Public Protection Partnership

Bracknell Forest
West Berkshire
Wokingham

Brand Guidelines

Ensuring a strong, recognisable brand and identity

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

Bracknell Forest Council

West Berkshire Council

Wokingham Borough Council

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1. Introduction

It is of fundamental importance to the development, growth and protection of the Public Protection Partnership (PPP) brand that these brand guidelines have been compiled.

Many organisations invest significant amounts of resources in developing and maintaining their name, image, reputation and identity. A strong brand with consistent applications of an organisation's identity is crucial to develop awareness and to build confidence and trust with key audiences. The PPP's key audiences are set out in section 7 of the PPP Communications Strategy 1 April 2018 - 31 March 2019 as follows:

- The public
- Staff
- Public sector organisations
- PPP Boards and Committees
- PPP Partner authorities
- Partner agencies
- Businesses
- Elected members
- Community groups
- Charitable groups

The principal elements of the PPP's corporate identity are the:

- PPP logos
- Partner footer
- corporate colours
- corporate fonts.

These brand guidelines detail the corporate identity of the PPP and how it should be applied across the service and its associated projects in all communication that promotes the PPP, both internally and externally, either in print or digitally. There are no exceptions.

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

In addition to these guidelines we have produced a 'lite' version, a PPP Style Guide, which is a quick guide to how the PPP brand should be applied.

In following the PPP brand rules, officers, members and designers will be playing a vital role in upholding the consistent corporate image presented by the PPP, contributing to it having a strong, recognisable brand and identity.

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

Lead Officer – Community Engagement
Claire Lockwood
e-mail: claire.lockwood1@westberks.gov.uk Tel: 01635 519507

2. The PPP brand objective

Section 5 of the PPP Communications Strategy 1 April 2018 - 31 March 2019 sets out:

We will ensure the Public Protection Partnership has a strong, recognisable identity and brand.

By working with Partner council's communications teams we will develop a style guide to apply to all PPP external and internal facing material including the website and digital promotional material, printed literature, MS PowerPoint presentations, print outs and Word documents, to ensure a strong, recognisable identity and brand is used across the service and its associated projects.

For the continued success of the investment in the PPP brand, it is crucial the consistent application of the brand in print and digitally must be adhered to at all times across the PPP. These guidelines are set out to achieve just that – consistency.

Over time it is possible that these brand guidelines will change and evolve. This is natural and with careful consideration and exact change control, updating these guidelines to reflect such changes will ensure that future consistency will be maintained.

3. PPP corporate identity key principles

The service is known as the Public Protection Partnership and it can be abbreviated to PPP as follows:

The Public Protection Partnership (PPP) has a strong, recognisable identity and brand. It is crucial that the PPP develops brand awareness to build confidence and trust with key audiences.

The following logo is at the heart of the PPP's corporate identity and it is the primary PPP logo:

Public Protection Partnership | Bracknell Forest West Berkshire Wokingham

- 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 deployed across all marketing and promotional collateral including digital presence.
- A statement of acknowledgement – A shared service provided by Bracknell Forest District Council, West Berkshire District Council and Wokingham Borough Council – will be deployed across all marketing and promotional collateral including digital presence.
- The Bracknell Stag, the West Berkshire Crest and the Wokingham Crest, together with the statement of acknowledgement, comprise the following asset referred to as the **Partner footer:**

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

Bracknell Forest Council | West Berkshire Council | Wokingham Borough Council

- These branding principles will be reviewed as part of the mainstream review process enshrined in the PPP Inter Authority Agreement. This will include any instances not specified within the Inter Authority Agreement, such as new independent structures and subsidiaries, which will be subject to mutual agreement of specific guidance between the three Councils.
- Each Council reserves the right to withdraw its branding at any time.

4. Technical information - the PPP corporate fonts and colours

The PPP corporate font is:

Humanist 521 BT

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

Humanist 521 BT Roman

And should be used as follows:

- Headings - Humanist 521 BT Bold
- Body text - Humanist 521 Roman

Although the PPP corporate font is Humanist 521 BT other fonts should be used for the following:

All digital communications:	Headings – Calibri Copy – Calibri Light
PPP templates and internal documents:	Arial

The PPP corporate colours are:

Pantone PMS 380, a lime green

Pantone PMS Reflex Blue, a medium dark blue

PMS Reflex Blue
Pantone

PMS 380
Pantone

The Partner footer colours:

Bracknell Forest Council
Colour - PMS 371

West Berkshire Council
Colour - PMS 334

Wokingham Borough Council
Colour - PMS 349
as a 40% tint and black

This should be positioned on a white background

5. PPP service logos

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

Environmental Health:

Environmental Health | Bracknell Forest West Berkshire Wokingham

Licensing:

Licensing | Bracknell Forest West Berkshire Wokingham

Trading Standards:

Trading Standards | Bracknell Forest West Berkshire Wokingham

6. Versions of the PPP logo

The primary and secondary PPP logos are the most recognisable part of the PPP brand and it is important that they are used correctly. There are three versions of these logos:

Two colour
This should be positioned on a white background:

Public Protection Partnership | Bracknell Forest West Berkshire Wokingham

Black and white
The black and white logo should only be used in black and white documents and should be positioned on a white background:

Public Protection Partnership | Bracknell Forest West Berkshire Wokingham

White logo

This version should be used where the logo is placed on a background of PMS Reflex Blue. In certain circumstances it may be placed over images, in such instances please contact the Lead Officer – Community Engagement on claire.lockwood1@westberks.gov.uk or on 01635 519507 for guidance on acceptable use.

Public Protection Partnership | Bracknell Forest West Berkshire Wokingham

7. Versions of the Partner footer

The colour version

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

Bracknell Forest Council | West Berkshire Council | Wokingham Borough Council

The black and white version

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

Bracknell Forest Council | West Berkshire Council | Wokingham Borough Council

8. Use of the PPP logos and Partner footer

The primary PPP logo used in conjunction with the Partner footer should be used on all communications produced by the PPP including:

- Generic PPP correspondence – letters, compliment slips, faxes
- Digital communications - emails, website and social media channels
- Display materials – noticeboards, exhibition stands, banners
- Documents – plans, policies, agendas, reports, minutes
- Identification – security passes
- Office signage and PPP vehicles
- Operational materials – forms, cheques, receipts
- PPP advertising – recruitment advertising, service advertising
- Presentations – PowerPoint, handouts
- Promotional goods - pens
- Promotional materials – posters, flyers
- Publications – leaflets, newsletters, information packs
- Questionnaires
- Service clothing (where appropriate) - polo shirts, coats

The secondary service PPP logos 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 Health Animal Warden is present.

9. PPP logo/Partner footer position

The logo should ALWAYS be positioned at the TOP RIGHT HAND CORNER of the page on all print and digital communications. The Partner footer should ALWAYS be positioned ALONG THE BOTTOM LENGTH OF THE FRONT PAGE of all print and digital communications.

10. PPP logo/Partner footer size

The PPP logo and the Partner footer should not be used below a certain size. The logo must always be 10 mm high:

The Partner footer has a height equal to 10% of the overall height of the document, so for an A4 document 30mm high:

Neither the PPP logo nor the Partner footer should be stretched:

or distorted in any way:

11. Clear space around the PPP logo/Partner footer

An area of clear space must be left between the logo and other objects such as text, images or borders. This space is equal to the height of the capital B in the word 'Bracknell' in the text of the logo:

12. Obtaining a copy of the logo

Should other suppliers require the PPP logo, it can be obtained from the Lead Officer – Community Engagement and you will need to clarify who needs it and for what purpose so the correct format is provided.

In issuing the logo, it is essential that it is accompanied by these guidelines and the style guide. **Before being published a 'proof' must first be emailed to:**

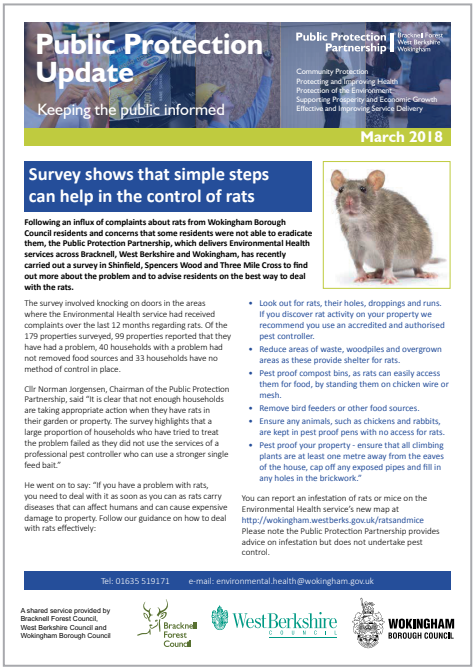
Lead Officer – Community Engagement
Claire Lockwood
e-mail: claire.lockwood1@westberks.gov.uk
Tel: 01635 519507

13. 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 Office – 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. The design features below should be studied in conjunction with the Technical Information on page ?? of this document.

- **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


Public Protection Update
Keeping the public informed
Public Protection Partnership
March 2018
Survey shows that simple steps can help in the control of rats

Members' Bulletin
Spring 2018
Commercial

corporate colour

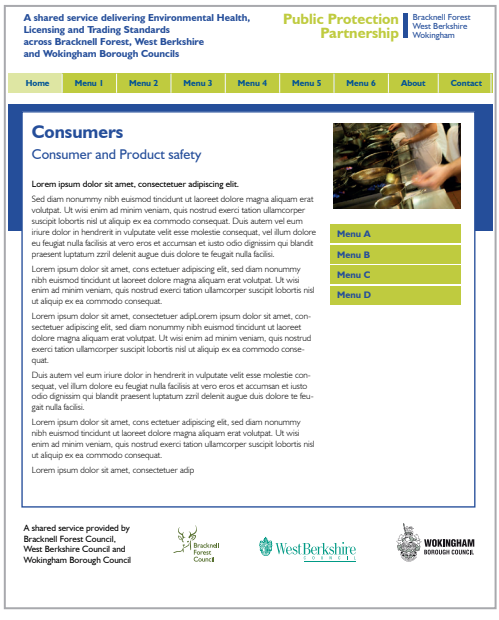
- **Internal Page Header** a solid bar in either corporate colour to contain whiteout text of the publication name and date. A thinner solid bar, in the second corporate font to be placed underneath.
- **Internal Page Footer** a solid bar in either colour to contain whiteout page number.
- Back Page Footer on double-sided documents a solid footer in either the corporate blue of 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 12 for all standard publications.

14. Digital design elements

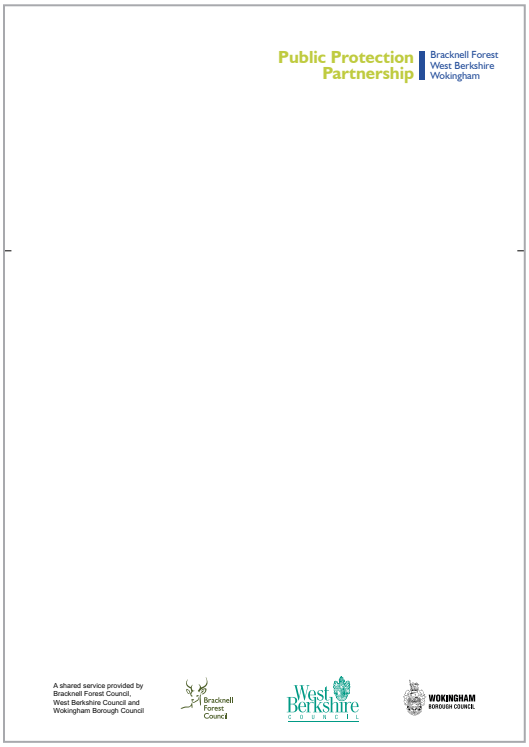
The design of the website and social media needs to be consistent across the communications mix and be reflective of the PPP brand. In broad terms the look and feel of the website should be designed to reflect the overall corporate image with some modification. If creating any digital promotional material including a webpage or social media presence, please contact:

Lead Officer – Community Engagement
Claire Lockwood
e-mail: claire.lockwood1@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 in corporate 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.



15. Stationery

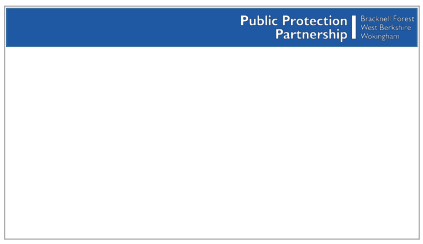


Stationery design, including letterheads, compliment slips and business cards, needs to reflect the PPP brand and be consistent with other printed and digital PPP communications. There are no design elements as such but the appropriate service PPP colour logo in the top right hand corner and the colour PPP Partner footer across the bottom footer. We also have a PPP generic letterhead with the primary PPP colour logo for generic PPP correspondence and colour partner footer.

16. Templates, forms and PPP PowerPoint presentation template

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 format for all PPP staff to use. All PPP staff must use them. As the PPP has so many templates and forms that need to be co-ordinated across the PPP, amended and then rebranded, a template project has been created that is outside the scope of these Brand Guidelines.

The PPP has a PowerPoint template presentation for everyone to use for both external and internal presentations. The template can be found in the PPP Asset Bank.



17. Photography

Using images

Good photographs can greatly enhance a piece of publicity. They should be current and modern and, where possible, feature people and faces. As a general rule, digital photos to be printed should have a resolution of at least 300 dpi. Do not use clip art or cartoons – they diminish the value of your service. A professional photograph will attract more readers and help make your project a success.

Getting permission

Photographs of people for publications are classed as personal data under the General Data Protection Regulation 2018 and therefore need the consent of the individual before use. In particular, written consent should be obtained in the case of a photo where the subject is

identifiable, whether they are to be named in the publication or not. If the subject is a child (under 18), written consent from a parent or guardian is needed. Similarly, where the photo is of an adult who may be unable to give consent, it should be obtained from a carer.

Photos of events attended by large crowds, or taken in public areas do not require the permission of everyone in the crowd shot. That would be impractical, anyway. But if there are people in the foreground readily identifiable, it is advisable to gain their consent for the photo to be used. Where the photo is of a group of unnamed people at a more formal event, it is advisable to speak to the group first, stating where the photo may be used. This gives those in the foreground the opportunity to move away if they wish. Of course, these guidelines also apply to PPP staff, towards whom we have a duty of care. Remember that some staff, because of the nature of their work, may not want to be identified.

The press are exempt from the Data Protection Act, so you should consider parental wishes if you put people forward to be photographed. This can occur where the press are invited to come along and take pictures of a particular event. In these cases it is best to get signed permission forms from parents or guardians. Schools often have their own arrangements for gaining approval from parents or guardians of their pupils. Ask first.

Consent forms
Before taking any photographs or videos, you should ensure that the people are aware that they are being photographed, who is taking the pictures, what they will be used for, and who they will be shared with. You will need to get their consent before you take photos and videos by asking them to sign a PPP Photo/Video Consent Form. The consent forms you will need can be downloaded from the PPP Asset Bank.

Copyright
By law, the copyright on any pictures taken, is owned by the photographer who took them. If you are commissioning professional photographers, always include on the Agresso purchase order the line: 'On payment of your invoice, the copyright of the photographs transfers to the Public Protection Partnership'. Most photographers are quite happy for this.

18. Contact details

If you have any questions or would like a copy of the PPP corporate logo, Partner Footer or the PPP service logos, please contact:

Lead Officer – Community Engagement
Claire Lockwood
e-mail: claire.lockwood1@westberks.gov.uk
Tel: 01635 519507

WBC/PPP/CL/0818