

Superfast Swindon

Brand Guidelines

October 2015



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Introduction

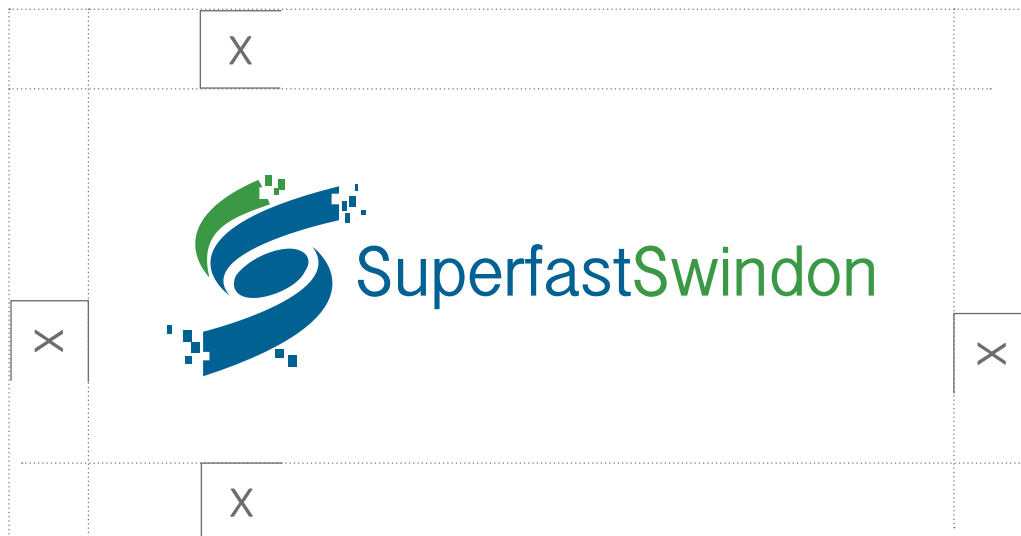
Swindon Borough Council are working in partnership with Broadband Delivery UK (BDUK) and UKB Networks to deliver faster, more reliable superfast broadband to 99.4% of homes within the Borough by mid 2016.



Logo and Strapline

The Superfast Swindon logo is a valuable asset, requiring proper care and management. Consistency and accuracy in the way the brand is expressed and reproduced will build brand strength and increase brand awareness over time.

The two S icons symbolise the Superfast Swindon name and a network building out from the hub across the borough, the fragments off the two S icons symbolise the rural locations across the borough, connected the network but individual in their geographic design and customer needs



Clearspace

The Superfast Swindon logo must clearly stand out wherever it appears. One way to ensure this is by maintaining clear space around the logo. Clearspace is an area that is kept free of any other text, graphic elements or other visual distractions.

Please ensure that a clear space of X is maintained around the logo, where X is the width of the ellipse. More than this clear space is also acceptable.



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Recommended sizing (Landscape logo)

The dimensions shown here are recommended sizes for a various A size publications.

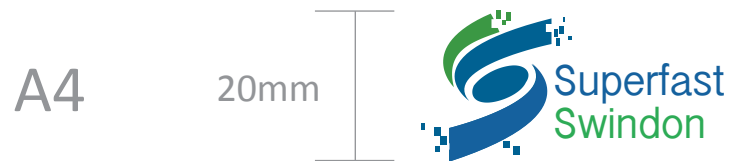
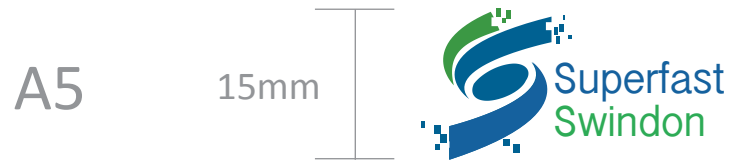
The logo should always appear in the correct size and position (see Positioning). The logo must always be reduced proportionately. The clearspace must be maintained.

Minimum size

The logo can be reproduced to a minimum size of 15mm in width.

Maximum size

There is no current maximum size that the logo



Recommended sizing

(Portrait logo)

The dimensions shown here are recommended sizes for a various A size publications.

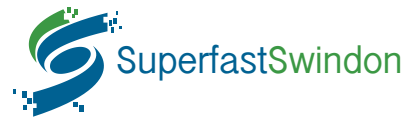
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Minimum size

The logo can be reproduced to a minimum size of 15mm in width.

Maximum size

There is no current maximum size that the logo can be reproduced.



Positioning

The positioning of the logo is critical in maintaining a consistent look across collateral.

The Superfast Swindon logo must appear in the top right hand corner.

Please ensure that the clear space and required size is adhered to.





**SUPERFAST
BRITAIN**



Partnership/additional logos

We constantly work with businesses to achieve successful partnerships.

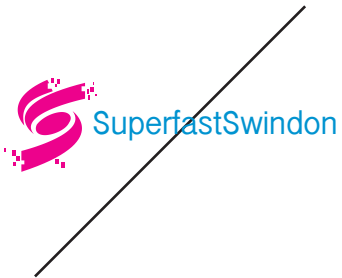
The Department for Culture,Media & Sport must appear alongside Superfast Britain as a unit and have the same status at Superfast Swindon logo.



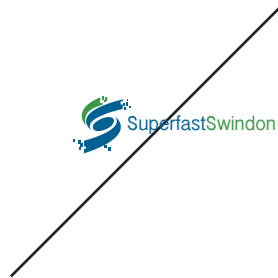
**SUPERFAST
BRITAIN**



Do's and Don'ts



Don't use any other colours than those specified.



Don't use smaller than 20mm in width.



Don't separate any part of the logo from itself.



Don't rotate, distort or apply any digital filters to the logo.



Applications

The Superfast Swindon logo has been carefully created to work across a broad range of applications. This logo configuration should not be modified or recreated in any way.

This page illustrates some, but not all of the possible misuses.

Do's

Do use only the correct logo issued to you.

Don't

Don't modify the Superfast Swindon logo in any way.

Do's and Don'ts



Don't use any other colours than those specified.



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Preferred Typeface

InaiMathi Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Secondary Typeface

Arial

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Typography

The preferred typeface of 'InaiMathi' provides a contemporary contrast to the secondary typeface 'Arial,' signifying a forward-looking, visionary brand and is used on the Superfast Swindon website.

Although InaiMathi Regular is the preferred font, Arial- can also be used to highlight or 'bring out' messages within a piece of text.

Primary Colours

Pantone® 7739	Black	Pantone® 424
Pantone® 647	White	

Secondary Colours

Pantone® Purple	Pantone® 7536
Pantone® Rubine Red	Pantone® 804

CMYK Values

C 74 M 21 Y 77 K 5	C 0 M 0 Y 0 K 100	C 91 M 63 Y 20 K 3	C 0 M 0 Y 0 K 0	C 57 M 47 Y 48 K 14
C 35 M 88 Y 0 K 0	C 36 M 32 Y 48 K 1	C 11 M 100 Y 46 K 1	C 0 M 44 Y 70 K 0	

HEX Values

R 74 G 148 B 99	R 0 G 0 B 0	R 35 G 96 B 147	R 255 G 255 B 255	R 112 G 114 B 113
R 193 G 41 B 185	R 167 G 160 B 137	R 213 G 0 B 88	R 255 G 172 B 78	

Colours

Superfast Swindon has 3 Primary Colours including black and white and 4 Secondary Colours.

The Primary Colours reflects the rural and urban geographical areas of the borough of Swindon, the green represents growth and renewal, while blue represents trust, loyalty and intelligence.

The Secondary colours inject vibrance and cannot be used on the logo itself. Care should be taken to ensure accurate color reproduction when applying colours to artwork, web and broadcast channels.



Non Full-Colour Reversed

Occasionally, full-colour printing will not be an option (CMYK) due to printing constraints. In these circumstances it is advisable that you check with the approved printer the number of colours that can be achieved.

Single colour

Black, P7739, P674 are the preferred options, however, other colours may be used from the secondary palette - please ensure that there is sufficient 'stand-out' between the logo and background.

Two colour

P7739 or P674 can be used. Ensure that the P7739 (Green) and P674 (Blue) correctly reflects where they are used in the logo.

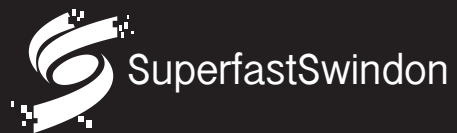
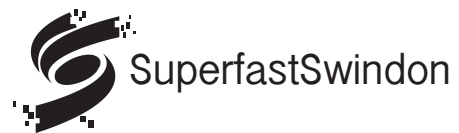
Four colour

When four-colour printing is used the logo will be reproduced accurately out of the CMYK process.



Black Only Printing

Superfast Swindon logo can be printed out of black only or reversed white out of black as shown here, where black ink is the only print option.



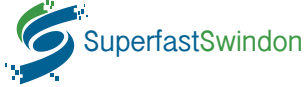


Photography

Choosing imagery that works for the brand is as important as the copy writing and design concept. When choosing images consider the environment, the backdrop and what activity people are engaging in. Ask yourself does the image reflect the context and is the subject matter relevant.

Where possible, use images that reflect real people in real situations. The more natural the environment is, the more realistic it will look. Don't use images that lack context about what the person is doing but always make sure that they are active and engaged.







Newsletter

October | issue 1

Cras ut lacus non diam gravida scelerisque. Mauris vestibulum, neque pretium viverra pulvinar

Praesent ut turpis quis metus adipiscing feugiat. Integer vel mi orci. Fusce auctor ullamcorper nulla non tristique. Proin tempor hendrerit enim at bibendum. Nullam sagittis quam nec odio facilisis eget iaculis ligula vulputate. Morbi ut magna metus.









Header

Cras ut lacus non diam gravida scelerisque. Mauris vestibulum, neque pretium viverra pulvinar

Praesent ut turpis quis metus adipiscing feugiat. Integer vel mi orci. Fusce auctor ullamcorper nulla non tristique. Proin tempor hendrerit enim at bibendum. Nullam sagittis quam nec odio facilisis eget iaculis ligula vulputate. Morbi ut magna metus.

Praesent ut turpis quis metus adipiscing feugiat. Integer vel mi orci. Fusce auctor ullamcorper nulla non tristique. Proin tempor hendrerit enim at bibendum. Nullam sagittis quam nec odio facilisis eget iaculis ligula vulputate. Morbi ut magna metus.

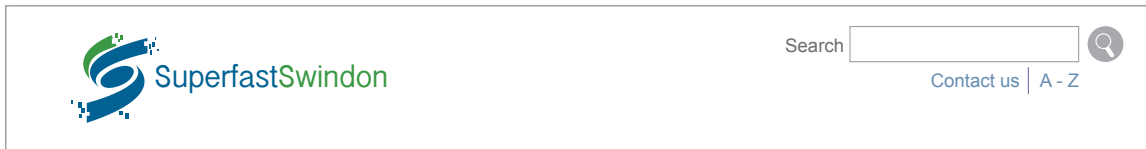


‘A’ size design grid

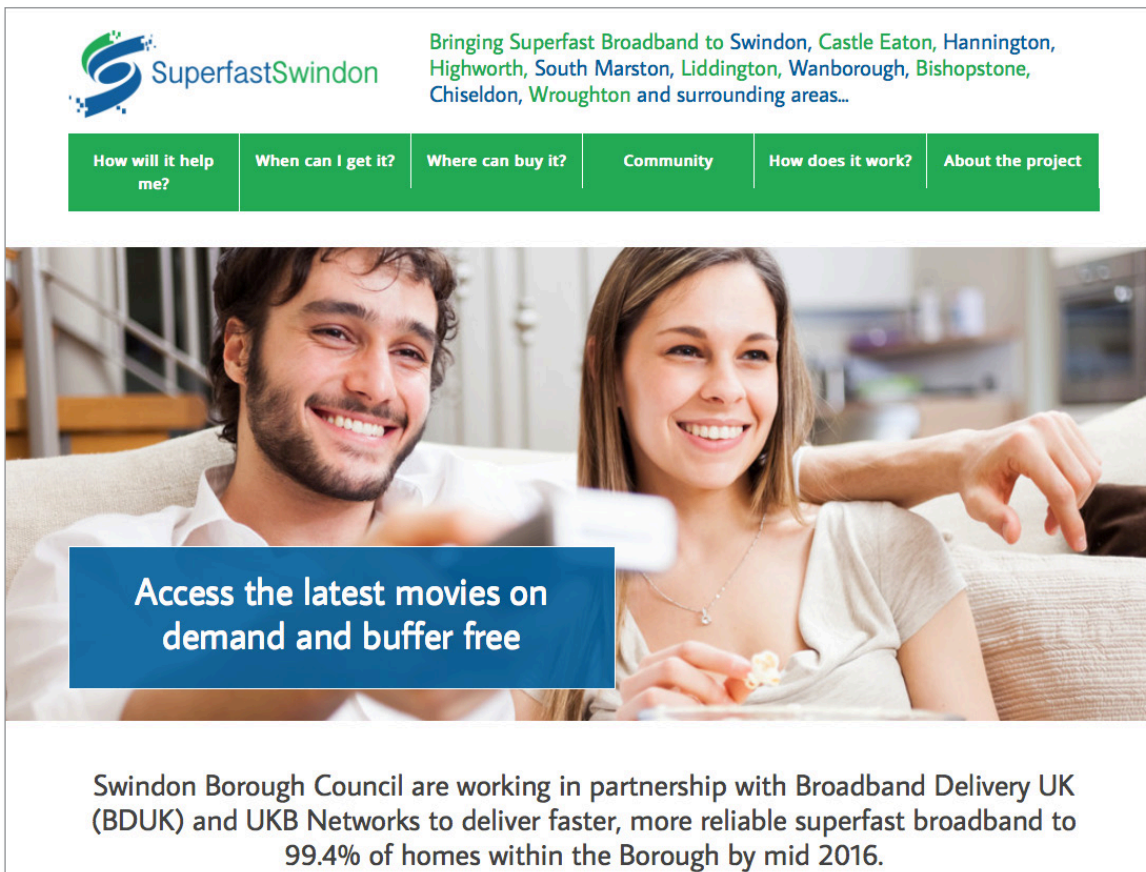
The design grid forms the basic structure for all Superfast Swindon printed materials. By using it, you will be maintaining a consistent look and feel for Superfast Swindon.

This grid is aimed at designers who regularly use ‘A’ size formats, but can also be applied by those wanting to create a message through design. It will allow you to customise your message whilst adopting a certain style.

The horizontal grid is a flexible device that will help you to add structure to your layout of text, images and other graphic elements. It will provide a guide for the placement of such items.



The Superfast Swindon logo should appear on the top left of web pages where it is used.



Website

The website should reflect the style of design which is created by using the grid template for print wherever possible.

When creating web pages always be mindful of the use of colours, fonts and images and the positioning of elements within the page, so that the Superfast Swindon style is maintained as much as possible.

For the website only is the Superfast Swindon permitted to be top left.



Wireless



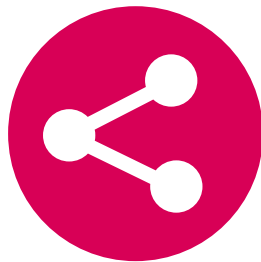
Calendar



Value



Community



Connect



Latest News



Update

Iconography

In addition to the Superfast Swindon logo, there are seven supporting icons.

Iconography enhances understanding, certain icons can be associated with instructions, concepts, and crucial information.

These icons stand out to the eye, you can use them to draw a viewer's attention from one part of the page to the next.

Type Size

The recommended minimum size for printed body copy is 12 point. However, if appropriate to the targeted audience, smaller typefaces are permissible. The RNIB See it Right guidelines recommend a minimum x-height of 2mm. (The x-height is the height of the lowercase 'x' in the typeface).

Large print documents should use a minimum x-height of 2.8mm.

For further information on accessibility please visit www.rnib.org.uk

Capital letters

Setting text in large amounts of capital letters can be hard to read than lowercase letters for people with visual impairments.

Italics

These should be treated in a similar way to capital letters. Many partially sighted people can find them difficult to read so they should be used minimally. Using bold copy or strong colour to add emphasis is a good alternative.

Alignment

Left aligned text with a 'ragged' right hand margin is the most legible as it is easier to find the start and finish of each line. The spaces between each word are also equal.

Contrast

There should always be high tonal contrast between the text and the background it is printed on. Contrast is greatest when dark colours are combined with very pale colours.

Reversing out copy

The background colour should be as dark as possible. White copy reversed out of a dark colour is the most legible. Attention should be paid to type size to ensure copy is always legible.

Copy on images

Setting text on an image can make it difficult to read. The background must always be even in tone with excellent contrast and should be digitally retouched if necessary.

Best Practice

Accessible digital and print communication material needs to be both eye catching and legible for everyone including people with sight problems and learning difficulties. This does not mean that the production of these materials need to be bland or uninspiring.

