

Branding Guidelines



Tendring
District Council



INVESTORS
IN PEOPLE | Gold

Introduction

Every day Tendring District Council communicates with residents, businesses and other organisations. Having a strong and consistent identity for the council raises awareness of our services and can help raise satisfaction among residents.

These guidelines aim to unify our communications so the council appears as a single professional organisation. The guidelines provide details of how we will achieve consistency and these must be followed when producing material that bears the Tendring District Council brand.

While every effort has been made to describe simple and clearly our brand guidance, if further guidance is required please contact the Communications and Public Relations Manager.

Contents

Branding Guidance Contents

The Council Logo	3
Brand Position	4
What not to do with the logo	5
Venues & Locations	6
Fonts	6
Images & Photography	7
Literature Templates	8
Non-core Literature	9
Partnerships	10
Vehicle Liveries	11
Signs	11
Advertising	12
Stationery	13
Email Sign Off	14
PowerPoint Template	14

Council logo

The Tendring District Council logo should be used on all communications on or behalf of the Council.

Individual Council Departments and teams should not have their own logo, nor modify the logo as prescribed in these guidelines, as this can cause confusion and reduce consistency.

The Tendring District Council Logo consists of the words 'Tendring District Council' alongside the graphic of the Tendring shield.

The precise position and proportion of all elements of the logo is fixed and must always be produced as shown here. The elements must never be re-drawn or modified in any way.

Where possible the Tendring District Council logo should be displayed in green on a flat white background. If the logo is used on a coloured or textured background ensure that the background is tonally even and is either sufficiently light or dark so that the logo is easily legible.

There are alternative versions which can be used. The full colour crest version (with black writing) should only be used for civic purposes. There is an all white version which should only be used where the black or green versions cannot be.

It is acceptable to use the wording only, without the crest, in a digital format (particularly mobile-friendly) where using the image would conflict with accessibility and best practice guidelines.

Tendring
District Council



Tendring
District Council



Colour	Pantone	Web safe colours (RGB)			Hexadecimal
		Red	Green	Blue	
	355	0	158	73	009E49

Where has our logo come from?

The crest was created in 1974 when the five smaller councils were amalgamated to form Tendring District Council. The crest is based on the arms of Harwich and Clacton with a reference to Frinton, Walton and Brightlingsea.



Brand position

Clear space

You should ensure adequate clear space around the logo as shown below. This is equivalent to the width of the 'T' in the word Tendring. This clear space should be completely clear of typography and any other graphic devices.



A guide to sizing

The size and position of the Tendring District Council logo is critical in creating documents that are easily recognisable. The table below details the standard size that should the logo should be on all publications. Should it be necessary to deviate from these sizes, then clarification should be sought from the Communications & PR Manager.

Publication size	Logo width
A5 (210x148)	50mm
A4 (297x210)	70mm
A3 (420x297)	100mm
A2 (594 x 420)	150mm
A1 (841x594)	180mm
A0 (1189x841)	220mm

What not to do with the logo

You must never:

1. Change the colour of the logo
2. Use the crest alone
(NB—you can use the wording alone in a digital setting)
3. Place the logo on a background that does not have enough contrast in colours to make it easily visible
4. Distort the logo
5. Reposition the logo on the left hand side of the text
6. Increase the space between the text and the crest.
7. Use the full colour crest for any purpose other than civic purpose.
8. Change the typefaces
9. Put the logo in a white box on top of an image or coloured background
10. Use any previous version of the logo that you may still have access to.



Venues and locations

Council venues, such as the Princes Theatre or Lifestyles Health Club at Clacton Leisure Centre, can have their own logos. These should be used alongside the Tendring District Council logo, so it is clear that the facility is in partnership with or provided by Tendring District Council.

Fonts

The Council's main font is Arial. This font should be used on all printed communications.

Various weights or italic versions of this font may be used to add emphasis to items. This font must be used for text or design purposes, on all core literature. Other fonts can be used on professionally designed non-core literature to allow more scope for creative design.

Arial ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
 abcdefghijklmnopqrstuvwxyz

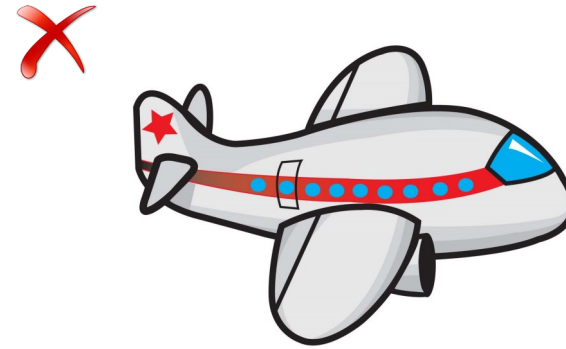
Arial Black **ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789)**
 abcdefghijklmnopqrstuvwxyz



Images and photography

Taking care when selecting an image can make a big difference to the end message and result. Ensure that when you are choosing an image that it reflects the message that you are trying to create. The following points may help selecting the right images:

- Do not use clip art, it looks unprofessional
- If taking your own digital pictures make sure the pictures are high resolution
- Images should be relevant to your text and positively reflect on what is trying to be achieved
- When using pictures of people ensure they are representative of the community and be conscious of GDPR
- Avoid using images from the internet. The resolution is normally not good enough to use in print, and copyright may be an issue
- Pictures should be of the local area and include both the coast and countryside to ensure that it is representative of Tendring's geographical diversity



Literature templates

There is a standard template for all printed leaflets and information booklets. This is designed to ensure the Council's visual identity is presented in a professional and consistent way, while allowing for a creative design treatment for the document's cover.

There are different rules for the Council's core and non-core literature.

Core literature

The design templates for core literature are intended to introduce a consistent look and feel to the Council's permanent printed materials. This is important because it presents a professional image for the Council and makes it easy for customers to quickly identify the information they need.

Core literature covers permanent information about the Council and the services that are provided.

Examples of this would range from the annual council tax leaflet, to Council strategies such as the Corporate Plan.

It is considered that all material produced by the Council is core, unless there is a good case for them to be considered to be non-core.

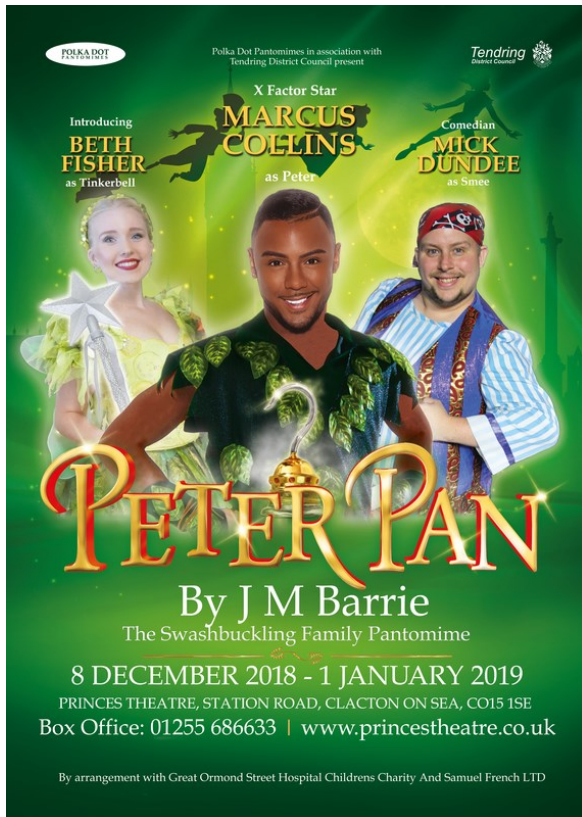


Non-core literature

Non-core literature is promotional information that the Council produces to market an event or campaign. The information will have a limited shelf life with a definite start and end date.

While Council branding remains important on non-core literature, it is lower profile than on core literature. It recognises that these types of materials need to promote Council activities more strongly, often in a commercially competitive situation.

The final decision on whether literature is core or non-core literature rests with the Council's Communications & PR manager.



Polka Dot Pantomimes in association with Tendring District Council present

Introducing **BETH FISHER** as Tinkerbell

X Factor Star **MARCUS COLLINS** as Peter

Comedian **MICK DUNDEE** as Smee

PETER PAN

By J M Barrie
The Swashbuckling Family Pantomime

8 DECEMBER 2018 - 1 JANUARY 2019
PRINCES THEATRE, STATION ROAD, CLACTON ON SEA, CO15 1SE
Box Office: 01255 686633 | www.princes theatre.co.uk

By arrangement with Great Ormond Street Hospital Childrens Charity And Samuel French LTD



Your New Collection Service

FROM JUNE 2019

- Fortnightly wheelie bin collections for household waste
- New Bank Holiday collections
- Weekly food waste collections
- Continue to recycle using your red and green boxes

Tendring District Council

For more information on your recycling & refuse collections go to www.tendringdc.gov.uk

Tendring District Council



£5.00

THERE BUT NOT THERE

CLACTON AIRSHOW OFFICIAL PROGRAMME

AUGUST 23RD & 24TH 2018

23RD & 24TH AUGUST 2018
CLACTON AIRSHOW

Tendring District Council

THE COMMEMORATION OF THE CENTENARY OF WORLD WAR I

WWW.CLACTONAIRSHOW.COM

Radio Airshow
BBC ESSEX
01255 621411

Partnerships

Where Tendring District Council works jointly with other organisations, for example Essex Police or NHS North East Essex, joint publications may be produced. Both organisations may have their own set of brand guidelines.

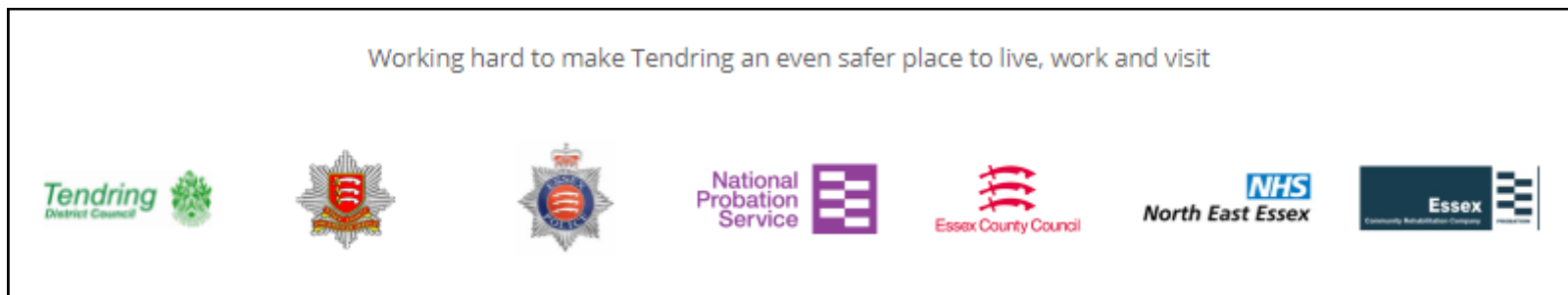
Depending upon the nature of the publication or sign, the Tendring District Council logo should appear in the bottom corner in the same way as the core documents with adequate clearance from other elements, or, as in the case right, at the top with the partner and subject title. Partner logos should be in a row beside it, or opposite the TDC logo. There will be cases where this will not be possible, please ask the Communications and Public Relations Manager for guidance.

Tendring District Council's logo should be equally prominent to that of its partners.

There will sometimes be cases where all partner logos are replaced by a partnership logo, for example the Tendring Community Safety Partnership.



The Tendring
Community Safety
Partnership



Vehicle liveries

Our vehicles are our presence on Tendring's roads. Clear and consistently branded vehicles mean residents will be able to recognise council vehicles wherever they are and will raise the profile of the Council's services.

The most appropriate style of livery depends on the vehicle itself, the service and how the vehicle will be used. Common sense should prevail in the positioning in every case.



Uniforms

Staff who work in the public domain within our buildings or out and about in the District (such as Reception and Theatre staff, our Ranger team and Dog Wardens) are provided with uniforms which bear the Council logo. This enables the public to identify and approach our workforce easily.

Signs

Signs give our customers an easy and quick way to identify a council building or service. They must give a professional and consistent image for the Council.

The Council has a standard design for signs that is used for most signs. In a few places it may be appropriate to use an alternative design that is sympathetic to the environment in which the sign is placed.

Advertising

The council uses many different forms of advertising. These can include newspaper adverts, Princes Theatre adverts, job vacancy adverts and outdoor advertising.

Adverts should be professionally designed to ensure they achieve the marketing objective for the advert and are consistent with the Council's brand guidelines.

Recruitment adverts should follow the standard template designed on the website by Human Resources.

Here is an example advert for the Princes Theatre.

MONSTERS BALL
AT THE
PRINCES THEATRE
Clacton-on-Sea

MUSIC **CHILDRENS ENTERTAINER**
GAMES **SWEETS**
FAMILY FUN

PRIZES FOR BEST COSTUMES ON THE NIGHT

WEDNESDAY 24TH OCTOBER FROM 5PM
TICKETS £3.50 ADULT, £3.00 CHILD, £12.00 FAMILY OF 4

WHO YOU GONNA CALL!! BOX OFFICE 01255 68 66 33
BOOK ONLINE: WWW.PRINCESTHEATRE.CO.UK

LIKE US ON FACEBOOK PRINCES THEATRE FOLLOW US ON TWITTER PRINCES THEATRE
Tendring District Council

Stationery

The Council's stationery is one of the most common branded materials that our customers will see. It's important that all Council Departments use the Council's stationery consistently to present a professional image. Council Departments **must not** customise or alter corporate stationery.

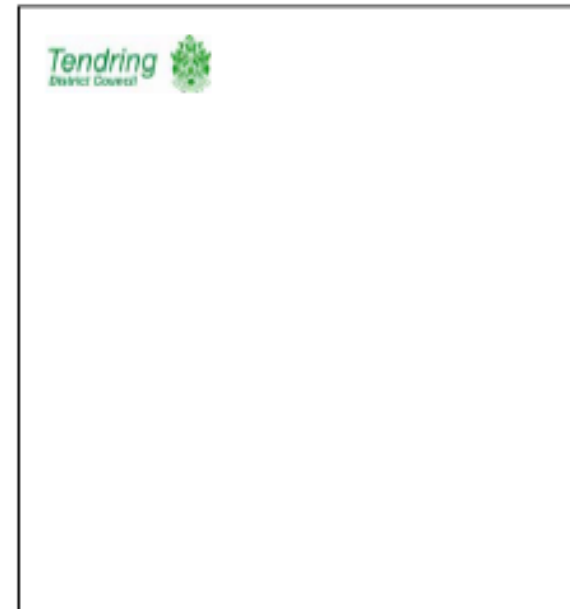
The three main types of Council stationery that are available are:

- A4 letterhead
- Compliments slips
- Business cards

An MS word template (available from the intranet) is available for use with the A4 letterhead to ensure letters are laid out consistently and include important information for our customers. Wherever possible the TDC logo should be included on the electronic template and letters printed onto plain paper to reduce costs of printing letter-headed paper.

The Print Unit will only print Council stationery that conforms with these guidelines. Letterheads should not be printed. The MS Word template should be used for all day-to-day correspondence.

Letterhead



Business Card



Email sign off

To set up an email signature, use the templates set up on the Tendring District Council IT system.

This avoids different people having a different look to each of their emails. It also keeps a consistent file size to each. The font should be Arial, size 12, as per the main body of the e-mail.

Always use the template rather than recreating the signature yourself. The template can be found by searching for 'e-mail signature' on the intranet. It is within the Good Practice Guide for Managing Documents & Other Records.

Officer Name
Officer Job Title
Name of Department Unit
Tendring District Council
Tel: 01255 68xxxx
Fax: 01255 68xxxx
Minicom: 01255 475566
Web: www.tendringdc.gov.uk

PowerPoint template

To create a PowerPoint presentation, use the templates available on the TDC intranet.

This ensures that there is consistency in the layout and style of presentations undertaken by the Council. Use the default font colour and sizes within the template.

