

Designing and Publishing: Signs, leaflets, forms etc.

Why design bilingually?

The Welsh language is the key to the identity of many of our residents.

It's important to keep in mind that we want to encourage people to use Welsh documentation as much possible. Often, an individual will want to refer to a Welsh version but ultimately fill in the English version, so **bilingual versions are always better** than separately published Welsh and English documents.



Any materials displayed by the council needs to be bilingual, be displayed at the same time, and to the same standard in both languages.

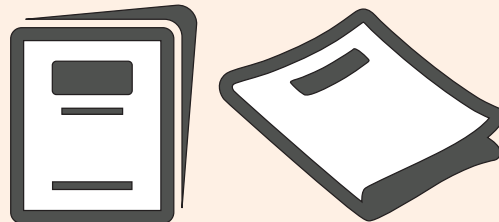
These are materials that **always** need to be published bilingually:

- Publicity Materials
- Licenses and certificates
- Materials that provide information to the public, e.g. brochures, leaflets, pamphlets
- Signs
- Newsletters
- Official Notices

- **Graphic Design** – All the above design work should go through the council's Marketing and Media Team. Email: cegraphics@carmarthenshire.gov.uk
- **Print Services** –The council is part of an all-Wales print tender framework. Please email ceprint@carmarthenshire.gov.uk for print quotations or complete the online form on the intranet
- **Official Notices** – email ceadvertising@carmarthenshire.gov.uk to place all publicity and press notices
- **Press releases** – Contact the marketing and media team for all press releases

These will need to be bilingual **if they are available to the public** (and not only through the freedom of information act):

- Policies
- Strategies
- Annual Reports
- Corporate Plans
- Guidelines and codes of practice
- Rules
- Forms



Note:

If what you want to publish is not in the lists above, but that the subject of the document suggests that it would be required to be produced bilingually, or if the audience in question is likely to expect to see the document bilingually, it will need to be produced bilingually.

Important things to remember when designing and publishing the above:

- You need to ensure that the Welsh text on bilingual materials is not treated less favorably than the English in terms of accuracy and format,
- You need to ensure that the Welsh language is in the position that is likely to be read first (e.g. on a sign or official notification). This is also true when stapling letters or forms together to be placed in an envelope. Ensure that the Welsh version is placed on top,
- It is always better to publish bilingual materials on the same document, back to back or side by side,
- If it is not possible to design the two languages on the same document, you can design them separately but you need to ensure that the standard and format is the same in both languages,
- If you are designing them separately you need to ensure
 - 1) that you indicate on the English document that the document is also available in Welsh,
 - 2) that deadlines etc. must be the same on both sheets,
 - 3) that the Welsh version is as readily available as the English version,
- A copy of the brand guidelines is available from the graphics team in the marketing and media department.

Note: For forms only



If you are sending a Welsh version of a form out with some pre-filled information on it, you need to ensure that the information is also in Welsh.

You can only send English only forms out to the public if you know that they do not want a Welsh version. In order to establish an individual's language choice you should include a question like this one on your initial correspondence/form:

Dewis iaith (✓ blwch priodol i nodi eich dewis)			
Hoffwn dderbyn HOLL ohebiaeth a ddaw yn y dyfodol yn:			
GYMRAEG	SAESNEG	DDWYIEITHOG	
Language Choice (✓ the appropriate box to note your selection)			
I would like to receive all future correspondence in:			
WELSH	ENGLISH	BILINGUAL	

Standards 4-6, 37, 42-51, 61-3, 69, 70, 82-3

Further Information:

For further advice: iaithgymraeg@sirgar.gov.uk

To see the Standards, go to: www.comisiynyddygyymraeg.cymru