

WWW.SOMERSET.GOV.UK



Somerset County Council **Brand Guidelines**

The corporate identity of an organisation is vital to its success... and first impressions count. An effective corporate identity represents an organisation, shapes how customers perceive it and communicates its personality.

Our Somerset County Council brand seeks to demonstrate:

Value for money

Quality & reliability

Leading the way

The lasting impression we want Somerset County Council to leave in our residents', staff and partners' minds every time we communicate with them is that Somerset County Council is:

Open & transparent

Caring & compassionate

Enabling & empowering

Local & in-touch

These brand guidelines are designed to help us achieve this valuable goal.

A

Exclusion zone of 5mm



Minimum height
size 15mm

B



The corporate logo typeface is Trade Gothic and must not be altered.

- A It is recommended that the Somerset County Council logo is always used with the website address. However, where this is not possible the logo should be used as shown.
- B This is the preferred option and is used in portrait treatments such as press advertising, publications and posters.

It can be used on large landscape posters and potentially in press 'strip' advertising formats.

These logos should always be reproduced from high resolution digital artwork in the correct corporate colour or black and should not be scanned. They are available to be downloaded at www.somerset.gov.uk/logo

WWW.SOMERSET.GOV.UK

Somerset County Council's main corporate colour (Pantone 215) should always be used when you are producing formal colour reports or professionally printed full colour publications.







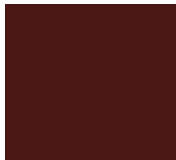








Other primary colours can also be used to complement the design.

If you require further colours, then secondary colours can also be used, but never as the predominant colour - for example on a publication's front cover.

People with mild to acute colour blindness have difficulty seeing certain colours. There are no set rules to make sure that anyone with a colour vision deficiency will be able to see all the colours in your publications, but there are some simple rules you can follow to make things less difficult for them:

- ensure there is a strong contrast between the text and its background
- avoid combining either yellow and blue or red and green, on the same or opposite pages.

S C C B R A N D C O L O U R S

PRIMARY COLOURS		SECONDARY COLOURS		RECOMMENDED COLOURS FOR CHILDREN OR YOUNG PEOPLE PUBLICATIONS	
					
Pantone 215 C 0 M 94 Y 34 K 27 R 145 G 13 B 60	Pantone 209 C 39 M 90 Y 57 K 38 R 76 G 12 B 34	Pantone 484 C 22 M 86 Y 91 K 16 R 134 G 33 B 28	Pantone 261 C 60 M 85 Y 22 K 22 R 72 G 23 B 71	Pantone 215 C 0 M 94 Y 34 K 27 R 145 G 13 B 60	Pantone 109 C 0 M 19 Y 99 K 0 R 251 G 203 B 0
					
Pantone 7483 C 83 M 16 Y 83 K 54 R 0 G 55 B 25	Pantone 303 C 95 M 53 Y 27 K 52 R 9 G 24 B 49	Pantone 7441 C 50 M 70 Y 0 K 0 R 112 G 69 B 146	Pantone 4695 C 45 M 72 Y 73 K 43 R 65 G 33 B 28	Pantone 7413 C 7 M 58 Y 90 K 1 R 202 G 102 B 34	Pantone 382 C 22 M 4 Y 98 K 1 R 176 G 209 B
					
Pantone 7544 C 46 M 36 Y 30 K 1 R 117 G 127 B 136	Pantone 7536 C 30 M 25 Y 40 K 20 R 146 G 139 B 115	Pantone 2747 C 100 M 78 Y 18 K 14 R 0 G 23 B 103	Pantone 457 C 19 M 36 Y 99 K 9 R 163 G 131 B 19	Pantone 304 C 30 M 0 Y 8 K 8 R 148 G 214 B 228	Pantone 399 C 88 M 9 Y 2 K 1 R 0 G 141 B 214

Headline font Trade Gothic Bold Condensed no.20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body text Trade Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body text Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

The accepted Somerset County Council fonts are all 'sans serif', which means using simple and clear fonts that are 'without tails'.

If you are designing a professionally printed publication then the fonts used should be those shown opposite.

For all other publications or when writing letters or emails etc, please use Arial as your default.

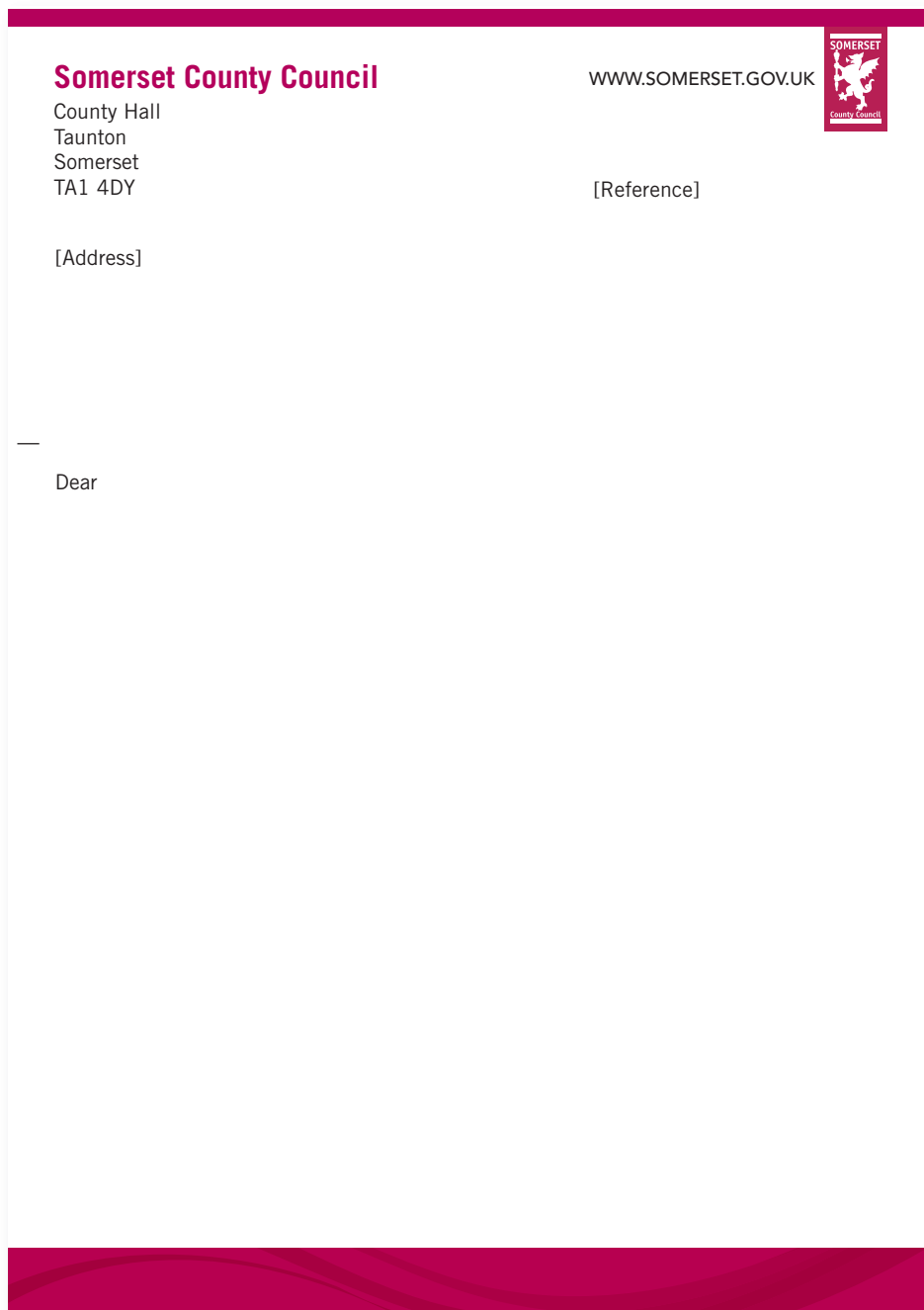
Somerset County Council supports the Royal National Insitute of the Blind's (RNIB) advice to seek to provide all information in at least 12 point type size. Where this is not practical, text should never be smaller than 10 point type size.



The Somerset County Council logo should appear on stationery as shown.

It is printed in two colours - black and Pantone 215. Contact your publications panel representative for further information on ordering stationery.





The Somerset County Council logo should appear on letterheads as shown.

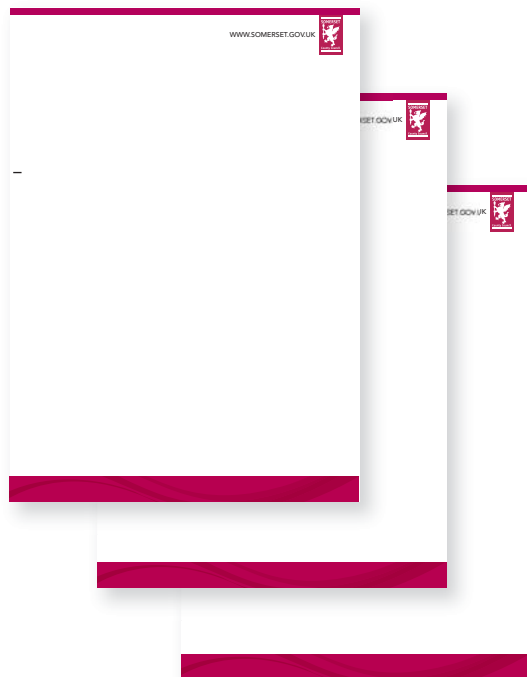
Contact your publications panel representative for further information on ordering stationery.

For homeworkers, including County Councillors, a modified version that recognises the limits of home printers is also available via the Communications team.

If your service is using Facebook, Twitter, QR codes or other social media, logos can be included as follows:



Option 1



Option 2



Two document templates are available that you can use when writing reports etc.

One has the Somerset County Council strap printed on every page, the other just the first page.

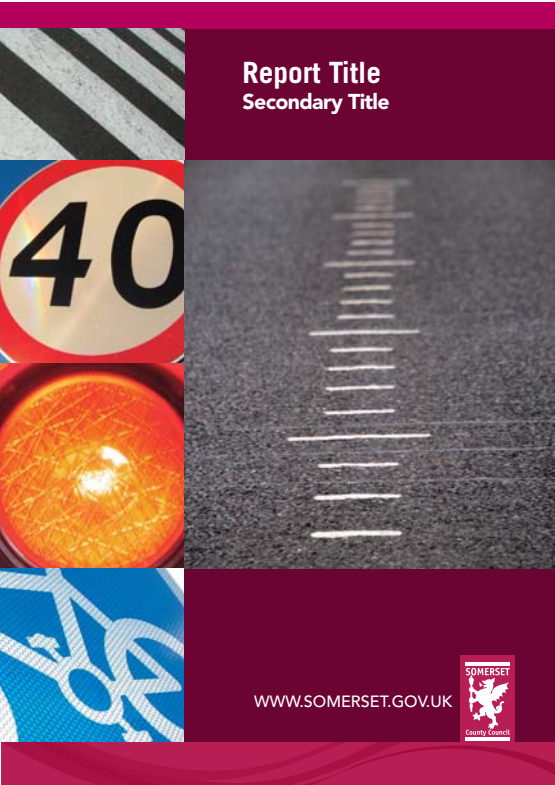
For long documents (over five pages) we recommend you use the latter to reduce printing costs.

Both 'document templates' are available to download from the Intranet.

We have three choices of covers that you can use. Primary colours from the corporate palette of colours (see page 2) can be mixed and matched. Use of strong imagery is key to making this brand a success.

We can use partnership logos as shown in Option c.

Option **A**



Option **B**



Option **C**



Example of an e-newsletter



Providing Public Analyst Services since 1876, Somerset Scientific Services now provides an extensive range of high quality analytical testing services. We undertake chemical, physical and microbiological laboratory testing as well as on-site monitoring, sampling and advice. Accredited by UKAS to Quality Standard ISO/IEC 17025 and an Official Control Laboratory for Food and Feed chemical analysis and microbiological examination our dedicated quality team ensures the reliability of results we produce. Utilising the most modern equipment and techniques available we are able to offer a competitive, comprehensive service to our clients.



Animal Feed & Fertiliser Analysis

Providing an Agricultural Analyst service, we undertake a variety of chemical test to analyse fertiliser and animal feed stuffs. Our service ensures compliance with UK Feeding Stuffs Regulations for labelling purposes and contaminants. [Read more](#)



Food Analysis

The Public Analyst Laboratory analyses food and drink products and raw materials. In addition, we undertake DNA analysis for GM foods, product authenticity and species identification. Our service ensures compliance with UK food regulations and protection of the food chain. [Read more](#)



Toys & Consumer goods testing

Testing products and raw materials for a range of chemical and microbiological parameters we provide a service to monitor the safety, composition and quality of a wide range of products to check compliance with various standards and regulations. [Read more](#)



Microbiology Testing

Includes the monitoring and identifying microbiological contamination, both environmental and product borne, hygiene monitoring, food or water contamination, food shelf-life, legionella screening, cosmetics quality control and air monitoring. [Read more](#)

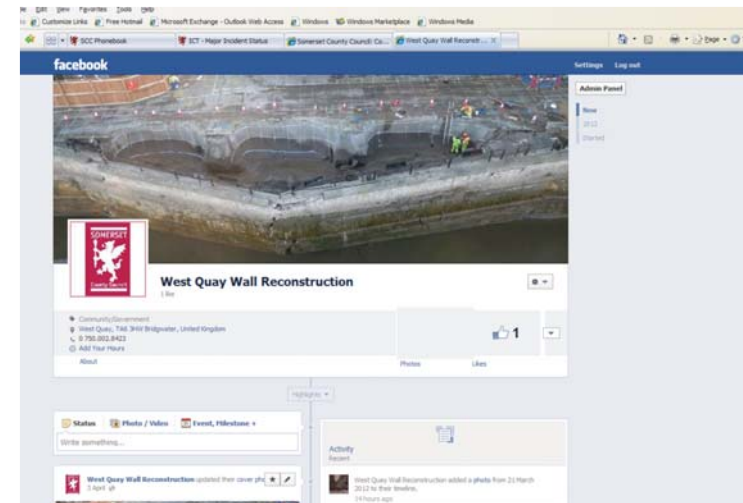
For more information please contact us.
Tel: 01823 3500000 Email: SCC@somerset.gov.uk

For details on organising social media for your service, please contact your publications panel representative.

Example of using Twitter



Example of using Facebook





We have various designs for banners and posters.

The Somerset County Council logo, including the website address, should always be the most prominent. The top banner is a thin strip that varies in depth dependent on the overall size of the poster. The general ratio is shown opposite.

For posters, the text is located in the bottom section. This band can vary in height dependent on the amount of text needed. See opposite for examples.





Example of title slide

This template should be used by anyone delivering a presentation on behalf of Somerset County Council. The template is available on the Intranet. Photos can be changed within the presentation template.

Example 11 text slide

Sometimes it is appropriate to remove the top and banners completely when you need to use the entire slide for an image or diagram

This is fine as long as most of your slides are branded in the spirit of these guidelines

The next slide is an example of this which is created by selecting format, omit background graphics from master, apply

Example 5 text slide

You can easily add warmth to your slides by adding images. Feel free to change images to suit your presentation. To fade the background of photos (as shown), use Photoshop.

To do this, add an additional bottom bar with logo and website address and place over the template, as done here

Then, select an image and place it in position **behind** the new bottom bar using the commands Draw / Order / Send to back





All ID badges for Somerset County Council staff should be branded as shown.

PRINCIPAL MINERALS PLANNING OFFICER

37 hours per week, Salary up to £30,456 plus market supplement of £3,000 pa (salary and market supplement dependent on level of experience) Fixed term contract for 12 months.

We are looking for an experienced minerals planner to join our progressive Planning Control Team to provide maternity leave cover. As a minerals specialist your role will be to deal with minerals planning applications, the Review of Old Minerals Permissions, provide advice, and contribute to reviews under the Habitats Regulations. Experience of minerals planning is essential, and waste planning desirable. The market supplement reflects the important nature of this work to Somerset County Council. For an informal discussion please telephone Rebecca Comyns, Planning Control Team Leader on 01823 355696 or Barry James, Environmental Management Group Manager on 01823 356025.

Job Ref No: 2480/AMB/PL

Closing date: 5 January 2009 at 5pm

Interviews: w/c 19 January 2009

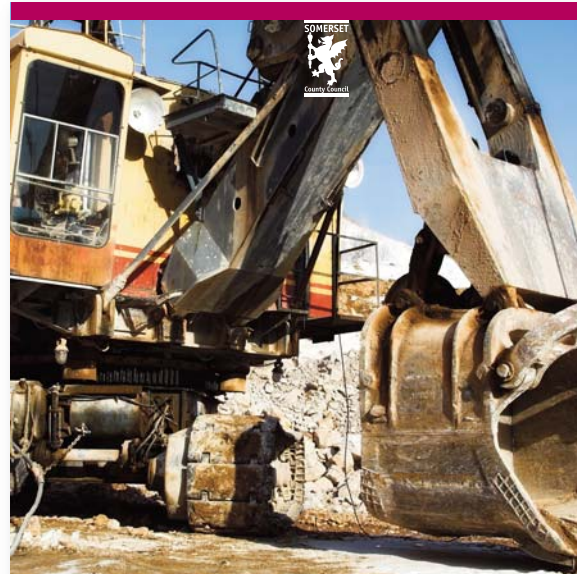
**Environment Directorate,
Environmental Management Group
County Hall, Taunton**

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Look at our website www.somerset.gov.uk/jobs for application details or telephone our recruitment line 01823 356862 (24 hours).

Please quote the reference number.



Job Title

Job Specification details

Job Description Text

Job Ref No: 2480/AMB/PL Closing date: 5 January 2009 at 5pm

Interviews: w/c 19 January 2009

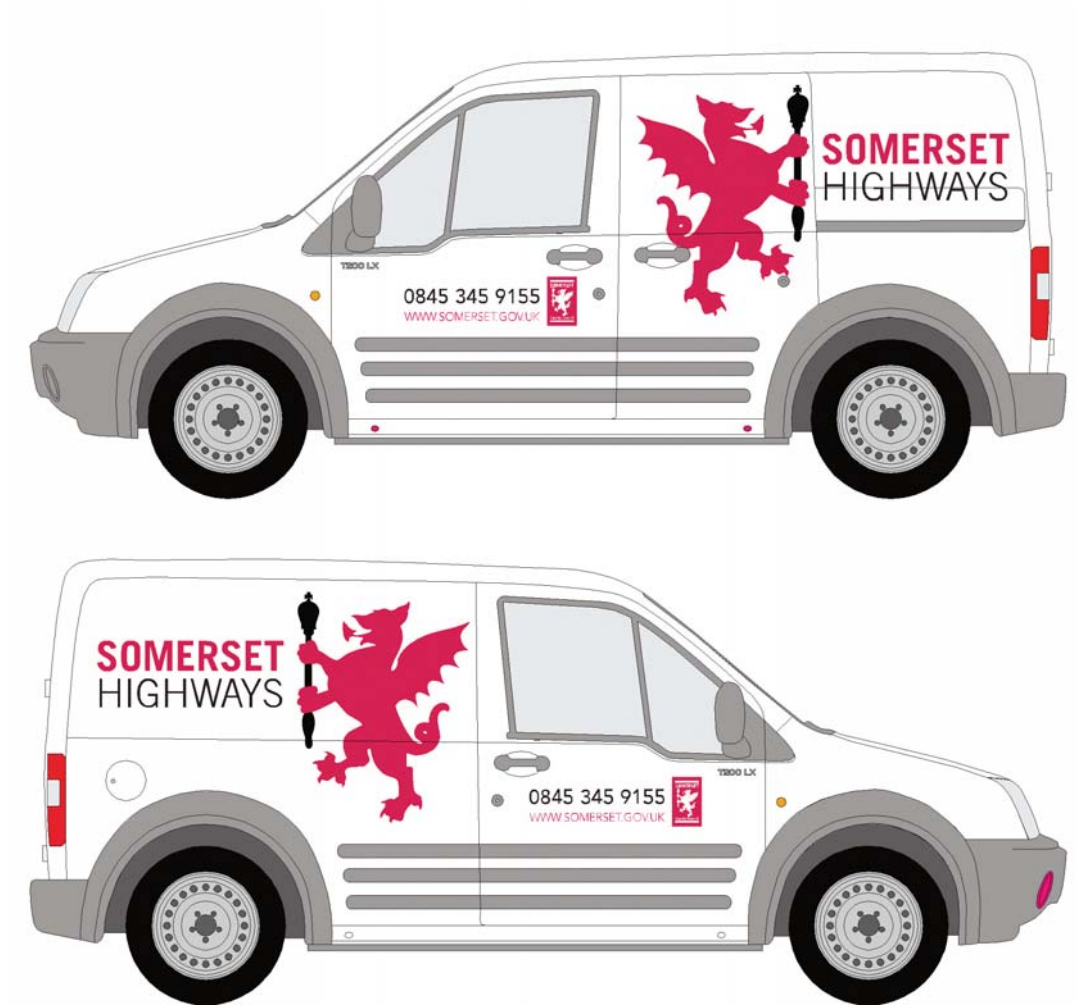
Name of Directorate
County Hall, Taunton

See opposite for the various styles of recruitment ads we currently use. Please contact Dillington Advertising on 01460 258600 to discuss your requirements.



New signs for buildings should be adapted to look similar to these.

Send the artwork for approval to your publications panel representative before proceeding.



The branding used will vary depending on the type of vehicle, but all vehicles should be white. New vehicle liveries offer campaigning opportunities as well. So, please discuss vehicle livery designs with your publications panel representative and then, together, with the Communications Team before ordering.

If you are working in partnership or commissioning a service from an external contractor, please always contact your publications panel representative to discuss appropriate branding.

Partnerships

Your publications panel representative will be able to advise you of appropriate branding depending on the nature of the partnership. It will depend on whether the County Council is the main partner or is one of many equal partners. It will also depend on whether the service being delivered should be perceived by its target audience as a full County Council service.

When partners take the lead or wish to create a new identity, this has to be discussed with your publications panel representative in advance and supported with evidence regarding the needs of the target audience.

Commissioning services

We are accountable for our services and have a duty to explain to taxpayers how their money is spent.

Any company or organisation delivering services on behalf of the Council should use Somerset County Council branding on vehicles, stationery, uniforms etc. This includes email sign off, answering telephone calls as well as signage and printed materials (including web pages). This ensures a consistent customer experience, and the public continue to recognise a Somerset County Council delivered service.

All public relations or marketing activity delivered by an external supplier involving or quoting Somerset County Council should also be cleared in advance with the Communications team.

When arranging contracts with external suppliers, contractors should be advised at the tender/contract negotiation stage that they should follow our branding protocols. It should be written into contracts and tender documents as follows:

“All services provided by any organisation on behalf of Somerset County Council must follow the council’s branding and corporate identity protocols.

“Somerset County Council’s Communications Team will need to approve all templates for any marketing materials and designs including vehicle livery, publications, website pages, telephone scripts and uniforms, required to deliver the contract. This ensures Somerset County Council’s identity is represented consistently and appropriately.”

The contractor’s logo may only be used in exceptional circumstances and with the express permission of Somerset County Council’s Head of Communications.



Website

For details on setting up web pages on Somerset County Council's website and ensuring they meet our brand guidelines, please contact 01823 356958.

Publications

Somerset County Council's 'publication protocols' are located on the Intranet homepage or by contacting 01823 356722.

Accessible formats

The Alternative Access & Format Guidelines are available on the Intranet in the 'Resources for Staff' section, under 'Equalities, Diversity and Inclusion' or by contacting 01823 356728.

Contact us

Communications, County Hall, Taunton TA1 4DY
01823 355018 eventsandmarketing@somerset.gov.uk

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