GWYNEDD
CORPORATE DESIGN GUIDELINES

www.gwynedd.gov.uk

CYNGOR
GWYNEDD
COUNCIL
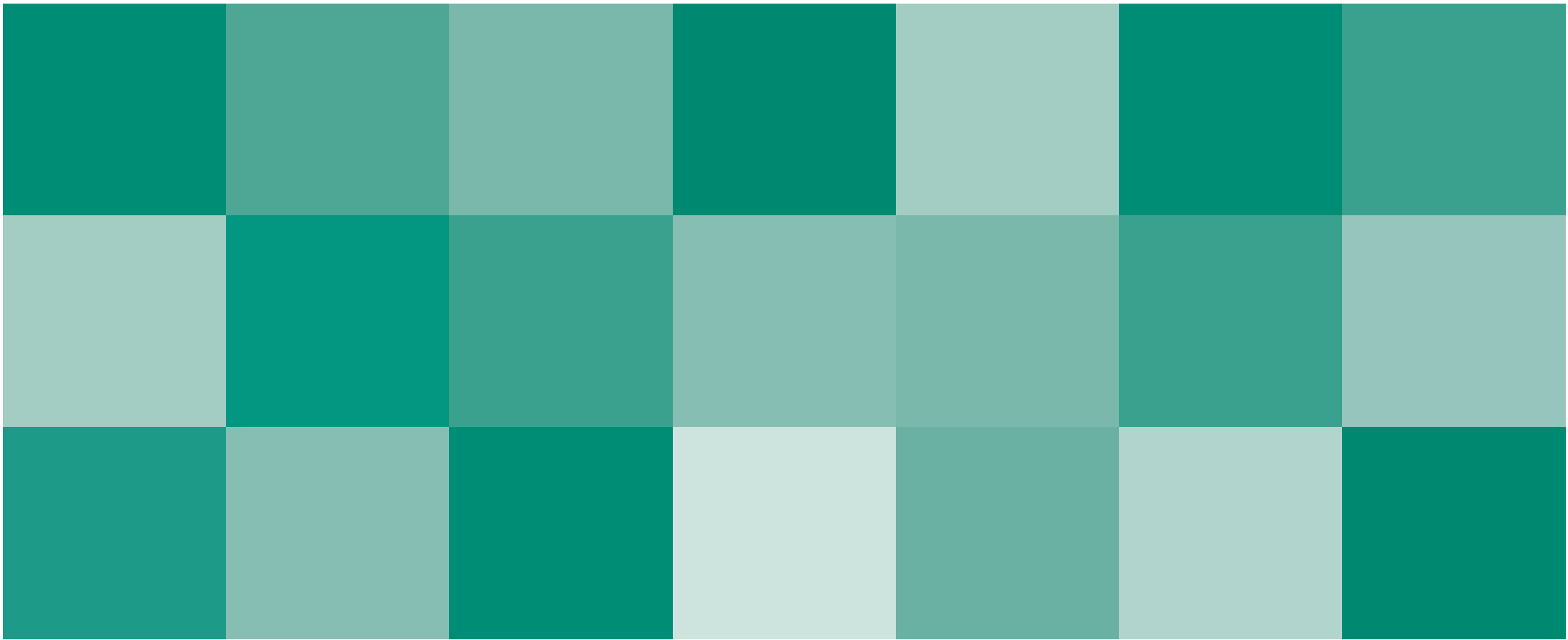
HWYL YR HAF

Gweithgareddau a digwyddiadau yng Ngwynedd

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Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Morbi quam. Mauris nunc ligula, consequat ac, ullamcorper nec, varius at, ipsum. Vivamus mauris lectus, posuere eu, semper volutpat, lobortis nec. nunc. Morbi bibendum posuere nunc. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean eget lorem at metus lobortis elementum. Fusce lacinia. Phasellus ante quam, suscipit tempus, posuere elementum, lacinia id, ante. Nunc varius consectetuer pede. Nunc ut mi sit amet pede pharetra feugiat. Ut rhoncus mauris nec ligula.

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Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Etiam blandit nibh id dui.
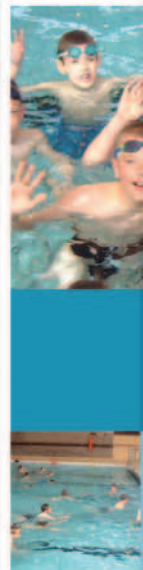
www.gwynedd.gov.uk

www.gwynedd.gov.uk

CYNLLUN IAITH
CANLLAWIAU I STAFF

GRANTS
INFORMATION & HOW TO APPLY

LEISURE
CENTRE OPEN

GWASANAETH LLYFRGELLOEDD
AMSERAU AGO

RECREATION
ROUTES A

HWYL YR HAF
GWEITHGAREDDAU A DIGWYDDIADAU YNG NGWYNEDD

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www.gwynedd.gov.uk

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www.gwyn

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www.gwynedd.gov.uk

CYNGOR GWYNEDD COUNCIL

COMMUNICATING CLEARLY

1.0 INTRODUCTION

These guidelines are produced as part of a wider corporate communication strategy by Gwynedd Council.

It is important that the Council produces clear and consistent publications, as these will help establish the personality, the quality and the character of the product and services that the Council delivers. The visual identity helps to promote awareness of the Council, thus it is important the brand is clearly understood and consistent standards are maintained.

All materials produced/or funded by Gwynedd Council should carry the Gwynedd logo and adhere to these guidelines. This applies from printed materials to electronic media.

These guidelines provide direction for the use of the Corporate Logo, and develops it into a coherent design framework that can be applied across all communication materials produced by, or on behalf of any Council service. All publications should be recognisable as belonging to Gwynedd, and should include proper use of the Gwynedd logo and other graphic elements.

These guidelines help to implement the Gwynedd brand correctly. The Communications Unit within the Customer Care Support Service would be pleased to assist with any queries you might have over use of the logo and producing materials.

www.gwynedd.gov.uk

2.0 LOGO GUIDELINES
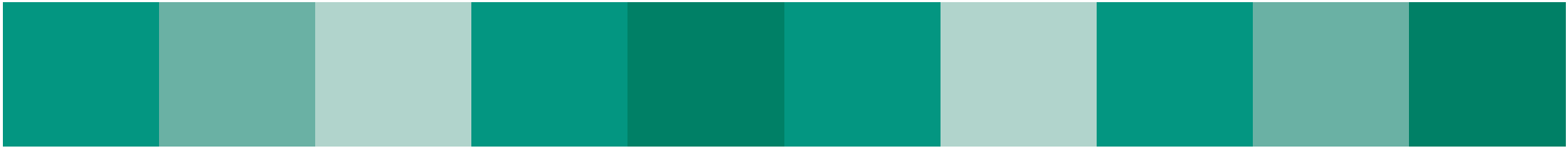
Types/formats

The Gwynedd corporate logo is supplied in a number of master artwork files; the logo should not be altered in any way. The Communications Unit will be able to advise on which format is required. The Gwynedd corporate colours are Pantone 335 (Green) and Pantone 200 (Rubine Red).

| PANTONE 335 | PANTONE 200 | c100 m0 y65 k30 | c0 m100 y65 k15 |

PANTONE   CMYK

| R0 G101 B74 | R212 G0 B38 | tbc | tbc |
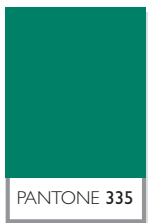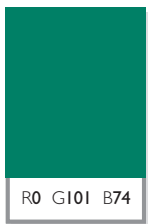
RGB   BS REFERENCE

Colour version

Black & White version

www.gwynedd.gov.uk

2.0 LOGO GUIDELINES
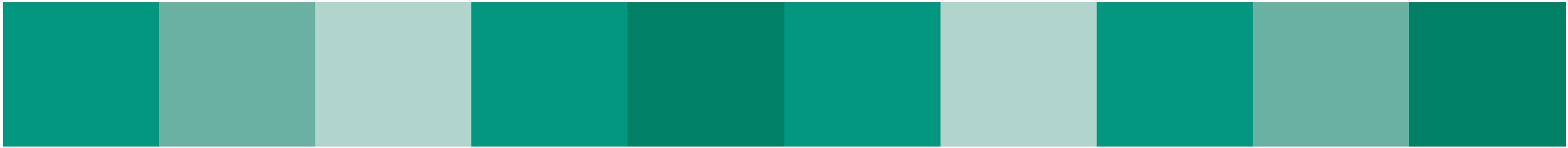
Background colour

Whilst the logo should generally be placed on a white background, if the logo appears on a coloured background or a photograph, a white keyline will surround it, as illustrated.

Full Colour

Black & White

Minimum Size

The recommended minimum size for the logo is 16mm x 22mm, as shown adjacent.

22mm

16mm

www.gwynedd.gov.uk
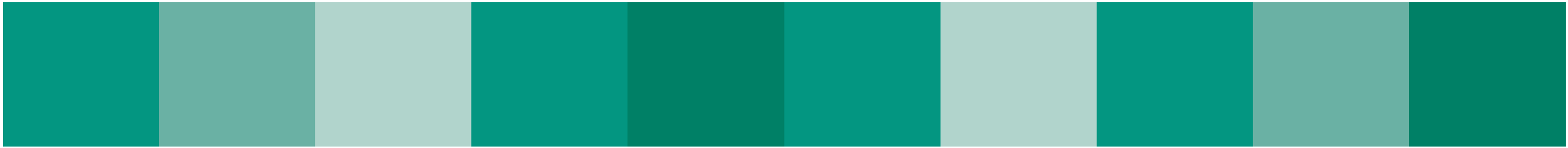
White area

The Gwynedd logo should always have a white area surrounding it when appearing with other elements. Logos, for example, should not intrude upon this space; this allows the logo space to 'breathe'. This space is determined by the width of the logo, as shown right. One quarter of the width is the space, which must be allowed around the logo.

.25 x width

width

CYNGOR
GWYNEDD
COUNCIL

.25 x width

CYNGOR
GWYNEDD
COUNCIL
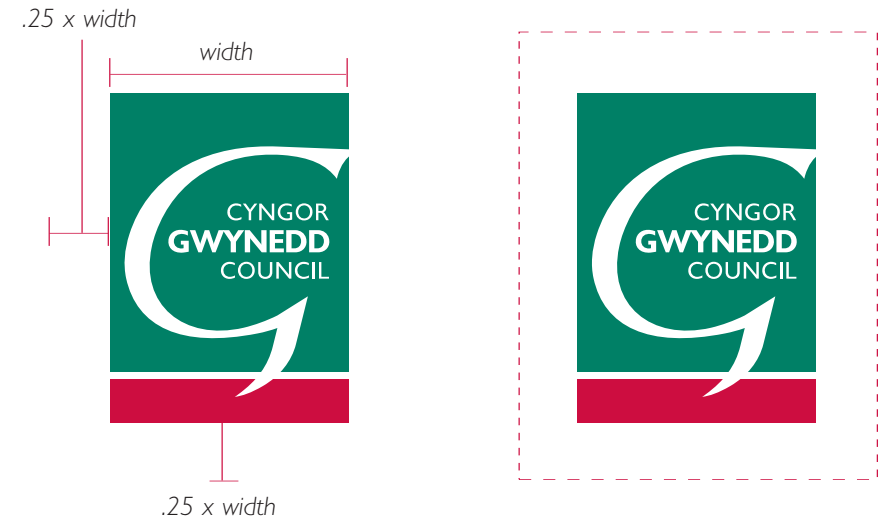
2.0 LOGO GUIDELINES

Remember

- Consistent and correct use of the logo is important. Always use the artwork supplied by the Communications Unit

- The proportions of the logo should be maintained and not distorted in any way

- The logo should never be taken apart and reconstituted in any way to create new artwork

- Never take elements from the logo and use them on their own

- Never change the colours of the logo

- Never replace the typeface used within the logo

- Do not reproduce the logo smaller than the minimum size

www.gwynedd.gov.uk

3.0 GENERAL GUIDELINES

Communicating clearly

All Council publications must be written in clear, easy to understand and correct Welsh and English. Do not use abbreviations or jargon. Always ensure that final proofs are checked by a member of staff qualified to do so.

If you would like the final draft of your text proof-read, contact the Communications Unit.

Where to get files

Files are available on CD from the Communications Unit or are downloadable direct from the Communications Unit pages on the Gwynedd Council Intranet at **http://mewnrwyd.gwynedd.gov.uk** Please follow the directions there with regard to the logo formats and usages.

Language Guidelines

All Gwynedd materials are produced bilingually. The majority of documents such as leaflets and booklets are produced in a 'tip and flip' format, as illustrated in the section on Third A4 leaflets (p16). With these type of documents Welsh and English appear seperately. In certain materials, such as posters for example, both languages will appear side by side. In these cases Welsh will appear first. Further details can be found in the section dealing with posters, adverts and signs.

Accessability Guidelines

The Council will always try and ensure that all public information will be in an appropriate 12 pt typeface such as Gill Sans. Occasionally it will be technically difficult to reproduce information at the minimum point size. We would recommend in this situation the use of the disclaimer below at 14 or 16 pt:

This information is available in large-print format, braille and tape by contacting: *name, telephone.*

It is good practice that external documents are available on request in different formats (e.g. braille, audio tapes) and in languages other than Welsh or English. Any request for such information should be dealt with promptly. For more information, please contact the Equailty Officer on extension 2056.

www.gwynedd.gov.uk

3.0 GENERAL GUIDELINES

Primary Typeface (External)

The Gwynedd corporate typeface for public documents is GillSans.
Recommended weights are shown below. Both GillSans Bold
and GillSans are suitable for use as headings. GillSans Light
is recommended for body copy.

GillSans Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GillSans Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GillSans
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GillSans Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GillSans Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GillSans Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

www.gwynedd.gov.uk

Secondary Typeface

These documents are those that will not be seen by the public.
This typeface should be used for body copy in all documents, including fax, letterheads, internal policy documents etc. For these the font Times New Roman is to be used. Times New Roman is a default PC font and comes supplied with Windows.

Times New Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times New Roman Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

www.gwynedd.gov.uk

3.0 GENERAL GUIDELINES

Colour palette

Below is a selection of colours recommended for use in publications.
These have been carefully selected to complement the colours of the
logo. If you are uncertain about using a particular colour please contact
the Communications Unit or the Print Room. Colour references are
supplied for the PANTONE range, together with CMYK references.

PANTONE 335	PANTONE 200	PANTONE 234	PANTONE 117	PANTONE 313

PANTONE

C100 M0 Y65 K30	C0 M100 Y65 K15	C6 M10 Y0 K30	C0 M18 Y100 K40	C100 M0 Y6 K37

CMYK

R0 G101 B74	R212 G0 B38	R159 G1 B89	R217 G178 B0	R0 G130 B155

RGB

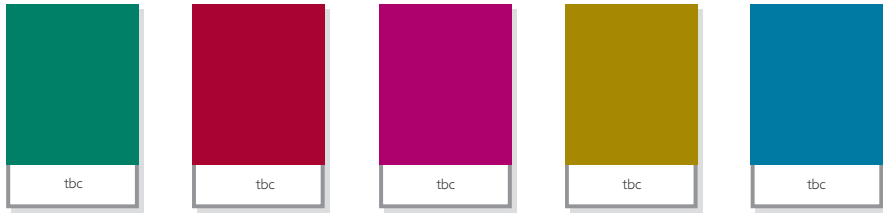| tbc	tbc	tbc	tbc	tbc

BS REFERENCE

Please note colours are used for illustrative purposes only.
For correct colours please consult the PANTONE library of colours.

www.gwynedd.gov.uk

3.0 GENERAL GUIDELINES

Use of Pictures

Most Gwynedd publications will make use of photography and care should be taken in selecting appropriate images. Good use of photography will help to reinforce the Gwynedd brand and promote the Council in a positive light.

It is envisaged photography will focus on either Gwynedd and its surrounding area, or, depending on the document, people. Using people in photographs will make the Council appear friendly and approachable. Should help be required in choosing an appropriate photograph the Communications Unit will be able to assist and provide suitable sources for photography. The Communications Unit also holds a library of images and may be able to provide a suitable image for your project.

Please ensure that a record is kept of the date on which all images used in a document were taken, the name(s) of the photographer(s), and that all individuals photographed have consented to their image being used.

A copy of the Corporate Photography Policy can be found on the Communications Unit pages on the Council intranet:
http://mewnrwyd.gwynedd.gov.uk

As a general rule do not use clip art in Gwynedd publications. The use of this can make documents appear unprofessional and home-made.

Preparing a brief

For external documents it is possible an outside contractor will sometimes be used. A designer whether internal or external will require a clear brief in order to produce the required outcome. Any text should be supplied in an unformatted Word document, which the designer will then be able to transfer into their graphic programme.

Images should be supplied in Jpeg format, ideally at 300 dpi (dots per inch) for print work. Images should not be supplied inside Word documents as this can sometimes create problems for the designer.

Please note images should not be taken from the internet as it is unlikely that these will be of a high enough quality to use in print work.

www.gwynedd.gov.uk

3.0 GENERAL GUIDELINES

The Blocks Motif

As part of the Gwynedd visual language a system of blocks was devised. These can be used in a number of ways, containing photographs or blocks of colour where appropriate, for example if suitable photography is not available.

Detailed guidelines for their usage will be included in later relevant sections. The blocks form an important part of the new distinctive Gwynedd identity, and careful consideration must go into their correct usage.

The Gwynedd Strapline

In some cases the Gwynedd visual language will include a strapline. The Gwynedd straplines are shown below. These appear bottom left, above the website address. Guidelines on their usage are given in later sections.

Lle da i fyw

Gwella Gwynedd

Cwsmer yn gyntaf

3.0 GENERAL GUIDELINES

Sponsor Logos

When the Gwynedd Logo appears with other logos, the guidelines for white space should be followed. All sponsor logos should appear to the left of the Gwynedd logo as illustrated below.

4.0 EXTERNAL DOCUMENTS

More often than not printed documentation such as brochures or leaflets will be the first example of visual communication people will receive from us.

It is important we produce documents that effectively promote Gwynedd Council and that have a consistent visual look and feel. This is achieved by using the complementary elements devised as part of Gwynedd's new branding.

The following section outlines the basic rules and good practice on producing documents in line with the new system.

www.gwynedd.gov.uk

4.0 EXTERNAL DOCUMENTS

Third A4 Leaflets

Shown are examples of the correct layout when producing a third A4 leaflet.

The cover design is split into essentially three seperate areas as shown. A block of colour at the top, containing the publication title and, if necessary, a subtitle.

The majority of the cover is taken up by the image area, which may contain an image, the blocks or a combination of the two if required. It is suggested that where a good quality image is available the single image format is used (fig a). If images are available but none are suitable to use as a large image the it is recommended the multiple image format is available (fig b). If no images are available the blocks should be used by themselves (fig c).

The bottom area of the cover contains the Gwynedd logo bottom right, together with the website and/or the Gwynedd strapline.
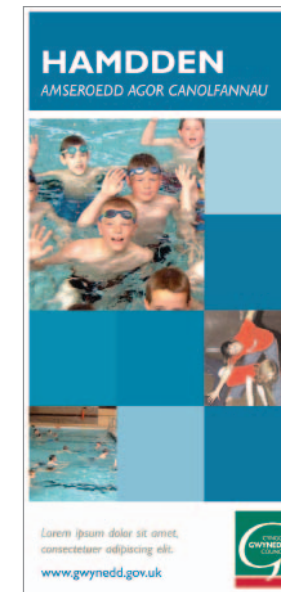
On the following two pages are many examples of the layout.

Where there is a need to include the name of an individual Directorate or Service (ie. " Gofal Care" or "Ecomoni ac Adfywio Economy and Regeneration") these can be substituted for the strapline on the bottom left, above the web address.
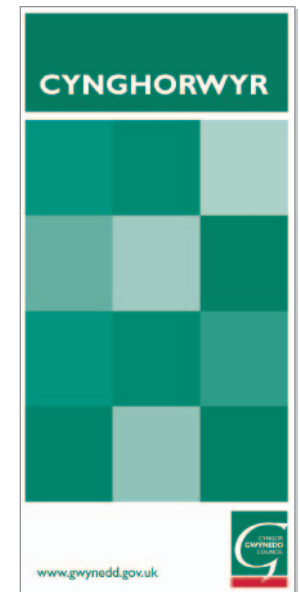

a. Single image

b. Multiple images
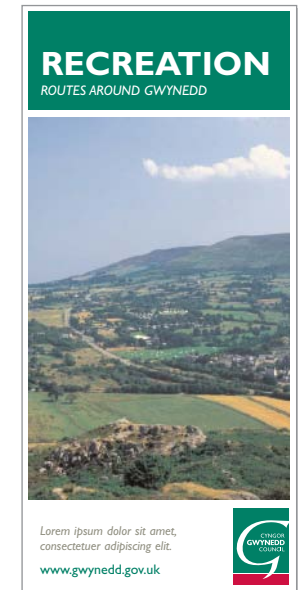

c. No image

www.gwynedd.gov.uk

4.0 EXTERNAL DOCUMENTS

Third A4 Leaflets

GWASANAETH LLYFRGELLOEDD
AMSEROEDD AGOR

Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

www.gwynedd.gov.uk

LEISURE
CENTRE OPENING TIMES & EVENTS

Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

www.gwynedd.gov.uk

HAMDDEN
AMSEROEDD AGOR CANOLFANNAU

Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

www.gwynedd.gov.uk

BUS TIMES
GWYNEDD & DISTRICT

Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

www.gwynedd.gov.uk

HWYL YR HAF
GWEITHGAREDDAU A DIGWYDDIADAU YNG NGWYNEDD

Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

www.gwynedd.gov.uk

RECREATION
ROUTES AROUND GWYNEDD

Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

www.gwynedd.gov.uk

www.gwynedd.gov.uk
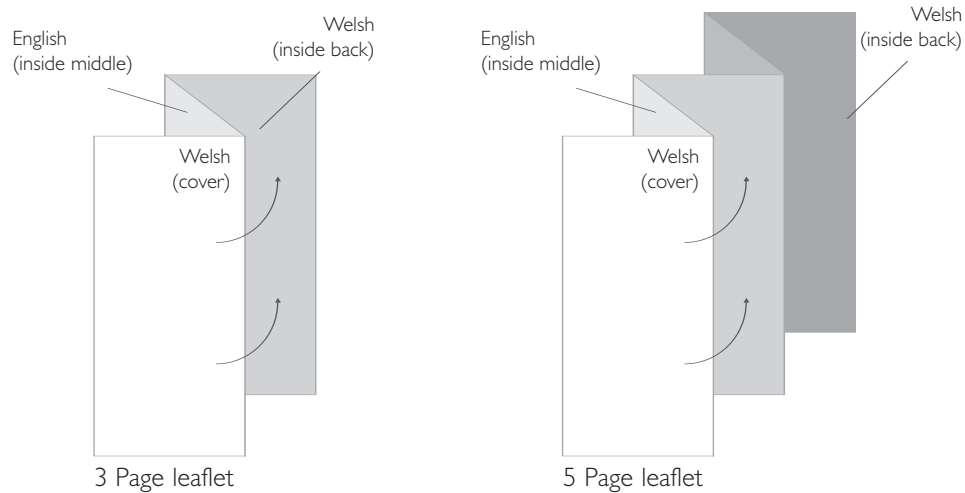
4.0 EXTERNAL DOCUMENTS

Third A4 Leaflets

Shown are the measurements for producing a third A4 leaflet cover. All measurements shown are in millimetres.

English (inside middle)

Welsh (inside back)

Welsh (cover)

3 Page leaflet

English (inside middle)

Welsh (inside back)

Welsh (cover)

5 Page leaflet

Third A4 leaflets are bilingual, with Welsh on one side and English on the other. They use a 'concertina' fold as illustrated above.

3mm

93mm

3mm

3mm

35mm

3mm

TEITL
IS-DEITL...

135mm

3mm

Lle da i fyw

www.gwynedd.gov.uk

CYNGOR
GWYNEDD
COUNCIL

3mm

3mm

7.5mm

www.gwynedd.gov.uk

4.0 EXTERNAL DOCUMENTS

Third A4 Leaflets

The inside of leaflets should be consistent with the overall visual identity. Layouts should be clean and easy to read; in line with disability guidelines it is recommended that main body text should be a minimum of 12 points wherever possible. Photography or the blocks may be used where appropriate. A suggested layout is shown adjacent.

Standard information should come on the final page. Information on obtaining large print versions should appear after contact details. Other standard information such as copywrite/publishing date should appear on the final page of the leaflet at the bottom, in the grey area indicated.

(Please note grey box is used to illustrate area and does not appear in the final leaflet)

Suggested Inside Spread

5 mm

5 mm   5 mm

standard information/logo area

4.0 EXTERNAL DOCUMENTS

A4/A5 Documents

Shown is the correct layout of document covers produced in A4 (210mm x 297mm) and A5 (148mm x 210mm) formats. The example shows a layout just using the blocks, images can be used as illustrated in the previous section. Either a full image or multiple images is acceptable.
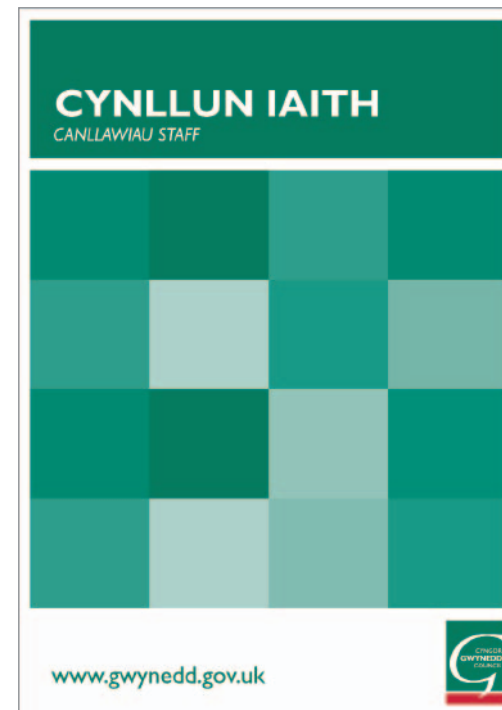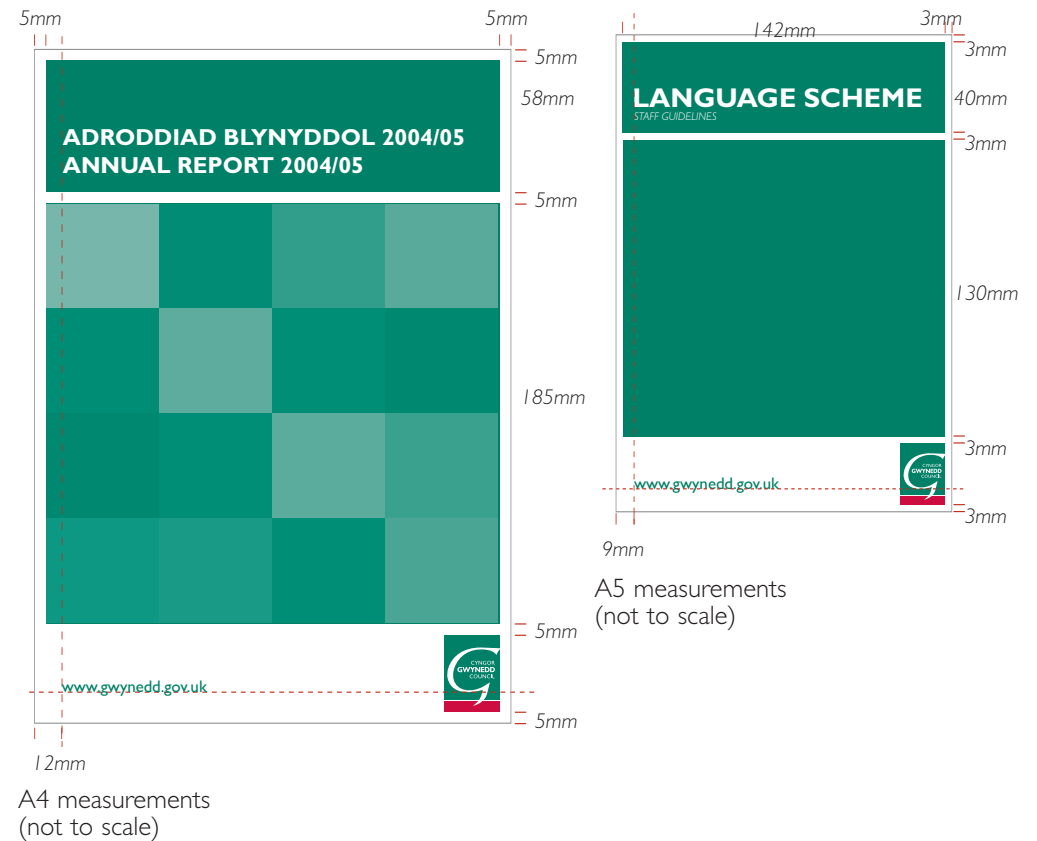
A4 Document cover

A5 Document cover

www.gwynedd.gov.uk

4.0 EXTERNAL DOCUMENTS

A4/A5 Documents

Shown is the correct layout of document covers produced in A4 (210mm x 297mm) and A5 (148mm x 210mm) formats. The example shows a layout just using the blocks, images can be used as illustrated in the previous section. Either a full image or multiple images is acceptable.

ADRODDIAD BLYNYDDOL 2004/05
ANNUAL REPORT 2004/05

www.gwynedd.gov.uk

5mm · 5mm · 5mm · 58mm · 5mm · 185mm · 5mm · 5mm · 12mm

A4 measurements
(not to scale)

LANGUAGE SCHEME
STAFF GUIDELINES

www.gwynedd.gov.uk

142mm · 3mm · 3mm · 40mm · 3mm · 130mm · 3mm · 3mm · 9mm

A5 measurements
(not to scale)

www.gwynedd.gov.uk

4.0 EXTERNAL DOCUMENTS

Other Formats

In some cases a format apart from those already discussed may be required. The Gwynedd design framework is flexible enough to be adapted to other formats. Layout guidelines for the previous examples should be followed, with regard to titles, image and position of logo/website.

Square format

www.gwynedd.gov.uk
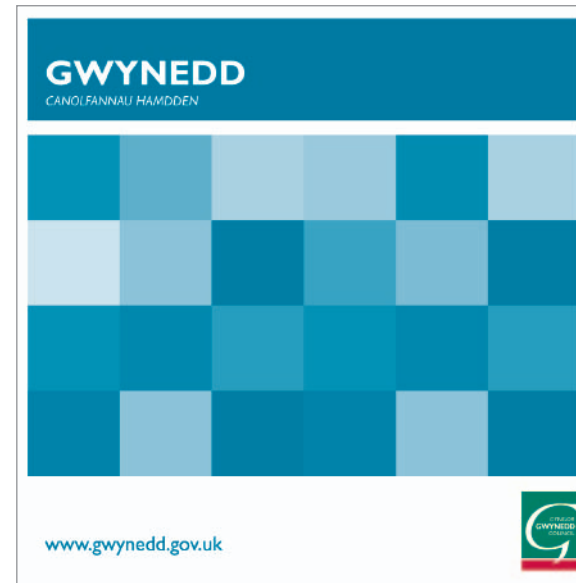
Recruitment advertisements

Recruitment advertisements should be clearly and concisely laid out, in order that we can successfully communicate our requirements and information regarding the position. Gwynedd produces two types of recruitment adverts as shown, one advertising a number of positions and one advertising a single position.

For advice on recruitment advertisments, please contact the Human Resources Department.

Care should be taken to maintain the hierarchy of the information presented. Quark Xpress templates are available from the Print Room on request.

Multiple jobs ad
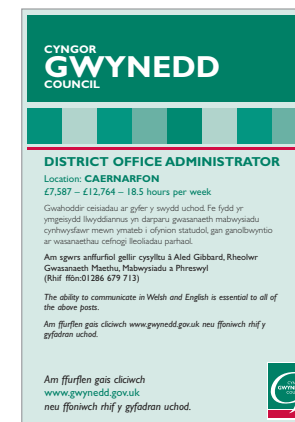
Single job ad

Single job ad with images

5.0 ADVERTISING

Posters

Posters should be visually striking and convey information in a clear, straightforward manner. The poster is divided into four areas, the header, image band (or blocks if no suitable image is available), the information and the footer containing the logo, website address and Gwynedd corporate strapline.

An introductory paragraph in large type. Welsh and English can be accommadated into the design where appropriate. Below are the font/type sizes used in the examples opposite. Whilst the font style should be followed, type size is flexible. In line with disability guidelines main body text should be a mimimum of 12 points wherever possible.

Header	**Gill Sans Bold 60 pt**
Sub-heading	Gill Sans 30 pt
Introductory text	Gill Sans 30 pt
Body Copy	Gill Sans Light 14 pt

A4 Poster
Suggested layouts

www.gwynedd.gov.uk

Notices & Memos

Gwynedd uses a standard format for internal notices and memoranda. These are available pre-printed from the Print Room and Word Templates are available to assist in producing materials. Press releases follow a standard format as shown right.

The full area between the blocks and the logo at the bottom can be used for any information required, including date, title, information and contact details to include name, telephone, fax and email address.

GWYNEDD

Date: 01/09/04
Lorem ipsum dolor sit, consectetuer adipiscing.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Sed consequat turpis malesuada tortor. Quisque porttitor varius dolor. Praesent est sapien, bibendum quis, posuere nec, consequat quis, massa. Vivamus turpis urna, aliquam eu, pretium in, cursus et, purus. Aenean sagittis volutpat urna. Etiam dolor. Donec feugiat. Suspendisse porttitor commodo metus. Sed rutrum odio.

Nullam augue sem, luctus a, vestibulum a, tincidunt lobortis, massa. Ut porta. Proin quis sem sed lectus ullamcorper commodo. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Donec congue turpis non augue. Nulla ligula erat, elementum vitae.

Suspendisse augue. Suspendisse pulvinar tincidunt orci. Integer libero. Maecenas odio dolor, consequat vel, tristique in, lobortis ac, elit. Phasellus id lectus eu nisl faucibus condimentum. Quisque fermentum. Ut blandit porttitor risus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nulla feugiat turpis vitae urna. Integer feugiat eros egestas nibh. Phasellus eu nulla eget magna vestibulum ornare.

Fusce faucibus quam sed quam. Sed nunc enim, elementum id, mollis quis, rutrum semper, diam. Donec sapien ipsum, condimentum at, fermentum id, porta nec, tellus. Duis ullamcorper tincidunt risus. Suspendisse semper orci ut quam.

Contact: Nullam Augue
Tel: 01286 679002
Email: Nullam Augue

www.gwynedd.gov.uk

A4 Memorandum

www.gwynedd.gov.uk

7.0 STATIONERY

Letterheads

Gwynedd letterheads are available pre-printed from the Print Room / Directorate Support Unit. The design illustrated here should be used once existing supplies of letterhead paper have been used up. These should be used in ALL cases. Shown right is the correct way to set up a letter.

It is important that all letters sent out by Gwynedd follow these guidelines to ensure consistency and that high standards of communication are maintained. Black type should be used in all circumstances. Letters should be set up in 12 pt Times New Roman.

A4 Letterhead

7.0 STATIONERY

Compliment Slips & Business Cards

Gwynedd compliment slips and business cards are available pre-printed from the Print Room. The design illustrated here should be used once existing supplies of letterhead paper have been used up. These should be used in ALL cases. If you require new copies please inform the Print Room of your requirements.

**CYFADRAN ADNODDAU
RESOURCES DIRECTORATE**
Pennaeth Cefnogaeth Gofal Cwsmer ¥ Head of Customer Care Support
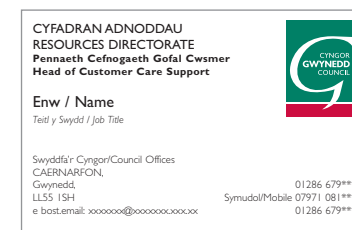Gwenan Parry

Swyddfa'r Cyngor,
Caernarfon,
Gwynedd, LL55 1SH
Ffôn/Tel: 01286 679002
Ffacs/Fax: 01286 673993
We/Web: www.gwynedd.gov.uk

Compliment slip

**CYFADRAN ADNODDAU
RESOURCES DIRECTORATE**
Pennaeth Cefnogaeth Gofal Cwsmer
Head of Customer Care Support

Enw / Name
Teitl y Swydd / Job Title

Swyddfa'r Cyngor/Council Offices
CAERNARFON,
Gwynedd,   01286 679***
LL55 1SH   Symudol/Mobile 07971 081***
e bost.email: xxxxxxx@xxxxxxxx.xxx.xx   01286 679***

Business Card

www.gwynedd.gov.uk

8.0 CLOTHING

Clothing

On clothing the logo and the website address must be clearly and consistently positioned. This serves to heighten awareness of the Council and to promote the Gwynedd brand.
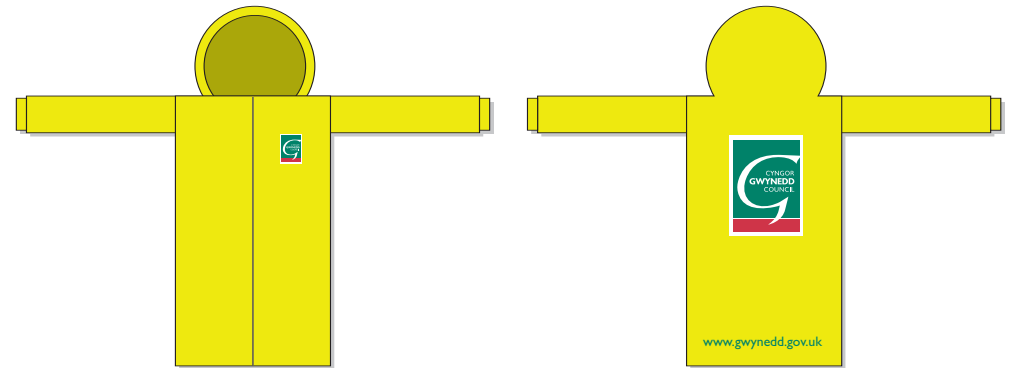
For outerwear and high visibility clothing the logo is positioned on the left breast on the front. Previous guidelines apply with regard to the colour of the background.

60mm
Front recommended size

200mm
Back recommended size

Logo positioning outerwear
& high visibility clothing

www.gwynedd.gov.uk

8.0 CLOTHING

Clothing

For leisurewear the logo appears on the front left breast as shown. If appearing on a coloured background a white keyline should surround and back the logo. When a sponsor logo is present this should appear on the right breast where possible

Where there is a need to include additional wording on clothing to describe specific duties i.e. "Cynnal a Chadw Maintenance & Repair", "Morwrol Maritime" "Tai Housing" "Hamdden Leisure", this should be inserted in font Gill Sans, size 18pts, colour white or green, depending on colour of the clothing, above the Council logo.

The Comminications Unit should be consulted whenever a new design is to be produced.

Sponsor logo positioning
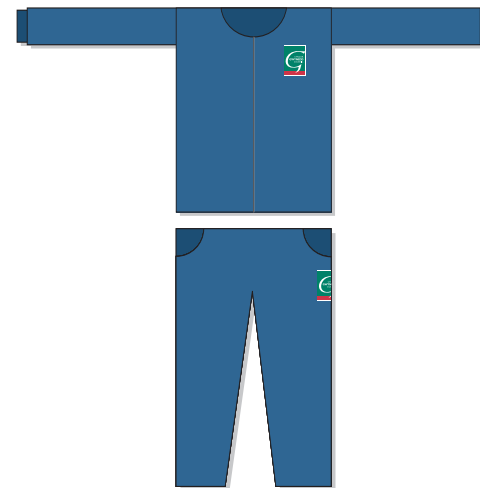
Logo positioning
on trousers

Polo shirts

9.0 ELECTRONIC

Email

All e-mails sent out by the Council should follow a standard format. This will introduce consistency in communications and allow people access to further information if they wish to follow up the communication using other means. Signatures should be set to with the following information in the format below.
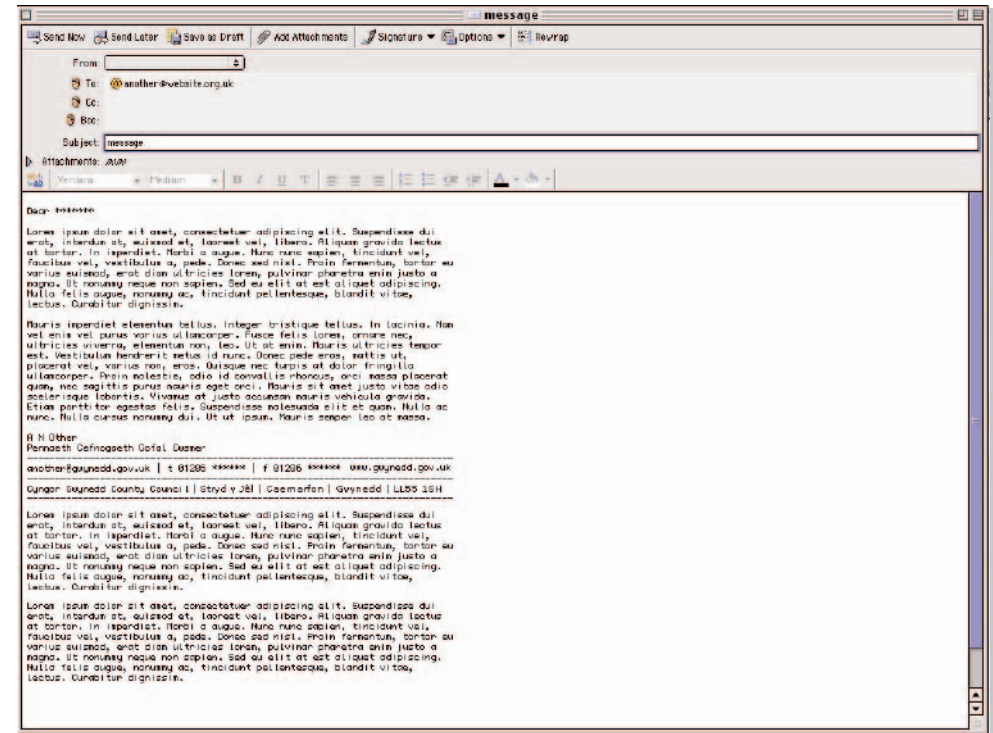
A N Other
Pennaeth Cefnogaeth Gofal Cwsmer
----
xxxxxxx@xxxxxxx.xxv.uk | t 01286 ****** | f 01286 ****** | www.gwynedd.gov.uk
----
Cyngor Gwynedd Council | Stryd y Jêl | Caernarfon | Gwynedd | LL55 1SH

Followed by Gwynedd's standard privacy information that relates to electronic communication.

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10 SIGNAGE

Signage

Signage produced should follow guidelines as outlined previously in respect of colour, logo positioning, blocks and fonts. Care should be taken to ensure the signage is consistent with the Gwynedd brand.

Signage

Contact Details

The purpose of this document is to provide guidelines for the consistent and correct use of the new Gwynedd brand. Should you require any further information regarding producing materials and using the logo please contact:

The Communcations Unit
Tel: **01286 679 323**
Fax: **01286 679 488**
Email: **ywasg@gwynedd.gov.uk**

Files and templates are available on disc from the Communications Unit in both Mac and PC format. Files are also downloadable direct from the Communications Unit pages on the Council intranet

http://mewnrwyd.gwynedd.gov.uk/

Communications Department
Gwynedd Council,
Council Offices,
Shirehall Street,
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The Printroom
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