

Our visual identity

Alongside a consistent written style, the council also has its own unique visual identity, which is carried across all materials produced by the council, from documents and publicity to uniforms and signage.

It is vital that we always present ourselves in a consistent and professional manner and that everything produced reinforces the values of our organisation.

Our visual identity consists of five elements:

the logo

colour palette

typography

imagery / graphics

layouts

Overview

The logo was created in 1997 when the council became a unitary authority, representing our coastal location. It should be used on all materials produced by the council, adhering to the guidelines that follow here.

Preferred sizes

There are three standard sizes for reproducing the logo in print, depending on the size of the publication. The minimum size is 30mm. The logo may be scaled up on larger items.

When preparing the logo for digital use, such as websites, ensure it is legible and sharp.

Always use master artwork; a digital logo pack is available from the communications team.

If you require a copy
of the council logo,
please contact the
communications team.

35mm
For use on DL documents



40mm
For use on A5 documents



45mm
For use on A4 documents



The logo: clear space

To create maximum visual impact the logo needs a surrounding area of clear space, called a clearance area, in which no other type or image must appear.

The only exception to this is when the logo reproduces on, or reverses out of, a suitable photographic or colour background.

The grey box shows the minimum clearance area. It is defined by a unit, equivalent to the width of the letter “O” in Torbay.



The logo: colour options

The standard council logo uses the three primary corporate colours (see #### in this section). The full colour logo must only be used on a white background.

If you wish to use the logo on a coloured background or on top of an image, please use either the black or white version ensuring that there is sufficient contrast to retain legibility.

In special circumstances, the logo can be used in an alternative single colour. Please contact the design team for guidance.

There is also a reversed out version of the full colour logo. However, this version should only be used on the Pantone 280 blue background and in no other instance.

Please do not add any special effects (such as drop shadow or outline) to the logo to make it stand out.

The full colour version
of the council logo
must only be used on
a white background.



The logo: what NOT to do!



redraw



add your own
strapline,
department name
or service title



pixelate



place with other
graphic elements
which enter the
clearance area



remove any part



place on a
background that
does not provide
sufficient contrast.



distort



use any element
of the logo as a
graphic device, or
as part of another
design/logo



use other colours

Endorsements

There will also be times when Torbay Council is asked to endorse campaigns, projects or organisations. It is important the relationship between the council and the organisation using the logo is clear.

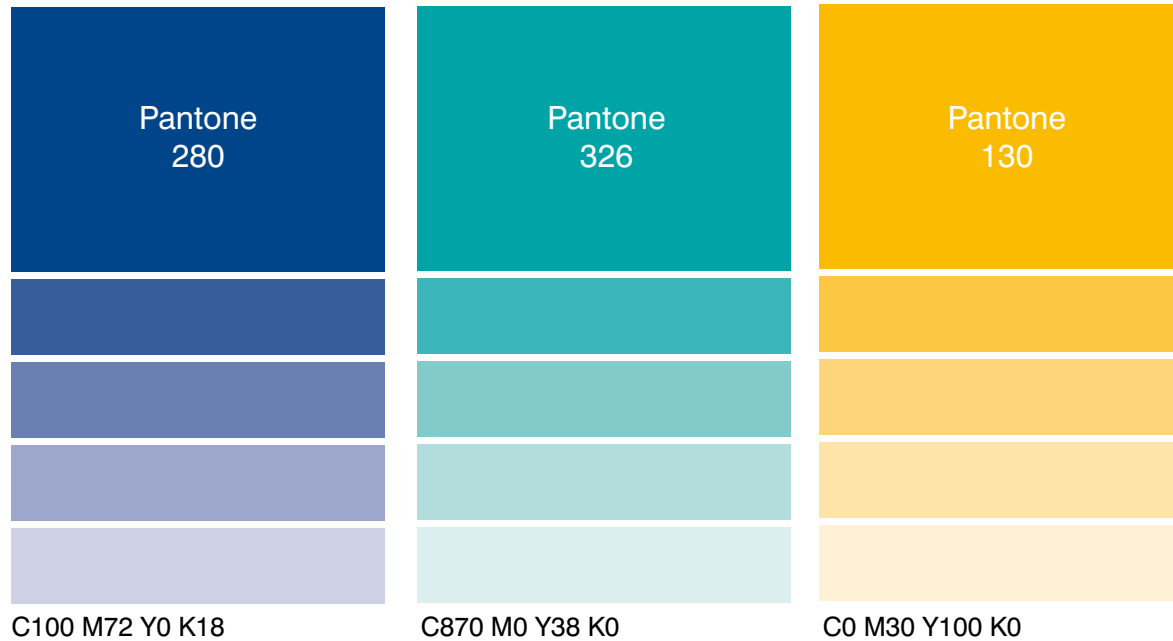
For this reason, we have produced a set of endorsement logos which must be used.

Funded by	for all projects or initiatives paid for in full by Torbay Council
Co-funded by	for all projects or initiatives with equal financial contribution from all partners
Supported by	where Torbay Council has provided resources (e.g. staff time) or partial funding to projects or initiatives
Sponsored by	for all projects or initiatives given financial support from Torbay Council, but not organised by the council, in return for in kind support (e.g. advertising)
In partnership with	where Torbay Council has entered into a partnership agreement for projects or initiatives where the council is not the lead organisation, but has contributed either finances or resources
Approved provider	for organisations who are contractually obliged to provide services to members of the public on behalf of Torbay Council

The endorsement should always appear as per the example here, using Swiss 721 bold italic (or Arial bold italic if Swiss is not available) and taking into account the clearance area other rules surrounding logo usage. Please contact the Communications Team for a copy of the relevant endorsement logo.



Colour: primary palette

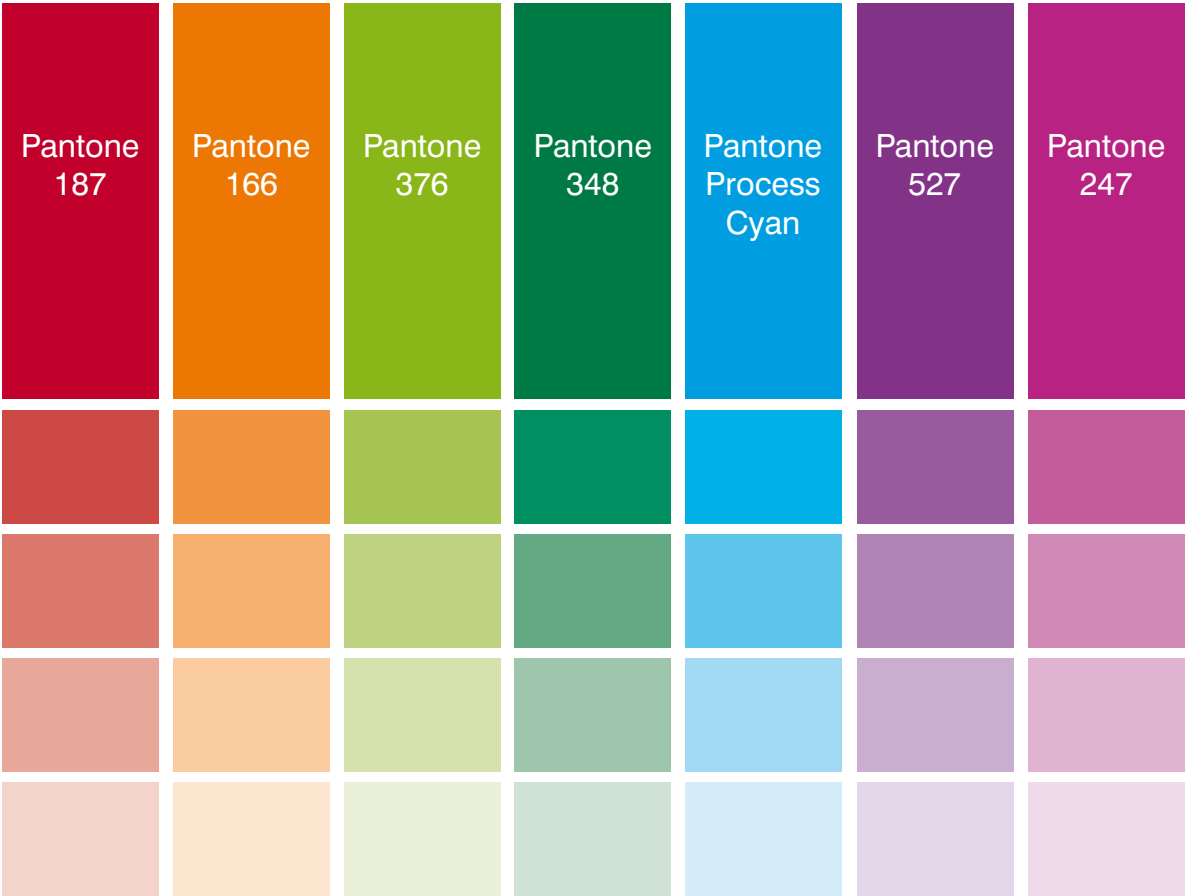


The council logo uses the above pantone colours, which form our primary palette. The correct CMYK, RGB or Hex equivalents should be used at all times.

Please refer to a Pantone swatch guide if you are unsure what colour values to use.

Colour: secondary palette

The secondary palette adds vibrancy to the Torbay Council identity. The tints offer further flexibility and are particularly helpful when producing diagrams and charts.



Primary typeface

The corporate font for Torbay Council is Swiss 721, which is a clear, simple and legible typeface. It should be used for all professionally produced materials.

Swiss 721 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"£\$%^ &*()

Swiss 721 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"£\$%^ &*()

Swiss 721 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"£\$%^ &*()

Swiss 721 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"£\$%^ &*()

Swiss 721 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"£\$%^ &*()

Substitute typeface

Whenever Swiss 721 is not available, Arial should be used instead. It should be used for all documents created by staff - eg powerpoint slides, letters and reports. Corporate templates are available for these purposes.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"£\$%^&*()

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"£\$%^&()*

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"£\$%^&*()

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"£\$%^&*()

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"£\$%^&*()

Handwritten typeface

The council occasionally uses the typeface Hand of Sean to highlight certain messages in publicity and documents. It should only be used on professionally designed materials and used sparingly for headlines and quotes, but not as body text or for contact details.

Hand of Sean Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! " £ \$ % ^ & * ()

Legibility

The council uses the following guidelines from the Plain English Campaign: Guide to design and layout www.plainenglish.co.uk/design-and-layout. Here are the key points:

- Use a sans-serif font
- Don't go below 10 point type (ideally 12 point)
- Use bold print for emphasis, rather than capital letters.
- Do not underline
- Avoid long lines of text
- Ensure the leading (space between lines) is set to at least 120% the font size
- Range text to the left margin
- Use a generous page margin

- Use a clear hierarchy of heading and paragraph styles
- Make sure there is enough contrast between the colour of the text and the background
- Allow enough white space between text and any images/graphics.

Preparing for other needs

No matter how well designed and produced your document is, it will never meet the needs of all people. Some people will not be able to read print, and may prefer the same information in another format like braille or audio, or simply by accessing the electronic file.

Torbay Council prides itself on being an inclusive council. We aim to provide information in a variety of different ways and include the following statement in 16 point type on all documents:

This document can be made available in other languages and formats. For more information telephone 01803 #####.

Imagery guiding principles

Our imagery should:

- be of professional quality
- be realistic and relevant to the local area
- reflect the council's core values
- be positive - show the solution rather than the problem
- have regard to equalities

Selecting the right imagery

Always use photography that conveys a sense of positivity and accurately reflects our region.

Interesting crops, angles, vivid colour, depth of field are some photographic attributes that can be used to create engaging imagery. Avoid using photographs that look noticeably staged or unnatural.

You don't always have to be tied to using photographs. If the project better suits the use of graphic imagery then feel free to get creative and explore other visual routes. Clip art, however, is not permitted. The communications team can produce infographics and other graphics to display the information for maximum impact, so please get in touch at the beginning of your project to discuss your requirements.

Where to find great images

The communications team subscribes to a stock photo site, or can help you commission a professional photographer if necessary.

Make sure you do not over-use stock imagery. You must check with the communications team before commissioning a photographer.

You should not right click to save an image from a website. You will be infringing copyright and we could be liable for significant costs if images are used without prior permission from the creator or photographer.

Remember, unless it is stock photography, you will need permission from any individual identified in the picture.

Checklist for imagery

- Does the image deliver the message?
- Is the image of sufficient quality?
- Does it reflect the council's values?
- Do I have permission to use the image?

Signage

Most signs can be divided into four functional groups:

- Information signs
- Direction signs
- Identification (or location) signs
- Safety/warning signs

These guidelines aim deliver a consistent layout and house style for all corporate signage, reflecting the following principals:

Accountable

All information and location signs should include the council logo, set out as per the layouts on page #.

They should also include contact details, preferably a website address for the relevant service. The council's Channel Shift Strategy aims to encourage more people to access services digitally, so phone numbers postal addresses should only be included if they are essential.

More basic direction or identification signs (eg finger post signs or signs marking facilities such as WCs) do not need to include this information.

Inclusive

Torbay Council is dedicated to being an inclusive authority and uses the Sign Design Society/RNIB's 'Sign Design Guide', as well as the Dyslexia Association's style guide, to

ensure corporate signage is accessible to all. Details can be seen in the 'Main Design Principals' section below.

Efficient

Signage should be produced using materials and dimensions which are cost effective (but which also conform to the guidelines for signage manufacture set out below).

Signage is expected to be in place for approximately 10-15 years, so thought should go into the content included, ensuring it will not go out of date.

Appropriate

Signage should be produced in a format/size which is sympathetic to its surroundings, yet which conveys the message clearly.

The Communications Team should be contacted in the first instance whenever the need for new signage arises. Existing signs need only be replaced when they would naturally come up for renewal.

Main design principles

Colour

- Signage for council buildings or facilities should follow the colour scheme as set out below, which has been chosen to provide a strong contrast between text and background. Signage for parks and open spaces is produced in either the council's dark green (PMS 348) or black and gold in heritage areas.


Text

- All council signs should use Swiss 721. This is a sans-serif typeface, which is uncomplicated and easier for people with a visual impairment to read.
- A mixture of upper and lower case text should be used in preference to all upper case.

Text set in capitals is harder to read as it is more difficult to identify word shapes if the letters are all the same height.

- Text should be ranged to the left margin, with a ragged right edge. Text should not be justified, as this makes it harder to read, as it is more difficult to differentiate from one line to the next.
- Lines of text should not be too long
- The spacing between characters (kerning) should be increased by between 20 and 30 percent, compared to the standard typeface.
- The line height (leading) should be set to 1.5 where practical
- Font size will be dependent on the distance from which the sign is to be read. Please refer section 2 in the Sign Design Guide for guidance on appropriate sizes.

Symbols

- If a sign requires a pictogram/graphic symbol, where possible these should come from the British Standard Graphical symbols and signs — Public information symbols (BS 8501:2002). If a suitable symbol is not available in this publication, the in house creative team can design one.
- If directional arrows are to be used, these should ideally be the ISO 7001 recommendation, which has ends that are parallel to the main stem. 
- Please refer to pages 39-40 of the Sign Design Guide for instructions on the correct placement of directional arrows and accompanying text.
- If a map is needed, this must follow the style created by the in house creative team.

Layout

- All signs should use the layouts shown on the following pages, to provide maximum

consistency and brand recognition.

Manufacture/Installation

- Signage should be non-reflective. This applies to both the sign board and the information on the sign.
- Signs should be positioned in a well-lit area (whether by natural or electric lighting)
- Signs should be positioned at a height which is suitable for wheelchair users.

Content

- Where signage is at an entry point to a council building or facility, it should include the phrase 'Welcome to...' in the title
- Use short, simple sentences in a direct style
- Give instructions clearly and concisely
- Use the active rather than the passive voice
- Opt for bullet points and numbering