



## ORKNEY ISLANDS COUNCIL

### Main Logo



### Alternative Logo



### Alternative Logo



## Typography

### Headers

These should be larger and in bold.  
You can also use any of the colours in the provided colour palette or white on a coloured background.

# Arial

Minimum font size of 11pt

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

## Colour Palette

HEX Code  
#3C3C3C

CMYK  
67 57 54 60

RGB  
60, 60, 60

HEX Code  
#9D3900

CMYK  
26 83 100 24

RGB  
157, 57, 0

HEX Code  
#295652

CMYK  
81 42 56 41

RGB  
41, 86, 82

HEX Code  
#660033

CMYK  
36 100 38 54

RGB  
102, 0, 51

HEX Code  
#006400

CMYK  
90 33 100 28

RGB  
0, 100, 0

HEX Code  
#191970

CMYK  
100 95 29 14

RGB  
25, 25, 112

HEX Code  
#8B0000

CMYK  
27 100 100 34

RGB  
139, 0, 0

HEX Code  
#000000

CMYK  
80% 70% 70% 100%

RGB  
0, 0, 0

HEX Code  
#FFFFFF

CMYK  
0% 0% 0% 0%

RGB  
255, 255, 255

## Language

Always use plain English when writing your content, avoiding abbreviations and internal terms that others won't know. Remember your audience and adapt your writing style to suit.

## Imagery

**People:** Work well to help you connect with your audience enabling them to relate to your content.

**Place:** Landscape shots can evoke the aspirational beauty of where we live.

