Dartford
Borough Council

Brand Guidelines
December 2010 – v1

DARTFORD
BOROUGH COUNCIL

0.0 > **Contents**

DARTFORD
BOROUGH COUNCIL

Our identity is important. The Dartford Borough Council brand image is more than just a name or a logo. It immediately identifies who we are and what we stand for.

We need to ensure that the way we brand and promote our services is the right image – responsive, committed and professional. Every time we use our logo we send a message about the quality of our services, about the value we place on the delivery to residents and our partners.

We want people to see us as a first class council - whether online or through a leaflet, it should be clearly branded and immediately obvious that it is Dartford Borough Council.

We must also ensure that what we produce is relevant, clear and meets the information requirements of our audiences. All our communications must be consistent in establishing, reinforcing and amplifying our brand image, our standards, our values and our aims.

This guide aims to help you produce better communications that conform to Dartford Borough Council's brand identity. It shows you how to apply the Dartford Borough Council style. Please help us to continue to build stronger, clearer branding across the council and use these guidelines to embed best practice.

These guidelines have been designed to introduce and help you apply the Dartford Borough Council brand and corporate identity. Whether you are a member of staff or a supplier, you must follow these guidelines.
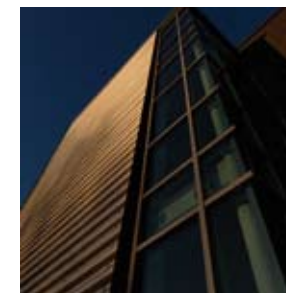
DARTFORD
BOROUGH COUNCIL

Purpose

The Dartford Borough Council logo has been developed as a definitive and instantly recognisable identity. The purpose of these guidelines is to create a clear identity and make Dartford Borough Council's services more visible to more people.

Use of logo

The Dartford Borough Council logo is the public face to our staff, residents, partners and the wider community. It is our signature and it needs to be used correctly. It should always be positioned clearly, prominently and consistently to maximise its impact.

The Dartford Borough Council logo should never be too close to another company name or logo, it should sit in a clear space. The logo may only be reproduced in the main corporate colour (DBC blue), black or white.

Any company or individual that wants to use the Dartford Borough Council logo must do so within the established guidelines. Permission may be granted to others on application.

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The Dartford Borough Council logo has been developed as a definitive and instantly recognisable identity.

Use of name

When referring to Dartford Borough Council in text it should always appear in upper and lower case.

Appearance

The Dartford Borough Council brand is in a fixed relationship that does not change. An agreed slogan or strapline will be used on the website and marketing collateral. Always originate the logo from master artwork and do not re-draw or modify the Dartford Borough Council logo in any way.

Our vision

At the heart of the Borough's vision - to make Dartford the place of choice for living, working and enjoying leisure time - is a commitment to improving facilities and creating opportunities for existing residents. Our logo reinforces this commitment.

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Core colours

	DBC Blue	DBC Green
Pantone	**306 C**	**376 C**
CMYK	**C:70 M:0 Y:0 K:0**	**C:40 M:0 Y:100 K:0**
RGB	**R:0 G:192 B:243**	**R:167 G:205 B:57**
HTML	**00c0f3**	**99cc33**

Colour is an intrinsic element in the visual identity of the Dartford Borough Council brand. Do not use other colour combinations.

As well as appearing in DBC blue or black, it may also appear in white, 'reversed out' of a coloured background.

The Dartford Borough Council blue is used in the logo and it can also be used for body copy and headlines. Black and white can also be used. Dartford Borough Council green may be used as an accent colour.

The logo must be prominent without being over powering. Each option is available in eps and jpeg formats in spot colour, process colour and RGB colour formats.

A 'seasonal palette' or colour combination may be introduced as and when required for specific projects such as the Summer Festival, the Christmas Campaign and the children's leisure programme - Summer Sizzlers.

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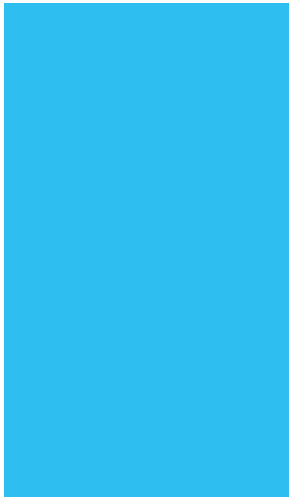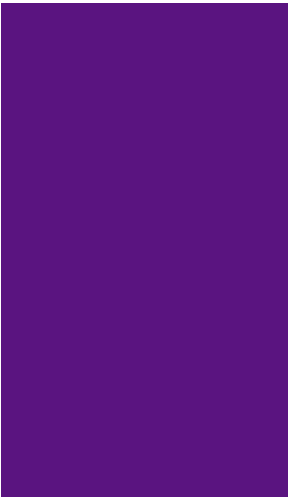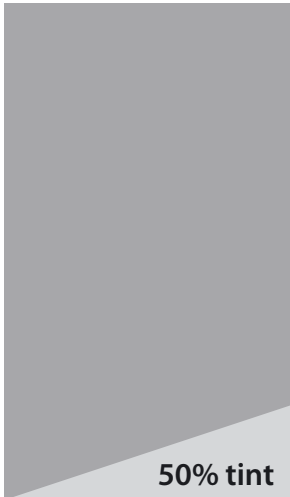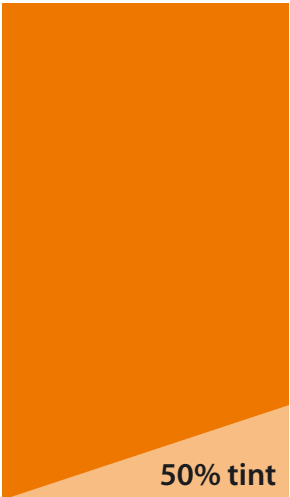
DARTFORD
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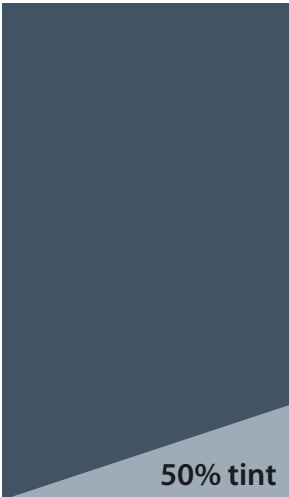
Colours

Colour is an intrinsic element in the visual identity of the Dartford Borough Council brand. Do not use other colour combinations.

Brand primary colours

	DBC Blue	DBC Green	DBC Purple	DBC Grey 1	DBC Grey 2	DBC Aqua	DBC Orange
Pantone	306 C	376 C	2607C	Cool Grey 8 C	7546 C	329 C	158 C
CMYK	C:70 M:0 Y:0 K:0	C:40 M:0 Y:100 K:0	C:81 M:100 Y:0 K:7	C:0 M:1 Y:0 K:43	C:33 M:4 Y:0 K:72	C:100 M:0 Y:46 K:46	C:0 M:61 Y:97 K:0
RGB	R:0 G:192 B:243	R:167 G:205 B:57	R:84 G:41 B:136	R:160 G:160 B:164	R:65 G:89 B:104	R:0 G:108 B:103	R:245 G:128 B:37
HTML	00c0f3	99cc33	542988	a1a1a4	425968	006c67	f58025

50% tint 50% tint 50% tint 50% tint

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Pattern and council terms

Pattern

The Dartford Borough Council pattern can form a key part of the Dartford Borough Council look. It can be used with the brand colour, plus white.

Council terms

As a general guide follow these rules:

- Dartford Borough Council – use upper and lower case
- Dartford Borough – use upper and lower case
- the council – council is in lower case
- the borough – borough should be used in lower case
- the cabinet – cabinet should be in lower case
- cabinet member – both in lower case
- overview and scrutiny committee – lower case for all
- councillor – in lower case
- member – in lower case
- dates should be expressed as 2004-5 (rather than 2004/5)

In documents the first mention of the council should be in terms of 'Dartford Borough Council', thereafter `the council' is acceptable.

Logo: use of backgrounds

The full colour logo may only be reproduced on a solid background. When using the logo on material being printed in mono (black and white), black and white versions of the logo have been created, the version used should have contrast between it and its background, i.e. if the background colour is black or a dark grey, the white logo should be used. As a rule the logo may only appear in black, white or DBC blue. The logo may appear on any colour solid background.

Colour

Primary reversed logo

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Primary white out logo

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Colour

Secondary reversed logo

DARTFORD
BOROUGH COUNCIL

Secondary white out logo

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Mono

Mono reversed logo

DARTFORD
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Mono white out logo

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Use of straplines

If only ALL councils were like DARTFORD

If only ALL councils were like DARTFORD

If only ALL councils were like DARTFORD

If only ALL councils were like DARTFORD

To help tailor the Dartford Borough Council brand to each potential audience, a blue version and a black version have been created.

The lead strapline is
'If only ALL councils were like DARTFORD'.
This is made of up two elements and the examples show the specific strapline and in no way should you try to re-create any part of the Dartford Borough Council brand.

Please note:

There are special circumstances in which this strapline may be used. Please contact the communications team (see page 27) for guidance.

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Logo: positioning
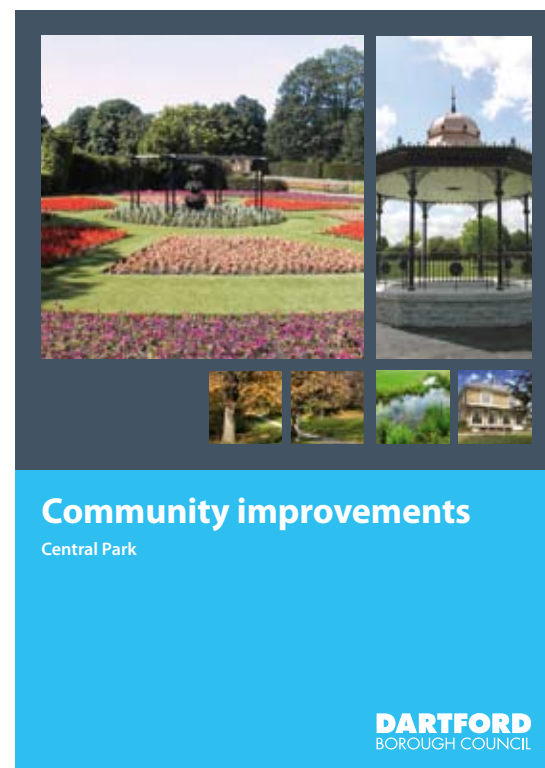
The position of the logo must be the bottom right hand corner, the only exception to the rule is online material.
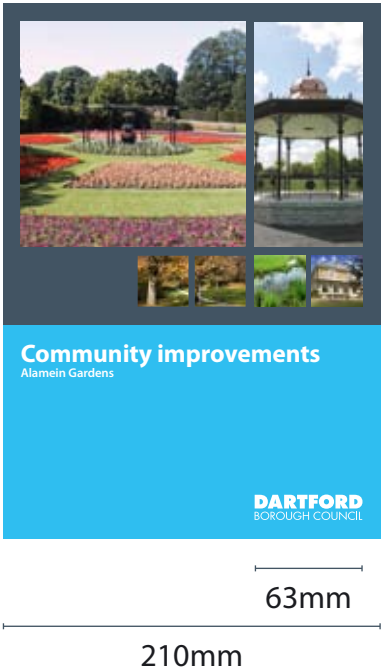
If the Dartford Borough Council logo is positioned within a range of other logos and is the lead organiser or sponsor, the Dartford Borough Council logo should appear first and more prominently. Positioning and size of logo may change subject to lead organiser or sponsor.

Portrait

Landscape

Community improvements
Central Park

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Community improvements
Central Park

DARTFORD
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Logo: minimum sizes / clear space

Minimum sizes

25mm

Minimum sizes - A4 - 30% of width

Community improvements
Alamein Gardens

63mm

210mm

Clear space

Minimum sizes

These are governed by the size of the materials; however, as a guide the logo should be a minimum of 20% the width of the document being produced. The minimum size is 25mm.

On A4 documents the logo should be 30% the width of the document with a 2.5cm left hand margin and a 1.25cm top margin. The preferred size is 40-60mm wide. On an A5 page, the ideal size for the logo is 35-40mm wide.

Clear space

To maintain legibility of the Dartford Borough Council logo, a clear area has been established around it. The exclusion zone shows where no other object, text or image should be placed. To establish the clear area, use the height of the 'D' in the top line of the logo.

Logo: incorrect usage

Whenever using the Dartford brand please ensure you always use the correct artwork file for the media in which it will appear.

Common misuse includes stretching or distorting the brand mark, using unauthorised colourways, showing the mark on a poor contrast background or trying to re-create the mark using an alternative font.

To avoid weakening the logo, do not misuse it. Here are some incorrect uses.

Do not stretch, squash or change any element of the logo. Do not change its colour or use outlines.
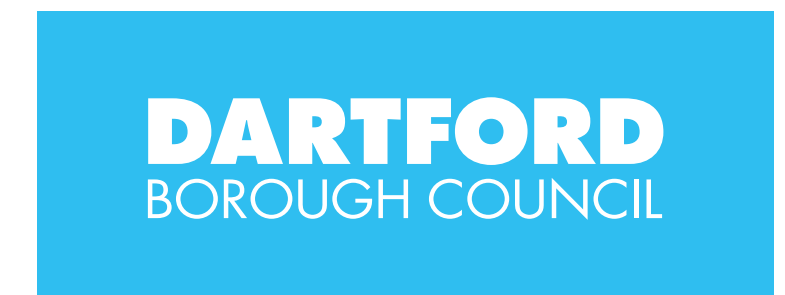
Typography for branding

A further way to establish a recognised and professional identity is to use consistent typefaces (or fonts) that are clear and easy to read. Myriad is the Dartford Borough Council typeface. Dartford Borough Council fonts were chosen for their distinctive personality and presence to give clarity and strength.

Primary typefaces

Myriad Roman

ABCDEFGHJIKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Myriad Bold

ABCDEFGHJIKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Myriad Italic

ABCDEFGHJIKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Myriad Bold Italic

ABCDEFGHJIKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Secondary typefaces (for web)

Arial Roman

ABCDEFGHJIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Italic

ABCDEFGHJIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Italic

ABCDEFGHJIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Italic

ABCDEFGHJIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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Produced materials

Type	Typeface	Guidelines
Main title	**Arial Bold, 18pt**	Leading caps, centred, no full stops, black or DBC blue
Headings	**Arial Bold, 14pt**	Leading caps, left ranged, no full stops, underlined, black or DBC blue
Sub-headings	Arial Regular, 12pt	Leading caps, left ranged, no full stops, underlined, black
Body copy	Arial Regular, 10pt	Leading caps, left ranged, full stops, black
Side captions	Arial Regular, 10pt	Leading caps, left ranged, full stops, black
Calls to action	Arial Regular, 12pt	Use rectangular boxes to highlight calls to action. 20% fill DBC blue wherever possible.

Reports

Bold and medium weights are used for headlines and emphasis, while regular and light should be used for body copy. Where Myriad cannot be used - e.g. body copy online – then Arial should be used.

Internal reports

Front sheet templates for internal reports and cabinet/committee items have been produced. These are available from the communications team.

There are also templates for committee report documents available on the intranet.

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Business cards

Logo size: 25mm wide

First name Last name
Font: Myriad Bold
Font size/leading: 12pt/15pt
Colour: Pantone 306 U

Job title
Font: Myriad Italic
Font size/leading: 9pt/11pt
Colour: Black (100k)

Email contact
e: Firstname.lastname@dartford.gov.uk
Font: Myriad
Font size/leading: 9pt/11pt
Colour: e: - Pantone 306U/text - Black (100k)

Phone contact
t: 01322 343XXX
Font: Myriad
Font size/leading: 9pt/11pt
Colour: t: - Pantone 306U/text - Black (100k)

Mobile contact (optional)
m: 07XXX XXXXXX
Font: Myriad
Font size/leading: 9pt/11pt
Colour: m: - Pantone 306U/text - Black (100k)

Fax contact (optional)
f: 01322 343XXX Font: Myriad
Font size/leading: 9pt/11pt
Colour: f: - Pantone 306U/text - Black (100k)

Website address
w: www.dartford.gov.uk
Font: Myriad
Font size/leading: 9pt/11pt
Colour: w: - Pantone 306U/text - Black (100k)

Stationery

Please do not try to alter any aspect of the stationery set and do not try to recreate it. Stationery templates have been created. Please contact the communications team to obtain the correct file.

Printed letterheads and compliment slips can be obtained by completing a Printing Instruction Form and taking it to the finance department between 8.30am and 10.00am each day.

Business cards

Business cards are landscape and are printed in two colours – blue and black, both sides.
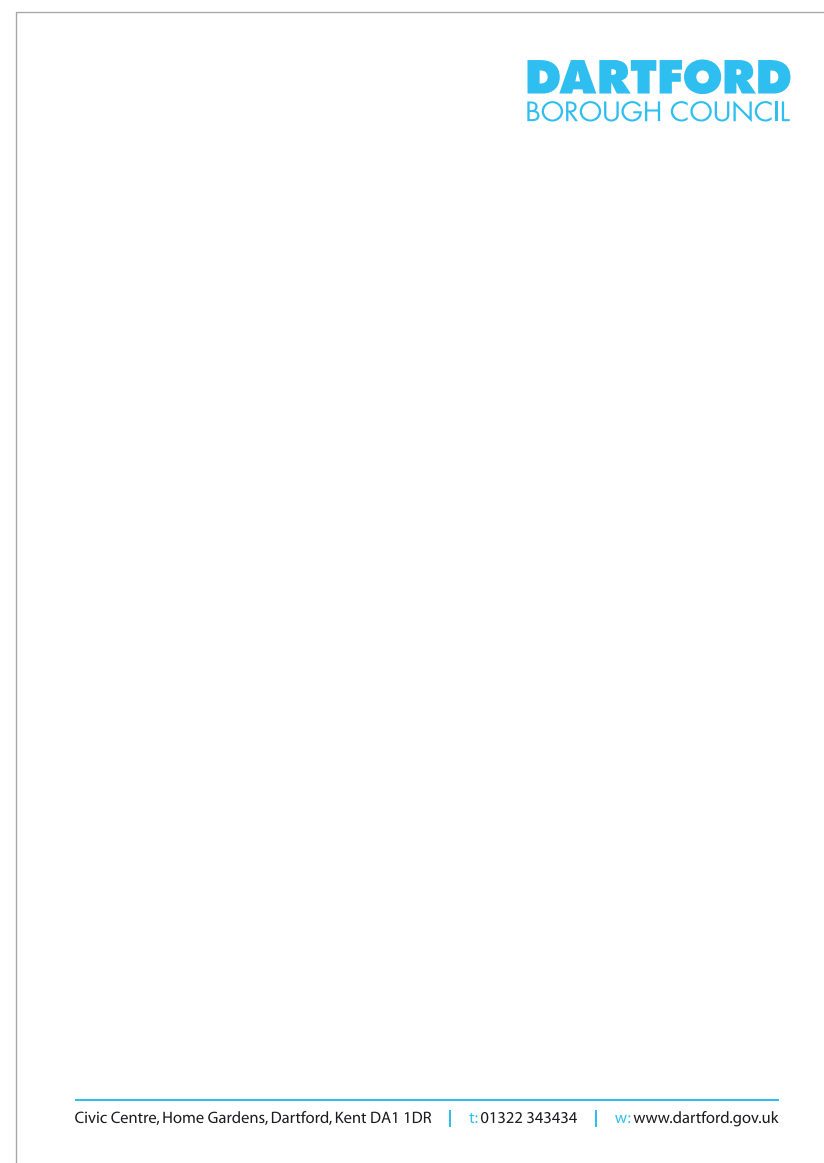
Please contact the communications team to order your business cards. You will need to supply your details and cost-code. Please gain your line manager's permission before ordering.

Letterheads and compliment slips

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With compliments

Civic Centre, Home Gardens, Dartford, Kent DA1 1DR | t: 01322 343434 | w: www.dartford.gov.uk

Civic Centre, Home Gardens, Dartford, Kent DA1 1DR | t: 01322 343434 | w: www.dartford.gov.uk

Letterheads

Do not try to alter any aspect of the letterhead and do not try to recreate it. Use only the template(s) which have been supplied and approved. Paper stock should be white, 80-100gsm, of good quality and contain no watermark.

Each department has it's own letter template set up for use which has space for contact details, etc. These are available on the intranet.

Compliment slips

Compliment slips are printed in two colours – blue and black. The logotype, address details and other components are exactly the same as the letterhead.

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Printed material

Brochures/mailers

Newsletter/magazines

The very nature of printed marketing and information material means that it has a very high public profile.

It is most important that the design of printed materials is consistent and the use of the logotype, colour, typefaces and images must follow the guidelines. In general, text should be non-justified, ranged left.

For Dartford Borough Council employees, please do not try to design your own posters, leaflets, brochures, etc. Please consult the communications team by completing a Communications Work Request form (under E-forms on the intranet). They will then meet with you and talk through your request.

The following are examples of covers for A4 and DL marketing material. The checkers are a key element for creating margins and deciding logo position.
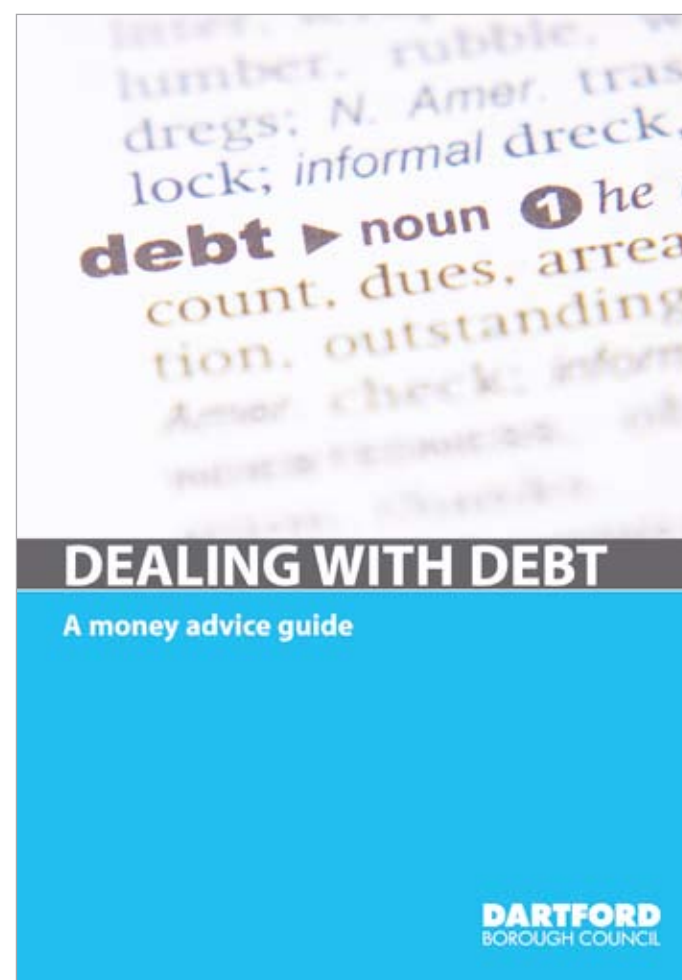
The Dartford Borough Council logo should always be included in a prominent position.

Printed material

Brochures/mailers

Newsletter/magazines

Brochures

The important elements in the production of publications are the position and size of the logo. Strong blocks of the corporate colours can be used throughout materials to reinforce the brand through colour.

As a rule the logo must be positioned in the bottom, right hand corner of the front cover. This may change where the brochure is being produced in partnership with other organisations. If Dartford Borough Council is the lead partner, the Dartford Borough Council logo should appear first (left) in the group of logos.

Newsletters and magazines

Newsletters and magazines need to include a relatively large amount of text with a number of different elements. The covers and pages will work a little differently from other promotional brochures and leaflets.

Newsletters are generally distributed in a targeted manner and not left in dispensers in the same way as other leaflets. Therefore the masthead becomes most important and the logo will normally be placed at the top of the front cover.

Dartford Borough Council images available from - www.dartford.gov.uk/imagelibrary/

Advertising

It is vital that key pieces of information can be picked out quickly from general recruitment advertising and the layout has been designed to achieve this, with the limited space in mind.

Press releases

To ensure consistency, **all** press releases are issued by the communications team.

Images

Images to be used in printed publications must be supplied at high resolution (300+ dpi), be clear and of good quality.

A library of photographs is being developed on our intranet site – please feel free to use these in your documents. If you want to use photos from another source please speak with the communications team. If you do use an external photograph, you must give credit to the photographer and owner. The communications team has consent forms you can use for the subjects of photography, especially children and teenagers aged under 18.

Vehicle livery and clothing
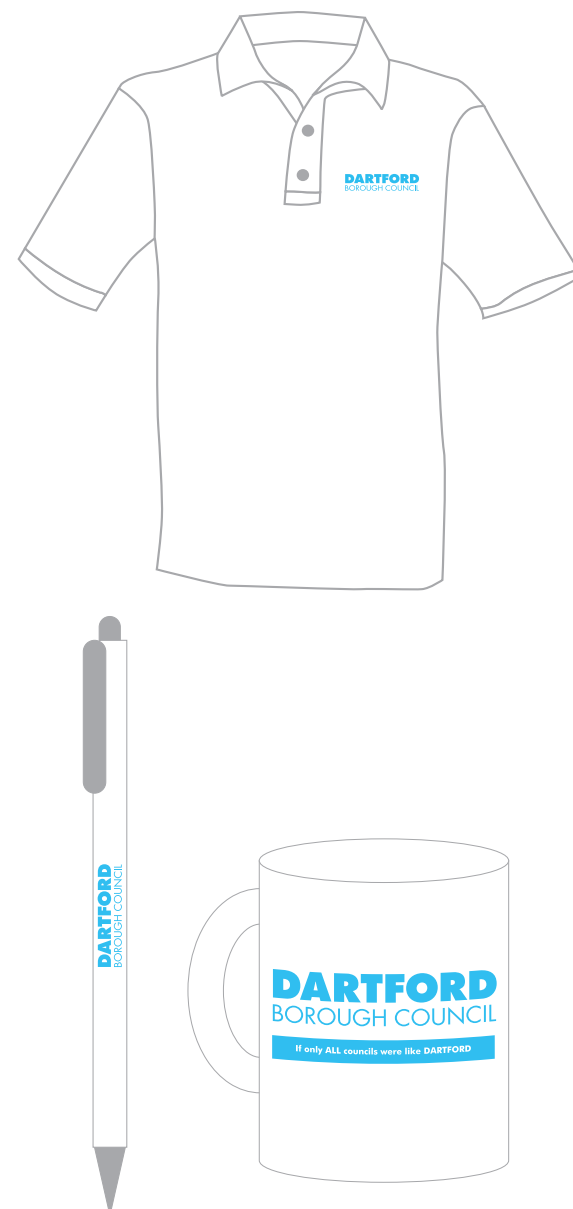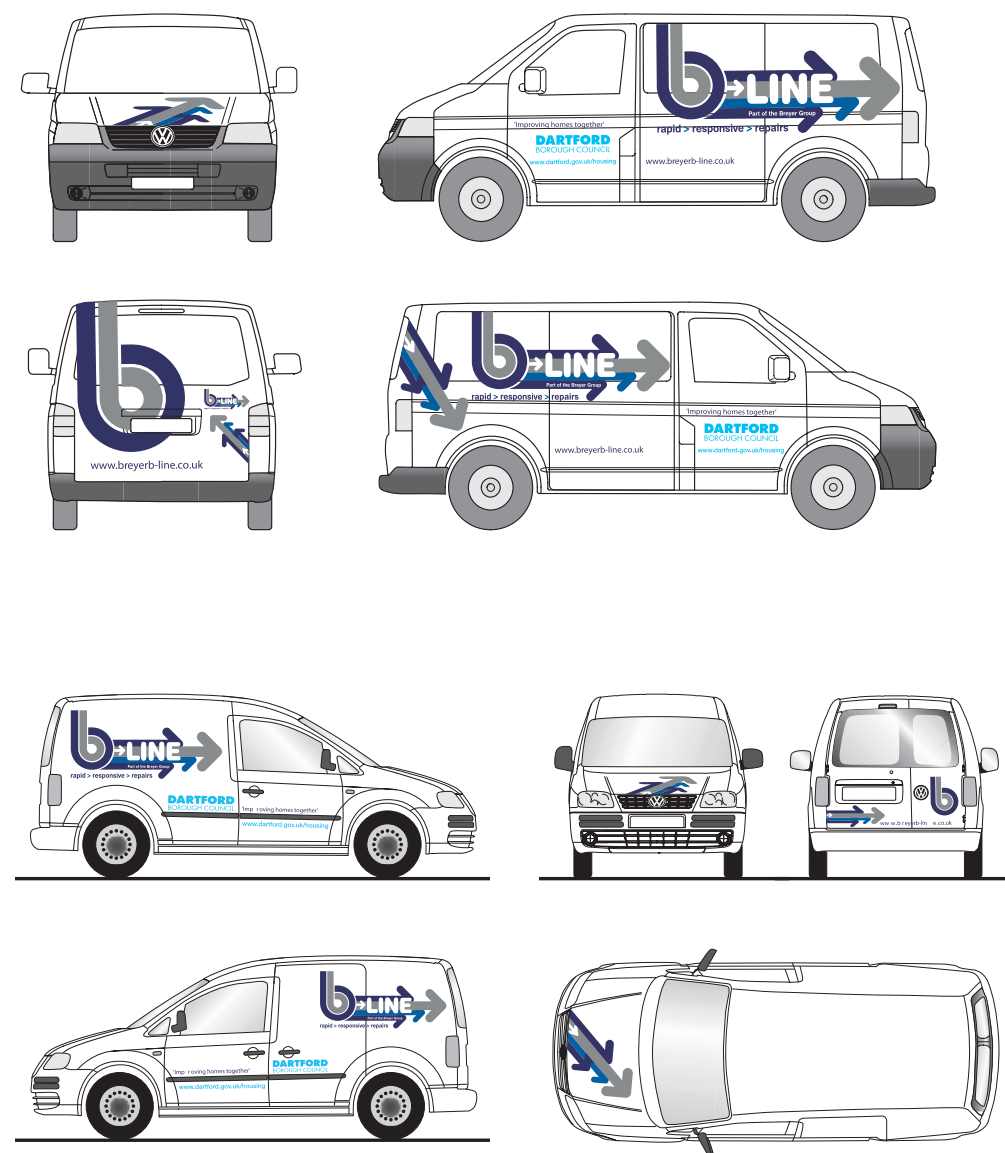
Vehicle livery

Vehicle livery is important in identifying Dartford Borough Council. Because of the wide range of vehicles, it is important that the livery is applied consistently and to a high standard. All vehicles follow the same basic principles:

- Every vehicle uses the large version logotype with strapline in DBC blue.

- The website address should appear on all vehicles

- If possible and appropriate, apply a community or partnership message and telephone number.

- The website address, telephone number and community/partnership message must be in the corporate typeface, Myriad.

Clothing

Dartford Borough Council logo should appear embroidered/printed in the corporate blue or in white on the left hand side at chest level.

Promotional material

Promotional material must always feature the DBC logo, sized proportionately to the item.

Items are generally white featuring a 70% cyan logo and text. Where this is not possible, the promotional item should be blue with a white logo and text.

Website and ezine

Website

Ezine

Website

To place information on the Dartford Borough Council website www.dartford.gov.uk you need to be trained to do this by the Web Manager and will be briefed as to the requirements of the site, its layout and functionality.

Font point size and colour

All new, forwarded and reply emails should be written in Arial, non-bolded, non-italics, point size 11 as default. The font colour for all new, forwarded and reply emails should be black.

Email

Email is one of the most common and most important channels of communication and should reflect Dartford Borough Council's professionalism. When you set up an account, an e-signature will be set up for you by the ICT department. Avoid using backgrounds so that users with disabilities can easily read our emails or translate an email if necessary.

E-zine

The communications team write and distribute e-zines to a targeted audience via email. Please contact the communications team for further information.

PowerPoint presentations

PowerPoint presentations - title page

Presentation title

Presenter name(s)

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| Presentation Title | 23 | 25 December 2010 |

PowerPoint presentations

Presentations should reinforce all brand values and the correct corporate typeface must be used throughout. All presentations should be clear and uncluttered with minimal use of animation and clip art.

Instead of using the usual PowerPoint templates within the Microsoft programme, it is preferable to use one of the council templates. General council presentations should use one of the templates showing the corporate logo. A selection of these can be found on the intranet.

All presentations should have a title page and a sign-off page. All text should be in typeface Arial. The style of all slide titles and sub-headings should be that of leading caps.

Title page

Presentation Title, point 44, DBC blue.

Presenter Name (s), point 32, colour black.

Presentation date in the bottom left corner in the format 24 November 2008, point size 12, colour Grey (R:179 G:179 B:179).

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PowerPoint presentations

PowerPoint presentations - text only slides

Presentation title

Sub-heading

• Bullet point text bullet point text bullet point text

• Bullet point text bullet point text bullet point text

• Bullet point text bullet point text bullet point text

• Bullet point text bullet point text bullet point text

• Bullet point text bullet point text bullet point text

• Bullet point text bullet point text bullet point text

• Bullet point text bullet point text bullet point text

• Bullet point text bullet point text bullet point text

DARTFORD
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| Presentation Title | 24 | 25 December 2010 |

Text only slides

Slide Title, point 44, colour 0r 204g 204b.

Sub-heading, point 28, colour black; bullet points, point 24, colour Black.

On text only slides there should not be more than seven bullet points on each slide.
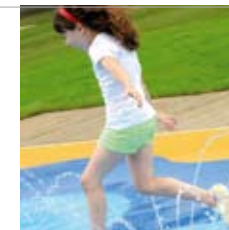
DARTFORD
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PowerPoint presentations

PowerPoint presentations - Slides with images

Presentation title

Sub-heading

- Bullet point text bullet point text bullet point text
- Bullet point text bullet point text bullet point text
- Bullet point text bullet point text bullet point text
- Bullet point text bullet point text bullet point text
- Bullet point text bullet point text bullet point text
- Bullet point text bullet point text bullet point text
- Bullet point text bullet point text bullet point text
- Bullet point text bullet point text bullet point text

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Presentation Title | 25 | 25 December 2010

Slides with images

Font size and style is to follow that of text only slides as above.

A maximum of two images should be shown per slide.

Images can either be laid out to the right of the slide or underneath the text.

If the images are to the right hand side a maximum of seven bullet points should be made on the left hand side of the slide.

For a slide showing images underneath the text no more than three bullet points of text should be used.

For slides detailing company information, the information should be taken from our website pages.

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PowerPoint presentations and CD Roms

PowerPoint presentations - sign-off page

Thank you

DARTFORD
BOROUGH COUNCIL

Presentation Title   25 December 2010
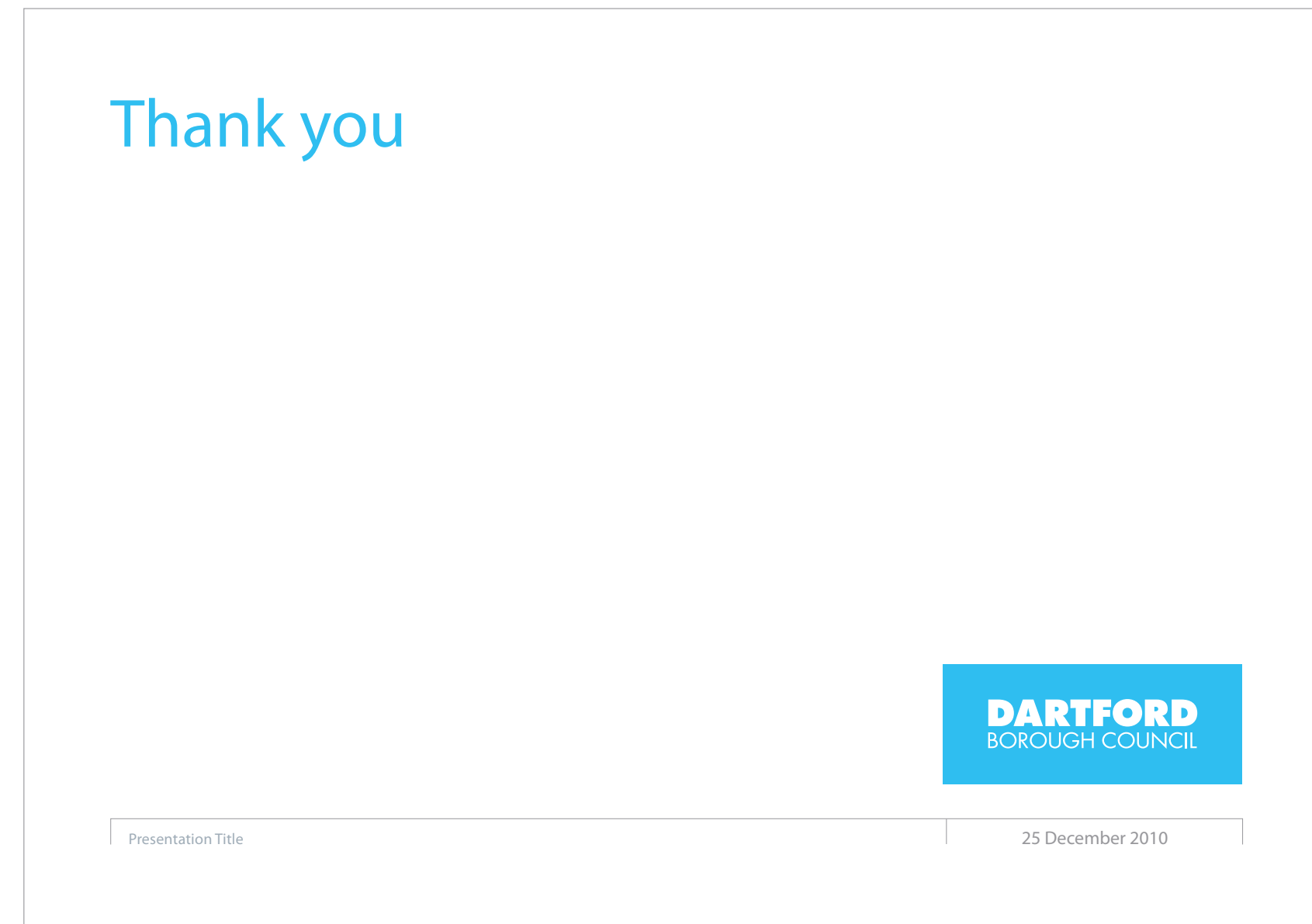
Sign-off page

Should not be altered in any way.

CD Roms

The CD ROM must feature the Dartford Borough Council logo and branding.

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Logotypes, documents and other artwork can be obtained by contacting communications@dartford.gov.uk

Gillian Wheatcroft
Communications and Marketing Manager
Tel: 01322 343777
Email: gillian.wheatcroft@dartford.gov.uk

For general queries please email
pressoffice@dartford.gov.uk
or
Senior Graphic Designer
helen.clark@dartford.gov.uk

You can also write to us at:
Dartford Borough Council
Civic Centre
Home Gardens
Dartford
Kent DA1 1DR

www.dartford.gov.uk

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Photographs in this guide

Front cover: Left: Crossways
Right:Top row: Ebbsfleet International Station;
Sir Henry Wellcome Bandstand
Middle row: Princes Park Community Stadium; Acacia
Mansion House
Bottom row: Dartford Civic Centre; Bluewater
Shopping Centre

Page 3: Princes Park Community Stadium; The Bridge

Page 5: Princes Park Community Stadium; Dartford
Skate Park

Page 9: Sir Henry Wellcome Bandstand; Dartford
Festival

Page 14: The Bridge Community and Learning
Campus; Housing at The Bridge

Page 16: Dartford's Central Library; Bluewater
Shopping Centre

Page 20: Top row: Brooklands Lakes; Dartford Skate
Park; Dartford Judo Club
Bottom row: The Bridge Community and Learning
Campus; Acacia Mansion House; Princes Park
Community Stadium

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