

ORKNEY
ISLANDS COUNCIL

Brand Guidelines

Communications Team
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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

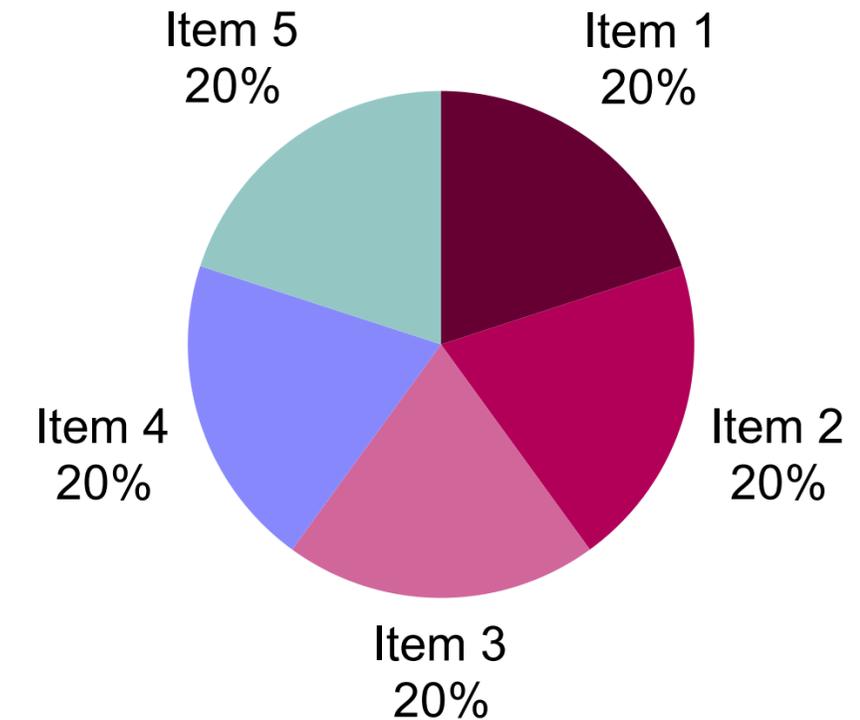
Key to any type of communication is to ensure it is as accessible as possible. Apart from this being a legal requirement for all public sector organisations, this will also help you to reach the widest possible audience.

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. Dark colours can be used on top of light backgrounds and white text, logos and graphics can be used on dark background colours.
- 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

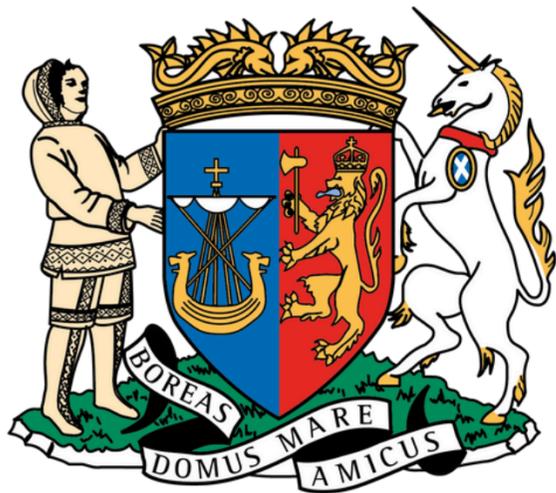
This version might be necessary on software applications so that it fits better or where partner logos are a different shape.



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

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



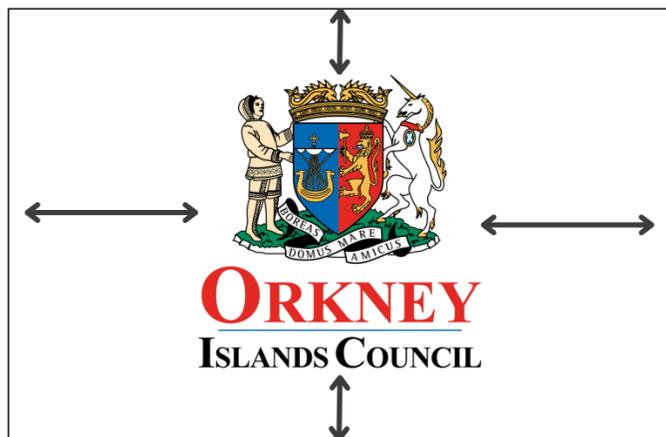


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Logo rules of application

The logo should always be the largest and most prominent graphic on the page even if services use their own graphics alongside it.

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

Only the following fonts should be used:

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

123

Arial

Aa

123

Source Sans Pro

Oo

123

Orkney Bold

Brand Colours

Primary Palette

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.

HEX Code #191970 CMYK 100 95 29 14 RGB 25, 25, 112	HEX Code #295652 CMYK 81 42 56 41 RGB 41, 86, 82	HEX Code #006400 CMYK 90 33 100 28 RGB 0, 100, 0	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 #8B0000 CMYK 27 100 100 34 RGB 139, 0, 0	HEX Code #660033 CMYK 36 100 38 54 RGB 102, 0, 51
HEX Code #09090B CMYK 18% 18% 0% 96% RGB 9, 9, 11			HEX Code #FFFFFF CMYK 0% 0% 0% 0% RGB 255, 255, 255			

Brand Colours

These palettes can be used to enhance your design with lighter background shades or highlights. Never use these colours for text.

Secondary Palette

HEX Code #3838FC	HEX Code #4DA29B	HEX Code #00B000	HEX Code #FFC300	HEX Code #E95500	HEX Code #D70000	HEX Code #B20059
CMYK 78 78 0 1	CMYK 52 0 4 36	CMYK 100 0 100 31	CMYK 0 24 100 0	CMYK 0 64 100 9	CMYK 0 100 100 16	CMYK 0 100 50 30
RGB 56, 56, 252	RGB 77, 162, 155	RGB 0, 176, 0	RGB 255, 195, 0	RGB 233, 85, 0	RGB 215, 0, 0	RGB 178, 0, 89

Tertiary Palette

HEX Code #8888FD	HEX Code #94C7C3	HEX Code #66D066	HEX Code #FFE799	HEX Code #F29966	HEX Code #E76666	HEX Code #D1669B
CMYK 46 46 0 1	CMYK 26 0 2 22	CMYK 51 0 74 18	CMYK 0 9 40 0	CMYK 0 37 58 5	CMYK 0 56 56 9	CMYK 0 51 26 18
RGB 136, 136, 253	RGB 148, 199, 195	RGB 102, 208, 102	RGB 255, 231, 153	RGB 242, 153, 102	RGB 231, 102, 102	RGB 209, 102, 155

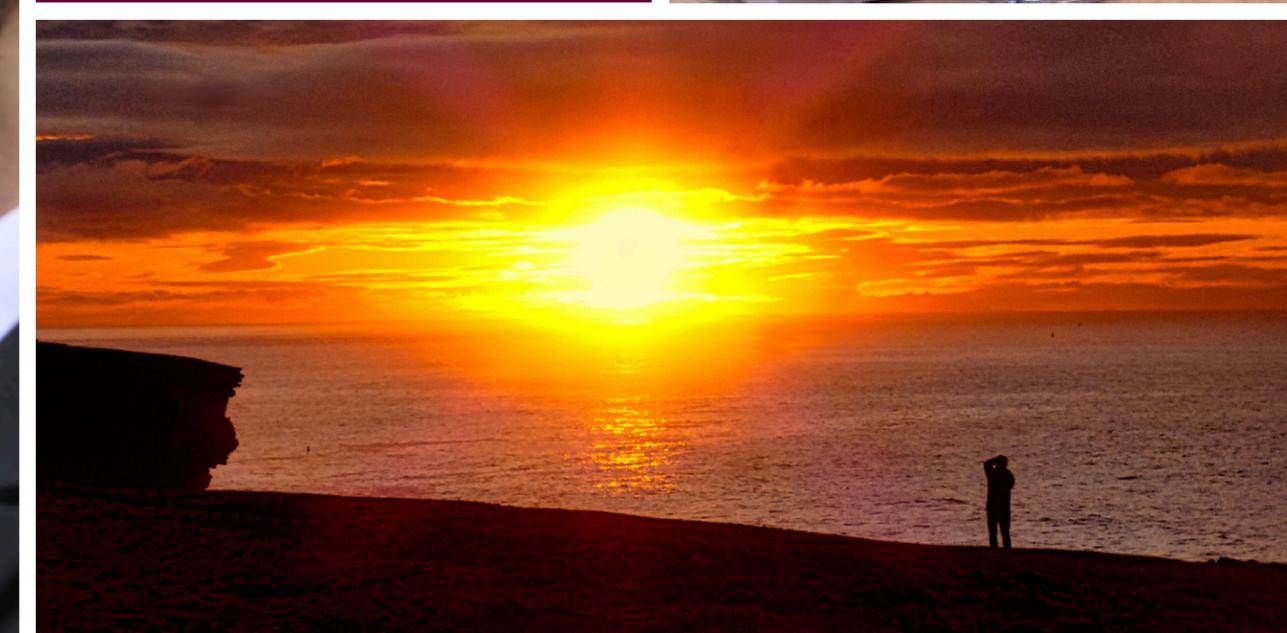
Imagery

Connect with audiences

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

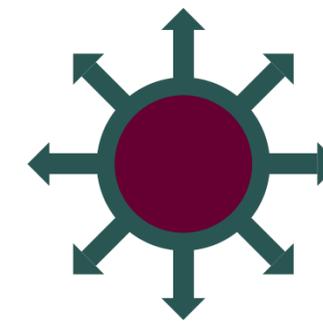
Generally speaking pictures of people work well to help you connect with your audience enabling them to relate to your content. Landscape shots can evoke the aspirational beauty of where we live.

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

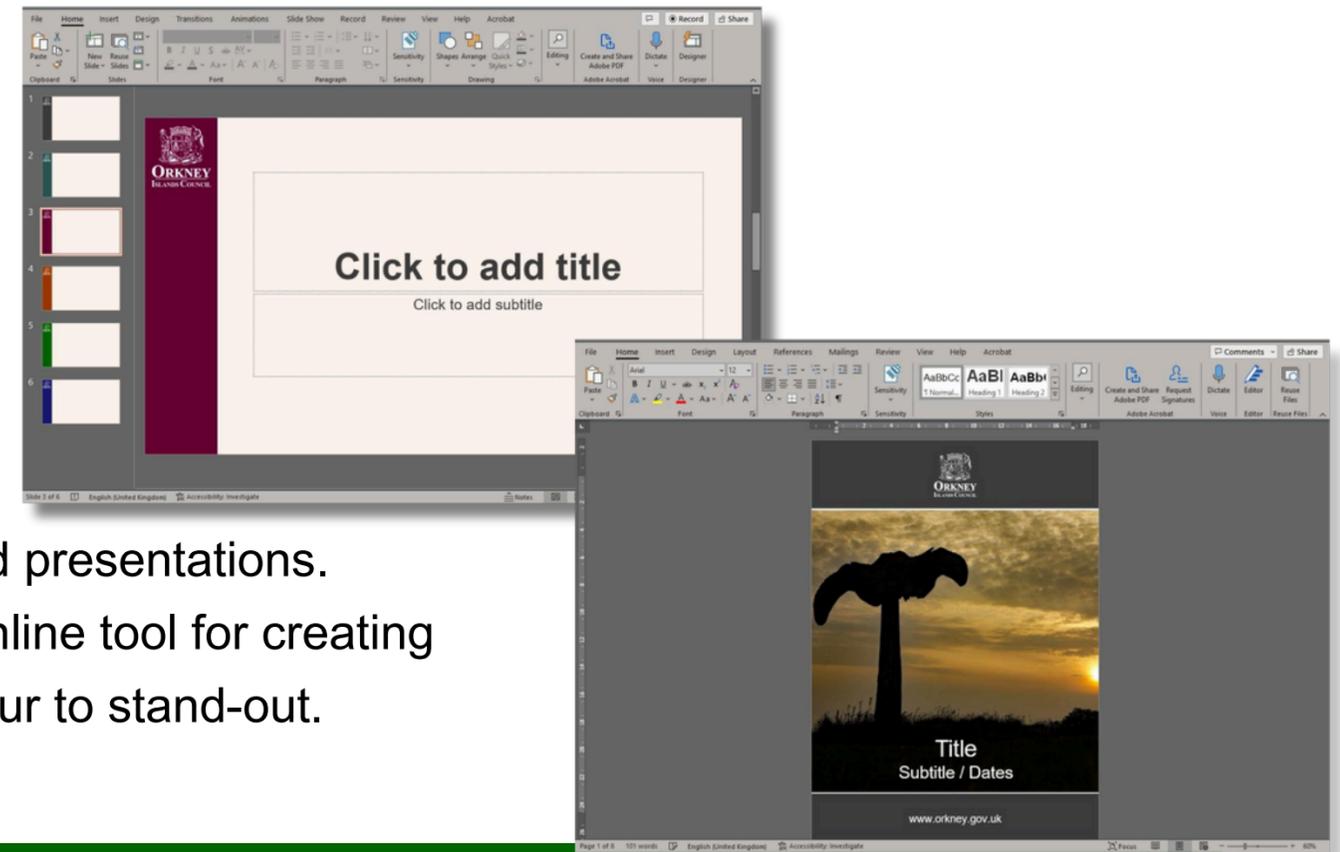


Infographics

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.

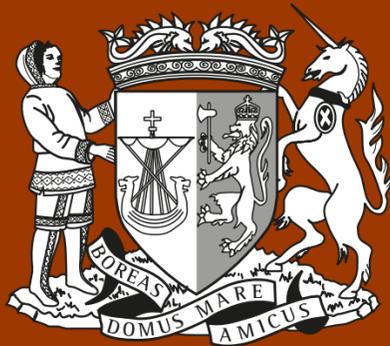
Templates are available for Word, Powerpoint and also in Canva. Canva is an online tool for creating graphics, videos, posters and documents that require a bit more design and colour to stand-out.

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?



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

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