BCP
Council

OUR BRAND
AND GUIDELINES v 1.2

bcpcouncil.gov.uk

"Hundreds of services. One Council."

CONTENT

"This is our brand. Let's own it."

Our Council is new, fresh and dynamic. Our visual identity should reinforce our brand. Applied consistently and professionally, the principles set out in these guidelines will help create a sense of trust, recognition and authority to what we do.

All of us are part of BCP Council and have a duty to help reinforce the brand in the way set out in these guidelines.

Graham Farrant
Chief Executive

The highlighted shape represents the geographical area BCP Council covers. We're proud of our fantastic environment, and committed to protecting and preserving it. That's why our logo symbolises the place we treasure too.

All those dots provide a digital feel and a sense of energy and movement. Just like our local area, organisation and its people. We are connected, we're going places and we serve our communities 24/7.

BCP
Council

The purple adds a professional and authoritative feel.

The vibrant blue reflects the coastline of our area and those three larger dots represent the three distinct towns our organisation serves.

We are one brand. Even if you count all the dots it all comes back to that. There are 113 dots in total signifying: 76 councillors, 33 wards, three towns and 'one council'.

OUR
LOGO

Custodian of this **world-class location**:
a **21st century coastal region**.
Our **privilege** and **duty**.

Bournemouth, Christchurch and Poole are served by a modern, accessible and accountable council. We are committed to achieving a brighter future for our vibrant communities and our dynamic region, to a fully sustainable environment in which everyone has a fulfilled life.

We have responsibility for hundreds of services, delivered by diverse specialist teams and professionals to 400,000 residents across three distinct towns.

We exist for many reasons. To support people to live healthy, safe and active lives, to have responsibility for the protection and enhancement of our outstanding natural environment, and to preserve the distinct and individual heritage and culture of our three towns.

To encourage communities and individuals to reach their full potential, whilst helping our economy to thrive. Ultimately, we govern and provide effective, good value, consistent public services.

BCP Council actively contributes to and continues to shape the collective attributes that make up our world-class place. This is our privilege and duty.

OUR
STORY

Three distinct places. Each with their own history, identity, communities and achievements. As BCP Council, **we take collective pride in serving these great towns**.

BCP Council exists to serve the 400,000 residents of Bournemouth, Christchurch and Poole. We may be one council, striving to provide services universally across our area, but we also recognise and value the distinct and varied constituent parts of our three towns, and the proud, diverse communities that live within them.

Respect for the character and culture of each town, and, in turn the neighbourhoods within them, is critical to understanding and meeting the needs of our communities.

We are one Council. We are three towns. Mutually complementary and stronger as a result.

Christchurch

Bournemouth

Poole
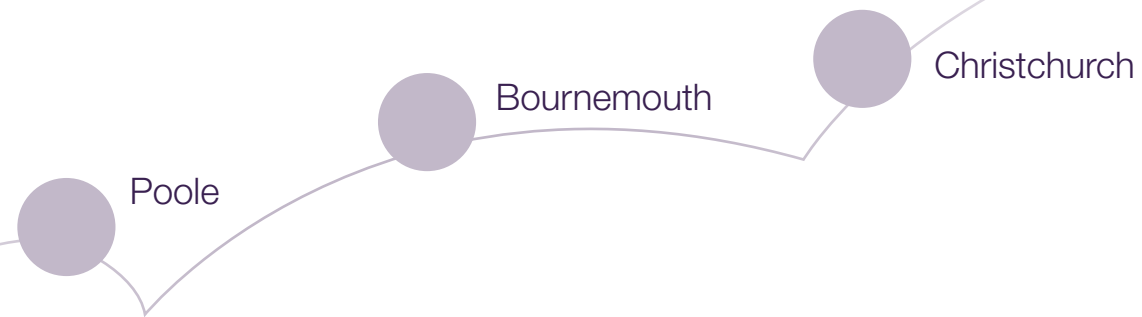
OUR
THREE TOWNS

Origins, **icons, dots and spots in our branding** and identity.

The origins of the dots in our branding stems from our logo design, where the three big dots represent our three towns and the mass of the dots create an outline of the entire geographical area we serve. This same style of design and theme incorporating these dots, carries over into many parts of our branding. Including various iconography developed specifically for brand communications, as well as background designs to be used for general branding and marketing purposes.

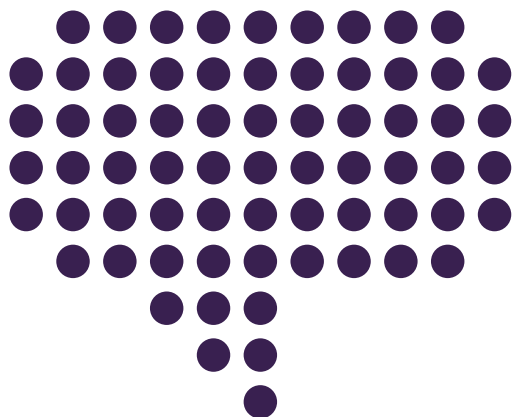The dotted design in all our branding stems from our logo design.
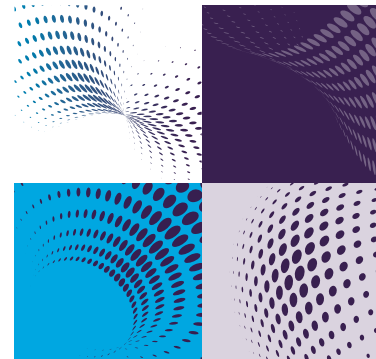
Our dotted background designs and templates. See more on page 22.
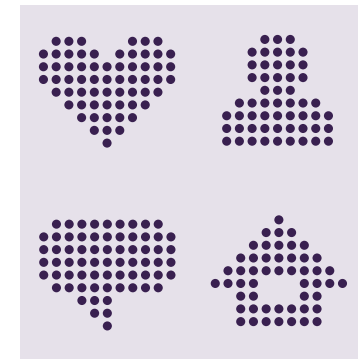
Our dotted-style icons. See our standard icons on page 22.

OUR
BRANDING

How we speak and write

Tone adapts our voice to different situations. Whether it's for written communications and social media posts to dealing with complaints or stating rules and regulations. We even need to be mindful of our tone for fun events and community celebrations. It's how we say anything and everything: online, in-person, marketing materials and our telephone conversations.

We are an inspiring organisation that maintains high standards of excellence for the quality services we provide. This is reflected in our tone of voice for the brand by always being Human, Professional and Confident.

HUMAN

PROFESSIONAL

CONFIDENT

TONE OF
VOICE

Other Related Pages

"With logo-know-how
we strengthen our brand."

Primary Logo
(full colour)

Black Logo
(single colour)

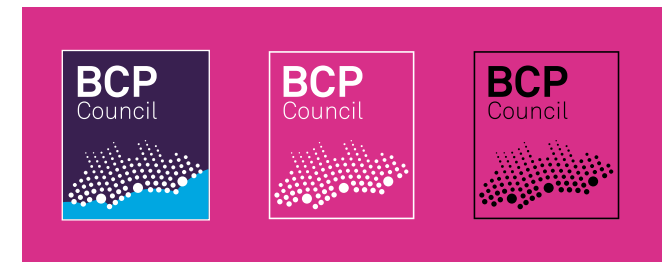## White Logo
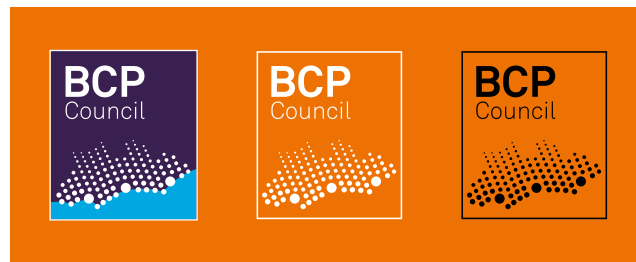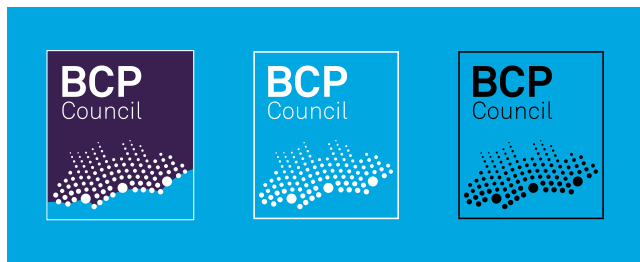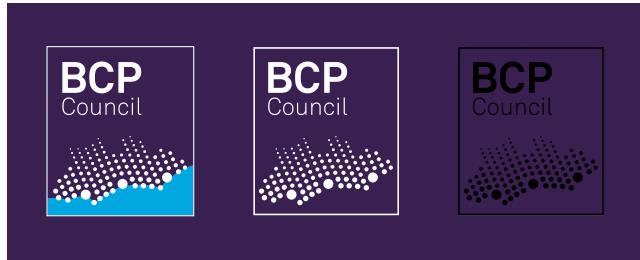(single colour)

Example on black background.

LOGO
VARIATIONS

- Logo spacing and sizing page 13
- Logo on backgrounds page 12
- Logo Don'ts page 15
- Doing it Right page 16

Logo Keyline Outline

When applying our logo on most background colours, the logo will require a 1pt keyline outline similar to what is shown in the examples on this page.

USE CORRECT LOGO ON COLOURED BACKGROUNDS

Exclusion zone

Our logo needs space around it. This exclusion zone should surround the logo at all times. This should measure the same as four times the 'X' space illustrated here (where '4X' represents the required space).

Minimum size

Our logo should be no smaller than 15mm in width. This ensures the logo is always legible on all communications. Use the black or white logo where colour and / or legibility may be compromised when the logo must be at minimum size.
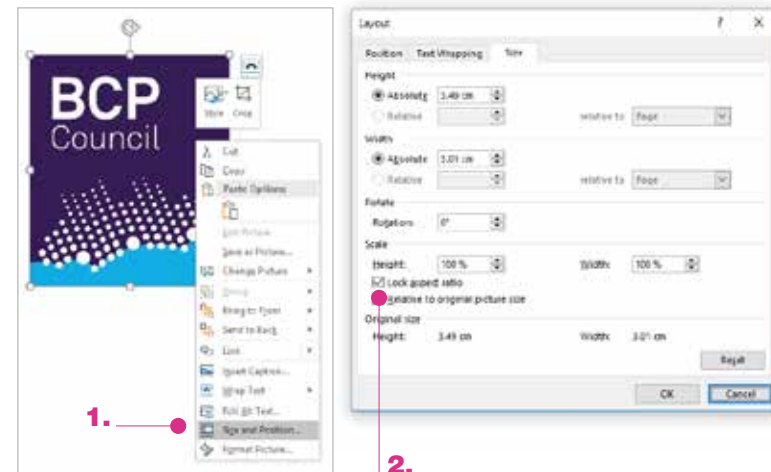

LOGO
USAGE

Working in Microsoft Office suite

- In Microsoft, click the 'Size' tab **1.** then check the 'Lock aspect ratio box' **2.** before you enter the adjusted size. This will prevent the logo from being squashed when it is increased in size.

- Note: When enlarging the logo, the image quality will deteriorate. This should only be done for minor size increases and for digital use only.

- Ensure the final logo is not squashed and still at an acceptable visual standard as defined within these guidelines (see page 15).

Different uses and formats

Print and digital require different logo formats and resolution levels. Do not attempt to use the logo from your email signature for high resolution logo requirements, including for digital use and professional printing.

Contact Corporate Communications and Marketing to obtain the correctly formatted and sized file for such use.

LOGO
RESIZING

More Microsoft Office guidance

For more guidance on applying colours and the brand within your day-to-day documents, please see our FAQs on pages 53 – 54.

- See pages 11,12, 13, 14, 16.

DO

1. Don't change the colours in our logo.

2. Don't stretch or squash our logo.

3. Don't add any text inside or outside.

4. No need to add your specific department name or your own custom slogan to it.

5. One size fits all. Don't change the logo's dimensions.

6. Keep it upright. Don't change the axis either.

7. Please avoid using our logo on a wrong coloured background. See our tips on page 12 for guidance on logo keyline and the correct logo variation to use on certain backgrounds.

8. Secret artists among us must resist redrawing or altering our logo. It's complete already. Own it!

DON'T

Primary coloured backgrounds, white backgrounds and over photos

Our full colour logo can be applied to backgrounds that use a colour from our primary palette (Purple, Cyan or Mid Blue).
Our primary logo can also be used on white backgrounds and over colour photographs (with a white keyline-outline).
See these examples below.

Other colour backgrounds

For backgrounds that are neither white nor one of our primary colours, use our single colour BCP Council logo reversed out with a white keyline-outline. Note for communications where all partner logos are a single colour, the BCP Council logo would follow suit regardless of the background colour.

Single colour logo on primary colour backgrounds

Sometimes it will be more important for the initiative and its campaign to take centre stage in the communication. In these cases, even though the background may use a primary colour, the BCP Council logo can be applied as a single colour (reversed in white) to allow the campaign to be the main focus.

DOING IT
RIGHT

Examples of our logo on coloured backgrounds

Sounding human

Your writing should sound like something you would say. Where possible use 'we' and 'you'. Writing 'we' in place of the council and 'you' in reference to the reader makes the communication more human.

Professional approach

Writing in a professional style allows you to tailor your communication and tone of voice to the purpose of your interaction. Whatever the purpose of your communication, always avoid long sentences and complicated language.

Being confident

Clear and plain language helps to demonstrate authority and knowledge. This in turn will give confidence to recipients in the communication they have received from our organisation.

Writing BCP Council

Always write BCP Council and not just BCP when referring to the council. When you write BCP Council, do not enclose the text in brackets or speech marks.

Writing Bournemouth, Christchurch and Poole Council

BCP Council covers our local geographical area, but not everyone will know or understand that this represents Bournemouth, Christchurch and Poole Council. When you need to write the name in full, it should be written in the following format: **Bournemouth, Christchurch and Poole Council**. (Note: With a comma after the word Bournemouth and the word 'and' written in full and not abbreviated).

Keep it simple

- Use plain language/everyday words
- Avoid jargon (use plain English instead)
- Avoid lengthy sentences (aim for 8-10 words)
- Aim for three or four sentences per paragraph
- Use bullet points to break up text
- Never assume your customers know about your service.

WRITING STYLE GUIDE

Our organisation has a responsibility to all those who live in Bournemouth, Christchurch and Poole. Our visual identity must help everyone feel that our organisation is relevant to them, respects their needs and values their input. Our communication should make access to services easier, and never harder.

Inclusion

Design should reflect the needs of the audience. Colours, icons and the imagery used should resonate with and reflect the needs of service users. Photography in particular should be representative of our communities' characteristics, reflect all types of people, and be relatable to your target audience.

Accessibility

Our guidelines set out the standard application of our visual identity. You will know your service users best, and any special communications needs that they have. For example, larger fonts, Easy-Read formats or other alternative requirements are encouraged if this is what your service users need.

Colour contrast is key to legibility for many people, and good colour contrast is a prerequisite for all our designed materials.

TEXT COLOUR	BACKGROUND COLOUR		
	PURPLE	CYAN	MID BLUE
WHITE	GOOD	GOOD	GOOD
GREY	GOOD	POOR ✗	GOOD
BLACK	POOR ✗	GOOD	POOR ✗
PURPLE	✗	GOOD	POOR ✗
CYAN	GOOD	✗	POOR ✗
MID BLUE	POOR ✗	POOR ✗	✗

INCLUSION AND ACCESSIBILITY

Image Style

Our photography should be a visual representation of our tone of voice: human, professional and confident. Aim to capture the spirit of the people and our world-class area.

Permissions

By law, we require signed release forms from the people we photograph, to use the images in our marketing materials, including Social Media.

Contact Corporate Communications and Marketing for these permission forms prior to photography.

OUR
PHOTOGRAPHY

ARIAL

Our corporate font is Arial – an easy-to-read widely available, web safe font. The two weights are Bold and Regular.
As a guide use 10 point size as a minimum and 11 point size as a maximum for body text in emails. Use 11 point for body text in print. The priority is for the size of the font to be suitable and legible for your audience. **Always be mindful of any special communications needs that your audience may have.**

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
12345678909(!@£$%^&*)

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
12345678909(!@£$%^&*)

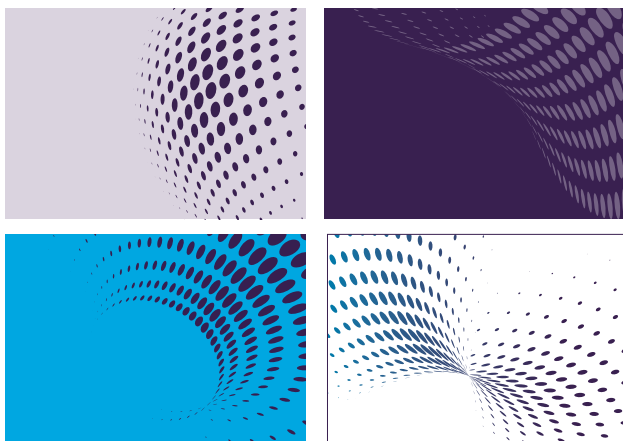# CORPORATE
FONT

Aa
Aa

HELVETICA NEUE LT Std

This font is for professional designers when designing various collateral for our communications and marketing. When work is being professionally designed, this font can be used for headlines and sometimes, where possible, body copy. There are four weights to choose from as shown on this page.

45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
12345678909(!@£$%^&*)

55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
12345678909(!@£$%^&*)

75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
12345678909(!@£$%^&*)

95 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
12345678909(!@£$%^&*)

DESIGNER FONT

Aa
Aa
Aa
Aa

Designs for backgrounds

These are for use by professional graphic designers for use with document covers, page backgrounds, presentations and various brand communications. For support contact Corporate Communications and Marketing.
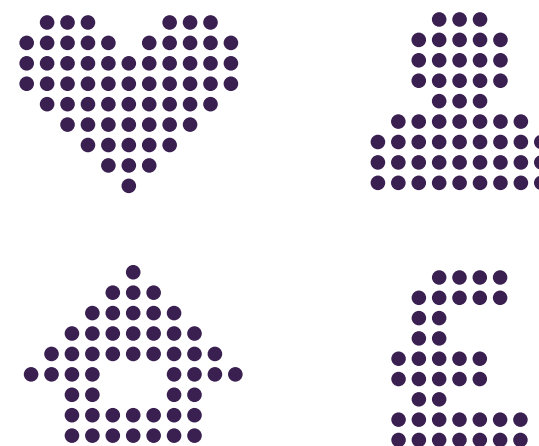
Our iconography

We have a set of general icons specifically created for use with our brand and various communications. Contact Corporate Communications and Marketing to access these icons.

Dotted style iconography

These dotted-style icons are only for use by professional graphic designers. They should not be used for signage or outdoor environments. They should not be used in communications where accessibility would be an issue. Contact Corporate Communications and Marketing to view and access the full suite.

ICONOGRAPHY AND BACKGROUND
TEMPLATES

"These colours reinforce our brand."

Primary palette

These colours make our brand. It's the colour combination we wish to be associated with. By using our primary colours we maintain a consistent and recognisable brand image across all applications.

See the following pages for a range of branding examples with our primary colour palette.

BCP Council **PURPLE**

C90 M100 Y34 K31
R54 G30 B84
#361e54

Pantone 2627C

BCP Council **CYAN**

C81 M8 Y2 K0
R0 G173 B226
#00ade2

Pantone 2995C

BCP Council **MID BLUE**

C100 M62 Y0 K0
R0 G100 B177
#0064b1

Pantone 300C

PRIMARY
COLOURS

DOING IT RIGHT

Examples using primary colours

DOING IT
RIGHT

Examples using primary colours

DOING IT
RIGHT

Examples using primary colours

Applying for a School Place **Sept 2020**

Reception School
- The **closing date** for applications is **15 Jan 2020**
- If your child was born between 1 Sept 2015 and 31 Aug 2016 you need to apply for a school place for Sept 2020

Middle School
- The **closing date** for applications is **15 Jan 2020**

Secondary School
- The **closing date** for applications is **31 Oct 2019**
- Entry to a Grammar School and Poole High School Expressly Academic require your child to sit an academic test. Contact the school direct for registration and testing dates

For school admissions enquiries for **Bournemouth** and **Christchurch** contact: **T.** 01202 456223 **E.** cis@bcpcouncil.gov.uk

For school admissions enquiries for **Poole** contact: **T.** 01202 261936 **E.** schooladmissions@bcpcouncil.gov.uk

bcpcouncil.gov.uk/schooladmissions

Thank you for booking with Bournemouth, Christchurch and Poole Registrars.

Confirmation of booking and next steps to take.

bcpcouncil/registrar

Documents you will need to take to your appointment

Proof of nationality
- Valid passport / full birth certificate (British citizens only)
- Valid passport / EEA identity card (EEA citizens only)

(If born after 01/01/1983 and not in possession of a valid passport, you will be required to produce your full birth certificate in addition to your parents' birth certificates and marriage certificate, if applicable, as proof of nationality).

- **Proof of address:** UK driving licence, a council tax bill issued within the last 12 months, a utility bill issued within the last 3 months or a bank statement issued within one month.

- **Proof of condition:** If you have been through any form of marriage or civil partnership in this or any other country you must provide evidence of how that relationship ended, i.e. decree absolute or spouse's death certificate.

If your divorce document was not issued in the United Kingdom, then it will be necessary to provide a full translation with the original document. The translation needs to be provided by a third party who must sign, date, record their address and state that it is a full and correct translation of the document. Some foreign documents will need to be sent to the General Register Office for verification, this can take up to 6 weeks. A statutory fee of up to £75 will apply.

- **Proof of name change** if applicable: name change documents (deed poll)

All documents must be originals or certified copies, photocopies will not be accepted.

You will be able to obtain certified copies of birth/death certificates by ordering from the Register Office where the event took place.

For certified copies of a Decree Absolute, contact the court where the document was issued.

If you wish to book an appointment to serve your notice of marriage in either our Bournemouth or Christchurch office, please call **01202 45494.**

If you wish to book an appointment to serve your notice of marriage in our Poole office, please call **01202 633744.**

Cllr Vikki Slade
Leader of the Council

DOING IT
RIGHT

Examples using primary colours

BCP Council proudly serving three towns

bcpcouncil/registrar

✔

BCP proudly serving three towns

bcpcouncil/registrar

✘

Always write BCP Council and not just BCP when referring to the Council.

"Colour must
have meaning."

Secondary palette

In certain instances, other colours may need to be used. For those circumstances, we have developed this secondary palette to support the primary palette and for creative flexibility to differentiate between communication items and to suit specific customer needs.

In branding, colour must have meaning and with creative flexibility comes great responsibility!

These colours should be used occasionally and sparingly. If you are unsure about the usage of the secondary colour palette, contact Corporate Communications and Marketing for further advice.

See the next page for branding examples with our secondary colour palette.

BCP Council **GREEN**

C50 M0 Y100 K0
R141 G198 B63
#8dc63f

Pantone 376C

BCP Council **PINK**

C10 M91 Y0 K0
R216 G58 B149
#d83a95

Pantone 225C

BCP Council **ORANGE**

C0 M65 Y100 K0
R244 G121 B32
#f47920

Pantone 021C

SECONDARY
COLOURS

POOLE PARK
TENNIS

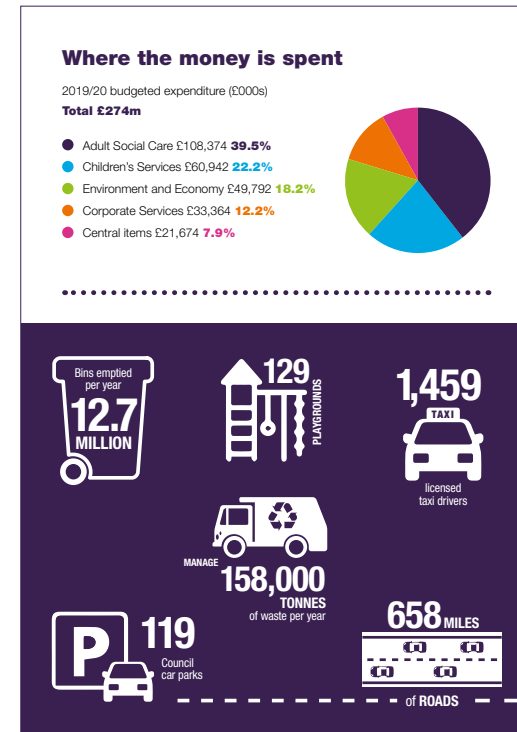**Play tennis** in the beautiful surroundings of Poole Park for just **£24 a year.**

Households can buy a Tennis Membership for £24 (£15 ATL+L) which will provide access to courts in Poole Park. Your membership will be renewable annually and can be used by anyone wishing to play tennis in your household.

Apply online and receive your access key code.

bcpcouncil.gov.uk/pooletennis

BCP Council

i. Operated by BCP Council, the communication for Poole Park Tennis needed to standout to attract new customers in the recreation market. In this instance it uses the green from the secondary palette.

Where the money is spent

2019/20 budgeted expenditure (£000s)
Total £274m

- Adult Social Care £108,374 **39.5%**
- Children's Services £60,942 **22.2%**
- Environment and Economy £49,792 **18.2%**
- Corporate Services £33,364 **12.2%**
- Central items £21,674 **7.9%**

Bins emptied per year
12.7 MILLION

129 PLAYGROUNDS

1,459 TAXI licensed taxi drivers

MANAGE **158,000 TONNES** of waste per year

P **119** Council car parks

658 MILES of ROADS

ii. Example of secondary colours complementing the primary palette colours. This style of graph could be applicable for various communications for BCP Council. The overall branding and page layout uses the primary palette and for the graph and its correlating information, it also uses secondary palette colours.

DOING IT
RIGHT
Examples using secondary colours

LOOK at the road **NOT** at your phone!

It will cost you – **6 points** and a **£200 fine**

iii. Behaviour change campaign, which needed to standout for its target audience. In this instance it uses the purple from our primary palette with orange from our secondary palette for its key messaging.
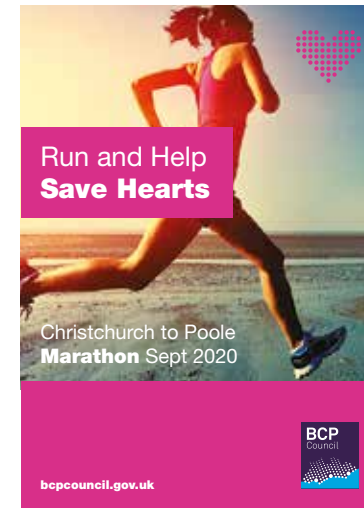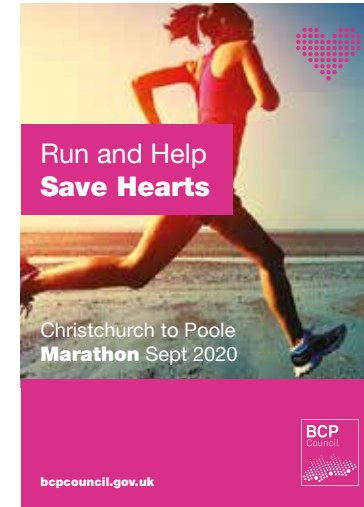
DOING IT
RIGHT

Examples using secondary colours

How to apply BCP Council logo with secondary colour backgrounds:

When using secondary colour backgrounds, the full colour BCP Council logo can only be used on the green backgrounds. For pink and orange backgrounds, our logo should be reversed out in white. See pages 12, 31 and 33 for examples.
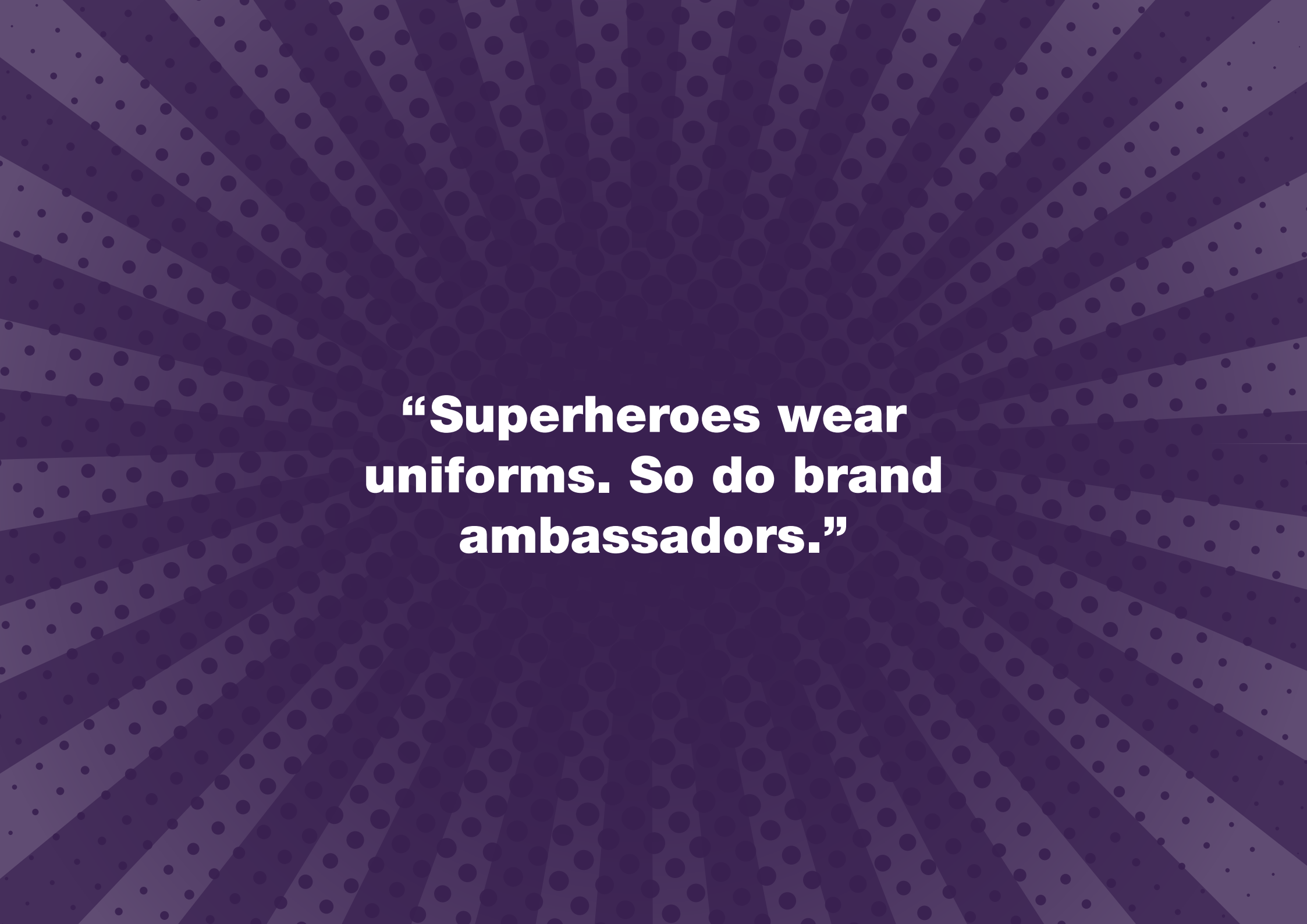
This campaign needed to standout for its target audience with the purple from our primary palette and another colour to differentiate it. This other colour should be from our secondary colour palette; like the 'orange' in the above correct example. Avoid using colours that are not in our brand's colour palettes.

Green is the only secondary colour background which can use the full colour BCP Council logo. For pink backgrounds, our logo should be reversed out in white like the above correct example. For orange backgrounds, it should use either the single colour white logo or black logo.

DOING IT
RIGHT

Examples using secondary colours

"Superheroes wear uniforms. So do brand ambassadors."

Name Surname
Service Unit

General
polo neck
t-shirt can be
white, black, purple
or navy blue.
Logo on front left
breast.

Branded clothing items are
available through the Council's
preferred suppliers (Arco and
Tower Supplies).

The types and colours of
clothing plus the position of
the logo, has been agreed to
ensure consistency and to
control costs.

High visibility jacket

STANDARD
UNIFORMS

See our Intranet or contact Corporate Communications
and Marketing for the full uniform specifications including
fleeces, jackets and additional items.

X

Commercial/
Destination logo
on front left breast.
BCP Council single
colour logo on
right sleeve.
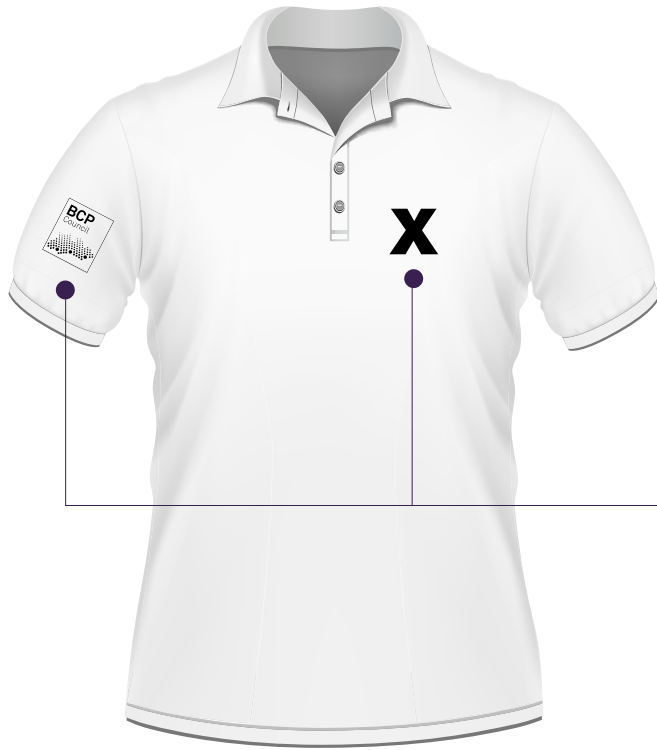
Light coloured garment

X

Commercial/
Destination logo
on front left breast.
BCP Council single
colour logo on
right sleeve.

Dark coloured garment

OUR COMMERCIAL / DESTINATION
UNIFORMS

This is not guidance for contractor uniforms. Contact Corporate Communications and Marketing in first instance regarding any specific contractor uniforms.

It is important that **our vehicles comply with our brand guidelines** and present a **professional** and **consistent** face to our surrounding communities.

Only the BCP Council logo should appear on council vehicles – not individual directorate or service names*.

Drivers using BCP Council branded vehicles should be aware that their behaviour while in and around the vehicle, as well as their choice of parking location, reflects on BCP Council.

For more information about vehicular signage with respect to layout, colours, phone number, friendly urls and/or use of BCP Council branding – contact Corporate Communications and Marketing.
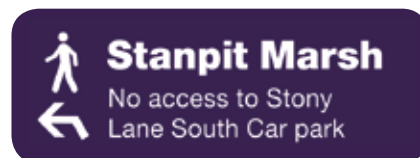
BCP Council

bcpcouncil.gov.uk

BCP Council

bcpcouncil.gov.uk

BCP Council

bcpcouncil.gov.uk

VEHICLES

*See page 46 – 47 for more advice about specific service needs.

Signage examples and guidance

Signs are a great on-site way to reinforce our brand and confirm to people that they are in the right place. Contact Corporate Communications and Marketing for advice on signage design and contact Facilities for production.

← **Civic Offices & Leisure Centre**

Stanpit Marsh
No access to Stony Lane South Car park

Town Hall
Bourne Avenue

BRAIDLEY ROAD

Northmead House
Creekmoor Library
Creekmoor Children's Centre
Stour Valley and Poole Partnership
Creekmoor Youth Centre

Street signs should use UK standard approach with road name in black lettering on white background. No logo or borough Coat of Arms to be used. Font is 90mm Black Kindersley on white background. (Coloured graphics are unnecessary).

SIGNAGE

Letterhead, Compliments Slip and Business Cards

Sam Smith
Floating Support Worker

Address, address, address, address, address, address

T. 01202 451451 **M.** 07911 700123
E. name@bcpcouncil.gov.uk

bcpcouncil.gov.uk

bcpcouncil.gov.uk

Single sided business cards are our preferred approach. Double-sided cards will incur additional costs. Contact Corporate Communications and Marketing for orders and more information.

With Compliments

Address, address, address, address, address, address, address, address

T. 01202 451451 **E.** name@bcpcouncil.gov.uk **bcpcouncil.gov.uk**

Address, address, address, address, address, address, address, address
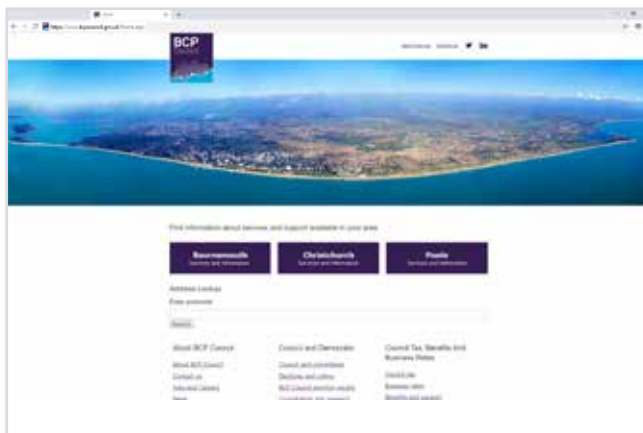**T.** 01202 451451 **E.** name@bcpcouncil.gov.uk **bcpcouncil.gov.uk**

STATIONERY

"Actively engaging and socially responsible."

Our Websites

Our main BCP Council website includes the primary logo, as does our current individual Bournemouth, Christchurch and Poole websites while they remain active in our transition phase. For our other Council websites, such as those that may be created for service initiatives and / or campaigns, in first instance speak to Corporate Communications and Marketing. Do not create an external website for BCP Council or any of our departments and activities without prior consultation, direction and approval.

Our URL

The preferred way to write / show our url with our branding and marketing is without the 'www.' like: **bcpcouncil.gov.uk** – the 'www.' can be used for specific marketing communications if required.

Friendly URLs

Web URLs within marketing material should be user friendly. You will need to have your friendly URL created for you by the Web Team within Corporate Communications and Marketing. Contact them for more information.

Web Font

For legibility and accessibility, our website currently uses the fonts Verdana and Roboto. These web fonts display better on computers and mobile devices. These particular fonts are automatically generated in our CMS then applied to the face of our website so you do not need to choose or set these for any other BCP Council communications. For your emails it should remain set to the Arial font (see page 42).

Email Signatures and Out of Office Replies

There is a template for email signatures set up on our Intranet. For further guidance including settings and Out of Office replies, see page 42.

Email Marketing

The Council uses a professional email marketing management platform for use across the organisation. Contact Corporate Communications and Marketing to discuss your needs. This ensures appropriate branding and GDPR compliance. More information on page 44.

Social Media

All accounts must be authorised by Corporate Communications and Marketing and managed on a preferred platform to ensure appropriate branding. View more about Social Media on page 45.

DIGITAL BASICS

Body text of email...————————————● **Text** – Arial regular 11pt, Black

Regards,

John

BCP
Council

John Smith————————————● **Name** – Arial bold 11pt, R54 | G30 | B84
Project Officer————————————● **Role** – Arial bold 11pt, R54 | G30 | B84
Corporate Communications and Marketing————● **Department/Service Unit** – Arial bold 11pt, Black
T. 01202 123123————————————● **Telephone** – Arial regular 11pt, Black
john.smith@bcpcouncil.gov.uk————————● **Email address** – Arial regular 11pt, Black
bcpcouncil.gov.uk————————————● **Web address** – Arial bold 11pt, Black

Sign up to BCP Council's email news service————● **Email update link** – Arial regular 10pt, R54 | G30 | B84

Do not add these to your email auto signature:

- No personal sign offs in custom font/colour like *Jenny* or *Paul*

- No additional logos service logos or award references, other than by exception (see page 43).

Out of Office Replies

Always set your Out of Office when you are on leave. This should remain professional, and include:

- Away dates and return to office date
- An alternative contact (if appropriate)
- A polite sign off
- Do not include specifics e.g. where you have gone / feelings of jubilation.

EMAIL
SIGNATURES

Secondary email signatures ('supported by' or 'supporting')

The solution for a requirement for secondary auto-signatures is to create one only in circumstances where there are prescribed conditions, such as a dedicated funding partnership agreement which requires additional visual recognition in emails and correspondence. Similarly, a secondary auto-signature may be applied for specific dedicated and approved destinations owned and operated by the Council.

Colleagues working less than 50% of time on the work covered by any required recognition or for the approved destination / facility may create a secondary email signature for use only when communicating in relation to that specific project or facility. Colleagues spending 50% or more working time on associated projects may use a single co-branded signature as displayed here.

Example 1

BCP Council

John Smith
Project Officer
Construction and FM
T. 01202 123123
john.smith@bcpcouncil.gov.uk
bcpcouncil.gov.uk

Sign up to BCP Council's email news service

Supported by

European Union
European Structural
and Investment Funds

Example 2

BCP Council

John Smith
Project Officer
Construction and FM
T. 01202 123123
john.smith@bcpcouncil.gov.uk
bcpcouncil.gov.uk

Sign up to BCP Council's email news service

Supporting

poole museum

Third party logos should lead from left in line with BCP Council logo.

- Allow 5mm space below the 'Sign-up' body text to display 'Supported by' or 'Supporting' text
- Also allow 5mm space below 'Supported by' or 'Supporting' text before top of other logo
- Other logo should not exceed more than 10mm in height.

Do not assume that a secondary auto-signature is permitted. Seek advice and approval from Corporate Communications and Marketing prior to using any secondary signature.

SHARED EMAIL
SIGNATURES

Other Shared Email Signatures
The Council's Commercially Operating Services, including Destinations, should contact Corporate Communications and Marketing about their email signature's branding.

Email banner

All email marketing accounts must be authorised by Corporate Communications and Marketing and managed on a preferred platform to ensure appropriate branding and GDPR compliance. It is not acceptable from a branding perspective, nor is it particularly accessible, to include a pdf attachment as an email marketing approach. Good practice guidelines and BCP Council's agreed approach to email marketing and email newsletters is available from Corporate Communications and Marketing.

EMAIL / WEB
MARKETING

i.

ii.

All social media accounts set up on behalf of BCP Council, or any of its services, venues or facilities, should be developed in liaison with the Corporate Communications and Marketing team.

For BCP Council's official social media, we use either the **circle** or **square** brand application shown on this page.

These applications have been refined and designed especially to accommodate the associated digital platforms and their medium. These specific social media brand applications should not be used for any other applications for BCP Council.

Separate social media accounts and pages should not be created without authorisation from Corporate Communications and Marketing as per our Brand Identity and Marketing Policy.

SOCIAL
MEDIA
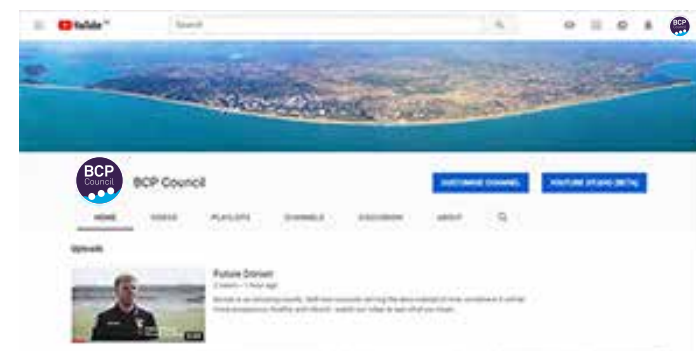
We want our residents and service users to know what we do and who is accountable. It's difficult for them to do that if we have a variety of unrelated logos. **We are one brand**. Let's own it. That means all of us.

Service Brands

These are not permitted. Do not attempt to create one, either with or separate to the BCP Council logo. Instead speak to Corporate Communications and Marketing about your needs. We know that an engaging look and feel, relevant to your service users, may be vital to service access or behaviour change. We can work with you to understand your brief and develop an appropriate look and feel if necessary, whilst retaining brand compliance. Services that may have had their own logos within preceding councils should cease use of those logos and seek advice from Corporate Communications and Marketing.

Commercially Operating Services

Many services generate income and operate in a commercial, competitive environment. Being a modern, commercially-astute organisation it's part of what we do, not separate to us. We know how to bring the competitive edge to services operating in a competitive environment. Bring a brief and a business case and speak to Corporate Communications and Marketing for advice. Commercially operating services where a separate logo or brand may have existed within preceding councils, should seek advice from Corporate Communications and Marketing at the earliest opportunity.

Council-owned Trading Companies

These aren't the same as commercially operated council services. Contact Corporate Communications and Marketing for advice on brand development in these instances.

MORE BRANDING
PRINCIPLES

Events

We know that events will need their own look and feel to attract people and package the offer. But it's also important the Council gets recognition for its contribution (whether it's for funding, as the organiser, or both). The event brand can take precedence, but the Council's involvement must be acknowledged. Contact Corporate Communications and Marketing for advice.

Destinations and attractions

Similar to commercially operating services, many Council-run destinations and attractions will need their own look and feel for marketing purposes. The destination / attraction brand can take precedence, but the Council's role must also be clearly recognised in materials. Speak to Corporate Communications and Marketing for guidance.

Service initiatives and campaigns

Sometimes service initiatives, such as particular projects or campaigns, will require their own look and feel. It's also important that the Council is seen as the provider of these initiatives, or as a partner in them. Branding for these activities that was applied in preceding councils should no longer be used. Contact Corporate Communications and Marketing for advice.
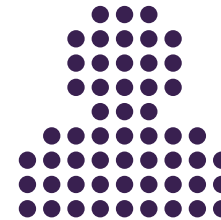
Sensitive Council services

There will be a handful of services where there may be evidence of lack of engagement with service users if the Council brand is too prominent. For example, if a service user is distrustful of authority and there is a risk that vulnerable people will avoid accessing vital services. In these evidence-based instances, an alternative approach can be agreed in liaison with Corporate Communications and Marketing. Please get in touch to discuss.

MORE BRANDING PRINCIPLES continued

"Opportunity comes from collaboration and partnership."

Lead partner

When we are the majority funder
Use the BCP Council logo and brand identity and if appropriate acknowledge the partner's involvement.
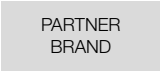
When we are the accountable body
Use the BCP Council logo and brand identity and if appropriate acknowledge the partner's involvement.

BCP Council branding to be used

· Acknowledge partner's involvement ➝

PARTNER BRAND

· ·

Secondary partner

When we are a part funding body
(and another organisation is the majority funder)

Defer to the partner organisation's branding but include the BCP Council logo and ensure the correct use and positioning.
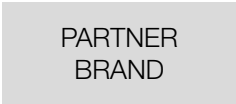
PARTNER BRAND

Partner branding to be used

· Include BCP Council logo ➝

· ·
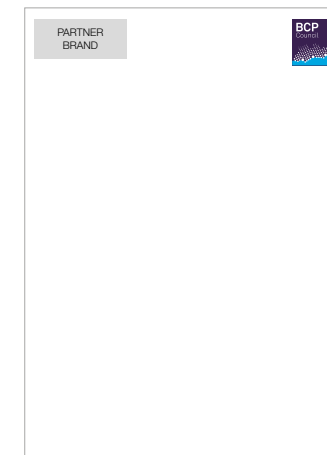
PARTNERSHIPS part 1 of 3

Multiple partnerships

When BCP Council logo is one of multiple partners, ensure our correct logo is used at the correct sizing, spacing and application.

Equal partnerships

See visual example.

Multiple authorities

When there are more than four authorities/bodies involved, list each partner in text form with a statement describing the relationship e.g. 'Supported by', 'Funded by', 'Working together'. Further advice is available from Corporate Communications and Marketing with the default approach being the names in 'text form' not multiple logos, such as this wording example demonstrated below here:

Supported by Bournemouth, Christchurch and Poole Council, Dorset Council, Dorset and Wiltshire Fire and Rescue Services, Dorset Police and the NHS.

Part of national / wider initiative

Where the project is being delivered by BCP Council, the Council's logo should be used. Any initiative logo or accreditation should sit alongside it, according to any associated requirements or guidance. See visual example for equal partnerships.
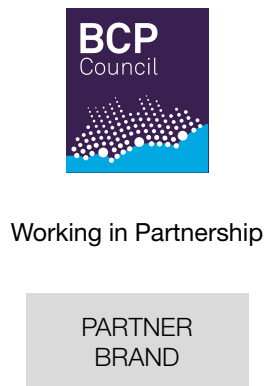
PARTNERSHIPS part 2 of 3

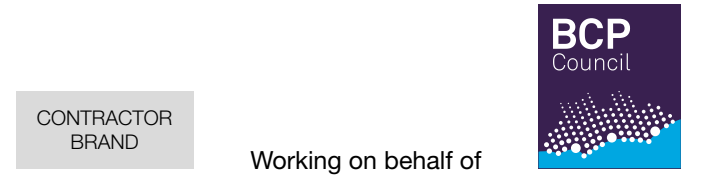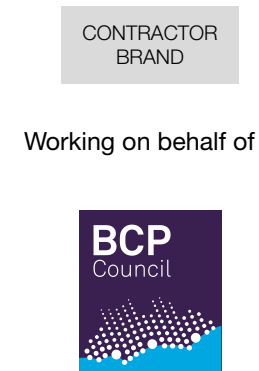## Working in partnerships

i. Side-by-side example

| PARTNER BRAND | Working in Partnership | BCP Council |

ii. Vertical example

BCP Council

Working in Partnership

PARTNER BRAND

Contractors working on behalf of BCP Council

i. Side-by-side example

| CONTRACTOR BRAND | Working on behalf of | BCP Council |

ii. Vertical example

CONTRACTOR BRAND

Working on behalf of

BCP Council

PARTNERSHIPS part 3 of 3

DOING IT
RIGHT Partnership Examples

My customers don't associate my service with the Council, can I just create a separate logo and set up a separate social media account for my service?

Do not create or use a separate logo for your service. Contact Communications and Marketing for advice. Do not set up a separate social media page for your service without advice from the Team. All social media accounts set up on behalf of BCP Council or any of its services without advice from the Team. Venues or facilities, should be developed in liaison with Corporate Communications and Marketing.

When it's for a communication with us and one or more partners, whose branding do we use? Whose logo is bigger?

BRANDING FAQs

I think I need a separate logo because I need my service to be competitive and the BCP Council logo won't work for this?

Do not create a separate logo for your service. Contact Corporate Communications and Marketing for assistance to help your marketing communications be competitive for your service within our organisation's branding guidelines.

I don't believe the BCP Council campaign I'm working on requires council branding. Can I forgo it?

All council campaigns and communication should be BCP Council brand compliant, which includes scope for a campaign look and feel. In any event, there should be transparency and accountability for council activities.

Can I use colours that are different to our Primary Colour palette and Secondary Colour Palette for various pieces of marketing?

What is the minimum size I can print the BCP Council Logo?

What does it mean by 'Permissions' for photography? If I took the photo and the person said "yes" at the time, why do I also need written permission?

For all people photographed for BCP Council's marketing and various communications, we require a signed permission form by each person appearing in the photograph – even if they work for BCP Council. Contact Corporate Communications and Marketing for these forms and advice.

Which BCP Council Logo is correct to use on a colour background?

It can vary depending on the actual colour of the background. See page 12 for guidance on whether you should use the full colour logo or the single coloured white version.

How do I order branded uniforms and other branded clothing and items?

Branded clothing items are available through the Council's preferred suppliers (Arco and Tower Supplies). The types and colours of clothing plus the position of logos are agreed to ensure consistency and to control costs.

Are there any branded materials and promotional items that I can use for an exhibition, roadshow or event?

Branded pull up banners and some other items are available to loan from Corporate Communications and Marketing. If you are holding an event or attending an exhibition, please plan ahead and speak to the team for advice. You may need to get bespoke materials produced and therefore design and print lead-in times need to be considered to ensure such items will be ready for your event.

Can I give permission for other companies or organisations to use the BCP Council logo?

No. The Council's logo is trademarked so you must contact Corporate Communications and Marketing if you are asked to give permission or supply the Council's logo to another organisation or a company.

How can I make my Microsoft Word document tables and diagrams brand-compliant?

Go into 'More colours' and 'Custom'. Enter the RGB references: 54, 30, 84. Use this colour reference in tables and for headings. Follow the same approach with primary colour palette colours first. Only if more colours are needed (for example in a graph) then secondary palette colour references can be added in this way. If you are producing diagrams or flow charts, do not apply a gradient or percentage. Use the full 100% block colour.

Can I use clip art in my communications?

No. Clip art is not permitted. Please view our range of iconography designed for use with our brand. Seek further advice from Corporate Communications and Marketing.

Do you have more branding queries?

Council staff can check our intranet for other branding FAQs and useful links and helpful information. Please also contact the Corporate Communications and Marketing team for advice. See page 55 for contact details.

BRANDING
FAQs continued

Corporate Communications and Marketing team

General branding

Jo Evans
jo.evans@bcpcouncil.gov.uk

Design queries

graphic.design@bcpcouncil.gov.uk

Photography

Greg Smith
greg.smith@bcpcouncil.gov.uk

Social Media

Tina Stokes
tina.stokes@bcpcouncil.gov.uk

Business Partners

Place – Carly Hoyle
carly.hoyle@bcpcouncil.gov.uk

People – Julie Munson
julie.munson@bcpcouncil.gov.uk

Resources – Melanie Baldwin
melanie.baldwin@bcpcouncil.gov.uk

Strategic / other branding

Georgia Turner
georgia.turner@bcpcouncil.gov.uk

Janet Oglakci
janet.oglakci@bcpcouncil.gov.uk

CONTACTS