



Dŵr Cymru
Welsh Water

Brand book

How we look

A close-up photograph of a hand holding a silver, cylindrical water bottle. The hand is wearing a red cap and a ring. The bottle has the hashtag "#LovedDŵr" printed on it in a bold, black, sans-serif font. The background is a blurred outdoor scene with a blue sky and some dry grass or reeds.

#LovedDŵr



If you've got any questions about these guidelines or if you'd like digital examples of the Welsh Water identity in use, just get in touch with the marketing team.

commsdesignteam@dwrwymru.com
01443 452628



- 1 Let's inspire
- 2 Our company
- 3 Our personality
- 4 Creative content
- 5 Visual guidelines
- 6 Brand application

Let's inspire



Let's change
our part of the
world for the
better, and
inspire our
customers
to help us



We've reinvented what it is to be a water company. We've got no shareholders, so every penny we make goes back into looking after our water—now, and for the future.

Let's work to:

- 1 Make customers healthier by providing safe, reliable water.
- 2 Make our rivers, seas and environment cleaner.
- 3 Help our economy flourish.



Our company

2



Inspiring our
customers
to love dŵr –
something
that they can't
live without –
should be
easy...



We just need to build their
relationship with water once again.

To do this, our brand will shine
through every part of our great
company – our people, our
communications, our campaigns,
our educational work and our
recreation centres.

Our people



We are all brand ambassadors. The most important way to let our company shine and inspire our customers is through our people.

By living by these values we will achieve our vision – **to earn the trust of our customers every day.**



SAFE
at all times



EXCELLENCE
in everything
we do



PROUD
to put customers
first



HONEST
with everyone



TRUSTED
to do the right
thing



OPEN
to new ideas

Our communications



Every time we communicate with our customers – whether it's through phone calls, letters, adverts, or bills – we will show what we're doing to change their world for the better, and inspire them to do their bit too. Let's turn our customers into fans.



Our campaigns



The memorable campaigns that we run will rebuild people's relationships with water.

We will inspire people to help us look after the amazing water cycle that keeps us all healthy. Creating three million people who love their water.



Our education work



We will create a generation of water ambassadors by educating our children through the most creative lessons – at our Discovery Centres, at their schools and online.



Our recreation centres



Our recreation sites will be hubs for health, enjoyment and sustainable tourism – reconnecting people with water and their beautiful environment.



Our personality

3



Bland and
corporate will
never inspire
anyone



So, in the next few pages, we show you Dŵr Cymru's personality in six characteristics.

We will make sure they shine through everything we do – images, words, conversation, everything. This will help us build a more personal and meaningful relationship with our customers.

Not all of these characteristics will necessarily be obvious at all times. You should think about which are best for each situation. Our customer service should always sound human and honest above all else. We should be engaging and give useful information to our customers. When appropriate we can let our more playful and memorable side shine, especially through our education work and recreation centres.

Human

Always real,
never corporate



Honest

It helps
build trust



Playful

Let's make
people smile



Engaging

Inspiring people
to help us



Memorable

A happy
experience
is priceless



Useful

Handy, practical
and helpful



Creative content

4



Content is King and distribution is Queen



Creating great content, and making sure that people get to see it is really important.

Why? Because we're competing for our customers' attention against a whole world of other distractions. People now consume more information than ever before – at home, at work, on the move, on a tablet, on a smartphone.



People don't want information broadcast at them. They want clever, inspirational stories and memorable experiences that they can connect with on a personal level and share with friends – this is true of an information video, a campaign website or an exhibition stand.

So, we must always put ourselves in our customers' shoes. Always create the kind of engaging content that they want to consume, and always distribute it on the platforms that they are using.

As a general rule, before you create content, ask yourself – is this entertaining or useful to a customer?

Here's to the
storytellers

Keep it
short *



People love stories. For thousands of years, they've helped us understand things more clearly. Stories make things memorable. Stories create emotional bonds.

It doesn't have to start with "Once upon a time..." but you can't beat a story for connecting with our customers. Stories will help us explain what we're doing to change our part of the world for the better, and help us inspire others to do the same.



Why use 100 words when you can use 50? We should say what we need to, clearly, in as few words as possible. We should also keep our sentences short—ideally under 15 words wherever possible.

Our customers will really appreciate us keeping messages short. It's also a far more effective way to get a message across. Less really is more.

Keep it
simple

Don't sound
like a machine



We communicate with people from age zero to 110. So, it's really important that we explain things using words that people can understand.

So, let's make sure that we always use everyday Welsh or English whenever we talk to customers and colleagues.



We're human beings. We're communicating with other human beings. So let's avoid using words that we wouldn't use in everyday conversations. Implementing or undertaking could just be doing, and remember to cut out all of those acronyms and abbreviations while you're at it...

Visual guidelines

5



Logo



Dŵr Cymru's marque, the waves, represent the important things we look after - water and the environment.

The primary logo always appears in landscape format, we've done away with the portrait version. We have also created a web marque to encourage our customers to go online.

The marque can be used on its own where appropriate, as can the word marque. It can also be used to unite sub brands such as recreation centres or important campaigns.



- 36 Description of logo
- 38 Primary logo lock-up
- 39 Marque
- 40 Word marque
- 41 Web marque
- 42 Sub-brands
- 44 Visitor Centre sub-brands
- 46 Lock-up and safe area
- 48 Logo colour

Primary logo



Marque



Word marque

Dŵr Cymru
Welsh Water

Web marque

dwrcymru.com

Sub-brands

 Gwasanaethau Cwsmeriaid
Customer Services

 Gwasanaethau
Cwsmeriaid

 Customer
Services

 Iechyd a Diogelwch
Health and Safety

 Iechyd a
Diogelwch

 Health and
Safety

Visitor Centre Sub-brands

Llandegfedd

Canolfan Ymwelwyr a Chwaraeon Dŵr
Watersport and Visitor Centre

Elan

Cronfeydd Dŵr a Chanolfan Ymwelwyr
Reservoirs and Visitor Centre

Llys-y-Frân

Cronfa Ddŵr a Pharc Gwledig
Country Park and Reservoir

Llyn Brenig

Cronfa Ddŵr a Chanolfan Ymwelwyr
Reservoir & Visitor Centre

Llys-y-Frân

Cronfa Ddŵr a Pharc Gwledig
Country Park and Reservoir

Llyn Brenig

Cronfa Ddŵr a Chanolfan Ymwelwyr
Reservoir & Visitor Centre



Logo lock-up



The protective space around the logo should be equal to the size of the logo marque, as shown.



Logo colours



When placed on a white or light background the colour logo should be used. When placed over a colour or dark area of an image the white version of the logo should be used, as shown.



Typography



Our typeface is Bryant Pro 2 (Alternate). It is at the heart of the Dŵr Cymru identity and is the foundation for all our branding. Clean, friendly and legible, it is available in a variety of weights to express both contemporary and classical qualities.

See examples throughout this document on how to use it.

Microsoft Office
For internal Microsoft Office documents where Bryant Pro is not available, Arial should be used.

Bryant Pro Alternate Weights

Light

Regular

Medium

Bold

Bryant Pro 2 (Alternate)

Italics

Light

Regular

Medium

Bold

Bryant Pro 2 (Alternate)

Circumflexes

Ŵŵ / Ŷŷ

ŵŵ / ŷŷ

ŵŵ / ŷŷ

ŵŵ / ŷŷ

Using colour

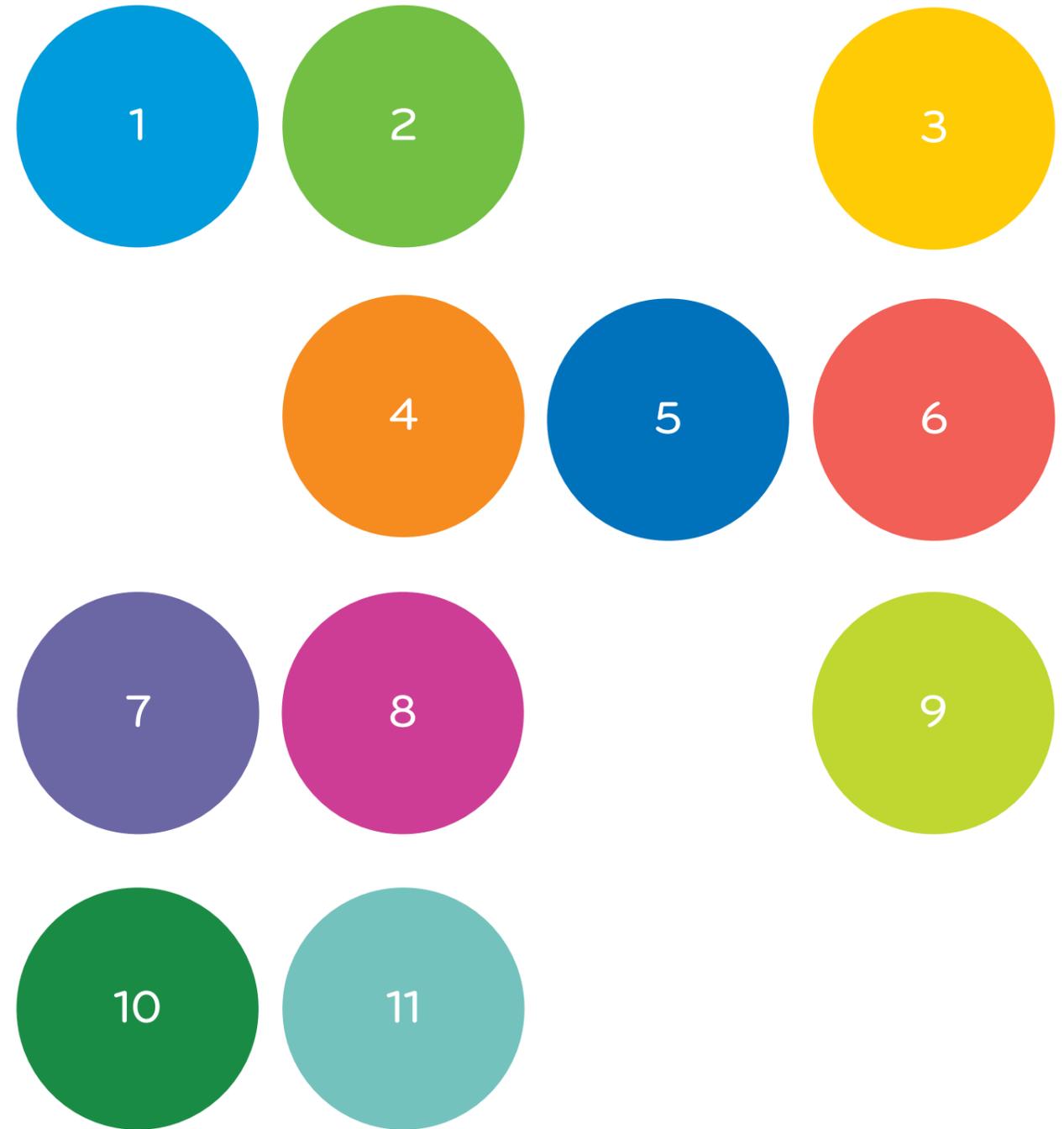


When using colour, we should think about what mood we want our customer to feel.

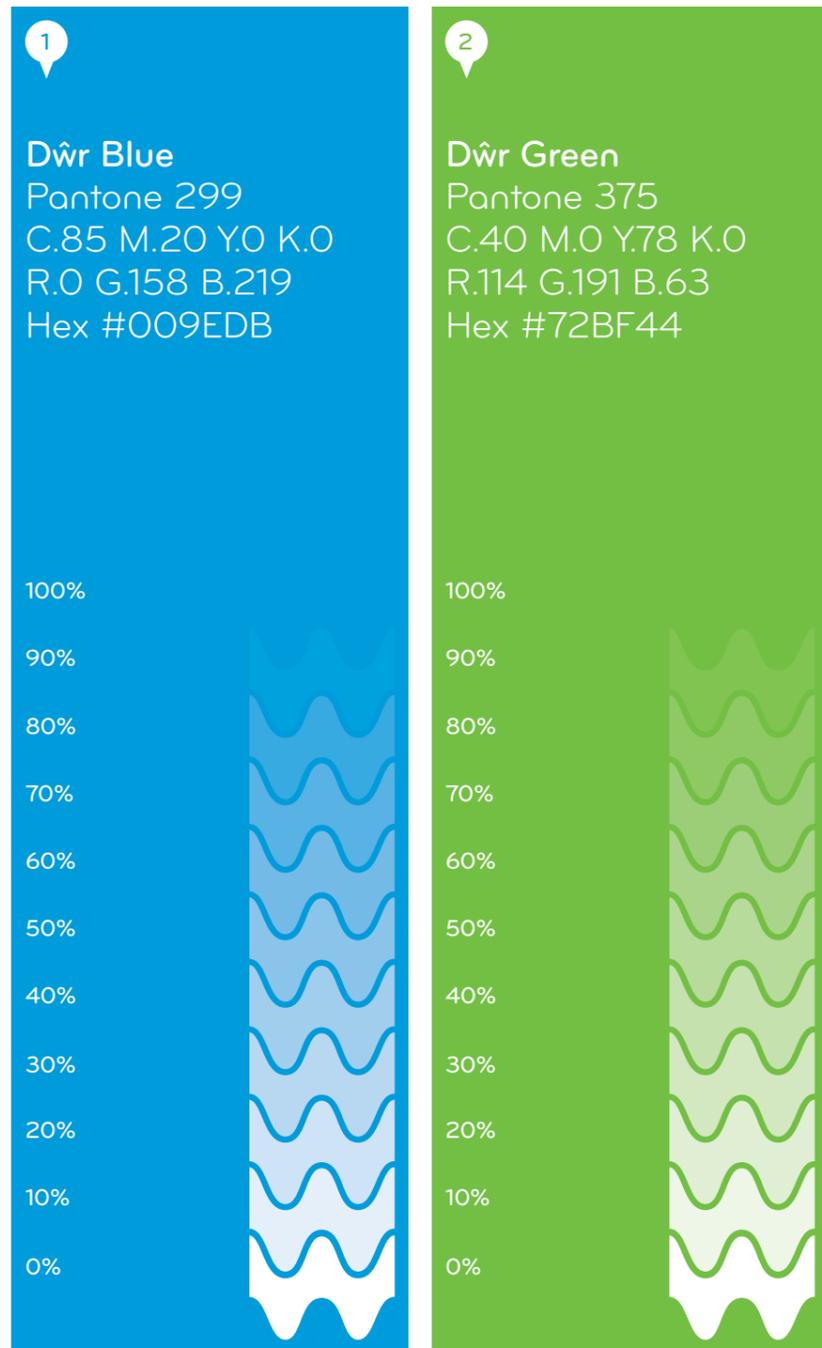
Campaign and education materials should use the more playful and vibrant colours of the palette, while our recreation centres will use more natural shades inspired by the environment and the memorable photography we're using.

For corporate communications, we'll want to show our more professional side by using a limited colour palette of mainly **Dŵr Blue**, **Dŵr Dark Blue** and **Dŵr Green**.

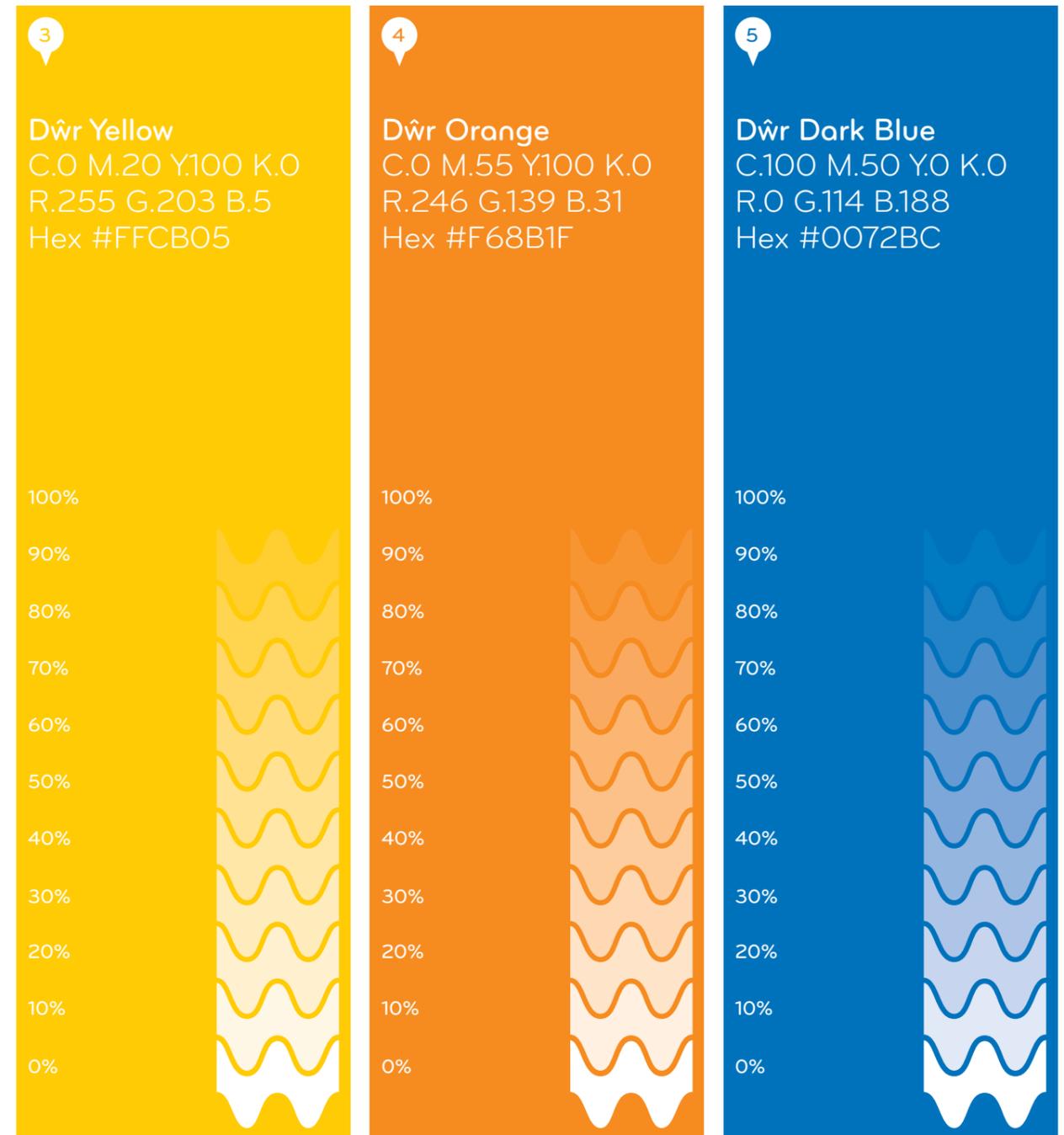
There is one exception - we'll use **Dŵr Purple** for any messages from Health and Safety to make sure they always stand out.



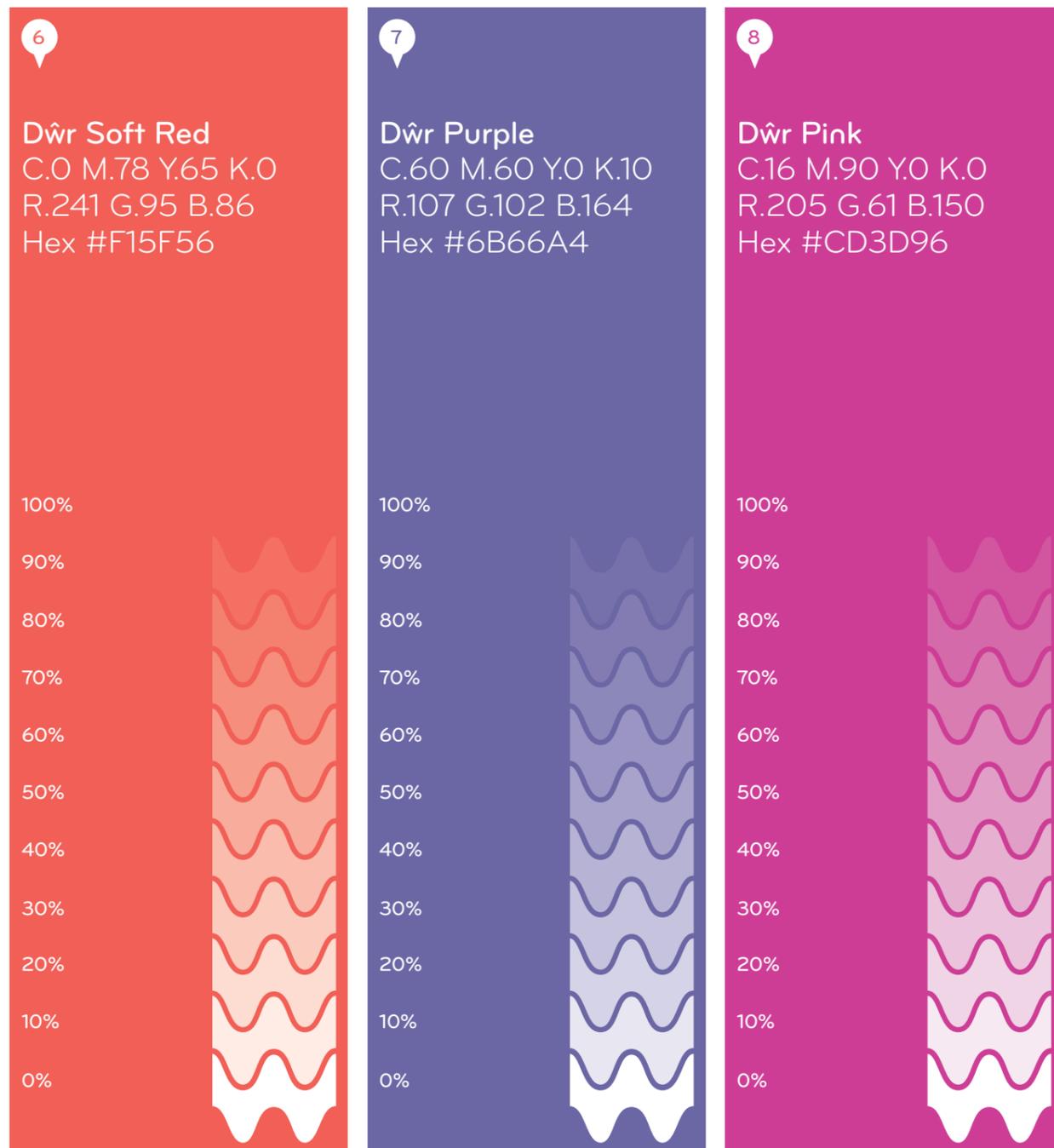
Primary colours



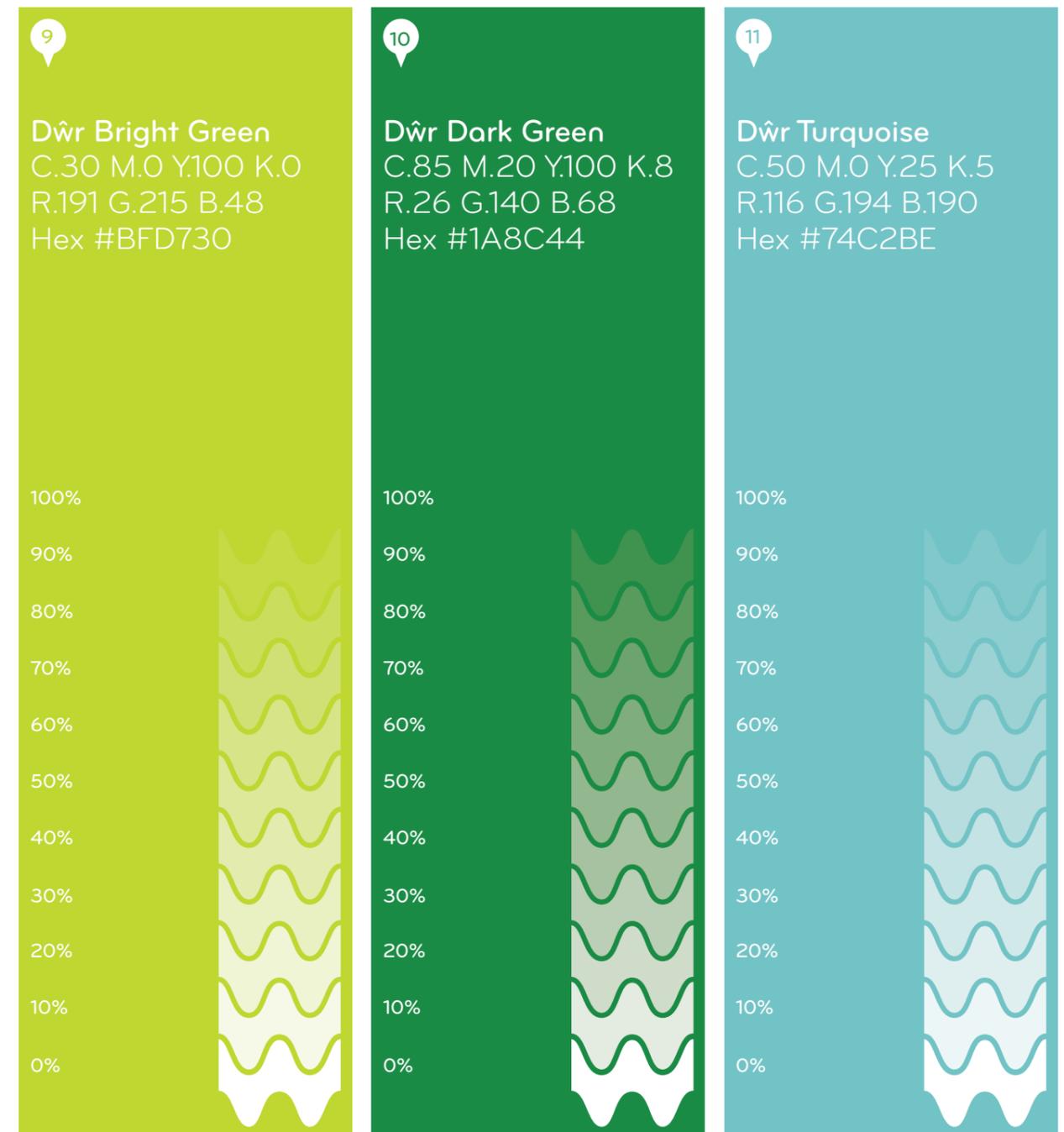
Secondary colours



Secondary brand colours
continued...



Secondary brand colours
continued...



Colour picking



So, we've got our main company colours – these are great for helping our customers recognise our company.

But when we're using photography – we'll often want to make sure that everything else on the page lets the great images shine through. We do this by colour picking.

Colour picking continued...



Colour picking
continued...



49 Your Llyn Brenig

A Welsh Water Visitor Center 2013 62

Walk on the Wild side

Pudion net, comnis eum quidebiscid ent ant escienda assequa ecaerup totenitaspic to beat.

Ceatio debis nis doluptas os autes sunt affictemodit este dolor andus sendandi doluptas est, consent quidi illaut enienim usant, everum rem nos aspe molores sinullaut quatusam eaquos ut velest maximporro quis doluptaquam ex exeruptate rem ipid quis vult dis utatiore prepel into tem repenat voluptur sum qui voluptio doluptatur simoxima voluptat omniatint.

Pienimod qui sunt exercime vult res is es nonseque cum nobitatio. Caborita pore dolut reptatquatum poraepto desecerum quamendam quidi os ut quio este re et, sequom haribus ne valor at dusapiciis et verit unt. Valorehent dolum que quatiatiam volenest lanissi millabo rereici musdam vid et, explitis doluptam qui quos aligenis ent a quiet.

Temolore, quature praectiberum fugia aut vent id et ut pressint. Optum necoesequi deserum harum eo non ped et paribus experia venimus arum et et aut aut que nest quunt resti.

Llyn Brenig Walk

Distance — 20km
Duration — 3hrs

Average Altitude — 2km
Difficulty — Family

Colour picking
continued...



49 Your Llyn Brenig

A Welsh Water Visitor Center 2013 63

Walk on the Wild side

Pudion net, comnis eum quidebiscid ent ant escienda assequa ecaerup totenitaspic to beat.

Ceatio debis nis doluptas os autes sunt affictemodit este dolor andus sendandi doluptas est, consent quidi illaut enienim usant, everum rem nos aspe molores sinullaut quatusam eaquos ut velest maximporro quis doluptaquam ex exeruptate rem ipid quis vult dis utatiore prepel into tem repenat voluptur sum qui voluptio doluptatur simoxima voluptat omniatint.

Pienimod qui sunt exercime vult res is es nonseque cum nobitatio. Caborita pore dolut reptatquatum poraepto desecerum quamendam quidi os ut quio este re et, sequom haribus ne valor at dusapiciis et verit unt. Valorehent dolum que quatiatiam volenest lanissi millabo rereici musdam vid et, explitis doluptam qui quos aligenis ent a quiet.

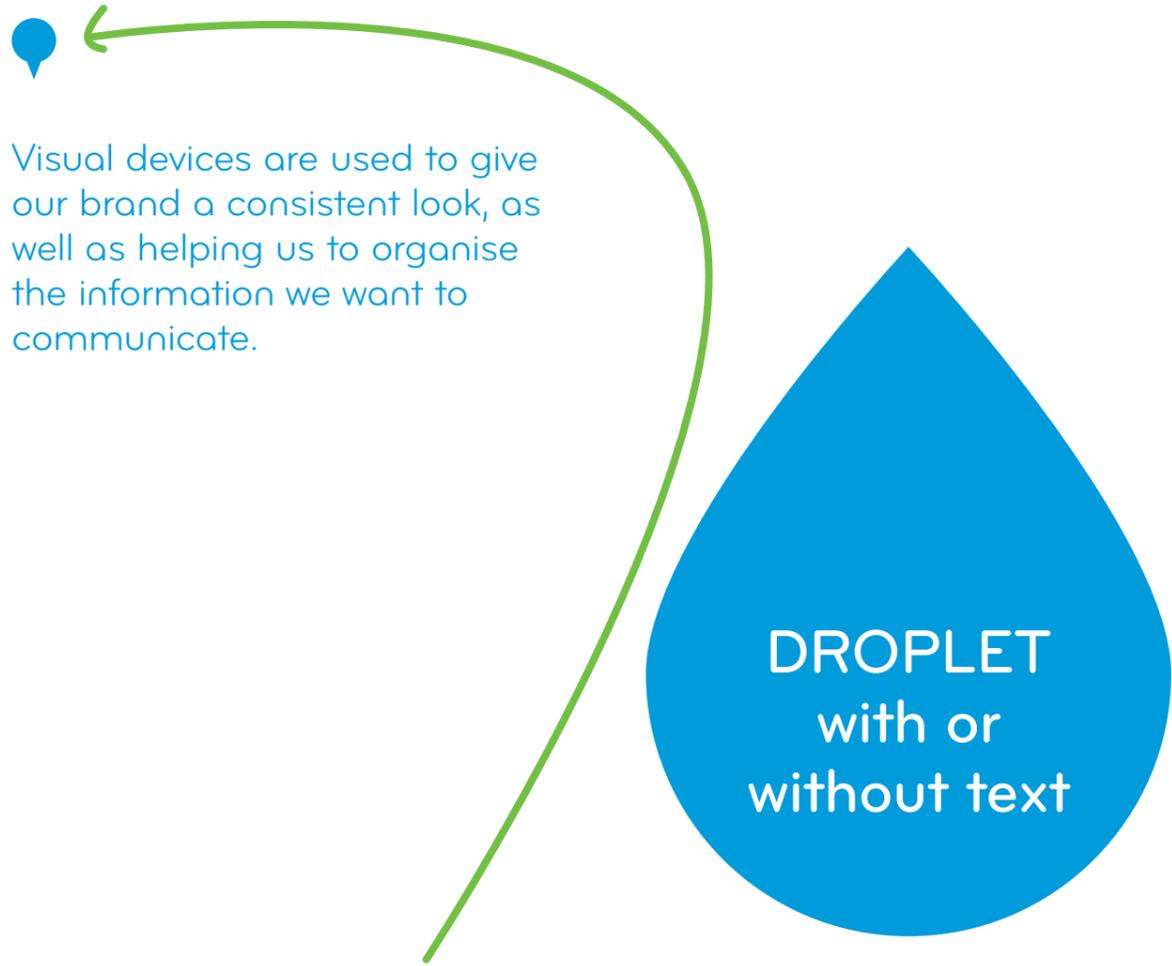
Temolore, quature praectiberum fugia aut vent id et ut pressint. Optum necoesequi deserum harum eo non ped et paribus experia venimus arum et et aut aut que nest quunt resti.

Llyn Brenig Walk

Distance — 20km
Duration — 3hrs

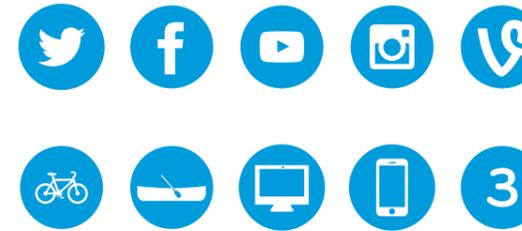
Average Altitude — 2km
Difficulty — Family

Visual devices

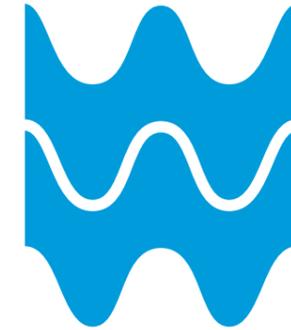


1 Pointer
Used to draw attention to important pieces of information.

2 Droplet
Used with or without text to add interest or information to materials.



3 Circles
Used to include icons such as twitter or simple illustrations such as bikes, boats or numbers.



4 The marque
The marque can be used as a standalone device for things such as opening and closing titles of videos or placing within documents.



5 Rounded edge text box
Can be used to hold blocks of text. They can be in corporate block colours or colour picked. When using photography you should consider tints and colour picking.

Photography



When we want to inspire people we use great photography. We've got one heck of a studio in which to shoot – the beautiful country we live in.

Our photography will document people and their everyday lives with water. It will match our personality – always authentic and human. Never staged, never boring.

And when we combine our pictures with their stories, we can inspire them to be healthier; to help us make our rivers, seas and environment cleaner; and help us make our economy stronger.

When we
want to
inspire
we use
photography







Illustration

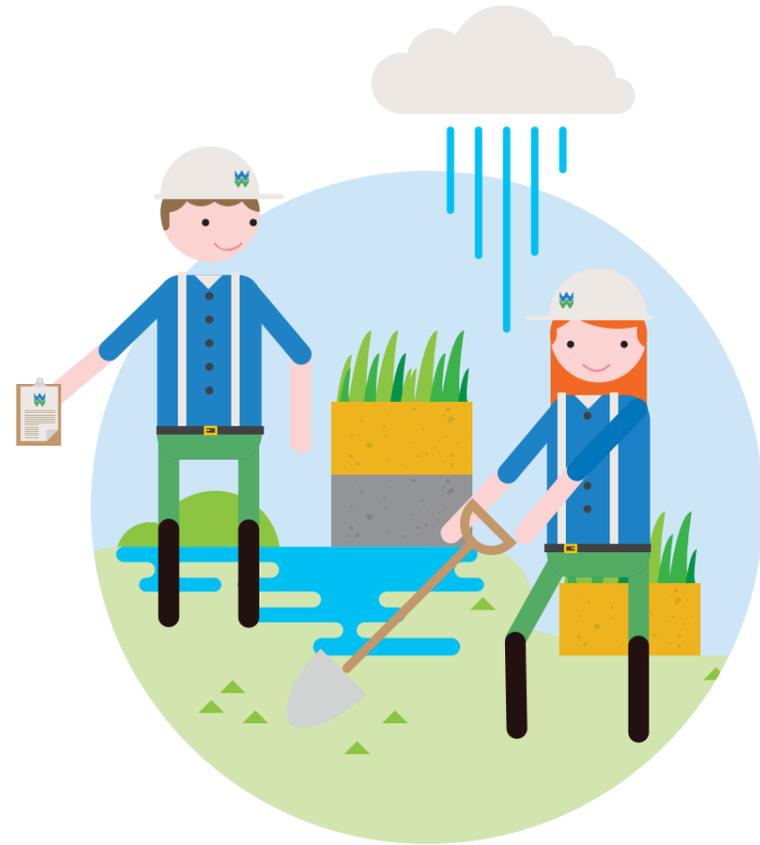


A lot of work goes into every drop and we've put our entire world into our illustrated droplet.

We use illustrations when we want to explain to people what we're doing to change their world for the better and how they can help us do their bit. It's ok to pull the droplet apart and use stand-alone roundels too.



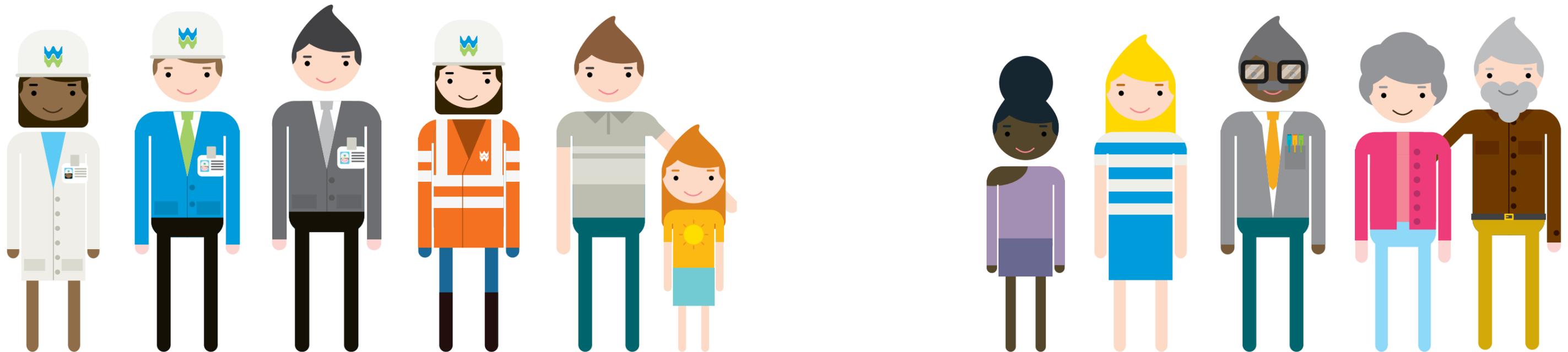
When we
want to
explain our
work we use
illustrations



Illustration



Some of the cast of characters who live in the world of Dŵr.



Video



Inspiring

Just like our still photography, when we want to inspire our customers we will use authentic real life moving images. They will be filmed artistically and coupled with authentic Welsh voices and inspirational music. Remember, creating memorable content that people want to watch is the number one aim.



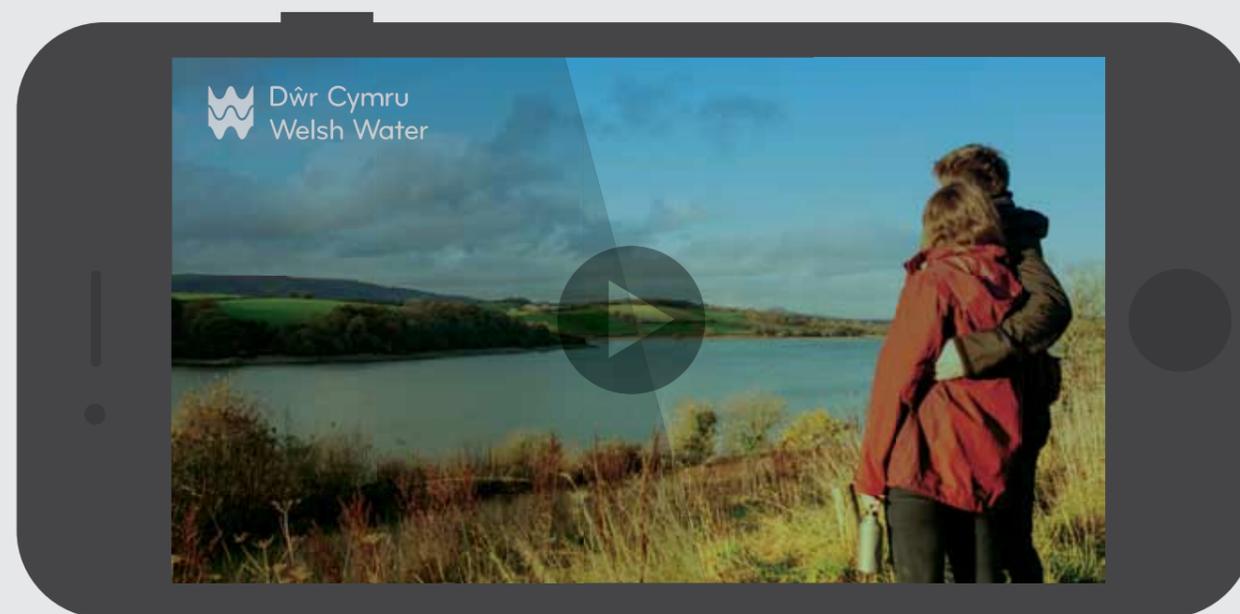
Explaining

When we want to explain our work, we will bring our illustrated droplet to life through animation. Again, we can couple these with authentic Welsh voices and music to give our customers content that's so good they'll want to share it with their friends.



Voices

The voices we use in Welsh Water's videos are authentic and distinctive. They should always sound human, honest and engaging above all else. They can also be playful and clever when appropriate.



Brand application

6

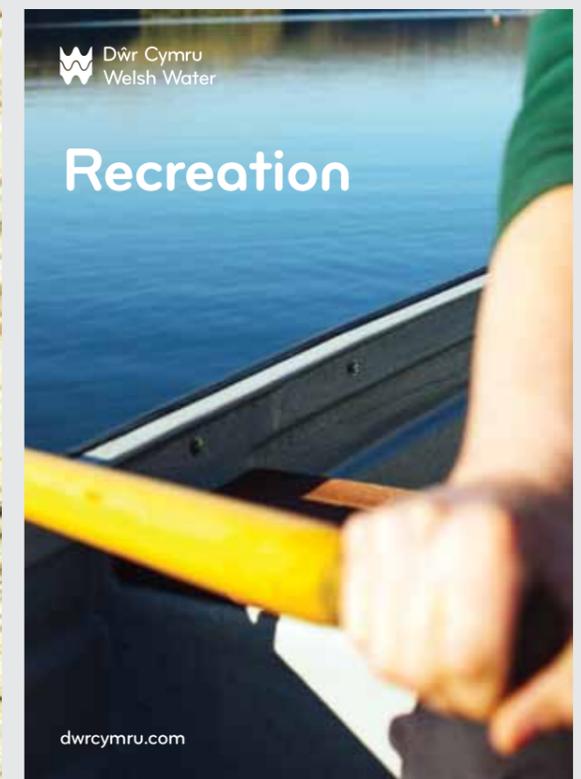
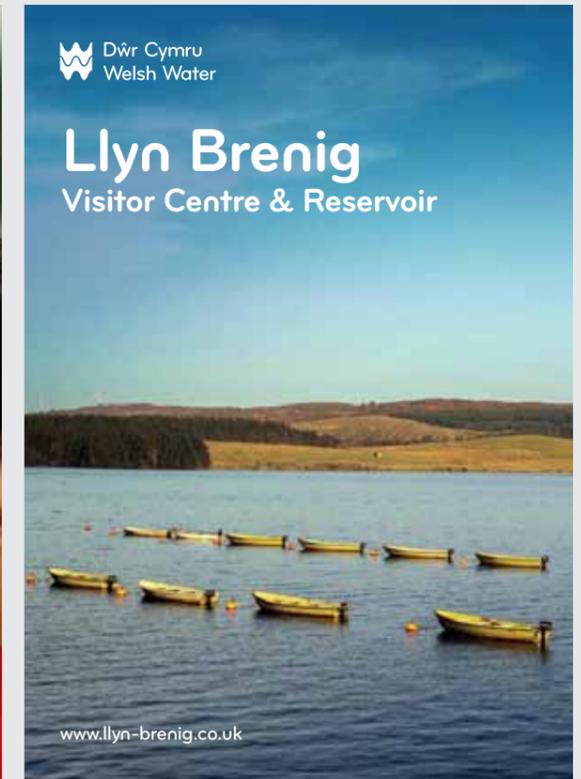


Publications

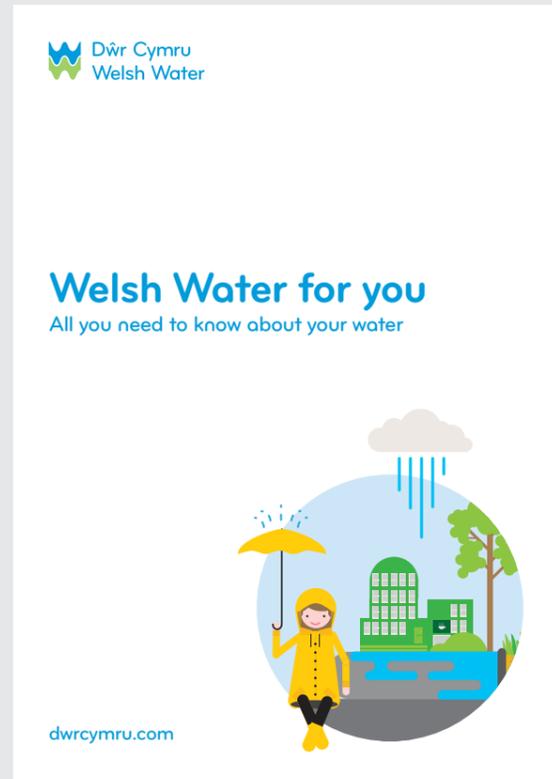
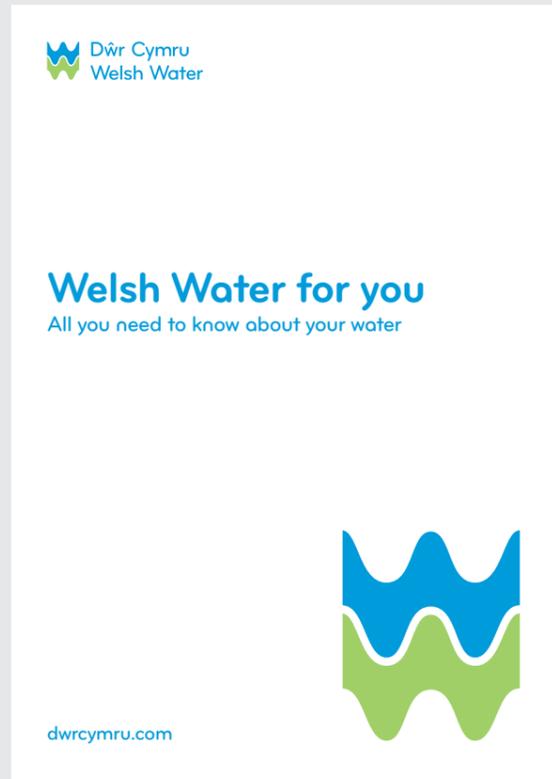


The next few pages show examples of how our brand is brought to life in publications and leaflets.

Publications Photographic covers



Publications
Graphic covers



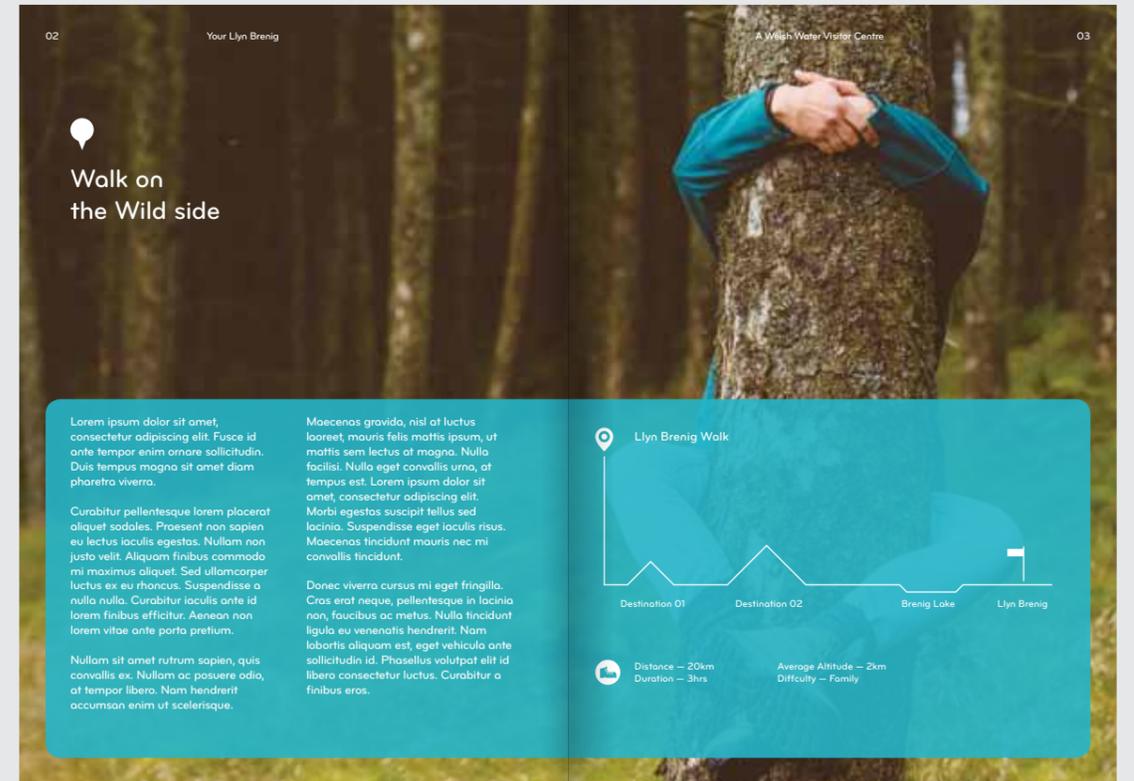
Publications
Photographic spreads



Publications
Illustration spreads



Publications
Recreation Centres



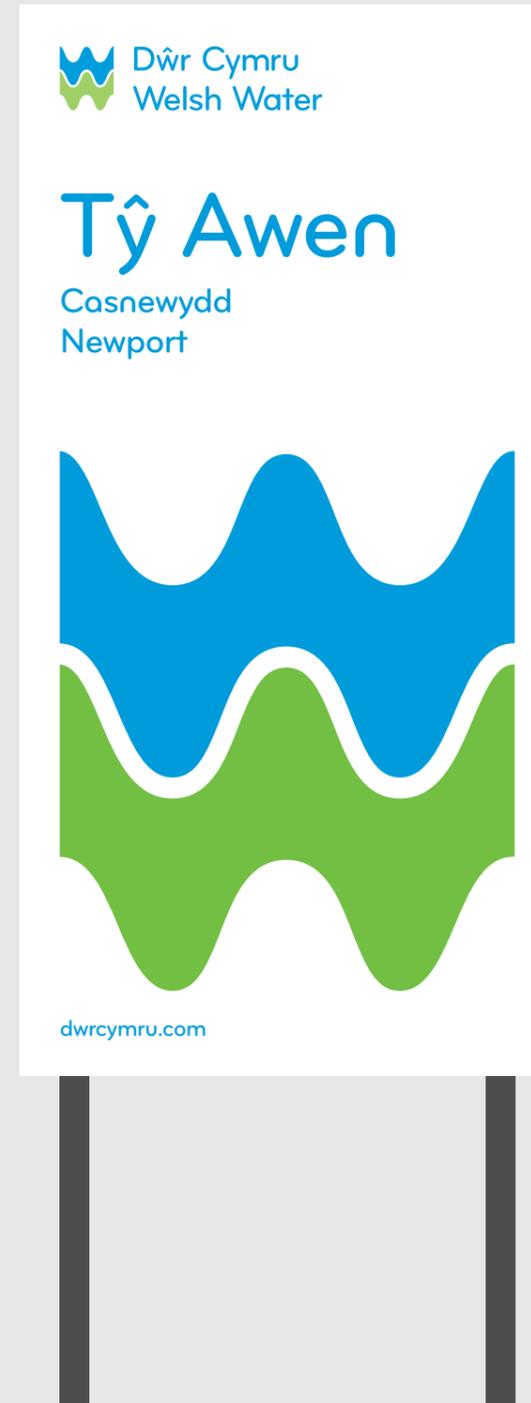
Signage and display



Our aim when it comes to signs, banners and displays is to communicate the information customers need as quickly and simply as possible.

Remember, less is more. Keep it short and simple and use photography or illustration where appropriate.

Signage



Heras netting



 Dŵr Cymru
Welsh Water

Rydym yma'n buddsoddi yn eich ardal i atal llifogydd carchion a chreu cymunedau mwy gwyrdd a glân.

We're here investing in your area to prevent sewer flooding and create cleaner, greener communities.

dwrcymru.com

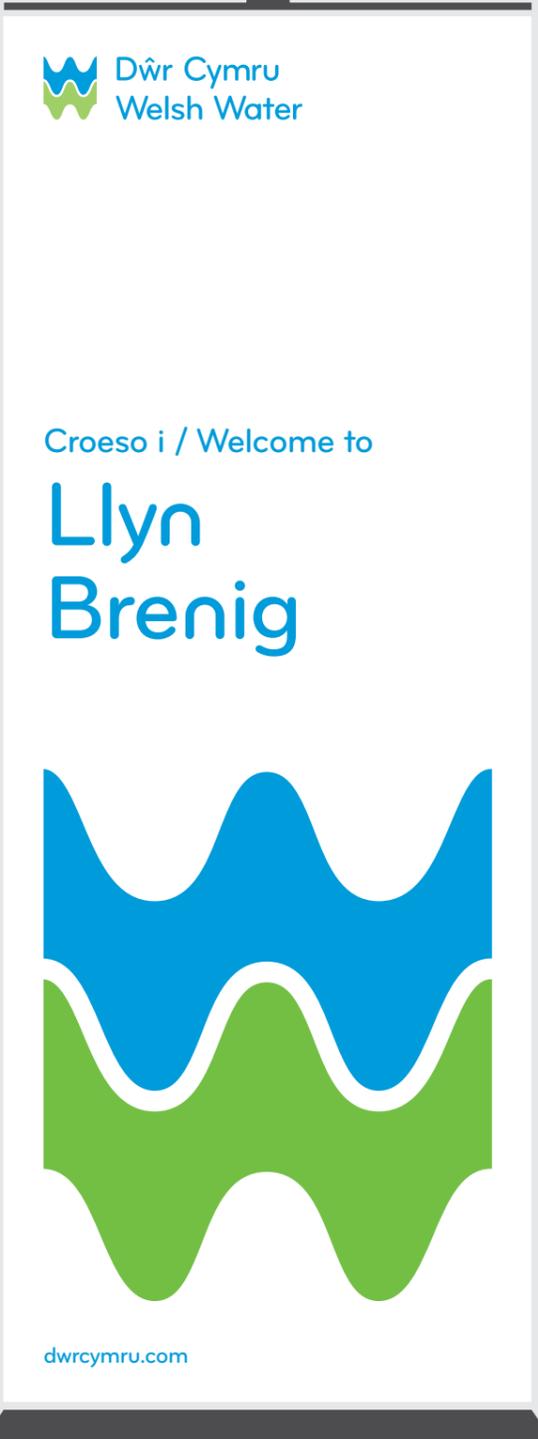


 Dŵr Cymru
Welsh Water

dwrcymru.com

#LoveDŵr

Pop-up banners

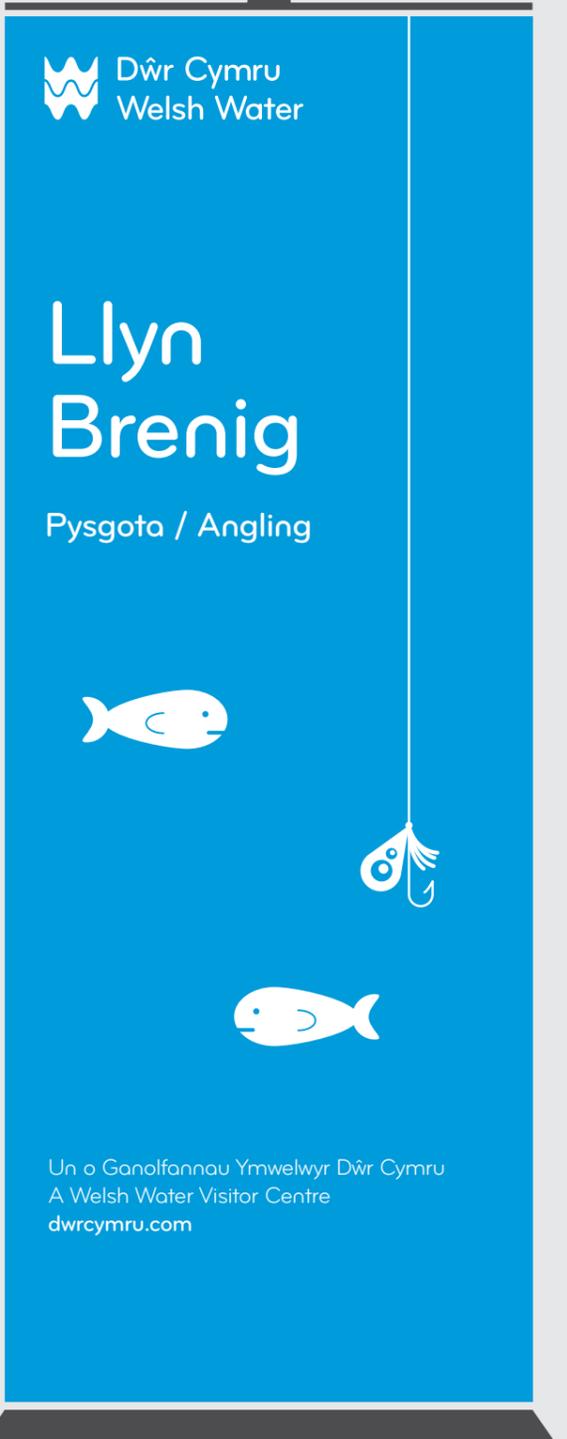


 Dŵr Cymru
Welsh Water

Croeso i / Welcome to

Llyn
Brenig

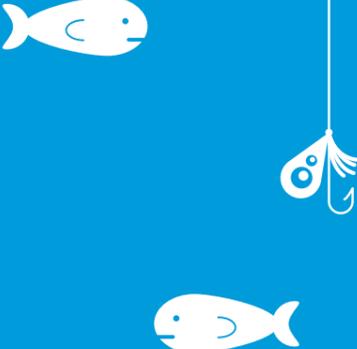
dwrcymru.com



 Dŵr Cymru
Welsh Water

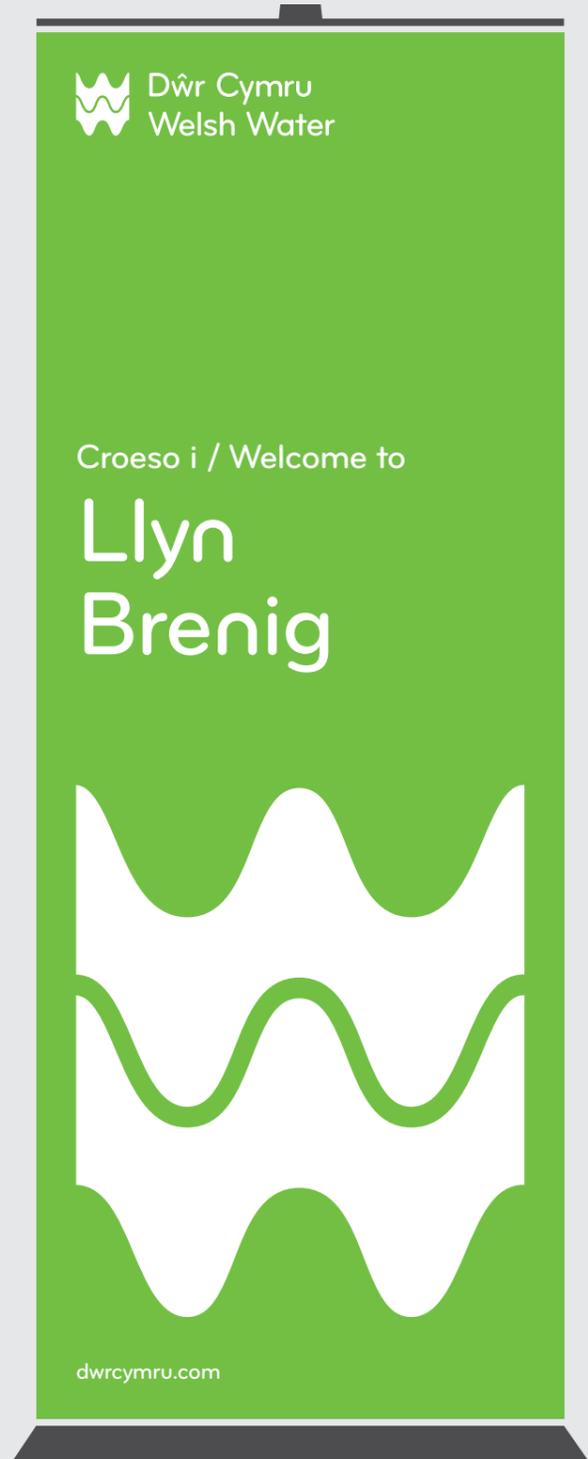
Llyn
Brenig

Pysgota / Angling

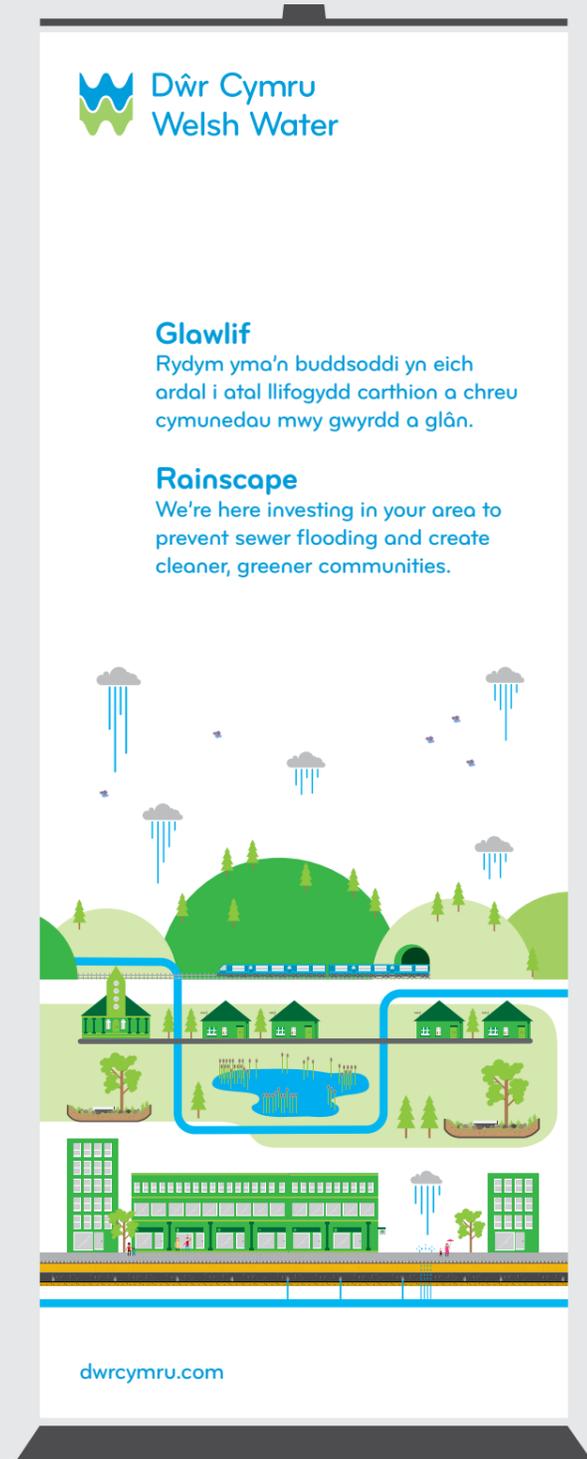
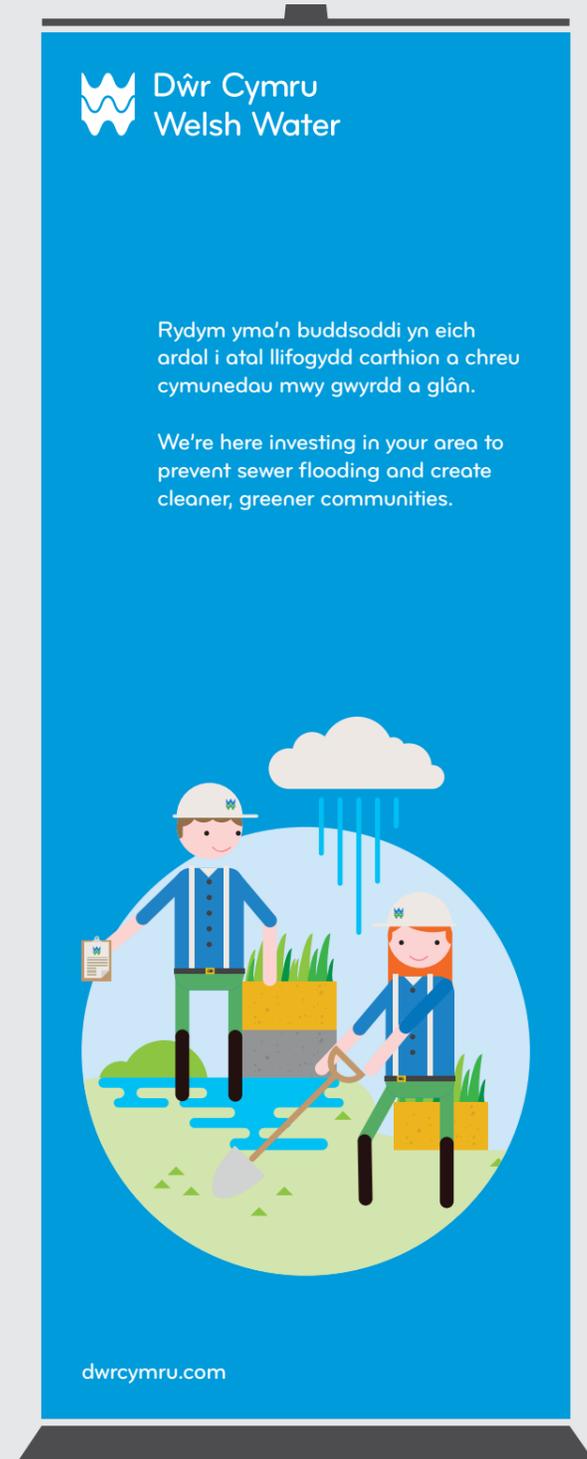


Un o Ganolfannau Ymwelwyr Dŵr Cymru
A Welsh Water Visitor Centre
dwrcymru.com

Pop-up banners
continued...



Pop-up banners
continued...



Stationery & document templates



A full range of templates for everyday office use is available to all colleagues. These include office reports, agenda and minutes and powerpoint templates.

Stationery

**Dŵr Cymru
Welsh Water**

Heol Pentwyn
Nelson
Morgannwg Ganol
CF46 6LY

Pentwyn Road
Nelson
Mid Glamorgan
CF46 6LY

01443 452300
dwrcymru.com

Elfen
20, Harrowby Lane
Cardiff Bay
Cardiff CF10 5GN

15 December 2014

Dear Eiflen,
Etiam id hendrerit nunc. Vestibulum felis justo, ullamcorper id tempus eu, iaculis et erat. Sed id semper mi. In pretium hendrerit sodales. Nulla vel facilisis nisl. In fringilla urna turpis, eu molestie metus pretium ac. Cras ullamcorper elementum leo at sagittis. Aenean commodo nisi quis lorem lobortis, at cursus mi elementum. Quisque sit amet libero vehicula, facilisis lacus sit amet, ultricies arcu. Integer a condimentum nunc. Vivamus sapien erat, pharetra non pellentesque in, pulvinar scelerisque purus. Vestibulum consequat eleifend interdum. Vivamus auctor ullamcorper posuere. Sed faucibus, lorem ut faucibus efficitur, tortor diam gravida metus, nec sagittis nulla ante sit amet nibh. Etiam molestie diam et mauris faucibus ultricies. Nulla dictum eleifend ligula ac porttitor.

Fusce luctus venenatis ipsum, sit amet varius ligula. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Nunc non pellentesque nibh. Nam condimentum pulvinar tortor a mattis. Pellentesque quis vulputate lacus, nec bibendum nisi. Praesent pharetra elementum est, id pharetra dolor bibendum sed. Morbi sagittis, tellus quis blandit semper, turpis metus semper nisi, ac tempor massa ipsum at ipsum. In a ligula vitae orci blandit hendrerit. Aenean vulputate massa id turpis fringilla, sed ultricies dui suscipit. Nullam fringilla ornare tellus et ultricies. Proin sit amet tempor sem.

Yours sincerely

Morgan Lloyd

Rydym yn eiddo i Glas Cymru. Nid oes gennym gyfronddalwyr, felly mae'r holl anllian yn cael eu dychwelyd i edrych ar ôl eich ddiwrnod o'ch amgylchedd.
We're owned by Glas Cymru. We don't have shareholders, so all gains go straight back into looking after your water and environment.

Gallwch gysylltu â ni yn Gymraeg neu'n Saesneg. You can contact us in Welsh or English.
Dwr Cymru Cyf.
Cwmni cyfyngedig wedi'i gofrestru yng Nghymru.
A limited Company registered in Wales.

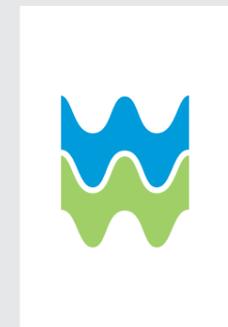
**Dŵr Cymru
Welsh Water**

Morgan Lloyd
Pennaeth Marchnata
Head of Marketing

01234 567 891 / 07777 777 777
morgan.lloyd@dwrcymru.com

Heol Pentwyn Nelson Morgannwg Ganol CF46 6LY
Pentwyn Road Nelson Mid Glamorgan CF46 6LY

www.dwrcymru.com



**Dŵr Cymru
Welsh Water**

Rydym yn eiddo i Glas Cymru. Nid oes gennym gyfronddalwyr, felly mae'r holl anllian yn cael eu dychwelyd i edrych ar ôl eich ddiwrnod o'ch amgylchedd.
We're owned by Glas Cymru. We don't have shareholders, so all gains go straight back into looking after your water and environment.

Gallwch gysylltu â ni yn Gymraeg neu'n Saesneg. You can contact us in Welsh or English.
Dwr Cymru Cyf.
Cwmni cyfyngedig wedi'i gofrestru yng Nghymru.
A limited Company registered in Wales.

