

# Ourbrand

Devon County Council's Corporate Identity rules

May 2012

[devon.gov.uk](http://devon.gov.uk)



# Introduction

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Our Devon County Council brand was introduced in 2007 and since then has helped us to establish a strong and consistent identity across all areas of our work. How we are organised and the way we work has changed and we need to update Ourbrand in line with this to ensure that it is a useful, functional tool which will reflect our work, our principles and our priorities.

This is the next evolution of the brand which shows how we are growing and developing, and embracing opportunities to become a modern and dynamic authority.

This updated Ourbrand also reflects changes to the way we work and our increasing level of work with partners and stakeholders.

Ourbrand must be followed if you are producing any documents on behalf of Devon County Council including reports, newsletters, presentations and any internal publications. If you need help or support with any element of your communications activity contact the DCC Communications Team using the details right.

## Internal and stakeholder communications

**Paula Miles** 01392 383290  
paula.miles@devon.gov.uk

## Publishing and design

**Kelly Doonan** 013923 83698  
kelly.doonan@devon.gov.uk

## Web and social media

**Carl Haggerty** 01392 382883  
carl.haggerty@devon.gov.uk

## Marketing and communications

**Sam Hill** 01392 382954  
sam.hill@devon.gov.uk

**Jenny Caldwell** 01392 382960  
jenny.caldwell@devon.gov.uk

## Press, media and PR

**Mike Bomford** 01392 382173  
mike.bomford@devon.gov.uk

# the logo

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## 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.**

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 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.

If you work in a partnership refer to our partnership rules for using the logo on page XX.

Please use the logo correctly. Time and money will be saved by getting it right first time. **Remember, you will have to reprint your publication if these rules are not followed.** If you are unsure what to do after reading these rules contact us for advice.

**Kelly Doonan**, Publishing and Creative Services Manager  
01392 383698 [kelly.doonan@devon.gov.uk](mailto:kelly.doonan@devon.gov.uk)

**Chris Williams**, Design Team Leader  
01392 382654 [chris.williams@devon.gov.uk](mailto:chris.williams@devon.gov.uk)

## Examples of misuse of the logo



**X** Logo distorted



**X** Wrong font used



**X** Department tag added



**X** Leaves have been repositioned



**X** Leaves have been resized



**X** Leaves have been omitted



**X** Colours changed

## 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.

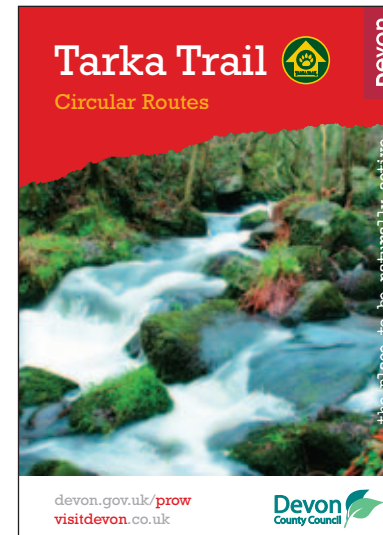
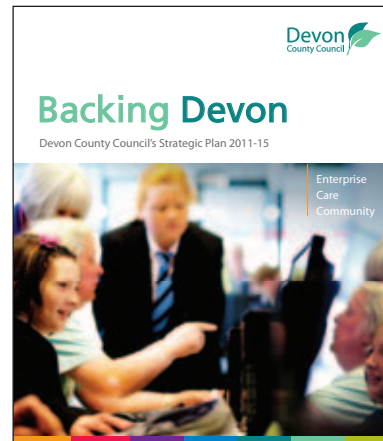
As a rule, the logo should never be used over a photograph or coloured background.

If you want to use the logo on a background which isn't white we suggest adding a white band to the top or bottom of your document. **The logo must not be placed in a white box, circle or other shape.**

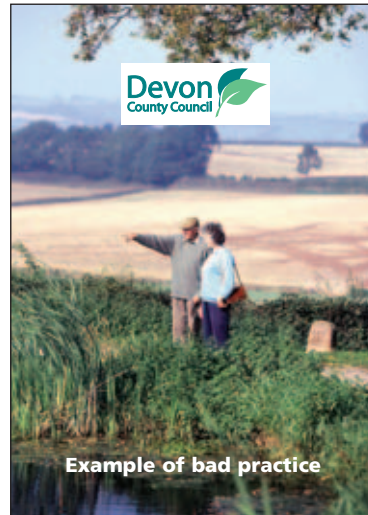
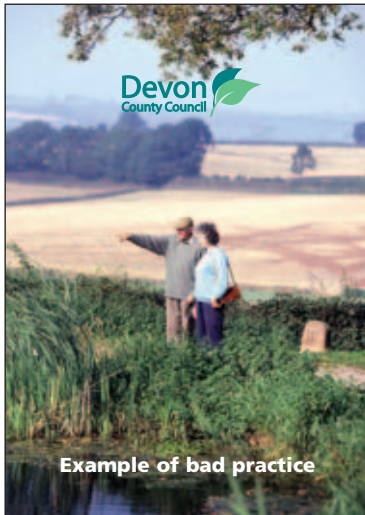
Some design work may require a white County Council logo to go on a colour background. If this is applicable to you contact Chris Williams on 01392 382654.

See right for examples of good practice.

## Good practice



## 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

## Logo resizing

If you need to resize the logo in Word or PowerPoint:

- right click on the logo image
- choose 'Format picture'
- choose the 'Size' tab
- under 'Scale' ensure that the 'Lock aspect ratio' and the 'Relative to original picture size' options are checked
- then change the percentage height and width until the logo is the correct size for your document.

Always make sure that the height and width measurements are the same and this will ensure that the logo is resized proportionately and does not get stretched or squashed.

# Logo colours



There are two versions of the logo:

- the two colour logo can be printed using two spot colours or in full colour (CMYK)
- the black and white logo.

**The colours must not be altered or modified.**

The Devon County Council green is a distinctive and easily recognisable part of our visual identity. The words 'Devon County Council' and the rear leaf must always appear in the Devon green. The main leaf is a lighter green.

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 and white logo.



## Colour references

### Four colour process

Devon Green: 100c 40y 30k  
Light Green: 60c 60y

### Spot colours

Devon Green: PMS 322  
Light Green: PMS 360

### RGB

Devon Green: R0 G123 B130  
Light Green: R104 G191 B138

### Livery & signage

Devon Green: Metamark: M7-165 Teal  
OR Ultramarck: 5769 Aegean gloss  
Light Green: Avery: light green 755



## 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 will be implemented through the customer service team.

If you have any queries about the MyDevon logo contact Sam Hill (see page 3).



# Typeface

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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 as our corporate font because it is highly legible in all sizes and weights, and is flexible and contemporary.

If you are producing a document in a Microsoft Office application such as Word or PowerPoint use **Arial**.

If you are producing a document for younger children, or an audience which may have reading difficulties, use **Century Gothic**.

# Frutiger

Frutiger light  
abcdefghijklmnopqrstuvwxyz

1234567890

Frutiger roman

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

Frutiger bold

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

Frutiger black

abcdefghijklmnopqrstuvwxyz

1234567890

Frutiger light italic

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

Frutiger italic

***abcdefghijklmnopqrstuvwxyz***

***1234567890***

Frutiger bold italic

***abcdefghijklmnopqrstuvwxyz***

***1234567890***

# Stationery

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All Devon County Council headed paper, compliments slips and business cards must be ordered centrally from Pollards Printers on the eBiz electronic purchasing portal. This procedure has been established to ensure consistency and give us best possible value for money in stationery printing. Attempting to create and print your own compliments slips and headed paper will undermine the Devon brand and cost us more in the long run.

To order headed paper, compliments slips or business cards use the Forms Ordering Service on eBiz. You can search for the item you need by typing its number in to the quick order box or by browsing for it in the categories section of the eBiz home page at **[www.devonebiz.com](http://www.devonebiz.com)**

Your finance officer should be able to put your order through eBiz if you do not have an account.

## Letterheads

All letters should be on our pre-printed letterhead paper which is available from Pollards Printers with or without address information.

If you choose to order headed paper without pre-printed address details, there are templates in Word for People, Place and Corporate Resources. As a point of simple principle, please use the most logical name or description of your service area and ensure that this is clearly signposted as a Devon County Council service. For example: Library Service, Devon County Council

There is no need for any additional references to a strategic realm, such as People, Place or Corporate as these terms are mainly for internal organisational use. Exceptions would apply where the correspondence is directly from a member of the Corporate Leadership Team or a Head of Service. In this case it is appropriate for their title to appear at the top, under the County Council logo. All other logos, accolades and footnotes must be removed.

The purpose of this is to ensure a common 'one council' approach and to ensure we present ourselves in an open and approachable way which makes sense to the public and our partners.

Four standard Word templates are now available in the templates folder under the tab 'one council'. These cover services in the People, Place, or Corporate realms plus a separate template covering joint DCC/NHS services.

The footer at the bottom of these templates contains details of the relevant Strategic Director or Chief Executive along with generic contact details.

**Please use these templates to create your own local templates which reflect these standards.**

The body text in all letters should be size 12 point in Arial. 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 and business cards

Compliments slips and business cards are available in single colour and black and white and can be ordered through the Forms Ordering System on eBiz at **[www.devonebiz.com](http://www.devonebiz.com)**

# Publications

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## Internal and stakeholder communications

**Paula Miles** 01392 383290  
paula.miles@devon.gov.uk

## Publishing and design

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**Sam Hill** 01392 382954  
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**Jenny Caldwell** 01392 382960  
jenny.caldwell@devon.gov.uk

## Press, media and PR

**Mike Bomford** 01392 382173  
mike.bomford@devon.gov.uk

As part of our one council approach we have an agreed overall publishing schedule based on our strategic aims and statutory commitments. This is part of our DCC Communications Strategy and all of our publishing work should fit into this plan.

If you are starting a piece of work which you believe may need an element of publishing first think about how it will fit in with our wider DCC messages.

If you believe that you need to produce a document or publication you can find more help and support on the communications team pages on The Source at **staff.devon.gov.uk**

Before you start work on your publication:

- think about whether this document is needed – we should only be creating publications which are targeted and necessary
- fill in the communications plan template on The Source [address] – this is designed to help you think about your wider communications needs and establish how your work fits in to the bigger DCC aims.
- contact a member of the communications team to discuss the best ways to get your message out – there may be free and existing channels which can be used effectively for your piece of work.

If you need advice contact the relevant person listed on the left.

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
- month and year of publication – or date when last updated
- name of the service or project which owns the document and a contact phone number and mailbox address
- a web address for your service or project (for example **devon.gov.uk/libraries** if you don't have this include the main website address **devon.gov.uk**)

**The logo must be used on the front cover of all publications we produce. Individual projects or work areas cannot have their own logos.**

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.

**All** documents should be sent to **publishing@devon.gov.uk** for sign off before going to print or being sent out.

## Accessibility

We are committed to making our published information easy to understand and as accessible as possible to all the communities we serve.

The DCC Plain English Guide and the Fair Access Policy are on the communications team pages on The Source. These provide guidelines on how we produce information to a consistent high standard which is accessible to as many people as possible.

### **Remember**

All body text should be in Arial and a minimum of 12 point. You may need to make text bigger for people with particular needs but it should not be smaller.

Never use Clip Art. If you need images for your publication speak to a member of the Communications Team.

Write in direct sentences using everyday words.

Ask someone who is not connected with your work to read through your writing to check for sense and plain English.

## Availability in other formats

Members of your audience may need information in alternative formats so you should ensure that you plan for this and have a contingency in your budget for producing alternative formats when requested.

The details of companies and organisations which can provide alternative formats are on communications team pages on The Source.

The accessibility statement (right) should be included on all documents and should be in 16 point whenever possible.

## Recycled paper

We always try and use recycled materials wherever possible. All the print providers on our framework offer this option and prices for jobs on recycled papers can be requested when asking for quotes through eBiz.

### Full version

**If you need more information or a different format phone 0845 155 1015, email [customer@devon.gov.uk](mailto:customer@devon.gov.uk) text 80011 (start your message with the word Devon), textphone 0845 155 1020 or write to Devon County Council, County Hall, Topsham Road, Exeter EX2 4QD**

### Short version

**If you need further information or a different format phone 0845 155 1015 or email [customer@devon.gov.uk](mailto:customer@devon.gov.uk)**

# Colour palette

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## Colour palette

As well as the Devon green and the light green used in the logo we have a complementary palette of colours which can be used as accent colours to make documents more attractive and easily navigable. To get the greatest effect we recommend only using one of these colours in a document.

### Palette



Devon Green  
C100 M0 Y40 K30  
R0 G123 B130



Lime Green  
C20 M0 Y100 K19  
R191 G189 B0



Purple  
C62 M100 Y0 K0  
R123 G26 B125



Light Green  
C60 M0 Y60 K0  
R104 G191 B138



Orange  
C0 M48 Y100 K0  
R243 G153 B0



Blue grey (used for The Source)  
C75 M50 Y38 K12  
R73 G106 B122



Blue  
C100 M34 Y0 K0  
R0 G123 B192



Pink  
C0 M100 Y62 K0  
R227 G0 B67



# Internal documents

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All internal documents (documents for other Devon County Council staff) must carry the logo.

## Newsletters

If you require an internal newsletter we can help you to create a newsletter template which can be used in Word.

## Reports and documents

Always ensure that the logo is correctly positioned in the top right of the document and not distorted or adapted in any way. If the document is being printed in black and white use the black and white logo.

## PowerPoint

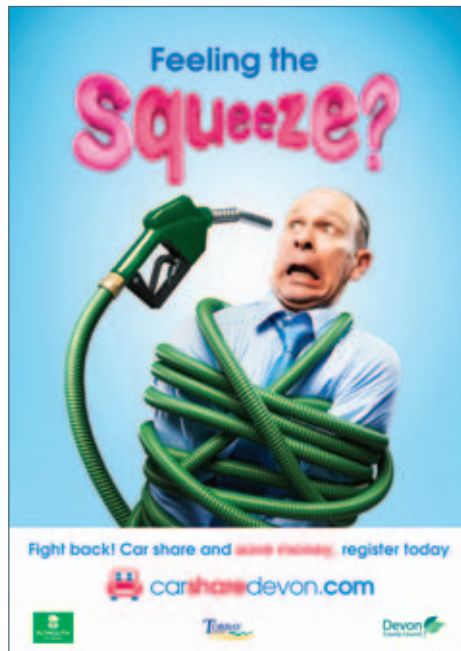
When producing PowerPoint slides remember:

- 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 PowerPoint template available in General Templates in PowerPoint.



# Marketing and advertising



When you are placing an advert or running a marketing campaign you are promoting Devon County Council as well as your project. 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.

If you are thinking about running a campaign or placing adverts contact the Marketing Team for advice and guidance.

**Sam Hill** 01392 382954  
[sam.hill@devon.gov.uk](mailto:sam.hill@devon.gov.uk)

**Jenny Caldwell** 01392 382960  
[jenny.caldwell@devon.gov.uk](mailto:jenny.caldwell@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.

If you are commissioning an external sign please contact Chris Williams to discuss your needs. We can also help you to get quotes and provide support with any non-standard or partnership designs.

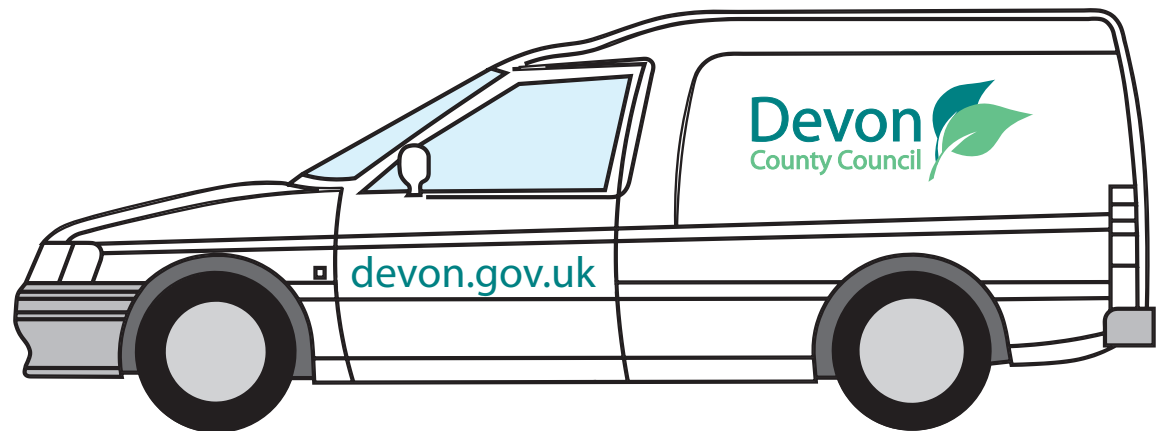
# Vehicle livery

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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 team or project 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.



# Web, digital and social media



## Web

Our web and social media activity is crucial in presenting our brand to the public. Our website is often someone's first, and only, contact with us as an organisation, so it can be seen as our 'shop front'.

To ensure we are always consistent and professional we have a clear format and standards for our online presence which must be adhered to.

## Social media

We have a DCC Facebook page and a DCC Twitter feed which can be used to get a range of messages out quickly. If you need social media as part of your campaign or project start thinking early on about the messages you should send, and the audience groups you are trying to reach.

If your communications work needs web or social media support contact **Carl Haggerty**, Digital Communications Manager on 01392 382883 or email [carl.haggerty@devon.gov.uk](mailto:carl.haggerty@devon.gov.uk)

There is a social media toolkit available on The Source at

**<http://staff.devon.gov.uk/digital-social-media>**

Please read this if you are considering any social media work.

# Devon County Council in Partnership

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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.

## 1. Devon County Council as the main or lead partner

We might be the main or lead partner if we are:

- 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 if we are the lead partner a good question to ask is, would the partnership be able to continue without DCC?

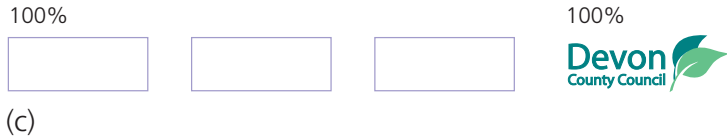
If we are the main partner then the DCC logo must appear larger on either the top right hand side or bottom (a). If there are too many logos for them to appear in one line then the DCC logo may be placed above the line (b) but in the centre and larger as before.



(a)



(b)



## 2. Devon County Council as an equal partner

If we are an equal partner with the other members of the partnership the logos must all appear of equal size (c). The DCC 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 Kelly Doonan or Chris Williams for guidance.

## 3. 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.

## 4. 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 four versions of the DCC 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 DCC is 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

We appreciate that working relationships and partnership arrangements can be complex and these categories may not cover every eventuality. If you think that your partnership may need a different logo contact **Kelly Doonan**.

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



## Don't let Devon go to waste



### 1. Longstanding tried and tested partnership brands

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

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.

### 2. 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 contact **Kelly Doonan**.

### 3. Partnership brands for specialist audiences

If there is a partnership brand for a specialist audience where there is a need to deviate from our rules contact **Kelly Doonan**.

Any exceptions to these rules would need to be agreed by the Marketing and Communications Manager. If you need guidance or approval contact **Sam Hill** Marketing and Communications Manager on 01392 382954 or email [sam.hill@devon.gov.uk](mailto:sam.hill@devon.gov.uk)



## Auditing

These rules are authorised by Corporate Leadership Team (CLT) and staff are required to adhere to them at all times.

Please ensure that you send a PDF of your publication to **publishing@devon.gov.uk** This will form part of a regular corporate identity audit as well as provide a central point of reference for Devon County Council's publications.

If you have any queries or need more information contact:

**Kelly Doonan**, Publishing and Creative Services Manager  
01392 383698 [kelly.doonan@devon.gov.uk](mailto:kelly.doonan@devon.gov.uk)

**Chris Williams**, Design Team Leader  
01392 382654 [chris.williams@devon.gov.uk](mailto:chris.williams@devon.gov.uk)