

# Brand Guidelines





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3. Brand elements
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Cyw is unique; it is the only Welsh-language pre-school children's service and S4C is committed to providing original, high-quality programmes for young children up to the age of six. An imaginative mix of new commissions, co-productions and acquisitions, together with the well-established Cyw branding, live presentation and interaction, delivers a vibrant and competitive service.

Cyw (Welsh for 'chick') is an industry award winning brand which broadcasts over 35 hours of programmes a week on S4C. Cyw is available across the UK on terrestrial, satellite and cable TV and can also be viewed online on S4C's on demand service and BBC iPlayer. English subtitles are available on most programmes.

High-quality digital content is also offered; the distinctive Cyw website [s4c.cymru/cyw](http://s4c.cymru/cyw) is an immersive bilingual website with games, songs, stories and activities for children as well as information for parents. The Cyw app which features stories and songs has been a resounding success and there are also e-books, play along games, activities and educational apps.

Cyw is not just a media brand; it also makes a contribution to the cultural life of Welsh children. Cyw helps children hear Welsh at home and develops their language skills. To help parents join in, the @tifiacyw Twitter feed offers an informal translation. This service has snowballed with mini-documentaries, audio files and a website for parents who want to learn Welsh.

S4C is a significant investor in original children's programming in the UK. Cyw is a truly multimedia brand with exciting digital content for pre-schoolers who want to Play, Laugh, Learn.

## 2. Brand Positioning

### our mission

To provide quality multi-platform pre-school content through the medium of Welsh which educates and entertains in a fun and friendly way.

### our core values

Entertaining, Stimulating, Trustworthy, Nurturing.

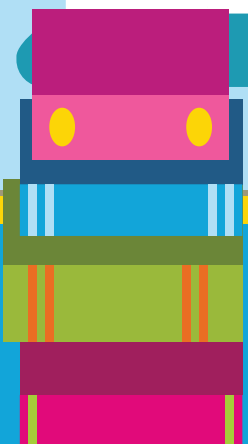
### our personality

Fun, Happy, Innocent.

### our motto

Our motto represents the experiences we hope our viewers enjoy whilst watching our programmes.

Play, Laugh, Learn.





# 3. Brand Elements

## Preferred logo



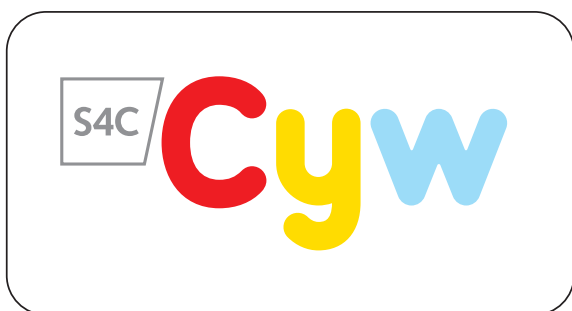
This is the preferred logo. When the logo is applied to a coloured background, it should always be white.

## Mono logo



The monotone version is to be used when other preferred versions are not possible i.e. single colour print job.

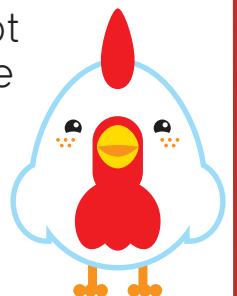
## Colour logo



The colour version is to be used when the preferred version is not possible i.e. on a white background.

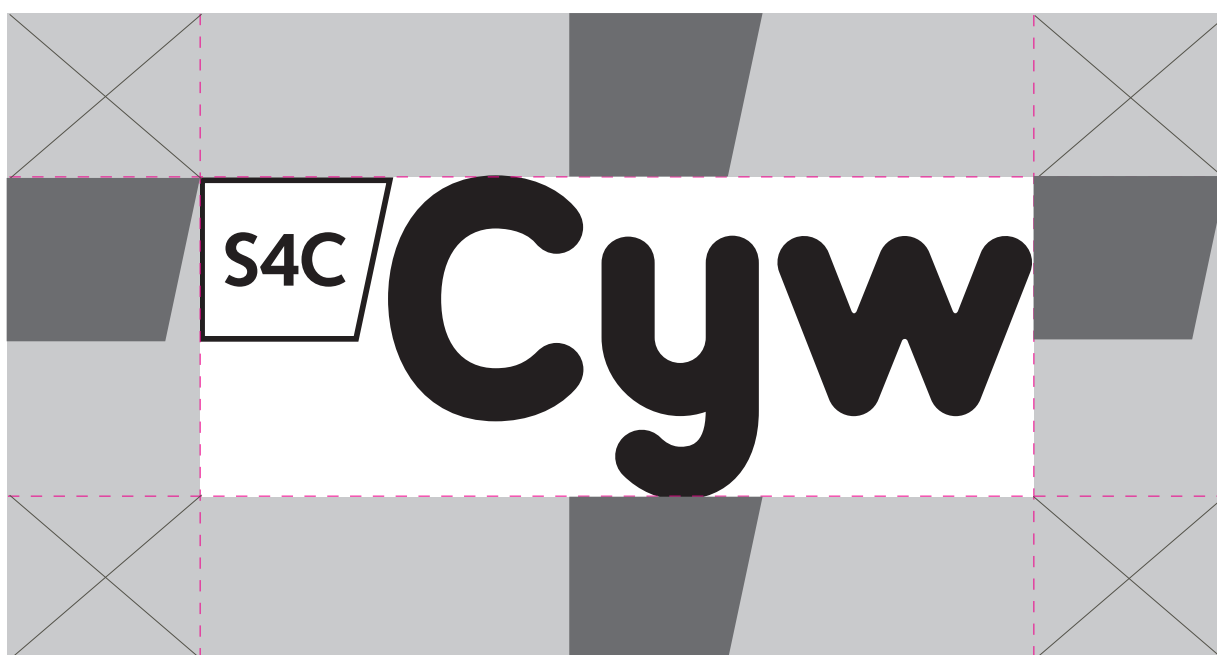
## Logo position

The logo should always be positioned top left. S4C is the context and Cyw the content always leading into anything which follows. In circumstances where this is not possible permission should be sought for an alternative.



### Exclusion zone

The exclusion zone is the width of the S4C logomark.  
Do not position anything within this zone.



### The minimum size

The logo can appear at any size above the minimum 5mm height.

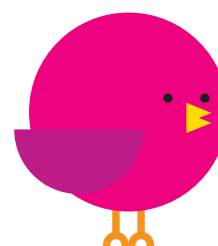
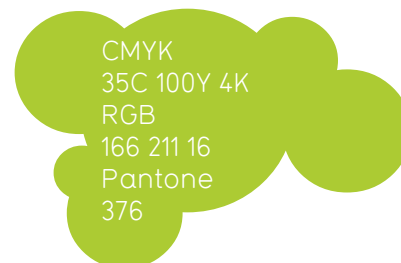


## Displaying programme details

The programme transmission details must be displayed in the device shown below. This is taken from the apple tree in Cyw's world. The colour of the device can vary in accordance with the Cyw palette. The shape can also be rotated and bleed off the edges of printed material.



## Colour samples

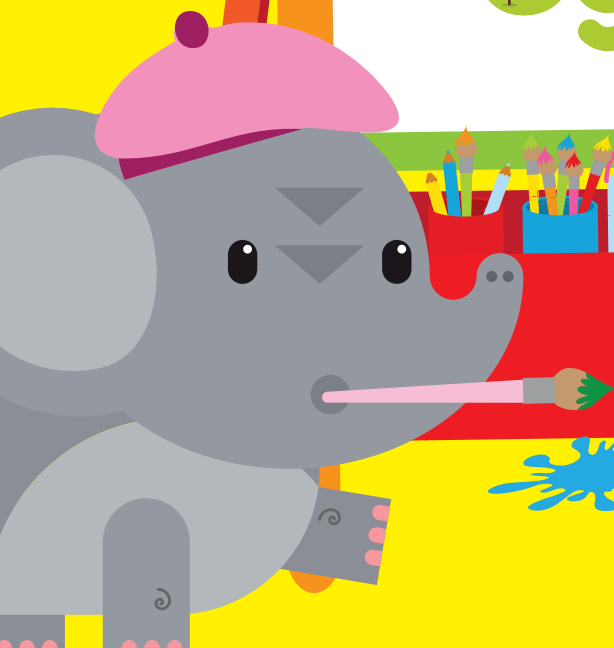
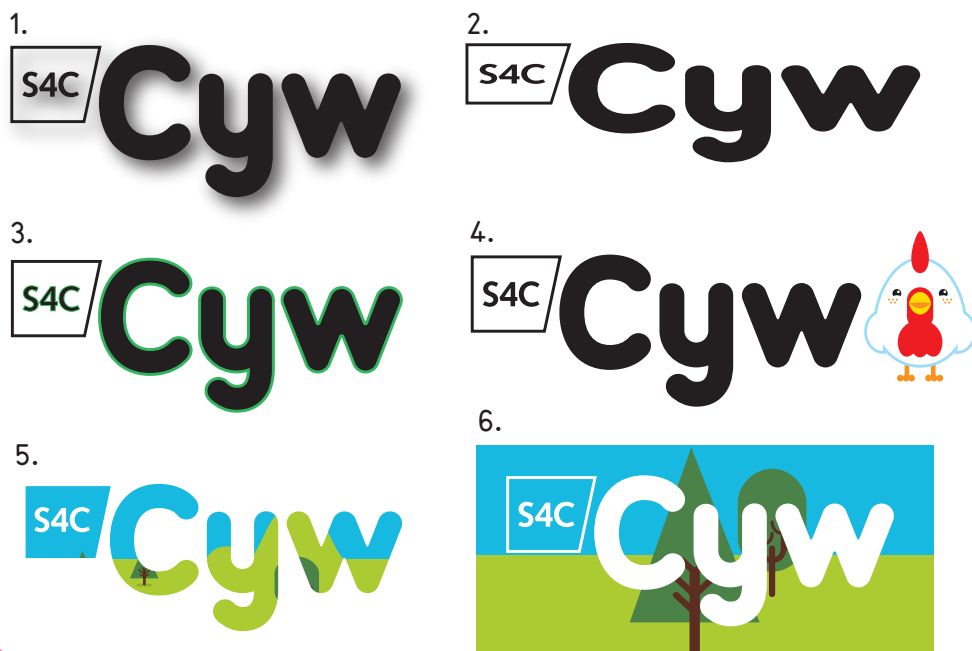


## Misuse



It might look simple, but the spacing, positioning and overall appearance has been carefully planned. It is vital that the logo remains consistent. The logo should not be misinterpreted, modified or added to. Do not redraw, adjust or modify it in any way. It should only be reproduced from the official artwork provided.

1. Do not add drop shadows.
2. Do not stretch.
3. Do not add bevels or strokes.
4. Do not place too close to character illustration.
5. Do not cut out an image.
6. Do not place over an image.



## Fonts



S4C Light

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ  
NOPQRSTUVWXYZÆ&0123456789\*#@+<=>'"%'  
a3\$ƒ¥¢„,:;…“””«»<>!?:¡(\/)[\]{}®©™ÄÅÂÁÃÀÇÉÊË  
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ôöõúùûüŵŷŷ†‡§oi`~^^-\_-\_

S4C Regular

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ  
NOPQRSTUVWXYZÆ&0123456789\*#@+<=>'"%'  
a3\$%&ç,:;...""""«»<>!/?ı( /)[\{|}®©™ÄÅÂÁÃÀÇÉÊ  
ËÈİİİİŊŎŌŦŬŪŮŰŴŶŸŶáàâäã&çéèêëĩĩñøó  
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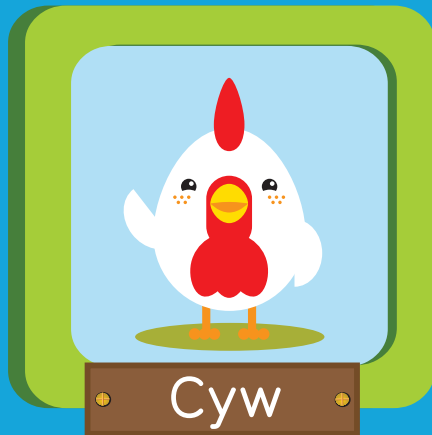
S4C Meduim

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ  
NOPQRSTUVWXYZÆ&0123456789\*#@+<=>'"%'  
a3\$¥¢„.:;...“”“«»<>!/?¿( /)[\]{|}®©™ÄÅÂÃÄÀÇÉ  
ÊËËÎÏÎÑØÓÔÕÖÜÚÛÜÛŴŶŶáàâäã&çéèêëíîïñø  
óòôöõúùûüŵŷŷ†‡§ø|`~^^---\_

**S4C Bold**

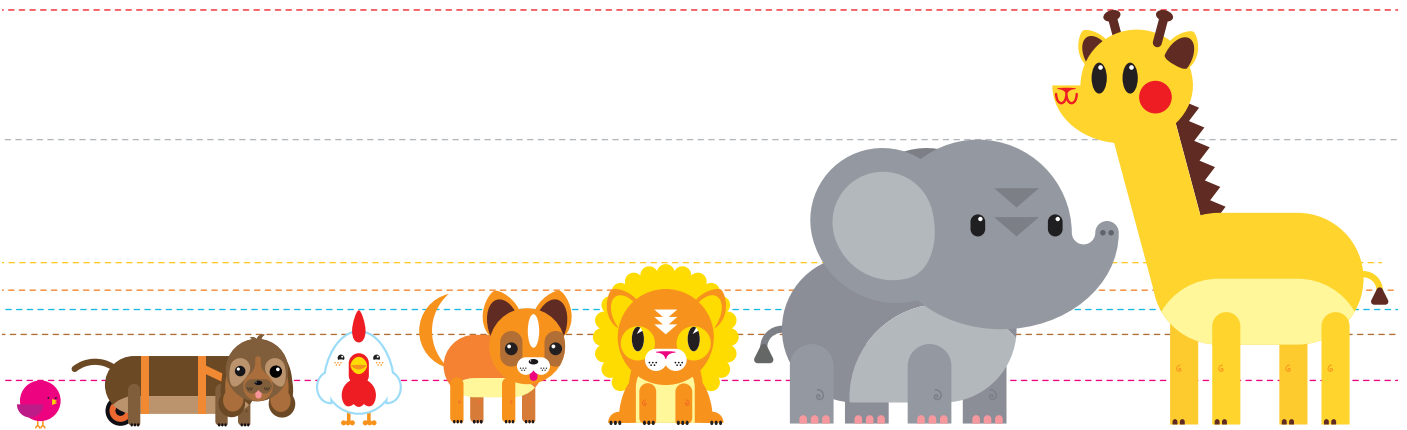
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ  
NOPQRSTUVWXYZÆ&0123456789\*#@+<=>'"/%'  
a3\$¥¢,.,;...""""<>><?!?¿i(/)[\]{|}®©™ÄÅÂÁÃÀÇÉ  
ÊËĚİĨÎÑØÓÔÕÖŮÚÛÜŦŨŴŶŸáàâäã&çéèêëíîïñ  
øóòõöőúùûüŵŷŷ†‡§øı`~^~---\_

# • Cyw and friends •



## Relationships

All characters have a size relationship with each other. This size guide is available as a download.



## Shadow Relationships

Each character has a linked relationship with its shadow. The shadow is only used when on a colour background.

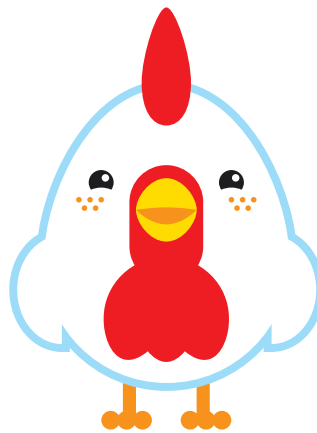
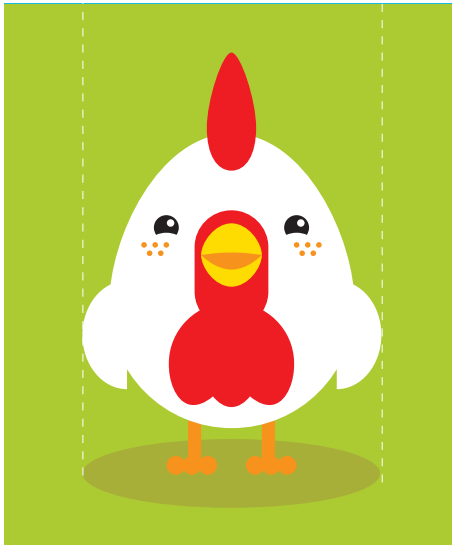


## Cyw

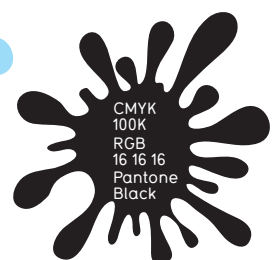
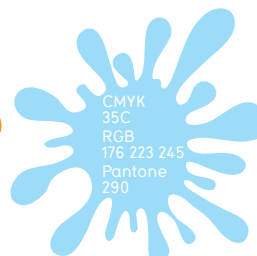
Cyw is a round, cute-looking white bird with a smooth red comb on top of her head, a yellow beak and orange mouth, bright red wattles and speckles either side of its beak. Cyw has bright, smiling eyes with black irises and white pupils and small wings which flap, but don't allow her to fly just yet.



When appearing on a white background Cyw has a blue outline.



### Cyw's Colours

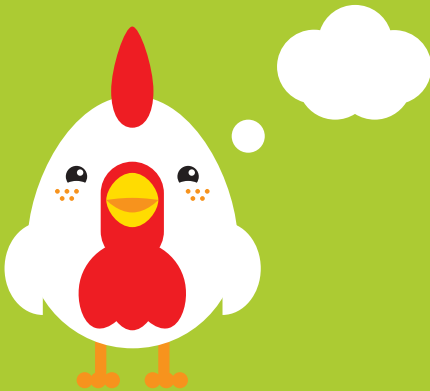




## Character Sound

Cyw's voice is created by placing a "squeaker" from a toy into a bespoke plastic casing, making it possible to be played as a wind instrument. Different techniques are used to vary Cyw's voice, from long legato notes to short staccato (short, detached) phrases, to mimic conversation.

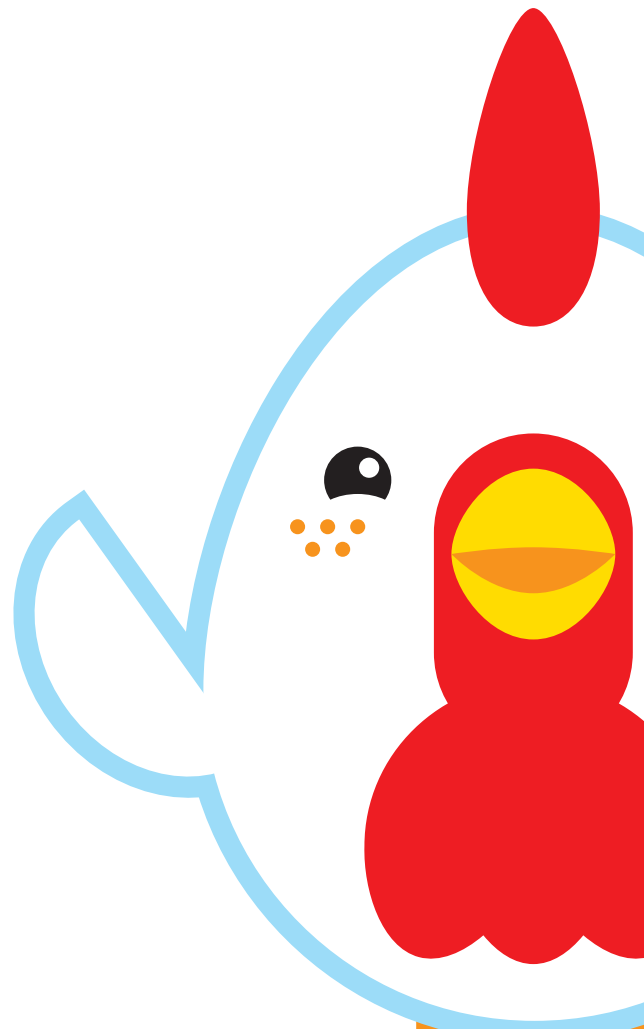
Also, by blowing softly or strongly, the pitch can be changed a little, creating a range of emotions (sad, happy, excited, disappointed).



## Movement

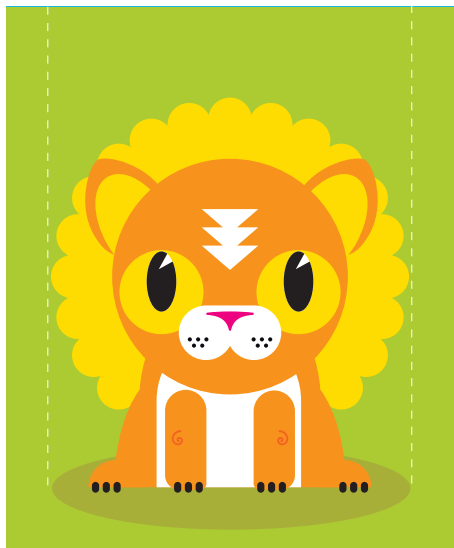
Cyw has the most human characteristic feel of all the animals. Always smiling and inviting, chubby white cheeks are used to emphasise a big grin.

When waving or using a wing to reach for objects, Cyw's body swings to exaggerate her arm movements.

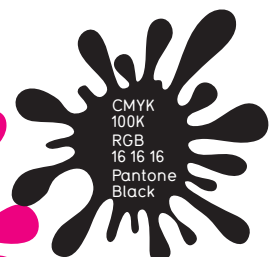
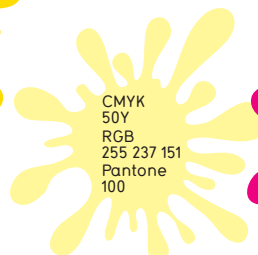
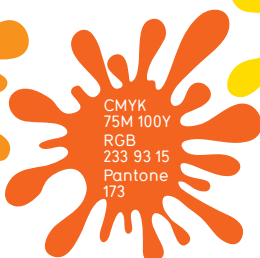


## Llew

Llew is cuddly, playful and baby-faced. His body and legs are orange with a large golden mane. Llew has a white chest which changes to light yellow when he appears on a white background. He has big yellow eyes with oval irises and small triangular pupils. He has a cute pink nose and has a orange curl on each knee.



### Llew's Colours



## Character Sound

Llew's voice is created using the composer's voice.

Again, a lot of sound effects in the form of plug-ins are then used within the recording programme to disguise the sound's human element, and create a more animated sound.

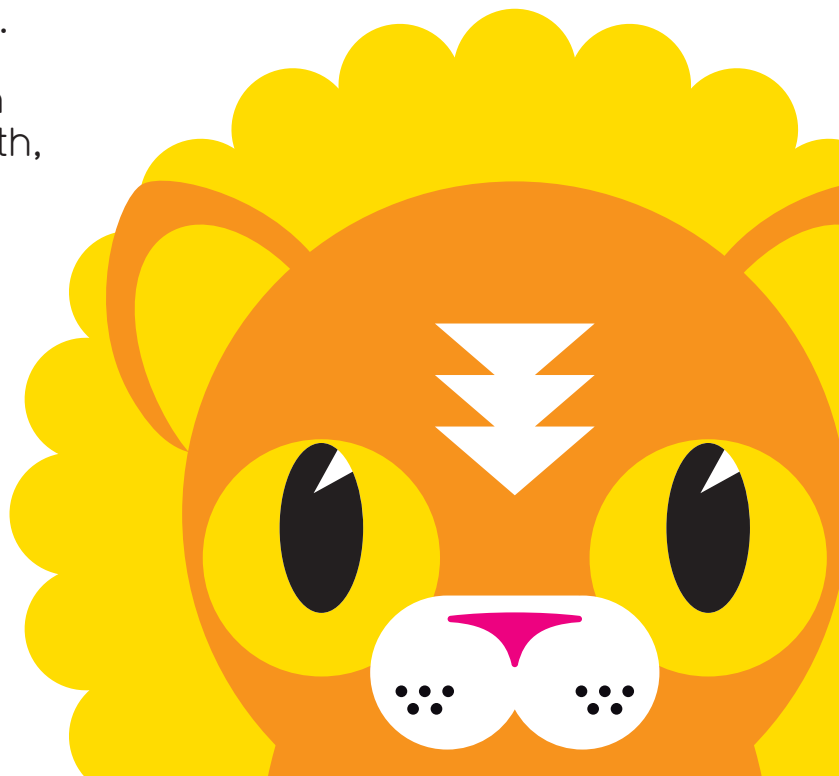
Once again, pitch and a combination of staccato and legato is used to imitate conversation.



## Movement

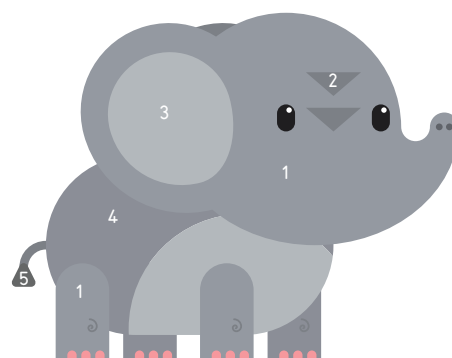
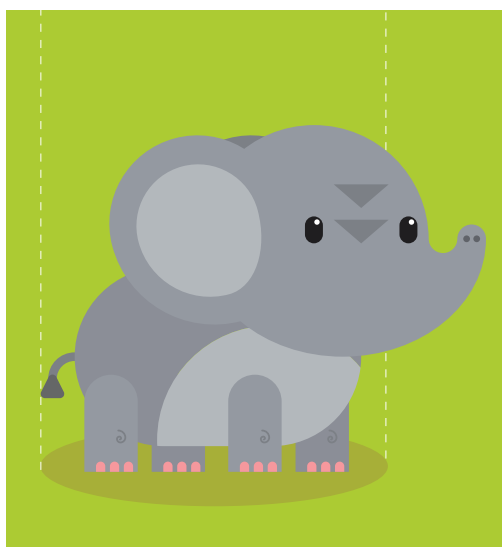
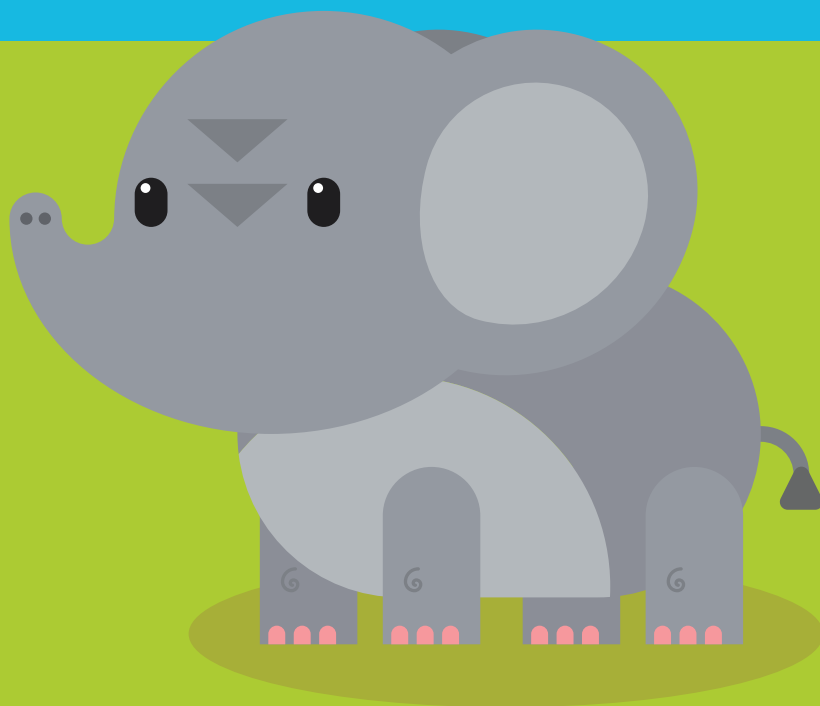
Llew uses his large eyes to great effect, watching everything that is going on.

Often seen observing, then walking along with a smooth, efficient, feline motion.

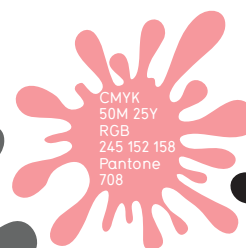


# Plwmp

Plwmp is sweet-looking, grey in colour with lighter shades on his chest and ears. He has a grey curl on each knee. Deryn often sits on top of his head and they go everywhere together.



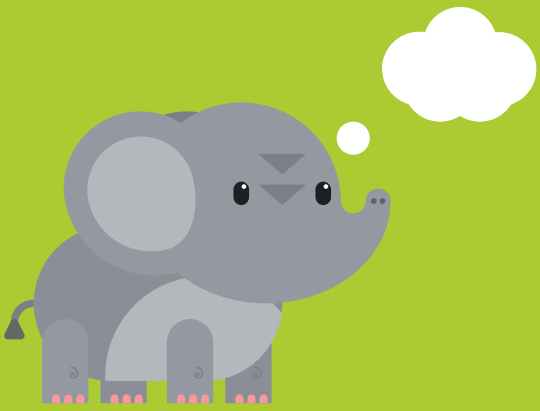
## Plwmp's Colours



## Character Sound

Plwmp's voice is created by the composer, using his own voice to create the sound of a trumpeting elephant. Many sound effects in the form of plug-ins are then used within the recording programme to disguise the sound's human element, creating a more animated sound.

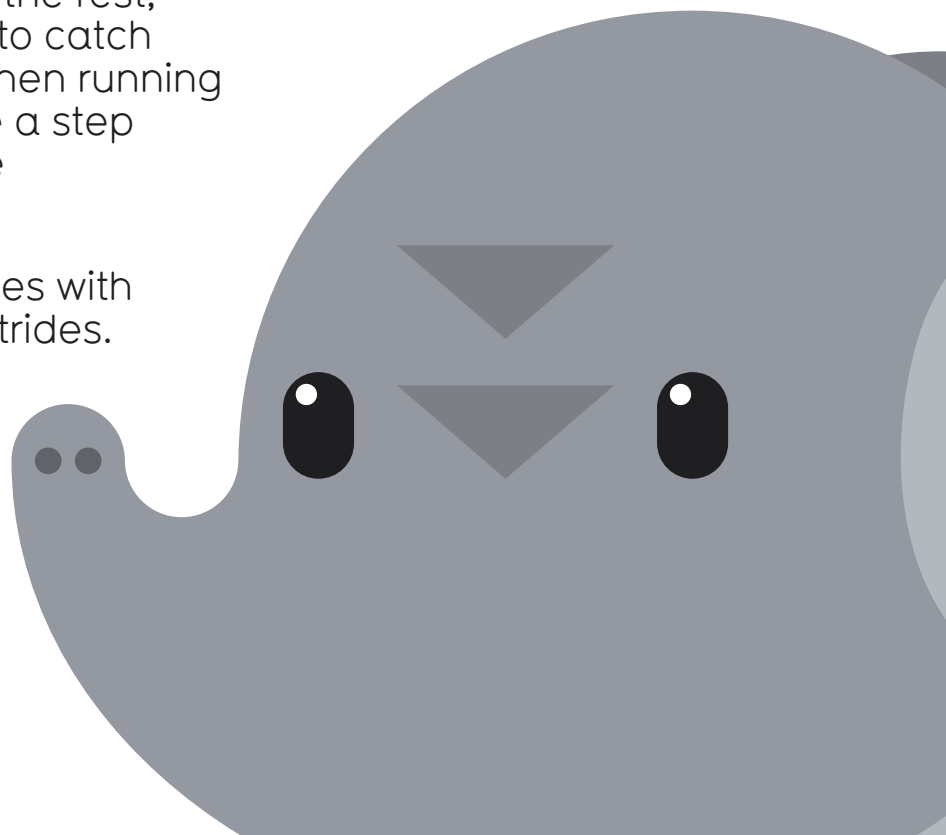
Once again, pitch and a combination of staccato and legato is used to imitate conversation.



## Movement

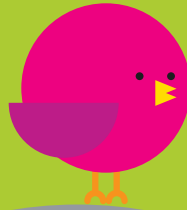
Although larger than the rest, Plwmp still manages to catch up with the others. When running he can be seen to be a step behind the rest of the characters.

However, Plwmp moves with weighted confident strides.

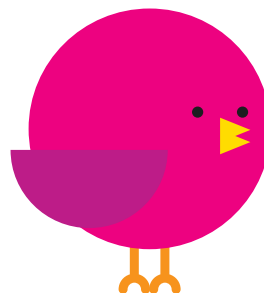
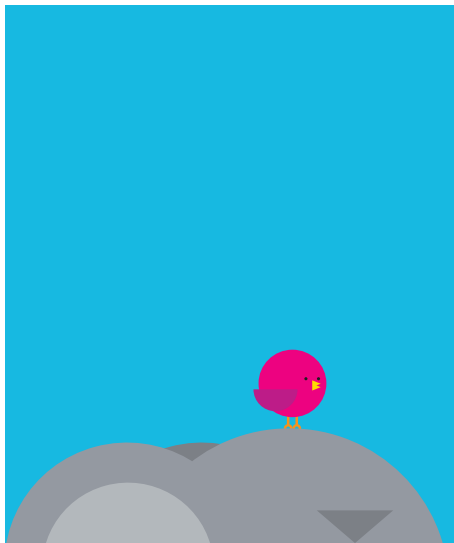


# Deryn

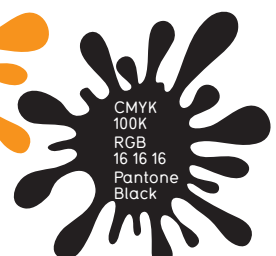
Deryn is a small, round pink bird with purple wings.



Deryn is often perched on Plwmp's head and has no shadow.



## Deryn's Colours



## Character Sound

A sample of a piccolo playing a trill is used to create Deryn's voice. To vary the character's voice, the pitch is changed, and "pitchbend" is also used to create short phrases that mimic the lilt of conversation.

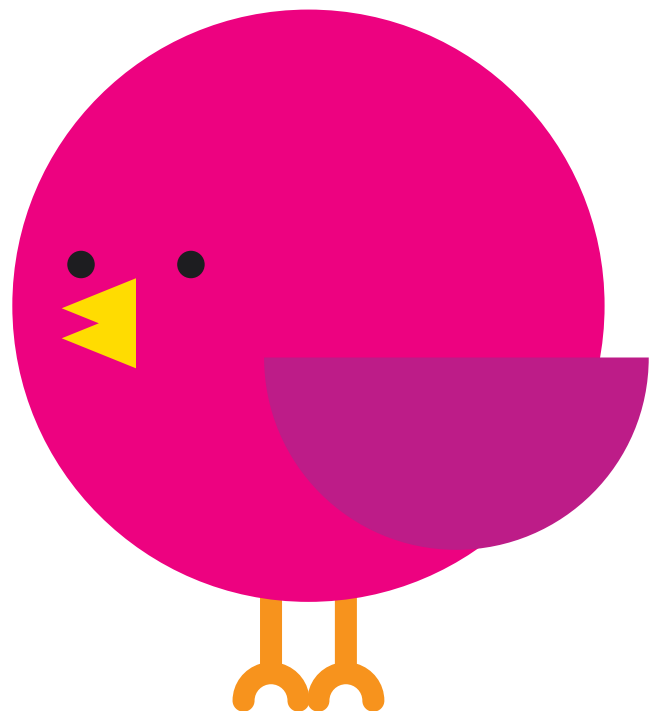
One long legato (smooth) phrase is also used to imitate Deryn's movement as she flies, the sound panning from one side of the stereo spectrum to the other, therefore following the visual element on-screen.



## Movement

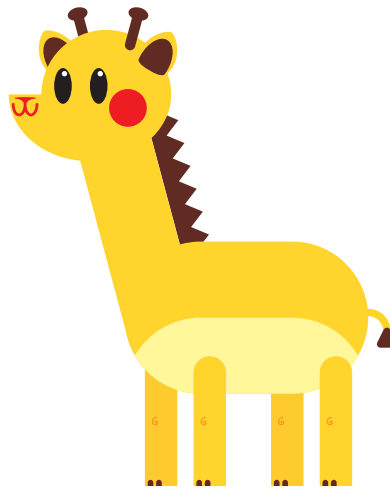
Deryn is never far from Plwmp. When on the ground Deryn bounces on the spot and chirps happily.

In the air she flies quickly and switches direction with a loop-the-loop.

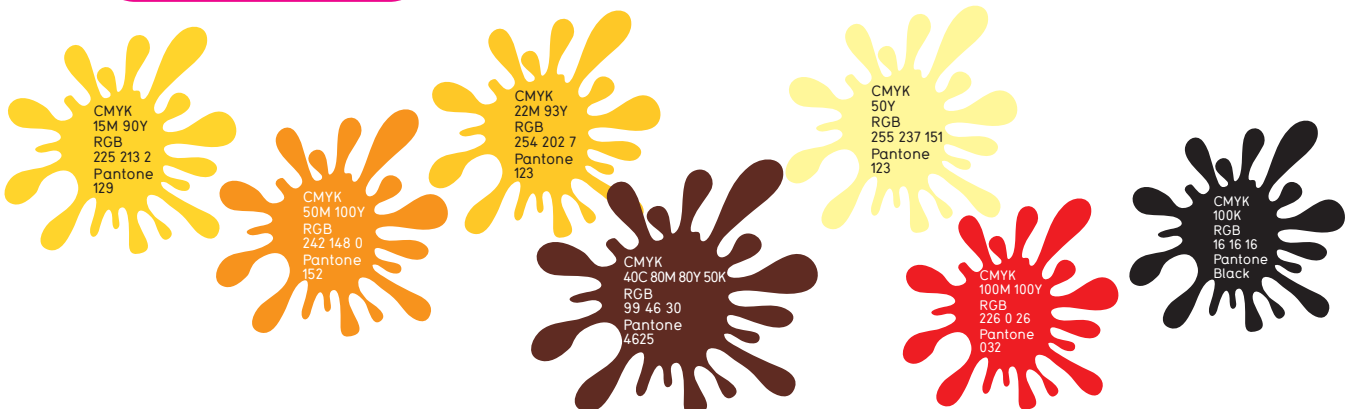


# Jangl

Jangl is tall, elegant and graceful, yellow in colour with a lighter shade on the belly. There are no spots on the body. Jangl has a brown mane, horns and ears, a red spot on the cheek and a red curl on each knee.



## Jangl's Colours





## Character Sound

A staccato oboe sample is used to create Jangl's voice. Similar to the method of creating Deryn's sound, change of pitch is used, as well as "pitchbend."



## Movement

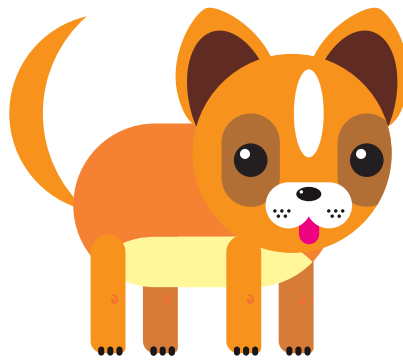
Jangl twitches her ears, her long neck rocks from side to side when running and her tail bounces quickly.

Jangl is a happy character and her head is always in the clouds.



## Bolgi

A lively and alert-looking dog, Bolgi is always ready for action. His body is orange, and, like Llew, his chest appears off-white on a white background, but appears white on a coloured background. Bolgi has brown patches around the eyes with a white blaze down his forehead and tongue hanging out. Bolgi's ears and his long crest of a tail point upwards and he has an orange curl on each knee.



### Bolgi's Colours



## Character Sound

Bolgi's voice is also created using the composer's voice.

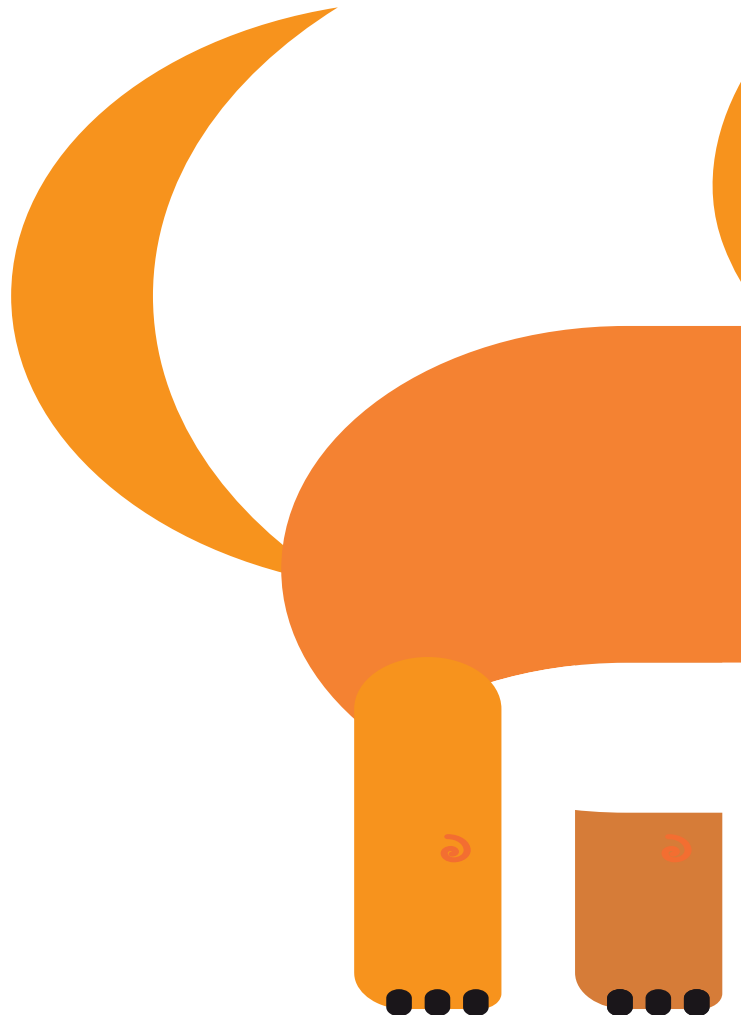
Sound effects in the form of plug-ins are then used within the recording programme to disguise the sound's human element, creating a more animated sound.

Once again, pitch and a combination of staccato and legato is used to imitate conversation.



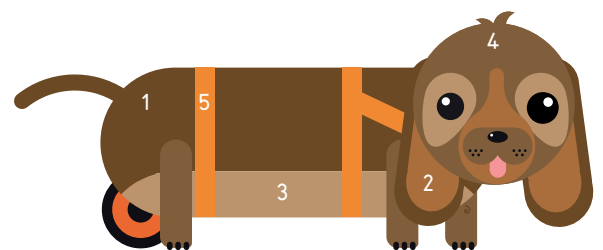
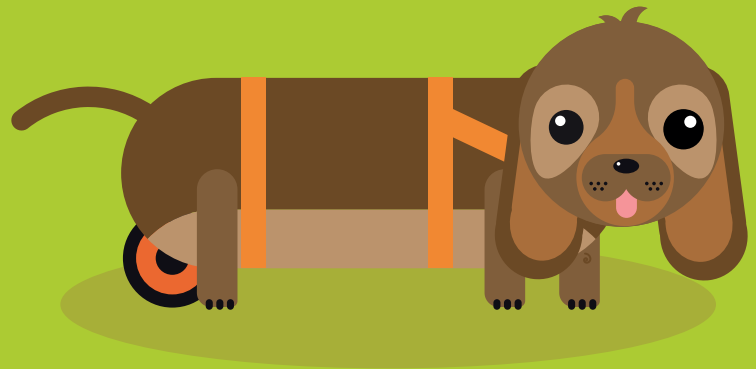
## Movement

Bolgi's tail wags like a metronome. He has sharper and quicker movements than the others and is a mischievous character.

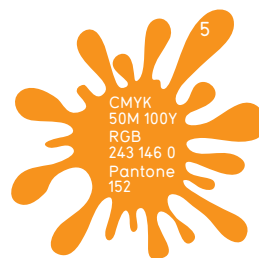


# Triog

Triogis a 3-legged sausage dog fitted with a wheel. She's very fast and can outrun/ride all the others! She's a bit of a daredevil and loves to do stunts. She loves sweet treats, especially ice-cream with treacle.



## Triog's Colours



## Character Sound

Barking and panting, faster than Bolgi.  
Triog's voice is also created using the  
composer's voice.



## Movement

Triog can do all sorts of acrobatic tricks like walking on her front legs. Sometimes she'll hop up onto her wheel and use it as a monocycle. She also loves to dance and often competes with Cyw on the dance mat. Triog has very expressive flappy ears.



# Cyw's World

## Basic Background

### The Sky and Grass

When creating the basic background for print or on screen, the grass horizon should always be under half. The green/blue should be consistent across all seasons.

### The Clouds

The clouds are always oblong, they are never joined together. Where possible they should bleed off.

### The Mountains/Hills

The snow capped mountains are a constant feature of the Cyw world, whether it's summer or winter. Smaller hills are also used. Consider the size relationships when using these.

### The Trees

There are two generic versions of trees that should be used within the world. When using the trees, think about perspective, i.e. the further away, the smaller the tree. Remember shadows should always be attached to all trees.



## The Yellow House

Cyw and her friends live in a yellow, egg-shaped house with five round windows and a door, raised on a wooden platform. The yellow house is central to the world of Cyw and her friends.



# Seasons



## Spring

Whether it's spring, summer, autumn or winter, the sky colour should be consistent.



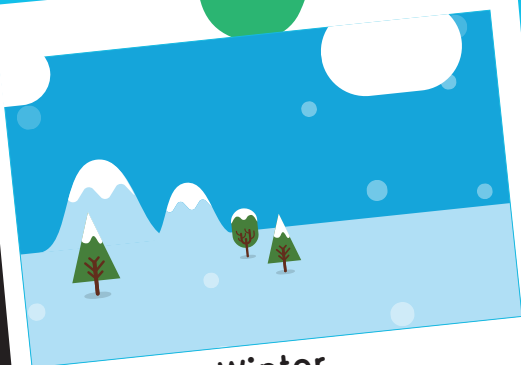
## Summer

In the summer the beach background can be used in addition to the generic sky and grass.



## Autumn

In the autumn the trees and leaves turn brown and the background remains constant.



## Winter

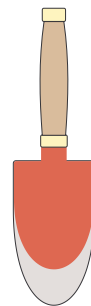
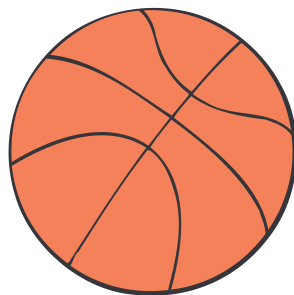
In winter the ground is always light blue and snowy trees are also used.





## Illustration Style

In order to maintain continuity, the visual style needs to be consistent. Clipart elements must not be introduced. There is a vast Cyw asset folder available.



## 4. In practice

On air

Examples of ways to use the Cyw service's brand are shown below.

Isdeitlau  
Subtitles



Animated subtitle banner

Oops!



Breakdown bumper

Dona Direidi  
Bob Dydd Gwener  
Every Friday

[s4c.co.uk/cyw](http://s4c.co.uk/cyw)

Transmission details



Animated bug

S4C

Cyw



Animated sting

S4C

Cyw



Animated sting



Examples of promotional material shown below. The presenters may interact with the animated characters within Cyw's world.

Posters and postcards promoting the Cyw service.



Advertisements.



Poster promotion for programmes featured within the Cyw service.



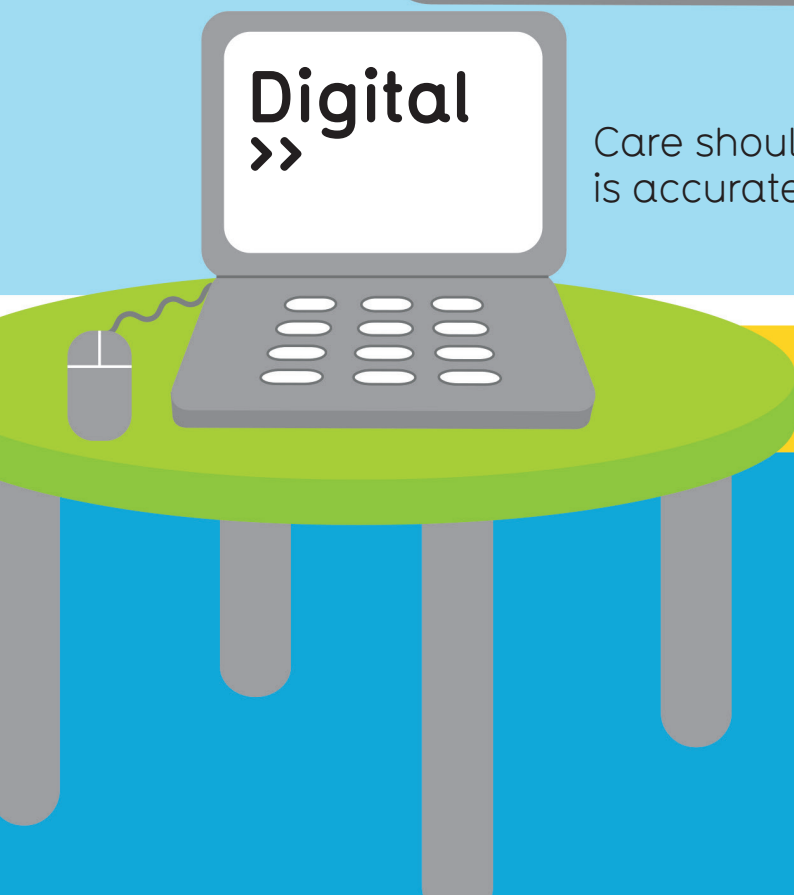
Outdoor Media - Bus sides.





Digital  
>>

Care should be taken to ensure that the brand is accurately reflected across all digital media.



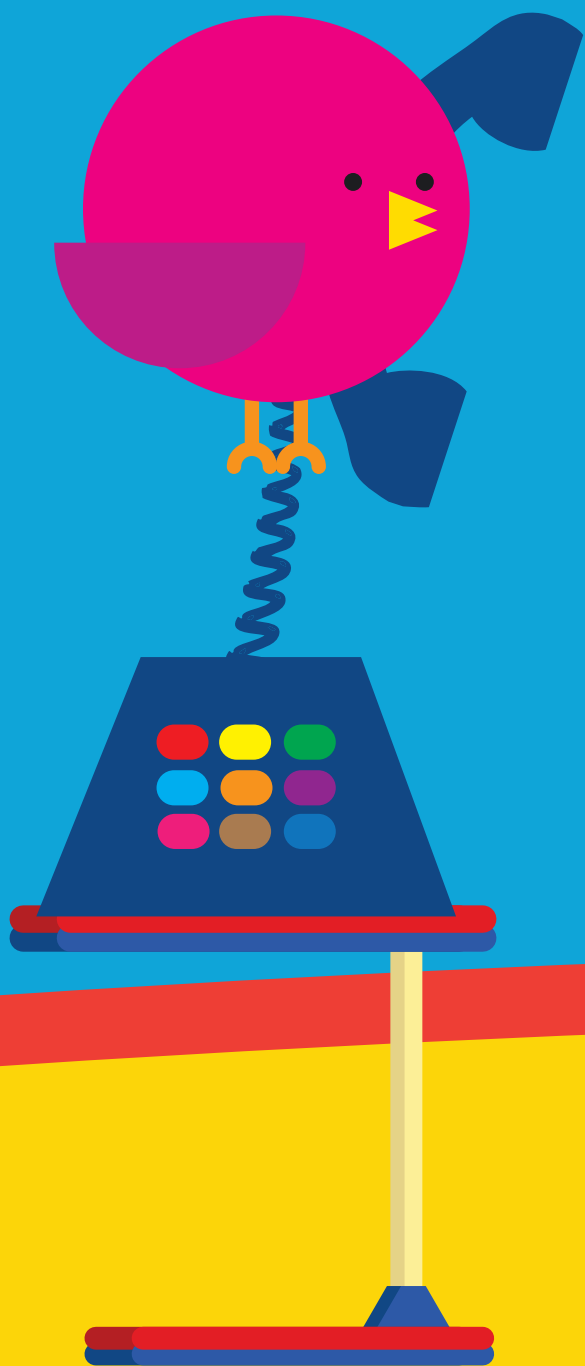


# Merchandise



All merchandise should ensure that it targets the correct age range.

Characters should not be shown doing things unsuitable for the target age.



# Contact us

For all enquiries please  
contact:

S4C Communications  
Department  
Canolfan yr Egin  
Carmarthen  
SA31 3EQ

Phone +44 (0)3305 880408  
[s4c.cymru/CyW](http://s4c.cymru/CyW)