MK **Milton Keynes**
City Council

City council, city brand

Milton Keynes City Council

Brand Standards - Updated September 2022

Contents

1. City council, city brand

Although we provide more than 250 services, citizens rightly think about us as one city council. By acting and looking like one, we're showing that every service is part of a bigger family, able to work in a coordinated way to solve issues and create a better Milton Keynes. This helps customers understand that we're doing the things they value. This improves trust and satisfaction for the whole council.

How to get it right

How we look

- Use the same corporate templates and graphics for letters, reports, presentations, leaflets etc.

- Don't differentiate one service from another by creating sub-brands or special graphics.

- We all wear the MKCC lanyard and have the same e-signature.

What we say

- Use fewer words and get to the point quickly.

- Avoid jargon.

- Use familiar, human words like 'happen' instead of 'commence' or 'we' instead of 'the council'. We want to be easy to understand.

  http://staffintranet/communications

Getting things made

- **Visit http://staffintranet/communications** to download templates for simple documents

- Talk to the print room if you need larger print jobs.

- You don't need to give them artwork, just the words – they'll do the rest.

- Talk to communications if you're not sure what to do.

2. Brand elements

Brand elements: Logo

Our current logo must be used in all communications.
It's available in various colours:

1. Colour   for use on a white background only.

2. Black   when printing in black and white or
                   for use on a light coloured background.

3. Whiteout   for a dark colour or black background,
                   **please do not put the logo in a white
                   box, use whiteout.**

4. 'Funded by'   this should be used if another
                   organisation's work is funded by us.

The logo should be surrounded by uninterrupted space, and
should be at least 50mm wide.

 It shouldn't be stretched, recoloured or altered in any way,
unless with express approval of the communications team.

When appearing next to other logos, e.g. partners, it should
have equal prominence.

1

2


3

4

Brand elements: Colour

Our main colour is teal with white logo although we also use blue, green and grey. If you are looking to replicate these colours in any Microsoft programmes, you will need to choose the correct values in the colour picking tool on each programme. See below for how to do this. If you need the correct colours for printing then please contact the communications team who will be happy to help.

PMS 321C		PMS 306C		PMS 7739C		PMS COOL GREY 11C	
C	100	C	71	C	76	C	66
M	22	M	9	M	13	M	57
Y	42	Y	3	Y	100	Y	51
K	2	K	0	K	1	K	29
R	0	R	0	R	68	R	84
G	137	G	178	G	161	G	86
B	150	B	226	B	71	B	90
HEX	#008996	HEX	00b2e2	HEX	#44a147	HEX	#54565a
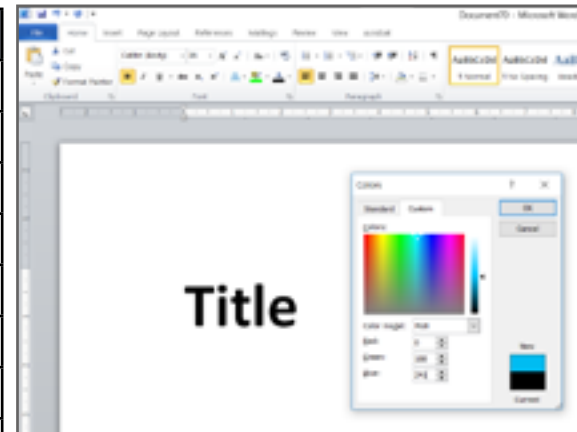
In Word:
- Select the font colour dropdown
- Then select more colours
- Select custom colours
- Enter the values in the boxes as shown to the left
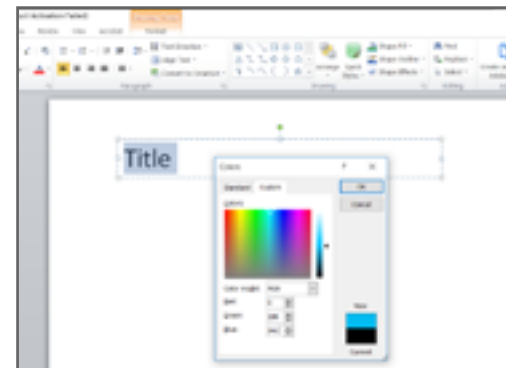
In PowerPoint:

- Follow the same process as in Word

For more significant changes please contact the comms team.

Brand elements: Font families

We use Calibri on all our documents with a minimum font size of 12pt - but ideally 13pt, especially if you're using white text on a colour background. For titles this should be a minimum of 16pt. These sizes ensure that we meet RNIB standards

For social media and web content we use Calibri or another simple sans serif font if this is not available

IMPORTANT:
When having items professionally printed or made, ensure that the printer knows to **remove ligatures** from the text. Ligatures are within the font and join some of the letters together. It is important that these are removed to increase the accessibility of our documents and made items.

Calibri Light
Calibri Light Italic
Calibri Regular
Calibri Bold
Calibri Bold Italic

Brand elements: Photography

Photos of people – people we help, our colleagues interacting with customers, people who are representative of MK as a diverse and welcoming place – shows our human side. Images of Milton Keynes should feature as much green, blue and bright colours as possible.

Framing your photos

Professionally produced documents should feature photography framed in a thin border of white if placed on a dark background or in teal or black if on a white background. If large pictures are used then they should go off the edge of the page (as shown on the report covers below)

Sourcing photos

1.   Choose an image from www.istock.com and speak to the communications team as we have a corporate subscription. We also have a library of shots of Milton Keynes.

2.   If a new photo needs to be taken, speak to the communications team. A written permission form must be signed by the parent/guardian of anyone under 18 in shot.

Brand elements: The MK Mark

A large off centre MK now adds an extra dimension to the design of documents and other printed materials.

Rules for use:

- **The mark should be used only in the bottom right corner**

- **It should not be rotated**

- **it should be used at either a 10% opacity to resemble a watermark or at 90% opacity over a photograph so that a small amount of detail can still be seen through the MK.**

- **The left point on the bottom of the M should rest on the bottom of the page and the tips of the K should be off the right side of the page by at least 10%.**

- **The MK should always be a single colour of either teal, white or black.**

- **Please speak to the communications team if you have a specific request for using the mark.**

Brand elements: Words

We want the people we come into contact with to know that we're modern, helpful and personable. Our choice of words will have a big impact on this. Download it from the communications intranet page.

A few tips to remember:

- Say what matters first.

- Use fewer words to get your point across.

- Avoid jargon and acronyms

- Using familiar words like 'happen' instead of 'commence' and say 'we' instead of 'the council'.

- Keep web links short, e.g. www.milton-keynes.gov.uk/service (the comms team can create short addresses).

3. Templates

Templates: Email signature

Our e-signature should be written in 11pt Calibri black text, and should only include the detail pictured.
Please don't change the email's default font or background colour, or add any electronic signatures, team specific or campaign graphics.
'Place' or 'People' directorate' is no longer used. Do not add any additional personal information e.g. working hours

My Name
My Job Title Here
To speak with me: use Microsoft Teams or 07854######
Milton Keynes City Council l Civic, 1 Saxon Gate East l Milton Keynes l MK9 3EJ
www.milton-keynes.gov.uk

Actual size shown below

My Name
My Job Title Here
To speak with me: use Microsoft Teams or 07854######
Milton Keynes City Council l Civic, 1 Saxon Gate East l Milton Keynes l MK9 3EJ
www.milton-keynes.gov.uk

Templates: PowerPoint

Download templates by going to: http://staffintranet/communications
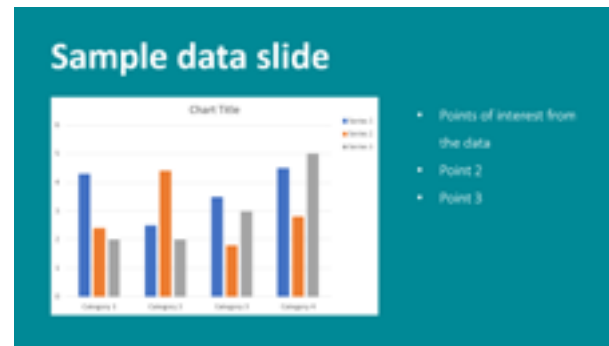
Tips on creating your slides:

- When you're delivering a presentation, the slides are your visual aid
- Don't put every word you're saying on the slides, as that way your audience will be torn between reading and listening
- Keep slides simple and visual with plenty of space around text and images
- Speak to the communications team if you'd like some friendly advice

Templates: Documents

Download templates by going to: http://staffintranet/communications

Meeting agenda

Briefing note

Certificates

Factsheet

Report / Strategy document

Posters

Templates: Professionally produced documents

Policy / Strategy documents

Posters

Our print room can produce a range of documents - all you need to do is supply the text and where relevant any photos, data etc.

You do not need to send a Word document as 'final artwork' yourself - this will actually make it harder for the print room team.

4. Campaigns and partnerships

Campaigns and Partnerships

Our brand standards apply when work is funded by and delivered by us. Some situations are more complex:

- **Delivered by others, paid for by us**
Where we've commissioned another organisation to do work for us (e.g. collecting waste or doing a survey) the corporate brand should be used. However, delivery partners can include their logo and contact details discretely, if there's a benefit for customers.

- **Council is lead partner**
If we're the lead organisation delivering a service, our brand should be used – with partner logos appearing on the back page or bottom of any publicity, each given the same size and weighting. If one partner has provided significant funding or support, their logo may be placed alongside our own.

- **Joint partnerships and campaigns**
When we're working with a number of organisations, a new brand can be created to represent the partnership nature of the project (e.g. MK Together).

- **Council is involved but not lead partner**
The other partner's lead branding should be used, and our logo should fit within their brand standards.

- **Another organisation's work or event is funded by the Council**
Our 'funded by' graphic should be used within the other organisation's branding. (See p.6)