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Message from the Chief Executive

Wiltshire Council is a new organisation with a modern outlook and a new set of values.
It is forward thinking and focused on the needs of our customers to provide them with local services that are reliable, affordable and the best possible quality.

With this in mind we created a new, refreshed logo, strapline and image for the new organisation, which collectively is also known as a 'brand'. We asked our customers and staff to get involved and help us to develop the new strapline so that it represents what the new council means to its customers.

It is extremely important that all of our visual and written communications follow the rules set out in this Style Guide so that our customers recognise the information that we send them and will show that we are a professional and efficient organisation.

It is very important that our customers understand when we make positive achievements and it is the council's brand that helps them to make that association.

You will see as you read through this guide that the new logo illustrates a more modern organisation, the county of Wiltshire and the rural nature of the area. It gives our customers a promise that council services are worth having, worth talking about and worth paying for.

It is also important to realise that all visual and written communications must be signed off by the **Brand Manager, within the Communications Team,** before production. Time and money will be saved if you follow these rules and get it right the first time, otherwise you will need to redo work before it can be sent out to our customers, even if you are working to a tight deadline.

Introduction

This is the **Wiltshire Council Style Guide**, created to help develop promotional literature and materials. It was adopted by the Implementation Executive and applies to all service areas within the council.

It is important that all service areas present reliable, consistent and recognisable information to build on customer awareness and recognition of the council and the services that we provide.

This guide is an important reference tool for all council employees and external suppliers such as printers, publishers, graphic designers, copywriters, typesetters or other people who are contracted to produce or reproduce promotional and publicity material for Wiltshire Council.

This guide covers a wide variety of items, such as:
- Publications, leaflets and posters
- Stationery
- Campaign materials including promotional giveaways
- Signage and vehicle livery
- Uniforms
- Exhibition equipment
- Advertising and public notices
- Our website, and,
- How we use our logo in partnership working

The rules in this Style Guide **must** be followed and everything needs to be signed off by the **Brand Manager** before production. With this in mind, make sure that you don't leave sign off until the last minute as the **Brand Manager** will need time to check it for you and you may also need to make amendments before it can be printed.

Before the printing or production process can start, a **sign-off form** must be completed and signed by the **Brand Manager** and the relevant service area. These forms will be kept for future reference, along with samples of the work after it is produced.

Tip: Allow an extra 2 weeks in the production process, from when a proof is available for the Brand Manager to check through, to when printing should start. This will give you enough time to get any amendments done and still meet your original deadline.

Tip: There are various electronic files available on the intranet for you to use, such as the logo, the strapline and some common templates.

Any questions? or unsure of what to do next?
Contact the Communications Team for help and advice.

Our brand

Wiltshire Council is a modern, new organisation with a new set of values.

The 'brand' that we refer to is not the logo alone, or the strapline. The brand of an organisation is a consistency in the image that it portrays and the reputation that it creates amongst customers. When we talk about council branding, we mean the overall look and feel, taking into account the interpretation and use of the logo, strapline, images, fonts and colours.

Why do we need to think about council branding?
An effective brand is the most powerful way to create a positive impression and reputation amongst our customers. When we spend money on projects and deliver services, very few of our customers actually realise this and it is very important that people understand how we are spending their money and just how many varied projects and services we deliver.

Read on through the following pages to find out more about the council logo, strapline, colours and fonts, and how they can and can't be used.

Tip: Everything we produce must be easily recognisable as coming from Wiltshire Council so make sure that the branding is right and get sign off from the Brand Manager before production.

The logo

The Wiltshire Council logo is the most important and recognisable element of our brand.

Making sure that we use it correctly and consistently will help our customers understand and recognise the wide range of services that we now provide as one organisation.

The logo is made up of three elements: the words that make up **'Wiltshire Council'**, the strapline **'Where everybody matters'** which must be included and the wavy lines representing rolling hills**.** It has been designed to work as a single image and is available electronically to use. It cannot be recreated on your PC as the styles, fonts and colour cannot be matched correctly and will not look the same as the original. The proportions of the logo must not be changed in any way and the two elements cannot be separated. If the size is changed then please check that it has not been stretched, condensed or modified in any way. If in doubt check with the **Brand Manager** that it is correct. For specific colour references, please see page 10.
Example

Tip: The logo is the most important element of our brand and must appear prominently on everything we produce. There is only one logo and service areas cannot make up their own.

Black logo and greyscale logo
In some cases it may not be possible or it may be too costly to reproduce the logo in colour. This is why it is also available in a black version and a greyscale version.
Example of each

Reversed logo
When the logo is used on a coloured background then the reversed logo may be used, but only on an image or plain background that is strong enough so that the logo is clear and readable- in many cases this is not possible. Usually this means that on a tint of less than 40% this version of the logo should not be used as the contrast is not good enough.
Example

Accreditation logos
These must be used whenever appropriate and are especially important for use in any advertising, public communications or documents of a technical nature, when these accreditations are a pre-requisite.

Organisational accreditation logos, such as Investors in People, or Beacon Council are the only logos that can be printed on the council's letterhead and this is managed by the Communications Team.

Service specific logos, such as the Charter Mark or the Building Control logo can be added onto letter templates in designated places, in consultation with the **Brand Manager** .
Examples

Logo requirements

Prominent position
The logo should be highly visible and very prominent on the front page.
Example

Minimum clearance area
In its electronic form, the logo was created to include the minimum clearance area as part of the image file. This is the equivalent of 25% of the height of the logo, as shown below:
Example
As the logo gets bigger then so does the minimum clearance area. Within this area, there can be no other logo, strapline or other wording. There is no maximum clearance area around the logo.

Minimum size

This is the preferred way to display the logo and strapline and the minimum size it can be used is a width of 60mm.

If you plan to use the logo smaller than this size, please contact the **Brand Manager** for advice about how it should appear.

Colour
The only colour that can used within the council logo is the green shown on the previous page, which has a specific colour reference. It can also be reproduced in black, or reversed out of a coloured background as previously shown. For specific colour references, please see page 11.

Acceptable use

Unacceptable use

Strapline

The council's new strapline, "Where everybody matters", was developed by our staff and customers and represents what Wiltshire Council means to them. It is a graphic and must not be retyped as a font.
Example of strapline in pantone colour, black and reversed out of a coloured background.

Tip: Service areas cannot develop their own straplines, slogans or mission statements. This is the only one that can be used.

Strapline requirements

Prominent position
The strapline is placed with the council logo to ensure that our customers make the connection between Wiltshire Council and what it will mean to them. Please see the previous page for advice about the size and position of this image file.

Minimum clearance area
In its electronic form, the strapline was created to include the minimum clearance area as part of the image file. This is the equivalent of 50% of the height of the strapline, as shown below:
Example
As the strapline gets bigger then so does the minimum clearance area. Within this area, there can be no other logo, strapline or other wording. There is no maximum clearance area around the strapline.

Colour palette

The collection of colours in the colour palette will bring a vibrancy and consistency to our communications.

Primary colour palette
Wiltshire Council green is the only colour that can be used within the council logo and strapline. It has a specific colour reference:
Example including pantone, cmyk, rgb, web and vinyl colour references

Secondary colour palette
In addition to the main corporate colour, other complimentary colours can be used to support this. However, care must be taken to make sure that these are only used as a secondary palette and that any additional colours used must reflect and accentuate the style and colours within the rest of the document. The secondary colours cannot be used as a substitute for the primary colour.
Example colours and references including tints.

Due to the nature of colour reproduction, please do not use the colours shown here for accurate colour matching purposes

IMPORTANT: The logo and strapline cannot be reproduced in any of these secondary colours.

Tip: You must consider the contrast levels of any colours that you use, so that everything we produce is clear and easily readable by everyone.

Tip: the colours are not intended to represent different areas or departments of the Council, so colour coding should be avoided.

Typeface

The font chosen for use in Wiltshire Council publications is **Stone Sans Serif**.

The use of a corporate typeface helps to build consistency and recognisability. Stone Sans Serif has been selected because it is very readable and good for use in contemporary texts. It is the only text that should be used in Wiltshire Council publications.
Example of light, medium and bold version.

Arial has been chosen for all "in house" literature and on screen applications, including PowerPoint as Stone Sans Serif is not usually available on most computers.

Web fonts are similar to the print fonts. Header, sub header and navigation graphics can be created by using Stone Sans Serif. Dynamic text should be set in the system font Verdana.
Example of Verdana.

To ensure good legibility, the recommended point size is 12pt. We recommend not using blocks of capitals in body copy. Text needing emphasis should be set in bold rather than being italicised, although italics can be used for signage.

Language

Before writing anything, you need to identify who the target audience is and what you are trying to achieve.

More information about writing and language is available in the council's Editorial Guide, but you should make sure your text is:

Accurate, **C**lear, **C**oncise, **U**nderstandable, **R**elevant, **A**ppropriate, **T**imely and **E**ffective

Tip: Sometimes, a printed leaflet is not always the best way to get your message across. For more advice contact the Communications Team.

Tip: Make sure that you ask other people to proof read your work, as it is often difficult to spot your own errors.

Accessibility

Wiltshire Council is committed to making its published information easy to understand and as accessible as possible for everyone.

Please ensure that you use plain English when you write. Here are a few pointers:
- Before you start, make notes of all the points you want to make and put them into a logical order
- Be aware of your audience at all times
- Use the title and introductory paragraph to say what the information is about, who it is for and why it has been published
- Write in direct language using everyday words
- Avoid jargon and abbreviations and explain any technical terms you have to use
- Keep sentences and paragraphs as short as possible
- Use active verbs. Say "we will do it" rather than "it will be done by us"
- Check your tone is helpful and polite
- Insert headings to act as signposts and also to break up large chunks of text

Availability in other formats

Larger documents must always be made available in summary form which can be translated or spoken onto tape on request. Detailed guidelines for accessibility standards are available on the Intranet or contact XXXXXXXXXXXXXXX for more information.

Details must be given on how to obtain a copy of the publication in other formats and languages. The following standard statement must be displayed:

The information in this leaflet can be provided in other languages or formats. Please contact the Customer Care Centre on 0300 4560100 or email customercare@wiltshire.gov.uk for more information.

Civic crest

The council's civic crest is no longer used on stationery and cannot be used on any general council publications, electronic media or other documents.

The crest is only used for civic purposes as it helps to raise the profile and image of the Council Chairman and not the council as a whole.

Insert illustration of the crest

Stationery

All business stationery, including letterheads, compliment slips and business cards are ordered centrally through Wiltshire Design and Print and cannot be sent to other printers for production.

It is printed in one colour without any personalisation details so that it keeps our costs lower.

Standard accreditation logos that are relevant to the council can only be added to the corporate letterhead by the Communications Team. For more information about these types of logos, see page 5.
Examples

Tip: There are word templates for letter writing and fax cover sheets set up across the network that you can personalise.

Letter templates

A modernised letter template is currently being developed and details will follow shortly.

Example: Template

Publications, leaflets and posters

All publications, leaflets and posters must be in the corporate image and signed off by the **Brand Manager** before production.

However, before you start, have a think about:
- Who is your target audience?
- Do you need a printed document or is there a better, more cost effective way to get your message across?
- Can your information be combined with another leaflet within your service area? Or another service area?
- Do you need more advice? If so, contact the Communications Team.

Basic requirements
Everything we produce must be branded and should contain the following elements:
- The Wiltshire Council logo and strapline on the front page
- The Wiltshire Council website and short url if relevant, ie www.wiltshire.gov.uk/counciltax
- The correct typeface
- Written according to the Editorial guide

Tip: Make sure you check with CICTU about creating a short url before you include it in any draft promotional material.

When producing publications and leaflets, certain information must be included on the back page:
- Contact details of the service area that produced the document
- The cost of printing one copy of the publication (and distribution if relevant)
- The month and year of publication
- The recycled paper content
- Details about availability in other formats see page 12.

Tip: Make sure that you only use service-related contact details, ie planning@wiltshire.gov.uk and don't include any personal email addresses or names.

Tip: On the back page of a publication, make sure that you include the cost of printing and, if appropriate, distribution per copy.

Publications Calendar

To make sure that publications are planned well in advance and all activities are scheduled to take place at the best times, all material must be agreed by the External Communications Manager and added to the council's publications calendar. This will also make sure that we are not sending out multiple messages at the same time.

Internal documents

As a rule, all internal documents are still subject to the same branding requirements.

Newsletters, leaflets and posters
All internal newsletters must include the council logo and strapline. Individual logos or straplines for service areas are not permitted and cannot be used after April 1st 2009.

If you are producing a document or report on your PC, you must ensure the logo and strapline are correctly positioned and not distorted or adapted in any way. If a document is being printed in black and white, please use either the black and white logo or greyscale logo as it will have greater clarity when printed.

Tip: If you are producing documents internally then make use of the corporate templates that are available on the intranet. (examples)

Tip: If you are not printing in colour then make sure that you use the black (single colour) version of the logo so that it will look clearer. (example)

PowerPoint presentations
Presentations made on behalf of Wiltshire Council should be consistent and professional, so the following rules apply:
- The typeface should be Arial
- Headings should be in **bold** and not in *italics* or underlined
- The slide background should be light in colour so that the logo and strapline are clearly visible
- Try and keep each slide short with a maximum of 4 or 5 bullet points
- Create a good contrast between the text and the background so it can be easily read
- Keep use of clipart and custom animation to a minimum

Tip: If you need to create a PowerPoint presentation then there is a template available electronically on the intranet.

Campaigns

A campaign is a series of activities that takes place over a specific period of time to work towards achieving an end goal. Activities are tailored for each individual campaign and can include some or all of the following:

- Leaflets/ posters/ publications
- Targeted deliveries using external distribution channels
- Working with the local media
- Advertising or sponsorship with the local media
- Roadshows with the council's corporate trailer
- Promotional merchandise, such as balloons, pens and stickers

A campaign may have a unique slogan that can be used in addition to the council's corporate branding.   Some examples of recent campaigns are: Recycle for Wiltshire, Think before you park, & Smokefree Wiltshire. Any slogan must be agreed by the Communications Team before the campaign work starts.

All campaign work must be overseen by the Communications Team and included on the campaigns calendar (see below). For more information about planning campaigns, contact the Campaigns Manager, within the Communications Team.

As every campaign is different and will need a different mix of the elements above, all promotional material will be agreed on a case by case basis by the Communications Team

Campaign calendar

To make sure that any campaign work is planned well in advance and all activities are scheduled to take place at the best times, all campaigns must be agreed by the Campaigns Manager and added to the council's campaign calendar. This will also make sure that we are not sending out multiple messages at the same time.

Project work

Wiltshire Council is involved with lots of projects, from short-term playground improvements to long-term building projects.

It is very important for people to know that the council is involved with all these types of projects and a variety of branding could be used to get this message across.

In some cases it may be appropriate to add vinyl's to vehicles, or to provide sign boards for display on site, or even to create large graphics to fix to building site hoardings.
Please ask the Communications Team for advice.

Exhibition equipment

There are lots of different types of exhibition equipment available to buy from external suppliers that range from leaflet dispensers to large scale pop up stands.

When creating exhibition graphics and panels, make sure:
- Information is not placed at the very top or bottom of the printed area as it may become obscured
- Avoid placing text over areas where larger panels may need to be joined
- Keep designs simple and eye-catching
- Don't include too much text and keep to simple key messages only
- Image quality – at least 150dpi at actual size
  (examples)

Large exhibition equipment must also contain the same basic requirements as publications, such as:
- The Wiltshire Council logo and strapline
- The Wiltshire Council website and short url if possible, ie www.wiltshire.gov.uk/counciltax
- The correct typeface
- Written according to the Editorial guide

All designs for exhibition equipment must be signed off by the **Brand Manager**.

Tip: Depending on your budget, some options may be more cost effective than others so contact the Communications Team for advice.

Promotional merchandise

When ordering promotional merchandise such as pens, balloons, t-shirts or other giveaways, it must be done with the council's branding in mind. This means that you need to think about the correct use of colour, the logo and typefaces. As smaller items will have limited print areas, it may be necessary to just use the wording 'Wiltshire Council' in the correct font, but ask the communications team for more advice.

Examples

Tip: Promotional merchandise also needs to be signed off by the Communications Team.

Tip: If you are thinking about ordering promotional merchandise, ask the Communications Team for suggestions, as they may come up with an idea that you hadn't thought of.

Area boards

The identity for the new area boards is currently being looked at and will be added in soon.

Signage

Signage is very important as it serves a valuable purpose, but it is also highly visible within the community.

Throughout the county there is a wide variety of signs that are used, whether they are at council receptions, libraries, country parks or simply street signs. They are prominent adverts and they increase awareness of the council and the services that it provides amongst local people.

All new signs must be produced in accordance with the Wiltshire brand guidelines.

Examples

 A standard signage catalogue is currently being developed and all signage, excluding highways road signs, must be ordered from within this. If signs are needed that are not in the catalogue then these must be agreed in consultation with the **Brand Manager**.

Vehicle livery

It is important that all Wiltshire Council vehicles have a consistent look that helps to promote the image of a single organisation.

Like signs, vehicles are seen by our customers across the county. All new vehicles must be ordered in plain white, where available, and appropriate vinyl graphics will be fixed to them to reflect the council's brand and the nature of the service area involved. There are some exceptions to this, where the manufacturer cannot supply the vehicle in white (ie Land Rover) or if there is a legal requirement to have the vehicles in another colour. Highways vehicles are a good example of this, but vehicle wrapping should be considered as a cheaper alternative to repainting.

The following elements should be incorporated:
- The logo and strapline in a prominent position
- The council's web address
- Service area names are only permitted if they are relevant to the purpose of the vehicle e.g. mobile library
- The correct corporate colour

All vehicle colours must be agreed by the **Fleet Manager** in consultation with the **Brand Manager**. All vinyl graphics must be agreed by the **Brand Manager**, in consultation with the service area.
Examples

A corporate livery catalogue is currently being developed, which will have details of the whole fleet of vehicles and appropriate graphics.

Uniforms

Any uniform should have the appropriate corporate branding to reflect the new organisation. Please contact the corporate communications team for advice.

A corporate catalogue is being developed and details of this will be circulated when it is finalised.

Examples

ID, visitor badges and 'authority to enter land'

ID badges are printed with the council logo and using the primary corporate colour. Photos will be used for security reasons with first names and surnames and either 'employee' or 'contractor' displayed. A matching corporate lanyard will also be supplied.
Front of house employees will have an additional name badge displaying their first name only for safety reasons.

Examples

Photos and graphics

Photos
The correct use of photography plays an important role in building our reputation. If we use images that are not very good, stretched or poor resolution then it will have a negative impact on what our customers think about us. The images should help show that Wiltshire Council and it's employees:
- Support accessibility for all
- Celebrate the diversity of the county
- Respect people's dignity and
- Take pride in their work

We have developed an image library of photographs, held centrally on the council's intranet, where you can browse our stock of photographs.

Use the following guidelines when taking or selecting images for publication:
- Use images that are clear, relevant and simple.
- Make sure that images are inclusive in terms of ethnicity, age and disability.
- Try not to excessively crop an image so that you detract from the original meaning.
- Make sure that you don't stretch it horizontally or vertically.
- Make sure the resolution is high so that it doesn't look grainy or pixellated – at least 150dpi.
- Make sure you don't use images or logos that are copyrighted, unless you have written permission to do so.
- When using pictures of people, try and use smaller groups with a positive focus.
- Images should be supplied as JPEGs or TIFFs and not inserted into any other document.
- Include captions and/or photographic credits where appropriate or necessary.
- Before publishing a photo that you have taken, make sure that a photo release form has been signed by the person or people in it. This gives us permission to use the photo.
- When employing a photographer to take images on our behalf it must be made clear to them that we will own the copyright of them and we will not need licences to use them.

Tip: For help and guidance about using or taking images please contact the Communications Team.

Tip: Clipart must not be used in publicity material

Tip: Photo release forms are critical if you are taking photos for publication

There are separate photographic guidelines for schools. For more information contact the Communications Team.

Other graphics
In some cases, it may be appropriate to use other types of graphics, such as tables, graphs or pie charts.

These must be simple designs that are easy for people to understand, with a clear heading and key. They must be constructed using the council's primary and secondary colour palette.
(examples)

Advertising – General

For any type of advert to be effective it must be direct, concise, instantly recognisable and consistent with the branding rules. Please refer to the Editorial Guide for more tips on how to write effectively and successfully**.**

General adverts

This type of advertising is normally associated with service or project related news, for example the annual launch of concessionary fares or changes to payment methods at the council. These types of adverts will normally be in full colour with imagery and be visually appealing and colourful, whilst incorporating the council branding.

All general adverts will need to be signed off by the **Brand Manager**.

(Example)

Advertising – Recruitment and Public notices

Recruitment advertising

This type of advertising will still be branded, but usually using fewer colours and images to keep the costs lower. It will follow an agreed template incorporating the logo, strapline, typeface and primary colour palette, if possible.

A range of standard templates for recruitment adverts and public notices have been created by an external advertising agency. These cannot be changed or amended without agreement by the **Brand Manager.**

For more information please contact the HR team.

(Example)

Public notices

These are normally quite plain and in black and white only. It should have the council logo and in some cases the strapline. The purpose is to convey certain information and will not normally need to be anything other than simple plain text. An example of this would be the weekly list of planning applications, or details about any new licensing applications.

For more information on placing public notices contact; Tribal on XXXXXXXXXXX

(Example)

Partnership working

At Wiltshire Council, we work in partnership with many different organisations, for lots of different reasons and in many different ways. When we do work in partnership with others, it is very important that we use our brand consistently so that the services we provide receive recognition.

What type of partnership is it?
There are four types of the Wiltshire County logo which can be used when working in partnership. You can use these to help identify the role of the council in partnership.

In partnership: when the council is either a main or equal partner.
If the council is the **main partner** or leading in partnership, the positioning of the logo should reflect this role. (If you are unsure, a good question to ask is would the partnership be able to continue without Wiltshire Council?)

If we are the main partner, then the Wiltshire Council logo must appear larger on either the top right hand side or bottom as per Our Brand rules (see page ??)

If there are too many logos for them to appear in one line then the Wiltshire Council logo may be placed above the rest but in the centre and larger as before.

If the council is an **equal partner** with the other members of the partnership, the logos must all appear of equal size. The council logo must always appear prominently with the correct clearance area around it. If another partner's corporate identity rules conflict with this, please see the Brand Manager for advice.

If the council is a **minor partner**, our logo should appear as directed by the major partner, but not with less of a profile than other equal partners. It must also still comply with our brand rules.

Funded by: when the council plays no other role apart from providing funding.
Supported by: when the council is a minor partner or supports the project in another way
Working with: for contractors or sub-contractors working for or with us on projects

Tip: Our logo is available electronically to explain the role of the council within partnerships.

Examples of all 4 categories

Partnership working continued

Partnership brands
In some cases, a unique logo may already exist for a partnership that has an existing presence, for example the Community Safety Partnership.
(example)

In these cases, there should be a clear indication, somewhere on the front or back cover that explains the nature of the partnership with Wiltshire Council, by using one of the logos above. If the partnership logo is used with no reference to the council's involvement then we will get no credit or recognition for the work that we are doing.

Commissioning a new partnership brand
If the need for a new brand has been identified as part of the marketing and communication plan for the partnership and Wiltshire Council is the main lead partner, please contact the Corporate Communications Team for advice as any new brand will need to be agreed by them.

Any partnership brands which are for specialist audiences where there is a need to deviate from our rules **must** be approved by the **Brand Manager**.

When these individual logos are created, we change public perceptions and it is important that the council's involvement is recognised.

Contractors

When a contractor is employed to deliver services on behalf of the council, we need to make sure that we get the recognition for it.

Our procurement contracts now include rules about this and essentially it means that the council's branding must be displayed when work is taking place.

The actual type and location of the branding will be agreed in consultation with the **Brand Manager** but it can be used in a variety of ways. In some cases it may be appropriate to use vinyl's on existing vehicles, or it might be necessary to provide temporary signs to the contactor to display on our behalf.
(examples)

Our Website

Our website, www.wiltshire.gov.uk
The website is a primary point of customer contact and as such, care must be taken to make sure that all information is up to date, relevant and reflects the council's corporate presentation standards within this **Style Guide** and the **Editorial Guide**.

Wiltshire Council's website was redesigned to reflect the new branding and there is also a strict system in place to publish information on it. More information about this is available from the council's **Web Team**.

Any questions? or unsure of what to do next?
Contact the Communications Team for help and advice.

Contact Details
To be added

Glossary of Terms
To be added