- Coproducing
- Facilitating
- Thinking big
- Joining
- Connecting
- Knitting people together
- Working across professional/traditional boundaries
- Sharing knowledge

Fundamentally, we want to make joined up services and working in partnership the norm.

Other key themes

Bringing people along with us through curiosity and encouragement

Part of the RPB's role is overcoming barriers to partnership working by encouraging a questioning mindset and encouraging others to consider the benefits of working in partnership:

- Ask questions
- Persuading
- Come with us
- Expeditions
- Thinking outside the box
- Curiosity
- Asking why
- Not saying no
- Patience
- Determination
- Listening
- Permission



Big ambitions

Whilst there was an acknowledgement that change will take a lot of time, we need to consider the longer term and begin making changes now that can be built on:

- People live the best lives they can in their homes and communities
- We are good at thinking very big – looking at what's on the horizon, before zoning in on the tiny detail
- Joining up services to improve people's lives
- Seamless services
- Keeping people independent and healthy/well
- Reducing work and duplication

People at the heart of everything we do

The commitment to planning services around the people who receive them is central to our work:

- People first, not services
- Start with the person
- Good outcomes for children and young people
- Joining up services to improve people's lives



Choosing images

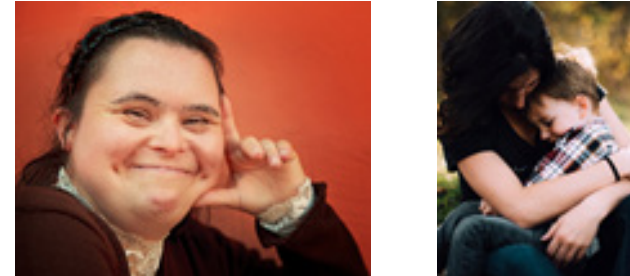
We try to use positive photos and images that represent different themes. We try to use less posed photos with models and aim for a natural feel. Where this is challenging, for instance in areas like substance abuse, we also use representative images instead of people. We often cut images into circles to reflect our logo shape. Try to represent the rich diversity of people in our region when choosing a series of photos, but try to avoid using images that reinforce stereotypes.

Examples



Free positive ageing images - <https://ageing-better.org.uk/news/age-positive-image-library-launched>

Recent images we've used from Canva



Examples of recent images we've taken

