Corporate Identity Standards

Information for contractors

January 2008

Portsmouth City Council's brand identity

The way that we present ourselves is a major factor in how we are perceived by customers, partners and people who have an interest in our service.

Our identity as an organisation is our commitment and assurance to our residents and customers of a well-managed city. We are accountable for the services, activities and facilities that we provide and have a duty to explain to taxpayers how we spend their money.

One way of addressing this is to have a clear recognisable visual identity which is modern and consistent.

To be successful, The organisations that represent us must know Portsmouth City Council's corporate identity and how it must be used. This manual gives you the standards for 'how to' and 'how not to' apply our visual identity. These rules ensure that what we do is consistent, strong, positive and clear.

There is substantial evidence that the use of secondary identities or an excess of logos simply confuses the public. It is likely that many people or organisations, other than Portsmouth City Council and our major partners, do not understand or recognise the excessive number of logos and symbols we use. We therefore need to apply our corporate identity consistently, across everything we do in order for people to recognise and understand the range of work that is carried out by Portsmouth City Council and its contractors. The more we apply and use the corporate identity the more it will work for us to raise awareness, improve satisfaction and develop confidence.

These standards will reinforce and protect the application of Portsmouth City Council's identity and help our suppliers to correctly use it. It will show that we operate as **one council**, not a series of unattached teams.

The logo

What is the Portsmouth City Council logo?

Our corporate logo is represented by a star and crescent with the words Portsmouth City Council. These two elements should never be separated. The logo should not be altered in any way.

The logo is available on request:

- by emailing **corporate.communications@ portsmouthcc.gov.uk**
- by telephoning **9284 1559**

The logo can be increased or decreased in size but the star and crescent and the words must always remain in proportion to one another. No additional words can be added to the logo. **The font for our logo is Palatino.**

For larger projects such as billboards the logo can be scaled up with correct proportions. Always ask Corporate Communications for advice on larger projects. Always reproduce the logo from master artwork. Never redraw, re-proportion, or amend it in any way.

There are three standard sizes for reproducing the logo in print. The logo should never be used smaller than the examples shown. Only these standard sizes are to be used and they have been created to suit the most of your needs. For large format graphics such as exhibition panels, ensure the logo is proportional to the overall size.

DL and A5 publications 40-50mm wide

A4 publications 58-68mm wide

A3 publications 85-95mm wide

The logo can be increased or decreased in size but the star and crescent and the words must always remain in proportion to one another.

Choosing the right logo

The standard Portsmouth City Council logo. Use this logo when your service or project is entirely provided by Portsmouth City Council.

Sponsored by

Can only be used when we (PCC) provide a grant or similar financial contribution to support a one-off event, activity, or a person.

Working for

Can only be used when an external organisation is working for PCC to undertake a specific job or function and we (PCC) are paying the organisation to deliver the service.

Supported by

Can only be used when we (PCC) provide a grant or similar financial contribution to an organisation to deliver an ongoing job or function which is not part of your service's core function and is not delivered by PCC.

Approved by

Can only be used when the organisation is a member of PCC Square Deal scheme.

Part of

Part of PCC is reserved for Portsmouth Port and Connexions.

In partnership with

Can only be used when a partnership agreement is in place and we (PCC) can influence the agreement. See 'What is a partnership agreement?' below.

The agreement must cover the aims and objectives of the partnership, accountability arrangements (including pooled budgets), funding arrangements, success criteria, risk management and arrangements for dissolving the partnership. If these things are not in place then it is not a partnership arrangement.

What is a partnership agreement?

In legal terms a partnership is a type of business entity in which partners share with each other the profits or losses of the business undertaking in which all have invested. It can also be an agreement between individuals who, in a spirit of cooperation, agree to carry on an enterprise; contribute to it by combining property, knowledge or activities and share its benefits.

Using the logos

The logo can only be used when contract is in force or funding and permission is given from contract officers.

The logo

The logo: clear space

To create the maximum visual impact of the logo, a clear space needs to be maintained around it. This is a space where no other type or image must appear. The minimum space around the logo is equal to the height of 'P' in Portsmouth. The only exception to this is when the logo reproduces on, or reverses out of a suitable photographic or colour background.

The minimum space around the logo is equal to the height of 'P' in Portsmouth
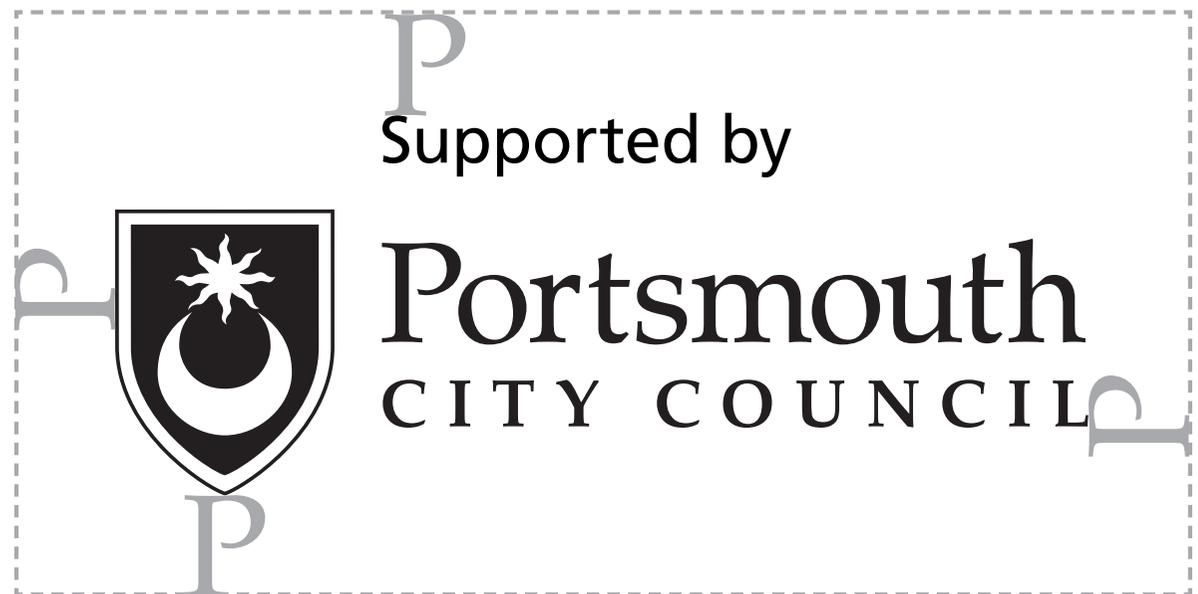
How to use the logo

The logo colours

The corporate logo has been designed to suit most communications needs. You can use the logo in the colour variations pictured. The colour logo you choose will depend on several things:

- the background colour you choose
- your budgetary constraints – full colour printing is more expensive, so you may choose a one colour document and logo

Brand protection

There is so much pride in the city of Portsmouth. Can you think of another city where so many people have engaged with a logo as a symbol of their city; but equally we need to ensure that our logo represents us and the services we provide.

But what happens when people misuse company logos and cause brand infringement? This can have serious consequences, customers become confused regarding the source or origin of services often resulting in loss of public confidence.

That's why brands will go to great lengths to protect their image and trademark, often fighting any breaches through the courts. These corporate identity standards are just the start of PCC working to protect our identity.

If your background is:

white, use:
- solid black logo
- blue logo
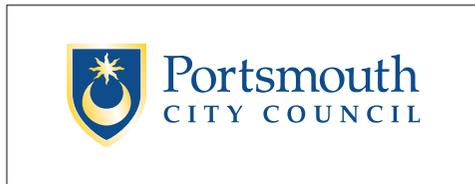- colour logo

mid-coloured, use:
- solid black logo

dark coloured, use:
- white reversed out logo

textured or photographic, use:
- solid black logo
- white reversed out logo

How to use the logo

Colour logo
For use on a white background only

Solid black on a photographic or illustrative background
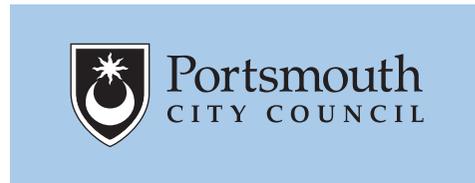Do not use against complex backgrounds

White reversed out of a strong colour.
For use on dark colour background

Blue
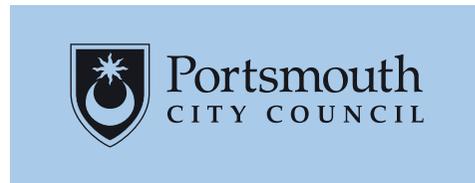This should only be used on a white background

Solid black
For use on a white or light colour background

White reversed out of a photographic or illustrative background
Do not use against complex backgrounds or backgrounds where there is not enough contrast

Solid black
Do not remove the white section of the sheild.

Colour

This section introduces the council's corporate colours and explains how to apply them.

Portsmouth City Council's official colours for the logo are either blue, black or blue and gold. It is important that you reproduce these colours accurately on all materials. For the full colour version files are supplied for spot colour or process colour reproduction. It is essential that you choose the right one for your needs.

Pantone® numbers

Pantone® colours are internationally recognised as the standard for colour communication in the graphic design and print industry, with each colour being given an identifying code or Pantone® number.

CMYK

Printers also use cyan, magenta, yellow and black (CMYK). These are the four colours that are used to produce all possible colours in full colour litho print, for example publications and newsletters.

RGB

Red, green and blue values are used for on screen designs such as PowerPoint presentations and websites.

Black
Black
CMYK: 0.0.0.100
RGB: 0.0.0

Blue
Pantone® 7461U
CMYK: 78.28.0.0
RGB: 83.147.207

Blue
Pantone® 288U
CMYK: 100.67.0.23
RGB: 32.76.138

Yellow
Pantone® 116U
CMYK: 0.16.100.0
RGB: 245.209.48

Partnerships

Portsmouth City Council works with and supports many activities and organisations. We need to show that we are operating in a joined up way and make people fully aware of the work we are doing and our involvement in the community. But, we also need to acknowledge any support given, sponsorship, partnerships or contractual work.

There are many organisations that we work with on a daily basis. All these organisations have their own identity and branding. This can often bring problems with co-brands and clashing identities.

These multiple identities often "fight" for attention on a page, poster, leaflet or advert, especially when many logos are used at the same time to promote a joint project or campaign involving several authorities, such as the police, fire service and council.

It is important, for relationships that we have a rule to use the appropriate identity.

Site boards

Example of standard of wording.

Try to include:
- what is the project about
- the start and end dates
- an apology for any disruption
- a telephone number for more information
- the PCC website address

Portsmouth CITY COUNCIL

John Pounds Site Redevelopment

Phase 2 - development of a new Community Centre

Start date xx/xx/xx - end date xx/xx/xx
We apologise for any disruption during this period.

Project developed and led by Portsmouth City Council in association with Portsea Action Group 99 Ltd, John Pounds Community Trust Ltd.

Financed by Portsmouth City Council, Single Regeneration Budget Round 5 and Active England Fund.

Phone 023 9283 4092 for more information   www.portsmouth.gov.uk

Example of site board

Who to contact for help

Portsmouth City Council Corporate Communications can provide advice and guidance on all aspects of the standards.

Debbie Button
Corporate Communications Team Manager (Strategy)
Phone: 023 9283 4797
Email: debbie.button@portsmouthcc.gov.uk

Mark Maguire
Graphic Designer
Phone: 023 9268 8651
Email: mark.maguire@portsmouthcc.gov.uk

Portsmouth City Council Procurement can provide advice and guidance about contracts.

Phone: 023 9283 4995
Email: procurement@portsmouthcc.gov.uk

Portsmouth
CITY COUNCIL

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