Our brand guidelines

CHESTERFIELD
BOROUGH COUNCIL

Planning a better Chesterfield

Contents

CHESTERFIELD
BOROUGH COUNCIL

A great environment to live in

Our core proposition

Chesterfield Borough Council has a great number of responsibilities that are met by the delivery of a broad range of exceptional services.

For the purpose of clear communication these responsibilities and services can be summarised as:

- A great environment to live in.
- A place with good prospects.
- Excellent facilities to enjoy.
- A housing service to depend on.

These five core propositions are central to how the organisation communicates with the public that we serve.

See appendix one – 'departmental communication matrix by core services'.

CHESTERFIELD
BOROUGH COUNCIL

A place with good prospects

Our brand values

People will form opinions of our organisation, we want them to form the right ones and see us at our best at all times.

Our rational values 'at the heart of everything we do'

Value for money – delivering all services with the greatest efficiency.

Leadership – being confident about the quality of our organisation and the borough we serve now and for the future.

Service values 'what it feels like to meet us'

Open and honest – the organisation is open and honest by nature, whether that be face to face contact, over the telephone or through our digital and printed media.

Friendly and attentive – we have a friendly manner that is focused on others.

Emotional values 'what it feels like to belong'

Proud – everyone connected to the organisation is immensely proud of the town, the borough and the council. We share a wonderful heritage that must not be forgotten, but embrace the need to secure Chesterfield's future as a modern, vibrant and successful town.

Caring – with such great pride comes care. Care for the town, the environment and its people.

How our brand values affect design

Rational values

- Confident modern design
- Demonstrate leadership
- Cost sensitive designs

Service values

- Open, honest and friendly
- A softness to the style to reflect caring values

Emotional values

- Proud and caring
- Maintaining the spire reference
- Keep red as the core colour

Our brand values are different from the organisational values that form part of our Council Plan. However, the two are intended to work alongside each other.

Excellent facilities to enjoy

Using the brand

Chesterfield Borough Council is a organisation to be proud of and the usage of the brand needs to reflect that across all communications.

Consistency

To properly show the full scale and breadth of services provided by Chesterfield Borough Council there must be consistency across all activities in the presentation of the brand.

These guidelines show which brand elements and markers to use for each and every Chesterfield Borough Council communication.

This should not result in all communications looking the same. Implemented correctly there is enough flexibility in the brand to deliver 'stand out' design when required.

The symbol of Chesterfield Borough Council

Our logo is the symbol of Chesterfield Borough Council — and is unique to us.

It is the primary brand mark. It is crucial that we use it correctly and consistently across all applications.

Here's how you can always apply the logo in a clear, consistent way.

The Chesterfield Borough Council logo has been especially drawn and so always produce it from original artwork.

Clear space

The impact of the Chesterfield Borough Council logo depends upon the space surrounding it. This is known as minimum clear space.

A minimum clear space surrounding the Chesterfield Borough Council logo has been established using the width of the 'spire', see figure 1.

This area must be kept clear of all other type, graphic elements, rules and detailed areas within photography and illustration.

Scaling

It is essential that when scaling the logo you always ensure that it is done proportionately.

Using the logo in black or white

Whenever you are using the logo in black-out or white-out, ensure it's one of the approved versions as demonstrated in figures 2 and 3.

Figure 1

Figure 2

Figure 3

Incorrect usage of the logo

All the elements of the logo have been specifically designed, spaced and positioned. Never redraw or distort the original artwork in any way.

Avoid using the logo when the backgrounds or imagery do not provide sufficient contrast for the brand identification to clearly stand out.

You can not:

· Twist or distort the proportion of the logo.

· Use the logo in any other colour or tint than those specified.

Do not put the logo on:

· Coloured or dark backgrounds (this would only apply to the full colour and black logo).

· Complicated images.

· Textured backgrounds.

Never recreate, alter or modify any aspect of the Chesterfield Borough Council logo, see figures 4 and 5.

Do not modify the artwork i.e. move the lettering or substitute with another typeface, see figures 6 and 7.

Do not print in a colour other than those specified or use the logo as a repeat pattern for a background effect, see figures 8 and 9.

Do not allow secondary information or picture imagery to intrude on the clear space, see figure 10.

Do not use any special effects, e.g. drop shadows, see figure 11.

Figure 4

Figure 5

Figure 6

Figure 7

Figure 8

Figure 9

Figure 10

Figure 11

Working with our grid

Our brand texture is used as a visual marker to help identify and harmonise the brand.

We have developed a grid system to ensure that creative and striking graphical textures can be originated for our divisions and services, and that these can be used easily across multiple platforms.

Creating the grid

When creating your artwork document, set a grid of 11 columns and 11 rows. These will form the main structure of the grid, see figure 12.

Angular shapes can be drawn from the points created by the grid, see figure 13.

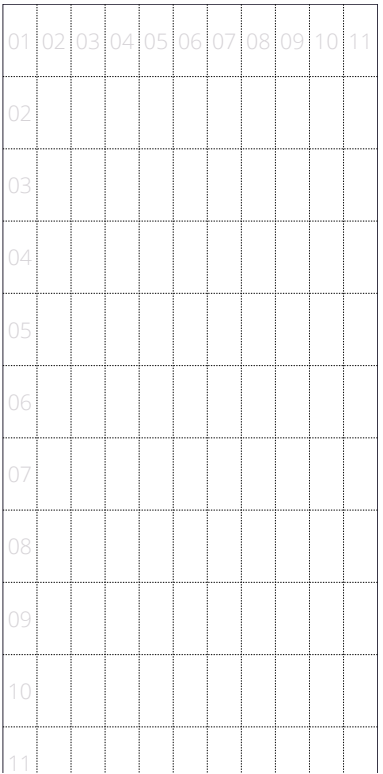Figure 14 and 15 demonstrates how the final shape will look.
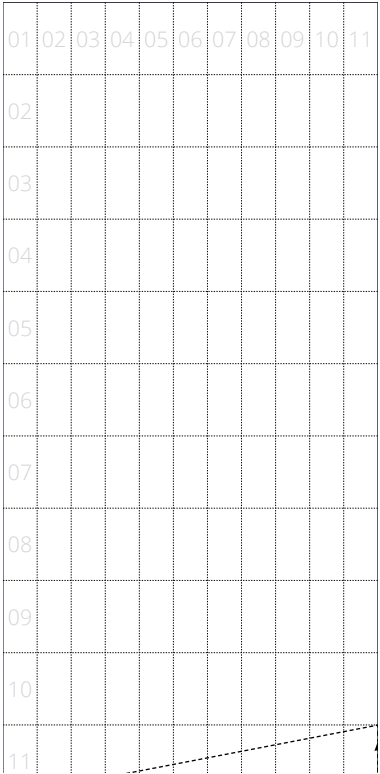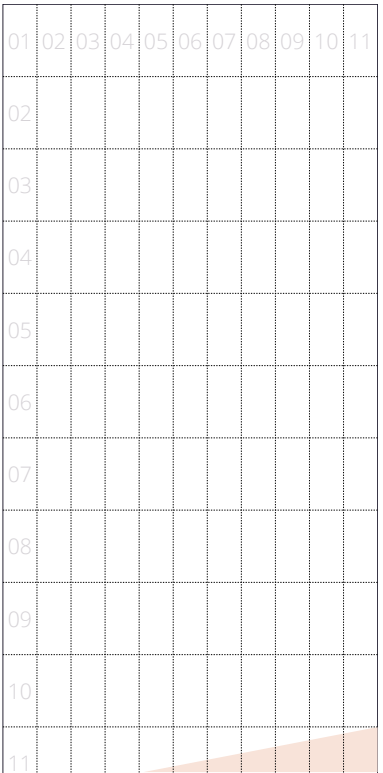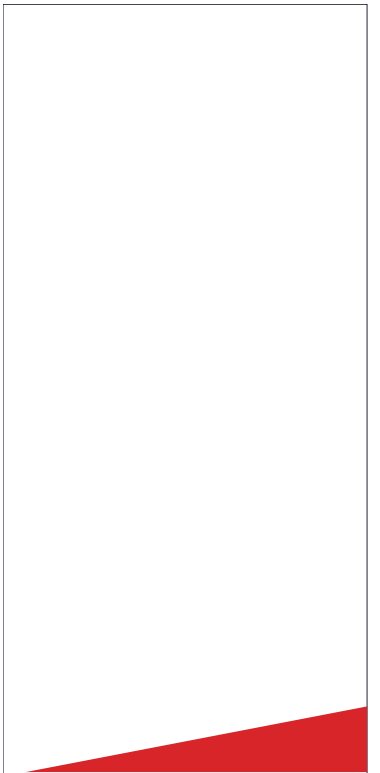
Figure 12

Figure 13

Figure 14

Figure 15

17

Getting the grid right

The place for innovation and creative inspiration

Chesterfield is full of modern developments such as new business units, office accommodation, Innovation Centres, modern housing, retail centres and schools.

CHESTERFIELD
BOROUGH COUNCIL

www.chesterfield.gov.uk

Fitness Friday

Every Friday at Queens Park Sports Centre

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CHESTERFIELD
BOROUGH COUNCIL

Our pledge to the environment

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www.chesterfield.gov.uk

CHESTERFIELD
BOROUGH COUNCIL

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Show title
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Tickets from £88.88

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Tickets from £88.88

Find out more at:
www.chesterfield.gov.uk

Getting the grid right

210mm x 99mm - DL

A place with good prospects

Chesterfield is full of modern developments such as new business units, office accommodation, Innovation Centres and retail centres.

www.chesterfield.gov.uk

A guide to recycling

Nequiate mporia nempossequam volum quam, quiberrum sit, nim exped quiderum, sum fuga, itatiusdam, est molliqui ut aspidelecto quae.

www.chesterfield.gov.uk

Fitness Friday

Every Friday at Queens Park Sports Centre

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www.chesterfield.gov.uk

A Midsummer Night's Dream

The Pomegranate Theatre

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www.chesterfield.gov.uk

Getting the grid wrong

Our brand texture has been carefully considered to ensure continuity throughout the brand even when imagery and space is restrictive.

Here we demonstrate how it might be used incorrectly and how we can rectify any issues to ensure that our brand is consistent and legible to the target audience.

Although the texture in figure 16 is correct, it is not suited to the complex image used as it detracts away from the copy and makes it illegible. Figure 17 uses large areas of the texture to ensure that all the copy is legible and crops the image to give more focus to the main subject.

The use of different graphical textures will be dictated by the quality of image being used and the amount of copy that needs to be laid out.

Where good quality images are available designers should opt to use smaller graphic textures, see figure 19. The larger graphic textures should be used where the photo needs to be cropped to provide a greater focal point, see figure 17.

The detail of the photography in figure 18 has been concealed by the texture and copy has been flowed across the two texture planes making it illegible. In figure 19 the copy can be clearly defined within the good clear space of the image while the lower texture helps to retain the detail of the photography and ensures that the logo is placed in a clear area.

The overuse of the texture and colour palette in figure 20 detracts away from the image and logo and makes the copy illegible. Figure 21 demonstrates how simplifying the document ensures that all important elements are visible and legible.
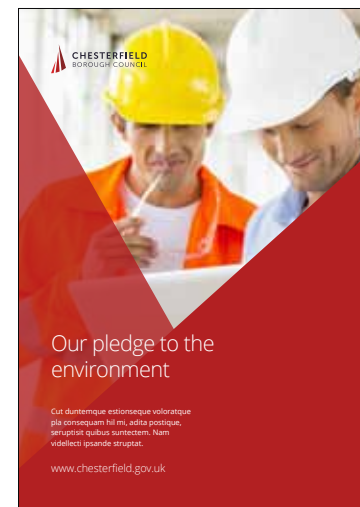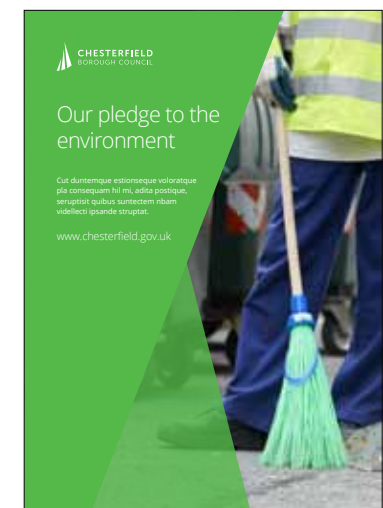
Figure 16

Figure 17

Figure 18

Figure 19

Figure 20

Figure 21

Margins and columns

When creating newsletters, magazines and other informative documents that contain large amounts of copy you will need to set margins and columns accordingly.

Margins are specified as the top and bottom row and left and right column which will be determined by the 11x11 grid, see figure 22.

Columns can then be created within the central area of the document, the size and amount of columns can vary depending on relevant content and the design, see figure 23.

Figures 24 and 25 demonstrate how the content will start to look in a three column central area.
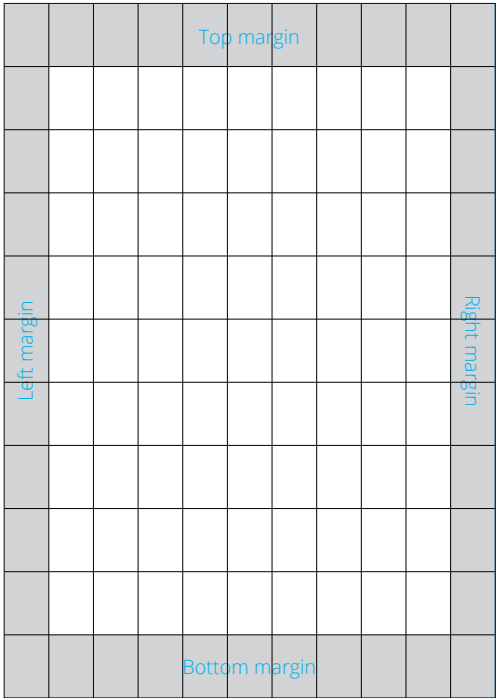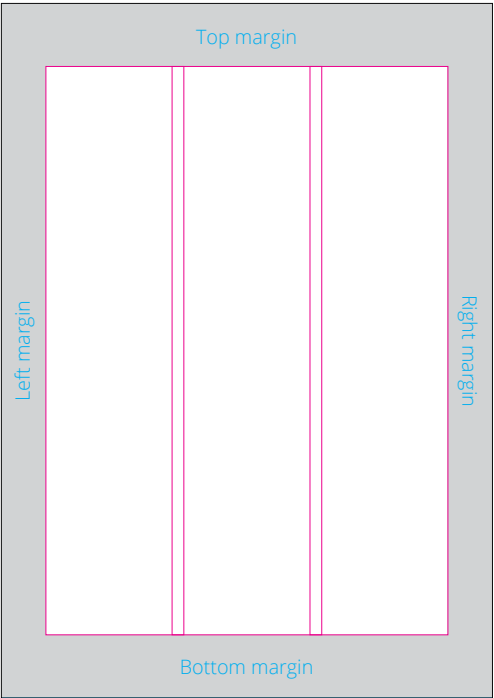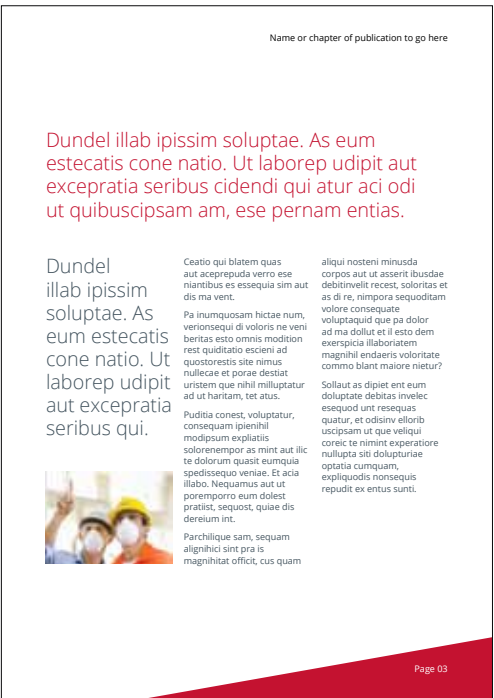
Figure 22

Top margin

Left margin

Right margin

Bottom margin

Figure 23

Top margin

Left margin

Right margin

Bottom margin

Figure 24

Name or chapter of publication to go here

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Page 03

Figure 25

Name or chapter of publication to go here

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Page 03

Information documents

We publish multiple documents which can contain large amounts of information and imagery.

It is important when creating any documentation that it adheres to our brand guidelines.

Always ensure the correct typeface, colour palettes and logos are used throughout.

Copy must be legible and items, such as headlines, are clearly defined.

Figure 26 illustrates how documents with large amounts of information can be presented in a clear and attractive way even when space and colour palettes are restrictive.

Documents should be clearly laid out and unambiguous, figure 27 shows the correct way to layout documents and figure 28 demonstrates how not to create a document.

Never twist or use special effects on images such as outlines, feathers and drop shadows.

Ensure all copy is left aligned, and is neatly placed. Do not use boxes with rounded corners to highlight any copy.

Figure 26
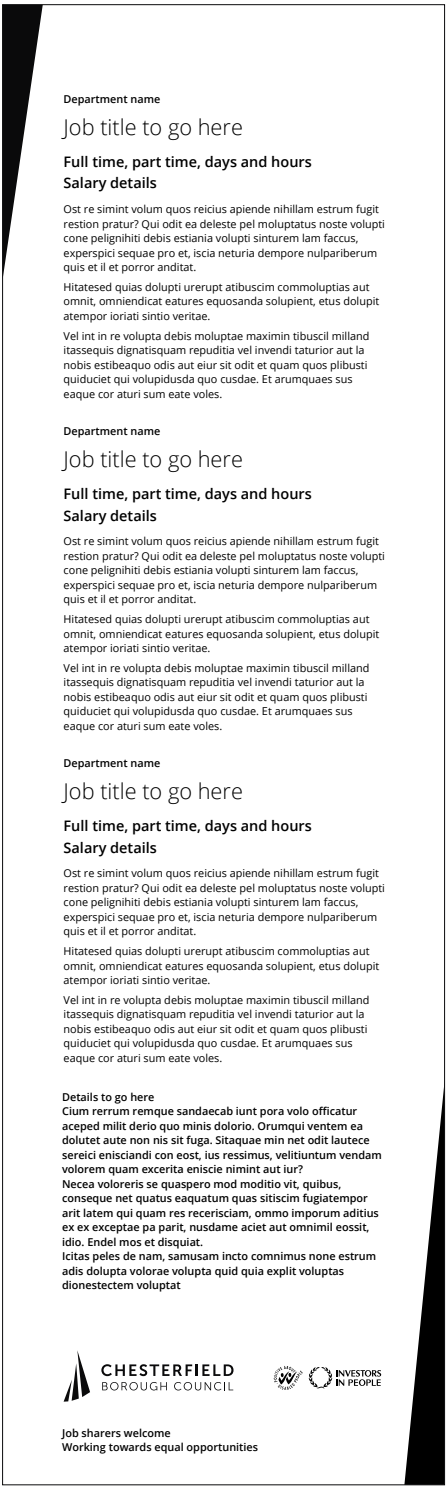
Figure 27

Figure 28

Stationery

It is important that our brand is clear and unambiguous when used on our stationery.

Stationery items should look visually striking and clearly show any relevant information.

Our brand grid system can be applied for stationery items and ensures that any designs remain consistent and look modern.

Figure 29 demonstrates how our brand should be created on stationery items in colour and for a photo copied mono-version of the letterhead.

Always ensure that copy is displayed in the correct typeface, is clearly presented and legible.

In line with our 'one council' approach the stationery will not have individual team names on it, although the address will be changed to reflect our different site locations.

Figure 29

Chesterfield Borough Council, Town Hall, Rose Hill, Chesterfield   S40 1LP
Telephone: 01246 345 345, Text: 07960 910 264, Email: info@chesterfield.gov.uk
www.chesterfield.gov.uk

Name Surname
Job title to go here
Telephone: 01246 345 345
Mobile: 07960 910 264
Email: name@chesterfield.gov.uk
Chesterfield Borough Council
Town Hall, Rose Hill, Chesterfield   S40 1LP
www.chesterfield.gov.uk

With compliments

Chesterfield Borough Council, Town Hall, Rose Hill, Chesterfield   S40 1LP
Telephone: 01246 345 345, Text: 07960 910 264, Email: info@chesterfield.gov.uk
www.chesterfield.gov.uk

Figure 30

Promotional items

There are times when we require certain promotional items, such as name badges, mugs, pens and other items.

Promotional items can often be restrictive with colour options and the available space to place our logo and any additional marketing messages or information.

Always produce the logo from original artwork ensuring that it is clearly displayed with the correct colour palettes used.

It is essential that when scaling the logo you always ensure that it is done proportionately, never twist or distort it in any way.

Figure 30 demonstrates how promotional items can be created even when colour palettes and space is restrictive.
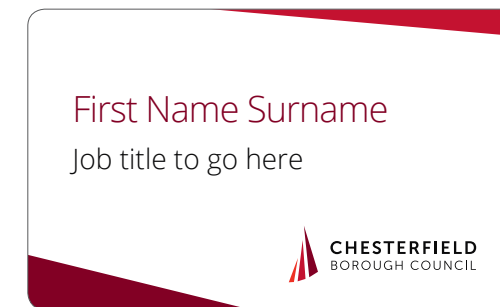
Using opacity

Introducing opacity to our graphical textures draws attention to all the key areas of artwork ensuring that images and copy are effective and engaging.

Technical specifications for print:

• Images used should be detailed and have good contrast.

• The colour overlay should be placed using the multiply effect, only use this effect for static on screen items and print pieces.

• In Adobe InDesign multiply is in the effects menu, see figure 31.

• In Adobe Illustrator multiply is in the transparency menu, see figure 32.

• In Adobe Photoshop multiply is in the layers menu, see figure 33.

Do not:

• Use opacity on multiple textures as this may detract away from important elements in the artwork.

• Set the opacity to any of the alternative effects, such as screen, overlay, soft overlay or hard light.

Figure 31
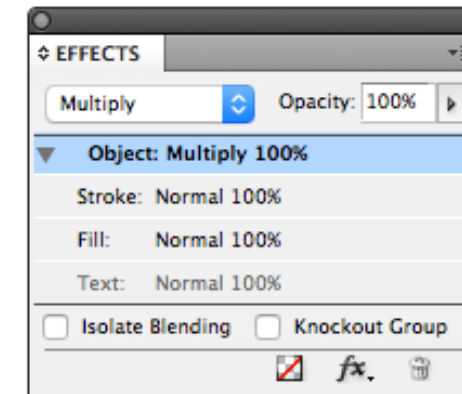
Figure 32
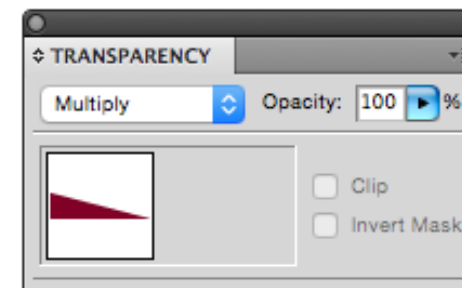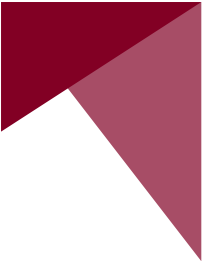
Figure 33
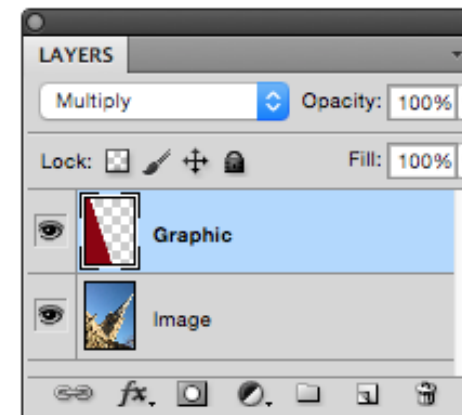
Our primary colour palette

There are four primary colours to the brand which are to be used on all core activity, especially when referring to Chesterfield Borough Council as a whole and/or on permanent fixtures such as buildings, public art and signage.

CHESTERFIELD
BOROUGH COUNCIL

A — Pomegranate

C 0 M 90 Y 45 K 60
R 130 G 0 B 36
HEX #820024
PMS 195

B — Ruby

C 0 M 100 Y 65 K 18
R 196 G 18 B 48
HEX #c41230
PMS 187

C — Rose

C 0 M 96 Y 97 K 0
R 238 G 46 B 36
HEX #ee2e24
PMS 485

D — Charcoal

C 10 M 0 Y 10 K 100
R 38 G 35 B 36
HEX #262324
PMS 426

Our secondary colour palette

Colour is no longer simply an element of design but a standalone statement about the brand.

Our secondary 'campaign' palette gives the organisation freedom to differentiate and highlight certain activities.

The secondary palette can used by services to develop their own identity, allowing them to stand out and give greater flexibility, whilst still being connected to the main brand.

Specifying the corporate colours

The recommended standard colour references for our secondary corporate colours are shown opposite.

Daffodil
C 0 M 6 Y 95 K 0
R 255 G 227 B 56
HEX #ffe338
PMS 108

Honey
C 0 M 49 Y 99 K 0
R 250 G 175 B 67
HEX #faaf43
PMS 137

Strawberry
C 0 M 96 Y 65 K 4
R 224 G 30 B 60
HEX #e01e3c
PMS 186

Fuscia
C 13 M 98 Y 0 K 0
R 211 G 27 B 139
HEX #d31b8b
PMS 233

Merlot
C 0 M 100 Y 30 K 49
R 162 G 2 B 71
HEX #a20247
PMS 208

Flamingo
C 4 M 68 Y 0 K 0
R 234 G 133 B 181
HEX #ea85b5
PMS 218

Plum
C 58 M 96 Y 0 K 16
R 114 G 26 B 112
HEX #721a70
PMS 255

Atlantic
C 87 M 70 Y 0 K 0
R 0 G 94 B 169
HEX #005ea9
PMS 2728

Ciel
C 80 M 29 Y 0 K 0
R 0 G 151 B 212
HEX #0097d4
PMS 2925

Pacific
C 57 M 0 Y 21 K 0
R 117 G 203 B 209
HEX #75cbd1
PMS 319

Basil
C 97 M 0 Y 67 K 28
R 0 G 127 B 102
HEX #007f66
PMS 335

Broccoli
C 100 M 0 Y 90 K 78
R 0 G 80 B 48
HEX #005030
PMS 3435

Apple
C 68 M 0 Y 87 K 0
R 88 G 183 B 78
HEX #58b74e
PMS 361

Pebble
C 20 M 9 Y 10 K 45
R 148 G 156 B 161
HEX #949ca1
PMS 430

Shadow
C 21 M 3 Y 0 K 87
R 70 G 85 B 95
HEX #46555f
PMS 432

Colour combinations

Our secondary colour palette has been developed to work as a standalone or in a combination.

Our palette has been developed to allow greater creativity and flexibility for all of our departments, however, consideration needs to be made when specifying and combining our swatches.

When using swatch combinations ensure that you only use two or three different swatches at any one time.

Figure 34 demonstrates the most appropriate swatch combinations when creating any documentation or marketing materials.

Figure 34
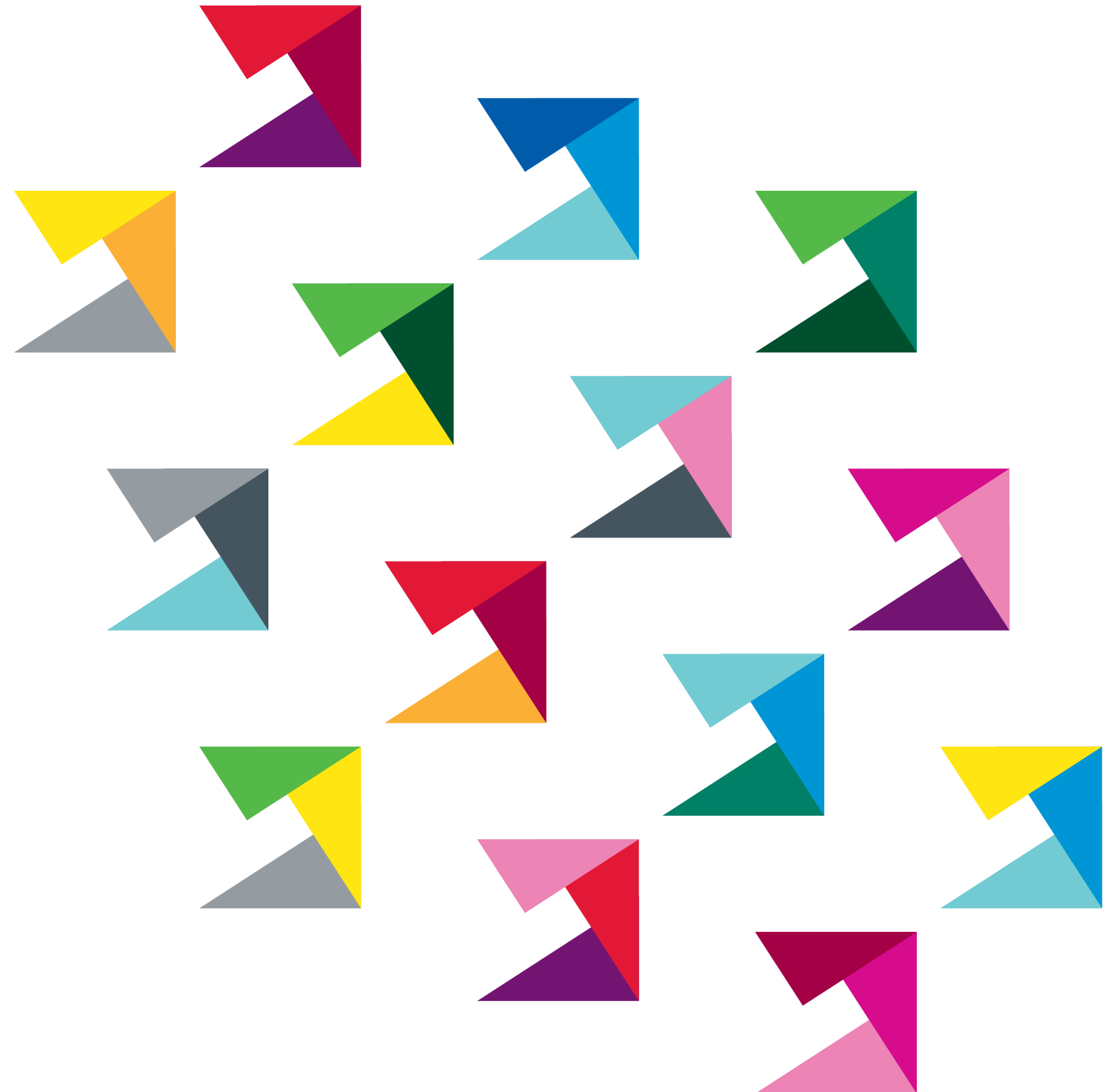
Our corporate typeface

A single corporate typeface has been chosen to strengthen the recognition and consistency of the Chesterfield Borough Council brand.

The font

The Chesterfield Borough Council font is called Open Sans. The recommended weights of the Open Sans family are shown opposite.

It is a san serif font that is highly legible at smaller text sizes, yet very distinctive when used at larger font sizes.

It is used across all printed collateral applications.

Open Sans Light

Light can be used to create large graphical headers. Light should not be used for body copy or in small sizes.

Open Sans Regular

Regular is the primary weight selected for body copy.

Open Sans Semibold

Semibold is for emphasis when highlighting text within a main body, sub-headers or key descriptors.

The font is available from: www.google.com/fonts

Secondary font

Our secondary corporate font is Arial.

For internal use and within the office environment, particular applications that use software such as PowerPoint and Microsoft Word Arial will be used.

This is a system font that is pre-installed on most PCs and Macs.

Important Note:

Do not use Arial for setting text in print applications.

Open Sans is the Chesterfield Borough Council corporate font and is used on all printed collateral.

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Our typographic style

Just as important as the choice of the corporate font, is the way in which type is set.

A distinctive and consistent Chesterfield Borough Council typographic style can be achieved by applying the following typographic principles.

Do set type...

Ranged left in uppercase and lowercase.

Initial caps for sentence case titles, e.g. the first word only.

Half line spacing in between paragraphs.

Keeping punctuation to a minimum.

Using true single and double quotation marks, and not feet and inch marks.

With dashes that are true em dashes (—) not hyphens (-).

Do not set type...

With headings that use capital letters on the first letter of every word as shown in figures 35 and 36 unless they are proper nouns.

Any additional letter spacing to the text face.

Justified, left and right justified together as shown in figure 37.

That has been altered, artificially condensed, expanded or distorted in any way see figure 38.

That uses special effects, such as drop shadows, outlines or underlines.

In fonts other than the corporate fonts specified in these guidelines.

Following these simple principles will give typographic consistency across all applications and help to strengthen the Chesterfield Borough Council identity.

Figure 35

✕ This Is An Incorrect Use of Typography

Figure 36

✕ THIS IS AN INCORRECT USE OF TYPOGRAPHY

Figure 37

✕ **This Is An Incorrect Use of Typography**

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Figure 38

✕ This is an incorrect use of typography

PowerPoint presentations

PowerPoint presentations need to be visually impressive and clearly show any relevant information.

Always ensure that PowerPoint presentations use the core elements of the brand guidelines, such as, the correct colour palettes, logos and imagery.

Figure 39 demonstrates how our brand elements can be used to create attractive and communicative presentations.

Figure 39
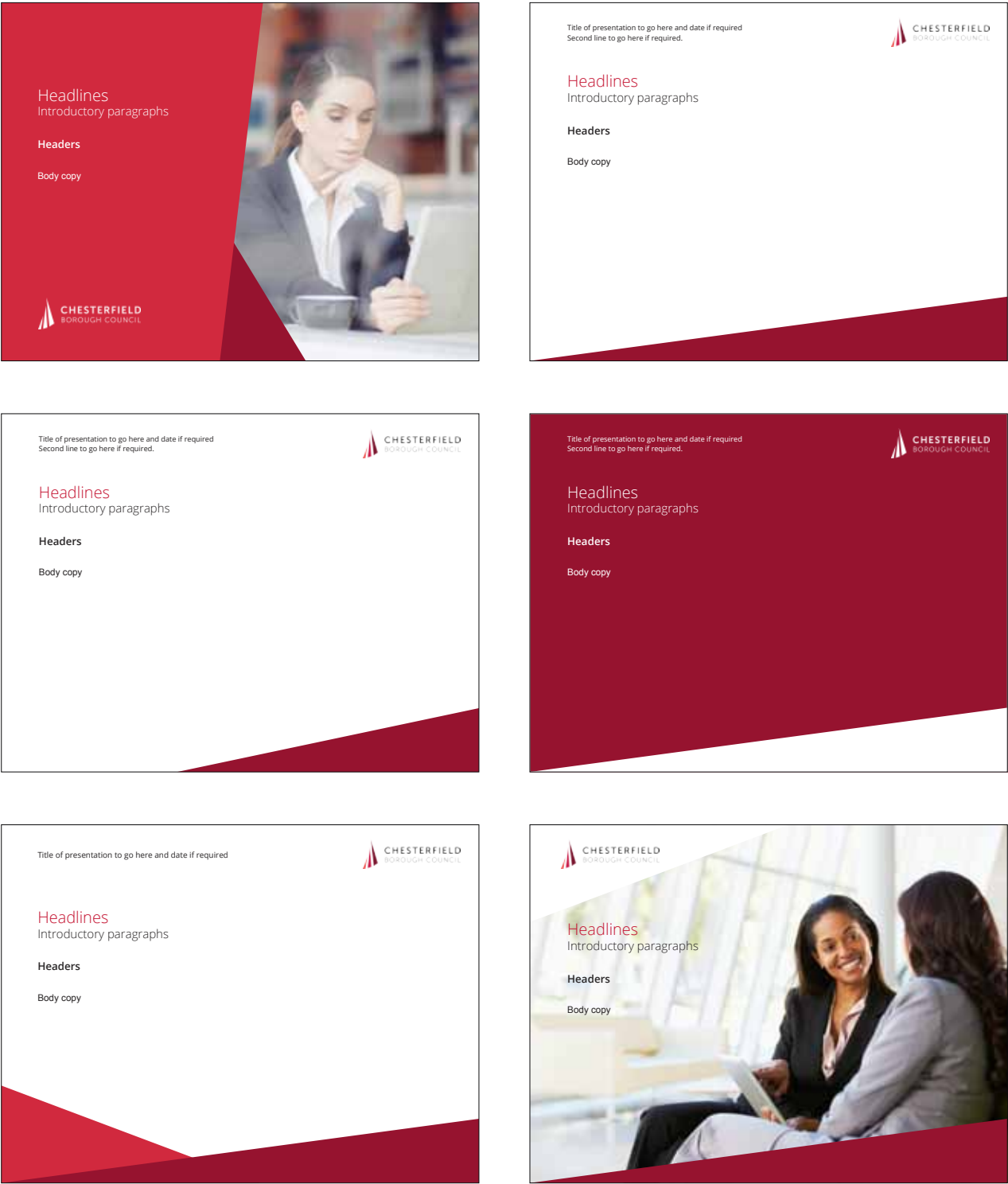
Using imagery

Chesterfield Borough Council uses photography to depict the real world with immediacy, directness and honesty.

Do not use clip-art in any printed collateral.

Imagery defines the difference we make to people's lives and expresses our core values just as strongly as our colours and typefaces.

Imagery overview

Images can be treated in many ways to achieve an impactful piece of printed collateral.

These attributes are:

- Black and white (Greyscale).

- One colour (Monotone).

- Two colour (Duo-tone).

- Full colour (CMYK).

- 'Real' and natural looking images without appearing artificial or staged.

- Sharp, clear, unambiguous images with all or the majority of the image in focus.

Our images use very simple compositions, with very few elements. They use powerful shapes to create strong, graphic compositions. Images are often more powerful if they are cropped in an interesting way, examples are shown opposite.

Services' photography

When providing information or promoting our services it is important that any imagery used is honest and reassuring.

Ensure all images used are real and natural looking with staff looking friendly and approachable.

Figure 40 demonstrates how to compose images promoting our services.

Figure 40

Leisure photography

Chesterfield is a vibrant town with a wealth of events, activities and leisure facilities.

Imagery used needs to reflect the amenities available to residents and visitors.

Always ensure that images look interesting, engaging and promote the style of the event, activity or facility being promoted.

Figure 41, demonstrates how leisure images need to be composed.

Figure 41

Business and development photography

Our town is a great place for business and development.

Images need to demonstrate innovation, progression and professionalism.

They must embrace Chesterfield's future as a modern, vibrant and successful town.

Figure 42, illustrates the clean and dynamic style of the photography reqiured.

Figure 42

Campaign photography

Campaigns are an important part of the services we provide.

Imagery needs to be relevant, interesting and demonstrate the necessary campaign message.

Images need to be realistic and must clearly communicate the campaigns goals and objectives.

Images can range between conventional and abstract photography.

Figure 43, demonstrates a range of abstract and conventional styles of composition.

Figure 43

Our website and intranet

Our website and
intranet provide
an important
resource for
residents, visitors,
businesses and
our staff.

It is a key point of reference
for our core services, a place
to inform users of local
activities, news and
other resources.

It is essential that the
information on our website
is engaging, straight to the
point and accessible to
multiple users.

Our brand principles can be
used to ensure that our online
presence is consistent and
instantly recognisable.

Getting it right:

Our website and intranet
should always be clearly laid
out, with easy access to the
various sections and services
we offer.

Images should be relevant,
open and attentive while
ensuring that they don't
overwhelm the visitor and
detract away from
key content.

Colour usage should be
restricted to our primary
colour palette for main areas
and our secondary palette to
segregate individual sections
and areas on the site.

Contact details, social media
and key services need to be
clearly defined and obvious
for all users visiting our site.

Social media

Social media is an integral part of life online, it allows us to engage, inform and update people with news and developments throughout the town and borough.

When using social media sites we want users to instantly recognise them as a point of reference and a place for information about the town, the borough and the council.

The 'spire' from our logo can be used as a stand-alone icon only on social media web applications to ensure that when it is scaled down our mark remains clear and consistent.

Never use the 'spire' as a stand-alone element for any other application.

Our grid system can be used with images to evoke our core brand identity, see figure 44 and 45.

Figure 44

Figure 45

Signage and large format

Signage and large format items can be seen across our town and borough; we want our community and those visiting Chesterfield to recognise it as a vibrant and successful place to be.
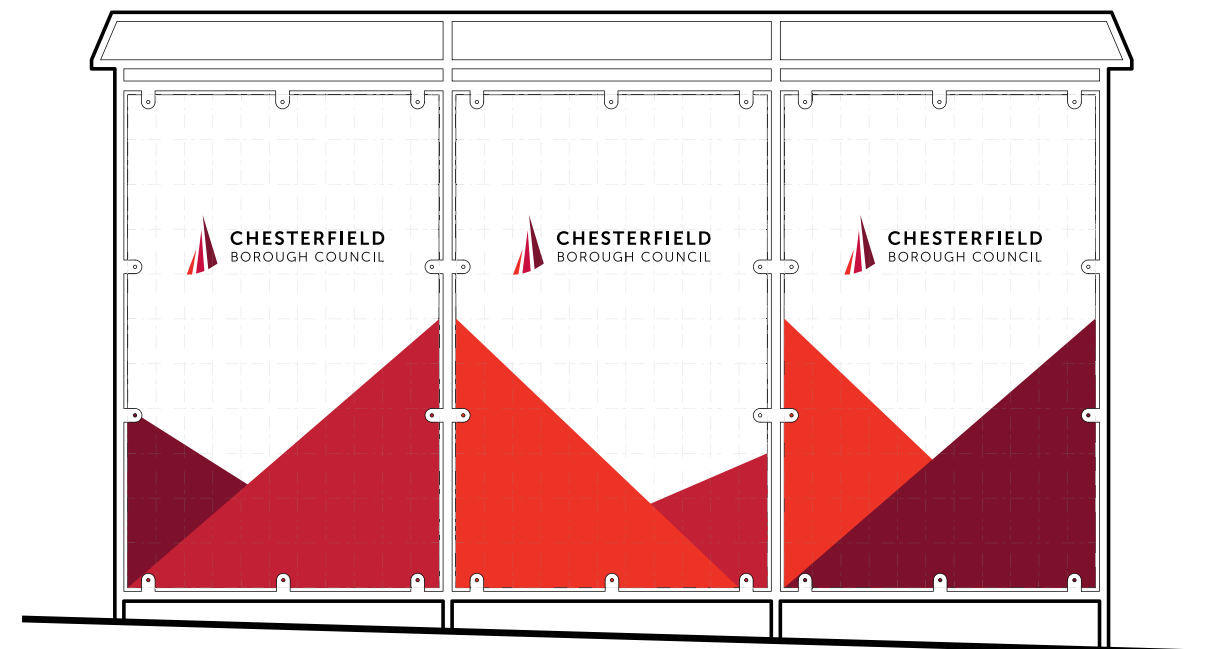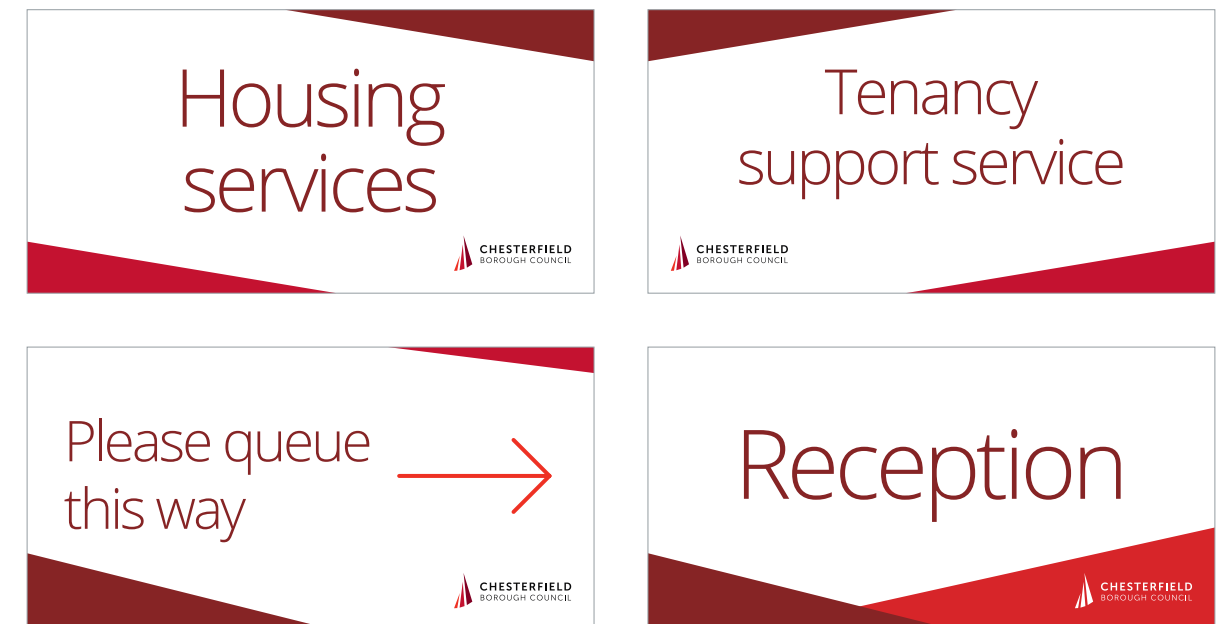
It is important that signage and large format items look visually striking, are engaging and easy to interpret.

Our brand grid system can be applied for large format items and ensures that any designs remain consistent, communicate clearly and look modern.

Figure 46 demonstrates how our brand should be displayed on external structures and internal items such as directional, reception and individual office signs.

Always ensure that copy is displayed in the correct typeface, is clearly presented and legible.

Figure 46

Large format promotional

Chesterfield is a great place to live and visit and it is important that our residents and any visitors recognise this.

Large format promotional items need to communicate and display events, activities and all the great services that our town has to offer.

Using all of the elements of our brand ensures that any large format promotional items look engaging and visually striking.

Always ensure that graphical textures are used appropriately, with the correct brand colour palette, and that copy is clearly defined and fully legible.

Images used need be relevant and must specifically reflect the advertised event, activity or service.

Figure 47 demonstrates how our brand elements can be combined to create striking visuals for large format items such as bannerstands, flags and posters.

Figure 47

Vehicle livery

One of the main ways that people will interact with our brand is by seeing staff using our vehicles while delivering services to the public. It is important that we are seen at our best at all times.

Our grid system can be used to ensure that all our vehicle livery remains consistent, vibrant and expresses the dependable services that we offer.

Figure 48 demonstrates how the grid system can be constructed for vehicles.

Creating a grid of 11 columns across the length of the vehicle and 11 rows within the height of the vehicle enables striking graphical textures to be originated.

When using textures on vehicles only use the primary colour palette as outlined in the previous pages.

The logo must be presented clearly on all vehicles and must use the minimum clear space principles as outlined in the earlier pages of these guidelines.

Contact details, web urls and marketing messages may be required depending on the vehicle and service provided. Always ensure these are clearly displayed and do not conflict with the impact of our logo and graphical texture.
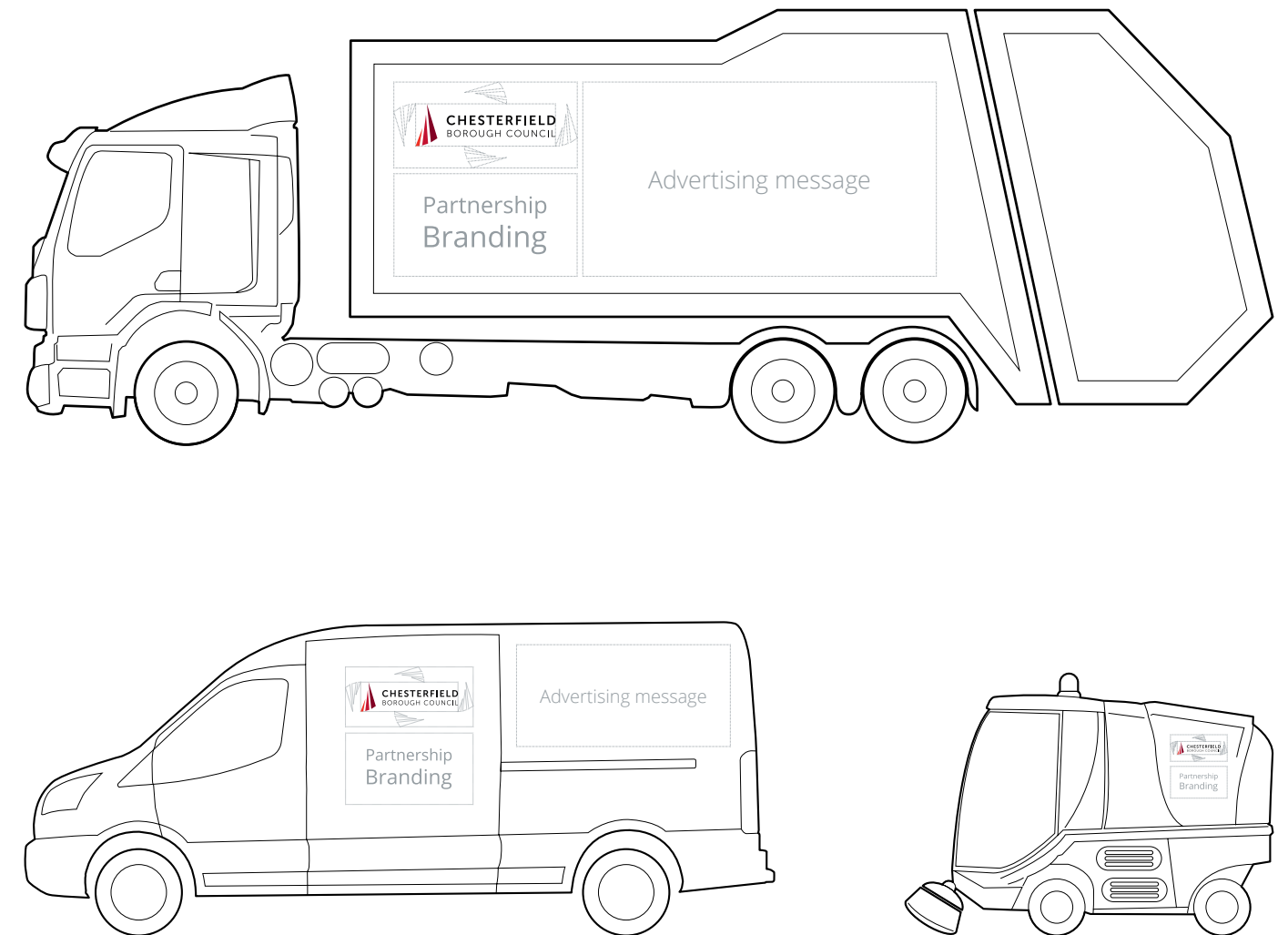
Figure 48

65
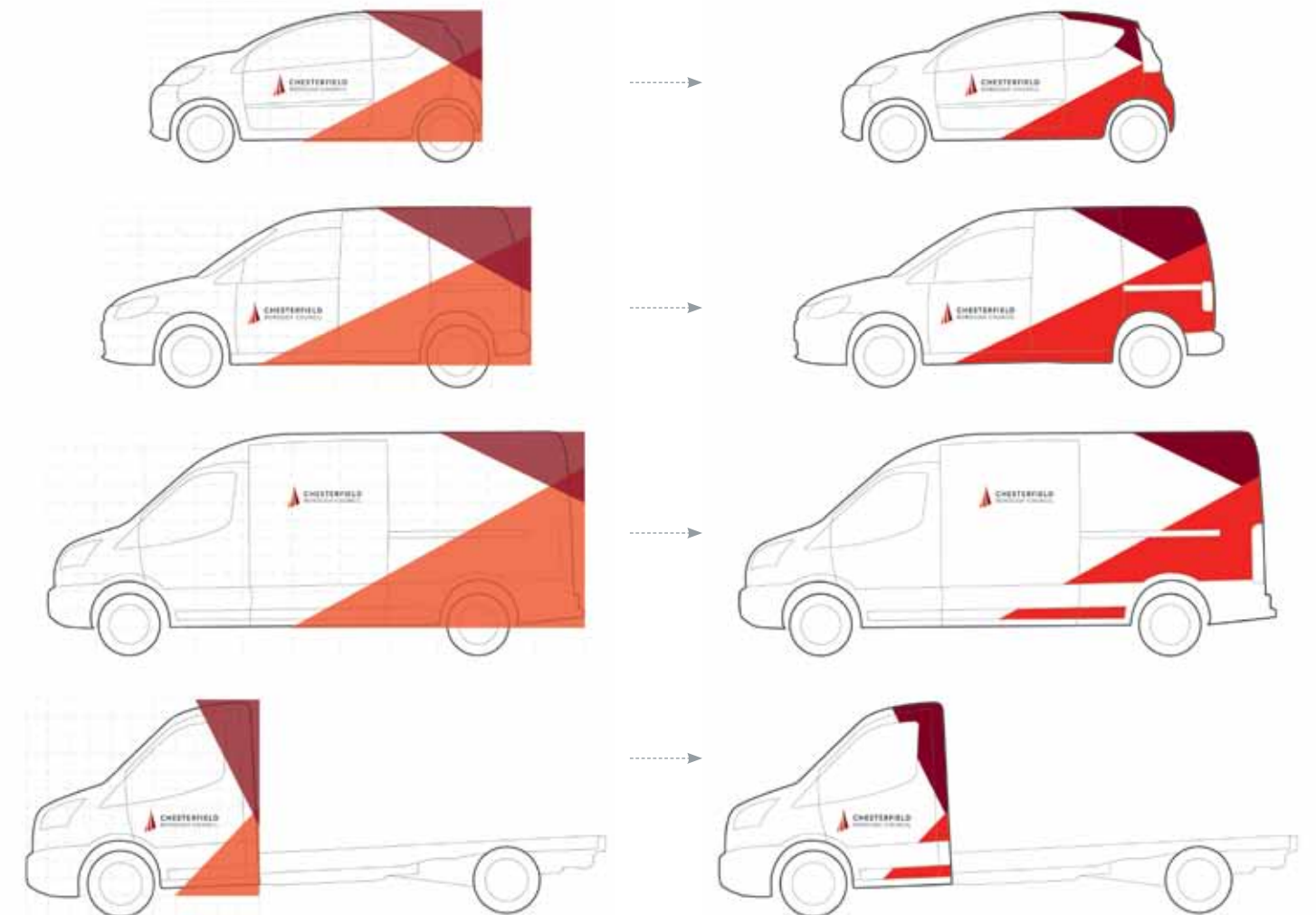
Vehicle livery

There are times when vehicles such as bin lorries and street sweepers need to adopt partnership branding and promotional advertising messages.

Figure 49 demonstrates how our brand needs to be applied in these circumstances.

Always ensure that the logo is clearly defined and not distorted or obscured in any way.

Make sure the minimum clear space is used at all times.

Figure 49

CHESTERFIELD
BOROUGH COUNCIL

Partnership
Branding

Advertising message

CHESTERFIELD
BOROUGH COUNCIL

Advertising message

Partnership
Branding

Partnership
Branding

Getting livery wrong

It is important that our brand is clear and unambiguous when used on our fleet of vehicles.

Do not:

- Position the logo across opening doors or areas which could easily obscure or distort it, see figure 50.

- Use colours other than those specified in the primary colour palette, see figure 51.

- Position logos, contact details, web urls and marketing messages at angles, see figure 52.
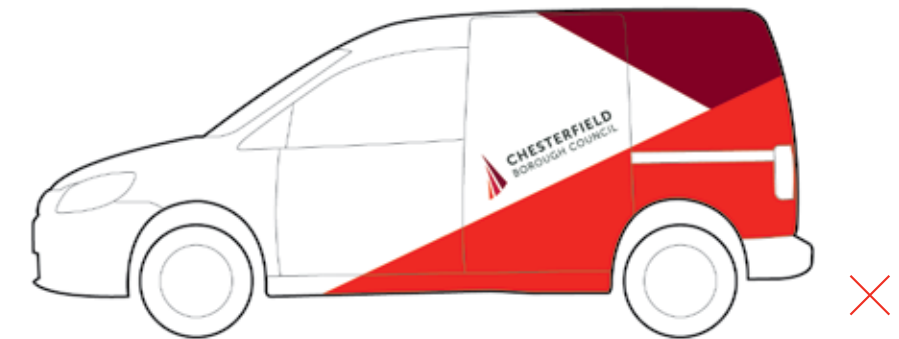
Figure 50

Figure 51

Figure 52

Uniforms and personal protective equipment

It is important that the public can clearly identify our frontline staff so they know who to approach to ask questions or seek help.

We also want our staff to feel proud when representing the council and wearing the Chesterfield Borough Council brand.

Due to the nature of different jobs there will be varying clothing requirements within the organisation and the branding needs to be flexible enough to adapt to that, while also providing as much consistency as possible.

1. Red

Wherever possible, this should be the primary colour used for formal shirts and T-shirts for staff in reception areas or delivering frontline services, see figure 53. Colour match as closely as possible to Rose.

2. White

This provides an alternative colour. It can also be used to identify team leaders or supervisors, see figure 54.

3. Black

This colour should primarily be used for job roles where staff will carry out work that may involve dirt or grime e.g. caretakers, cleaning staff, see figure 55.

4. Green

This should be worn by parks and street cleaning staff. Trousers should be in a similar colour to match up, see figure 56. Colour match as closely as possible to Apple.
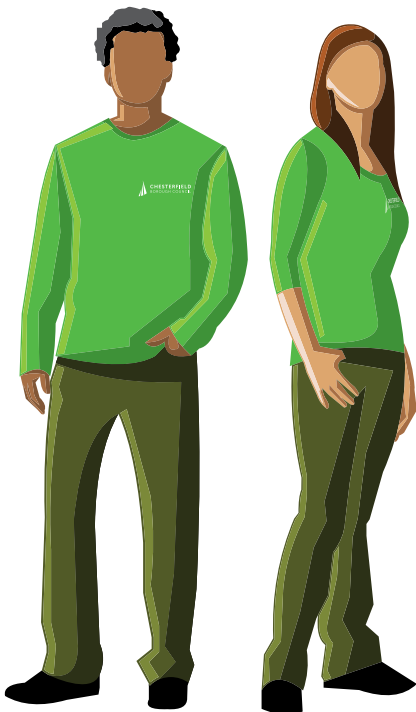
Figure 53

Figure 54

Figure 55

Figure 56

Figure 57

Trousers and skirts

For uniforms, using red, white or black as the core colour then accompanying trousers or skirts should be black or dark grey. They do not need to have the logo on them.

Fleeces, jumpers and cardigans

These should use one of the four core colours, where possible. Care should be taken to ensure the colours work alongside the primary colour that has been chosen. The logo should be used on them, see figure 57.

Personal protective equipment (PPE)

PPE clothing, by its very nature, will require the use of a range of bright and vibrant fluorescent colours.

It is imperative that when our brand is displayed on PPE clothing and equipment that it is done so with clarity and coherence.

Positioning and clarity of the logo

The logo must always be positioned prominently and clearly so it is readable from a distance, enabling the public to identify staff before they approach them.

Where possible, the main colour logo should be used but on certain colours the white-out or black-out versions will be needed instead.

The logo should usually be placed on the right hand side of shirts, T-shirts, jumpers, fleeces and cardigans as the public looks at them (left hand side for the wearer).

On safety helmets the logo should be placed centrally on the front.

Clothing for staff working in partnerships

Where staff posts are funded by two organisations then the logos of both partner organisations should be used together on either sides of the shirt or T-shirt.

Where staff represent a wider range of partners then the partnership brand logo should be used instead, either alongside the Chesterfield Borough Council logo or on its own.

Where a subsidiary brand is being used alongside the main brand then this should appear on the side of the arm e.g. In leisure centres the Chesterfield Borough Council logo should be used on the front of the T-shirt and the Active Chesterfield logo be used on the arm, see figure 58.

Seek advice

It is not possible to cover every eventuality for clothing and PPE requirements in these guidelines.

The brand will allow for the flexibility required by services but advice and approval should be sought from the communications and marketing service before any buying decisions are made.

Figure 58

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Accessibility

The Equalities Act sets out the legal standards of accessibility that our services and information must comply with. The council is committed to making the information and services we provide accessible to everyone in our community, whether that be through paper based, electronic or online communications.

The council is committed to providing information in alternative formats, such as large text, braille or recorded CD or to translate written material into other languages. These services are available on request and every opportunity to highlight the availability of them should be made within publicity materials.

The key to making information accessible is to ensure these requirements are built into any brief before a project begins. This is particularly important when using external suppliers to produce marketing or information materials.

The council's typeface – called Opens Sans - is a sans serif font. This has been specifically chosen because it improves legibility, even when the font size is reduced. Our standard font size is 11 point, although larger sizes should be used where possible to improve accessibility further.

When publicity materials are being designed thought should go into ensuring there is a clear contrast between the font and the background colour.

Many electronic formats, such as PDFs, do not readily meet required standards so you need to carefully consider how to present information electronically. We also recommend that any website or electronic material is tested as early as possible, and especially with users or clients.

When designing websites and intranets all teams will need to consider a range of accessibility issues including ensuring we have:

- uncluttered and simple page structures

- clear and logical navigation

- text alternatives to describe images

- appropriate use of colours

- good contrast between content and background

- readable and resizable fonts and layout.

Working in partnership

Chesterfield Borough Council works with a wide range of organisations on a day-to-day basis.

Examples include: private sector firms delivering services, local and regional government bodies, funding agencies and tourism.

For all visual representations of these partnerships it is important to properly and proportionately represent Chesterfield Borough Council.

The council is the lead organisation delivering the service

The council branding should be used but be supported by the use of the partner logos. Where possible the partner logos should be placed along the bottom in a row and given the same size and weighting. If possible, we should adhere to the brand guidelines of partner organisations. Where this isn't possible we should ensure that organisation has approved it.

The supporting logos may require the use of the words 'supported by' or 'funded by'. If one partner has provided a significant level of funding above the others then their logo may be placed alongside our own.

The project is part of a national initiative

The council brand should be used but the project logo should sit alongside the council logo.

Several partners, including the council, are delivering a project

In this scenario a partnership name and brand may be created so the public is aware of the partnership nature of the project. However, if the council is the sole partner delivering the project – even if others are funding it – then the council branding should be used (see section on lead organisation).

The council is involved but not the lead organisation

The branding of the lead partner should dominate. The Chesterfield Borough Council logo should appear as a supporting presence. The most suitable version of the logo should be supplied for the need. This will normally be the full colour version but if the background has a colour the reversed out options may be required.

The council is supporting an event

If the council is supporting an event or initiative the logo should be preceded by the words 'supported by' or 'funded by'.

Working in partnership - place marketing

One of Chesterfield Borough Council's key partnerships is the place marketing initiative - Destination Chesterfield. This is a partnership between private sector businesses and local public sector representatives.

To help promote a positive and cohesive message for the town, a visual identity for 'Chesterfield' as a place to invest, visit, live and work was developed and launched by Chesterfield Borough Council in April 2010.

The place brand gives a consistent message to promote the town. Generally it should be used for:

* place marketing

* inward investment / business growth

* tourism marketing activity (led by Visit Peak District and Derbyshire or the Historic Borders Partnership)

* key arrival points for the town

* Destination Chesterfield promotion

* Promotion of the town by partner organisations including regional / national bodies (e.g. Local Enterprise Partnerships, educational establishments, Chamber of Commerce and Visit Peak District and Derbyshire).

To do this the Chesterfield brand identity toolkit should be used. This is available, along with advice on how to do it, from Destination Chesterfield (visit www.chesterfield.co.uk).

As a rule of thumb:

* When any of this above activity is led by Chesterfield Borough Council the council logo should be prominent within the application of the 'Chesterfield' brand.

* When it is purely a council service being presented then the Chesterfield Borough Council brand should be used alone.

For examples of how to apply this partnership branding see the accompanying brand examples book.

However, due to the nature of such partnerships there may be isolated examples that do not fit this rule of thumb.

If in any doubt seek further advice for the council's communications and marketing service who will liaise with Destination Chesterfield to provide the necessary clarification.

Working in partnership and place marketing examples

Creating the right culture

Chesterfield Borough Council is a large organisation with many different departments, working as one team for our customers.

It is vital that all staff and all divisions see themselves as an integral and connected part of the organisation, willing and proud to be Chesterfield Borough Council.

It is vital that when all communications are combined they complete an easy to understand, coherent and structured message.

One of the biggest dangers of being a large organisation is having too many voices and too many different messages. To a customer this can be confusing, leading them to perceive the organisation as disorganised, unprofessional and inefficient.

In order to achieve unity in its communications across all its divisions Chesterfield Borough Council will line up its services behind four key messages.

- A great environment to live in.
- A place with good prospects.
- Excellent facilities to enjoy.
- A housing service to depend on.

The fifth message applies to all services. Planning a better Chesterfield.

An example of how our communication matrix works:

Staff in Parks and Open Spaces are striving to 'Improve the environment we live in'.

Staff working in Sheltered Housing are striving to deliver a 'Dependable housing service'.

Both departments are passionate about 'Planning a better Chesterfield'.

Securing the future	1. Environment	2. Economy	3. Leisure services	4. Housing
"Planning a better Chesterfield"	"A great environment to live"	"A place with good prospects"	"Excellent facilities to enjoy"	"A secure place to live"
Leadership	Street Cleaning	Destination Chesterfield	Sport Leisure Centres Other sports facilities (football, bowls, tennis)	Council Housing Repairing Improving Support
Vision	Rubbish Collection / Recycling	Commercial Property	Culture Theatres Museums Festivals / events	Estate Management
Regeneration	Parks and Open Spaces	Innovation Centres	Delivering Tourism Visitor Info Centre Markets Events Festivals	Housing Applications
Improvements Environment Economy Leisure Services Property	Town Centre Management	Town Centre Management		Sheltered Housing
	Public Art	Driving Tourism		
	Business Venue Hire Innovation Centres Town Hall		Social Venue Hire Pomegranate Theatre Winding Wheel Assembly Rooms Hasland Village Hall	
	Welfare Benefits			

Tone of voice

When using the brand
it is important that
we speak with one
consistent voice.

The council's style guide (available
on the intranet or on request from
the communications and marketing
service) sets out our expectations to:

• Use plain English

• Keep copy as short and succinct
  as possible

• Focus on delivering the key
  message first

• Use a consistent house style to
  present that information (e.g. 10am
  not 10.00am, £1 not £1.00).

Choosing the correct communication channel

For an effective brand message to be delivered, and
the brand's graphic language to be used effectively,
it is important that the amount of text used is
appropriate to the communication channel.

For example, the purpose of
a poster is to grab someone's
attention, make them aware of
something that is happening and,
if necessary, give them details of
where to find out more.

This will not be achieved if more
than one or two messages are
given. Messages should usually
contain 10 to 15 words or
fewer. Posters with long lists of
information will not achieve their
communication objective and will
detract from the success of
the brand.

As a general rule of thumb, less is
more. In other words, we should
only write the bare minimum to
get the message across.

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