



Driving tomorrow's technologies



# Brand Guidelines

*Last updated: 12 June 2026*



## How to use the CScnnected Brand Guideline

Anyone who represents the CScnnected community is encouraged to use these guidelines to achieve a high level of visual consistency and to ensure the integrity on all branded materials.

The CScnnected brand elements must not be reproduced without permission.

Anyone using the CScnnected logo or name, in any context, should follow these guidelines. This includes use on publications, websites, electronic communications and merchandise.

# CScnnected summary

Please use the following text when describing CScnnected:

## **About CScnnected**

CScnnected is the collective brand for a growing number of advanced semiconductor related activities in Wales, home to a unique community of academic institutions, prototyping facilities and global, high-volume manufacturing capabilities that collaborate across a range of research and innovation programs. CScnnected is uniquely positioned to develop a global advantage in a sovereign, key enabling technology which will allow Wales and the UK to increase trade globally in critical sectors such as 5G communications, autonomous and electric vehicles, advanced medical devices, and consumer electronics of the future.

More info at [cscnnected.com](https://cscnnected.com).

## About CScnnected

South Wales has a strong industrial base of global semiconductor businesses including IQE, SPTS and Microchip, dating back to the 1980's and supported by world-class academic expertise at Cardiff and Swansea Universities. What started as ad-hoc interactions between the industrial and academic entities has become a focused effort driven by critical investments and projects in the region.

CScnnected is the collective brand for a growing number of advanced semiconductor related activities in Wales, home to a unique community of academic institutions, prototyping facilities and global, high-volume manufacturing capabilities that collaborate across a range of research and innovation programs. CScnnected is uniquely positioned to develop a global advantage in a sovereign, key enabling technology which will allow Wales and the UK to increase trade globally in critical sectors such as 5G communications, autonomous and electric vehicles, advanced medical devices, and consumer electronics of the future.

**Our official name:** CScnnected – please note the “c” of “connected” is in lowercase.

In the first mention, use the entire name CScnnected. Afterward, you may refer to the CS community or the CS cluster.

Please do not use “CSC” or “CSC Cluster” when referring to CScnnected.

# CScnnected vision and tagline

## CScnnected 'vision' statement

To be the world's first compound semiconductor cluster by building on Wales' regional strengths in the manufacture of new and emerging hardware material and device to market.

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## CScnnected tagline

"Driving tomorrow's technologies"

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## CScnnected website

[www.csconnected.com](http://www.csconnected.com)

## CScnnected Logo



**The CScnnected logo is a vital component of the CScnnected identity. As such, it needs to be used appropriately and consistently across all printed and on-screen applications. The following guidelines should be followed whenever creating original printed or on-screen pieces for CScnnected.**

The CScnnected logo should be used on communications that are officially from or about CScnnected and must be used on all the marketing opportunity documents. The CScnnected logo is available on the [CScnnected website](#) for download and is approved for editorial use in public media.

If the available space does not permit the use of this format, an alternative version can be used:



The logo is intended to be used on lighter backgrounds and images in order to maintain legibility.



Use the logo on a flat colour area of an image



Another acceptable colour option is to reverse the logo out to White on darker backgrounds and images.

Please contact us at [media@cconnected.com](mailto:media@cconnected.com) to get a copy of the CScnnected white logo.



Use the logo on a flat colour area of an image



## Size

The size of the CSconnected logo should be appropriate for the material it is being used on. The minimum recommended size for the CSconnected logo is 40mm wide. Given the lack of space in emails, on presentations and on giveaways, the minimum size does not apply. The logo should retain the same aspect ratio at all times.



## Colour

Do not modify the logos in any way, such as changing the design or colour. If you are unable to use the correct colour due to technical limitations, you may revert to black and white.

## Maintaining Shape and Proportions

To ensure accurate and consistent use, never alter, rotate or recreate the “CSconnected” Logo. The proportions and shape of the should never be altered. To resize, hold the “Shift” key in most software programs to maintain the proportions while scaling up or down.

## Clear space

The CSconnected logo must stand out clearly from its surroundings, this applies to interference from nearby text and other logos. To ensure this, an exclusion zone or “clear space” rule has been established and indicates the closest any other graphic message can be positioned. The “CS” triangle is taken as a guide to define the exclusion zone.



# CSconnected colour palette

## Core colour:

The core colour is purple and grey and should be the predominant colour used for all publications. White is an important element in the visual balance of our brand, so this should be used along with core colour.



### Full-colour logo Purple:

RGB : 87/65/115  
HTML: #574173  
CMYK: 67/76/7/19  
Pantone®: 7447C

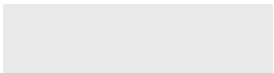


### Full-colour logo Blue:

RGB : 61/146/164  
HTML: #3D92A4  
CMYK: 71/16/24/18  
Pantone®: 2220 C

## Secondary palette:

The secondary palette is used to support and compliment the core colour.



### Grey:

RGB: 217/217/214  
HTML: #D9D9D6  
CMYK: 4/2/4/8  
Pantone®: Cool Gray 1 C



### Purple variant 1:

RGB: 113/60/98  
HTML: #713C62  
CMYK: 46/82/13/28  
Pantone®: 4084 C



### Blue variant 1:

RGB: 77/105/149  
HTML: #4D6995  
CMYK: 73/50/8/12  
Pantone®: 2139 C



### Black:

RGB: 55/58/54  
HTML: #373A36  
CMYK: 70/57/63/65  
Pantone®: 447 C



### Purple variant 2:

RGB: 134/89/145  
HTML: #865991  
CMYK: 50/71/1/3  
Pantone®: 4083 C



### Blue variant 2:

RGB: 134/200/188  
HTML: #86C8BC  
CMYK: 47/0/25/0  
Pantone®: 564 C

# CScnnected Social Media

- We are on Social Media:
  - X: @CScnnected
  - LinkedIn: <https://www.linkedin.com/company/csconnected>
  - Facebook: <https://www.facebook.com/CScnnectedCluster/>
  - Hashtag: #CScnnected

## Media Contacts

The Communications department provides journalists and editors with assistance in referencing background information, setting up interviews, securing press materials, and checking facts.

*Communications Department:* [media@csconnected.com](mailto:media@csconnected.com)

## CScnnected imagery

Our use of imagery is distinct to our brand and reflects our key messages. The images should reinforce the CScnnected brand to convey the right messages and have consistency in our communications. As a global and leading technology organisation, it is important to use modern images and graphics that support our message and vision.

The content of our photography can be defined in three areas, each showing an aspect of who we are:

- Technology: Use imagery that portray a modern or futuristic, technology concept.
- End-user applications: CScnnected plays an increasingly important role in transforming and shaping the world in which we live. Our materials are at the very heart of many of today's advanced electronic products. Use images or illustrations that show modern end-user applications.
- CScnnected and partners pictures: Use images that show CScnnected and partners employees, site and products. **It is prohibited to show confidential information such as documents, PC screens on pictures.**

## Sub-brands: Colnnovate and ColnnovateCS

CSconnected organises a range of events that have their own distinctive sub-branding, but are all part of the CSconnected brand.



**Colnnovate** is a flagship event designed to bring world's leading innovators together in the spirit of collaboration.



**ColnnovateCS** is an interactive event that fosters collaboration and innovation across the compound semiconductor supply chain.

Website: [ColnnovateCS.com](https://ColnnovateCS.com)

Use the correct Colnnovate and ColnnovateCS sub-brands to ensure consistency in all collateral materials.

## CScnnected resources

**CScnnected website:** [Welcome to CScnnected | CScnnected](#)

**CScnnected videos:** [CScnnected – YouTube](#)

**Contact details:** If you have any questions or need additional information please contact the [Marketing Team](#).