



OUR BRAND

You may have noticed that Community Foundation Wales looks a little different.

We've introduced a refreshed identity, including a new logo, colours and visual style, alongside clearer messaging about who we are and the role we play across Wales.

While some things have changed, our purpose hasn't. We remain committed to connecting philanthropy with communities across Wales, helping people, families, businesses and organisations invest in the places and causes they care about.

Our refreshed brand reflects who we are today and our ambition for the future. We hope this page gives you a better understanding of why we've made these changes, the thinking behind our new identity and what it means for the people and communities we work with.

OUR STORY

Why have we refreshed our brand?

Over recent years, Community Foundation Wales has grown significantly. We've expanded our work with donors and fundholders, increased the funding we distribute, strengthened partnerships across Wales and grown our ambition for the future.

Our previous brand didn't fully reflect who we are today or where we're heading.

This refresh has involved much more than updating our visual identity. We've also taken the opportunity to strengthen our brand narrative, refresh our organisational values and more clearly articulate the role we play in growing philanthropy across Wales.

Together, these changes provide a clearer expression of who we are, what we stand for and the impact we help create across Wales.

How was the new brand developed?

Refreshing our brand was a collaborative process. Working alongside our appointed design agency, we explored how Community Foundation Wales is perceived today and how we want to be understood in the future.

Throughout the process we involved staff, trustees and key stakeholders, alongside external audiences including donors, fundholders, partners and community organisations.

Through workshops, focus groups and surveys, we tested both our messaging and visual identity, ensuring the final brand genuinely reflects the people we work with and the communities we serve.

The result is a brand that has been developed with our audiences, rather than simply designed for them.

Why now?

As Community Foundation Wales continues to grow, this felt like the right time to ensure our identity reflects the organisation we've become.

Our refreshed brand supports our long-term vision, strengthens how we communicate with our audiences and provides a platform for the future.

BEHIND OUR BRAND

Every element of our refreshed identity has been carefully designed to reflect who Community Foundation Wales is today and the role we play across Wales.

Our logo

At the heart of our refreshed identity is a distinctive 'M' mark, inspired by the relationships that sit at the centre of Community Foundation Wales.

The flowing form represents connection. It brings together donors, businesses, fundholders, local communities through philanthropy.

The continuous pattern has no beginning or end, reflecting the lasting nature of philanthropy and the ripple effect it creates as generosity inspires opportunities, strengthens communities and creates change for future generations.

The mark can be interpreted in different ways. Some see a pulse, representing the people and communities at the heart of Wales, while others see the ever-changing landscapes that shape our nation. Like philanthropy itself, its meaning is open to interpretation, reflecting movement, growth and lasting impact.

Combined with a simpler, more contemporary design, the logo works consistently across digital and printed communications while remaining recognisably Community Foundation Wales.

Our colours

Our colour palette has been inspired by the natural landscapes of Wales. Drawing influence from our coastline, mountains, woodlands and countryside, the colours reflect the places our communities call home. They create a warm, optimistic and accessible identity that feels rooted in Wales while supporting a more consistent visual experience across our communications.

Our typography

The typeface has been carefully selected to reflect our tone of voice. It is clear, approachable and easy to read, supporting our commitment to communicating in a way that is welcoming, professional and free from unnecessary jargon.

Ein gwerthoedd

Alongside our visual identity, we've refreshed our organisational values. They reflect who we are today, how we work and the experience we want people to have when they engage with Community Foundation Wales. You can take a look at our values [here](#).

Our brand narrative

We've also developed a clearer brand narrative that better explains our role. It reflects our ambition to grow Welsh community philanthropy and reinforces our position as the trusted organisation connecting philanthropy with communities across Wales.

You'll also begin to see our new strapline:
Turning philanthropy into impact

Together, our visual identity, values and narrative create a brand that reflects both our heritage and our ambition for the future.

YOUR QUESTIONS

Has the organisation changed its name

We remain Community Foundation Wales and our name hasn't changed, only our visual identity and the way we communicate our work.

Has anything changed about Community Foundation Wales?

Our mission and commitment to communities across Wales remain exactly the same. What has changed is how we communicate who we are and the role we play. Our refreshed identity helps us reflect the organisation we've become and our ambition for the future.

Why are we talking more about philanthropy?

Philanthropy has always been at the heart of Community Foundation Wales, but our refreshed identity gives us an opportunity to talk about it more confidently and clearly.

We know that philanthropy can sometimes feel like a word associated only with wealth or large charitable donations. For us, it's much broader than that.

Philanthropy is about people, families, businesses and organisations choosing to invest in the future of the communities they care about. It can take many forms, but at its heart is a shared commitment to creating lasting change.

Community Foundation Wales exists to connect that philanthropy with community need, helping ensure it creates meaningful, lasting impact across Wales.

Why did you invest in a rebrand?

Refreshing our brand is an investment in the future of Community Foundation Wales. A stronger, clearer identity helps more people understand who we are, encourages more philanthropy across Wales and strengthens our ability to build relationships with donors, fundholders, businesses and partners. Growing philanthropy ultimately enables us to invest more in communities across Wales.

The rollout is also being carefully managed to ensure good value for money, with materials updated gradually as part of a phased transition rather than replaced unnecessarily.

Does this affect funding?

No, our funding programmes and application processes remain unchanged.

I have an existing grant. Do I need to update the Community Foundation Wales logo?

If your grant was awarded before October 2026, you do not need to replace our previous logo or update existing publicity materials. New grants awarded from October 2026 onwards will be provided with our refreshed branding and updated publicity guidance.

How do I publicise my grant?

We've introduced a new *How to publicise your grant* guide, along with downloadable logos and brand assets, to help organisations promote their projects consistently.

Where can I download the new logo?

Our website includes a dedicated Brand Resources area where partners, grant holders and the media can download approved logos, publicity guidance and brand assets.

Does this affect donors, fundholders or partners?

No, the relationships we've built remain exactly the same. Our refreshed identity simply helps us communicate our work more clearly and consistently.

Will everything change overnight?

No, as a small charity, we're introducing the refreshed brand through a phased rollout. You'll begin to see our new identity appear across our website, publications, events and digital channels over the coming months. Existing materials will continue to be used where appropriate to avoid unnecessary waste and ensure good value for money.



LOOKING AHEAD

A brand is much more than a logo. It's how people understand who we are, what we stand for and the difference we make.

Our refreshed identity marks the beginning of the next chapter for Community Foundation Wales. While our visual identity has evolved, our vision remains the same: a Wales where philanthropy strengthens communities, creating an impact today and for the future.

We hope this refreshed identity will strengthen understanding of our role and help us continue turning philanthropy into impact for generations to come.

Our story, in our words

Every community has its own story.
Of people, places and the ties that hold them together.

Across Wales, philanthropy takes many forms.
Philanthropy in memory.
Philanthropy with purpose.
Philanthropy with a belief in what local communities can do.

Our role is to be a bridge.
Between people and organisations who want to give
and the communities where support matters most.

We listen.
We learn
We make sure funding reaches the grassroots.

Some philanthropy meets immediate need.
Some helps communities plan for what comes next.
Together, it helps strengthen communities for the future.

Turning philanthropy into impact.

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