

Our visual identity

Swindon Borough Council

Revised: June 2018

“We have refreshed our visual identity across all delivery channels including digital.

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What is a visual identity and why is it important?

A visual identity are the visible elements of a brand (such as colors, design, logotype, name,) that together identify and distinguish the brand in our residents and stakeholders mind.

Why is it important?

- A consistent and unified visual identity will improve awareness and understanding of our vision internally and externally.
- Consistent use will help local people make a clear association between the money they pay in council tax and the many council services they receive.
- It is essential for Swindon Borough Council to present a clear and consistent image to the public, its partners and other stakeholders, regionally, nationally and internationally.

Reasons not to create another visual identity

Often staff may feel the need to create another visual identity outside the Swindon Borough Council brand.

This should be avoided – even for internal communications.

There are many reasons not to create another visual identity / brand':

- It breaches our Communications Policy
- It is a waste of effort
- It is a duplication
- It can create confusion
- It can be misleading to our customers
- It can provide a poor customer experience
- It results in a lack of recognition for the organisation
- It goes against the Local Authority Publicity Code
- It can have legal ramifications for our organisation
- It risks missing out on all the positive associations with Swindon Borough Council

If you feel you have exceptional circumstances, please contact the Communications Team for further advice

The logo and correct usage

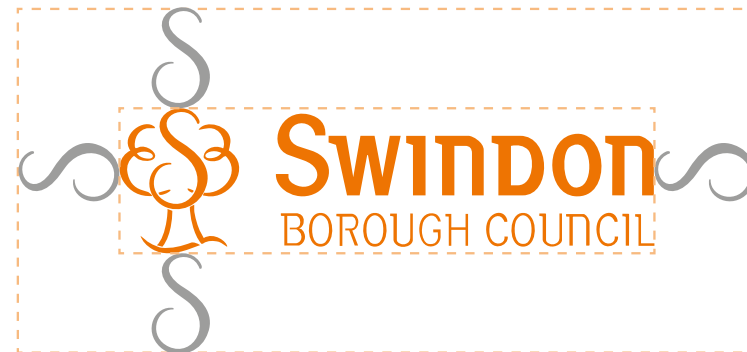
Our logo is an important core visual asset. It needs to be protected and used correctly and must never be redrawn or modified in any way. Your commitment to ensuring the logo appears as we have shown here will protect the integrity of the Swindon Borough Council name and create the best results.

Size and positioning

- It will appear only once on the front page of any document
- We have refreshed our visual identity to bring it up to date across all delivery channels including digital and ways of working. This means the size and position of our logo will vary depending on the application and partnership working

Exclusion zone

- Our logo requires space around it to maximise its visual presence
- Use the height measurement of the 'S' in the tree as a reference to how much space should be applied
- The 'cap height' should be used for both the height and the width for the exclusion space as per the example
- Leave at least the 'cap height' area clear around our logo, preventing any other graphic elements such as logos or type from interfering

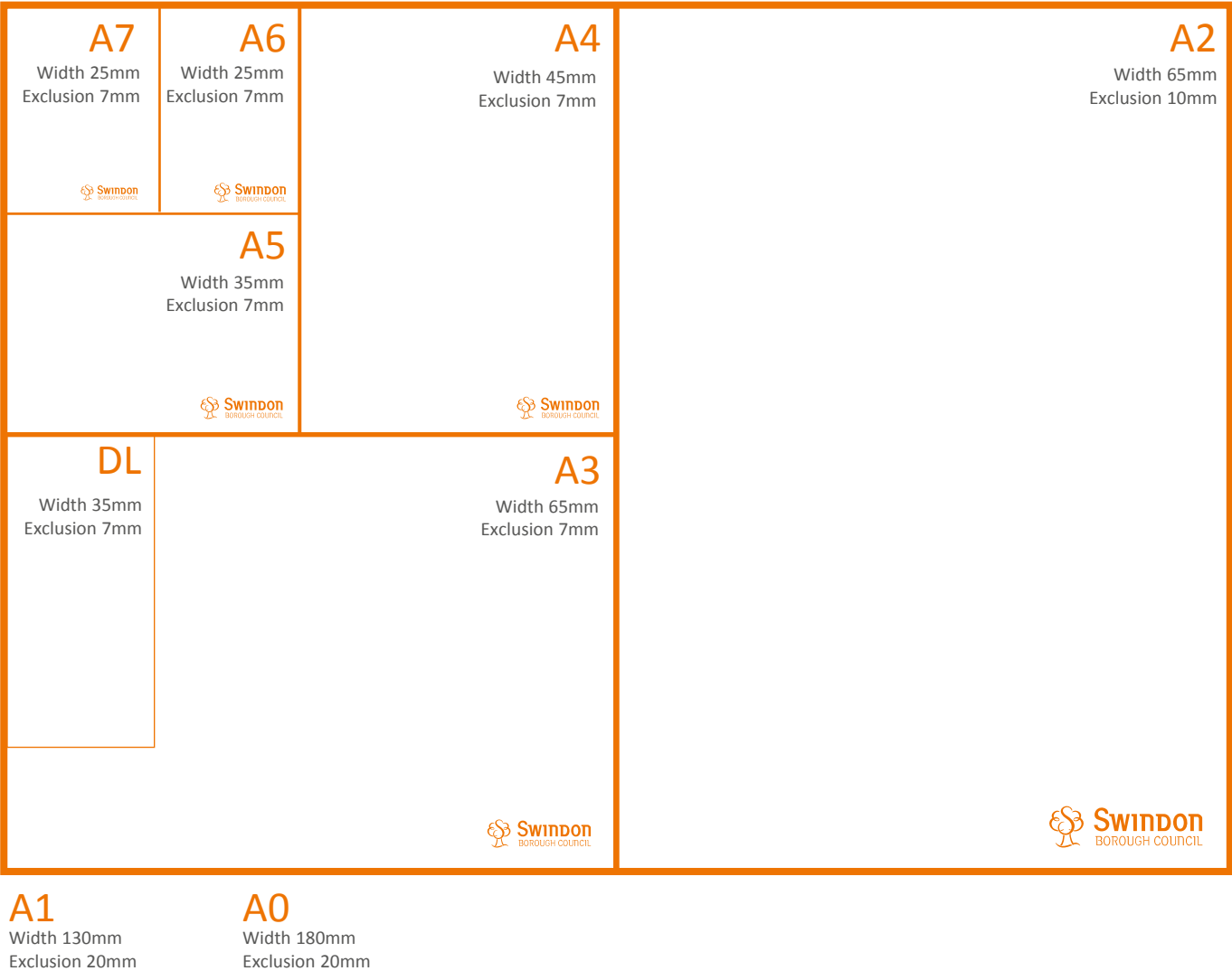


Printed collateral logo positioning

Position

The logo should be positioned at the correct size in the bottom **right hand** corner and must include the exclusion zone (clear space) as shown below as on page 4.

For sizes not shown please contact the Communications Lead - Digital and Design.



Digital logo positioning

This is applicable to Swindon Borough Council digital communications platforms and products, such as Enewsletters and websites

Position

The logo should be positioned at the correct size in the **top left** hand corner and must include the exclusion zone (see page 5)

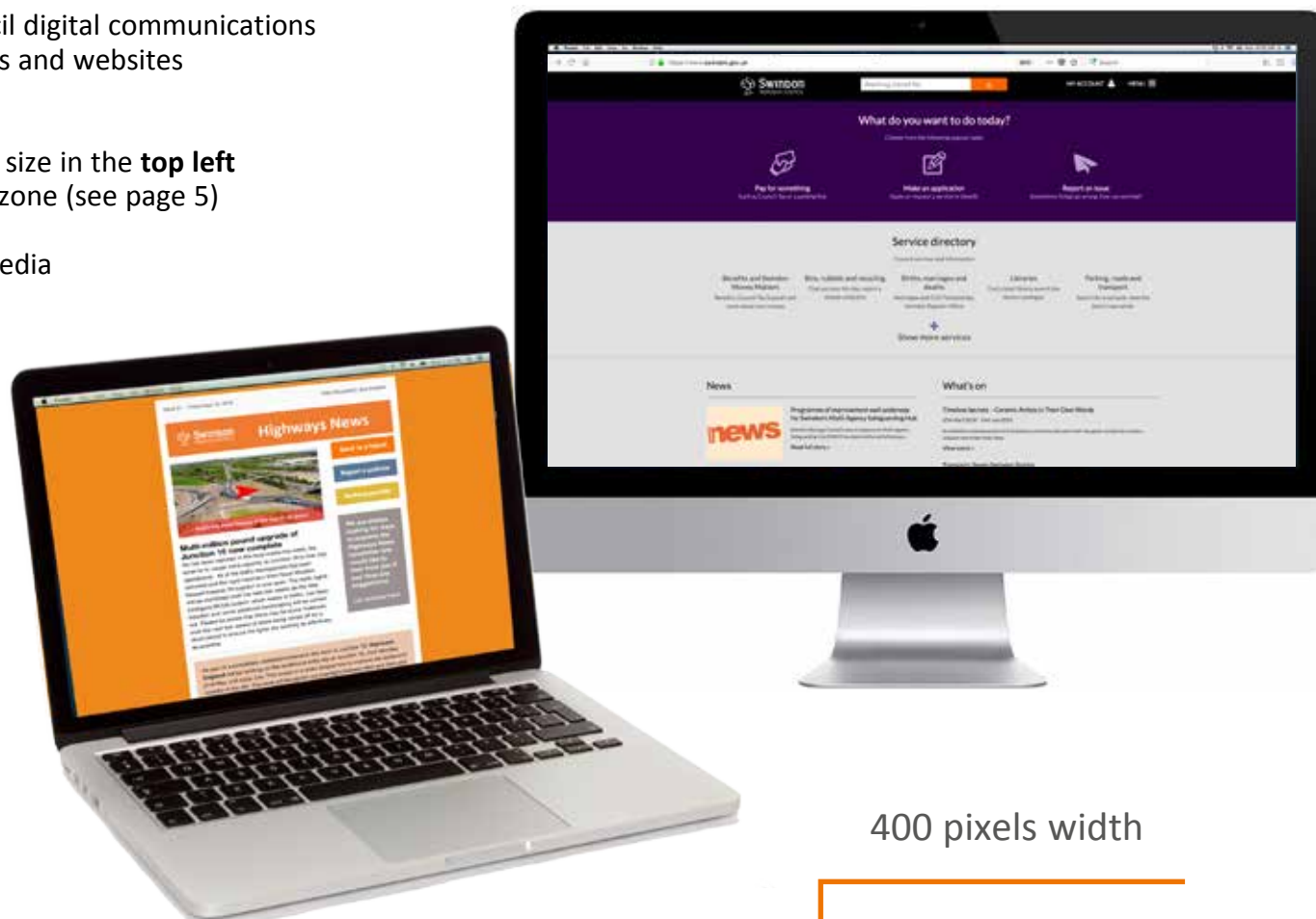
The only exception to this rule is on social media platforms (see page 7).

For sizes not shown please contact the Communications Lead - Digital and Design.

Contractors or approved providers

for organisations who are contractually obliged to provide services to members of the public on behalf of the Council.

The website or pages are to be 'topped' and 'tailed' with Swindon Borough Council branding and to be signed off by the Communications Lead - Digital and Design.



Social media

Swindon Borough Council has official social media accounts including Facebook, Twitter, LinkedIn and YouTube, among others.

For our official social media we use this reversed logo on an orange background.

Separate social media accounts should not be created without talking to the Communications team.



Colour palette

Our core colour palette consists of Pantone 166, Pantone 667 and Pantone 424.

When used together they are strong brand signifiers and fundamental to our identity.

Our secondary colour palette has been designed to compliment the core colour palette when an enrichment is needed.

Core colour palette



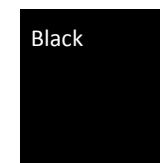
C0 M64 Y100 K0
R255 G102 B0
Web #ff6600



C52 M49 Y0 K14
R102 G102 B153
Web #666699



C0 M0 Y0 K61
R255 G255 B255
Web #666666



C0 M0 Y0 K100
R35 G31 B32
Web #333333



C0 M0 Y0 K0
R255 G255 B255
Web #ffffff

Secondary colour palette



C7 M34 Y100 K0
R255 G102 B0
Web #ff9900



C94 M17 Y0 K0
R94 G176 B229
Web #6699cc



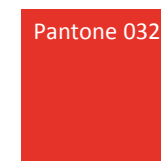
C42 M30 Y70 K4
R153 G153 B102
Web #999966



C66 M20 Y100 K4
R102 G153 B51
Web #669933



C100 M87 Y33 K23
R0 G51 B102
Web #003366



C0 M92 Y83 K0
R255 G51 B51
Web #ff3333



C1 M19 Y100 K0
R255 G204 B0
Web #ffcc00



C73 M26 Y5 K0
R51 G153 B204
Web #3399cc



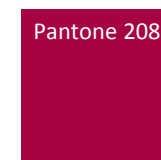
C81 M20 Y42 K1
R0 G153 B153
Web #009999



C86 M36 Y98 K28
R51 G102 B51
Web #336633



C65 M91 Y32 K18
R102 G51 B102
Web #663366



C27 M90 Y81 K22
R153 G51 B51
Web #993333

“Colour is often difficult to describe, but is it integral to good design”

Typeface

Our typeface is an important part of our visual identity. It has been carefully chosen to ensure legibility for everyone.

- The accepted Swindon Borough Council fonts are 'sans serif', which means they are simple and clear fonts 'without tails'.
- Swindon Borough Council supports the Royal National Institute of the Blind's (RNIB) advice to provide all information in at least 12 point type size.
- Swindon Borough Council's policy is that Calibri 12 point is the minimum font size for literature that offers key services to its residents in a printed format.
- Large print is usually 18 point. Where this is not practical, text should never be smaller than 10 point type size.

For professional publications

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

For council correspondence

- For all Council Agendas, Public Notices or when writing letters, please use Arial 12 point as your default.

Good Practice

There are often myths, and misconceptions that if your document is accessible it will not be pretty. This is a serious misconception. There isn't anything about being accessible that necessarily makes a design look ugly.

Font size and good practice

Swindon Borough Council's policy is that Calibri 12 point is the minimum font size for literature that offers key services to it's residents in a printed format. Large print is usually 18 point. Where this is not practical, text should never be smaller than 10 point type size.

- Body text to be left aligned. Centre alignment is acceptable for headings and titles only
- Body text to be upper and lower case and not CAPITAL letters.
- Italics and underlining are too difficult to read. Words are not to be split at the end of a line or stretched to fit.
- Body text is to be horizontal
- Avoid gloss paper - the light reflects off and is the print difficult to read.
- Reversing type (white out). Some people prefer white text on a black background as it reduces glare from the page. If using white type, make sure that the background colour is dark enough to provide a good contrast.
- Switching between black on white and white on black can be confusing and tiring to the eye – try to avoid switching.

Colour of text

The use of colour can dramatically effect the legibility of type. Do not assume that text will read clearly by mixing colours within our core and secondary palette. Remember, always ensure that there is a strong contrast between the text and the background.

Know your audience

Here are some key factors to consider when a publication is designed.

Demographics - do your homework first, know who your intended audience is, including their age range and particular interests. Be clear on the goals of the piece.

Fit for purpose - Is a printed flyer the best solution for your message?

Copy - shorter copy, and a typeface with a bit more personality can be used for marketing materials because the reader's attention is less likely to be distracted.

Font weights - you can add interest to your document by using different font weights for key messages rather than using words written in capitals.

This will help to create good visual hierarchy necessary for a strong, effective look.

Images

High quality images are a vital element in Swindon Borough Council's visual communications.

Ensure you use professional images to create the right impression. These can be sourced through the Communications Team from either a professional image library, photographer or illustrator.

Our Tips

- When selecting images, try to reflect the diversity of people living and working in Swindon today and how your image will affect your message
- Use images that are natural, positive and optimistic
- Consider using images that will not date quickly
- Resist the urge to use 'clip art'
- Ensure that the images are clear and are of a sufficient resolution for either printing (300dpi) or viewing digitally (96dpi)

Permission forms

With all our photography we require permission to use the images from both the subject and the photographer. Contact the Communications Team for the correct permissions form. Once completed these forms are to be supplied to the Communications Team for safe-keeping.

Our photography/media library

We have a photography library with a great range of professional images to improve your communications and marketing. Contact the Communications Team to discuss your specific requirements. We are a real organisation with thousands of staff serving thousands of people in the community. Think real Swindon faces and places.

Video

Contact the Communications Team in regards to how the brand should be applied with any video productions.

Iconography

Icons are literally a language of graphic elements. Part of the reliance on icons is that the same symbols have the same meanings across many cultures and languages. Swindon Borough Council has developed a suite of icons that are used on our website and marketing material.

- These have been hand drawn and a font has been created called **Swindon-V1**
- You can communicate more words in a lesser space by using icons.
- You break language barriers by using icons.



Partnerships

There are times when Swindon Borough Council will fully fund a service or endorse campaigns, projects and organisations.

It is important when we work with groups and individuals in new ways that the relationship between the Council and the organisation using our logo is clear.

The correct partnership descriptors are to be used on all printed literature with the SBC logo in the position as on page 6.

Funded
by



Funded by...

for all projects or initiatives paid for in full by the Council.

Lead
Partner



Lead Partner

When we are the majority funder or the accountable partner.

Secondary
Partner



Secondary Partner

When Swindon Borough Council are a part funding body (and another organisation is the majority funder). Defer to the partner organisation's branding but include the Swindon Borough Council logo and partnership descriptor.

Supported
by



Supported by...

Where the Council has provided resources (e.g. staff time) or partial funding to projects or initiatives.

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The correct partnership descriptors are to be used on all printed literature with the SBC logo in the position as on page X

Working on
behalf of



Approved provider / contractors ...

for organisations who are contractually obliged to provide services to members of the public on behalf of the Council

Equal
partnership



In partnership with

for all projects or initiatives with equal financial contribution from all partners

Multiple
authorities
no SBC logo

When there are more than four authorities /bodies involved,
list each partner in text form with a statement describing the relationship e.g. 'Supported by', 'Funded by', 'Working together'.

e.g.

Supported by Swindon Borough Council, Wiltshire County Council, Wiltshire Fire Brigade and the NHS.

Coat of Arms

The coat of arms in its correct form is only ever used by the Mayor and for official civic functions and gifts. Under no circumstances can the coat of arms be used for any other purpose without permission.

- The Coat of Arms should not be used as a logo or replace the Swindon Borough Council logo.
- It should always be physically separated from the logo in order to prevent confusion.
- It should be positioned as an endorsement rather than another logo.
- The Borough of Swindon coat of arms reflects the heritage of Swindon and the surrounding area.
- It is made up of elements with specific relevance to the borough.
- The Borough of Swindon unitary authority, which covers the same geographical area as the old Thamesdown Borough Council, was created in April 1997. Its coat of arms, which was designed by Robert Noel,
- Bluemantle Pursuivant of the College of Arms, incorporates elements from the previous coats of arms
- for the boroughs of Swindon, Thamesdown and Highworth:
- The Swindon motto of 'Salubritas et Industria' (Health and Industry) has been retained.



Signage

The logo must appear white reversed out of Pantone 166 on the lower right portion of the sign at the correct size in relation to the size of signage (please refer to our Correct usage on page 5). Information text will appear in the Calibri typeface white out of Pantone 424.

Due to the nature of bespoke sign sizes, please contact the Communications Lead - Digital and Design.

External signage



Internal signage



Uniforms

Every staff member should be aware of the image they express while wearing their uniform. They are our brand ambassadors. All uniforms using the corporate colors/logo creates an immediate visual representation of the Council.

- Our logo must appear on the front left side of the chest.
- It must be printed or embroidered at a size of 50mm wide.
- The only colours to be used are Pantone 166, Black or White, whichever colour offers the best contrast with the background.

Contractors

- See page X for branding



Pantone 166



Black



Black



White

Promotional items

Only the Swindon Borough Council logo can be used on promotional items.

- It must be printed or embroidered in either Pantone 166, black or white, whichever colour offers the best contrast with the background surface or material. This ensures that the logo is clearly visible.
- The minimum size for our logo is 20mm in width. Any smaller and the clarity will be compromised.
- If the printable area on your promotional item is smaller than 20mm, do not use the logo, but instead, source an alternative.



White



Pantone 166



Black

Vehicle livery

Vehicles are used everyday to deliver services across the borough. Our vehicles provide us with an opportunity to reinforce our visual identity.

Positioning

As vehicles come in all shapes and sizes please refer livery branding queries to the Communications Team for guidance. The basics are:

- The A3 magentic panel must appear twice per vehicle, with preference to the driver and passenger doors or to a rear side panel.
- The logo must be reversed out of Pantone 166. This ensures that the logo is clearly visible on the white paintwork.
- The social media channels and website must be as the below example.
- No other service area social media channels or website are to be used.
- The size of the livery must be positioned so that it's clearly visible from the roadside.
- Take care not to split a letter over the body panels or doors.



Contact us

We have included information which covers the most common applications for applying our visual identity. However, there may be occasions when additional advice is required. When this is the case, please contact the Communication Lead - Digital and Design for assistance.

Rachel Freegard,
Communications Lead - Digital and Design
Email: rfreegard@swindon.gov.uk

*“We are proud of who we
are and we would like you
to feel the same way.”*