



Uttlesford District Council

Corporate Design Guidelines





Corporate Design Guidelines - Contents

	Page
Introduction & Using the Design Guidelines	3
The Logo	4 - 5
The Strap	6
UConnect	7
Partner Logos	8
Font	9
Colour	10
Images	11
Stationery	12
Accessibility	13
Signage	14
Emails	15
PowerPoint	16
Advertising	17
External Printers and Designers	18



Corporate Design Guidelines - Using the design guide

Introduction

The image we portray to our residents and customers is very important. One way to ensure we present ourselves in a professional manner is to have a clear and recognisable visual identity. To be successful everybody must know our corporate identity and how it should be used. This manual gives you the standards for how to and how not to apply our visual identity. The guidelines have been designed to be as flexible as possible and should be used in conjunction with the corporate style guide.

Using the design guide

When producing a document for the public, please contact the print room first to discuss layout and how you want to use the document (e.g. print and website.) All design and print requirements must come through the print room to ensure the document layout is in a suitable format for printing (some documents in Word or Publisher may not be suitable so always check with print room first.) All documents must be approved by one of the contacts listed on this page before publication to ensure adherence by corporate design guidelines and corporate style guide.

Contacts

Robert Cant
Print and Mail Room Manager
Ext 427
rcant@uttlesford.gov.uk

Louise Buffham
Design and Digital Print Officer
Ext 325
printroom@uttlesford.gov.uk



Corporate Design Guidelines - The Logo

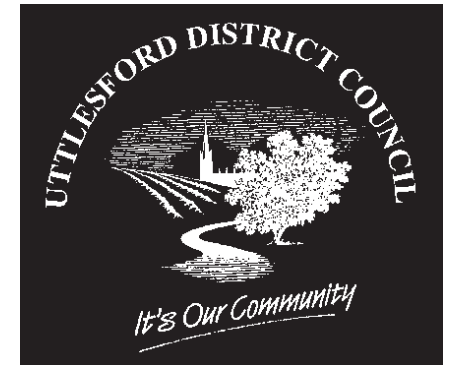
The Logo

The council logo should be used on all material, whether it is a printed document, signage, PowerPoint presentation or any other type of media that is going to be seen by the public.



Corporate Colours

The council's corporate colour for the logo is pantone number 7482 (green). When printed in single colour the logo should be produced in black, the third option if black is not possible is to print the logo as white reversed out on a dark coloured background but here must be a good contrast in colours to ensure the logo stands out.

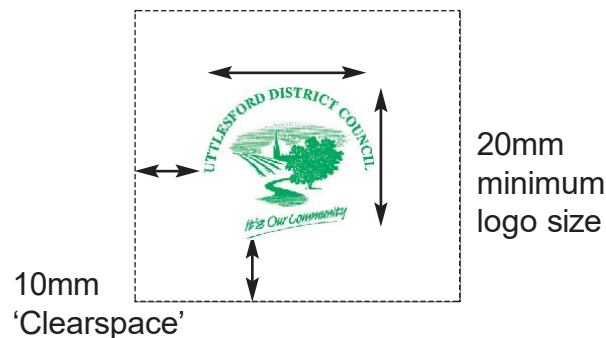




Corporate Design Guidelines - The Logo

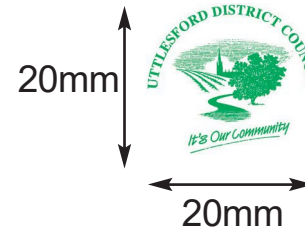
Maintaining 'Clearspace'

The logo should not be reproduced any smaller than 20mm and needs to have 10mm of clear space around the logo to ensure it stands free from other parts of the design and is easily recognisable.

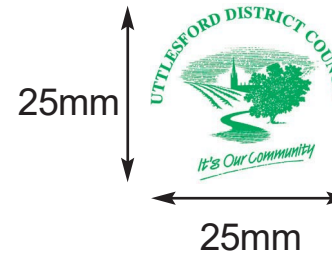


Suggested Logo Sizes

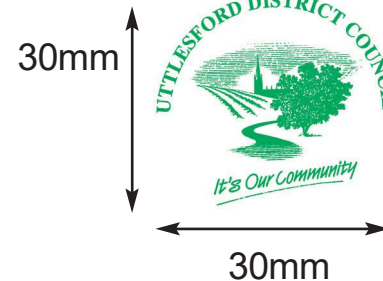
DL & A5
Min logo size



A4



A3



Incorrect use

For consistency, it is important that the logo is reproduced correctly. Below are some examples of what **not** to do.

- A. Do not distort
- B. Do not adapt
- C. Do not change the colour
- D. Do not use on busy images
- E. Do not add extra elements to the logo

Always use the logo in its original format. Do not rescan the logo from other printed material. The logo is available in various formats from the print room.

Below are examples of variations of our logo that should be avoided.





Corporate Design Guidelines - The Uttlesford Strap

Uttlesford District Council



www.uttlesford.gov.uk

Uttlesford District Council



www.uttlesford.gov.uk

The Uttlesford strap is a new part of the council's corporate identity and serves two purposes. It brings greater consistency to printed material such as leaflets and strategy documents and also clearly advertises the council's website address - recognising the growing need to make residents and customers aware of the services they can access online.

As all printed documentation should be put through the print room, they will be able to ensure it is consistently used. In the rare occasion of a document being produced outside the print room you must contact one of the officers listed on page three of this manual to ascertain whether the strap should be used and to obtain a copy of it.

The strap will be used at the bottom of the first page of most publications from the council.

Committee agendas, letters, business cards and compliment slips are exempt. The strap will normally be printed in white on green. It is also possible to print it black on white. Other colour options should be avoided.



Corporate Design Guidelines - UConnect



UConnect is the sub-brand for the council's customer service centre. The name and logo have been in place since early 2007. The logo is based on the Uttlesford District Council logo and features the same winding river element.

It is to be used on all correspondence from the customer service centre.

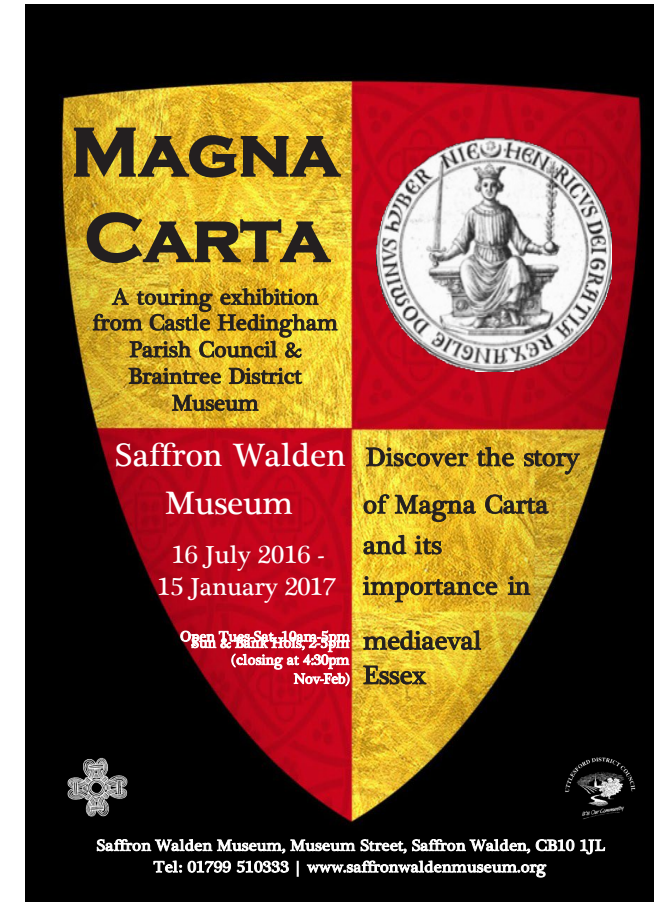
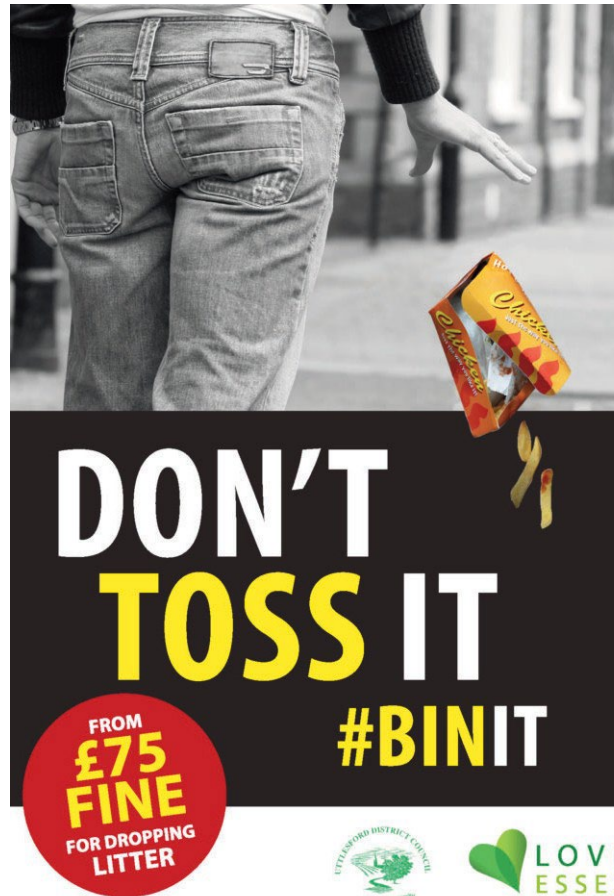
It does not need to be used by individual services, on committee agendas, or letters from individual officers who work outside the customer service centre.

Partner Logos

Utlesford District Council works with local organisations and supports many events and initiatives. We need to ensure that the public is aware of the work we do in the local community.

When producing a document in partnership with another organisation(s) please ensure that:

- The council logo is used on all literature for an event the council is supporting.
- The logo is never smaller than that of a partner logo
- There is clear space between the council and partner logos to ensure all logos are recognisable





Corporate Design Guidelines - Font

Font

Arial is the corporate font and should be used on the vast majority of council publications. The council does not have a formal secondary font. If you feel the need to use a second font please avoid serif fonts and those that are overly stylised. Fonts such as Comic Sans for example are not appropriate for the vast majority of council communication. Arial has been chosen for its simplicity and the fact that it meets accessibility criteria. As recommended by the Royal National Institute for the Blind, the standard minimum font size for council publications is 12 point. In exceptional circumstances 11 or 10 point may be used, but please seek advice from the print room before doing so.

Arial 12

Arial 14

Arial 18

Arial 24

Arial 12 Bold

Arial 14 Bold

Arial 18 Bold

Arial 24 Bold

Arial 12 Italic

Arial 14 Italic

Arial 18 Italic

Arial 24 Italic

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

123456789



Corporate Design Guidelines - Colour

Colour

Primary Colour Palette

The primary colour palette consists of the colours used in the logo Green 7482, 367 and PMS Black



Secondary Colour Palette



Pantone® Colours

Pantone® colours are internationally recognised as the standard for colour in the printing and graphic design industry, with each colour given an identifying name or Pantone® number.



Corporate Design Guidelines - Images

Images

When choosing an image we are creating a look which is both professional and tailored to our customer's needs. Therefore imagery should relate to the subject matter of the document and when possible use local images that illustrate life or activity in Uttlesford.

Please ensure that the council owns the copyright for any images used. If you are unsure please contact one of the officers listed on page three. Low resolution images downloaded from the internet should not be used. Clip Art lends an amateurish look to a document and should therefore under no circumstances be used. The print room holds an image library and has access to print quality royalty-free images.

If you have taken photos at a presentation or event please pass these on to the print room so we can build our image library for use in future documents.





Corporate Design Guidelines - Stationery

Stationery

The council has a corporate letter template. This can be found on the intranet under usefull resources/printroom resources. The template should be used to ensure the content of the letter does not run into the pre printed text and logo of the headed paper. The letter template is set up so that the name and address lines up in the window of the envelope.

The position of the address needs to be 25mm in from the left hand edge and 55mm down from the top of the sheet to ensure the name and address is shown in the window of the envelope.

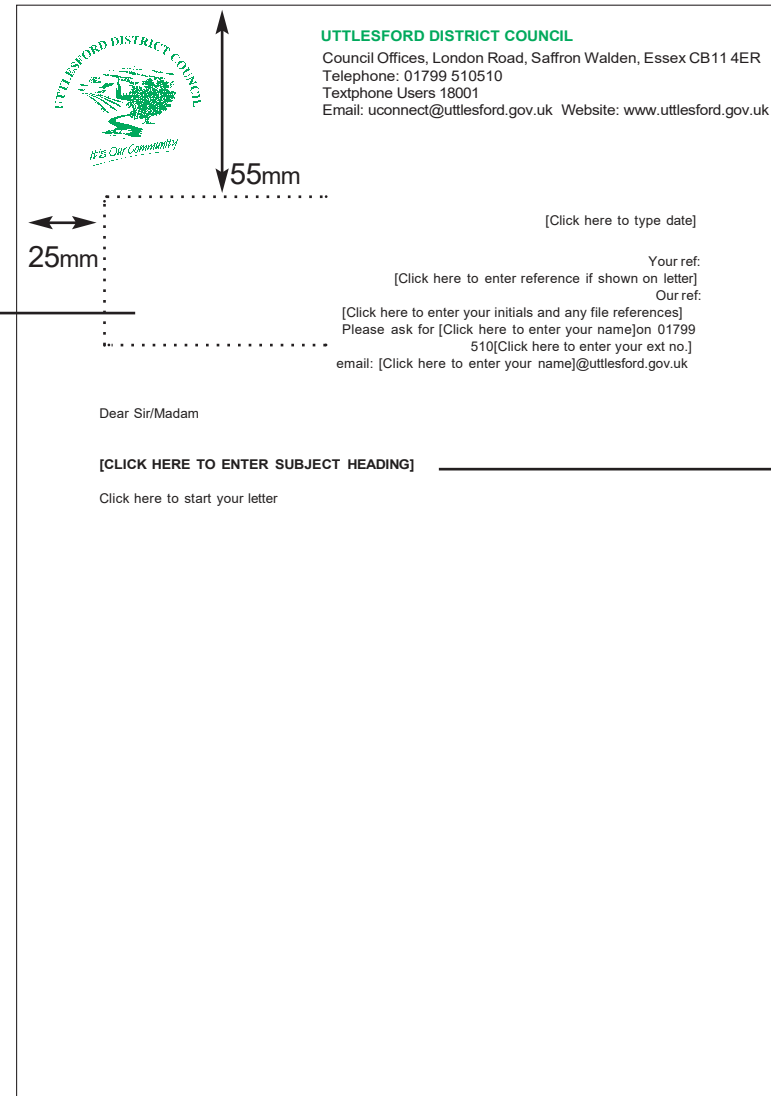


Compliment Slips

Compliment slips and business cards are printed to order and are available from the print room along with headed paper and can be ordered using a print room order form. Ring ext 427 or 325 for more information.



Business Cards



Main body text of the letter to be set in 12pt Arial



Corporate Design Guidelines - Accessibility

Accessibility

We must make information accessible to everyone. By law we must consider all requests for documents in alternative formats. All documents produced by Uttlesford District Council must carry the following text, usually on the final page:

If you require this document in another language or format please ring 01799 510510 or email uconnect@uttlesford.go.uk.

Guidance has been issued to staff about requests for alternative languages and formats. It is available on the intranet. If in doubt contact the Customer Service Centre Manager.

Clear Print

Clear print is an approach to designing and producing printed materials which takes into account the needs of partially sighted readers to make your document more user-friendly to a wider audience.

Blind and partially sighted people read printed information in different ways. For many partially sighted people, a well designed document which follows the clear print guidelines will be enough.

Others will need information in a different format, such as large print, tape or braille.

Here are some guidelines to follow:

- Text in publications should not be set below 12pt.
- Avoid italics or underlining where possible.
- Avoid over-long line lengths, ideally line length should be between 60 and 70 characters long.
- Another important consideration is leading, which is the space between one line of text and the next. If the leading is too narrow it makes it difficult to read. As a general rule, the space between one line and the next should be 1.5 to two times the space between words on a line.

- All text should be aligned left, please do not use right aligned, centred or justified text.
- Please ensure the main body of text is printed black. Colour may be used on heading and sub-headings as long as the colour is dark enough to be easily read.

Different people have different preferences and one format will not suit everyone. This is why a range of formats should be offered.

The print room has the full list of RNIB guidelines for producing documents in clear print.



Corporate Design Guidelines - Signage

Signage

Signs are important as they not only direct people to our services but are also highly visible within the community. Consistency is therefore important in portraying a professional image.

The following examples are intended as guidance on layout and content only. It is not possible to illustrate all variables of signage within this document, so you must check with the print room before any signs are produced.

Please note that signs should be printed in Pantone 7482 (green) and black on a white background, with a 10pt (4mm) rounded corner black frame. The council logo should appear in the top left hand corner and the words Uttlesford District Council to the right.



**DO NOT USE IN
EVENT OF FIRE**



**Parking for Station Road
& Robinsons Bungalows
Residents Only**

No Untaxed Vehicles



**NO PARKING
FOR WEDDING
GUESTS THANK
YOU**



Corporate Design Guidelines - Email

Email

Electronic communication is a major part of our corporate identity. We now send out more emails than letters and therefore email is more visible to people than any other form of communication from the council.

Until now there has been little consistency in email signatures. To address this a standard email template will be introduced containing all relevant contact information, please ensure your email signature contains the following information:

Your name in bold
your job title, in bold

your work address

Your direct dial number

Your UDC Mobile (if you have one)

Your fax number (if you have one)

Your email address

Our Website

Peter Holt
Chief Executive

Uttlesford District Council
Council Offices
London Road
Saffron Walden
Essex
CB11 4ER

T: 01799 510510

M: 0771 0000000

E: pholt@uttlesford.gov.uk

www.uttlesford.gov.uk

Please note:

- Emails should be set Arial 10pt
- The text colour should be black
- **Never** add animation or smiley's to your email and/or signature
- **Never** use any kind of email "template" such as those which make the page look like a ring binder or writing paper - there are accessibility issues as well as the inappropriate air of informality these create
- **Never** use any graphics of any kind
- **Never** type whole words or sentences in capitals

Corporate Design Guidelines - PowerPoint

PowerPoint Presentations

The council's corporate PowerPoint template should always be used. It is available via the K Drive in the templates folder.

When putting together a PowerPoint presentation, always keep text and images on each slide to a minimum as overloading the slides with information can make it harder for the reader to absorb all the information.


Always use Arial as the corporate font, never type whole words or sentences in capitals and keep text size as large as possible. The minimum text size is 24 pt.

Incorporate graphics, charts and tables where appropriate. They help break up slides with large blocks of text on them.

Never put text over photographs as this will make it very difficult for your audience to read the information on the slides.


Keep titles to one line.


Colours should be selected from the corporate colour palette. The corporate Pantone green must not be changed.

Powerpoint Presentations


Keep titles to one line.

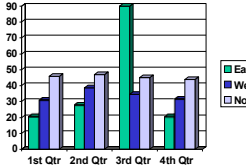
Colours should be selected from the corporate colour palette. The corporate Pantone green must not be changed.



Powerpoint Presentations


Incorporate graphics, charts and tables where appropriate. They help break up slides with large blocks of text on them.

Never put text over photographs as this will make it very difficult for your audience to read the information on the slides.



Quarter	East	West	North
1st Qtr	20	30	45
2nd Qtr	30	40	50
3rd Qtr	80	40	45
4th Qtr	25	35	45



Corporate Design Guidelines - Advertising

Recruitment Advertising

This is a sample of Uttlesford District Council's recruitment adverts. Please contact HR Administration for further details regarding recruitment on ext 409 or 410.

Newspaper Advertising

Advertising for any events or services along with one-off public notices should go through the communications team on ext 500 or 619.

Play Workers x2

2 x 2 hours a week (temporary) for 45 weeks
Salary £7.72 per hour

Can you offer children and young people opportunities, through playing, to experiment and learn about themselves and the world around them? Develop team working, how to mix with others and expand as an individual? Encourage them to use their own imagination and develop their creative skills? If you can answer yes to the above, please read on.

We are looking to employ two dynamic play workers across the Uttlesford district, educated to Certificate in Play/Childcare NVQ Level Two or equivalent, possess a Child Protection Certificate and a current First Aid Certificate. The position is for two hour sessions, twice a week for 45 weeks of the year. This post is subject to an enhanced CRB check.

A full driving licence and access to a car is necessary to undertake this work, as well as the ability to work evenings and weekends.

For an informal discussion about these posts, please telephone Sue Hayden on 01799 510563.

If you are interested in this post, please telephone our 24 hour recruitment answerphone on 01799 510666 quoting reference number S712 for an application form and information pack, or alternatively visit our website at www.uttlesford.gov.uk to download an application form.

Closing date for completed applications is Monday 14 September 2009. CVs will not be accepted.

We positively welcome applicants from all sections of the community.

www.uttlesford.gov.uk



Example recruitment advert



Corporate Design Guidelines - External Printers and Designers

External Printers and Designers

All design and printing requirements must come through the print room. Wherever possible the work will be done in-house as this is almost always the most cost effective method.

There may however be instances where work has to be outsourced, such as time constraints or very large print runs. The print room holds details of council-approved printers and designers. All external designers must follow the council guidelines within this document.

The decision to outsource will be taken by the Print & Mail Room Manager in consultation with the Assistant Director of ICT and Facilities, in such circumstances the department requesting the work may have to pay the invoice from its own budget.

These guidelines have been provided to help you communicate about council services in the most effective way. Please adhere to these guidelines at all times. Any questions should be referred to the print room or the communications team.