

## Stiùireadh Bhrann #Cleachdi

## #cleachdi Brand Guidance

<p><b>Ro-ràdh</b></p> <p>Chruthaich Bòrd na Gàidhlig is com-pàirtichean an iomairt #cleachdi air chor 's gum faod luchd-bruidhinn na Gàidhlig air feadh na dùthcha a bhith nas fhaicsinniche ri càch a chèile agus gus cleachdadh na Gàidhlig a bhrosnachadh ann an àiteachan poblach.</p> <p>Tha suaicheantas oifigeil aig an iomairt; builgean còmhraidh leis an fhacal 'Gàidhlig' na bhroinn. Tha an suaicheantas air a chleachdadh gus luchd-labhairt na Gàidhlig a chomharrachadh agus seirbheisean Gàidhlig a thaisbeanadh.</p> <p>Bidh Bòrd na Gàidhlig a' stiùireadh pròiseact #Cleachdi agus tha còir-lethbhreac aca airson an t-suaicheantais shònraichte seo.</p> <p>Tha an suaicheantas a' buntainn do neach fa leth aig a bheil Gàidhlig a tha cuideachd deònach Gàidhlig a chleachdadh nan obair no ann an suidheachaidhean sòisealta. Tha an suaicheantas freagarrach do neach fa leth no buidhnean a chleachdadh agus faodar a chleachdadh gun chead ro-làimh bho Bhòrd na Gàidhlig. Ge-tà, bu chòir gun tèid a chleachdadh a' leantainn an stiùiridh seo a-mhàin.</p> <p>Feumar cead fhaighinn bho Bhòrd na Gàidhlig gus an suaicheantas a chleachdadh ann an dòigh sam bith neach deach ainmeachadh san stiùireadh seo.</p> <p>Ma bhios buidheann san raon phoblach no buidheann coimhearsnachd airson sealltainn gu bheil Gàidhlig aig an luchd-obrach no luchd-saor-thoilich aca, tha goireasan #cleachdi rim faotainn airson òrdachadh air làrach-lìn Bòrd na Gàidhlig.</p> <p>Airson tuilleadh fiosrachaidh, no airson ceistean a bharrachd a thogail, cuiribh fios gu Bòrd na Gàidhlig air fios@gaidhlig.scot.</p>	<p><b>Introduction</b></p> <p>Bòrd na Gàidhlig and partners developed the nationwide #cleachdi initiative, inspired by the Welsh 'Iaith Gwaith' scheme, to enable Gaelic speakers and learners to be more visible to one another and to promote the use of Gaelic in public spaces.</p> <p>The initiative has an official logo; a speech bubble encompassing the word 'Gàidhlig'. This logo is used to identify who can speak Gaelic and provide Gaelic language services.</p> <p>Bòrd na Gàidhlig administers the #cleachdi project and holds the copyright for this particular logo.</p> <p>The logo is relevant to an individual who can speak Gaelic and is willing use Gaelic in a work or social context. The logo is available for use by individuals or organisations; they can use it without prior consent from Bòrd na Gàidhlig. However, the logo should always be used in compliance with these brand guidelines.</p> <p>Permission from Bòrd na Gàidhlig will be needed to use the logo in any way which differs from the brand guidelines.</p> <p>If there is a public sector body or community group that wants their Gaelic staff or volunteers to show that they speak Gaelic, #cleachdi resources are available to order from the Bòrd na Gàidhlig website.</p> <p>For further information, or to discuss issues not covered in the brand guidelines, please contact Bòrd na Gàidhlig at fios@gaidhlig.scot.</p>
<p><b>Bathar Oifigeil</b></p> <p>'S e adhbhar an t-suaicheantais comharrachadh cò na daoine aig a bheil Gàidhlig agus a bhios a' toirt seachad seirbheisean Gàidhlig.</p> <p><b>Goireasan 'Cleachdi'</b></p>	<p><b>Official goods</b></p> <p>The purpose of the logo is to identify which people can speak Gàidhlig and give Gàidhlig language services.</p> <p><b>'Cleachdi' Resources</b></p>

<p>Tha Bòrd na Gàidhlig air goireasan oifigeil a chruthachadh air a bheil an suaicheantas, a' gabhail a-steach:</p> <ul style="list-style-type: none"> <li>- Bràistean cruaidh</li> <li>- Lainneardan</li> <li>- Postairean</li> <li>- Steigearan/steigearan uinneig</li> </ul> <p>Faodar am bathar seo òrdachadh an-asgaidh le bhith a' lìonadh foirm air làrach-lìn Bòrd na Gàidhlig.</p> <p>Faodar cuideachd suaicheantas #cleachdi, postair agus bann-coise post-d fhaighinn bhon làrach-lìn.</p>	<p>Bòrd na Gàidhlig have produced official resources that display the logo, including:</p> <ul style="list-style-type: none"> <li>- Metal pin badges</li> <li>- Lanyards</li> <li>- Posters</li> <li>- Stickers/Window stickers</li> </ul> <p>These materials can be ordered free of charge by completing the form on the Bòrd na Gàidhlig website.</p> <p>You can also download a #cleachdi logo, poster and e-mail footer from the Bòrd na Gàidhlig website.</p>
<p><b>Mar a Chleachdas tu an Suaicheantas</b></p> <p>Thathas a' cleachdadh an t-suaicheantais #cleachdi gus na daoine aig a bheil Gàidhlig agus a bhios a' toirt seachad seirbheisean Gàidhlig a chomharrachadh. Faodar a chleachdadh cuideachd gus sealltainn cò na seirbheisean a tha rim faighinn sa Ghàidhlig. Le bhith a' cur na bràiste orra no a' cleachdadh a' bhathair, tha an neach a' taisbeanadh gu bheil na sgilean is a' mhisneachd aca airson seirbheisean a thabhann sa Ghàidhlig. Bu chòir do bhuidhnean na puingeann seo a' cur nan cuimhne nuair a bhios iad a' sgaoileadh agus a' cleachdadh ghoireasan #cleachdi.</p> <p>Faodaidh <b>buidhnean is companaidhean</b> am bathar a chleachdadh <b>gus roghainn-cànain</b> a bhrosnachadh. Gabhaidh seo a dhèanamh le bhith a' cleachdadh an t-suaicheantais mar chomharra roghainn-cànain air:</p> <ul style="list-style-type: none"> <li>- Làraichean-lìn Corporra</li> <li>- Ann am bùthan (m.e. innealan fèin-fhrithealadh, innealan-airgid)</li> </ul> <p>Faodaidh <b>neach fa-leth</b> an suaicheantas a chleachdadh ann an iomadach dòigh gus sealltainn gu bheil a' Ghàidhlig aca, mar eisimpleir:</p> <ul style="list-style-type: none"> <li>- A' cur bràiste oifigeil no lainneard orra</li> <li>- Air an cairt-aithneachaidh or bràiste-ainm aca</li> <li>- Air an cairt-ghnìomhachais aca</li> <li>- Mu chomhair an ainm air làrach-lìn no eadra-lìon na buidhne</li> <li>- Mar phàirt den eàrr-sgrìobhadh post-d aca</li> </ul> <p>Faodaidh buidhnean is companaidhean an suaicheantas a chleachdadh ann an iomadach dòigh gus <b>sealltainn cò aig a bheil a' Ghàidhlig</b>, mar eisimpleir:</p> <ul style="list-style-type: none"> <li>- A' sgaoileadh bhràistean oifigeil no lainneardan</li> </ul>	<p><b>How to use the logo</b></p> <p>The #cleachdi logo is used to identify people who can speak Gaelic and offer Gaelic language services. It can also be used to identify which service or services are available in the Gaelic language. Wearing the badge or using other brand materials demonstrates that the individual has the skills and confidence to be able to offer services in Gaelic. Organisations should bear this in mind when sharing and using #cleachdi resources.</p> <p><b>Organisations and companies</b> can use the mark as a means of <b>proactively promoting language preference</b>. This can be done by incorporating the logo as a language preference marker on:</p> <ul style="list-style-type: none"> <li>- Corporate websites</li> <li>- Self-service machines (eg self-service tills, cash point machines)</li> </ul> <p><b>An individual</b> can use the logo in many ways to show that they can speak Gaelic, for example:</p> <ul style="list-style-type: none"> <li>- Wearing the official badge and/or a lanyard</li> <li>- On their ID card or name badge</li> <li>- On their business cards</li> <li>- Opposite their name on the organisation's intranet or website</li> <li>- As part of their e-mail signature.</li> </ul> <p>Organisations and companies can use the logo in many ways to <b>show who can speak Gaelic</b>, for example:</p> <ul style="list-style-type: none"> <li>- Providing the official badge and/or a lanyard</li> </ul>

- A' cleachdadh an t-suaicheantais air èideadh oifigeil agus cairtean-aithneachaidh no bràistean-ainm
- A' cur an t-suaicheantais air cairtean-ghnìomhachais
- A' cur an t-suaicheantais ri taobh ainmean dhaoine aig a bheil Gàidhlig air eadra-lìon, làrach-lìn no bùird-shanais na buidhne
- A' sgaoileadh suaicheantas didseatach airson bannan-coise post-d

Tha na stuthan seo a' sealltainn gu bheil seirbheisean Gàidhlig rim fhaighinn san dearbh àite, agus mar sin, cha bu chòir na stuthan a bhith air an taisbeanadh mura h-eil iad rim faighinn.

Faodar postair oifigeil na h-iomairt a chleachdadh san àite-obrach, ann an àite far a bheil seirbheisean Gàidhlig rim faighinn, mar eisimpleir:

- Anns a' bhùth
- Air bòrd-sanas ann an oifis
- Aig ionad-fàilte

- Using the logo on official uniforms and ID cards or name badges
- Including the logo on business cards
- Placing the logo next to the name or photo of Gaelic speakers, on the organisation's intranet, website, or on internal or external noticeboards
- Providing an electronic version of the logo to be used on the e-mail signatures of Gaelic speakers

The materials intend to show that Gaelic language services are available on the exact spot, and therefore the promotion materials should only be displayed where they are available.

The scheme's official poster can be displayed in the workplace, in a place where Gaelic language services are provided, for example:

- Beside a shop check-out
- On a noticeboard in an office
- At the reception desk

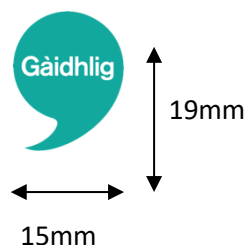
## An suaicheantas

Bu chòir gun tèid an suaicheantas oifigeil a chleachdadh an-còmhnaidh agus cha bu chòir ath-riochdachadh ann an dòigh sam bith.

Cha bu chòir an suaicheantas a bhith air atharrachadh ann an dòigh sam bith, mar eisimpleir le bhith ga leudachadh no ga lùghdachadh, le bhith ag atharrachadh a' bhriathrachas, a thrìd-shoilleireachd no an dath.

### Meud an t-suaicheantais agus na bràiste

'S e meud na bràiste oifigeil 15mm (leud) x 19mm (àirde). Cha bu chòir an suaicheantas a bhith nas lugha na seo.



Faodar an suaicheantas ath-riochdachadh ann am meud nas motha ma tha sin iomchaidh, cho fhad 's a tha deagh chàileachd air agus an sgrìobhadh soilleir ri leughadh.

### Dathan

Dath na bràiste:

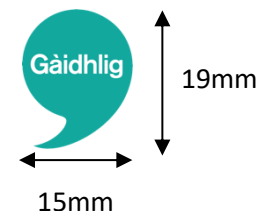
## The logo

The official logo should always be used and should not be reproduced in any way.

The logo should not be changed in any way, for example by expanding or shrinking it, changing the wording, or its transparency or colour.

### The size of the logo and badge

The official badge size is 15mm (width) x 19mm (height). The logo should not be set any smaller than this size.



The logo can be reproduced in a larger size if appropriate, provided that it is good quality, and the wording is clear to read.

### Colours

The colour in the badge is:

<p>Pantone 326C  CMYK – 80, 10, 45, 0  RGB – 0, 167, 157  HEX – 00A79D  Tha am facal ‘Gàidhlig’ ann an geal.</p>	<p>Pantone 326C  CMYK – 80, 10, 45, 0  RGB – 0, 167, 157  HEX – 00A79D  The word ‘Gàidhlig’ is in white.</p>
<p><b>A’ cur a’ bhrannnd an sàs</b></p> <p><b>A’ cleachdadh an t-suaicheantais air stuthan clò-bhualaidh eile</b></p> <p>Faodaidh neach fa leth no buidhnean an suaicheantas a chleachdadh air stuthan a thèid a chlò-bhualadh dhaibh fhèin, mar eisimpleir cairt-ghnìomhachais oifigeil no bràiste-ainm. Bu chòir gun tèid dreach math den t-suaicheantas a chleachdadh a tha freagarrach airson clò-bhualadh. Bu chòir gun tèid an stiùireadh seo a leantainn nuair a thathar ag ath-riochdachadh an t-suaicheantais agus stuthan eile.</p> <p><b>A’ cleachdadh an t-suaicheantais air-loidhne</b></p> <p>Faodar an suaicheantas a chleachdadh air-loidhne (m.e. mar phàirt de bhann-coise post-d no air làrach-lìn gus sealltainn gu bheil seirbheis Gàidhlig ri fhaighinn).</p> <p><b>Plana Cànan Nàiseanta Gàidhlig</b></p> <p>Tha e na phrìomh dhleastanas aig Bòrd na Gàidhlig a bhith ag obair còmhla ri co-obraichean air feadh na roinn poblach gus planaichean Gàidhlig a leasachadh agus a libhrigeadh. Tha e cuideachd mar aon de na dòighean as cudromaiche anns an tèid amas a’ Phlana Cànan Nàiseanta Gàidhlig “gum bi a’ Ghàidhlig air a chleachdadh nas trice, le barrachd dhaoine agus ann an raon nas fharsainghe de shuidheachaidhean” a thoirt air adhart.</p> <p>Tha am Bòrd a’ moladh am brannd #cleachdi a chleachdadh mar dhòigh simplidh, èifeachdach is practaigeach airson aithneachadh a thoirt do luchd-obrach a tha deònach is comasach Gàidhlig a bhruidhinn san àite-obrach le luchd-obrach eile agus/no leis a’ phoball agus nuair a bhios iad a’ dèiligeadh le ùghdarras poblach.</p> <p>Tha cleachdadh a’ bhrannnd ann an suidheachaidhean poblach m.e. ann an ionadan-fàilte agus air na meadhanan-sòisealta cuideachd ga dhèanamh soilleir do dhaoine gu bheil am buidheann a’ cur fàilte air agus a’ brosnachadh cleachdadh na Gàidhlig.</p>	<p><b>Applying the brand</b></p> <p><b>Using the logo on other print materials</b></p> <p>Individuals or organisations can use the logo on materials that they print themselves, for example an official business card or name badge. A good quality version of the logo should be used which is suitable for printing. These guidelines should be followed in reproducing the logo and other materials.</p> <p><b>Using the logo online</b></p> <p>The logo can be used online (for example as part of an e-mail signature or on a website to show that staff can provide a Gaelic language service).</p> <p><b>National Gaelic Language Plan</b></p> <p>Working alongside colleagues across the public sector to develop and deliver Gaelic language plans is a key function of Bòrd na Gàidhlig. It is also one of the most important ways that the aim of the National Gaelic Language Plan “that Gaelic is used more often, by more people and in a wider range of situations” is being progressed.</p> <p>The Bòrd recommends using the #cleachdi brand as a simple, effective, and practical way of identifying which members of staff are able and willing to use Gaelic in the workplace with other colleagues and/or with members of the public when dealing with the public authority.</p> <p>The use of the #cleachdi branding in public-facing situations, e.g. in reception areas and social media posts, also makes clear to people that the use of Gaelic is welcomed and encouraged by the organisation.</p>

**Aontachadh is tuilleadh fios**

Airson tuilleadh fiosrachaidh is comhairle, cuiribh fios gu oifisean Bòrd na Gàidhlig.

Fios conaltraidh:

Post-d: [fios@gaidhlig.scot](mailto:fios@gaidhlig.scot)

Làrach-lìn: [www.gaidhlig.scot](http://www.gaidhlig.scot)

Bòrd na Gàidhlig

Taigh a' Ghlinne Mhòir, Rathad na Leacainn

Inbhir Nis,

IV3 8NW

**Consent and further details**

For further details and advice, please contact the Bòrd na Gàidhlig offices.

Contact Details:

E-mail: [fios@gaidhlig.scot](mailto:fios@gaidhlig.scot)

Website: <https://www.gaidhlig.scot/ga/>

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