jamjar

Shaping the Future of CTM NHS Charity

Purpose of today

We're Jamjar, a creative communications agency with a passion for bringing brands to life.

We've been commissioned to develop a new brand identity for Cwm Taf Morgannwg NHS Charity (CTM NHS Charity) and we can't do it without you.

At jamjar, we believe it's what's inside that counts – an organisation's story, their why, their passion and their people. That's why we start every brand development project by lifting the lid on an organisation.

We uncover the unique ingredients and craft the right recipe for success.

We have already begun that process and today, we want to update you on our progress and gain invaluable feedback on our brand strategy, name and direction for our visual identity.

Our Brand Development Process

Today, we will be sharing with you the outputs from our Intent and Ideation phases and looking for your feedback.

Insight

Through desk research, brand discovery workshops and online questionnaire.

Intent

Define the Charity's brand purpose, mission, vision, brand values and positioning, ensuring it resonates deeply with stakeholders and audiences.

Ideation

Brand idea, naming, visual and verbal brand identity.

Iteration

Refinement of the chosen brand direction in line with stakeholder and audience testing.

Implementation

Development of a brand toolkit, guidelines and implementation plan.

Insight

1.

01. Insight
Brand Workshops

- Give back: people want to “give something back” to the NHS and their communities.
- Impact: support should make a visible, lasting difference in people’s lives.
- Enhanced care: going above what the NHS can provide, improving experiences for patients and staff.
- Community pride: strong sense of belonging, valley identity and heritage (mining, rugby, generations of families).
- Trust and follow-through: supporters want reassurance that funding is spent as promised.
- Connection: linking staff, patients charities and communities together.
- Storytelling: real stories about why people fundraise or support are most powerful.
- Accessibility: keep language simple due to lower average reading age.
- Local staff: pride that many NHS staff also live locally (friends, neighbours, family).

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Intent

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02.
Brand Idea

Together, we make good things happen.

“We are Cwm Taf Morgannwg NHS Charity. A charity committed to enhancing the lives of people across Merthyr Tydfil, Rhondda Cynon Taff and Bridgend by going over and above what is possible through NHS support alone.

We invest in life-changing projects that matter most to local people. Projects that support the wellbeing of our staff, improve patient experiences and drive innovation in healthcare for future generations.

Everything we do is rooted in our community. We’re proud that so many of the people who care for us also live alongside us, as neighbours, friends and familiar faces. And just like them, every one of us will need NHS care at some point in our lives.

So, we’re here for all of us. But we can’t do it without your support. With help from local people, community groups, charities and businesses, we can change the lives of our friends, family and neighbours.

Together, we make good things happen – in Merthyr Tydfil, Rhondda Cynon Taf and Bridgend.”

02.
Our vision

We see a future where everyone in CTM feels listened to, valued and empowered to make a difference to the lives of people in their communities with the support of our NHS Charity.

02.
Our mission

Our mission is to make life better for patients, staff and communities by providing the extras that go beyond what NHS funding alone can deliver. We do this by bringing people together - supporters, charity partners and local communities - to turn generosity into action.

02.
Our mission

We make good things happen through:

1.Healthier lives
Championing projects that improve physical and mental wellbeing, tackle local challenges and empower people to live healthier, happier lives.

2.Better care
Enhancing patient experiences and supporting staff wellbeing by funding the extras that go beyond what NHS provision alone can offer.

3.Brighter ideas
Investing in innovation, research and sustainable practices that shape the future of healthcare for generations to come.

4.Stronger communities
Building connections across our Valleys, working with local partners and bringing people together to make kindness and generosity go further.

02.
Our values

Accountable

We keep our promises and show clearly how every donation is used and the difference it makes.

Care

We bring compassion, comfort and dignity to people's lives, going beyond what the NHS can do alone.

Inclusive

We are here for everyone, ensuring equal access and representing the diversity of our patients, staff and communities.

Connection

We build strong links between people, needs and resources, working together to make good things happen.

Future-focussed

We invest in ideas and practices that improve lives today while building healthier, stronger communities for generations to come.

Ideation - naming

3.

03.
Naming

Choosing the right name is key to building recognition, trust, and connection.

For CTM NHS Charity, the name needs to:

- Feel inclusive and accessible across Merthyr Tydfil, Rhondda Cynon Taf and Bridgend.
- Reflect local pride and belonging, without overcomplicating what the charity is or does.
- Work bilingually and resonate with audiences who may not use formal NHS terminology.

It's important to recognise that "Cwm Taf Morgannwg" isn't a name or area people naturally identify with emotionally. People in this region tend to associate themselves first and foremost with their town or valley and this strong sense of local pride and belonging should guide our naming approach.

There are three possible naming routes, each reflecting a different strategic emphasis and we welcome your feedback on these.

03. Ideation
Option 1

Following the NHS convention

This route aligns with the naming pattern used by most NHS health charities across Wales and the UK.

This approach provides clarity, credibility and transparency, clearly positioning the charity as part of the NHS family.

We recognise that “Cwm Taf Morgannwg” is not a name that people strongly associate with personally or geographically, so our emphasis will be on how the name is used in context rather than expecting it to carry emotional weight on its own.

In this model, CTM NHS Charity (or Cwm Taf Morgannwg NHS Charity) acts as a trusted brand sign-off, while all campaign messaging and storytelling lead with the specific local area name e.g. “Together, we make good things happen in Bridgend”.

This ensures the charity remains instantly credible and consistent across the region, while the local reference provides relatability and warmth.

03.
Option 1

Cwm Taf Morgannwg NHS Charity / CTM NHS Charity

03.
Option 1

Following the NHS convention

To enhance memorability and emotional connection, there is potential to give “CTM” a double meaning by creating an acronym that reflects the charity’s purpose or personality.

This keeps the recognisable CTM shorthand but gives it a more human and meaningful layer, for example:

CTM - Causes That Matter
CTM - Care That Matters
CTM - Communities That Matter
CTM - the Charity That Makes…. Good things happen in Bridgend
CTM - the Charity That Makes… a difference / an impact / children feel safer in hospital

This subtle shift could help the name feel more engaging, while still retaining the trust and structure of a formal NHS charity brand.

03.
Option 2

Local-first Masterbrand system: One brand, three local voices

This approach recognises that people don't emotionally identify with the wider "Cwm Taf Morgannwg" name, they identify with their town, community or valley.

By leading with the local place name (Bridgend, Merthyr Tydfil or Rhondda Cynon Taf), we create a stronger sense of belonging, pride and relevance, while still maintaining the trust and credibility of a single overarching NHS charity brand.

This route adopts a Masterbrand system, where CTM Health Charity acts as the parent brand, and localised versions (e.g. Bridgend Health Charity, Merthyr Tydfil Health Charity, Rhondda Cynon Taf Health Charity) sit beneath it.

Each sub-brand uses the same logo, colour palette, and design system, simply adapting the name text to reflect the local area.

03.
Option 2

Local-first Masterbrand system: One brand, three local voices

The CTM Masterbrand logo would be used for

- Overarching communications (social media channels, website, partnership comms, impact reports, etc.)
- Campaigns or announcements that represent the entire region.

The local versions would be used for:

- Community projects and fundraising campaigns tied to specific hospitals, wards or towns.
- Local events, PR and storytelling, to make messaging more personal and relatable.

This model allows the brand to speak with one voice but many accents, maintaining consistency, while making every community feel seen and represented.

How this structure would work:

- Bridgend Health Charity - part of Cwm Taf Morgannwg Health Charity
- Merthyr Tydfil Health Charity - part of Cwm Taf Morgannwg Health Charity
- Rhondda Cynon Taf/RCT Health Charity - part of Cwm Taf Morgannwg Health Charity

03.
Option 2

Cwm Taf Morgannwg NHS Charity

Bridgend NHS Charity
part of Cwm Taf Morgannwg NHS Charity

Merthyr Tydfil NHS Charity
part of Cwm Taf Morgannwg NHS Charity

Rhondda Cynon Taf NHS Charity
part of Cwm Taf Morgannwg NHS Charity

03.
Option 3

A new conceptual name inspired by the brand idea

This route takes a more creative, conceptual approach, creating a name that captures the emotion, values and spirit of the charity rather than its structure.

Like Awyr Las (Blue Sky) in North Wales, a conceptual name offers distinctiveness, emotional depth and long-term brand equity, while still feeling rooted in the local community and its values.

This approach would require clear storytelling to build awareness but offers the most ownable and memorable route for the future.

Our proposed brand names are as follows:

03.
Option 3

Valleys NHS Charity

03.
Option 3

Valleys NHS Charity

Rooted in the place and people it serves, Valleys Health Charity draws inspiration from the landscapes, textures and tones of South Wales' valleys, from the rich greens of rolling hills to the deep charcoals and earthy tones that reflect its coal mining past.

The visual identity could reflect the contours of the landscape through flowing lines or layered shapes, symbolising connection and care.

Photography would feel authentic, proud and grounded, showing real people, places and community moments rather than polished stock imagery.

The tone of voice should feel warm, confident and down-to-earth, a true reflection of the Valleys spirit -hardworking, generous and full of heart.

03.
Option 3

Valleys Health Charity

03.
Option 4

Glöyn

03.
Option 4

Glöyn

Glöyn is a poetic and evocative Welsh word meaning “butterfly”. It symbolises the power of small actions to create lasting, transformative change - much like the “butterfly effect”, where one small movement can cause a powerful ripple of impact.

Glöyn represents how one act of kindness, one fundraiser, or one community project can make a profound difference to people’s lives, improving care, wellbeing and connection across our communities.

The visual identity could draw inspiration from the natural beauty of transformation and motion, using soft gradients, layered shapes or light patterns that subtly reference wings or movement.

A fresh, uplifting colour palette, with tones inspired by nature, wellbeing and renewal, would help convey hope and positivity.

03.
Feedback please

Cwm Taf Morgannwg NHS Charity

Bridgend NHS Charity

Merthyr Tydfil NHS Charity

Rhondda Cynon Taf Health Charity

Valleys NHS Charity

Glöyn

NHS Charity or Health Charity?

Is there anything else we should consider?

Ideation - visual identity

3.

03.
Visual identity

Bringing the brand to life

We're excited to share with you three stylescapes. These are visual moodboards that explore different creative directions for how the brand could look and feel.

These are not final designs or artworks, but early-stage concepts designed to spark discussion. Each one explores a different approach to colour, typography, graphics, photography and overall tone, helping us imagine how the charity might express itself visually in the future.

Option 01

Merthyr Tydfil | Rhondda Cynon Taf | Bridgend

Together, we can make good things happen.

We are committed to enhancing the lives of people across Merthyr Tydfil, Rhondda Cynon Taff and Bridgend by going over and above what is possible through NHS support alone. We're here for all of us. But we can't do it without your support. With help from local people, community groups, charities and businesses, we can change the lives of our friends, family and neighbours

Giving nurses a space to rest and recharge in the Princess of Wales Hospital

Bringing people together in Treharris

Making children feel safe in Prince Charles Hospital

Option 02

VALLE
Merthyr *Tydfil* • Rhondda *Cynon Taf* • Bridgend
Together, we can make *good things* happen.
We are committed to enhancing the lives of people across Merthyr Tydfil, Rhondda Cynon Taff and Bridgend by going over and above what is possible through NHS support alone. We're here for all of us. But we can't do it without your support. With help from local people, community groups, charities and businesses, we can change the lives of our friends, family and neighbours.
For my son, the hospital's new sensory garden is more than a space to play, it's a place to be himself again.
Help make *good things* happen.
MAKE A DONATION

Option 03

Giving nurses a space to rest and recharge in the Princess of Wales Hospital.

Together, we can make good things happen.

Cwm Taf Morgannwg

Rhondda Cynon Taf Merthyr Tydfil Bridgend

Make a donation

Making children feel safe in Prince Charles Hospital

03.
Feedback please

Stylescapes

When reviewing the 3 creative directions, we'd like you to focus on:

- How each concept makes you feel and does it reflect the charity's values and purpose?
- Which approaches to colour, type, graphics and imagery feel most appropriate and impactful?

Please try to keep feedback objective and strategic rather than personal (this isn't about your favourite colour!) - we're looking for what you think will resonate most with the people we support and the communities we serve.

Your insight will be invaluable in shaping the next stage of the brand development process.

Thanks for listening.

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