Visual identity manual

One Torbay: creating a consistent and coherent visual language for Torbay Council

V1.3: July 2020

TORBAY COUNCIL

Introduction

Torbay Council provides hundreds of local services, placing it at the heart of the community.

By following this manual, we can clearly and consistently communicate the services we provide. This helps local people feel more well informed about what we do, which influences satisfaction levels our overall reputation.

Everyone who works for the council has a role in shaping our reputation and delivering better value for our customers by ensuring our identity is correctly implemented.

One Council, One voice

Our customers are not interested in which department provides the services they need.

We should always present ourselves as one organisation. We are Torbay Council.

This approach improves efficiency by reducing duplication and avoiding unnecessary sub-brands.

Making it easier for staff

We've created a suite of templates so it's quick and easy to produce a report, write a letter or create a PowerPoint presentation. If you cannot find a template suitable for your needs, please email design@torbay.gov.uk

If you need to use the logo for promotional purposes please contact the communications team who will advise you.
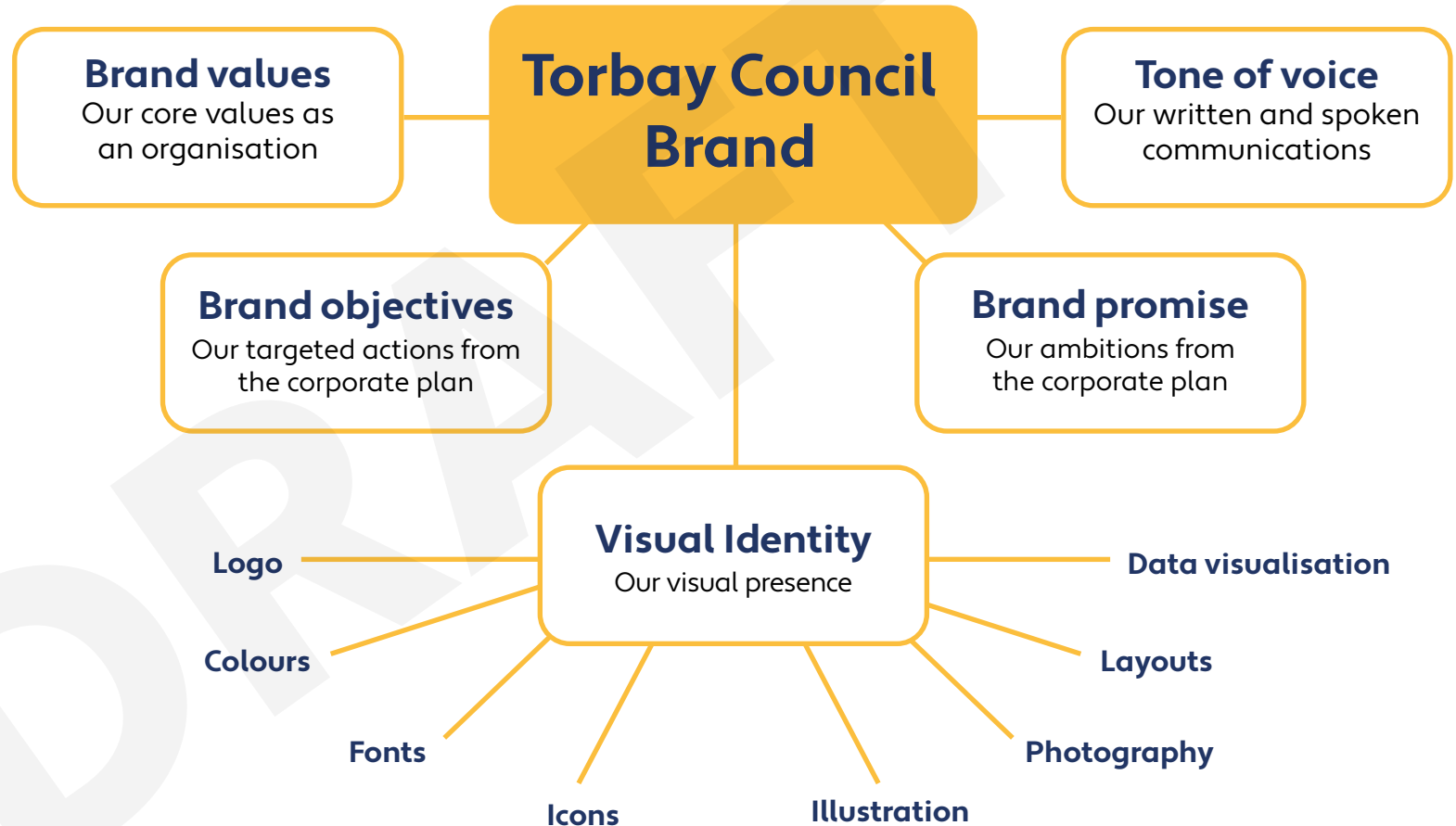
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What is our visual identity?

The diagram below shows the elements that make up our visual identity, and how this fits into the wider council brand.

However, it is not enough to simply use the correct logo, colours and fonts. The content, format and quality of materials are equally important, and can enhance or damage our reputation, so it is important that consistently high standards are maintained across the organisation .

Key princples

Inclusive

Visual communications are clear and straightforward.

They meet accessibility requirements, both digitally and in print.

Our visual language takes the needs of the audience into consideration, and is relevant and relatable.

Appropriate

We put our audience first, considering the comms channel and message when determining the design approach.

Publicity materials are relevant and always link to our Corporate Plan.

We balance impact with cost-effectiveness.

Engaging

Our visual language mirrors our tone of voice:

- professional and approachable
- honest and helpful.

Logo

The council logo was updated in December 2019 to take into consideration the following:

Legibility

The text is all the same size, and uses a clear, more legible typeface.

Why is this important? This means it can be used successfully at a small scale, in single or full colour, on digital and printed media, websites, or alongside partner logos.

Longevity

The typeface itself is timeless, with no additional graphics that may become dated.

Why is this important? Some items carrying the council logo have a long lifespan (eg signage should expect to last 10 years). By keeping the logo simple, we can refresh other elements of the identity in the future without needing to replace everything.

Flexibility

There are one and two-line options, plus a version with the .gov.uk suffix.

The layout allows for endorsements to be added for partnership/commissioned work.

The initial ' T ' can also be used for social media profile icons, and as a graphic element in publicity (see layouts section)

The Torbay Council logo is protected by law. It is a UK trade mark owned by the Torbay Council. Only original artwork files for the Torbay Council logo should be used. You should not attempt to recreate it yourself.

Staff tip: Creating documents? Check out the 'Layouts and templates' section for staff resources. If the format you require is not listed, please contact design@torbay.gov.uk

Versions

There are a number of versions of the logo. Please refer to the guidelines below and choose the most appropriate version for your materials.

Primary logos

TORBAY COUNCIL

TORBAY.GOV.UK

Single line 'Torbay Council' – to be used when the primary purpose is ownership/involvement (for example signage, uniforms, policy documents etc).

Single line 'torbay.gov.uk' – to be used when the primary purpose is to direct viewers to website. This version is used on all digital materials.

Colour variations

TORBAY COUNCIL

TORBAY COUNCIL

Colour version – for use on white backgrounds only

Black version – for use on light coloured/ photographic backgrounds

TORBAY COUNCIL

TORBAY COUNCIL

Reversed colour version – for use on PMS 294 only

White version – for use on dark coloured/ photographic backgrounds

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Alternative layout

TORBAY COUNCIL

Two line 'Torbay Council' – to be used when a more rectangular shape is needed (eg alongside other partner logos, on uniforms, or when the single line version would appear too small)

Endorsement logo

The following version is available on request for contractors, partners and other organisations who are producing materials that need to show our involvement.

The 'working with' strapline is suitable for most scenarios, such as projects/events which we have supported either financially or with our own resources.

The council keeps a database of all external organisations who have been granted permission to use the endorsement logo. If you are working with us and wish to include the logo on your materials, please email design@torbay.gov.uk

working with
TORBAY COUNCIL

working with
TORBAY COUNCIL

How to use the logo

Leaving clear space around the logo

All variants of the council logo should always have clear space around it (called an exclusion zone). This makes sure that it is not compromised by other elements and helps it stand out.

The exclusion zone is equal to the height of the letter 'O' in 'Torbay'

TORBAY COUNCIL

**TORBAY**
COUNCIL

TORBAY.GOV.UK

Preferred sizes

The following section shows the preferred width of the Torbay Council logo.

These dimensions have been devised to fit with the grid layouts below. Materials larger than A4 should be scaled proportionately, using the same 3 column grid.

On printed materials, the preferred position is bottom right, with the text aligned to the lower margin. Please see the 'layouts and templates' section for examples of materials, including stationery, reports and publicity.
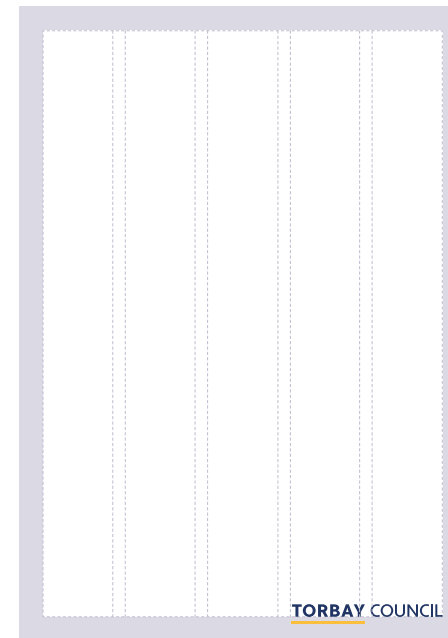
A4 – 60mm wide
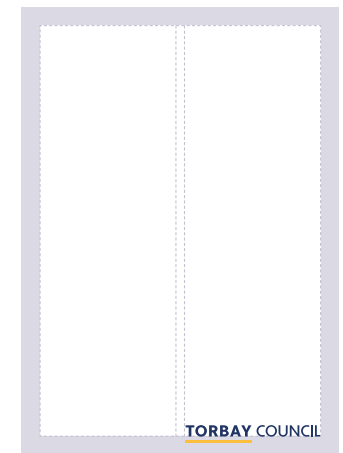10mm margin, 3 columns with 5mm gutter
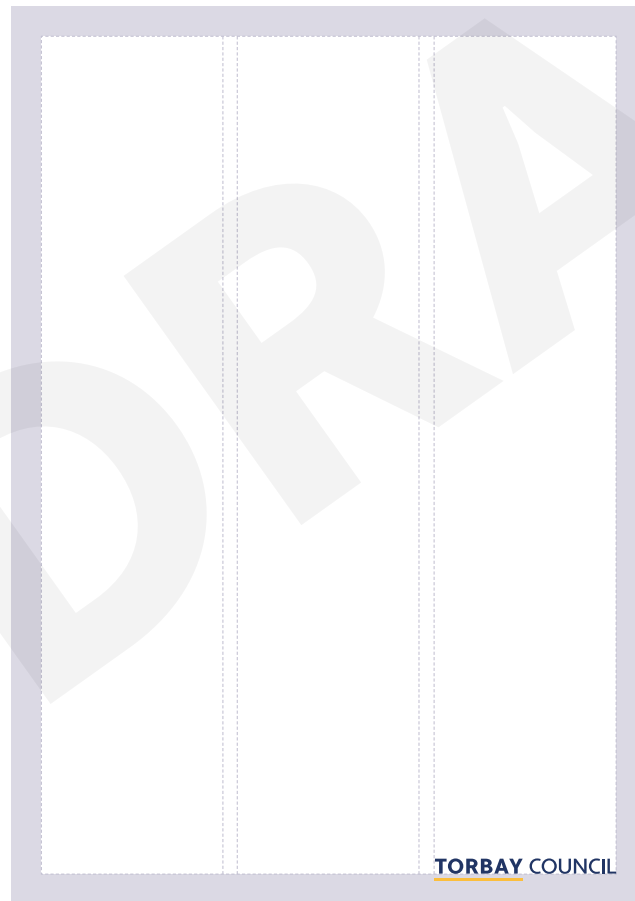
A5 – 50mm wide
8mm margin, 5 columns with 4mm gutter

A6 – 45mm wide
8mm margin, 2 columns with 4mm gutter

TORBAY COUNCIL

TORBAY COUNCIL

TORBAY COUNCIL

Preferred sizes

Minimum print size

The council logo has been designed to retain legibility even when reproduced at a small scale. On items smaller than A6 (eg press ads) please use whichever version works best in the space available.
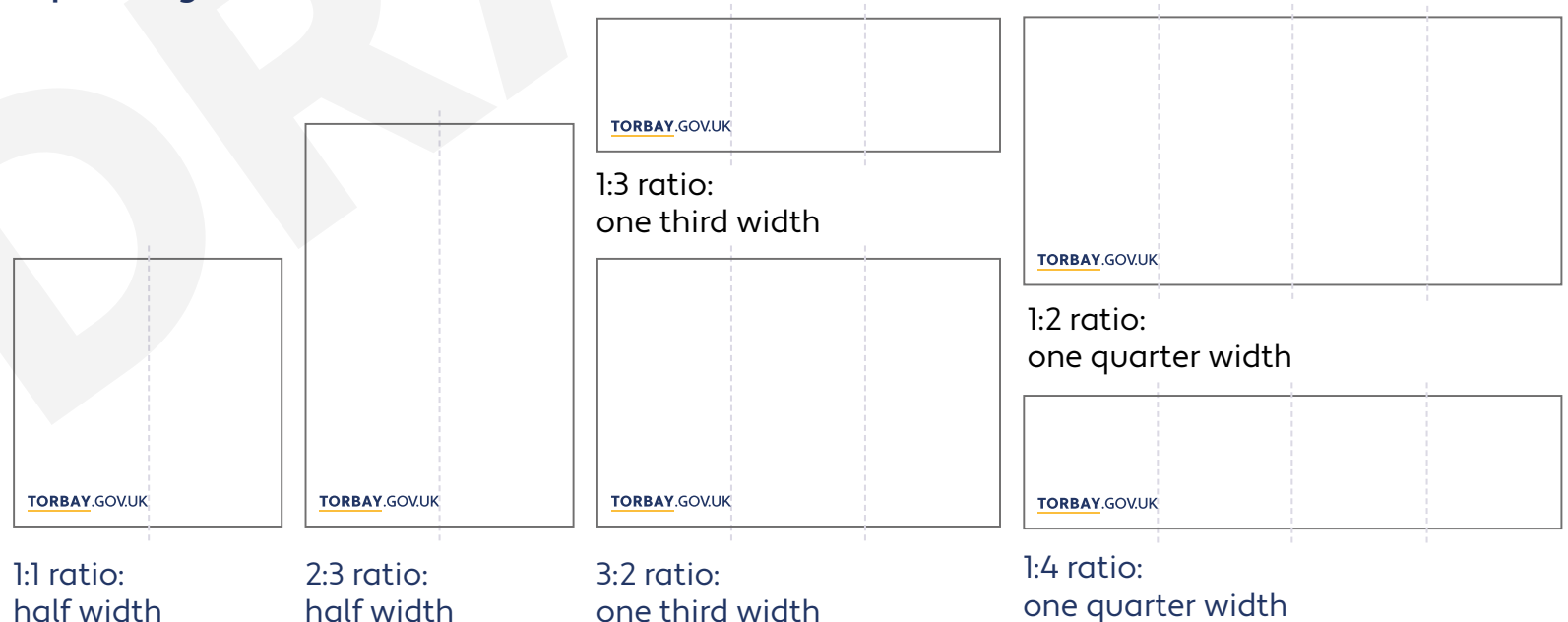
single line version
– 40mm wide

TORBAY COUNCIL

two line version
– 20mm wide

TORBAY
COUNCIL

Digital graphics

The following princples include both graphics for social media, the website and online adverts. All digital graphics should use the torbay.gov.uk version of the logo and follow the preferred proportions below.

For more detailed information on structure/layout of the corporate website, please see separate guidelines.

TORBAY.GOV.UK

1:3 ratio:
one third width

TORBAY.GOV.UK

1:2 ratio:
one quarter width

TORBAY.GOV.UK

1:1 ratio:
half width

TORBAY.GOV.UK

2:3 ratio:
half width

TORBAY.GOV.UK

3:2 ratio:
one third width

TORBAY.GOV.UK

1:4 ratio:
one quarter width

What not to do!

Please use the logo as it has been provided; it should not be altered, redrawn or any special effects added. Here are a few examples of what not to do...

TORBAY COUNCIL	TORBAY COUNCIL	TORBAY COUNCIL
Do not skew	Do not rotate	Do not fade or tint
TORBAY COUNCIL	TORBAY COUNCIL	TORBAY COUNCIL planning dept
Do not distort	Do not change colours	Do not add text
TORBAY.GOV.UK /EVENTS	TORBAY COUNCIL	TORBAY COUNCIL
Do not add website addresses	Do not add special effects	Do not redraw

Colours

The colour palette has been updated to meet current web accessibility requirements. Vibrant, optimistic accent colours balance the more formal dark blue.

It should only be used in the combinations shown below (text not to scale).

294
RGB 0 47 108
HEX 002F6C
CMYK 100 74 0 45

12 point *

12 point *

2252
RGB 0 167 74
HEX 00A74A
CMYK 92 0 96 0

18pt regular*
14pt bold*

18pt regular*
14pt bold*

24pt regular*
20pt bold*

30% tint
RGB 199 225 198
HEX c7e1c6
CMYK 28 0 29 0

12 point *

2925
RGB 0 156 222
HEX 009CDE
CMYK 75 18 0 0

18pt regular*
14pt bold*

18pt regular*
14pt bold*

24pt regular*
20pt bold*

30% tint
RGB 199 223 244
HEX C6DFF5
CMYK 26 6 0 1

12 point *

3272
RGB 0 164 153
HEX 00A499
CMYK 100 0 51 0

18pt regular*
14pt bold*

18pt regular*
14pt bold*

24pt regular*
20pt bold*

30% tint
RGB 166 228 223
HEX A6E4DF
CMYK 38 0 18 0

12 point *

178
RGB 255 88 93
HEX FF585D
CMYK 0 70 57 0

18pt regular*
14pt bold*

18pt regular*
14pt bold*

24pt regular*
20pt bold*

30% tint
RGB 249 204 201
HEX F9CCC9
CMYK 0 27 16 0

12 point *

239
RGB 219 62 177
HEX DB3EB1
CMYK 14 81 0 0

18pt regular*
14pt bold*

18pt regular*
14pt bold*

24pt regular*
20pt bold*

30% tint
RGB 250 202 230
HEX F6CAE0
CMYK 1 0 29 0

12 point *

136
RGB 255 191 63
HEX FFBF3F
CMYK 0 22 83 0

18pt regular*
14pt bold*

24pt regular*
20pt bold*

30% tint
RGB 255 232 198
HEX FFE8C6
CMYK 0 11 27 0

12 point *

*Minimum font siz

Colours

The colour palette can be used to reflect the council's four Corporate Plan visions.

Each vision has been assigned an accent colour, which provides a direct link back to the corporate plan and reinforces delivery of each project.

This has the benefit of breaking down departmental silos, as messaging is framed around these actions, rather than individual teams, and specifically demonstrates how the council is delivering the objectives outlined in the corporate plan.

Internal messaging — Core council messaging — Council fit for the future — Tackling climate change — Thriving economy — Thriving people

Staff tip: Creating documents? All staff templates are preset with the council's colour palette.

Fonts

The council's corporate font is Apertura, which is available via Adobe Fonts. It has a number of features making it easier to read, including:

- a single storey 'a'
- a slight serif on the letter 'l' (which stops it being confused with a capital 'i')
- large spacing between each letter

This font should be used for all professionally designed materials, with the exception of campaign headlines, which can use any other typeface that is appropriate for the specific message (provided it meets legibility requirements)

Corporate typeface: Apertura

Aa

The quick brown fox jumps over the lazy dog

abcdefghijklmnopqrstuvwxzy
ABCDEFGHIJKLMNOPQRSTUVWXZY
1234567890?!£

Substitute typefaces

If Apertura is not available, then **Futura** can be used for professionally designed materials. In Canva, **Poppins** should be used as a substitute.

All materials produced by staff should use **Arial**. This includes

- emails
- letters
- Word documents
- Powerpoint presentations
- Excel charts

Fonts

How to set out text

The guidelines below follow advice from the the UK Association for Accessible Formats (UKAAF) about making information accessible.

1   For clear print use a minimum type size of 12 point. For large print use a minimum type size of 16 point

2   Use a legible typeface

3   Avoid italics, underlining and large blocks of capital letters

4   Use adequate line spacing

5   Left align text

6   Keep text horizontal

7   Provide a good contrast between text and background

8   Avoid overlapping text and images

9   Use a clear and consistent layout

10 Use non-glossy paper

Photography

Our imagery should:

■ add value to the materials it is used on

■ be realistic, current and relevant to the local area

■ reflect the council's core values and corporate visions

■ be positive – show the solution rather than the problem

■ be of good quality and have all the relevant permissions

©ERBID

Illustration

Two illustration styles have been chosen for council materials conveying service information (see layouts section for advice about campaigns) These have a number of benefits:

- Create consistenty across council departments

- Materials are more readily recognisable as belonging to the council

- Saves time, as staff will be able to select images from a library, rather than source themselves.

Style 1: People illustrations

Style 2: Outline style illustrations

Illustration

Charts / diagrams / tables

Staff templates have been pre-loaded with the council's corporate colour palette, so should generate in the correct colours automatically. Please refer to the colour combinations on page 12 to make sure you are following accessibility requirements.

Torbay population by ward

Ward	2017 population estimates		
	Total pop	0-4 pop	% of ward aged under 4
Barton with Watcombe	11925	867	7.3%
Churston with Galmpton	7018	251	3.6%
Clifton with Maidenway	8415	518	6.2%
Cockington with Chelston	7988	422	5.3%
Collaton St Mary	2306	159	6.9%
Ellacombe	8030	550	6.8%
Furzeham with Summercombe	10327	394	3.8%
Goodrington with Roselands	7385	284	3.8%
King's Ash	7471	555	7.4%
Preston	10335	480	4.6%
Roundham with Hyde	8074	413	5.1%
Shiphay	8215	472	5.7%
St Marychurch	12240	580	4.7%
St Peter's with St Mary's	6650	317	4.8%
Tormohun	12269	729	5.9%
Wellswood	6597	188	2.8%
TOTAL	135245	7179	5.3%

Torbay population by ward
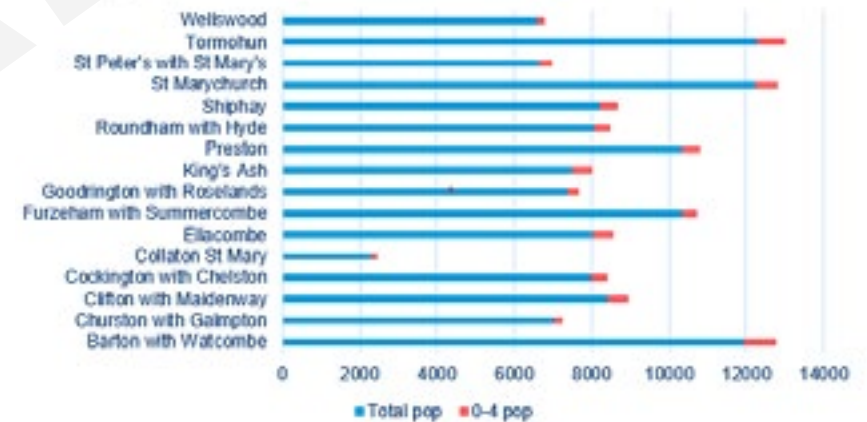
Staff tip: When selecting a chart/table style from Microsoft Word/Excel, please choose something simple with a plain background and no special effects (eg 3d or drop shadows).

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Layouts and templates

Stationery

When a customer receives correspondence from the council, the experience should be the same, regardless of which department they communicate with. A series of stationery templates have been created to make this possible, as follows:

1 Letterhead
Download a word template from InSight

2 Email signature
Download a template from InSight

3 Business card
Send your contact details to design@torbay.gov.uk and your print order to printing@torbay.gov.uk

4 Compliment slip
Send your print order to printing@torbay.gov.uk
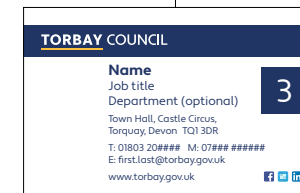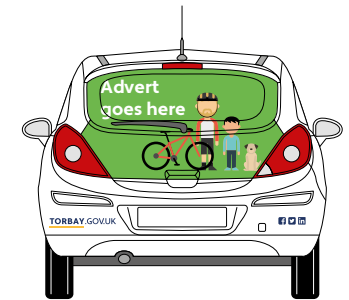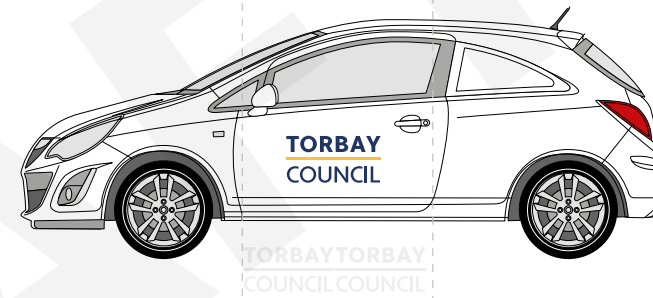
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Layouts and templates

Corporate items

Please contact the communications team if you need to produce any item which carries the council logo, who will be able to provide you with artwork, or liaise with manufacturers on your behalf.
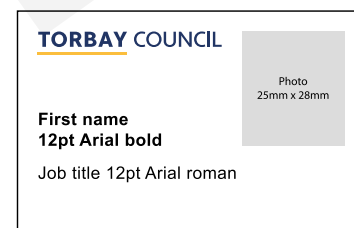
Signage

Vehicle livery

Name badge

Layouts and templates

Uniforms - key points

All measurements quoted below are based on 100mm wide logo, but can be reproduced from 80mm to 110mm. wide depending on space available. Please mock up logo at 100mm then scale accordingly.

- Logo to appear on left chest area of uniform
- Service area name to always appear above logo
- Clearance area of 1 ½ time height of letter 'O' between logo and text
- Font should be Apertura bold
- If Apertura is not available, then please use Futura
- Minimum font size 32pt, max font size 60pt
- Text to fit width of logo if possible within these font sizes
- Text should not extend beyond width of logo
- Split onto two lines if needed
- Text aligned left
- Use 'and' rather than '&'
- Use title case (camel case)
- Use colour logo on white uniforms only. For coloured uniforms choose either black or white – whichever is more visible.
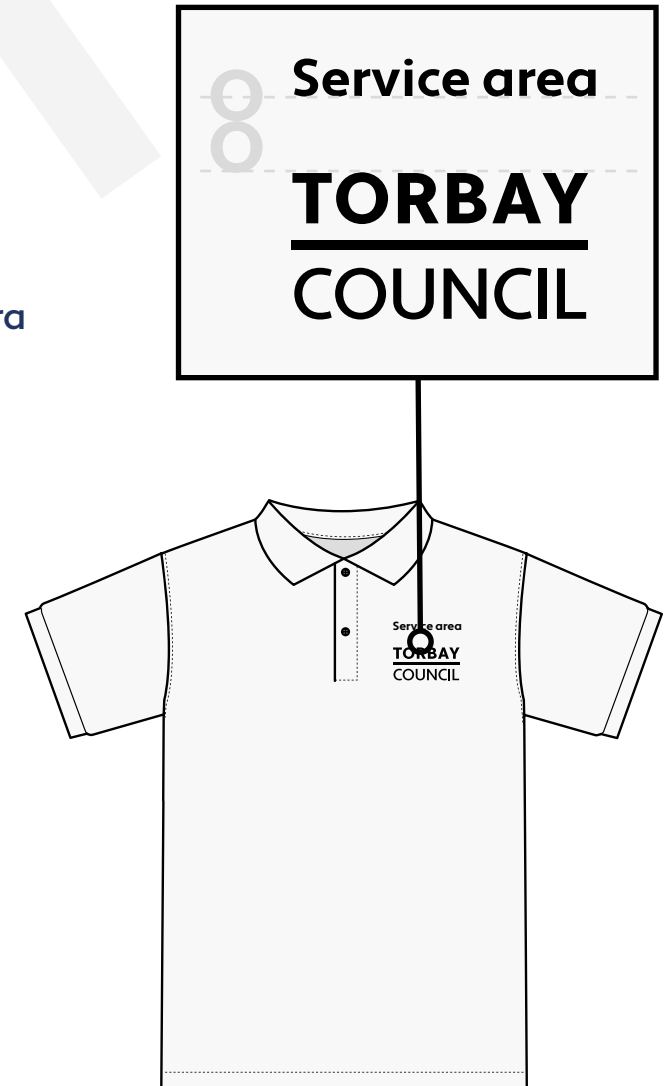
Layouts and templates

Public notices
Please use the following layout guidelines when creating public notices.

- If Apertura is not available, please use Arial.

- All text should be ranged left.

- Headings should be in title case.

- Please see page 8 for instructions on how much clear space to leave around the logo.

Public Notice Title
Subtitle (policy/legislation it relates to)

Body text of notice Officidis quia solorep eliquo iunt dipis sitatur aut doluptibea pro mint faces utemporunt lacea.

Demped quidunt porerna tentiis ium volum ipsa nem nosa volorum ius eost dionsecatia veri totati ditates sitaestibus volores.

Date and contact details go here.
line 3
line 4

TORBAY COUNCIL

One column notice

Heading: 8pt bold

Sub heading: 8pt regular

Body text: 8pt regular

Footer text: 8pt regular

Logo: 20mm wide, left aligned

Public Notice Title
Subtitle (policy/legislation it relates to)

Body text of notice Officidis quia solorep eliquo iunt dipis sitatur aut doluptibea pro mint faces utemporunt lacea demped quidunt porerna tentiis ium volum ipsa nem nosa volorum ius eost dionsecatia veri totati ditates sitaestibus volores ex et min ra quis aceriorpore dolor mod qui omnihit poria conet.

Sint, consequam incilla qui nestibu sanisquiati sequate mporporios sunt et occum qui niminciis eum vendio volo tetur alignat essunt destibus, erepro ium, simod quatur, adit quunt latum fuga. Fuga. Soluptur?

Si consed ma dolorporatur aut intes praes excesequi aturem voloratus eicatur, volorumquo in non plitas ut labor accullab Pici omnimus. Everia dit volorro ditibus escia dusdaes es santur?

Date and contact details go here.
line 3
line 4

TORBAY COUNCIL

Two column notice

Heading: 9pt bold

Sub heading: 9pt regular

Body text: 8pt regular

Footer text: 8pt regular

Logo: 20mm wide, right aligned

Layouts and templates

Service information

These items follow the layout guides on pages 9/10 and are produced by the Communications team. If you are planning to produce materials for your service, please email design@torbay.gov.uk to discuss your requirements.

Poster

Social media graphic

leaflet

email newsletter

Layouts and templates

Campaigns

Visuals for campaigns have more flexibility than standard materials, as they are designed to influence the behaviour or opinion of a specific audience, rather than simply convey information.

Campaign headlines can use any typeface that is appropriate for the specific message, provided it meets legibility requirements. Similarly, illustrations/graphics are not restricted to the two styles set out on page 17.

Poster

Social media graphic

Layouts and templates

Corporate templates
A suite of templates have been created and are available on insight. This will make it quick and easy for you to produce reports, write a letter or create a PowerPoint presentation.

Report

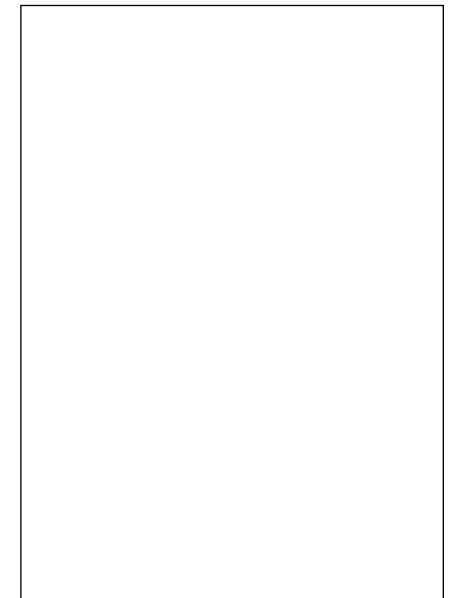**Powerpoint**

Agenda

Briefing

Partnerships and contracted services

The council works with external organisations in many ways, including partnership arrangements, commissioned services and tender agreements.

It is important that the council's involvement is acknowledged on materials, so that Torbay's council tax payers understand where and how we are spending their money.

Council-led partnership projects

- Use Torbay Council's visual identity, following the layout guides on pages 9/10.

- If a single partner, place partner logo bottom left

- If multiple partners, place other logos alphabetically, equally sized, and use **two line version** of council logo in bottom right corner

Externally-led partnership projects

- Please use the council logo equally proportioned to the other logos. As above, please use the one line version if one partner, or the two line version if multiple partners.

LOGO

TORBAY COUNCIL

Contracted services

- Please contact the communications team to request permission to use the logo.
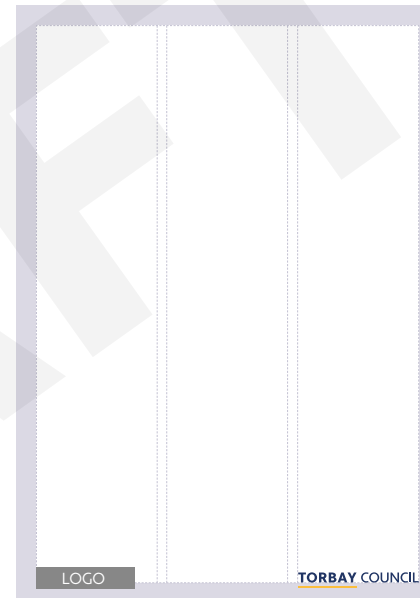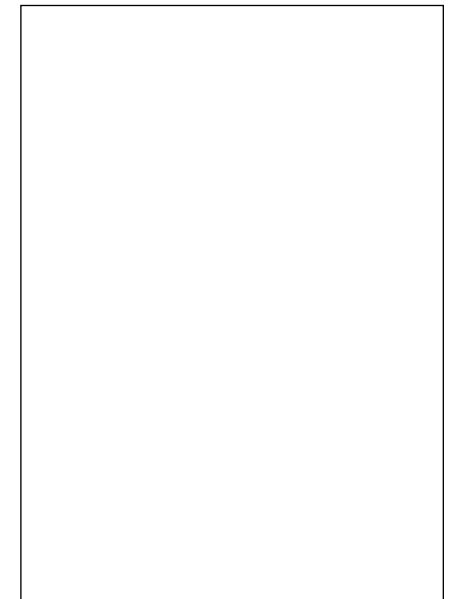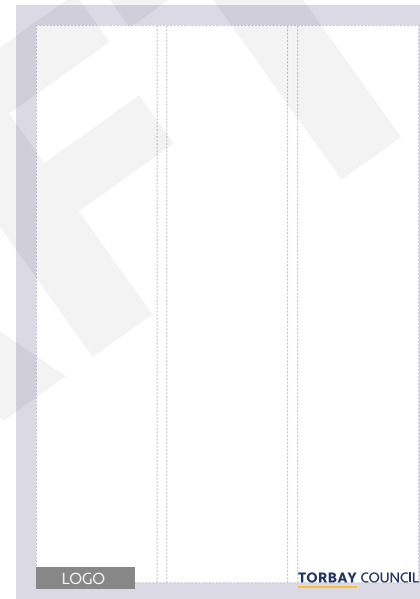
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Externally-led partnership projects

- Please use the council logo equally proportioned to the other logos. As above, please use the one line version if one partner, or the two line version if multiple partners.

LOGO

TORBAY COUNCIL

Contracted services

- Please contact the communications team to request permission to use the logo.

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Sub brands

General princples

The main council identity shoud be used for all council communications. However, there may be instances where it is appropriate to create a sub brand, which links to, but is distinct from the main identity.

- Sub brands should never be created for individual council departments.

- There is no need to include the coucil logo as well as the sub logo, but the appropriate strapline should be used if space allows.

- Unless instructed otherwise, sub brands should follow all other princples of the main council logo – for example instructions about fonts, photography and accessibility.

At the time of publication, there are currently two sub brands: SWISCo (a wholly owned council company) and Tor Bay Harbour (administered by council staff, but self-funded).

Tor Bay Harbour

This identity uses the bright blue from the council palette, with a logo that mirrors the style of the main council logo.

TOR BAY HARBOUR

TOR BAY HARBOUR

The following strapline should always accompany any materials produced by the Harbour Authority: **Delivering harbour, beach and marine services for Torbay Council.**

Terms of use

Overview

- If granted permission to use Torbay Council's visual identity, you will do so in accordance with our terms.

- Licences may be granted for a number of reasons. This includes, but is not limited to:
  - organisations creating items on our behalf (for example, uniform manufacturers, design agencies)
  - organisations providing a service on our behalf (for example, contractors or parnership arrangements)
  - approved suppliers of goods/services (for example recruitment agencies, catering services)

- Permission is granted on a case-by-case basis.

- Our grant of permission at one point does not prevent us from revoking that permission at a later point. Any revocation can be for whatever reason and at the complete discretion of the Council.

- Torbay Council owns its identity and branding devices / logos and these are protected by law.

- Torbay Council's identity is provided 'as is' and must not be altered in any way.

- You agree to use the Torbay Council identity in accordance with our guidelines.

Complete visual identity terms and conditions

1. If Torbay Council approves your request to use the logo, you agree to be bound by the following terms and conditions (the "Agreement").

2. You agree to comply with Torbay Council's visual identity guidelines. So long as you do so, and provided that Torbay Council expressly approves your permission request,

Torbay Council grants you a non-transferable, non-exclusive, royalty-free limited license to use the Torbay Council logo set forth in your corresponding Permission Request Form for the sole purpose and duration set forth therein.

3. Permission will be granted for the duration of the contract/project/partnership.

4. If an organisation wishes to publicise their involvement with the council (for example by including the council logo on a list of previous clients) they may do so for up to 2 years after the contract/partnership/project end date.

5. Licences will be granted per organisation, with a single point of contact. This person will be responsible for ensuring that items produced by their organisation are in accordance with these terms and conditions.

6. If you are producing materials on behalf of or in partnership with Torbay Council, please send a mock up to design@torbay.gov.uk prior to production, so that we can check these guidelines have been used correctly.

7. If you produce similar items on a regular basis, you will only need to send the first item for approval.

8. Torbay Council reserves the right in its sole discretion to terminate or modify your permission to display or use the Torbay Council identity, and to take action against any use that does not conform to these terms and conditions, infringes any Torbay Council intellectual property or other right, or violates applicable law.

9. Except as set forth above, nothing herein grants or should be deemed to grant to you any right, title or interest in or to the Torbay Council visual identity.

10. You agree not to challenge or assist others to challenge the Torbay Council visual identity (except to the extent such restriction is prohibited by applicable law), and you agree not to register or attempt to register any sub-brands, domain names, trademarks, trade names, or other distinctive brand features that may be similar to those of Torbay Council.

11. The Torbay Council logo is provided "as is" and must not be altered in any way.

12. You may not assign your rights or delegate your obligations under this Agreement without Torbay Council's prior written consent. This Agreement is not intended to benefit, nor shall it be deemed to give rise to, any rights in any third party. This Agreement, the Visual Identity Guidelines, and the Permission Request Form, constitute the entire agreement between the parties with respect to the subject matter hereof.

Updates

V1.2: April 2020

- Public Notice layouts
- Partnership layouts
- Sub brands

V1.3: July 2020

- Uniform layouts
- Font usage
- Terms and conditions
- Colour palette
- Hyperlinks added to navigation