

# Bromsgrove District Council's Branding and Style Guidelines

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## Introduction

### Why Brand is important.

The Reputation Project, supported by the LGA and IDeA, highlights brand as one of its five recommended actions towards effective communications. Bromsgrove District Council has signed up to the Reputation Project and this style and branding guide sets the way forward for this Council to achieve consistent and recognisable branding.

The Reputation project states we should effectively link our brand to the services we provide because:

- We already have a brand. Our audience already has a view about us through its experience of our services. We need to nurture that relationship by making the audience recognise, trust and appreciate what we do.
- A strong brand improves satisfaction. If people like what we do and know that we are responsible, they will form a good relationship with us.

- The public needs to understand what council tax pays for. The visual expression of the brand, our livery, logos and staff uniforms, are key to how people see us. Having a consistent visual identity helps people to understand what services we offer and the value they get from paying their council tax.

The guide is set to provide information about how we as a Council can brand our services consistently by first identifying our brand then how it must be used on different things from posters and signs to uniforms and lorries. Our aim is to build pride in our communities and through branding our services our customers will know how we are improving their quality of life in the District. But we need to live up to our brand and continue to provide a good standard of services so our brand is a mark of quality.

So we can do this all specifications in this document must be adhered to and must not be altered unless permission is given from the Communications and Customer First Manager.

## Corporate Brand

### Our Logo.

Our corporate brand includes two logos which sit alongside each other. The corporate brand is a strong way of telling people, at a glance, who we are, what we do and how we are doing it. Only the versions of these logos (pictured on this page) must be used.

(fig 1) includes the crest, wording and the website details

(fig 2) includes the words building pride and the orange arrow.

Both of these logos must be used in their entirety where possible and be next to each other, preferably side by side. Where they have to be on top of each other, fig 1 must be on top. In cases of partnership projects, and to avoid logo soup, it is possible to just use the logo bearing the crest pictured opposite (fig1).

For more details see page 4.

Fig 1.



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Fig 2.



**Proportion and positioning.**

**Fig 3.**



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Fig 3 (landscape) and Fig 4 (portrait) Show correct proportions and positioning for both logos.

**Fig 4.**



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**Fig 5.**



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When size is of an issue or any other design constraints the Bromsgrove District Council logo can appear on its own without the Building Pride logo, see Fig 5.

**PLEASE NOTE:**

The Building Pride logo should never appear larger than the Bromsgrove District Council logo when used together.

### Size.

These logos are saved on our intranet under “branding” and can be downloaded onto your PC. There are different formatted logos for use on different standard forms of communications e.g letters, posters, leaflets, online and high resolution versions for use on huge items like banners. This flexibility should allow the brand to feature on a host of communications while maintaining flexibility and clarity. These versions of our logo can also be sent to partners for use in joint publications and there is a version that can be sent to printers. Any more guidance can be sought from the Communications and Customer First Manager.

These different size specifications are further explained in this document.

### Colours.

Both logos are available in four colour process (CMYK). Although there are times when the use of four colour is not an option you will need to use the black and white (monotone) version also saved on the intranet, see Fig 6 opposite.

Fig 6.



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### Font.

The corporate brand font is 12pt Arial and the preferred colours are Black and Blue. This font style must be used on all letters, e-mails, reports, press releases and any other form of written communication.

Bromsgrove District Council recognises the need for creativity in promoting its professional image and that on documents such as posters, power point presentations, leaflets and selected publications, other font use, size and colours may change as long as the wording is clear, fully complies with RNFB and Dyslexia guidelines and does not compromise the new branding.

## Contact Details.

(insert bit on back of the council tax leaflet)

We are signed up to the Worcestershire Hub which means there is a county-wide approach to producing our contact information.

The opposite xxxxxxxxxxxxxxxxxxxx

Xxxxxxxxxx

The Ethnic access link must also appear on publications, see Fig 7.

### Fig 7.

Need help with English? Ethnic Access Link Tel: 01905 25121

'Potrzebujesz pomocy z Angielskim - skontaktuj się z Ethnic Access  
Tel: 01905 25121'

Potrebuje pomôct's angličtinou? Kontaktujte etnickú prístupovú linku  
na telefónom čísle 01905 25121

„Aveți nevoie de ajutor cu engleza? Contactați Ethnic Access la numărul  
de telefon: 01905 25121.”

क्या अंग्रेजी में सहायता चाहिए? ऐथनिक ऐक्सेस लिंक [Ethnic Access Link]  
से फ़ोन: 01905 25121 पर संपर्क करें

آپ انگریزی میں مدد چاہتے ہیں - نسلیاتی رسائی [Ethnic Access]  
سے رابطہ کریں ٹیلیفون: 01905 25121



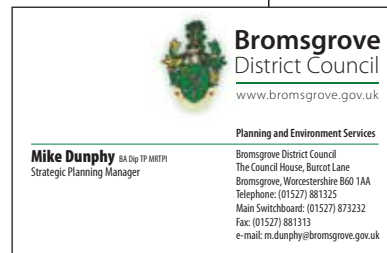
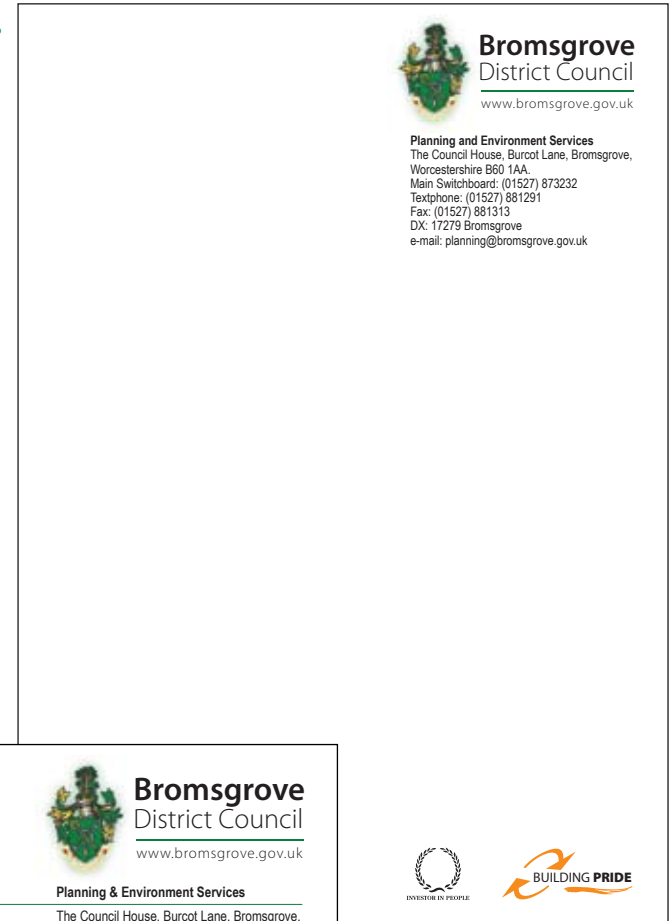
## Using our Brand

### Letterheads, Business Cards and Compliment Slips.

There is one design and template for our letterhead at Bromsgrove District Council. This gives a streamlined look to our stationery range. Each department has its own version of the template and these are available from shared drives and on the intranet. Only the crest and building pride logos can be used on this stationery, see Fig 8.

1. Council's address - a generic address for directorship or service unit
2. Recipient address
3. Letter body text – arial 12pt
4. Signing off - personal/primary reference information
5. logos on the bottom

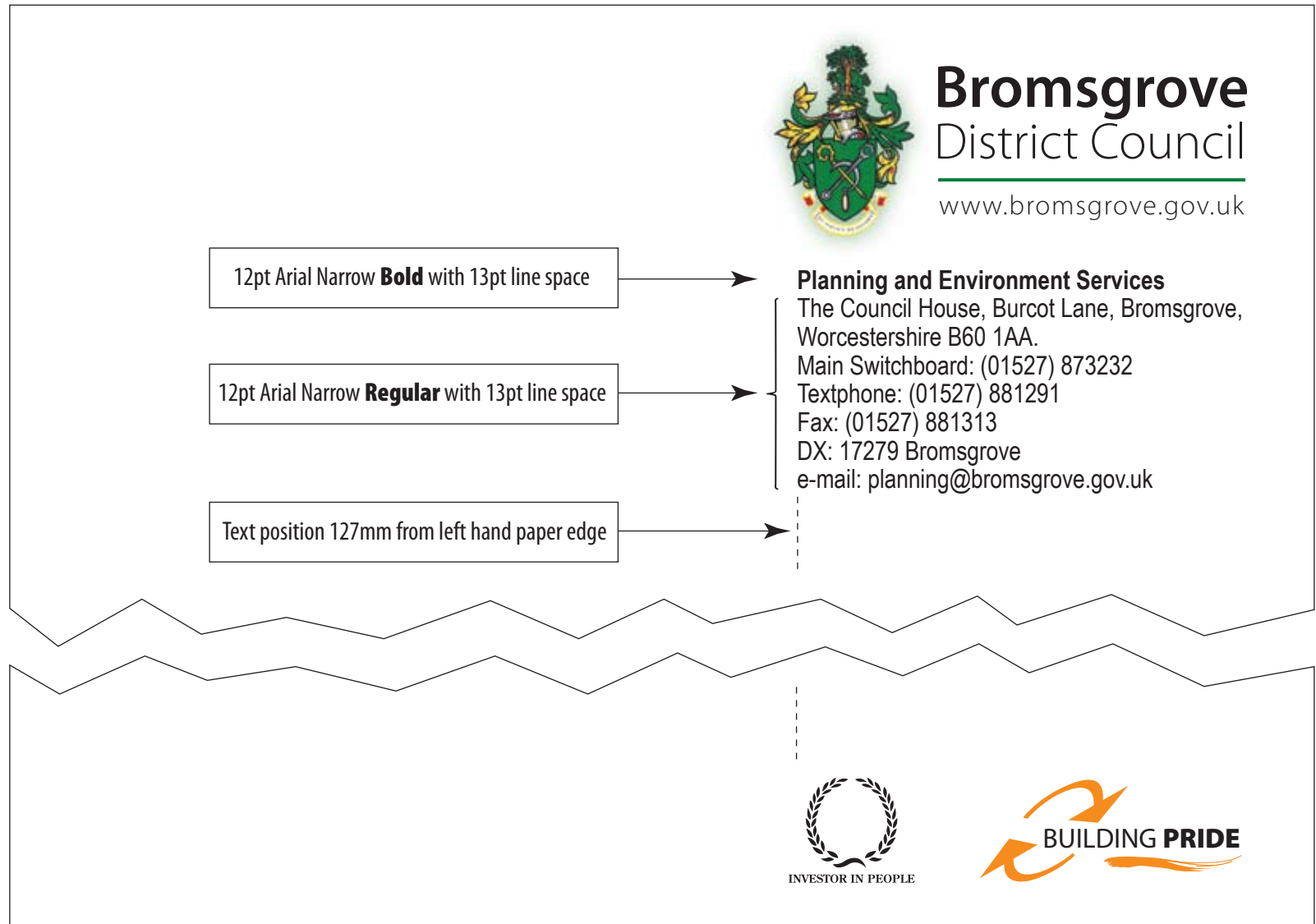
Fig 8.





## Letterhead Template.

Fig 9.



## E-mails.

The author's signature must be at the bottom of each e-mail. This includes:

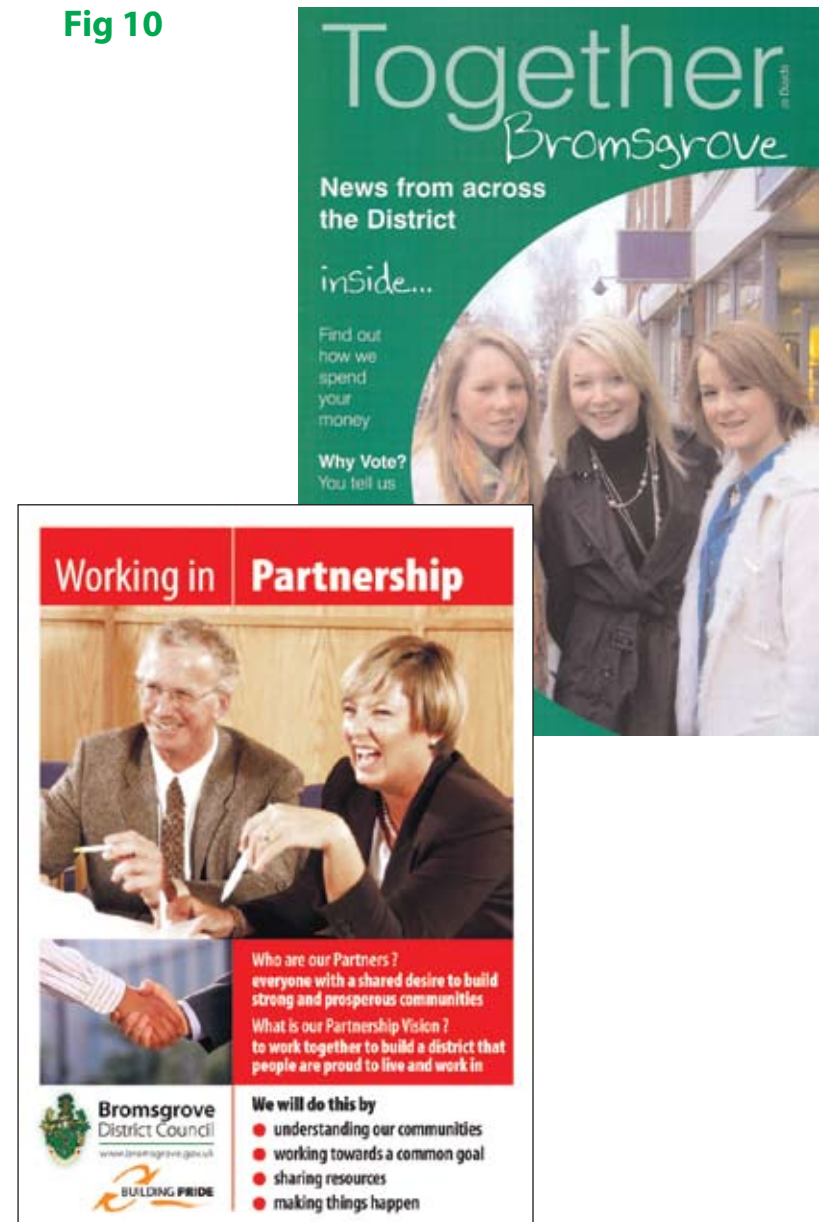
- your name
- job title
- address
- Direct line
- The website address
- Both logos

These can be set up by default on your computer. Guidance on how to do this is on the website or contact IT.

## Posters, Leaflets and Publications.

Each publication produced by Bromsgrove District Council, whether it is a glossy full colour guide or a photocopied leaflet, must carry both our corporate logos. Whether publications are designed in-house or by a commercial company, the corporate brand must be applied in prominent positions. **The same rules apply for communications which are only to be displayed internally.** Also, while we encourage creative design, it is important the information can be read. So avoid clashing colours and white print and pale backgrounds.

Fig 10





## Signs.

All signs must include our corporate brand. External signs are co-ordinated by DRD(?) both logos. Ad-hoc signs put up to direct customers or visitors to exhibitions or meetings must also have both logos on.

## Promotional material.

Displays, exhibitions, presentations and posters produced by the council, must carry the corporate brand. It is important for the image of the Council, that displays and exhibitions are professionally produced. An important note about content - less text equals more impact. Too much text will make a display look crowded and heavy. Be brief, and straight to the point. Use plain English and spell out any unusual elements. Try to create a light and friendly layout, and carefully consider the use of images. A Council powerpoint presentation slide template is available on the intranet.

**Fig 11.**

**Fig 12.**



## Vehicles and Uniforms.

Our vehicles are a constant reminder of our brand values on the street and are a highly visual impression of our organisation. The council has just invested in new street cleaning and refuse vehicles which bear the corporate brand.

Our caretakers, parking attendants and cleaners also now don uniforms which bear our logos to, again, emphasise our presence on the streets where they are seen by our customers.

Polo shirts and fleeces bearing our logos are also available from the Chief Executive's Unit for staff who are attending public events e.g carnival, street theatre to again emphasise our presence.

**Fig 13.**

**Fig 14.**



### **Partnership Publications.**

Our corporate brand includes both our logos. However, in the event of partnership publications, and to avoid logo soup, if we are only allowed space for one logo, fig 1 must be used.

However it is vital that we are happy with the look of the publication and comfortable that the context and style of the information is in-keeping with the Council's standards. If in doubt please double check with the Communications and Customer first Manager.

**Fig 15.**

## Advice and help

The corporate communication team is there to help you get your message out to your audience in a clear, consistent and attractive manner.

We can

- Offer advice on Plain English
- Suggest the best way to get your message out e.g press release, poster or leaflet
- Advise on branding on communications
- Advise and send out your message internally via our intranet, Connect bulletins or newsletter
- With you, come up with creative campaigns or slogans to make your message stand out
- Or you could help us improve our communications by giving us feedback or suggestions.

So get in touch – call the Communications and Customer manager on 1651, the Press office on xxxx or the customer first officer on xxxx.

Let us help you.

## Quick Checklist

If you can say yes to all of the below, then your information is good to go!

- Have you included both logos?
- Is your information in Plain English?
- Is it reader-friendly – can you see the information?
- Is the access link included?
- Are the contact details correct?
- Has it been improved by your line manager?

If you have answered no to any of the above, go back and make it right. For help, or if you have any questions about this guide or advice any future communications get in touch with the Communications department on 1651.