



Brand guidelines

Quick reference guide for logo use

Introduction

Why is council branding important?

A strong brand builds recognition, awareness and trust. For a council, strong branding helps residents understand the range of services available and how to access them. By helping residents and other audiences to feel better informed about what the council does, this in turn helps to increase their satisfaction with the council.

To achieve a strong brand, the branding must be used widely, clearly and consistently across all council services.

Using our guidelines

The use of the Dorset Council brand identity will fall into one of three areas:

1. Corporate
2. Commercial
3. Collaboration

Decide which area your project falls under and use the relevant section of the guidelines

1. CORPORATE

What is corporate?

Does what it says on the tin. Makes it absolutely clear that it's 100% Dorset Council.

Presentations, signage, vehicles, uniforms, electronic letterhead templates and the Dorset Council website are examples of what falls under the Corporate theme.

Sub-brands are not permitted for core Dorset Council services as this is confusing for external audiences and impairs the effectiveness of the council brand. Dorset Council services must adopt the full Dorset Council branding. The only exceptions are outlined in sections 2 and 3 below.

Campaigns can be creative in their look and feel, and targeted to the audience, but must include key elements of corporate branding: i.e. logo, colours and footer.

2. COMMERCIAL

Some council services adopt a more commercial approach in order to generate income and are directly customer-facing.

These council services provide paid-for services directly to the general public and need their own distinct visual identity to attract visitors and customers. For example:

- ❑ Purbeck Sport Centre
- ❑ Moors Valley Country Park
- ❑ Durlston Country Park

However, it is still important to demonstrate council involvement and funding for these services so that people understand, recognise and give credit to the council for this. The Dorset Council logo must therefore be used in addition to the visual identity of the service on assets such as signage, printed materials and websites. The service's visual identity is the dominant one, and the Dorset Council logo plays a supporting role.

3. COLLABORATION

What is a collaboration?

When Dorset Council enters into a partnership project, we refer to them as collaborations.

The role of Dorset Council in a collaboration can vary broadly as follows:

- a) Dorset Council is the lead partner – this means the majority of resource and investment is from Dorset Council
- b) Dorset Council is an equal partner – this means Dorset Council has contributed the same level of investment and resource as the other partner/s
- c) Dorset Council is not a lead partner or an equal partner

The application of the brand identity and Dorset Council logo for each of these three partnership contexts is set out on the following page.

Dorset Council is the lead partner

- ❑ Dorset Council logo always in full colour, positioned bottom left
- ❑ Strong use of the Dorset Council branding, including colours and fonts
- ❑ Partner logos to be shown in colour, mono, grey or white

❑ Dorset Council is an equal partner

- ❑ Dorset Council logo can be used in either full colour or mono and must be given the same treatment and prominence as the joint partner(s).

Dorset Council is not a lead or equal partner

- ❑ The lead partner's brand guidelines apply.
- ❑ When the Dorset Council logo is shown alongside multiple partners, all logos should be given equal treatment and emphasis.

Further information and advice

The Communications team can advise on use of the Dorset Council brand. If you have any questions, please contact [Lucy Brooker](#) who will be happy to help.

1. Our logo

Our logo is the most valuable asset of our visual identity and an instantly recognisable symbol of Dorset Council. It reflects who we are in a strong, confident and clear manner.

To keep our visual identity clear and consistent - here are a few tips.

In most cases, the graphic design team will be applying the logo to internal and external communications where necessary.

If you think that you have a valid case for needing a logo on something, please contact [Lucy Brooker](#) who will be able to advise.

Primary logo



The logo should always be clearly legible

The primary logo should be used where possible on a white background.

This is the preferred option, which should be used as much as possible to ensure brand consistency.

Secondary logos

1. Coloured 'D' mono text



The versions of the primary logo as shown above are options that are available for use when it's not suitable to use the main primary logo.

The 'Coloured D mono text' version is the preferred option of the secondary logos for use on digital and print documents, if the primary logo is not suitable.

2. White



The white logo should be used on dark coloured backgrounds

3. Black



The 'mono' version is for use on occasions when the logo can only be used in 1 colour.

Icon

On the website, across social media and in some print cases we can use the icon on its own. While the icon can appear without the wordmark, the wordmark should never appear without the logo.



Logo use

The logo must appear with a clear area around it which is free from other graphic elements

Spacing



The logo must appear with a clear area around it which is free from other graphic elements.

The logo and the icons exclusion zone is equal to half the height of the icon.

Minimum size



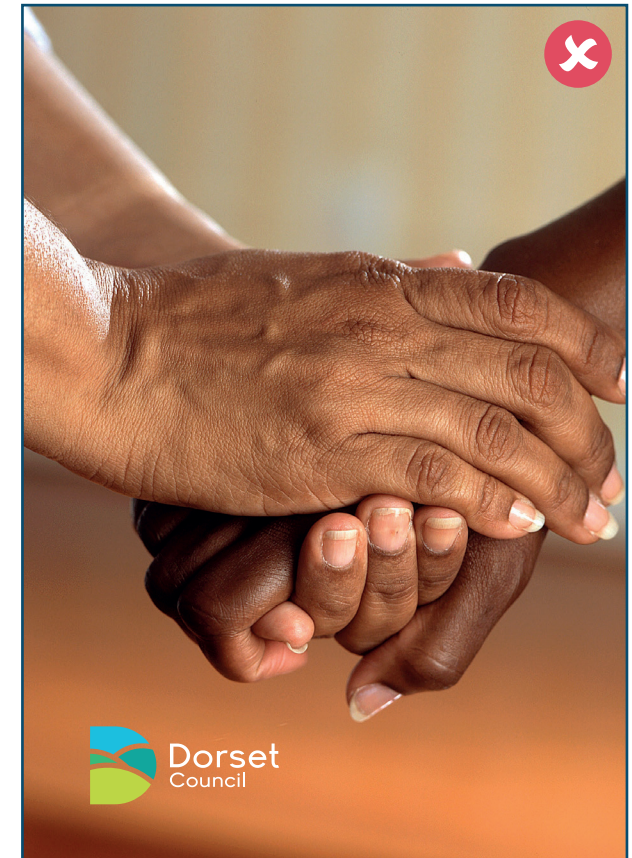
The Dorset Council logo should never be smaller than 32mm in print or 120px in digital



The Dorset Council icon should never be smaller than 15mm in print or 56px in digital

Primary logo

Images



It is very important that the Dorset Council logo is used correctly when used on images as show in the above examples. The colour version of the logo shouldn't be used directly on an image as it will not be as clear.

Logo misuse

The logo should not be distorted, stretched, or squeezed, nor recreated in any other typeface



Don't separate the Dorset Council text from the 'D'.



Don't alter any of the colours.



Don't squish or tilt logo.

Remember

Always use the original Dorset Council logo artwork, completely unaltered. Logo is available on request.

Never type up your own 'Dorset Council' logo.

Do not create logos for teams in Dorset Council or for projects.

Our typeface

Print

The Roboto type family is our corporate font. It's a clean, simple font that is good for headings, text and key messages.

Aa Aa

Roboto Regular

Roboto bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Our typeface

Online and print

Don't worry if you haven't got Roboto, use Arial, it's just as good and works well online.

Aa Aa Aa

Arial Regular

Arial Bold

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Dorset Council colours

The brand colours exist in two colour palettes, primary and secondary. These are the only colours to be used for the Dorset Council Branding across print, digital, signage, vehicle livery and uniforms. Below are Dorset Council's colour references

Primary colour palette

These are the colours that make up the logo

	Pantone: 7693 C C: 98 M: 68 Y: 33 K: 21 R: 9 G: 71 B: 109 HEX: 09476D
	Pantone: 319 C C: 70 M: 0 Y: 10 K: 0 R: 29 G: 186 B: 223 HEX: 1DBADF
	Pantone: 611 C C: 30 M: 0 Y: 90 K: 0 R: 199 G: 213 B: 48 HEX: C7D530
	Pantone: 3272 C C: 80 M: 10 Y: 45 K: 0 R: 0 G: 161 B: 154 HEX: 00A19A
	Pantone: 7723 C C: 70 M: 0 Y: 70 K: 0 R: 73 G: 177 B: 112 HEX: 49B170

Secondary colour palette

These are complementary colours that can be used for use on digital and print documents

	Pantone: Neutral Black C C: 0 M: 0 Y: 0 K: 90 R: 60 G: 60 B: 59 HEX: 3C3C3B
	Pantone: 198 C C: 6 M: 85 Y: 52 K: 1 R: 222 G: 66 B: 89 HEX: DE4259
	Pantone: 7677 C C: 60 M: 76 Y: 0 K: 0 R: 128 G: 81 B: 156 HEX: 80519B
	Pantone: 7564 C C: 11 M: 47 Y: 100 K: 2 R: 222 G: 146 B: 2 HEX: DE9202

Colour codes - your guide

Pantone reference - for print and external suppliers

CMYK - for print and designers

RGB - for use in word, powerpoint, and digital

HEX - for web development

Corporate stationery

- ❑ **Headed paper**
Pre-printed headed paper will not be available. Letter templates in word are available to download from the intranet
 - ❑ **When using the template please amend your details.** Remember to add your service area at the top in Arial 12pt bold and your location address in Arial 12pt. The address can stretch to 2 lines if needed
 - ❑ The new style headed paper uses icons for contact details. A guide on how to create these in word is shown on page 17
 - ❑ Use 12pt Arial as the minimum type size for you letter
 - ❑ There are no footer details on headed paper
-



Planning and Community Services
Westport House, Worgret Road, Wareham, BH20 4PP

☎ 01929 557344

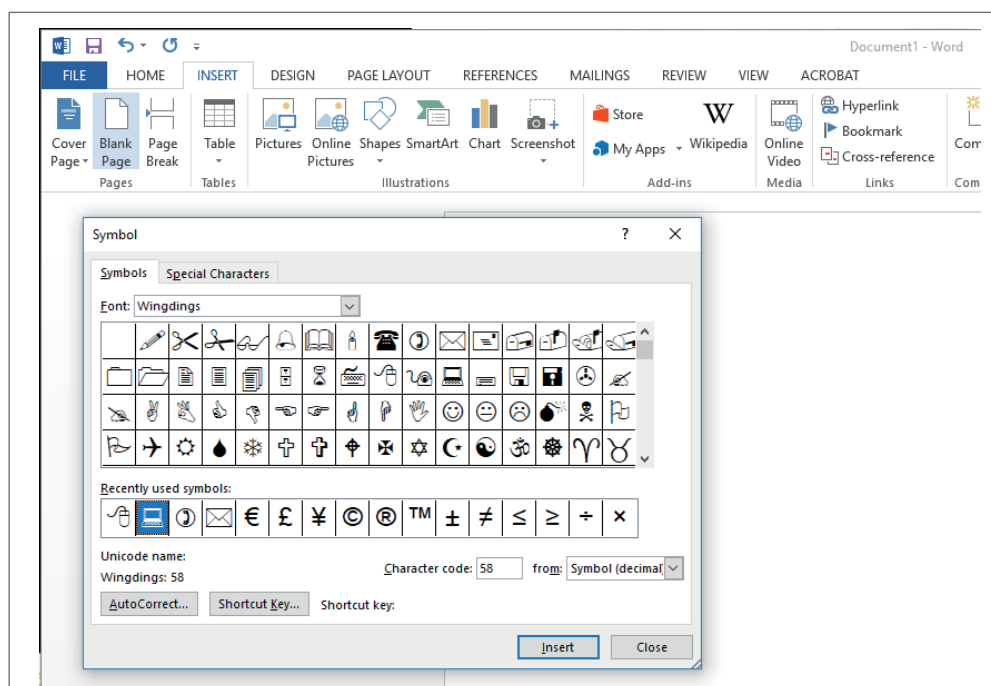
✉ trees@purbeck-dc.gov.uk

🌐 dorsetcouncil.gov.uk

How do I create the icons for the contact details?

To keep things simple and clear, the contact details are shown as icons


- ❑ **Creating Wingdings on Microsoft word?**
- ❑ On the insert tab, in the symbols group, click Symbol
- ❑ In the symbol dialog box, on the symbols tab, in the font box, click wingdings
- ❑ Scroll to the bottom of the list, where you will find several common check mark symbols. Double-click the symbol that you want
- ❑ Change the typesize to 14pt



Logo positioning on documents and reports

When positioning the logo on the page or other print product, always place the logo in the top left, unless previously agreed with the Graphic Design Team.

- ❑ The report heading should be at least **Arial 14pt bold**
- ❑ The report text should be a minimum of 12pt



Title of meeting
Date & Time

Attendees:

Apologies:

Agenda

Time slot	Agenda item	Attendee

Minimum size



Remember

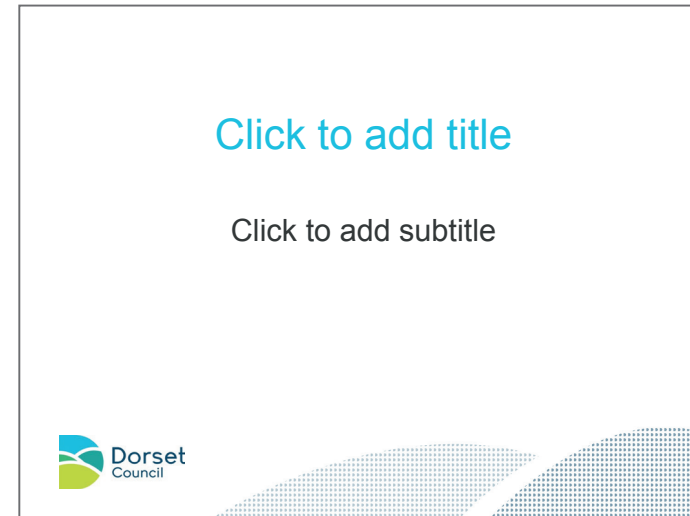
Always use the logo at minimum size so that it is clearly visible on your document

Corporate document examples



Find these templates on the intranet

- ❑ Dorset Council's headed paper, colour and mono
- ❑ Agenda template
- ❑ Internal powerpoint presentation slides
- ❑ Social media / digital animation



Accessible formats

Accessibility checklist:

Text

- ❑ Use a clear, sans serif font for body text – Arial (ideally size 12 or above).
- ❑ Always align text to the left and avoid using justified text.
- ❑ Avoid italics and block capitals.
- ❑ Use the least amount of text styles possible and do not use effects such as drop shadows.
- ❑ Do not break or hyphenate words over two lines.

Layout

- ❑ Create a simple and uncluttered layout and avoid placing text on top of complex imagery or pattern.
- ❑ Break long sections of text down by adding headings, subheadings, lists and highlight boxes. Leave some clear space.
- ❑ Use Plain English. Use our Dorset Council style guide for advice on how to write clearly and concisely with the right tone of voice.
- ❑ Avoid long lines of text. Keep to a maximum of fourteen words per sentence.

- ❑ Avoid widows and orphans (lines at the beginning or end of a paragraph, which are left at the top or bottom of a column, separate from the rest of the paragraph).

Colour

- ❑ Use high contrast colours. See our colour palette for further information.
- ❑ Black text on a white or very pale background is most legible.
- ❑ If the information is also going to be available online, provide the website address in the publication in an accessible form (keep urls' short and easy to type).

Forms

- ❑ Ensure any forms provide plenty of space for response
- ❑ Consider any preferences your target audience may have for receiving information.

For more information about accessible communication formats (alternative formats) see the [gov.uk guidelines](#) The Staff Support Groups can provide informal advice around making information accessible to a wide range of people, the groups can act as a consultative forum for further information.

Disability Staff Support Group k.a.lake@dorsetcc.gov.uk

Dyslexia & Upper body mobility issues (Dragon Users) - s.nugent@dorsetcc.gov.uk

Email signature

Using one simple, branded email signature helps strengthen the Dorset Council brand and makes it clear to residents, businesses and communities who we are.

Although it's tempting to add your own personality to e-mail signatures, please don't. Our style guide sets out a consistent approach to how we communicate.

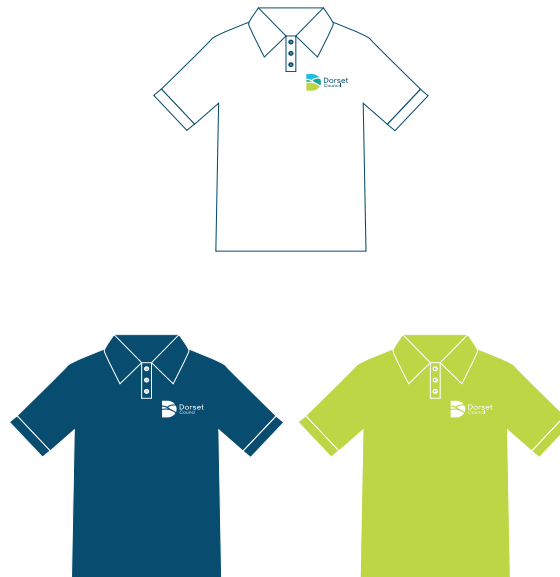
Check the intranet for a step by step guide to setting up your email signature in Outlook.



**Use this email
signature for all email
communications**

Uniform, vehicle livery and signage

Please contact [Lucy Brooker](#) for advice on the above. Further guidelines will be available soon.



These are for illustrative purposes only

Collaboration, partners and suppliers

If you are providing a partner organisation or a supplier with the logo, please email the full version of the Brand Guidelines found on the intranet with the logo.

- ❑ Please request a PDF proof of the printed document on which it is proposed the logo will appear and email to the graphic designers for approval, or
- ❑ the URL of the webpage on which it is proposed the logo would appear, and
- ❑ the name of your contact and details of the project with which you are involved

Logos for use in print

If you need to use the logo for professional print design, your designer will need the logo in EPS format.

EPS LOGOS FOR PROFESSIONAL PRINT

- ❑ Dorset Council logo BLACK (EPS)
- ❑ Dorset Council logo COLOUR (EPS)
- ❑ Dorset Council WHITE LOGO ON A CLEAR BACKGROUND (EPS)

Logos for use online

For web projects, please use SVG format where possible and PNG in other instances.

SVG LOGOS FOR WEB

Logos with clear space applied:

- ❑ Dorset Council logo COLOUR (SVG)
- ❑ Dorset Council WHITE LOGO ON A CLEAR BACKGROUND (SVG)
- ❑ Dorset Council icon (SVG)
- ❑ Dorset Council icon MONO (SVG)

FAQs

Where can I find the logos?

The Dorset Council logos are available on request from [Lucy Brooker](#)

Will there be headed paper available?

We no longer provide pre-printed headed paper. Letter templates in word are available to download from the intranet.

How do I use the templates?

There are options to print with black only logos or colour logos. Remember to save your chosen template to your area and edit it to your department's details.

Are business cards available?

Essential business cards only are available, please submit in the usual way.

Are compliment slips available?

A new compliment slip will soon be available for customer access points only. You can request these in the usual way.

Can I get a new ID badge?

We will be updating all employee badges and aim to start the process in February. Your Team Leader / Manager will update you.

I need to order new uniform for my employees

Please contact [Lucy Brooker](#) for logos for uniforms.

I need to order new signage

Please contact [Lucy Brooker](#) for further advice.

Thank you

If you are having trouble with anything
in this guide or you are missing brand
elements from the brand package
please contact Lucy Brooker
lbrooker@dorset.gov.uk