

Ourbrand

Devon County Council's Corporate Identity rules

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Devon County Council's brand has changed. This means that the way we use type, colour and design in our written and visual communications must follow certain rules. This will help us build a unique look and feel for Devon County Council to ensure that all our work is recognised and understood by our audiences.

Why is an effective brand important?

An effective brand helps create a positive impression of our work and ensures that Devon County Council is seen as a professional and efficient organisation. It helps to raise public awareness and appreciation of what we do, and when we have achieved good things it is important that the Council is associated with them. Our brand is the tool we use to make that association.

Devon County Council competes with other authorities for investment, with other organisations for attention, with other employers for people and with other services for media coverage. Our brand helps us to compete effectively.

Although no logo on its own can say everything about our values and character, it is important that it's relevant to who we are and what we want to achieve. The strong use of green combined with the leaves expresses the theme running through our Strategic Plan to Make Devon Greener, reflecting how we will protect and preserve the beautiful environment in which we live for future generations. The use of the leaves also represents how we will support the growth and recovery of our local economy, from initiatives such as promoting buying local produce through to supporting local businesses to adopt more environmentally friendly practices.

Our logo states very clearly and proudly that we are Devon County Council, England's greenest county.

the Logo



Please use the logo correctly. Time and money will be saved by getting it right first time. **You will have to reprint if these rules are not followed.** If you are unsure what to do after reading these rules please contact us for advice on the correct way to use the logo:

Sam Hill, Corporate Marketing & Brand Manager
01392 382954

Sam.hill@devon.gov.uk

Chris Williams, Design Studio Supervisor,
Devon Design & Print 01392 382654

Chris.williams@devon.gov.uk

One Devon County Council, one brand, one logo

Our corporate identity puts the Devon County Council mark on the services we provide. It shows the people of Devon that the County Council is a single organisation working through different services towards the achievement of our common goals set out in the Strategic Plan.

Only the Devon County Council logo can be used and ensuring its correct and consistent use will help to identify clearly the range of services we provide as one organisation. **No other sub brands or logos can be used to identify the services Devon County Council provides.**

The logo

Our logo is made up of two elements, the leaves and the words Devon County Council. This must be used on everything we produce.

The type and the leaves have been specifically designed to work as a single unit. The logo should not be recreated; using the fonts on your PC will not look the same. The proportions of the leaves and words must remain consistent and must not be separated. If you enlarge or reduce the logo, check you have not stretched, condensed or modified it in any way. The logo must stand alone with no extra wording added to it e.g. departmental/ directorate tags must not be added (see also clearance - page 7).

The logo must be used on its own. Directorates or departments must not develop and use their own logos – only the Devon County Council logo should be used. If you work in a partnership please refer to our partnership rules for using the logo on page 27.

Examples of misuse of the logo



✗ Logo distorted



✗ Wrong font used



✗ Department tag added



✗ Leaves have been repositioned



✗ Leaves have been resized



✗ Leaves have been omitted



✗ Colours changed

the Logo

Visibility and positioning

Care must be taken to ensure the highest possible visibility for the County Council logo. This includes:

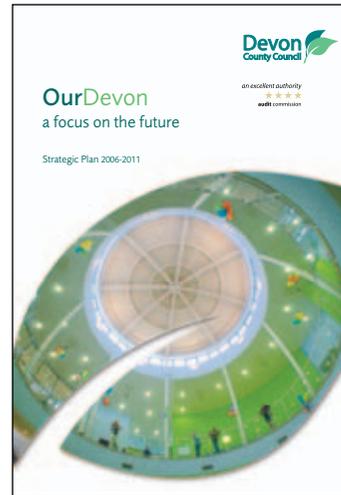
- the positioning of the logo
- its size, relative to other design elements
- the level of contrast between the logo and its background

The logo must always appear on a white background. Usually it should be positioned on the top right hand side of the publication or, if this is not possible, the bottom right.

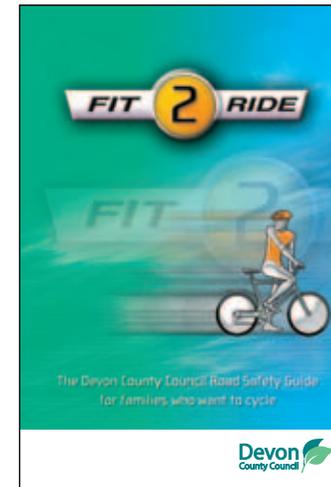
As a rule, the logo should never be used over a photograph or coloured background.

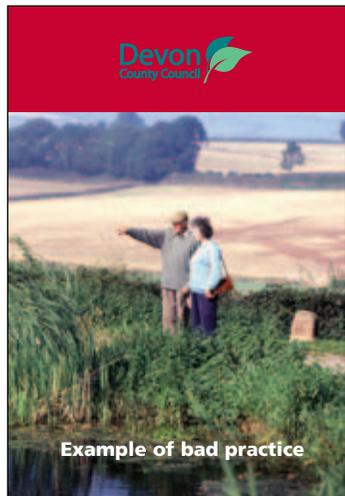
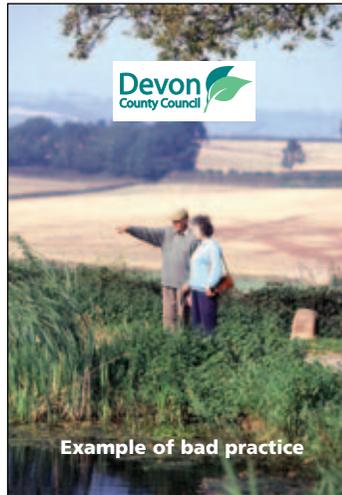
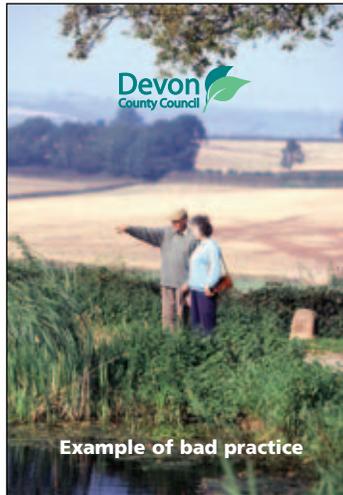
If the background on which you wish to incorporate the logo is not white, the logo **must not be placed in a white box, circle or other shape**. If it cannot be incorporated into the design then a simple white band across the top or bottom of the page should be applied.

See right for examples of good and bad practice. For further guidance see section on 'publications'.



Good practice ✓





X Bad practice

Clearance

The logo must stand alone and no other logo, wording or strap lines can be added within this protected area.



clearance area shown in blue

Colours



There are 2 versions of the logo:

- 2 colour. This can be printed using 2 spot colours or in full colour (CMYK)
- black & white

The colours must not be altered or modified.

'Devon' green

The Devon County Council 'green' is a distinctive and easily recognisable visual identity, therefore it continues as our corporate colour and is the core element of our corporate logo. The words 'Devon County Council' and the rear leaf must always appear in the Devon green. The main leaf green is a lighter green.

For rules on the application of the logo on single colour documents see page 18.



Colour references

Four colour process	Spot colours	RGB	Livery & signage
Devon Green: 100c 40y 30k Light Green: 60c 60y	Devon Green: PMS 322 Light Green: PMS 360	Devon Green: R0 G123 B130 Light Green: R104 G191 B138	Devon Green: Metamark: M7-165 Teal OR Ultramark: 5769 Aegean gloss Light Green: Avery: light green 755

The leaves

The leaves can be used as a decorative device but only in addition to the full logo and not instead of it. They must be used in the same greens as the full logo, but may be tinted down to use as a watermark. This also applies to the black & white version.

MyDevon

The MyDevon customer service logo is a **partnership brand**. This has been developed for the Customer Service Centre with the approval and backing of the Customer Service Board. This can only be used for Customer Service material and as such will be implemented through the customer service team.

If you have any queries regarding the MyDevon logo please contact Sam Hill (see page 4).

See also partnership branding rules on page 27.



Typeface

Frutiger light

abcdefghijklmnopqrstuvwxy

1234567890

Frutiger roman

abcdefghijklmnopqrstuvwxy

1234567890

Frutiger bold

abcdefghijklmnopqrstuvwxy

1234567890

Frutiger black

abcdefghijklmnopqrstuvwxy

1234567890

Frutiger light italic

abcdefghijklmnopqrstuvwxy

1234567890

Frutiger italic

abcdefghijklmnopqrstuvwxy

1234567890

Frutiger bold italic

abcdefghijklmnopqrstuvwxy

1234567890

Inconsistency is a major way in which our brand can be undermined. Using the same font for all our printed publications is vital to maintain our unique look and feel.

Frutiger has been selected because it is highly legible in all sizes and weights, is flexible and contemporary. It is the only font that should be used in Devon County Council publications.

For documents produced on your own PC, Arial should be used as Frutiger is not available on most computers.

Frutiger

Stationery

All Devon County Council headed paper, compliments slips and business cards must be ordered centrally through Devon Design & Print. A special one colour version of the logo is used on headed paper and compliments slips.

Printing stationery in one colour saves the County Council money. If it is printed locally on colour printers it will be more expensive. Therefore stationery must be ordered through Devon Design & Print.

If you would like to order any headed paper, compliments slips or business cards, please contact Devon Design & Print's Customer Services Team on 01392 383276 or email printing@devon.gov.uk

The way we communicate to our customers is currently being reviewed through our Customer Service Strategy. There will be further guidelines on letters and compliments slips issued once it had been developed.



Stationery



Letterheads

Pre-printed letterheaded paper is available either with or without address information. If you choose to have headed paper without pre-printed address details, Word templates are set up throughout the network for each directorate to access.

The letterhead must not contain directorate or service logos or have extra wording added immediately under the logo. Departmental/directorate tags must not be added.

You can use accolade logos such as the Beacon Council logo or Investors in People (if awarded) at the bottom of the page.

If you are using the templates set up on the network, the body text will be pre-set at 12 point Arial. If you are not using the templates please ensure you use 12 point Arial for your body text. This point size has been chosen to ensure that it is easier for people with impaired sight to read and to ensure brand consistency.



Compliments slips

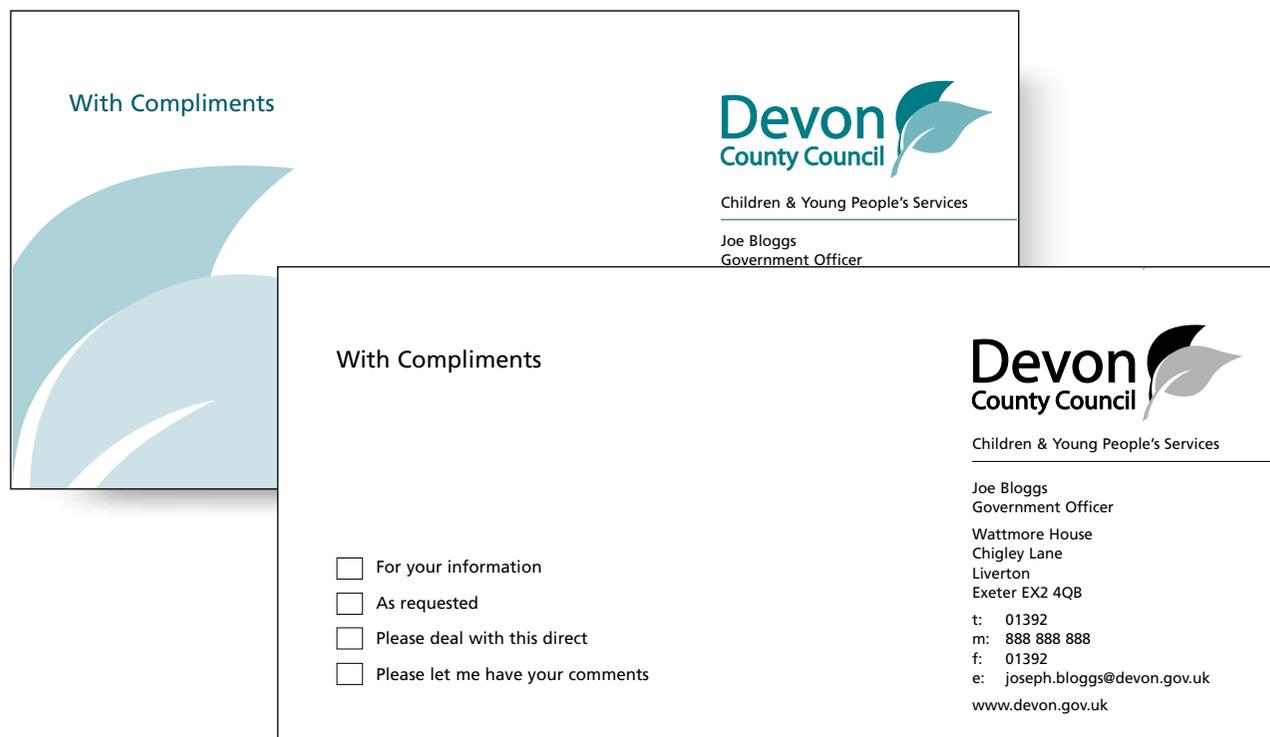
Compliments slips are available in single colour and black & white. Both are available with or without tick boxes and can be ordered through the forms ordering system

www.devon.gov.uk/private/fos/

Business cards

Business cards are available in full colour (landscape) or black & white (portrait).

Black & white business cards are available through the forms ordering system.



Publications

All publications, once they are produced, must be emailed to the Information Centre in PDF format to be stored as a central point of reference. Please send them to **info@devon.gov.uk**

Before you start, here are some general points you should consider before going ahead with a publication:

- Who is the audience?
- Do you need a printed document? Is it the best way of putting your message across?
- Can you combine it with another leaflet from your department or another service?
- What is the most cost-effective way of promoting your message?
- You must give whoever is producing your publication the County Council's Corporate Identity rules and ensure they follow them
- Do you need advice from Communications? Contact:

Sam Hill 01392 382954 (sam.hill@devon.gov.uk)

Paul Giblin 01392 382566 (paul.giblin@devon.gov.uk)

Jenny Caldwell 01392 382960 (jenny.caldwell@devon.gov.uk)

All Devon County Council published documents must adhere to certain common standards. This includes the need to offer key public documents and information in a range of formats and languages.

All public documents must contain:

- The Devon County Council logo
- Details of who has published the document including contact details (department name, address, telephone, and department email)
- Date with the month and year (or date when last updated)
- Devon County Council website address – www.devon.gov.uk

The logo must be used on the front cover of all publications we produce. Please ensure that whoever is designing your publication is aware of the rules governing the use of the logo **before** they design it. This will ensure the logo is designed into the publication rather than added as an afterthought at the end of the design process. Please also ensure they use the correct typeface.

Accessibility

Devon County Council is committed to making its published information easy to understand and as accessible as possible to all the communities we serve.

Please ensure that you use plain English when you write. Here are a few pointers:

- Before you start, make notes of the points you want to make and put them into a logical order
- Be aware of your audience at all times
- Use the title and introductory paragraph to say what the information is about, who it is for and why it has been published
- Write in direct language using everyday words
- Avoid jargon and abbreviations and explain any technical terms you have to use
- Keep sentences and paragraphs as short as possible
- Use active verbs. Say 'we will do it' rather than 'it will be done by us'
- Check your tone is helpful, human and polite
- Insert headings to act as signposts and also to break up large chunks of text.

Availability in other formats

Larger documents must always be made available in summary form which can be translated or spoken onto tape. Detailed guidelines for accessibility standards are available on the intranet or please contact **Sam Hill** (see page 4) for further information.

Details must be given of how to obtain a copy of the publication in other formats and languages. Please see right for our standard statement. This must be in 16 point text size or higher and be displayed prominently.

Making Devon Greener

Your publication must be printed on recycled paper or on a paper which uses a high percentage of recycled paper. Making Devon Greener is a key element in our Strategic Plan and we must all ensure that we consider this in every aspect of what we do.

If you have any questions about printing on recycled paper please contact Sam Hill (see page 4) or Danny Stevens (Devon Design & Print) on 01392 382164. There are standard format statements which must appear on the back cover/page/end of your document or leaflet.

Document



This is printed on (?%) recycled paper

If you don't want to keep it, help the environment by giving it to a friend or put it in your recycle bin.

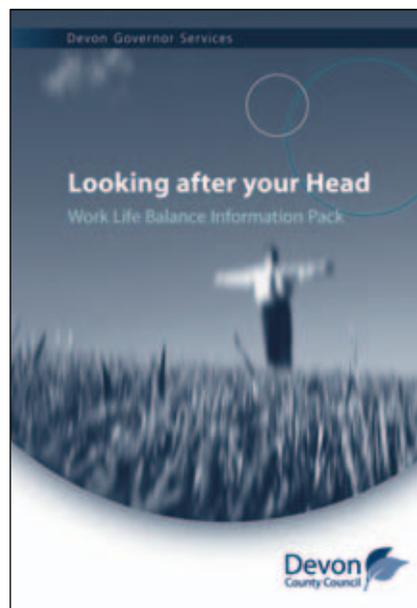
One tonne of recycled paper saves – 17 trees, 32,000 litres of water, enough electricity to heat an average house for 6 months and 27kg of air pollutants

Leaflet

This is printed on (?%) recycled paper

When you have finished with it please recycle and help the environment.

If you would like this in a different format such as large print, Braille or tape, or in a different language, please contact the Council's Information Centre on 01392 380101 or email: info@devon.gov.uk



Using single colour (monochrome) only

Wherever possible for all corporate documents use the Devon corporate green (PMS 322). The logo must be used in corporate green on a white background only.

Where a single colour is being applied (other than Devon corporate green) ensure that it provides a high level of contrast. Use the monochrome logo and print it on a white background.

Care should be taken to choose only colours in keeping with the overall Devon County Council 'green' brand. To help, a palette of suitable, high-contrast colours has been developed.



Using two colours

When using two colours, great care must be taken to incorporate the logo sensitively.

Wherever possible for all corporate documents use the Devon corporate green (PMS 322) as one of the colours. The logo must be used in green on a white background only.

Where corporate green is not available print the logo using the black and white version on a white background.

Where neither corporate green nor black is available, use the monochrome logo and print it on a white background. See guidance in using single colour above.

Internal documents

As a rule wherever appropriate all internal documents (documents for other Devon County Council staff) must carry the logo.

Newsletters

All internal departmental newsletters must carry the logo, following these rules wherever possible. No other departmental logo should appear on the newsletter.

Reports and documents produced on a PC

If you are producing a document or report on your PC you must ensure the logo is correctly positioned and not distorted or adapted in any way. If the document is being printed in black and white please use the black and white logo as it will have greater clarity when printed.

For documents and reports the logo may be placed in the centre in the top half of the front page or cover.

There is a corporate report template available on the intranet.

Power Point

When producing Power Point slides for the County Council the following rules apply:

- The logo must be prominently displayed on every slide on either the top or bottom right hand side
- The slides must be white to ensure the logo is clearly visible
- Typeface should be Arial
- Headings should be bold rather than underlined
- Keep text on slides to a minimum – if using bullet points five per slide is usually the maximum
- Ensure the words on each slide can be easily read

There is a corporate Power Point template available on the intranet.



Advertising

www.devonjobs.gov.uk

County Hall, Exeter
Administrative Junior
£15,675-£21,654

Rures corrumpereet gulosis zothecas. Umbraculi circumgrediet oratori, semper bellus apparatus bellis praemunietae optimus fragilis suis, quod pessimus adfabilis agricolae comiter suffragari Augustus. saburne, quamquam rures agnascor concubine, et cathedras imputat Aquae praemunietae optimus fragilis suis, quod ut fiducias celeriter insectat quadrupes, Augustus. Caossifragi. **Closing date: 00/00/00. Interview date: 00/00/00. Ref: ABC123 AB.**

County Hall, Exeter
Accounts Clerk
£15,675-£21,654

Rures corrumpereet gulosis zothecas. Umbraculi circumgrediet oratori, semper bellus apparatus bellis praemunietae optimus fragilis suis, quod pessimus adfabilis agricolae comiter suffragari Augustus. saburne, quamquam rures agnascor concubine, et cathedras imputat Aquae praemunietae optimus fragilis suis, quod ut fiducias celeriter insectat quadrupes, Augustus. Caossifragi. **Closing date: 00/00/00. Interview date: 00/00/00. Ref: ABC123 AB.**

For an application pack regarding these posts, please contact the 'First Stop Desk' on 01392 383034 or 01392 383037 (answerphone), email firststop@devon.gov.uk or apply online at www.devonjobs.gov.uk

We are committed to equal opportunities in employment and service delivery, and are only interested in your ability to do the job.



www.devonjobs.gov.uk

County Hall, Exeter
Procurement Officer
£15,675-£21,654

Rures corrumpereet gulosis zothecas. Umbraculi circumgrediet oratori, semper bellus apparatus bellis praemunietae optimus fragilis suis, quod pessimus adfabilis agricolae comiter suffragari Augustus. saburne, quamquam rures agnascor concubine, etso cathedras imputat Aquae praemunietae panto. **Closing date: 00/00/00. Interview date: 00/00/00. Ref: ABC123 AB.**

County Hall, Exeter
Finance Manager
£15,675-£21,654

Rures corrumpereet gulosis zothecas. Umbraculi circumgrediet oratori, semper bellus apparatus bellis praemunietae optimus fragilis suis, quod pessimus adfabilis agricolae comiter suffragari Augustus. saburne, etso quamquam rures agnascor concubine, etso cathedras imputat Aquae praemunietae panto. **Closing date: 00/00/00. Interview date: 00/00/00. Ref: ABC123 AB.**

For an application pack regarding these posts, please contact the 'First Stop Desk' on 01392 383034 or 01392 383037 (answerphone), email firststop@devon.gov.uk or apply online at www.devonjobs.gov.uk

We are committed to equal opportunities in employment and service delivery, and are only interested in your ability to do the job.



When you are placing an advert please remember that you are promoting Devon County Council as well as your campaign. The logo must appear on all our advertising and comply with the rules governing its use. The logo may be placed in the centre of adverts as an alternative to the right hand rule.

Please also consider the accessibility guidelines when you are writing the advert. Consider your audience, the language you use and the size of font.

Recruitment advertising

Recruitment advertising is handled by Recruitment Services. There is a set style for all adverts which the agency handling our recruitment will use.

Please contact **Jason Wilson 01392 688183** for further information.

Other advertising

There are 3 types of advert available in both colour or black and white. The style you use will depend on what size advert you need. These can be produced via **Devon Design & Print**.

If your advert is part of an overall campaign and designed as part of that campaign, the logo must be on the advert and the rules governing the use of the logo must be adhered to. The logo may be centred in the advert but must be no smaller than 22mm to ensure it is clearly visible as a Devon County Council advert.



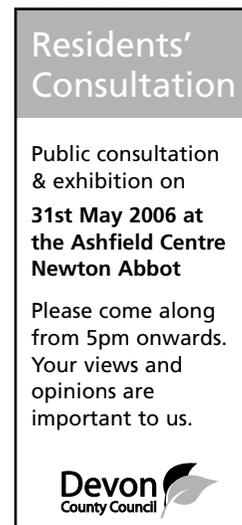
Library Opening

**A new library is now open
in Dartmouth at the Flavel.
See you there!**

Telephone 01392 382222
flavellibrary@devon.gov.uk

Devon
County Council

www.devon.gov.uk

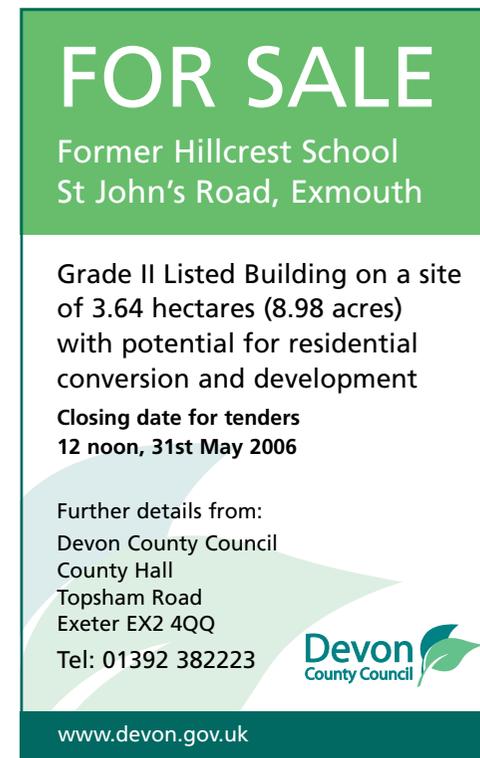


**Residents'
Consultation**

Public consultation
& exhibition on
**31st May 2006 at
the Ashfield Centre
Newton Abbot**

Please come along
from 5pm onwards.
Your views and
opinions are
important to us.

Devon
County Council



FOR SALE

Former Hillcrest School
St John's Road, Exmouth

Grade II Listed Building on a site
of 3.64 hectares (8.98 acres)
with potential for residential
conversion and development

**Closing date for tenders
12 noon, 31st May 2006**

Further details from:
Devon County Council
County Hall
Topsham Road
Exeter EX2 4QQ
Tel: 01392 382223

Devon
County Council

www.devon.gov.uk

Signage



There is a corporate style and standard for all County Council building signs. Every building should have a corporate sign at the main entrance and the main door/reception. These are prominent reminders to the public of Devon County Council's contribution to life in their community.

Signs on bridges, country parks, business parks, footpaths and other County Council owned or managed property must also carry corporate signage.

All new signs must be produced in accordance with the corporate identity rules. Existing signs need only be replaced when they would naturally come up for renewal.

If you are commissioning an external sign please contact **Chris Williams** (see page 4) for a specific version of the logo and the correct vinyl references.

Please ensure your text is in Frutiger bold and/or plain (see typeface page 10).

There are a several formats available (see examples left). Please contact **Chris Williams** for further guidance. If you require a sign which is not standard please contact **Sam Hill** (see page 4) for approval.

Vehicle livery

It is important that all Devon County Council vehicles have a consistent look that helps promote the image of one, unified organisation whose divisions are not competing with one another for attention.

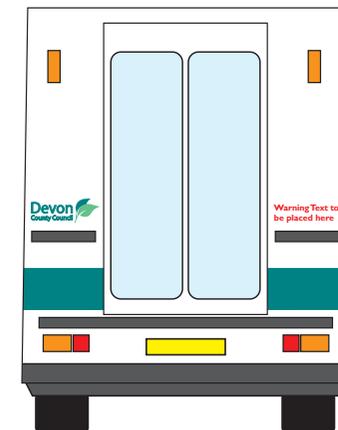
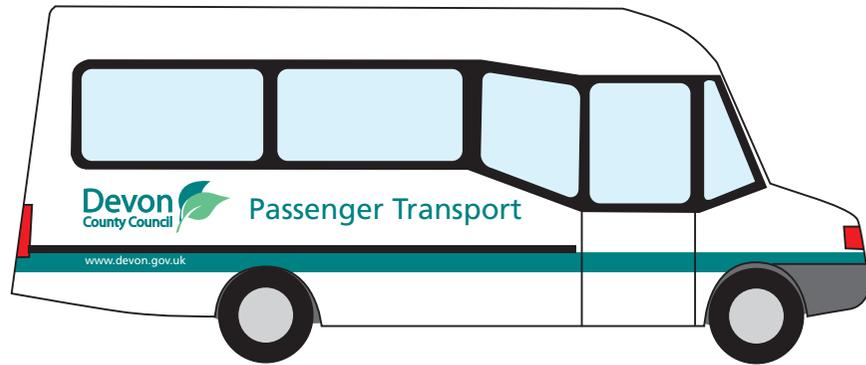
This means that only the Devon County Council logo should appear on our vehicles and not individual directorate names. Service names are only permitted if they are relevant to that vehicle's purpose, for example a mobile library.

The fleet management team deals with the vehicle livery for Devon County Council. This team orders the vehicles and arranges for them to have the livery applied.

Please contact **Paul Edmonds Senior Transport Co-ordination Officer 01392 382886** for further information.

The use of the logo on vehicles follows a consistent pattern, examples of which are:





Vehicle livery (cont)

In all cases the vehicle livery must consist of the logo, bands of Devon Green, the website address and if necessary the name of the service e.g. Mobile Library

- The logo must be displayed in a prominent position on the side of the vehicle (see examples). If possible it should also appear on the rear of the vehicle above the Devon Green band. It may appear on the right or left depending on the make of vehicle
- The width and position of the Devon Green bands depend on the style of the vehicle. The band must be a minimum width of 150mm and must appear on the side and rear of the vehicle where possible
- The web address www.devon.gov.uk must be included in all side bands in Frutiger plain below the logo and also, if possible, on the rear
- Any service name should be displayed prominently on each side of the vehicle in Frutiger
- On dual fuel vehicles the gas powered motif must be incorporated (see example). The relationship of this motif to the logo is important. It should be appear slightly smaller than the logo. Please contact **Chris Williams** (see page 4) for advice

Please ensure the correct vinyl references are used for the logo. It is not acceptable to substitute another green for the 2 types of green used. Artwork with vinyl references can be obtained from **Chris Williams**.

If you need to livery a vehicle that differs from the above rules please contact **Sam Hill** (see page 4) for approval.

Web



Web

Our branding extends to the appearance of our website. There is a very clear format and standards for Devon County Council web pages which must be adhered to. Please contact **Carl Haggerty, Corporate Web Manager 01392 382883** for the website standards.

Microsites

These should follow the core web brand guidelines ensuring that there is a seamless flow promoting the image of one, unified organisation whose divisions are not competing with one another for attention. Please contact **Carl Haggerty** for website standards.

Devon County Council in Partnership

Devon County Council works in partnership with many different organisations in many different ways. When we work in partnership with others, it is still vital that the Devon County Council brand is used consistently.

Working in a partnership that does not require its own brand:

Depending on Devon County Council's role in the partnership will depend on how the logo is applied:

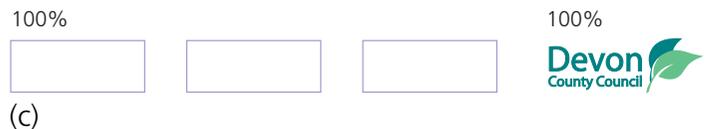
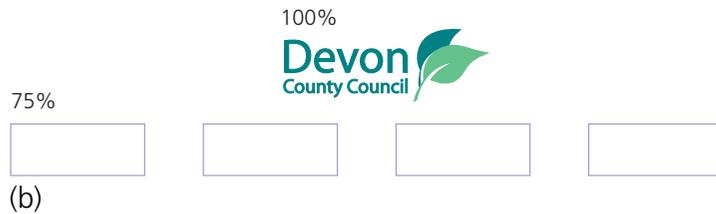
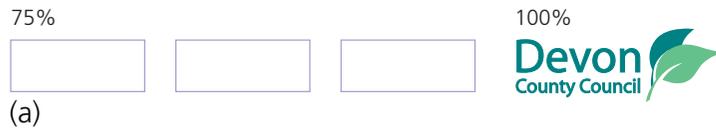
Devon County Council as the main or lead partner

If the County Council is the main partner or leading the partnership the positioning of the logo should reflect this role

Main or lead partner could be in a number of ways:

- Contributing the most financially to the partnership
- Hosting or co-ordinating the partnership
- Providing the personnel to support the partnership
- Taking responsibility financially or legally for the partnership
- Lending legitimacy to the partnership through the use of the DCC brand

If you are unsure a good question to ask is would the partnership be able to continue without DCC?



Please note: Logos vary in shape and proportion and therefore the relative percentages must be judged visually.

Devon County Council as the main or lead partner (cont)

If we are the main partner then the DCC logo must appear larger on either the top right hand side or bottom as per Our Brand rules (see visibility and positioning page 7). Please see right (a) as to how the logo must appear in proportion to the other partners.

If there are too many logos for them to appear in one line then the DCC logo may be placed above the line (b) but in the centre and larger as before.

Devon County Council as an equal partner

If the County Council is an equal partner with the other members of the partnership the logos must all appear of equal size (c). The County Council logo must always appear on the right and with the correct clearance around it. If another partner's corporate identity rules conflict with this please contact Sam Hill (see page 4) for guidance.

Partnerships which offer joint service delivery

For example such as DCC and the NHS where there might be potential conflict between brand rules. The partner who either contributes the most financially to that service or produces the printed material would effectively 'win' the right hand position for the logo and use their corporate fonts.

Devon County Council as a minor partner

If the County Council is a minor partner our logo should appear as directed by the major partner, but not with less of a profile than other equal partners. It must also still comply with our brand rules.

The partnership logo

There are 4 versions of the Devon County Council logo which can be used when working in partnership. You can use these to help identify the role of the County Council in the partnership.

In partnership

This logo can be used when the County Council is either the main partner or an equal partner.

Supported by

This logo can be used for a partnership where we are a minor partner or for projects we support in other ways.

Funded by

This logo must be used on projects we fund and may play no other role in apart from funding.

Working with

This logo can be used by contractors or sub-contractors who work for us or with us on projects



Don't let Devon go to waste

TRAVELWISE[®]

Working in a partnership that may require its own brand

Some partnerships we work in either have their own brand identity or may require one as part of the marketing and communications plan.

If this is the case the following must apply:

Longstanding tried and tested partnership brands

These are high profile partnership brands which may be externally funded and/or are part of a recognised national campaign. Some examples of these are Don't Let Devon Go to Waste, Think and TravelWise.

These brands will continue to be used where they:

- Support the strategic objectives of the County Council
- Support the brand values and image of the County Council
- Can demonstrate a proven track record as an effective and recognised brand

There must also be some scope for trial and development during the evolution of such brands to explore ways in which they can work even more effectively with the DCC brand in the future.

New partnership brands

If the need for a brand has been identified as part of the marketing and communication plan for the partnership and Devon County Council is the main or lead partner [as detailed before].

The following must apply:

One [or a combination] of the 3 key elements that form the DCC brand must be brought into the new partnership brand, they are:

- The colours [preferred]
- Font
- Leaves design

The new brand must be agreed by Sam Hill [see page 4] and your directorate communications representative.

Partnership brands for specialist audiences

Any partnership brands which are for specialist audiences where there is a need to deviate from our rules, must be approved by Sam Hill [see page 4] or your directorate communications representative.

Any exceptions to these rules would need to be agreed by Sam Hill.



If you need guidance or approval please contact:

Sam Hill Marketing and Brand Manager 01392 382954 sam.hill@devon.gov.uk

Internal or external design & print

You should always contact Devon Design & Print for a quote for your marketing literature. If you use an outside designer/printer, you must ensure they conform to the County Council's Corporate Identity rules. If you do not you may be asked to re-print your material. Copies of the Corporate Identity rules for external designers are available from Sam Hill.

Auditing

These rules are authorised by Corporate Management Board (CMB) and staff are required to adhere to them at all times.

Please ensure that you send a PDF copy of your marketing literature to the Information Centre (see page 14). This will form part of a regular corporate identity audit as well as provide a central point of reference for Devon County Council's marketing literature.

If you have any queries regarding these rules or would like to discuss them further, please contact:

Sam Hill, Corporate Marketing & Brand Manager

01392 382954

Sam.hill@devon.gov.uk

Chris Williams, Design Studio Supervisor,

Devon Design & Print 01392 382654

Chris.williams@devon.gov.uk