

# Style Guide

Ensuring a strong, recognisable brand and identity

# Contents

Introduction	3
The logo	4
The Partner footer	5
Fonts	6
Colour palette	7
Using our branding	8
How not to use our branding	8
Print design elements	9
Digital design elements	10
Stationery	11
Templates, forms and PPP PowerPoint template	12

# Introduction

The principal elements of the corporate identity are the:

- Logos
- Partner footer
- Corporate colours and
- Corporate fonts

This Style Guide details the corporate identity of the PPP and how it should be applied across the service and its associated projects, either in print or digitally. There are no exceptions.

This guide is aimed all PPP officers and explains what is allowed and what is not. The Style Guide is also for all outside organisations who have been authorised to produce information or publicity material on behalf of the PPP.

In applying these brand rules, designers, as well as officers and members of the PPP, will be playing a vital role in upholding the consistent, corporate image presented by the PPP, contributing to it being a strong and recognisable brand.

When creating stationery, printed or digital materials in the first instance please contact:

**Lead Officer – Community Engagement**

Claire Lockwood

e-mail: [claire.lockwood@westberks.gov.uk](mailto:claire.lockwood@westberks.gov.uk)

Tel: 01635 519507



## The logo

This logo is at the heart of the PPP's corporate identity and it is the **primary PPP logo**. It should be used in two colour wherever possible and should only be used on a white background.

A black version is available for use in black and white documents and designs.

The white version is available for use on a background of PMS Reflex Blue. In certain circumstances it may be placed over images, in such cases you should contact the Lead Officer - Community Engagement, for guidance about acceptable use.

The logo should always be positioned at the top right hand corner of all documents and always used in conjunction with the PPP Partner footer.

The PPP has **three secondary logos** that should be used when the target audience needs to know which service is being promoted, for example:

- PPP service specific correspondence – letters, compliment slips, faxes
- Service clothing (where appropriate) - polo shirts, coats
- At a partner event, use of the PPP gazebo (which has the primary PPP logo and the Partner footer) with a feather flag that has the Environmental Health logo with Animal Warden text. It is clear from the branding that the service is the PPP and that the Environmental Animal Health Warden is present.



*Two colour logo*



*Black logo*



*White logo on Reflex Blue background*

The PPP has three secondary logos, all service logos that reflect the three service areas that comprise the Partnership:



# The Partner Footer

It is a legal requirement of the PPP Inter Authority Agreement that the Bracknell Stag, the West Berkshire Crest and the Wokingham Crest are always used across all marketing and promotional communications including digital presence. Each Council reserves the right to withdraw its branding at any time.

A statement of acknowledgement - A shared service provided by Bracknell Forest District Council, West Berkshire District Council and Wokingham Borough Council - must always appear alongside the authority logos. Together these elements comprise the Partner footer.

The Partner footer should be positioned along the bottom length of the front page of all print and digital communications.

The colour version:



The black and white version:



The footer area should be white

A shared service provided by  
Bracknell Forest Council,  
West Berkshire Council and  
Wokingham Borough Council



Bracknell  
Forest  
Council



WestBerkshire  
COUNCIL



WOKINGHAM  
BOROUGH COUNCIL

Partnership logo area has a height  
equal to 10% of the document

Logos of partners, in alphabetical order

The required exclusion zones for each logo must be maintained



## Survey shows that simple steps can help in the control of rats

Following an influx of complaints about rats from Wokingham Borough Council residents and concerns that some residents were not able to eradicate them, the Public Protection Partnership, which delivers Environmental Health services across Bracknell, West Berkshire and Wokingham, has recently carried out a survey in Shinfield, Spencers Wood and Three Mile Cross to find out more about the problem and to advise residents on the best way to deal with the rats.

The survey involved knocking on doors in the areas where the Environmental Health service had received complaints over the last 12 months regarding rats. Of the 179 properties surveyed, 99 properties reported that they have had a problem, 40 households with a problem had not removed food sources and 33 households have no method of control in place.

Cllr Norman Jorgensen, Chairman of the Public Protection Partnership, said "It is clear that not enough households are taking appropriate action when they have rats in their garden or property. The survey highlights that a large proportion of households who have tried to treat the problem failed as they did not use the services of a professional pest controller who can use a stronger single feed bait."

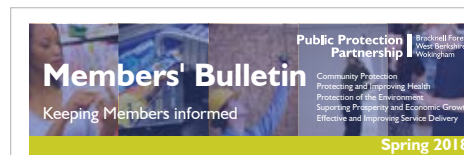
He went on to say: "If you have a problem with rats, you need to deal with it as soon as you can as rats carry diseases that can affect humans and can cause expensive damage to property. Follow our guidance on how to deal with rats effectively:

- Look out for rats, their holes, droppings and runs. If you discover rat activity on your property we recommend you use an accredited and authorised pest controller.
- Reduce areas of waste, woodpiles and overgrown areas as these provide shelter for rats.
- Pest proof compost bins, as rats can easily access them for food, by standing them on chicken wire or mesh.
- Remove bird feeders or other food sources.
- Ensure any animals, such as chickens and rabbits, are kept in pest proof pens with no access for rats.
- Pest proof your property - ensure that all climbing plants are at least one metre away from the eaves of the house, cap off any exposed pipes and fill in any holes in the brickwork."

You can report an infestation of rats or mice on the Environmental Health service's new map at <http://wokingham.westberks.gov.uk/ratsandmice> Please note the Public Protection Partnership provides advice on infestation but does not undertake pest control.

Tel: 01635 519171 e-mail: [environmental.health@wokingham.gov.uk](mailto:environmental.health@wokingham.gov.uk)

A shared service provided by  
Bracknell Forest Council,  
West Berkshire Council and  
Wokingham Borough Council



Welcome to this the first Public Protection Partnership (PPP) Members Bulletin which aims to keep you informed of all the excellent work taking place across the Partnership. In this edition you will be given an overview of the PPP and the varied work we carry out. In future editions we will focus on our Core Priorities that were recently agreed in the PPP Control Strategy.

"The PPP between Wokingham Borough Council, West Berkshire and Bracknell Forest Councils has been operating now for just over a year. The Partnership provides services to the three Councils including Environmental Health, Licensing and Trading Standards. We formed it to provide the Councils with a deeper pool of knowledge, greater efficiency and flexibility, to provide better opportunities and hence retention of staff, and to widen the offering to include more commercial income generation.

The work of the service is important in public protection by, for example, awarding licenses and checking food preparation and sales outlets are using appropriate methods; taxis are well maintained and companies are protecting staff and customers adequately. Where companies fall short improvements are secured and where serious failings are encountered prosecution is likely. For example, as a result of an inspection by staff who are now part of the PPP Poundstretcher was recently fined £133,334 for blocking fire escapes and storing stock unsafely at their Newbury store.

I am also pleased that during the last year the PPP has launched the Public Protection Community Fund. This provides financial support to groups that are running crime prevention schemes in their local community. The funding comes from assets seized from criminals as a result of their criminal activity. Over £40,000 has been allocated in the first tranche of funding and we intend that further rounds of funding will follow." Cllr Norman Jorgensen, Chairman of the Joint Public Protection Committee.

"We have now celebrated our first anniversary as a joint partnership. The highs in the last quarter include enabling some of the team to work from an office in Thame; focus being given to the development of joint policies and common fees; and the conclusion of some challenging court actions." Steve Loudoun, Chairman of the Public Protection Joint Management Board.

Steve Loudoun

A shared service provided by  
Bracknell Forest Council,  
West Berkshire Council and  
Wokingham Borough Council



## The Public Protection Partnership

The Public Protection Partnership is a shared service delivering Environmental Health, Licensing and Trading Standards to around 450,000 people and 10,000 businesses on behalf of three authorities, Bracknell Forest Council, West Berkshire Council and Wokingham Borough Council.

These services cover a wide range of areas of responsibility, from environmental protection to fair trading, food safety to animal health, housing standards to taxi licensing, and much more.

A shared service provided by  
Bracknell Forest Council,  
West Berkshire Council and  
Wokingham Borough Council



# Fonts

The corporate font family for the PPP is:

**Humanist 52I BT**

- Headings – Humanist 52I BT Bold
- Body text – Humanist 52I BT Roman

However other fonts should be used for the following:

**Internal documents and templates:**

- Arial

**Digital communications:**

- Headings - Calibri
- Copy – Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+“”  
**Humanist 52I BT Roman**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+“”  
**Calibri Light**

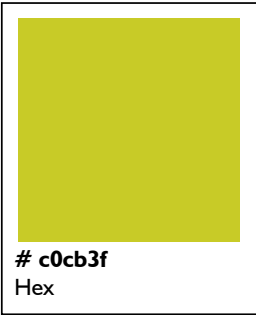
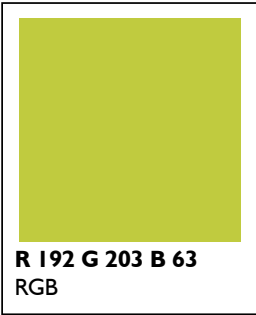
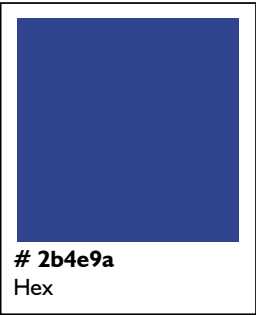
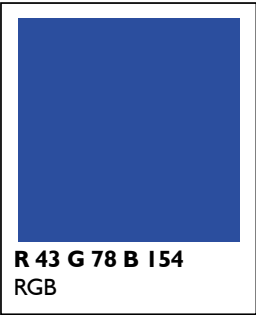
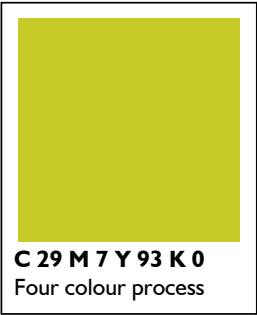
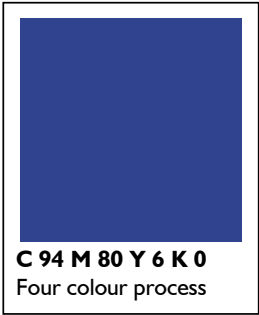
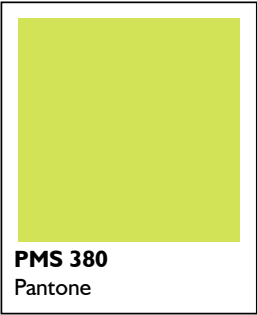
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+“”  
**Arial Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@£\$%^&\*()\_+“”**  
**Humanist 52I BT Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+“”  
**Calibri**

# Colour palette

The PPP palette consists of the two colours illustrated, a medium dark blue and a lime green. The Pantone values should be used where possible but the colour values depicted are acceptable print and digital alternatives.



## Using our branding

The PPP logos (primary or secondary) should not be used with a height less than 10mm when used in print and 40 pixels in digital environments.

An area of clear space must be maintained around the logo at all times. This exclusion zone is equal to the height of the B in Bracknell Forest.

The central blue block should have a minimum height of 10mm or 40 pixels



## How not to use our branding

Our logo must not be distorted in any way, stretched, squashed or skewed. It must not be recoloured or have any element removed.





# Print design elements

All brochures, posters, newsletters and leaflets aimed at target audiences outside the PPP should be designed by a graphic design service. In the first instance, direct your request to the Lead Officer – Community Engagement who will liaise with the appropriate graphic design service.

The design elements of the PPP brand need to be reflective of the PPP brand and consistent across the range of communications including all printed material and digital applications.

- **Front Page Header** - the header can be white, a shade of the PPP corporate font, or the PPP header image montage. A solid bar in either the corporate blue or green will be placed under the header. White out text can be placed in both the header and solid bar.
- **Front Page Footer** on single-sided documents a solid bar in either the corporate blue or green will be placed along the top of the Partner Footer. White text, as email address and telephone number, can be placed in this bar.
- **Headings** the first heading should be in large, bold whiteout text in a corporate blue rectangular solid box. Further headings should be bold corporate blue on a white background.
- **Page layout newsletters/bulletins** should be designed using the design grid. Note where images and text boxes to be placed. Text box backgrounds to be percentage shades of either the blue or green corporate colour
- **Internal Page Header** a solid bar in either corporate colour to contain whiteout text of the publication name and date. A thinner solid bar, in the second corporate font to be placed underneath.
- **Internal Page Footer** a solid bar in either colour to contain whiteout page number.
- **Back Page Footer** on double-sided documents a solid footer in either the corporate blue or green. White text, such as address, email addresses and telephone numbers, should be placed in this footer.
- **Bullet points, image frames and page delineation lines** should all be in corporate green.
- **Font size** is 12pt for all standard publications.

Members' Bulletin

Spring 2018

As a shared service, the PPP delivers Environmental Health, Licensing and Trading Standards to around 450,000 people and 10,000 businesses across the three authority areas. With a wide range of expertise, the service comprises of operational and non-operational teams and deal with 15,419 enquiries during 2017/18. Our operational teams include Commercial, Environmental Quality, Licensing, Residential Response and Trading Standards, Case Management, Communications, Intelligence and Business Development and Partnership Support comprise our non-operational teams. The following pages will give you more of an idea of the work carried out by many of our teams.

Commercial

The Commercial team works in food safety and hygiene, infectious disease control, food sampling and health and safety such as planned work and accident investigations. Recent highlights include:

**Greene King prosecution** Following an investigation by the PPP Commercial team, Greene King Retail Services of Westgate Brewery pleaded guilty to one offence in breaching section 2 (1) of the Health and Safety at Work Act 1974 which took place at 'The Six Bells', Shinfield, Berkshire. The guilty plea was entered when they appeared before Reading Crown Court on 17 November 2017 and they received a fine of £140,000 with £10,000 costs. The accident occurred when the boiler at the Hungry Horse pub had broken and repairs had been delayed. Staff were asked to use two litre plastic ice cream cartons as containers to transport the hot water from a tea urn to the sink and to wrap their hands in cloth while doing so. As a result a young member of staff ended up being scalded by hot water which was carried by another member of staff.

**Poundstretcher prosecution** Following an investigation by the PPP Commercial team Poundstretcher pleaded guilty to three breaches under the Health and Safety at Work etc Act 1974. At the Newbury store this related to the way the company operated its stocking and its failure to properly train staff. The investigation at the Newbury Retail Park store followed a visit undertaken by Environmental Health officers in December 2014. At the time of the visit officers found that emergency exits were blocked and excessive stock was stored in a dangerous manner. Subsequent enquiries revealed that the company did not follow its own safety procedures. Sentencing was on 12 December 2017, after the case had been heard with offences from Swindon Borough Council and Lewes District Council. The defendant was fined a total of £1 million which included a penalty of £333,334 with £24,366.50 costs in respect of the three offences relating to the Newbury store.



Photo credit: By kind permission of Aaron Large



Obstructed Emergency Exit and route to it

- 2 -

Members' Bulletin

Spring 2018

Intelligence and Business Development

While the Intelligence and Business Development team is currently the smallest team in the PPP, it is pivotal to the PPP objective of becoming an intelligence-led service.

In addition to providing the 'business as usual' support to the operational and management teams since the coming together of the three member authorities, we have been working behind the scenes performing the first ever strategic assessment of the combined Environmental Health, Licensing and Trading Standards functions. This has culminated in the delivery to the Joint Management Committee in March of the Inaugural Strategic Assessment and Control Strategy documents.

These two documents identify the key areas of concern for our communities and set out the operational priorities for the coming year.

**Looking to the future...**

**The Joint Public Protection Committee Approves Priorities for 2018/19**

At its meeting on the 19 March 2018 the Joint Public Protection Committee approved its key priorities for the delivery of Environmental Health, Trading Standards and Licensing across Bracknell Forest, West Berkshire and Wokingham for 2018/19.

The priorities that included tackling rogue traders, poor housing, air quality and food safety were developed following an analysis of the all the demands on the service as well as a consideration of local, regional and national priorities.

In addition to identifying service specific priorities which also included product safety, the sale of second hand cars, health and safety, noise and other nuisance and mass marketing fraud, the report also identified a number of cross cutting issues: e-crime, tackling serious and organised crime groups, supporting vulnerable persons and modern slavery.

Each of the priorities is to be tackled with a blend of preventative actions, intelligence gathering and where appropriate employing the

use of the various enforcement options open to the Councils that form part of the PPP.

There is also a strong emphasis on partnership working with key agencies such as Thames Valley Police, Royal Berkshire Fire and Rescue Service, other local authorities as well as schools, safeguarding services and the wider community.

In addition the Partnership will continue to respond to the other service requests and enquiries and deliver key important functions such as licensing, animal health and welfare and local issues such as weight restriction and fly tipping enforcement.

Councillor Norman Jorgensen, Chairman of the Joint Public Protection Committee, said, "This was a comprehensive piece of work that demonstrates the breadth and importance of work of the Public Protection Service. It also demonstrates the huge benefits of the three Councils working together to deliver a service that meets local need whilst being able to build areas of expertise that go beyond the obvious areas of expertise such as Licensing, Trading Standards and Environmental Health. This includes its own Case Management Unit, Financial Crime Investigation Team, Intelligence function and communications strategy. We look forward to working with the community over the next twelve months as we deliver our priorities to inform and protect the whole community".

**We hope you enjoyed finding out more about the Public Protection Partnership. Please contact us on the details below if you would like to know more.**

Public Protection Partnership, Market Street, Newbury, Berkshire RG14 5LD  
Environmental Health - 01635 519192 or ehadvice@westberks.gov.uk  
Licensing - 01635 519184 or licensing@westberks.gov.uk  
Trading Standards - 01635 519930 or tsadvice@westberks.gov.uk

# Digital design elements

The design of the website and social media needs to be consistent across the communications mix and be reflective of the PPP brand. In broad terms the look and feel of the website should be designed to reflect the overall corporate image with some modification.

If creating any digital promotional material including a webpage or social media presence, please contact:

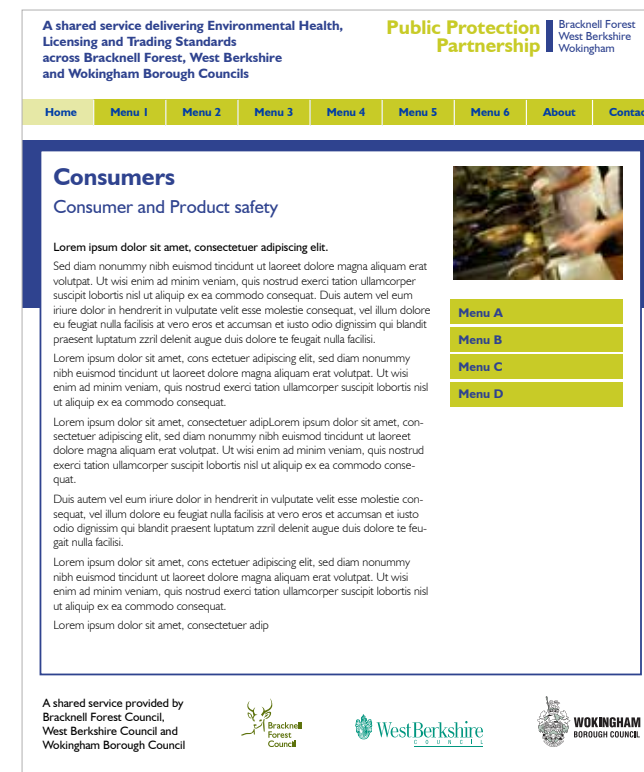
## Lead Officer – Community Engagement

Claire Lockwood

e-mail: [claire.lockwood@westberks.gov.uk](mailto:claire.lockwood@westberks.gov.uk)

Tel: 01635 519507

- Header on all web pages contains the primary PPP colour corporate logo to the right and the 'shared service delivery' statement to the left incorporate blue.
- Menu bar sits immediately below the header and is a solid corporate green divided into menu sections, blue text on the green.
- The three PPP service area portals sit below the menu bar, contained by a corporate blue frame.
- Copy will be black in font size 12 or equivalent.
- Bullet points, image frames and page delineation lines should all be in corporate blue or green.
- Menu boxes should be in solid corporate green with corporate blue text.



# Stationery

Stationery design, including letterheads, compliment slips and business cards, needs to reflect the PPP brand and be consistent with other printed and digital PPP communications.

There are no design elements as such but the appropriate service PPP colour logo in the top right hand corner and the colour Partner footer across the bottom footer.

The PPP also has a generic letterhead with the primary PPP colour logo for generic PPP correspondence and colour Partner footer.



# Templates, forms and PPP

## PowerPoint templates

It is very important that the PPP corporate identity extends to all communications, both external and internal.

To help achieve this templates will be provided in Microsoft Word for all PPP staff to use.

As the PPP has so many templates and forms that need to be rebranded, a template project has been created that is outside the scope of this Style Guide.

The PPP has a PowerPoint template presentation for everyone to use for both external and internal presentations.



*PowerPoint templates*



