Cambridgeshire
County Council

Brand guidelines

Version 1.0 October 2022

1 Introduction

This document is a guide to the brand communication style for Cambridgeshire County Council. It explains what our brand stands for, how it's expressed and how the creative elements fit together in all our communications.

The guide will be followed when designing, delivering or commissioning any kind of communications where Cambridgeshire County Council is the service provider.

These guidelines are for use in the following areas:

- **Print**
- **Website**
- **Social media**
- **Online content**
- **Video**

Working with the corporate communications team

It's the role of the corporate communications team to ensure consistency in the use of the brand across the organisation and that high standards are applied to maintain brand integrity. These guidelines are supported by the Chief Executive and senior managers and indicate the level of communications expected from all departments.

Delivery of corporate communications, media relations and design is the responsibility of the corporate communications team.
Exceptions from this require approval by emailing internal.comms@cambridgeshire.gov.uk

By implementing the corporate design identity and good practice guidance, you will be playing your part in developing the Cambridgeshire County Council brand values and making our customers feel confident in the services we have to offer.

2 Our brand

Our brand is important. It affects how people think and feel about us and is largely formed by what we do – providing services for the people of Cambridgeshire, its businesses and its visitors. Our brand values connect all our services together, creating one identity accessible to everyone, irrespective of race, gender, age, sexual orientation, religion or disability.

Our values define who we are; how we do things; how we treat each other, the people who use our services, stakeholders and the public.

Our brand values:

- **Protect and support** those who really need our help.

- **Listen** to communities – involving and engaging people in changes.

- **Be a champion for Cambridgeshire** – supporting and promoting communities.

- **Be creative**, willing to test ideas and try new approaches to get the best value for residents.

- **Build on our success** – retaining what the council is well-regarded for and its rich heritage.

- **Be authoritative**, clear, accurate and reliable.

- **Be 'one council'** – delivering joined up, streamlined services.

- **Be human**, with a genuine tone of voice and an honest, up-front approach that reflects the people who work for us.

3 How we communicate

Our brand values should be applied to all our communications to increase recognition, awareness and confidence in Cambridgeshire County Council.

We have so many different audiences, from people who use our services now, to those who might need to in the future; from local authorities to national organisations; from businesses to volunteering groups and charities. The presentation of our communications should demonstrate professionalism and quality whilst representing a good use of public money.

To make sure all our communications are consistent it is essential that no elements other than the ones shown in this guide are used.

It is important to refer to previous projects to maintain consistency across similar areas of communications.

Communicating messages

It is important to be clear about the aim of any communication, such as:

Who is it aimed at?
- Who is your audience?
- What do you know about them?
- What information will they need from this piece of communication?

How will it look?
- What is the best way to reach your target audience? For example, online or in print?
- How does this fit in with the wider range of communications?
- How can the brand style be implemented?

What result do I want?
- What specifically do you want your audience to do as a result of this communication? What is your 'call to action'?
- Do they align with Cambridgeshire County Council brand values?

Digital first

We want to deliver our messages 'digital by choice'. It isn't about putting everything online. It's about making it so easy to do things online that people choose to go there first and help themselves.

Wherever possible we expect our communications to be delivered through digital channels.

We want to improve access to services and information for residents and promote the development of digital skills so that no one is disadvantaged.

We will use digital to meet the changing needs of businesses and to enable growth of the Cambridgeshire economy.

Contact infoservices@cambridgeshire.gov.uk for further details.

Our messages

We have a diverse range of audiences so it's important to make a message relevant to them. The language and visual style should be tailored to meet their needs and be based on our brand values.

Audiences: Colleagues, People who use our services, Residents, Communities, Business, Partners, Government & professional organisations, Councillors

Brand values: Be human, Protect and support, Listen, Be a champion for the county, Be creative, Build on our success, Be authoritative, Be 'one council'

Our messages

- ● Brand values
- ■ Audiences

Our writing style and tone of voice

The council has a key role in communicating with and engaging people effectively, and to do that we need to ensure that what we write is as simple and easy to understand as possible.

We must make sure all our external and internal communications are written in a consistent style with good grammar. External communications, includes (but not limited to), reports, letters, web pages, social media posts, newsletters, magazines, press releases, outdoor media, advertisements and leaflets. This guide is aimed at providing some common sense rules to follow.

Many of these guidelines also apply to spoken communication including (but not limited to) radio, video blogs and interviews.

Our aim is to write in plain English and to keep everything short and simple, and we should avoid jargon and technical terms, if you must use them, explain them.

Tone is just as important as spelling and punctuation and our style is to be professional but friendly and human at the same time. It is ok to use 'we' and 'us' instead of Cambridgeshire County Council and 'you' instead of staff/public.

Basic principles of communication

The principles outlined below concentrate on written communication. They apply equally to spoken communication.

Before you start, ask yourself...

- Who am I writing for?
- Why am I doing this?
- What am I trying to say?
- How do I want the reader to feel?
- What do I want the reader to do?
- Where will they read this?
- Would I ever say what I have written?

The Golden Rule: If you have nothing to say – say nothing.

Audience

Always try to put yourself in your audience's shoes.

- What is their background (eg age, level of education – the average reading age of an adult in the UK is that of a nine year old, first language)?
- How much do they know already?
- Will they automatically read this, or do I need to attract their attention?
- How much time do they have to take in the information? Where are they reading this? At home? In the workplace? Whilst commuting?

Our style guide also includes top tips for effective writing.

4 Our logo

Logo - Primary version

The logo is the most visible part of our identity. It is our signature: the mark that identifies the council's ownership of a service or message. It should be used with care and respect in a consistent way to help present the council as a coherent, professional organisation.

The logo is made up of two parts; the wave and the words.

Service team names or any other straplines should not appear in the logo.

Logo - Colour variants

If colour reproduction is unavailable the logo can also appear in black on a light background, or white on a dark background. There must be significant contrast between the colour of the logo and the background.

Do not use any alternative colours for the logo.

The logo is available on Camweb in the communications section, or email internal.comms@cambridgeshire.gov.uk

Primary logo - Colour

Primary logo - Black

Primary logo - White

Logo - Secondary version

The primary logo should be used where possible. However, if space is limited the secondary version, known as the 'stacked version', can be used if required.

Service team names or any other straplines should not appear in the logo.

Stacked logo - Colour

Cambridgeshire County Council

Stacked logo - Black

Cambridgeshire County Council

Stacked logo - White

Cambridgeshire County Council

Exclusion area

The exclusion area is a clear area that surrounds the logo. It helps to ensure maximum impact and visibility wherever the logo appears. No other graphic elements should be inside the exclusion area.

The exclusion area is calculated by using the height of the 'waves'.

Minimum sizes

To ensure legibility, minimum sizes have been set for use in print and screen:

- 35 mm wide for print
- 135 pixels for screen

Minimum sizes

For print

35mm

For screen

135 pixels

Logo positioning

The logo can be positioned in any corner of a page or screen. Use the exclusion area to help position the logo from the outer edge in a consistent way.

Recommended logo sizes:
- DL (1/3 A4): 45mm wide
- A5: 55mm wide
- A4: 65mm wide
- A3: 75mm wide

The logo can be reduced or enlarged to accommodate alternative sizes.

When the logo is applied to materials where there is no obvious grid or edge to align the logo to; ie merchandise, it should be sized and positioned appropriately to the particular application.
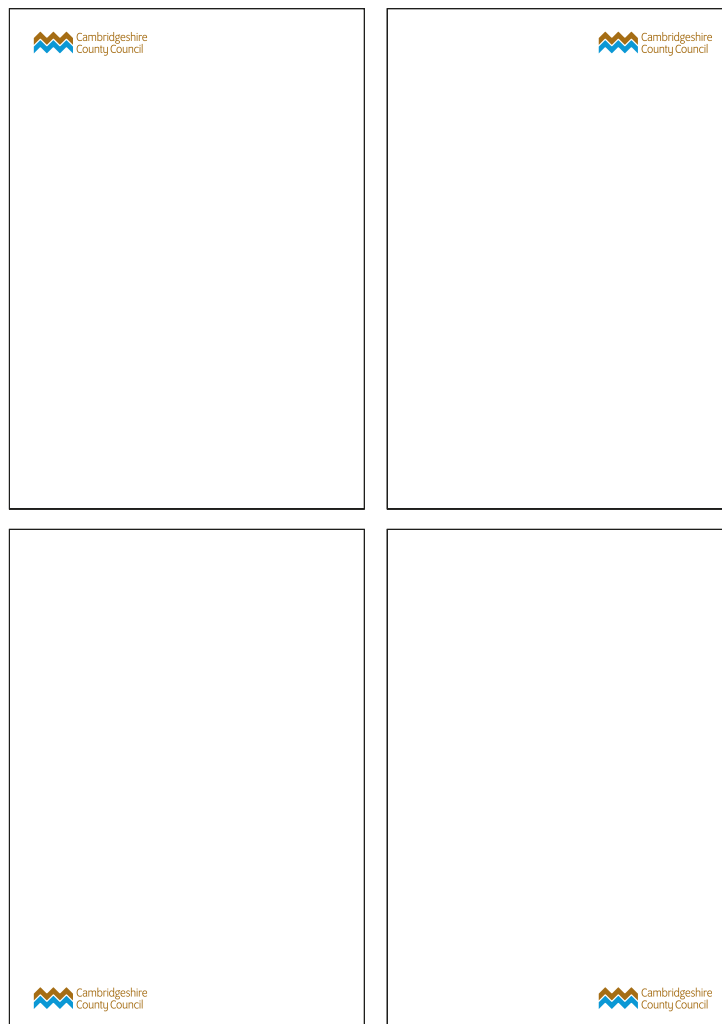
5 Our visual identity

In addition to the use of our logo, our visual identity guidelines create a unique and recognisable style for our communications. These include:

- Colours
- Fonts
- The wave
- Photography
- Infographics
- Logo positioning

These guidelines are for the production of widespread communications aimed at our key audiences:

- People who use our services
- Residents
- Communities
- Business
- Partners
- Government
- Colleagues

Templates exist for everyday office requirements such as emails, stationery, report covers, and PowerPoint presentations.

These are all available on Camweb in the communications section, or email internal.comms@cambridgeshire.gov.uk

Corporate colours

These colours are a key part of our visual identity:

Hero colour: Dark blue
Dark blue is our hero colour - this means it's our most commonly used colour and links all our visual communications. Wherever possible use it as the prominent colour.

Primary colours
The palette of six colours (yellow, orange, red, green, light blue and purple) adds variety and individuality to our communications. Wherever possible use the hero colour in conjunction with these primary corporate colours.
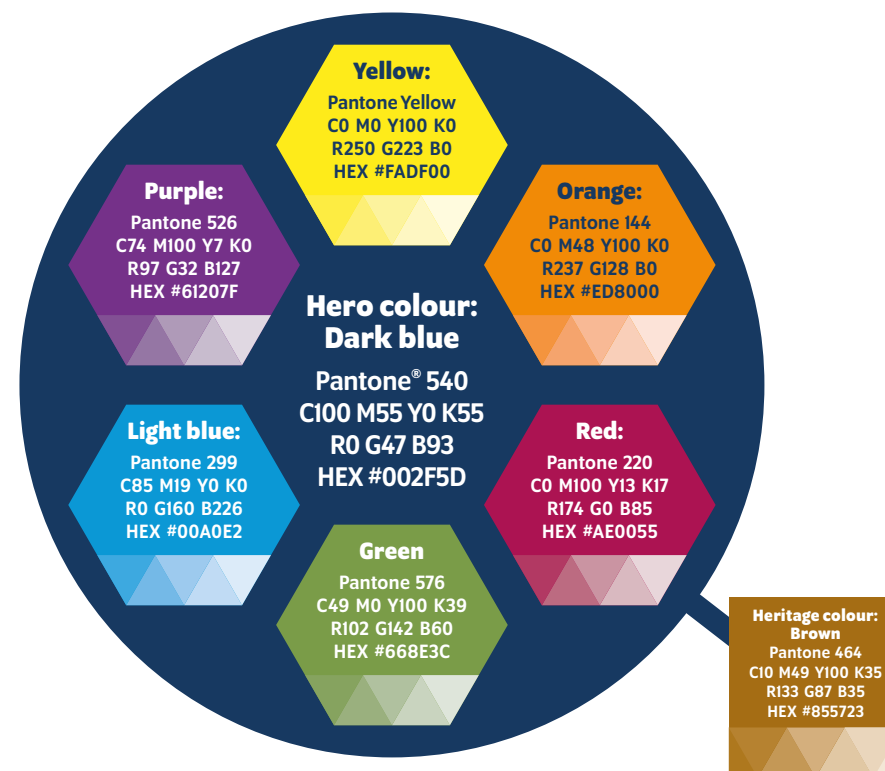
Heritage colour: Brown
This colour connects us to our heritage - we've used it for many years and it appears in our logo. We use it sparingly and is not used as a prominent colour.

Use tints of any of these colours to extend the colour palette.

Secondary colours
The palette of ten colours provide additional colour options to our communications. Wherever possible **use these colours only once the primary corporate colour palette has been exhausted, and they must not be used as tints.**

Yellow:
Pantone Yellow
C0 M0 Y100 K0
R250 G223 B0
HEX #FADF00

Purple:
Pantone 526
C74 M100 Y7 K0
R97 G32 B127
HEX #61207F

Orange:
Pantone 144
C0 M48 Y100 K0
R237 G128 B0
HEX #ED8000

Hero colour: Dark blue
Pantone® 540
C100 M55 Y0 K55
R0 G47 B93
HEX #002F5D

Light blue:
Pantone 299
C85 M19 Y0 K0
R0 G160 B226
HEX #00A0E2

Red:
Pantone 220
C0 M100 Y13 K17
R174 G0 B85
HEX #AE0055

Green
Pantone 576
C49 M0 Y100 K39
R102 G142 B60
HEX #668E3C

Heritage colour: Brown
Pantone 464
C10 M49 Y100 K35
R133 G87 B35
HEX #855723

Secondary colours:

Deep Aqua	Blue Violet	Rubine Red	Dusky Pink	Orange Red	Violet	Grey	Vibrant Green	Light Orange	Old Gold
Pantone 576	Pantone 576	Pantone 576	Pantone 576	Pantone 576	Pantone 576	Pantone 576	Pantone 576	Pantone 576	Pantone 576
C49 M0 Y100 K39	C49 M0 Y100 K39	C49 M0 Y100 K39	C49 M0 Y100 K39	C49 M0 Y100 K39	C49 M0 Y100 K39	C49 M0 Y100 K39	C49 M0 Y100 K39	C49 M0 Y100 K39	C49 M0 Y100 K39
R102 G142 B60	R102 G142 B60	R102 G142 B60	R102 G142 B60	R102 G142 B60	R102 G142 B60	R102 G142 B60	R102 G142 B60	R102 G142 B60	R102 G142 B60
HEX #077d71	HEX #8090c8	HEX #e72957	HEX #cf5c76	HEX #eb5c5d	HEX #8f74b2	HEX #464754	HEX #55b25b	HEX #ea8271	HEX #b7a419

Corporate font – for high impact external purpose.

Our corporate font is called Arial.

Arial can be set as your default font on all our IT systems, and should be used for letters, reports, web pages, emails, and Powerpoint.

As a rule we produce everything in Arial 12 point in black. If you need to produce information in larger text, this can be increased to 16 point.

Additional fonts

Other fonts may be used to create sub-identities if it will help make better connections with our audiences.

For example, the name of a campaign or event may benefit from a distinctive font that helps to communicate its personality to the audience. This typographic style can then be used to provide consistency and recognition throughout a campaign, event or marketing communications.

Additional fonts may only be used with the agreement of the corporate communications team by emailing internal.comms@cambridgeshire.gov.uk

'Arial' is available in a variety of weights

Arial Regular
(Use for body text, sub-headings and headings)
ABCDEFGHijklmnopqrstuv
wxyz123456789

Arial Bold
(Use for sub-headings and headings)
**ABCDEFGHijklmnopqrs
tuvwxyz123456789**

'Calibri' can be used instead of the corporate font in some circumstances

ABCDEFGHijklmnopqrstuv
wxyz123456789

The wave

Our wave is a strong visual component that can be used in conjunction with other parts of our visual identity.

Experiment with its form and scale. Use flat colour and gradients or place images within it. Explore exciting ways to use it.

The wave can be used in its single form or in double form as used in the logo (as shown right). It can also be used as a repeat pattern.

The wave can be any length, but must be at least the same length as the one used in the logo.

The waves can be any of the corporate or heritage colours (see page 12).

While the wave is an important part of our visual identity, don't feel you have to use it in every communication. If it doesn't add anything meaningful or starts to look like decoration, leave it out.

Single

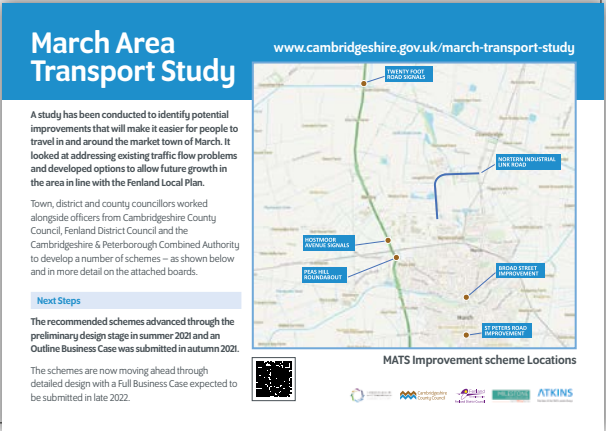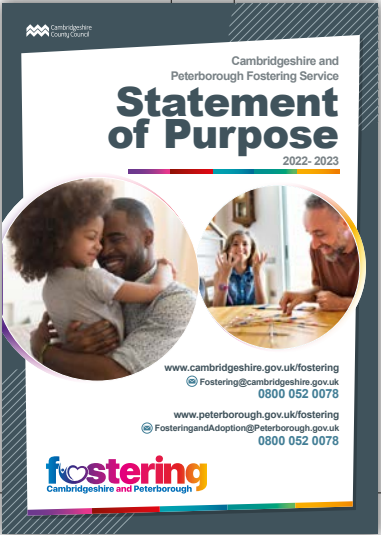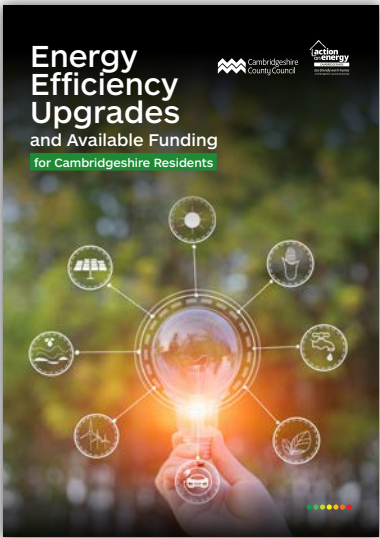The wave can be any length, but must be at least the same length as the one used in the logo.

Double

Gap between the waves (The same as the logo)

Repeat

Waves interlock with no gap

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Sample applications of corporate colours, font and the wave

Cambridgeshire
School Improvement Strategy
2022-2024

www.cambridgeshire.gov.uk

Energy
Efficiency
Upgrades
and Available Funding
for Cambridgeshire Residents

Passenger Transport Transformation Strategy
PEOPLE DIRECTORATE
2022-2024

Welcome to the Flood Resilience Day

We are here to discuss any flooding related issues

Contact us
floodandwater@cambridgeshire.gov.uk
Call 0345 045 5200
9am-5pm Monday to Friday, ask for a member of the Flood Risk team.

Flood Risk team
New Shire Hall
Box ALC2619, Emery Crescent
Enterprise Campus
Alconbury Weald PE28 4YE

Cambridgeshire and
Peterborough Fostering Service
**Statement
of Purpose**
2022- 2023

www.cambridgeshire.gov.uk/fostering
Fostering@cambridgeshire.gov.uk
0800 052 0078

www.peterborough.gov.uk/fostering
FosteringandAdoption@Peterborough.gov.uk
0800 052 0078

fostering
Cambridgeshire and Peterborough

**Minibus hire
for community
groups**

**Cambridgeshire Minibus
Brokerage Scheme** helps
community groups, clubs and
not-for-profit organisations to
use accessible and affordable
minibuses.

cambridgeshire.gov.uk/community

**March Area
Transport Study**

www.cambridgeshire.gov.uk/march-transport-study

A study has been conducted to identify potential
improvements that will make it easier for people to
travel in and around the market town of March. It
looked at addressing existing traffic flow problems
and developed options to allow future growth in
the area in line with the Fenland Local Plan.

Town, district and county councillors worked
alongside officers from Cambridgeshire County
Council, Fenland District Council and the
Cambridgeshire & Peterborough Combined Authority
to develop a number of schemes – as shown below
and in more detail on the attached boards.

Next Steps

The recommended schemes advanced through the
preliminary design stage in summer 2021 and an
Outline Business Case was submitted in autumn 2021.

The schemes are now moving ahead through
detailed design with a Full Business Case expected to
be submitted in late 2022.

MATS Improvement scheme Locations

Photography

Photography is one of our most powerful tools for expression. It can be the first thing that someone looks at before reading accompanying copy. So our images should be consistent with our brand look-and-feel, and convey our vision and outcomes.

What does this look like?

Be authentic
- All of our photography should realistic and representative of real life.
- The subject should appear natural and candid, not staged.
- We should avoid cliché eg social care for the elderly doesn't need to show pictures of elderly people.
- Photos which we commission or produce should be taken within a Cambridgeshire County Council working environment or within the county.

Be inclusive
- Photos should be representative of our diverse workforce and community. They should show a balanced mix of age, race, gender, disability and ethnicity.
- They should be respectful and appropriate for the audience.

Be colourful
- Photos should reflect the passion and energy within our workforce and community. This can be achieved through action and movement eg a group talking, hands-on working, travelling on foot or by transport.
- All photography should be of good quality with bright, warm and colourful exposure.

Things to remember
- Photos should be used according to their copyright or licence agreement.
- If you are taking photos of people, you need to ensure they have given signed permission. Download a GDPR permissions form on Camweb.

If you are unsure and would like advice, contact internal.comms@cambridgeshire.gov.uk
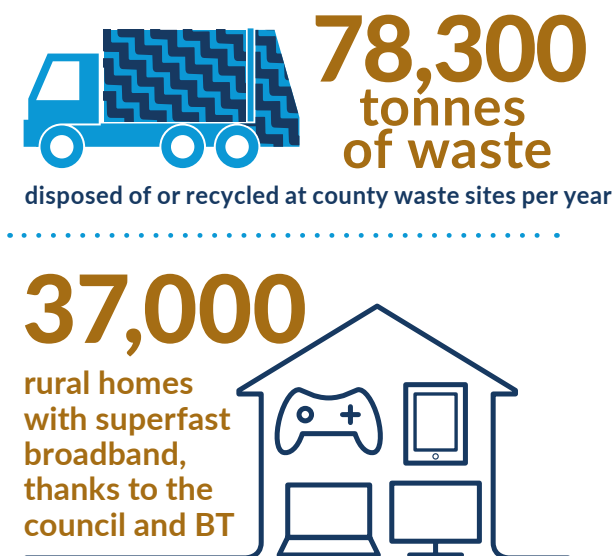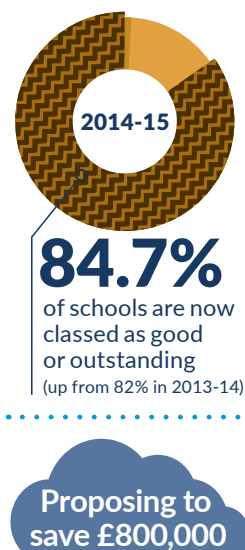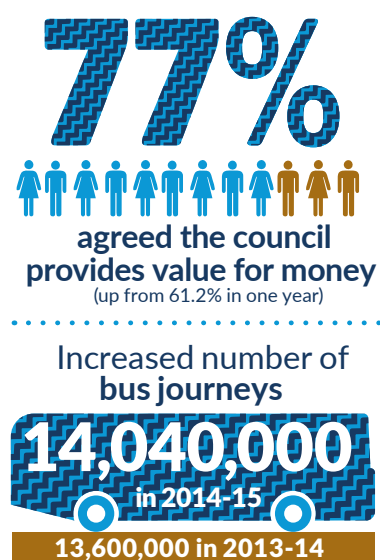
Stock photography
We may need to use stock photography at times – all stock photography should be marked as available to use free of charge. Sites such as Pixabay and Unsplash have images that can be used commercially without any charge.
- Never download an image from Google to use as these are often subject to copyright.

Infographics

Infographics are graphic visual representations of information, data or knowledge and present complex information quickly and clearly.

- Content should be short and concise and should not contain paragraphs of text.

- Larger text and colour should be used to pull out key facts or figures.

- Use corporate colours for the infographics.

- The corporate font Lato, should be used.

77%
agreed the council
provides value for money
(up from 61.2% in one year)

Increased number of
bus journeys
14,040,000
in 2014-15
13,600,000 in 2013-14

2014-15

84.7%
of schools are now
classed as good
or outstanding
(up from 82% in 2013-14)

**Proposing to
save £800,000**

78,300
tonnes
of waste
disposed of or recycled at county waste sites per year

37,000
rural homes
with superfast
broadband,
thanks to the
council and BT

6 Accessibility

The Equality Act protects the rights of individuals and advances equality of opportunity for all. We have obligations under the Equality Act 2010 and the rights of blind and partially sighted people and others with a print disability to provide information and communications in accessible formats.

Wherever possible these guidelines should be used as the standard procedure for the design of all council communications.

Printed items

The provision of accessible information is a key requirement of the Equality Act.

Minimum standards for the provision of printed materials for partially sighted people:

- Use Arial 12 point sized text in printed literature where practical. Use a minimum of 16 point sized text in communications specifically for people with visual impairments. The size should be increased and made bold when reversing out.

- Use leading (also known as line spacing) that is at least two times the space between the words on a line.

- Avoid italic and underlined fonts.

- Use bold text for emphasis only.

- Text should always be aligned to the left margin. Avoid using text which is justified, centred or right aligned.

- Individual preferences vary, but black text on a white or yellow background are generally regarded as the clearest combinations as they offer the best contrast.

- Avoid images that are too small as it may be difficult to see their content.

- Avoid laying text out over an image, as this can be very difficult to read.

Capital letters

Keep capital letters to a minimum. Very few words start with a capital letter so if in doubt use lower case. Write headings and subheadings in lower case eg. Snappy heading like this, not Snappy Heading Like This. However, official bodies such as Cambridgeshire County Council, House of Lords etc still need capital letters. When referring to 'the council' a capital letter should not be used as it is not the full name.

Easy Read

The Easy Read format was created to help people with learning disabilities understand information easily. People with learning disabilities need to access all information, not just disability-specific information but also about their health, voting, work and gaining skills.

Easy Read uses pictures to support the meaning of text. It can be used by a carer to talk through a communication with someone with learning difficulties so that they can understand it, for example a letter about council tax charges.

Easy Read is used only when a majority of the intended audience have learning difficulties. Easy Read is sometimes preferred by readers without learning disabilities, as it gives the essential information on a topic without a lot of background information. It can be especially helpful for people who are not fluent in English.

Accessible formats

Promote the availability of accessible formats only where evidence supports the need to do so and where it is relevant (for example, a map can't be reproduced in Braille). Suitable accessible formats could include any of the following:

• Large print (minimum of 16 point print)
• Audio
• Electronic text (Word documents, plain text files)
• Braille

Contact internal.comms@cambridgeshire.gov.uk for further details.

7 Branding with partners

When Cambridgeshire County Council works with partners, contractors, or commissions services, it's important that the audience knows who is providing the service. In these instances, it would usually be appropriate to apply the Cambridgeshire County Council visual guidelines to communications. However, where there is quantifiable benefit for messages to be 'owned' by partners it's permissible for just the Cambridgeshire County Council logo to be used.

Partnership logos

The logos below can be used to support the partnership message. These are used instead of the primary logo.

Explaining the brand

In some instances it will be beneficial to write an explanation about what involvement the organisations have in a partnership, or how the commissioned service or sub-brand relates to Cambridgeshire County Council.

In all instances, please seek approval from the corporate communications team before proceeding.

Email: internal.comms@cambridgeshire.gov.uk

Cambridgeshire
County Council

Contact internal.comms@cambridgeshire.gov.uk

Templates can be found on Camweb under communications

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