

ORKNEY
ISLANDS COUNCIL

Brand Guidelines

Communications Team

September 2023



Table of Contents



| | |
|------------------------|----|
| Introduction | 03 |
| Brand Overview | 04 |
| Accessibility | 05 |
| Logos | 06 |
| Proper Logo Use | 07 |
| Fonts | 08 |
| Colour Palette | 09 |
| Imagery | 10 |
| Infographics | 11 |



Why is branding important?

A brand is a lot more than just a logo. It is how an organisation is perceived by the outside world.

How we present ourselves in words, colours and imagery can help build a brand. Having a consistent style nurtures trust and recognition. This is key when we need to deliver key messages and communications to our audience.

Brand Overview

Logo



This should be on everything we produce. If other graphics are used the OIC logo should always be in the top right corner (lead position).

For partnerships all logos should appear the same size.

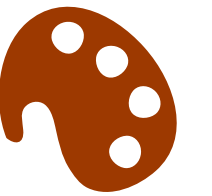
Language



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. For example social media should be less formal than a letter.

Colours



Using a consistent palette of colours will help your audience recognise where the information is coming from.

If you would like your service or area to also be recognised, pick one or two of the colours from the palette and stick to them.

Accessibility

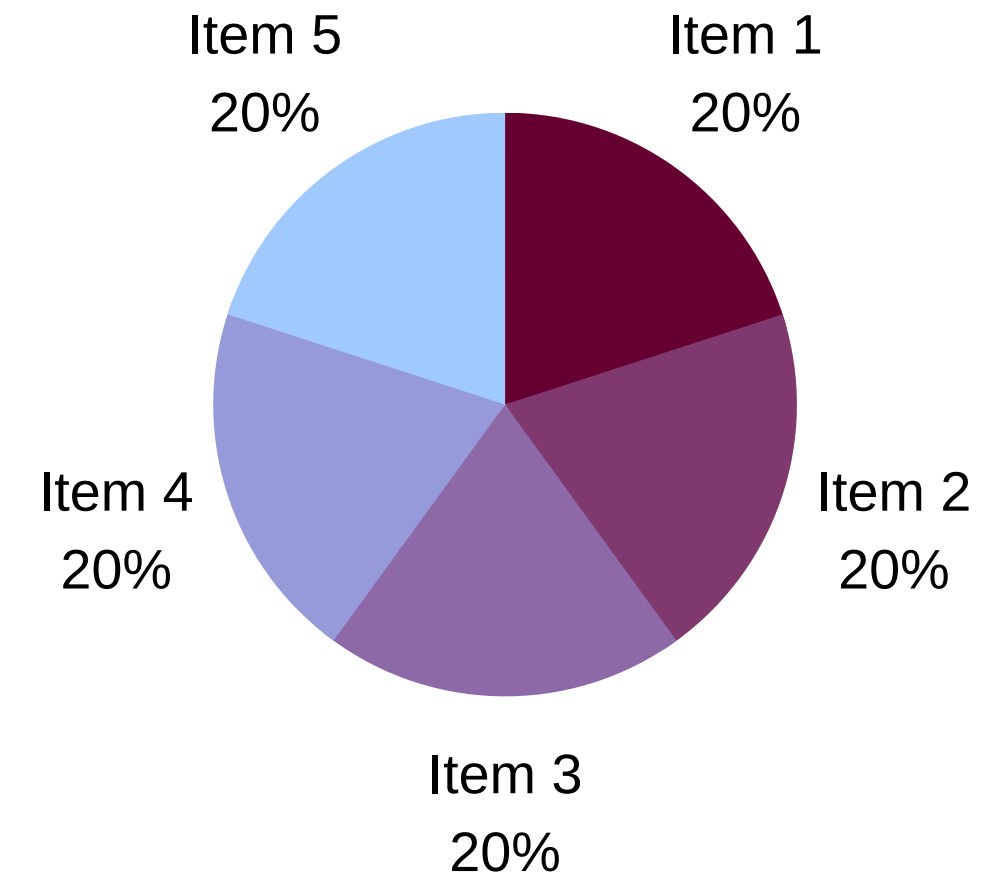
Key to any type of communication is to ensure it is as accessible as possible. Apart from this being a legal requirement for all public sector organisations, this will also help you to reach the widest possible audience.

It isn't as difficult as you might think either if you just follow some basic principles when creating your content. Remember that you might have to change how you have always done something to follow these basic principles.

Charts and Graphics

Never use colour alone to represent information visually.

You should always add a text label for those that might be colour blind.



- Although you might think that using lots of capitals and underlines helps your words stand out this can be difficult for some folk to read. **Use bold text or a larger font size instead.**
- Make sure your text has sufficient contrast with the background colour. If you stick with the colours in this guide along with white you will be fine.
- Layout is also important. Your headings should be clearly defined and structured. If you are using Microsoft Word you should use the 'Styles' toolbar to do this. If you start with one of our provided templates you will find it much easier.
- If you need to add images to a document always make sure you add 'alternative (Alt) text' to describe what the image is. You can do this by right clicking on the image and selecting 'Edit Alt Text...'

Logo Variations

Two Types



Main Logo

This version of the logo should be used in the first instance.

If you are creating a multipage document it only needs to appear once on the first page.



Secondary Logo

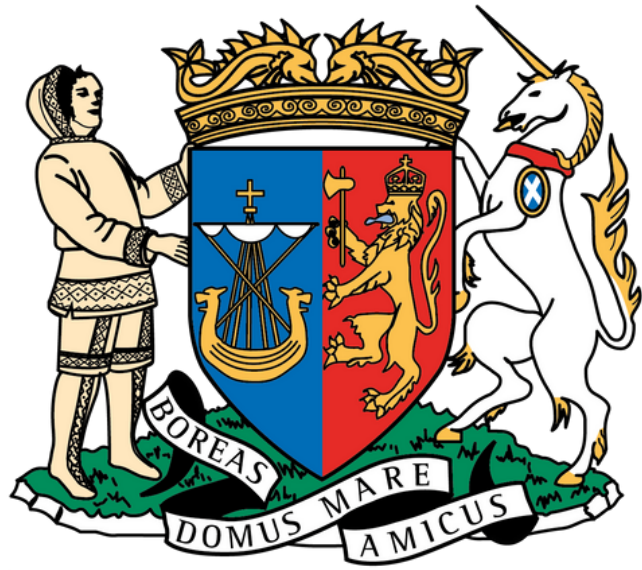
This version might be necessary on software applications so that it fits better or where partner logos are a different shape.



A monochrome version of the logo may also be used on light backgrounds...

...or a white version on a dark background.

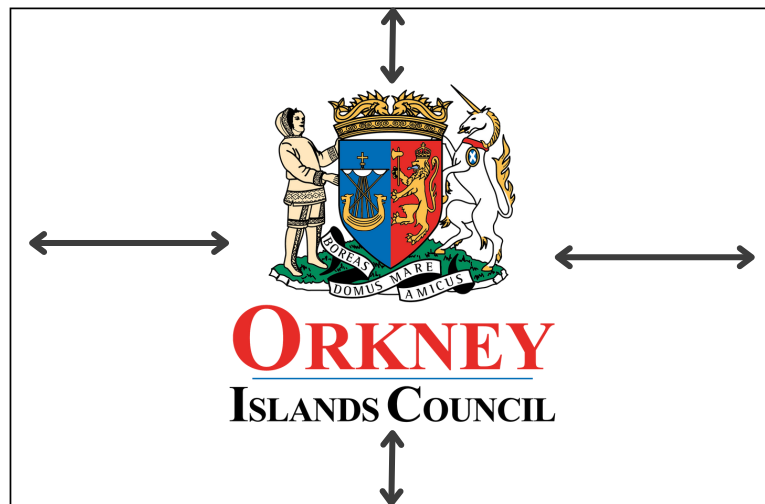




ORKNEY
ISLANDS COUNCIL

Logo rules of application

It is important that the logo is used correctly to maintain a professional image. The correct logos to use can be downloaded from the OIC Intranet or by contacting digital.comms@orkney.gov.uk - Here are some examples of what to watch out for.



Do allow for space around the logo.



Don't change the color.



Don't crop or distort the logo.



Don't rotate the logo.

Brand Typography

Main font **Arial**

Minimum font size of 11pt

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.

Aa

Arial

| | | | | | |
|----|----|----|----|----|----|
| 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

Corporate Colours

There is a good selection of colours to choose from in the palette and these can be used to section larger documents or on their own. Some colour combinations will look better than others and generally using just one or two of the colours on a single page will work better. Also any of these colours can be used as your font colour on a white background or with white text on top of them as show below.

| | | | | | | |
|--|---|--|---|--|--|---|
| <p>HEX Code #3C3C3C</p> <p>CMYK 67 57 54 60</p> <p>RGB 60, 60, 60</p> | <p>HEX Code #9D3900</p> <p>CMYK 26 83 100 24</p> <p>RGB 157, 57, 0</p> | <p>HEX Code #295652</p> <p>CMYK 81 42 56 41</p> <p>RGB 41, 86, 82</p> | <p>HEX Code #660033</p> <p>CMYK 36 100 38 54</p> <p>RGB 102, 0, 51</p> | <p>HEX Code #006400</p> <p>CMYK 90 33 100 28</p> <p>RGB 0, 100, 0</p> | <p>HEX Code #191970</p> <p>CMYK 100 95 29 14</p> <p>RGB 25, 25, 112</p> | <p>HEX Code #8B0000</p> <p>CMYK 27 100 100 34</p> <p>RGB 139, 0, 0</p> |
| <p>HEX Code #000000</p> <p>CMYK 80% 70% 70% 100%</p> <p>RGB 0, 0, 0</p> | <p>HEX Code CMYK RGB #FFFFFF 0% 0% 0% 0% 255, 255, 255</p> | | | | | |

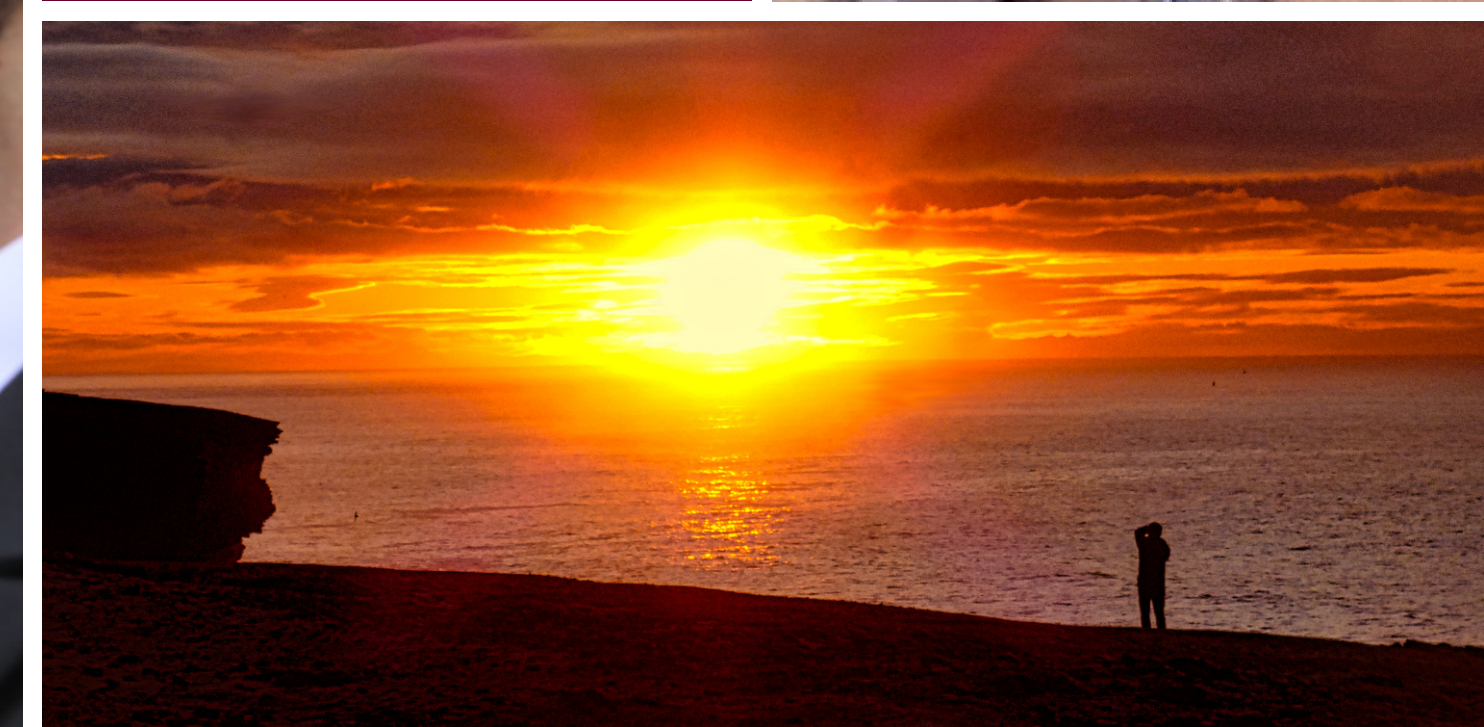
Imagery

Connect with audiences

Well chosen images can make all the difference to catching your audiences eye.

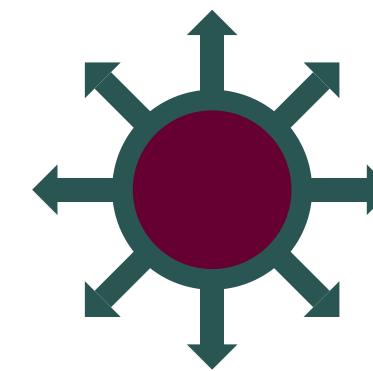
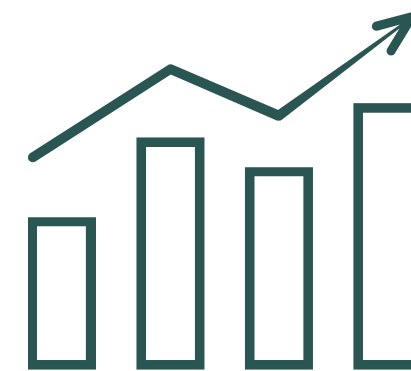
Generally speaking pictures of people work well to help you connect with your audience enabling them to relate to your content. Landscape shots can evoke the aspirational beauty of where we live.

Remember: Ensure you have the correct permissions to use an image or graphic.

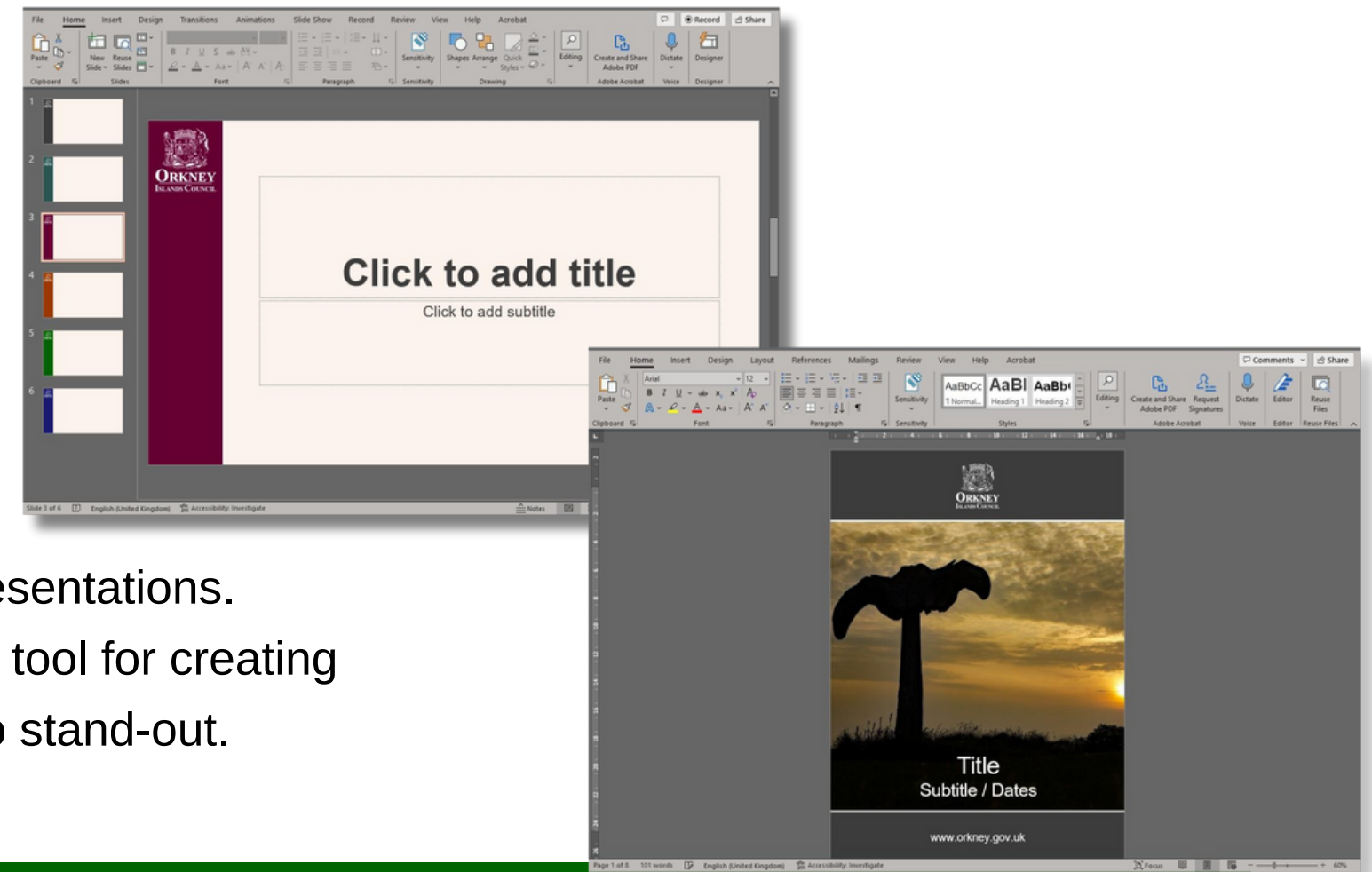


Infographics

Graphics and icons are a great way of getting your message across and reinforcing it. They are also very accessible to a wide range of people and abilities. The simpler the better. Here are some examples:



Templates



Starting with a template will help you to produce the best possible documents and presentations.

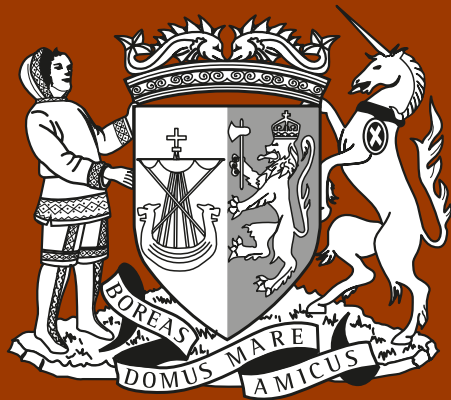
Templates are available for Word, Powerpoint and also in Canva. Canva is an online tool for creating graphics, videos, posters and documents that require a bit more design and colour to stand-out.

If you have a design flare and would like to give Canva a go contact digital.comms@orkney.gov.uk

Templates can be downloaded from the **Staff Hub**, www.orkney.gov.uk/staff or the **Communications** section of the **OIC Intranet**

Top Tips

- **Colors and fonts** - The templates already contain all of the correct colours and fonts that you will need.
- **Accessibility** - Remember to follow the basic accessibility principles mentioned earlier.
- **Posters** - should be eye-catching with not too much text. What are the main points you want to get across? Would your title catch your attention? Use QR codes and short website addresses of where folk can find out more - contact digital.comms@orkney.gov.uk for help.
- **Layout** - Make your headings, titles and headlines clear, concise and well structured.
- **Audience** - Don't forget who you aiming it at. Is the language style and graphics suitable?



ORKNEY
ISLANDS COUNCIL

If you have any questions please contact:
digital.comms@orkney.gov.uk

Brand Guidelines