

Producing clear and effective information for the public

A guide for staff

Contents

Foreword

1. Introduction
2. Defining the identity
3. Application of the identity
 - 3.1 Public information
 - 3.2 Promotional merchandise
 - 3.3 Stationary
 - 3.4 Reports
 - 3.5 Presentations
 - 3.6 Displays
 - 3.7 Signs
 - 3.8 Vehicles
 - 3.9 E-mail
 - 3.10 Website
 - 3.11 Press
 - 3.12 Advertising
4. Bilingual requirements
5. Plain language
6. Useful contact details

Appendices

1. Logo and crest
2. Colours
3. Typefaces

Foreword

Dear colleague

Our corporate identity has been developed to help us reach our audience; the people who visit, live or work in Denbighshire, as effectively as possible. Strong and successful brands stand out in the crowd and are instantly recognisable.

We are aiming to achieve a positive and successful image for Denbighshire County Council and the corporate identity plays an important part in this. To get the most out of our investment in a corporate identity, we need to work together to make sure that a consistent style is used throughout the authority.

Denbighshire's corporate identity is not just a logo; it is the complete style of our communication. It is essential that the visual image of Denbighshire clearly communicates who we are and this can only be achieved by a consistent presentation of our image and attitudes in all forms of communication. We have an opportunity to improve perceptions and opinions and must not underestimate the value of our image.

This manual has been produced to support staff in providing the best possible image of the authority. Please help us build a strong and successful image for Denbighshire County Council by following these guidelines carefully.

Ian Miller, Chief Executive

1. Introduction

This document explains why it is important for Denbighshire to have and fully implement a corporate identity. The document explains what the identity is and how it should be used.

The application of the identity needs to be careful, consistent and rigorous. Every opportunity has to be utilised to present the same visual identity in a consistent way. This is not to eliminate individualism but to define a framework in which we can work creatively. It means that publications and other applications should contain common elements and should be instantly recognisable as belonging to Denbighshire.

A consistent approach will help enhance our public image. It will also assist with marketing initiatives to promote Denbighshire at home and abroad.

2. Defining the identity

The corporate identity has been developed to create an effective and recognisable representation of the authority.

The elements that go to make up the identity include:

- use of logo;
- colour;
- layout; and
- typeface.

3. Application of the identity

The consistent application of the identity will ensure a cohesive approach and unified image. It will also provide an opportunity to create a professional image. The identity must be applied to all areas of work including:

3.1 Public information

All public information and promotional material including booklets, leaflets, brochures, newsletters etc. must adhere to the corporate identity. All information materials must:

- use the corporate font;
- adhere to the bilingual policy (see section 4);
- use plain language (see section 5);
- use our logo (see appendix 1);
- say who to contact for further information and include contact details;
- say it is available in other formats and explain how to ask for these;
- carry the equal opportunities statement:

For a Braille, large print or tape version of this guide call free on 0800 243980.

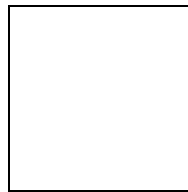
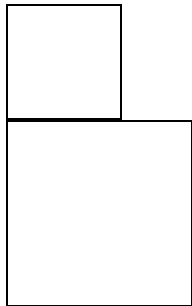
- show the date of publication;
- include our website address;
- contain appropriate representation in images e.g. people of various ethnicities/abilities, whether in photographic format or as an illustration (any photographic images must have appropriate written consent for use in print/on the website);
- inform the public that they can comment on or complain about council services;
- include information about other agencies or useful sources where appropriate;
- be checked for any legal implications; and
- be approved by the relevant service and the Corporate Communications Team before publication.

Consideration should be given whether the document is needed in the first place. Consideration should also be given to collaboration with other departments when producing information materials; some initiatives will have clear links to other departments, and joint promotion could be more effective and efficient.

N.B. Always apply for quotations and place orders through the Print Procurement Officer.

Useful tips:

- consider the best medium for your message or whether the information could be included in an existing document;
- use bold for emphasis;
- avoid using all upper-case letters and underlining;
- don't use italics for long text passages;
- always use captions with illustrations;
- use dashes and hyphens correctly;
- use white space graphically to invite your reader into the document;
- make sure you use a good tonal contrast between the type and the background;
- consider using information symbols which are easy to recognise and understand e.g.:



- put the title of an information booklet or leaflet at the top of the page, otherwise the title can be hidden when put in a display rack;
- use print that is large enough for people to see easily;
- when working out the cost, remember to take everything into account, including translation, other formats you might need, printing costs etc.;
- complete your consultations and make sure you are satisfied with the content **before** getting the work translated or taking it to a printer;
- when publishing addresses, telephone numbers and details of services provided by other organisations, always check that the information is correct and that they are happy with what you have written. You should also use a disclaimer when signposting to services provided by external agencies; and
- avoid using the 'Denbighshire green' for printed text. The 'Denbighshire blue' or black is much clearer.

3.2 Promotional merchandise

All promotional merchandise, such as biros or key rings, should carry our logo and where applicable, our website address.

3.3 Stationery

3.3.1 Letterheads

- A4, 297 x 210mm;
- White Croxley Heritage Recycled 80mg2;
- Pantone reflex blue, Pantone green 355 and black;
- The area to the left of the address is to accommodate any award logo, e.g. Investors in People (where applicable), Positive About Disabled People, Citizen's Charter etc.; and
- Welsh first to the left or above the English.

3.3.2 Compliment slips

- 1/3rd A4, 99 x 210mm;
- White Croxley Heritage Recycled 80gm2;
- Pantone reflex blue, Pantone green 355 and black; and
- Welsh first to the left or above the English.

3.3.3 Business cards

- Credit card size (portrait) 85 x 55mm;
- White Board 340gm2;
- Pantone reflex blue, Pantone green 355 and black; and
- Text on one side only, Welsh first to the left or above the English.

The Print Procurement Officer is available for advice and assistance regarding the above on 01824 712612.

3.4 Reports

All reports and minutes must be in arial font, size 12 with fully justified margins. For headings, use a font size at least two points bigger than the body text.

Avoid using block capital letters for emphasis, it makes words difficult to read, and looks as though YOU ARE SHOUTING. Stick to bold style for emphasis, don't underline. Avoid blocks of text in italics, the odd word is OK, but a block of italic text, especially if it's a small font size, is difficult to read.

Templates for committee reports can be found on the Lotus Notes Information Centre.

3.5 Presentations

A template in the corporate presentation style is available on the Denbighshire Information Centre. All presentations should reflect the principles of the corporate identity e.g. the use of corporate colours and logos. Consideration should also be given to any bilingual requirements.

3.6 Displays

Where possible, consideration should be given to using the Denbighshire blue and green when purchasing display boards. All information displayed must comply with the bilingual policy.

3.7 Signs

Our normal practice will be to ensure that all of our permanent and temporary signs, which give information to the public using text, will be bilingual with the Welsh and English text being treated equally with regard to size, legibility and prominence. As with written correspondence, the Welsh will be to the left of or above the English. We will adhere to this practice whenever signs are being installed for the first time, or whenever we are replacing signs unless prohibited from doing so by other legislation.

3.7.1 Internal

All individual office signs must be 150mm x 320mm and carry a vertical green stripe on the left and a vertical blue stripe on the right. The text on all signs must be bilingual.

3.7.2 External

All individual office signs must carry a vertical green stripe on the left and a vertical blue stripe on the right. The text on all signs must be bilingual, and in black text on a white background.

For guidelines on signs for historic and listed buildings, please contact Development Services on 8060.

3.8 Vehicles

All vehicles must be white with the logo placed on the front of the vehicle and the door.

The logo used on vehicles should be clear and kept clean. All vehicles should also carry the 'Driven Well' and 'Crimestoppers' stickers on the rear, as well as the bilingual website address.

All vehicles must also carry the blue and green stripe along the side of the vehicle, with the corporate logo in the centre.

All reference to vehicle livery should be referred to the Corporate Communications Team on 6222, or the Fleet Manager on 01745 839231.

3.9 E-mails

The authority has adopted a corporate signature style for e-mails.

All e-mails must be bilingual and include:

- your name;
- your job title;
- your department;
- your contact telephone number;
- your contact fax number;
- your e-mail address; and
- the website address.

Further guidance on creating your signature is available on the Denbighshire Information Centre.

3.10 Website

Our website www.denbighshire.gov.uk and youth website www.youthden.com will provide online information and services in both Welsh and English in accordance with our Welsh Language Scheme.

We will adhere to guidelines on bilingual website design provided by the Welsh Language Board that stipulates the provision of:

- dynamic web page language switching;
- intuitive linguistic navigation;
- consistent provision of Welsh content across our websites;
- equal prominence to material in Welsh and English;
- bilingual documents that can be downloaded from websites; and
- material concerning nature of the Welsh language itself (e.g. Welsh Language Scheme).

When providing publications online, we will publish both Welsh and English content at the same time, except where these are produced by another organisation and the publication is unavailable in both languages.

3.10.1 Emergency information

In emergency situations, where people's health, safety and/or welfare are at risk, urgent communications may be published in English only. Where this happens, the Welsh version will be published as soon as is reasonably practicable.

3.10.2 Branding

To provide a consistent, corporate online presence, all web pages must be displayed in a similar style, format and layout. This will be facilitated with the use of a Content Management System (CMS) that includes standard web page templates.

We will primarily support Microsoft's Internet Explorer browser – however we will aim to ensure that web content is displayed consistently across other popular Internet browsers such as Mozilla Firefox.

All standard text will be displayed, in black, arial font type, size 10. All links to other pages ("hyperlinks") will be displayed in blue. Bold type may be used for page section headings only. Page titles should not be repeated within the body of the web page.

The use of tables will be limited to displaying information that is suited to a tabular format only.

3.10.3 Website images

Website images should be limited in size to provide fast page loading times. Images will be managed by the central web team and re-sized and/or cropped as appropriate.

As a general rule, 'GIF' images should be used to display graphics such as logos and clip art. 'JPEGs' should be used for photographs. Alternative ('Alt') text should be provided for all images to assist text to speech software and accessible browsers for people with visual impairments.

3.10.4 Standard web page features

We will aim to display the following on all of our web pages:

- a website banner with links;
- language switch facility (Welsh / English);
- font size control (for accessibility purposes);
- search box;
- link to website disclaimer; and
- link to privacy policy.

3.10.5 Additional websites

Council services and partnerships will publish web content on the corporate websites only.

Where council services or partnerships intend to procure and/or develop websites independently, this must be in accordance with both Customer Care and ICT policies.

The requesting service must justify the procurement and/or development of a new website and this must be approved by the Head of Customer Care.

For further information please contact the Web Team on 01824 712672.

3.11 Press

Any advertisements placed in English language newspapers (or similar material) distributed mainly or wholly in Wales will be bilingual. In Welsh language publications advertisements will be in Welsh only with a brief summary in English.

Television, cinema and radio advertising will be conducted in Welsh and English. Television campaigns which appear on S4C during Welsh programming hours will be in Welsh or bilingual. Television campaigns which appear on ITV Wales will be in English. Radio campaigns broadcast on Radio

Cymru or during Welsh language programmes on commercial radio stations will be in Welsh.

Our normal practice will be to avoid using Welsh language subtitles or dubbing adverts into Welsh, other than for the hearing impaired. Telephone response lines and other ways of responding to campaigns in Wales will be bilingual or will include a Welsh response service. This should be arranged in conjunction with the Corporate Communications Manager at all times.

3.12 Advertising

All job advertisements and public notices are placed by the Corporate Communications Team. A bilingual copy must be forwarded to the team, who will set and place the advertisement.

The corporate standard for an advert is:

- logo in the top left corner;
- Investors in People (where applicable), Positive About Disabled People or any other relevant logos to the right of the Council logo;
- bilingual website address;
- Welsh above or to the left of the English address; and
- franklin gothic typeface.

Advertisements must be bilingual unless:

- they are for a Welsh essential post, in which case it can appear in Welsh only with a one line English explanation at the end. For example, this advertisement is for a Welsh translator for which the ability to speak Welsh is essential; or
- they are appearing in a UK wide national newspaper or professional journal, in which case, if appropriate, they can be in English only.

Our monthly newspaper for Denbighshire residents, County Voice must be used to advertise all job vacancies at grade 8 and below, other than those requiring a particular qualification or skill; these exemptions should be advertised through North Wales Newspapers or the relevant professional journal and should be authorized by the relevant Corporate Director. County Voice must also be used for all other general advertising, except that associated with tourism or economic development which needs to market an attraction to a wider audience.

4 Bilingual requirements

We believe that our image should reflect the fact that we live in a bilingual community. All publicity, public information, exhibition and advertising material must be produced bilingually.

Our normal practice will be to publish material with the Welsh and English versions together in one document and with the Welsh above or to the left of the English¹.

If the Welsh and English versions have to be published separately (for instance, where a single document would be too lengthy or bulky), both versions will be equal with regard to size, prominence and quality and both versions will be available simultaneously and will be equally accessible. Each version will note clearly that the material is available in the other language.

When staffing exhibitions stands and displays, our normal practice will be to ensure that suitably qualified Welsh speakers attend, as necessary.

Where we use items supplied by other organisations such as Royal Mail franking services or Business Reply services we should encourage the supplier to supply these services bilingually.

5 Plain language

We are committed to producing clear, jargon-free information.

Try to:

- use a good average sentence length - a line of body text should normally contain 60 to 72 characters, or about 10 to 12 words;
- use everyday words;
- give information in a logical order;
- use lists and bullet points;
- think of your audience;
- be personal and polite;
- be careful with grammar, punctuation and spelling;
- for emphasis, use **lower case bold** rather than BLOCK CAPITALS; and
- use "active" verbs instead of "passive" ones. For example, "*we made* a mistake in assessing your claim" rather than "a mistake *was made* in assessing your claim".

Do not:

- print in block capitals;
- underline text;
- use brackets;
- use abbreviations;
- use acronyms without explaining what they mean;

¹ We may use Welsh only branding for some initiatives such as the Urdd.

- use jargon, Latin or technical terminology;
- include direct phone numbers or e-mail addresses for individual staff members;
- be vague; and
- Use Capitals Where They Are Not Needed!

6 Useful contact details

Although this manual is a comprehensive guide, there will be occasions when a requirement will not be adequately covered. Under these circumstances, please contact the Corporate Communications Team or the Customer Care Team.

The Corporate Communications Team can help with plain language and any press or public relations issues, tel.: 01824 706222/6007.

The Print Procurement Officer can suggest design and printing firms that can be used and advise on cost-effectiveness, tel.: 01824 712612.

The Corporate Translator can arrange to have the information translated into Welsh, tel.: 01824 708115. If the information is to be published on the website, you should inform the Corporate Translator as your department will not be charged for the translation.

Sign Shop	2138
Corporate Equalities Co-ordinator	6515

www.plainenglish.co.uk

Cymraeg Clir
www.bangor.ac.uk/ar/cb/cymraeg_clir.php

Logo and crest

There are two versions of the logo:

Logo 1 with the wording County Council

The main logo must be used for the following:

- stationery;
- reports;
- forms;
- posters;
- leaflets;
- web pages;
- building signs;
- presentations;
- exhibition boards; and
- promotional material.

If in doubt, use this logo.

Logo 2 without the wording

The secondary logo is used only for the following:

- road signs;
- vehicles;
- uniforms; and
- published material promoting Denbighshire as a location for industry or tourism.

Coat of arms

This is used only on the Chairperson's stationery and for civic occasions, such as Chairperson's events. It can be used in full colour or black and white. For details regarding its use, other than the above, please contact the Chairperson's Office on 6196.

Logo in detail

An area around the logo, called the 'control field', has been devised in which no other items, such as type or other logos, must enter. The space is equal all around and is the width of the castle element of the logo.

The logo in black and white:
The logo reversed out:

This graphic should not be distorted in any way.

Individual departments should not carry their own logos. Departments should carry the corporate logo at all times.

DRAFT

Typefaces

For the logo:

- Perpetua
- *Perpetua italic*
- **Perpetua bold**
- ***Perpetua bold italic***

For reports and websites:

- Arial
- **Arial bold**

For promotional material:

- **Helvetica bold**
- Helvetica narrow
- Helvetica roman

For press advertisements:

- Franklin gothic
- *Franklin gothic italic*
- Franklin gothic bold
- ***Franklin gothic bold italic***

Colours

The colours for our logo are Pantone green 355 and Pantone reflex blue.

These colours are based on the Pantone range of colours and are pre-mixed inks.

Pantone green 355

This is the standard which must be used for Denbighshire green in spot colour printing.

CMYK (green 355)

100% cyan
0% magenta
91% yellow
6% black

Pantone reflex blue

This is the standard which must be used for Denbighshire blue in spot colour printing.

CMYK (reflex blue)

100% cyan
72% magenta
0% yellow
6% black

Silkscreen and paint colours

The paint colours are blue 5002 and green 6029.