Redditch Borough Council

Our Corporate Identity

Summary version

Effective from September 2009

REDDITCH BOROUGH COUNCIL

making a difference

www.redditchbc.gov.uk

Corporate Identity Guidelines

As an introduction to the Redditch Borough Council Corporate Identity guidelines we have put together this overview of the logo showing applications and guiding principles on how to ensure the identity is used consistently.

Clear, consistent usage of our corporate identity will help to ensure our customers know which services the Council provides.

It is the responsibility of each of us to recognise how important this is and to do our utmost to

follow these corporate identity guidelines.

A more comprehensive and detailed Corporate Identity document is available for brochures, advertising, signage templates. It includes our Style Guide and Guide to Plain English. If you have any doubt about any application of the corporate identity, please do not hesitate to contact the Communications Team for further advice.

(01527) 64252 ext 3059 or ext 3002

Introduction

The Redditch Borough Council (RBC) corporate logo (`the logo`) consists of three main elements:

- the main logo
- strapline
- website address

These elements should only be used in the form indicated as they follow a precise and carefully considered relationship. The logo should not be redrawn or altered in any way and only reproduced from master files.

Main logo

Strapline

Website address

The Redditch Identity

The corporate logo is protected by a restricted exclusion area as defined opposite. This is defined as the depth of the word Redditch plus the graphic lines underneath. This measurement is to be used to determine the exclusion area around the corporate logo.

The logo must appear on the front cover, bottom right of all leaflets, brochures and folders. Exceptions to this are some forms, questionnaires and letterheads which may carry the logo top right when it is more practical than at the bottom.
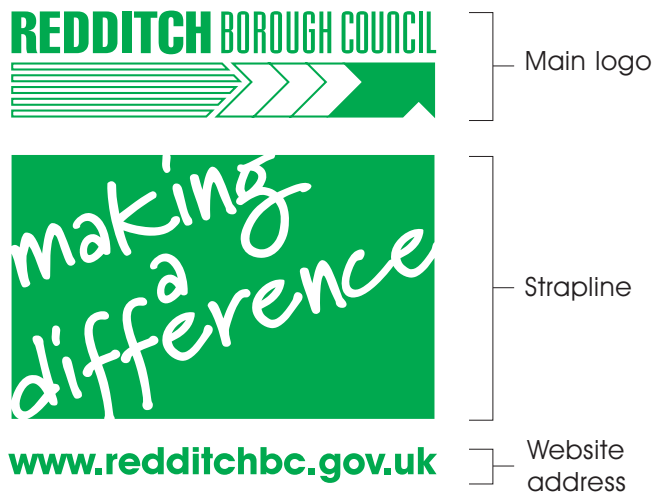
Minimum size

The corporate logo should not be produced any smaller than 25mm in width on leaflets or brochures. It may in some circumstances, for example when appearing on small adverts less than 80mm in width and some promotional products, be reduced to 18mm in width.

25mm

18mm

Colour guidelines

Wherever possible the corporate logo should be reproduced 100 per cent in the corporate green Pantone 355, however in certain circumstances it may be produced in black and white. There is also a selection of complementary colours available to use alongside the corporate logo.
Please refer to a Pantone colour swatch for accurate colour matching.

P355	30%		P389	30%	P207	30%	P2597	30%	P300	30%	P3292	30%
C 94 M 0 Y 100 K 0			C 25 M 0 Y 85 K 0		C 0 M 100 Y 43 K 19		C 85 M 100 Y 0 K 0		C 100 M 44 Y 0 K 0		C 100 M 0 Y 49 K 46	

Logo to use when we financially support or sponsor projects / activities

Opposite is a new logo that can be used when Redditch Borough Council financially supports or sponsors external projects and activities. The logo should be used by external organisations in colour if at all possible, although it is acceptable for external organisations to reproduce this logo in black and white as an alternative. Please ensure the external organisation uses the correct Pantone colour (green 355).

Partnership logos

The corporate logo has been developed to work on all Council publications alongside other logos where necessary. Positioning and size should follow the guidelines below.

RBC logo size on A4 – 35mm wide
RBC logo size on A5 – 30mm wide
RBC logo size on DL (A4 folded to a third) – 25mm wide

35mm

30mm

Ethnic Access Link (EAL)

The Ethnic Access Link (EAL) statement should preferably go on the front of all leaflets / brochures for external audiences. On the back is acceptable if the design of the cover does not allow for the statement. Sample copies of the publication should be sent to EAL at 13b Lowesmoor, Worcester WR12RS.

آپ انگریزی میں مدد چاہتے بیں– نسلیاتی رسائی
[Ethnic Access] سے رابط کریں ٹیلیفون: 01905 25121

ইংরেজি ভাষার বিষয়ে সাহায্য চান – এথনিক অ্যাকসেস্ [Ethnic Access] এর সঙ্গে   যোগাযোগ করুন, টেলিফোনঃ 01905 25121

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

The visually impaired or blind

Opposite is recommended wording for those with a visual impairment or blind to go on either the front or back of all external leaflets (as appropriate) and must appear in at least 14 point type:

Copies of Council publications can be made available in large print, Braille or audio cassette. Call (01527) 64252 ext 3002

Corporate identity Guidelines

Approved co-branding

Below are examples of Council approved co-brand logos. When they are used the RBC logo must appear on the front at the bottom right of any leaflet or document produced and follow the position and exclusion rules.

Any new Council co-brand logos must be approved and registered with Communications Team before their introduction.

example of an A5 leaflet showing positioning of co-branding, partnership and RBC logo.

This area is reserved for co-branding logos

Revising in July 2009

This area is reserved for partnership logos eg police

For Civic use only.

Typography

The main authorised typeface is Arial, a selection of which is shown here. Arial is ideal for use on internal documents, stationery and forms. 12 point is the recommended minimum font size for letters and 10 point on 12 point leading for publications. Avant Garde is acceptable as an alternative typeface to Arial.

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£$%^&()_+*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£$%^&*()_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£$%^&*()_+

Avant Garde
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$% ^ &*()_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£$% ^ &()_+*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£$% ^ &*()_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$% ^ &*()_+

Coding

Leaflets and other publications should be coded on the reverse bottom right. The month and date should be added in 6 or 7 point e.g. 909 for September 2009.

Contacts

If you require further guidance please do not hesitate to contact the Communications Team on (01527) 64252 ext 3059 or ext 3002, email: commsteam@redditchbc.gov.uk

www.redditchbc.gov.uk