

Our Branding



moray
council

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Useful contacts

If you have queries about the use or implementation of our branding you should contact the Corporate Policy Unit.

Peter Jones
Communications Officer
peter.jones@moray.gov.uk

Angus McNicholl
Designer
design@moray.gov.uk

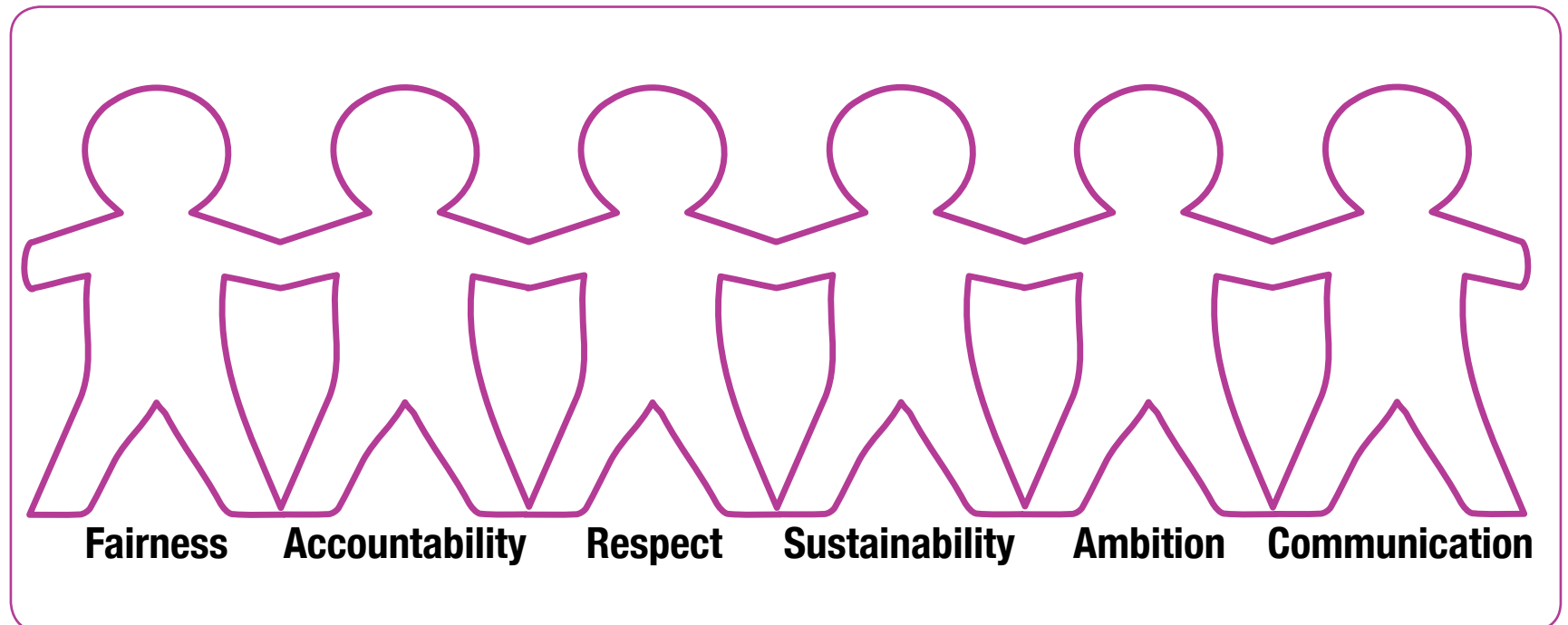
Our focus

Like many other large organisations, we regularly review the way we provide services to meet the ever-changing needs of our customers. Realigning and changing the way we do business allows us to be more effective and efficient as well as unifying how we deliver services to our customers.

Following the Designing Better Services change programme and how we have adapted to new ways of working, it's important to have a brand to reflect that.

Our brand stands for:

- ◆ Fairness
- ◆ Ambition
- ◆ Respect
- ◆ Sustainability
- ◆ Accountability
- ◆ Communication



Your brand is more than just a logo...

It is the way in which you work, the way you communicate with your customers...

It is their shared experience.

Our brand

Our brand reflects our core values and gives us a common base for clear, consistent communication.

Without a strong and consistent brand, we risk giving out conflicting and confusing messages to both our staff and the public.

Creating new logos for individual projects does not help raise public awareness of the role the council plays in delivering services. To improve customer satisfaction it is vital that we are accountable and our people know who is delivering their services to them.

A consistent and unified brand will improve awareness and understanding of our vision. It will also enhance our reputation and help raise awareness of our responsibilities and successes.

Therefore there is only one brand to be used to promote all council activities, and all previous departmental brands are to be discarded. No deviation from the core brand is permitted.

One unified identity

For a brand to work outside the organisation it must also work inside. We need a strong brand to help our staff communicate in a coherent and consistent way.

Staff need to be reassured and understand that there is a reason for change and that it is part of an overall drive towards delivering better and more efficient services.

The brand should not only help the public identify with the organisation but also build a sense of belonging within staff. We should all be proud to work for the council and to be identified by our brand.

Our voice

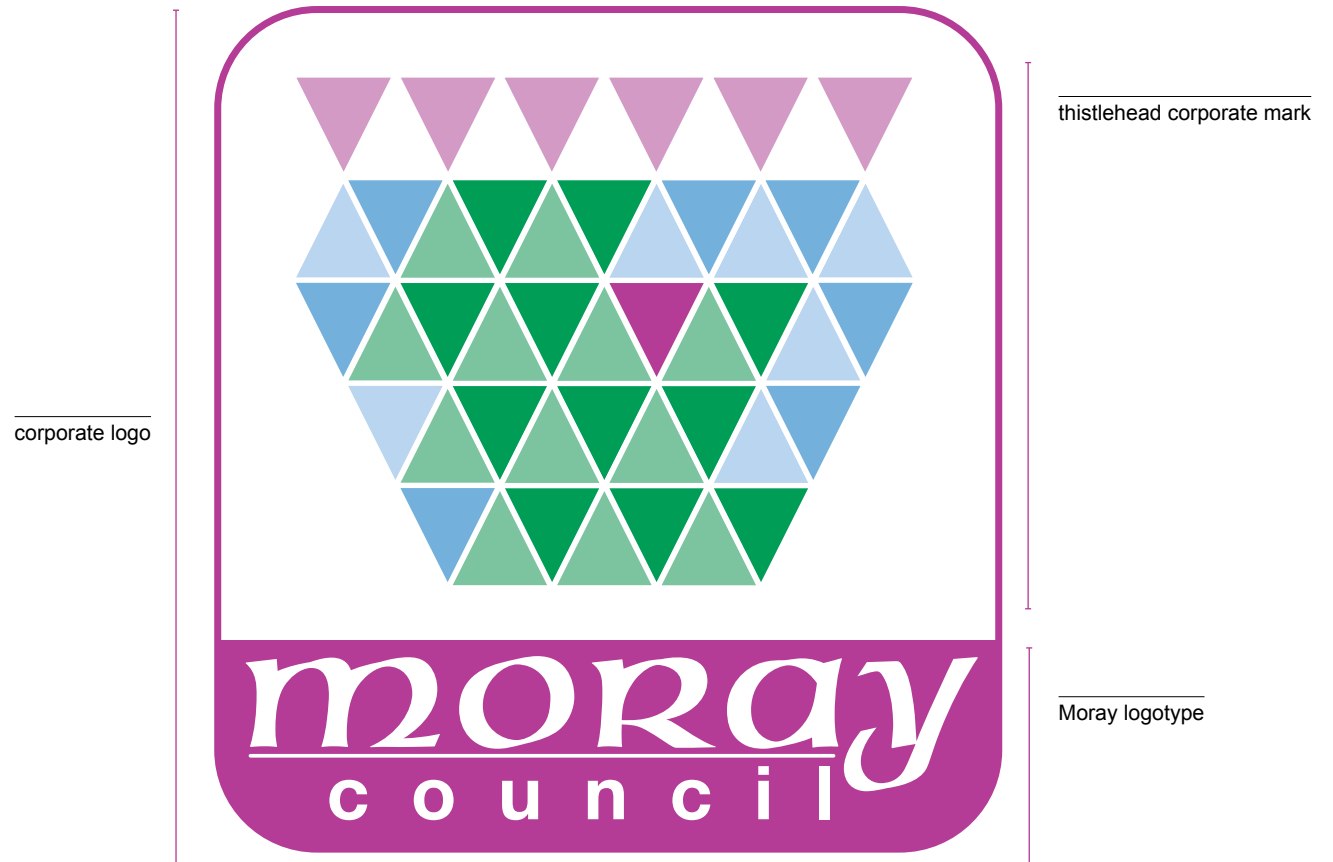
The language we use, both written and spoken, is important. It is a key element of our brand and affects how people see, think and respond to us.

We are all about people, so people need to understand us. We should adapt our language so that we communicate clearly with our target audience.

When you are writing for the public or the web, use the council's style guide and think about who you are writing for.

Our logos

The Moray Council brand identity is founded upon two parts. The thistlehead corporate mark, and the 'Moray' logotype, the combination of which form our corporate logo.



Corporate marks

Our thistlehead forms a corporate mark that commands respect and may be used to watermark important documents.

Corporate logos

The corporate or crested logos display the council's thistlehead iconography in arrangement with our 'moray' logotype.

In the past the council has had many variations on the corporate logo, including; colour, mono, line, tints, tone, duo tone, spots, process and other types of printing. These old style logos are now obsolete and must not be used.

The only corporate logos that should be used are:

- ♦ the ribbon logo (use reserved to the design team)
- ♦ the bordered colour logo
- ♦ the bordered greyscale logo
- ♦ the bordered mono logo
- ♦ the bordered reversed mono logo

Logotypes

A logotype is part of our branding based around typography rather than imagery.

Our logotype projects a friendly, approachable image. In all cases the logotype incorporates the word 'moray', in our specific 'Neue Hammer Unziale' typography.

The logotype comes in three specific variations:

- ♦ mono logotype
- ♦ colour logotype
- ♦ reversed logotype

Our ribbon logo

Our ribbon logo incorporates the thistlehead corporate mark above a standard purple ribbon on to which is mounted our logotype.

The ribbon logo should be used as an introduction on the cover of all formal corporate communications. It always extends to the page edge, with the ribbon wrapping around the document onto the back cover where practical.

Our ribbon logo is reserved for Moray Council use only, and should never be shared with partner organisations.

The ribbon logo should appear only once per document. Placement should always be as either a header or footer with clear space to the page edge equal to the width of letter 'm' in the logotype.

Moray Council's web media has a specific variation of the ribbon logo designed for use within the limited banner heading space of webpages. The website banner logo is set against a standard blue background and features the Moray Council logotype to the right of the thistlecrest.

Clear space:

The ribbon logo requires a minimum clear space around it equal to the width of the letter 'm' in Moray. The standard purple ribbon extends to both page edges and must not have any text or other imagery overlaying it.



ribbon logo



website banner logo

Our ribbon logo must be used as designed.

Do not:

- ◆ re-size the ribbon logo
- ◆ distort the ribbon logo
- ◆ re-colour the ribbon logo
- ◆ share with partner organisations
- ◆ use alongside partner logos
- ◆ overlay text or graphics onto the ribbon
- ◆ use it on a document intended for black and white reproduction

Do:

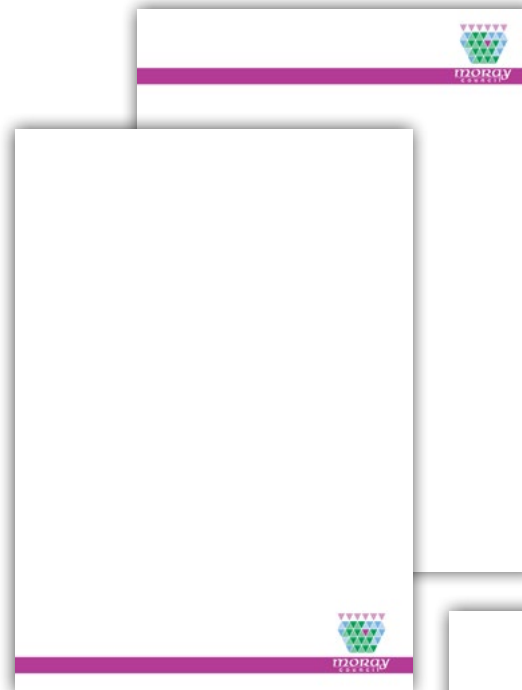
- ◆ use the correct pre-sized logos for the paper size
- ◆ use only once, on the document cover

Placement:

The preferred position is to locate the ribbon logo in along the bottom of a document with the corporate mark located to the right hand edge. In some designs this arrangement may not be possible or practical, in which case the ribbon may be located at the top of the document and / or with the corporate mark towards the left hand edge.

The corporate mark must be located to either the right or left hand edge, never in the centre.

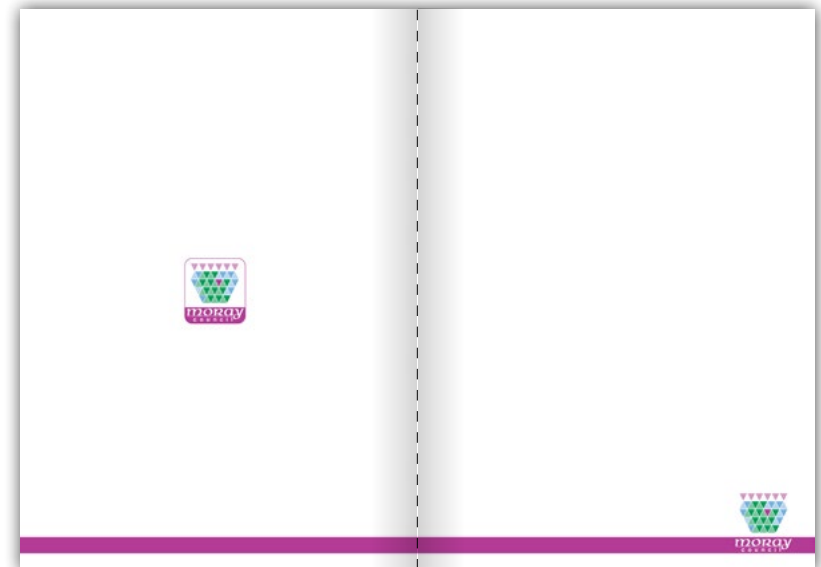
Examples of placement



Ribbon logo portrait



Ribbon logo landscape



Ribbon logo cover with ribbon wrapping around onto back cover, colour boxed in logo used in the centre of the back cover to close out.

Our bordered logo

Our bordered logo comes in three forms; colour, greyscale and mono, though the mono version may also be reversed.

The colour version is the preferred form.

The greyscale version is suitable for high quality black and white reproduction, or where it is stylistically more appropriate.

The mono version is primarily intended for black on white reproduction – eg foil blocking or thermo printing – or where a document is likely to be repeatedly photocopied.

The bordered logo should be used in one of four ways:

- ◆ Where it is not practical or stylistically appropriate to use the ribbon logo
 - branded items, signage
- ◆ To close out a document
 - centred on the back cover (see placement samples) or power point slide
- ◆ When presented alongside the logos of partner agencies
- ◆ By third parties, under licence
 - partner communications, sponsorships, etc.



colour logo



greyscale logo



mono logo



reversed mono logo

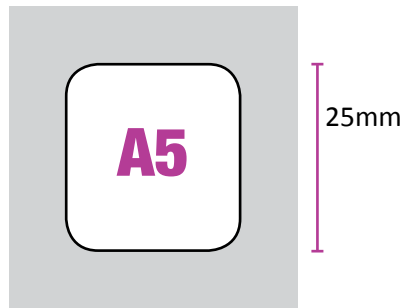
Clear space:

The bordered logo requires a minimum clear space around it equal to the width of the letter 'm' in Moray.

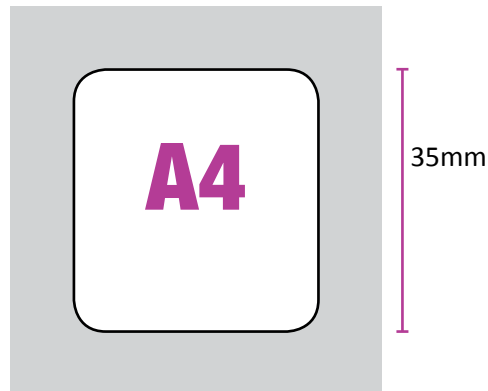


Pre-defined sizes:

The logo has three pre-set sizes designed for use with the most common paper types, A5, A4 and A3.



A5 logo size shown with clear space



A4 logo size shown with clear space



A3 logo size shown with clear space

Design note:

If you have need of a logo outwith these standard sizes please contact design@moray.gov.uk with your requirements.

Our bordered logos must be used as designed.

Do not:

- ♦ re-size the bordered logo
- ♦ distort the bordered logo
- ♦ re-colour the bordered logo
- ♦ use multiple bordered logos per page

Do:

- ♦ use the correct pre-sized logos for the paper size
- ♦ use only a single bordered logo per page
- ♦ use alongside partner logos

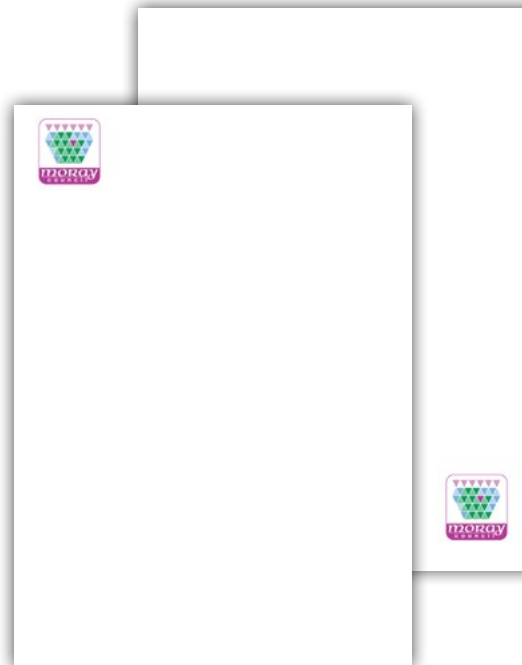
Placement

Our bordered logo is usually placed preferably towards the right hand side of the page in either the upper or lower corner.

The logo may however be placed anywhere on the page depending upon the requirements of the design and respect for clear space.

When used along side a partner logo, such as NHS Grampian or Police Scotland, our bordered logo should have primacy (the partner logo must be no bigger than our logo and inset from it). In cases where three or more partner logos are to be used, the Moray Community Planning Partnership branding replaces all of them.

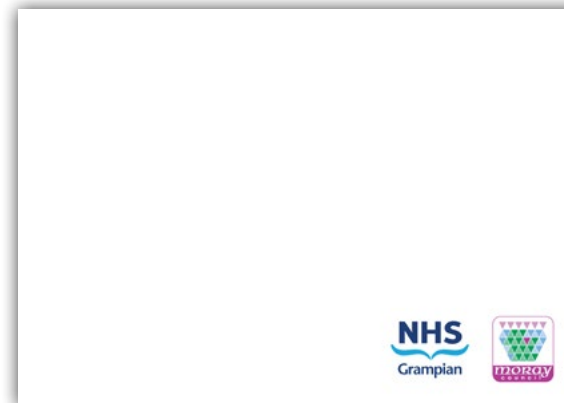
Examples of placement



Bordered logo portrait



Bordered logo landscape



Bordered logo shown alongside partner logos

Our logotype

As with our bordered logos, the new 'Moray Council' logotype replaces all previous logotype designs.

The logotype comes in three variations:

- ♦ mono – black type upon a pale field
- ♦ purple – standard purple type upon a pale field
- ♦ mono reversed – white type upon a dark field

The mono reversed variant is the preferred option but there will be occasions when other versions are stylistically more appropriate.

The logotype should can seperated from complex background imagery by using a standard purple design element with the reversed logotype and white when using the mono or coloured logotypes.

The logotype can be used on any materials in place of the standard logo, or when a logo cannot be effectively utilised in a design.

The Moray mono logotype consists of the word 'moray' in a black, lowercase, serif font with a horizontal line above it, and the word 'council' in a black, lowercase, sans-serif font below it.

Moray mono logotype

The Moray colour logotype consists of the word 'moray' in a purple, lowercase, serif font with a horizontal line above it, and the word 'council' in a purple, lowercase, sans-serif font below it.

Moray colour logotype

The Moray reversed logotype consists of the word 'moray' in a white, lowercase, serif font with a horizontal line above it, and the word 'council' in a white, lowercase, sans-serif font below it, all set against a dark purple background.

Moray reversed logotype

Our logotype must be used as designed.

Do not:

- ♦ re-size the logotype
- ♦ distort the logotype
- ♦ re-colour the logotype
- ♦ place it over a complex background image

Do:

- ♦ use the correct pre-sized logos for the paper size
- ♦ use a pre-defined page element to clearly identify the logotype from the background

Placement

Our logotype is usually placed as a header or footer, towards the right hand page edge. The preference is to mount the logotype against a block colour, either the reversed logotype against standard purple, or the mono or colour logotypes against white.

Clear space:

The bordered logo requires a minimum clear space around it equal to the width of the letter 'm' in Moray.



Pre-defined sizes:

The logotype has three pre-set sizes designed for use with the most common paper types, A5, A4 and A3.



A3 logotype size shown with clear space



A4 logotype size shown with clear space



A5 logotype size shown with clear space

Design note:

If you have need of a logotype outwith these standard sizes please contact design@moray.gov.uk with your requirements.

Our typefaces

The council utilises a number of typefaces. Helvetica Neue and Neue Hammer Unziale are used in our logo and logotype.

For documents, readability is key and Calibri should be used for body text under most circumstances. Though some documents may have specific font requirements, in general 11 point is considered clear and readable.

The council also utilises Verdana for readability on the web, and Calibri for emails.

Template documents

The council will often issue standard template documents, or themes for power point slides.

Do not

- ♦ create your own templates / themes
- ♦ make changes to existing templates / theme settings

Do

- ♦ use Calibri for body content

Other communications, generally those for a specific campaign and with a distinct target audience, will be produced by the designers in the corporate policy unit.

Brand typefaces

The council's visual identity is tied directly to two typefaces used in our logo and our logotype.

Helvetica Neue and **Neue Hammer Unziale**

These fonts must be used whenever we present our brand. In addition Helvetica Neue has a secondary function as headers and sub-headers in our published media.

Helvetica Neue

The Helvetica Neue typeface is composed of a number of different weights; *ultra light*, *thin*, *light*, **regular**, **medium**, **bold**, **condensed bold**, and **condensed black**. These styles may be used as best suits the needs of document headers and sub-headers.

Neue Hammer Unziale

The Neue Hammer Unziale font has several available font weights, but the only acceptable style is 'style 1'. When used as part of our brand identity it is applied only to the word 'Moray' brand and is used only in the lower case form.



Email signatures

Though often overlooked, signatures at the footer of an email are an important form of corporate branding. A good signature must clearly identify the organisation, the individual and provide lines of communication with both.

A template email signature can be found in branding area of the Interchange. Simply edit the details adding your name, job title, department and phone numbers. After you have added your email address, you will need to right click on it and amend the URL to make the link active.

Then copy and paste into your Outlook signature.

Calibri 16pt recommended

Calibri 13pt recommended

○ **Your Name | Your Job Title | Your Department**

○ your.email.address@moray.gov.uk | [website](#) | [facebook](#) | [twitter](#) | [newsdesk](#)

○ 01343 56xxxx | xxxxx xxxxxx

moray
c o u n c i l

Our colours

Moray Council branding has a core palette of three colours: purple, blue and green. Within these colours are a range of four tones – strong, standard, light and thin. In addition the tones black and white may also be used.

No departmental colours

Our colours are to be applied universally across all council departments. There are no set colour associations with individual corporate departments.


Some specific projects do use additional colour palettes with their publicity. These specific cases are dealt with in the campaigns section of this document.

Accessibility

When adding text over a coloured background it is important to ensure a good contrast. Avoid using coloured text, instead use black text upon pale backgrounds and white text upon dark backgrounds.


It is also acceptable to use our colours for text, though this should be restricted to titles, headers, and sub-headers, or used to highlight embedded hyper-links in digital documents.

Primary Purple




Strong Purple	Standard Purple	Light Purple	Thin Purple
Pantone 266	Pantone 7442	Pantone 2572	Pantone 530
CMYK 60 / 91 / 0 / 12	CMYK 30 / 91 / 0 / 0	CMYK 15 / 45 / 0 / 0	CMYK 8 / 22 / 0 / 0
RGB 90 / 20 / 224	RGB 179 / 23 / 255	RGB 217 / 140 / 255	RGB 235 / 199 / 255
HEX 763776	HEX AE3E95	HEX D39EC7	HEX E6CDE4

Secondary Blue



Strong Blue	Standard Blue	Light Blue	Thin Blue
Pantone 2726	Pantone 2925	Pantone 297	Pantone 7457
CMYK 100 / 60 / 0 / 12	CMYK 100 / 30 / 0 / 6	CMYK 50 / 15 / 0 / 3	CMYK 25 / 8 / 0 / 0
RGB 0 / 90 / 224	RGB 0 / 168 / 240	RGB 124 / 210 / 247	RGB 191 / 235 / 255
HEX 005BA1	HEX 007FC1	HEX 8DADD7	HEX B9D5F0

Ternary Green



Strong Green	Standard Green	Light Green	Thin Green
Pantone 802	Pantone 355	Pantone 7487	Pantone 351
CMYK 100 / 0 / 91 / 18	CMYK 100 / 0 / 91 / 6	CMYK 50 / 0 / 45 / 3	CMYK 25 / 0 / 22 / 0
RGB 0 / 209 / 19	RGB 0 / 240 / 22	RGB 124 / 195 / 159	RGB 191 / 255 / 199
HEX 008F4F	HEX 009B58	HEX 82C6A3	HEX BEE2CF

Ancillary branding

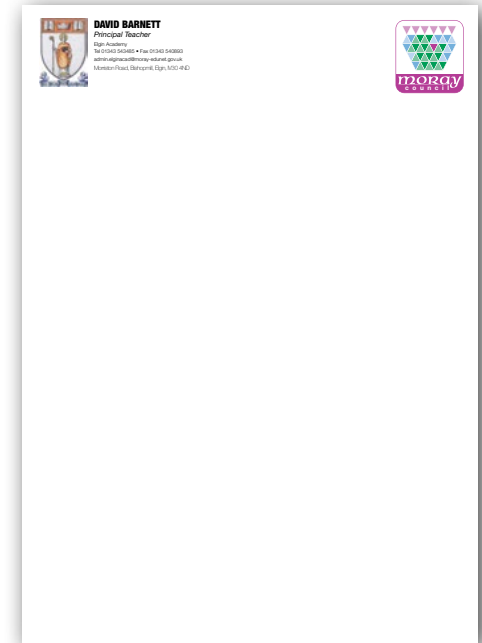
Moray Council is a large organisation encompassing many different services. There are occasions where council institutions have their own identity in addition to the universal Moray Council brand.

A typical example would be the schools run by the council.

Each of the schools has its own 'badge' and colour scheme which will inform the colour choices of its web pages and publications. These are always subordinate to the council branding, and should be complementary to it.



Example: Elgin Academy School Badge



Example: Elgin Academy Branded headed stationary



with compliments

Elgin Academy



DAVID BARNETT
Principal Teacher

Elgin Academy
Tel 01343 543485 • Fax 01343 540893
admin.elginacad@moray-edunet.gov.uk
Morriston Road, Bishopmill, Elgin, IV30 4ND

Our imagery

We are people focused. Therefore our imagery should reflect this celebration of people, both our customers and our staff.

Images should be clear and strong, representing:

- ◆ our people
- ◆ our ideals and aspirations
- ◆ our shared culture and natural heritage

A single strong image is always the preferred option for document covers. Multiple images can cause confusion and lead to the perception of a fractured organisation moving in different directions. A single image shows a unity of purpose.

Should you need new photography commissioned, or want to use existing imagery from our library, please contact the designers in the corporate policy unit.

The following pages show examples of the types of images that should be used and many of these have featured in campaigns and promotions in the past.

Our people





Our ideals and aspirations



Our shared culture and natural heritage



Our campaigns

A campaign is usually created to achieve a specific marketing goal. For the council, the goal may be to increase the number of foster carers or to change attitudes to recycling in our area. A campaign will have many platforms for communication – web, leaflets, advertising and so forth. The campaign brand ties these aspects together and ensures a strong and consistent message appropriate to the audience and required goal.

When to create a campaign

- ◆ when there is specific message or goal
 - promoting foster care, recycling, or recruitment
- ◆ utilising multiple media streams
 - digital, print, advertising, and / or film
- ◆ working in partnership with other agencies
 - Police Scotland or NHS Grampian
- ◆ operating within a specific timeframe
 - fostering fortnight, or festive binge drinking

When NOT to create a campaign

- ◆ promotion of an ongoing council service
 - adult education, library information, waste uplift, council tax, housing and planning
- ◆ production of public reports
 - annual reports, performance reporting

It may not always be clear if a campaign is needed, so in the first instance you should speak to the communications officer in the corporate policy unit who will be able to advise and support you.

Our brand within campaigns

If it is necessary to create a campaign identity, you must discuss this with the communications officer in the corporate policy unit. You will receive advice on the most appropriate approach.

When creating a campaign identity it is still important that the public is aware of who is behind the campaign.

If the campaign includes partners, their logos must be present and consistently used. Guidelines should be drawn up for each campaign brand which details how to use partner logos. The campaign brand should still draw from and include the council identity.

When developing a visual identity for a campaign, you should think about where it might be used, including digital and social media.

