A&W

ADUR & WORTHING
COUNCILS

Identity Guide 2017

CREATING SUSTAINABLE
SOLUTIONS FOR THE
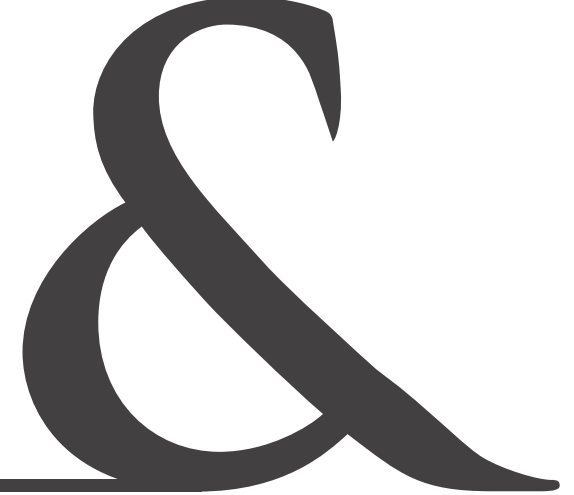BENEFIT OF OUR PLACES.

CONTENTS.

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WELCOME TO OUR BRAND GUIDELINES.

Mike Gilson
Head of Communications,
Adur & Worthing Councils

Dear Colleague,

This document outlines how the new visual identity for Adur&Worthing Councils' should be used.

And by used we mean on everything that the Councils' produce, from letterheads, to posters to signage.

We've changed our branding to reflect the maturing nature of the administration of the two councils in the tenth anniversary year of our coming together. We believe the visual identity, in its classic simplicity, reflects assurance and partnership.

Now we need to embed consistency and quality in the application of the brand across everything that we do.

So, why is our brand important? It's important to us because it sets an expectation for how our residents and partners will perceive the Councils. If our printed materials, digital communications, stationery and signage look consistent and professional, then people will perceive us in that way.

Clear use promotes accountability - if all our services are clearly branded then our residents will know what we are providing for them and how their money is being spent. The guidelines support the effective marketing of our services and assets.

Consistent use of this visual identity isn't about everything looking exactly the same, and it certainly isn't a bar to creativity. As you can see from some of the examples in this document, there is plenty of scope for creative campaigns and materials to be produced within the guidelines.

This is a complex organisation and different services have different needs. We hope that this has been reflected in these guidelines. As such, we expect everyone in the organisation to adhere to these in any designed work that they commission. Obviously the new branding will only be introduced when it is appropriate and does not incur additional cost, in other words when we are replacing, renewing or when our existing products reach the end of their shelf life

A brand isn't just about the new identity – it's a whole look and feel that should reflect the values of an organisation. This is about the kind of organisation we are and that we want to be: professional, forward-looking, creative, and unified. The Adur&Worthing Councils brand should be owned by the whole organisation.

Please ask us if you have any questions or further suggestions.

SECTION ONE

Our brand and how to use it effectively

- Logos and branding variants
- Colour palette
- Graphical language
- Typography
- Example literature

A&W

ADUR & WORTHING
C O U N C I L S

This is the master identity. It represents the branding for work we undertake as a joint administration. If you are working with either the district or borough separately the appropriate individual identities should be used.

OUR IDENTITY.
THE LOGOS.

When many people think of 'brands', they simply think of a logo. However, we are designing the Adur & Worthing Councils' visual identity to be much more than that.

Our visual identity is composed of our logos, our text (what we say and how we say it) and the images that we use to tell our stories. This section of your branding guide sets out some basic principles for each of these key areas.

The logo works in three ways; jointly for **Adur & Worthing Councils** and separately for both **Adur District Council** and **Worthing Borough Council.**

The Pin is the core graphical element that contains the combined or individual council(s) logotype (A&W, WBC, ADC).

The three logos are composed in the same way from three elements:

❶ The Pin Device containing the logotype

❷ The Locator Text

❸ The Descriptor

❶

A&W

❷ ADUR & WORTHING
C O U N C I L S
❸

A&W

ADUR & WORTHING
C O U N C I L S

WBC

WORTHING BOROUGH
C O U N C I L

ADC

ADUR DISTRICT
C O U N C I L

THE LOGOS.
ORIENTATION.

For normal usage, each logo variation is available in three main orientations.

❶ Master Logo - Pin is centralised Should be used wherever possible.

On occasions when the Master logo won't fit into a design, the Left Pin or Right Pin versions can be used:

❷ Pin is Left aligned

❸ Pin is Right aligned

For exceptional circumstances, a vertical logo might be needed for more impact, for vertical signage for example. These are not to be used in normal applications and should be approved by the comms team before using.

❹ Vertical Pin - Top

❺ Vertical Pin - Bottom

❶ **A&W** ADUR & WORTHING COUNCILS | **ADC** ADUR DISTRICT COUNCIL | **WBC** WORTHING BOROUGH COUNCIL

❷ A&W ADUR & WORTHING COUNCILS | ADC ADUR DISTRICT COUNCIL | WBC WORTHING BOROUGH COUNCIL

❸ ADUR & WORTHING A&W COUNCILS | ADUR DISTRICT ADC COUNCIL | WORTHING BOROUGH WBC COUNCIL

❹ ❺ A&W ADUR & WORTHING COUNCILS / ADUR & WORTHING COUNCILS A&W | ADC ADUR DISTRICT COUNCIL / ADUR DISTRICT COUNCIL ADC | WBC WORTHING BOROUGH COUNCIL / WORTHING BOROUGH COUNCIL WBC

THE LOGOS.
USAGE.

Logo clearance zones should be adhered to to ensure it has enough space without being encroached by other text or graphical elements.

The minimum amount of space required is equal to the cap height of Locator Text Ampersand '&'.

A&W
ADUR & WORTHING
COUNCILS

A&W ADUR & WORTHING
COUNCILS

To ensure the logo's reproduction is optimum, the minimum size for the Master Logo should be 40mm wide.

A&W
ADUR & WORTHING
COUNCILS
<40mm

ADC
ADUR DISTRICT
COUNCIL
<40mm

WBC
WORTHING BOROUGH
COUNCIL
<40mm

THE LOGOS.
USAGE.

The combined councils logo has a pin that is larger than the two individual council pins to represent a 'master' pin that combines the two councils.

In the rare likelihood that all logos are to used together on the same document, the A&WC, ADC and WBC logos should be used at the **same scale.**

Under no circumstances should the logo be squashed or squished. It is important to keep the logos' proportions and integrity.

PLEASE ASK THE COMMUNICATIONS DEPARTMENT IF YOU HAVE ANY QUESTIONS.

(A&W)
ADUR & WORTHING
COUNCILS

(ADC)
ADUR DISTRICT
COUNCIL

(WBC)
WORTHING BOROUGH
COUNCIL

(A&W) ADUR & WORTHING COUNCILS ✗

(ADC) ADUR DISTRICT COUNCIL ✓

(WBC) WORTHING BOROUGH COUNCIL ✓

(A&W) ADUR & WORTHING COUNCILS ✗

(A&W) ADUR & WORTHING COUNCILS ✗

(A&W) ADUR & WORTHING COUNCILS ✓

OUR COLOURS.

All logos are available in positive and negative and should be used with a high contrast background.

The logos within our visual identity are either black or white, depending on the background colour they'll be used on.

The Adur & Worthing blue is instantly recognisable in the District and Borough. It has been used by the councils since 2008/9 and can be seen everything from our waste management vehicles to our website.

There are times when we need to use some other colours to help designed documents or digital assets really come to life.

We have six secondary colours that we can use. These work well together, or individually, alongside the main colour palette. These should only be used with consideration, if in doubt please contact the comms team.
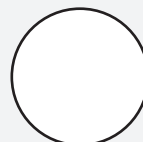
CONTRAST

Positive

Negative

Negative

PRIMARY COLOURS

BLACK
R0 G0 B0
C0 M0 Y0 K100
#000000

WHITE
R255 G255 B255
C0 M0 Y0 K0
#FFFFFF

ADUR & WORTHING BLUE
R0 G165 B250
C100 M34 Y0 K3
#066AB1
Pantone 3005

SECONDARY COLOURS

CHARCOAL
R67 G66 B65
C10 M10 Y10 K85
#434240

GRAPE
R150 G54 B135
C50 M90 Y5 K0
#953687

PLUM
R60 G76 B155
C85 M75 Y0 K0
#444c9b

CLOVER
R46 G163 B91
C77 M7 Y80 K0
#2ea25b

BANANA
R243 G206 B61
C7 M17 Y83 K0
#f2ce3d

MARASCHINO
R232 G92 B54
C2 M71 Y81 K0
#e85b35

OUR
GRAPHIC LANGUAGE.

Our graphic language should be used as basis to create clean, legible and dynamic communications across multimedia platforms.

The design of our communications should be dominated by images and copy that are succinct and delivers the message in the best way possible. To aid the graphic language there may be situation where the ampersand device can be used to emphasis the 'Adur & Worthing''' connection. This device works well as graphic holder and also a stand alone item. Images work in the negative space of the ampersand but caution must be used as the image crops can be tricky to make work successfully.

To the right is a good example of how to combine image and the ampersand correctly.

Gill Sans MT Pro Light

Gill Sans MT Pro Book

Gill Sans MT Pro Medium

Gill Sans MT Pro Bold

Gill Sans MT Pro is our font, it has classic simplicity and excellent legibility.

Gill Sans is a sans-serif typeface designed by Eric Gill. An English sculptor, sign painter, stonecutter, printmaker and type designer from Ditchling, Sussex.

Gill Sans, strongly influenced by the London Transport lettering of his teacher Edward Johnston, was the first successful sans type based on the humanist models of the Renaissance.

OUR
FONT RULES.

Body copy

13pt minimum – be cautious of 'light' typefaces on images or block colour

You can choose weights and styles to best suit your audience and tone, however **Gill Sans Pro MT Light is recommended for body copy**. Sizing and alignment of type are just as flexible too. Just consider legibility at all times, the message must be seen to be understood.

Headings, medium or Bold

13pt / 15pt are recommended sizes so go with body copy

Make your heading work, craft them typographically and don't be afraid to mix up the different cuts of fonts to make things work. **Gill Sans Pro MT in the medium or bold** cut work well and offer plenty of clarity.

DISPLAY FONT

Alternative Typefaces

To move your communications towards a more contemporary feel then low-level usage of alternative typefaces can be considered. This typeface must be used large and in caps, as the cut is thin and light so requires the scale to add impact. See **Platform for our Places brochure** for strong examples of using alternative typeface, Blender.

It is important to retain our brand integrity, please ask comms team for approval before using any alternative typefaces.
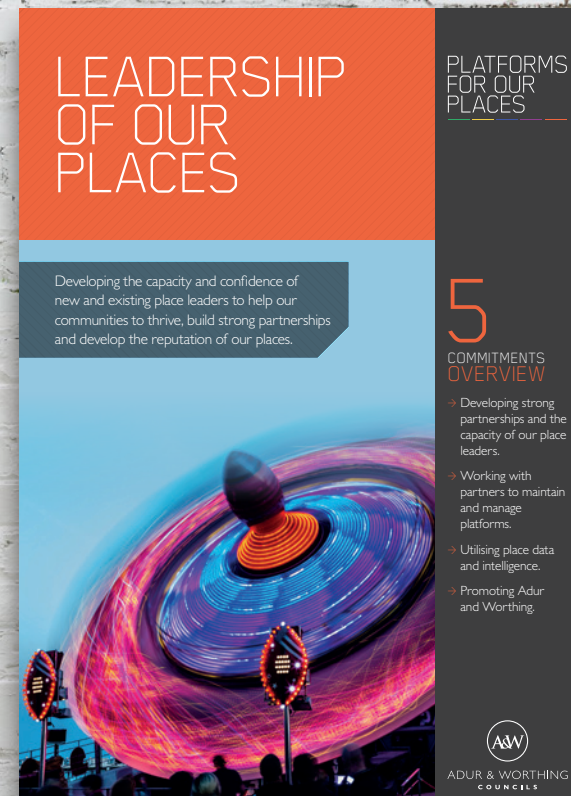
LIVE
EXAMPLES.

LETTERHEADS

LIVE
EXAMPLES.

PLATFORMS
FOR OUR
PLACES

PLATFORMS

are the essential
elements of
places that

ENABLE
GREAT
THINGS TO
HAPPEN.

A&W
ADUR & WORTHING
COUNCILS

PLATFORMS
FOR OUR
PLACES

LEADERSHIP
OF OUR
PLACES

Developing the capacity and confidence of
new and existing place leaders to help our
communities to thrive, build strong partnerships
and develop the reputation of our places.

5
COMMITMENTS
OVERVIEW

→ Developing strong
partnerships and the
capacity of our place
leaders.

→ Working with
partners to maintain
and manage
platforms.

→ Utilising place data
and intelligence.

→ Promoting Adur
and Worthing.

A&W
ADUR & WORTHING
COUNCILS

LIVE EXAMPLES.

SECTION TWO

Communicating with imagery

- Choosing images
- People
- Composition
- Location
- Final word

WE HAVE MANY DIFFERENT TOPICS TO COMMUNICATE. THE MOST POWERFUL WAY OF DISPLAYING THEM IS WITH IMAGERY.

CHOOSING
IMAGES

Finding the right image is absolutely crucial in telling the right story about our places and our work. It is quite a skill, and often quite time-consuming - but it always pays off in the end. Your Communications Team are on hand to help you find the right image for your work.

To help us all find the right images to tell our stories, the following principles should be adhered to:

Images should contain people.
Our brands are about people - the Elected Members, our colleagues and the communities that we all serve. We should avoid using photographs of empty places (High Streets, Parks, seafront etc). The communities of Adur and Worthing are bustling and vibrant - our photographs should reflect this.

CHOOSING
IMAGES

Images should be simple and uncluttered

Just as we should avoid empty landscapes, we should also avoid images where people are squashed in together, looking crowded and uncomfortable.

If we're photographing objects, try to ensure that there is one object clearly in the foreground, with the others slightly out of focus behind. Simple images tell stories well - cluttered images confuse and can put people off.

CHOOSING
IMAGES

Images should be from our places
We serve the communities of Adur and Worthing - and our residents know their places well. Our images should represent our places and stock images are to be avoided.

Of course, there may be times when a stock image is unavoidable - you might be writing about a using drone for surveying work, for example, and don't happen to have one handy. If you absolutely have to use a stock image of an object, make sure that the background is as plain as possible without anything to indicate that it wasn't taken in Adur and Worthing.

Never use stock images of people.

CHOOSING
IMAGES

OUR IMAGES, FINAL WORDS

Be clear on copyright

If we take an image, then the copyright is ours. If someone offers us an image (either for sale or as a gift), then you need to ensure that you have the permission to reproduce it in any Council material.

Never, ever, take images from Google or an image search. Not only is the quality often questionable, but use of an image without copyright can lead to legal challenges.

Images of children

All images of children and young people (up to the age of 18), must be accompanied by a consent form from a parent or legal guardian.

If you are going into a school or college, the teacher/tutor will be able to help you.

Crowdshots at events (such as the Wildlife Festival) need to be taken with caution - it's not always practical to ask everyone for a consent form! If it's a portrait of a group of young people, always get legal guardian consent. If the shot is of the crowds, then try to avoid clearly identifying anyone under the age of 18. (You won't see the press doing this, but the rules apply differently to them).

If in doubt - leave the photograph out.

Your Communications Team can help you with photographic consent forms.

3

SECTION THREE

Communicating with words

- How we tell stories

- Be clear

- Quote

- And another thing

CREATING
COMMUNICATIONS
THAT INSPIRE PEOPLE
WITH GENUINE CLEAR
MESSAGING IS KEY.

OUR
WORDS

HOW WE TELL
OUR STORIES
DIRECTLY
AFFECTS
HOW THOSE
STORIES ARE
EXPERIENCED.

Be purposeful

Don't send out messages or try to tell stories for the sake of it. Having a purpose to your communications will often make them much more interesting than general pieces of text which seem to appear out of nowhere (and then go back there again).

Try asking yourself five questions to get the best start for your story:

WHY?
Why am I telling this story?

Knowing your 'Why' becomes part of the context for your story - why is an issue important to the councils, to the community and to you?

WHAT?
What do I want to achieve with this story?

This helps you to understand what your goals are. Do you want more people to attend an event, volunteer, start a business, use the website rather than phoning the customer contact centre? Being clear about your goals helps you to measure the success of your story later, and helps the audience understand what they are being asked to do. Don't overcomplicate it!

HOW?
How am I going to tell this story?

This starts to help you think about the methods you'll use to tell your story. Sometimes, this will be a press release. Or, at others, a series of social media posts. Will you need images, video or a presentation to help?

OUR
WORDS

WHO?
Who is involved with this story? Who can help tell it and who will be affected by it?

The councils do nothing in isolation - everything that we do affects our communities in some way. As we work more closely with our communities, we will have a rich group of people to speak with us on important issues. This is known as 'social proof' and is a very powerful way to tell stories.

This will also help you decide on the tone of the story: an engineering story designed to be read by professional engineers will have a different tone to the same story designed to be experienced by every-day readers, for example.

WHEN?
When am I going to tell this story?

Knowing the best time to tell your story will help it stick in the mind of the audience much more firmly. Telling a Christmas story, in the height of summer for example, might not work as well as telling it in December!

Your Communications Team is on hand to help you with these questions, to be a critical friend as well as writers and photographers, advisors and media handlers!

Be clear

Over-complicated language, packed full of jargon, doesn't help us to communicate key messages clearly. At best, jargon-filled language results in people ignoring your message. At worst, it can cause significant upset and worry.

The Government Communication Service (GCS) has produced an excellent guide to many of the common habits that we all fall into: https://gcs.civilservice.gov.uk/gcs-launches-cross-government-style-guide/

Rather than producing a version of this guide specifically for Adur & Worthing Councils, use the GCS version as your starting point for all written communications.

Don't forget - these questions apply to everything from press interviews to Committee reports and each stage is important in helping the audience follow what you're doing, understand why it is important/how it affects them and how to get involved at the right moment.

OUR
WORDS

Inclusion of quotes from Executive Members

Our Executive Members directly accountable to the communities of Adur and Worthing for the actions of the councils.

We need to recognise this in our storytelling.

If you are telling a story about a council funded initiative, or an issue where the councils are active, you must include a quote from the appropriate Executive Member.

If your story spans both the Adur District and the Worthing Borough, you must make sure that both Executive Members are represented.

The councils are political organisations, and we need to be aware of that.

This applies whether you're working with your Communications Team on a press release, a thought-leadership article or staging an event in (or on) council property.

'And' another thing…

Using 'and' or '&' is important in helping us to tell our stories.

We are Adur **&** Worthing Councils. We work on behalf of the communities of Adur **and** Worthing.

When you are talking about the councils, always use the ampersand symbol (& - found above the 7 key on a standard keyboard).

When you are talking about the places, always use 'and'.

This is in line with our visual identity and also helps to make it clear when we are talking about the councils, and when we are talking about the places.

ADUR & WORTHING

COUNCILS