

Breckland Council

Corporate branding and design guidelines

2015 -19



Breckland
COUNCIL

Why is corporate branding important?

These guidelines concentrate on the visual branding of Breckland Council but corporate branding covers a much wider aspect of our reputation.

Branding promotes recognition...

If our branding is consistent and easy to recognise, it can help residents feel more at ease at contacting us for help and advice.

Our brand tells our residents about the quality of our services...

Our full brand experience, from the visual elements like the logo and website to the way that we answer the phones, tells our customers about the kind of service we provide.

Our brand provides us with motivation and direction...

A clear brand strategy provides the clarity that we need to be successful. It helps us to meet the council's goals.

A strong brand generates referrals...

People like to tell others about the experiences they have had after interacting with councils. A good brand ensures that their comments will be complimentary rather than critical. A strong brand helps our customers know what to expect.

A brand that is consistent and clear puts the customer at ease, because they know exactly what to expect each and every time they experience us.

Our brand represents us and our promise to our customer...

- * It is important to remember that our brand represents us; we are the brand, our marketing materials are the brand and what we're going to deliver to the customer.
- * Our brand helps us to connect with our customers.
- * Our brand helps us create clarity and stay focused.
- * Our brand helps us to be strategic and will guide our marketing efforts, saving time and money.

Graphic design service - good practice...

For a fast, efficient, cost effective and smooth service:

- * Complete a design brief, available from the graphic design officer, email: richenda.farman@breckland.gov.uk, before starting any design work.
- * Clear any work with the Communications team before commissioning work from any outside design agencies. This is to ensure that external designers use the correct Breckland Council branding guidelines and accessibility standards.
- * The Communications team are also able to give advice regarding printing companies .

Breckland Council logo

Conditions for use

The regular use of the logo on our publications, signage, etc. reinforces the message of a strong identity for Breckland Council to our residents. It is essential, therefore, that the logo is the correct version.

- ▶ **Read these guidelines before using the logo in any publications.**
- ▶ **Only use logos that have been provided by the Marketing and Graphics officer.**
- ▶ **Never redraw or change the design of the logo in any way.**
- ▶ **Seek authorisation from the Communications team before allowing anyone, from outside the authority, to use the Breckland logo.**

There are three variations of the Breckland Logo (please see next page). When requesting a logo explain how the logo will be used to ensure you are provided with the correct version.

The logo can be supplied in several different formats i.e. vector or bitmap depending on how it will be used (on printed matter or a web-site for example).

The corporate colour palette is based on the green of our logo and complimentary secondary colours to that green. Adhering to these colours ensure that the council's visual brand is easily recognisable.

The corporate font Century Gothic is the font used in our logo and should be used for sub-headings and headings of posters and leaflets but not as main body of text where Arial (at a minimum size of 11pt) should be used.

Partnerships, contractors and providers of goods wishing to use our logo/branding

Working in partnership or under contract with other organisations can raise complications with visual identity. Different conditions will apply according to the nature of the partnership or contract.

At the beginning of a partnership or contract there should be a discussion regarding the visual identities for all parties.

Breckland Council's logo should always appear on printed matter, signage, stationery, vehicle livery, etc. The size of the logo depends on the council's role in the partnership.

Where the council has funded a project then the wording 'supported by' or 'assisted by' should be used alongside our logo.

Where the council is the main partner our logo should appear first or larger than any other logos.

The correct use of our logo will form part of the audit trail when organisations are requesting funding or support.

Please contact the Marketing and Graphics officer, Shendy Farman on ext 6330 or email: richenda.farman@breckland.gov.uk before providing the logo or corporate branding to any outside agencies.

logo - dos!



Coloured logo

Our corporate logo comprises of a process black stag and 'Breckland' with a pantone 569 green 'COUNCIL'. This should only be used on a white background.



Black & white logo

This logo is entirely printed in process black. It should only be used on a white or light coloured background.



Reversed or white logo

For use on black or dark coloured backgrounds.

Strapline

This logo does not include a strapline in its design as the previous one did.

However, the council's vision, 'Breckland is a place where people and business can thrive' can be used in document footers, as a strapline, if required.

This text is formatted as a PNG file and can be found on The Biz:

http://web02/document_templates

logo - don'ts!



Missing text

Our corporate logo comprises the stag and the words Breckland and Council. Do not crop any of these components.



Black logo

This should only be used on a white or light coloured backgrounds.



Reversed or white logo

For use on dark coloured backgrounds.

logo - don'ts!



Don't resize disproportionately

Do not change the ratio of the logo - i.e. stretch it in only one direction width or height-wise but instead keep it proportional when re-sizing.



Don't use white boxes

Do not use a logo which has a white box surrounding it on a coloured background.



Sizing

Do not make the logo any smaller than 20mm in height. However, there is no restriction on how large the logo can be re-sized to.



Border

Keep a border of the height of the capital B all the way round the logo to ensure no text or other images encroach too closely to the logo.

corporate colour palette

These colours compliment each other and therefore work well in conjunction with each other.

It is advisable to only use one other colour from the secondary palette besides the primary green and black when designing publications such as posters and flyers. However, any tint percentage of the colours can be used.

Primary colours



pantone: 569
CYMK: 98, 0, 57, 17
RGB: 0, 134, 116



process black
CYMK: K100
RGB: 30, 30, 30

secondary colours complimentary in hue and saturation to pantone 569



pantone: 3275
CYMK: 95, 0, 47, 0
RGB: 0, 156, 149



pantone: 2592
CYMK: 60, 90, 0, 0
RGB: 143, 35, 179



pantone: 576
CYMK: 49, 0, 100, 39
RGB: 107, 137, 18



pantone: cool grey 11
CYMK: 44, 34, 22, 78
RGB: 77, 79, 83



pantone: rhodamine red
CYMK: 3, 89, 0, 0
RGB: 224, 50, 136



pantone: 519
CYMK: 67, 100, 30, 10
RGB: 106, 32, 95



pantone: 165
CYMK: 0, 59, 96, 0
RGB: 239, 130, 19

fonts, livery, signage and stationery



Century Gothic

Use for headings and sub-headings.

Use regular or bold.

Recommended subheading sizes: 12pt - 14pt

Recommended heading sizes: 14pt - 24pt
(leaflets and flyers)

Posters: 24pt - 72pt
A3 and larger)

Arial Regular

Use for main body of text (minimum size: 11pt).

Important!

- ▶ Do not underline any text, use bold text instead
- ▶ Use italics sparingly (mainly for captions, diagrams and cross-referencing)
- ▶ Avoid use of all uppercase and capitalisation of first characters

Vehicle livery

Breckland Council's logo (the colour version on light coloured vehicles) and website address

www.breckland.gov.uk

should be used on all council vehicles.

Signage, flags, banners, etc

Breckland Council's logo width should cover 25% of the width of any sign.

Before commissioning any livery, signage, banners or flags please contact the Marketing and Graphics Officer, Shendy Farman on ext 6330 or email: richenda.farman@breckland.gov.uk

Stationery and PowerPoint templates

Templates for the council's letter-headed paper, poster, PowerPoint presentation, Breckland District Council logo and the shared South Holland District Council logo can be found at http://web02/homepage/council_documents_homepage/document_templates.htm