

If it is not communicated,  
then it does not exist.



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***"A successful visual brand can have a huge influence on an organisation's ability to communicate in an engaging way."***

## **Why do we need a Visual Brand?**

The way Rochford District Council visually represents itself will enhance its reputation, raise its profile and contribute to its success. Before now, the Council has not had any real consistency in the way it communicates with the outside world.

This lack of consistency within the Council's visual self representation has been embodied in publications, on the website, in presentations, on signs and on Council vehicles. Even the Crest, our only widely-used visual symbol, exists in many different versions and is not being used consistently. In

itself, the Crest has limited meaning for people not already connected with Rochford District Council.

Before we can develop a visual brand we first must understand what one is. Visual brands are often confused with a 'logo'. Although a logo is an important element of a visual brand, it does not represent all of it.

In order to have a confident and engaging visual brand, there must be several key elements in place, all of which provide a consistent message.

These key elements can include the typeface and colours we use, or even the way we lay out words on a page. To have a strong visual brand all the elements must be used consistently and professionally across the entire organisation.

A successful visual brand can have a huge influence on an organisation's ability to communicate in an engaging way.

This visual identity plays an essential part in building the Council's reputation and raising its profile.

## Introduction

This document outlines Rochford District Council's visual brand. Maintaining the Crest, with its historic and valued status, whilst simultaneously using the Leaf Logo, which reminds us of the Council's aspiration to be the 'green' part of South East Essex, will help to create a more contemporary and engaging image.

This document will help to enforce the message that any internal, external, online or printed materials, or any marketing or vehicle signage, must maintain the professional image of the Council.

The Logo and Crest must be used in a way that gives confidence in the Council and reflects the Council's vision 'To

make Rochford District the place of choice in the County to live, work and visit', and our corporate aims, which are to:

- Provide quality, cost effective services;
- Work towards a safer and more caring community;
- Provide a green and sustainable environment;
- Encourage a thriving local economy;
- Improve the quality of life for people in our District;
- Maintain and enhance our local heritage.

This document sets out detailed standards for the visual presentation of Rochford District Council's brand. It is important to follow the rules precisely as only then will a clear, unified and effective

brand be achieved.

The strength and ultimately the success of this brand lies in the consistency with which it is used and the values it communicates.

### Document References

Logo = the term Logo in this document refers to the Leaf Logo;

Crest = the term Crest refers to our Council Crest and Coat of Arms.





## The Crest

The Crest is the most traditional and historic element of our visual brand; it represents the Council's strength and heritage. For this reason the Crest should only be used for Civic and Ceremonial purposes, and on official Council policy documents or reports, including member correspondence.

The Crest must not be used on any marketing materials without prior consent from the Visual Identity Group.

The Crest must always appear with the words 'Rochford District Council' unless approved by the Visual Identity Group, and must always be printed in colour on a white background.

The Crest must always be reproduced from a digital reference, and is available in several different sizes and resolutions.

EPS files should be used for printed materials and JPG or GIF for online materials. The Crest must never be printed from JPG or GIF format master reference.



## The Logo

The Logo represents the Council's aspiration to be the 'green' part of South East Essex, as over 80% of the District is greenbelt.

The Logo is a key part of our visual brand, with a contemporary design that appeals to the young and old. The Logo will help to build an instantly recognisable brand to support the Council's growth for many years to come.

The Logo must be used on all marketing, publicity and signage. The Logo consists of

two elements: the leaf and the name style. These must not be redrawn or altered in any way. No other words can be attached to the Logo.

The Leaf element can be used on its own as a visual representation of our brand, but such usage must be approved by the Visual Identity Group.

Both the Logo and Crest are available in several different sizes and resolutions in order to be as flexible as possible without having a negative

visual impact on the brand.

In print the Logo must not appear smaller than 25mm measured across its entire width. On screen, it must not be smaller than 115pixels at 72dpi.

The Logo must always be reproduced from a digital reference. EPS files should be used for printed materials and JPG or GIF for online materials. The Logo must never be printed from JPG or GIF format master reference.

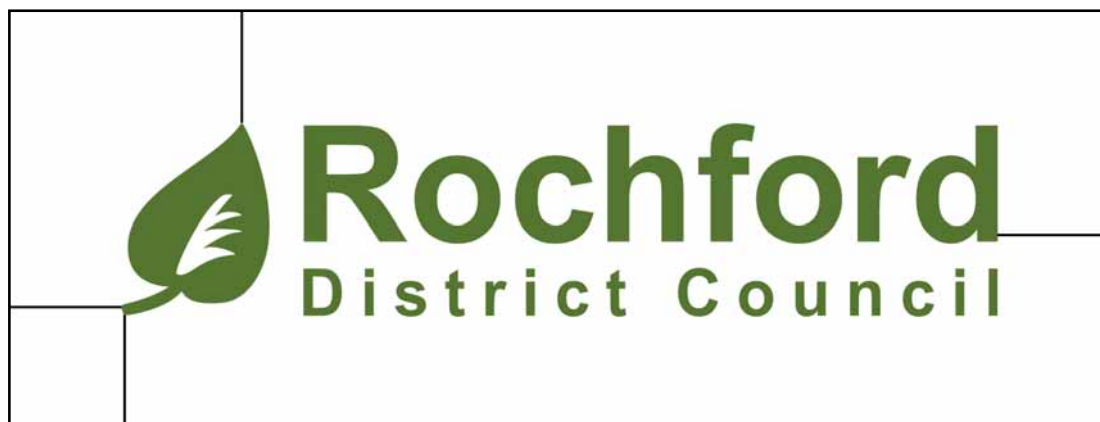




## Misuse

All of these examples show how NOT to use the Crest and Logo:

1. The typeface on the Crest and Logo must not be altered or shrunk in anyway.
2. The Crest and Logo must always be proportional and not squashed.
3. No other text should be associated with either the Crest or Logo.
4. The Crest or Logo must not be used to make patterns.
5. The inverse white Logo should be used on blocks of colour other than white.
6. The Logo can only be white, green or black, depending on the Logo's usage.
7. The Crest or Logo must not be reproduced using other typefaces.
8. The Crest should not be used on any colour background other than white.
9. The Crest must never be used without the words 'Rochford District Council'.



## Exclusion Zone

The Logo and Crest will be more visual and have a greater impact when each is surrounded by a sufficient amount of space. An exclusion zone has been created around both images, within which no other images or text must appear.

The exclusion zone has been built in to both the Logo and Crest so that the exclusion zone will always be proportional to the image size. As mentioned previously, both the Logo and Crest are available in several different sizes and resolutions.

The length of the exclusion zone can easily be measured as it is the height of the letter 'R' in the word Rochford.





Directorate Of Internal Services  
Head of Legal Services  
A J Bugeja, BA(Hons.)  
Barrister

Ask for: [Enter the person to ask for]  
Ext: [Enter Ext here]  
Direct Dial: [Enter Direct Dial here]

Date: [Enter Date here]

My Ref: [Enter my ref here]  
Your Ref: [Enter your ref here]

Dear Sir/Madam

Yours sincerely

Albert Bugeja  
Head of Legal Services

Council Offices, South Street, Rochford, Essex, SS4 1BW  
Telephone: 01702 546366 - Facsimile: 01702 318154 - DX: 39751  
Email: [albert.bugeja@rochford.gov.uk](mailto:albert.bugeja@rochford.gov.uk) - Website: [www.rochford.gov.uk](http://www.rochford.gov.uk)

## Afternoon Tea for Veterans

**Cllr Mrs Mavis Webster**  
Chairman of Rochford District Council

invites you and a guest to join her for  
afternoon tea on the terrace

**The Mill Arts and Events Centre**  
**Rayleigh Sunday 30th July**  
**2pm - 4pm**



### RSVP

Helen Collins, 01702 318144, [helen.collins@rochford.gov.uk](mailto:helen.collins@rochford.gov.uk)  
Council Offices, South Street, Rochford, Essex SS4 1BW

Rochford District  
Council

## Alignment

The relationship between the Logo and Crest and any associated text and images should conform to the basic principles shown on this page. This will help to ensure consistency in the appearance of our materials.

Text and images should align vertically with the Crest or Logo, as shown. When using the Logo the principal alignment is on the far left and horizontally with the word Rochford. When using the Crest the principal alignment is

only with the word Rochford.



flexible

## Colour Use

The Logo has been created to be as flexible as possible and can be used on any colour background. The 'house' or preferred colour for the Logo, shown right at the top of this page, is Pantone 364EC (green) on a white background.

The secondary colour use of the logo is a white typeface and leaf displayed on any other colour background.

The logo can also be used in black on white and white on black for grayscale purposes.

House Colour:  
Pantone 364EC  
CMYK 78/4/99/47  
RGB 66/19/48  
HTML 427730



## Rochford District Council



## Rochford District Council

### Colour Use

The Crest must always be used in colour on a white background.

A greyscale version of the Crest is available but should only be used when

unavoidable, for example, in press or similar publication.

The legacy outlined version of the Crest should no longer be used on any document.

The Logo and Crest must always be reproduced from a digital reference. EPS, JPG and GIF files for both the Logo and Crest are available on request from the Visual Identity Group.



Visual Identity

## Imagery

Imagery is an essential part of communicating the brand.

The Council likes to use clean and simple images wherever possible. Always use high resolution images (300dpi).

Multiple images can be used together but must never be displayed as a faded montage or collage. Badly scanned images, images out of focus or extreme motion blur should also not be used. The Council

keeps an image library for use in publications and marketing materials.

These images are available from the Visual Identity Group upon request.



# Sample Page Layouts

## Main Heading

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## Main Heading

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## Main Heading

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## Main Heading

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# Arial

## Arial Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

## Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

## Typeface

The Arial font is the brand typeface and should be used for all Council communications, both internal and external. It is a clean, classic typeface with good legibility. It is functional and widely available on PC, Macintosh and Linux systems.

Within the Arial family type, 'weights' have been selected

for use: Arial, Arial Bold and Arial Italic.

The minimum and maximum type size for copy is 10pt and 14pt respectively, although we recommend that you use 12pt. This will ensure that our publications are as accessible as possible.

### Never:

- Use type effects, e.g. shadows and outlines.
- Use hyphenation where a word runs over at the end of a line.
- Use uppercase or italics for headings and titles.
- Use horizontal scaling to condense text.



## Our Tone of Voice

The style in which we write documents is vital to our image. All our documents must be written in plain English, be accessible, relevant and engaging.

Our writing style shows who we are; it is confident and professional. We use straight forward, simple and direct words, and write in a style

which is understood and appeals to all.

The language we use for marketing and promoting our products and services captivates the audience. We use imaginative and vibrant words which capture the imagination and challenge people to think differently.

For further information and guidance on the use of language please contact our Communications Officer.



# INVESTOR IN PEOPLE

## Investor in People

The Investor in People logo should appear wherever the Crest or Logo appears.

The Investor in People Logo must appear anywhere on online or marketing materials, in such a place where it does not intrude on the Logo or have any negative impact on the document or the Council's visual brand.

On stationery the Investor in People logo must appear in one of the four corners, except for the top left hand corner, which is reserved for the Crest or Logo.

Please see the Investors in People website for further information on usage of their logo:

[www.investorsinpeople.co.uk](http://www.investorsinpeople.co.uk)



# Stationery

Stationery is one of the most important applications of our visual brand. This section shows the consistent approach that underpins the design of our internal and external stationery.

A range of templates have been created to ensure consistency across all typed stationery. The design of these templates is business-like and professional and should not be altered in any way.



## Members Stationery



**Member Correspondence**

**Councillor A J Humphries, FinstD,  
AMASI, AMInstBE**

**Conservative Group  
Representing the Rayleigh Central Ward**

37 Wellington Road  
Rayleigh  
Essex SS6 8EX  
Home Tel/Fax: 01268 779328  
Work Tel/Fax: 01268 747204



**Cllr. P R Robinson**  
**Conservative Group**  
**Representing the Hullbridge Ward**

**'Owl Cottage', 10 Queen Annes Grove, Hullbridge SS5 6DS**  
**Work Tel: 01702 232669 Email: [petersteam@btinternet.com](mailto:petersteam@btinternet.com)**

**Council Offices, South Street, Rochford, Essex, SS4 1BW**



**INVESTOR IN PEOPLE**



**Directorate Of Internal Services  
Head of Legal Services**

A J Bugeja, BA(Hons.)  
Barrister

Ask for:[Enter the person to ask for]

Ext:[Enter Ext here]

Direct Dial:[Enter Direct Dial here]

My Ref:[Enter my ref here]

Your Ref:[Enter your ref here]

Date: [Enter Date here]

**Council Offices, South Street, Rochford, Essex, SS4 1BW**  
**Telephone:** 01702 546366 - **Facsimile:** 01702 318154 – **DX:** 39751  
**Email:** [albert.bugeja@rochford.gov.uk](mailto:albert.bugeja@rochford.gov.uk) - **Website:** [www.rochford.gov.uk](http://www.rochford.gov.uk)



INVESTOR IN PEOPLE



**Rob Collyer**  
Web Services Development  
Manager

Council Offices  
South Street  
Rochford  
Essex SS41BW

Tel: 01702 [Enter DD here]  
Ext: [Enter here]  
Fax: 01702 318186  
Email: [rob.collyer@rochford.gov.uk](mailto:rob.collyer@rochford.gov.uk)



**Council Offices South Street**  
Rochford, Essex, SS4 1BW  
**Telephone:** 01702 546366  
**Facsimile:** 01702 318154  
**DX:** 39751  
**Website:** [www.rochford.gov.uk](http://www.rochford.gov.uk)



INVESTOR IN PEOPLE



#### **Feugiat vel eros dignissim ut diam**

dolor, duis, luptatum dolor enim facilisis, autem ut. Euismod iriure lobortis ut iusto. Nisl ad, velit adipiscing dolore consequat veniam, quis et iriure vero quis in ex aliquam hendrerit lobortis et vel. Iriure facilisis eu, tation ullamcorper iriure consectetur et, ullamcorper. Ea te ut esse aliquip dignissim feugiat esse, volutpat. Ullamcorper nisl praesent in, sed. Sit praesent lobortis lorem eros nibh. Odio, eum lobortis, dignissim commodo, aliquip dignissim dignissim. Luptatum quis iriure diam tation dolore, facilisi tation, ut hendrerit aliquip tation vel. Molestie luptatum velit veniam odio in euismod, nisl facilisis sit lobortis aliquam esse te lobortis. Dolore facilisi consequat.

euismod, nisl facilisis sit lobortis aliquam esse te lobortis. Dolore facilisi consequat.

**£20.000 - £30.000**

**Reply To:**  
euismod, nisl facilisis sit  
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facilisi consequa

future



INVESTOR IN PEOPLE





Council Offices, South Street,  
Rochford, Essex SS4 1BW

#### Facsimile

To:	From:
Organisation:	Organisation:
Telephone:	Telephone:
Ext:	Ext:
Facsimile:	Facsimile:
Date:	Pages (Including Cover):

**Urgent**

**Reply ASAP**

**For Comment**

**For Info**

#### Privacy and Confidentiality

The information contained in this facsimile is intended to be confidential and may contain privileged and confidential information and must not be copied, distributed or taken any action in relation to it. If you receive this facsimile in error, please notify the sender immediately.



#### Memorandum

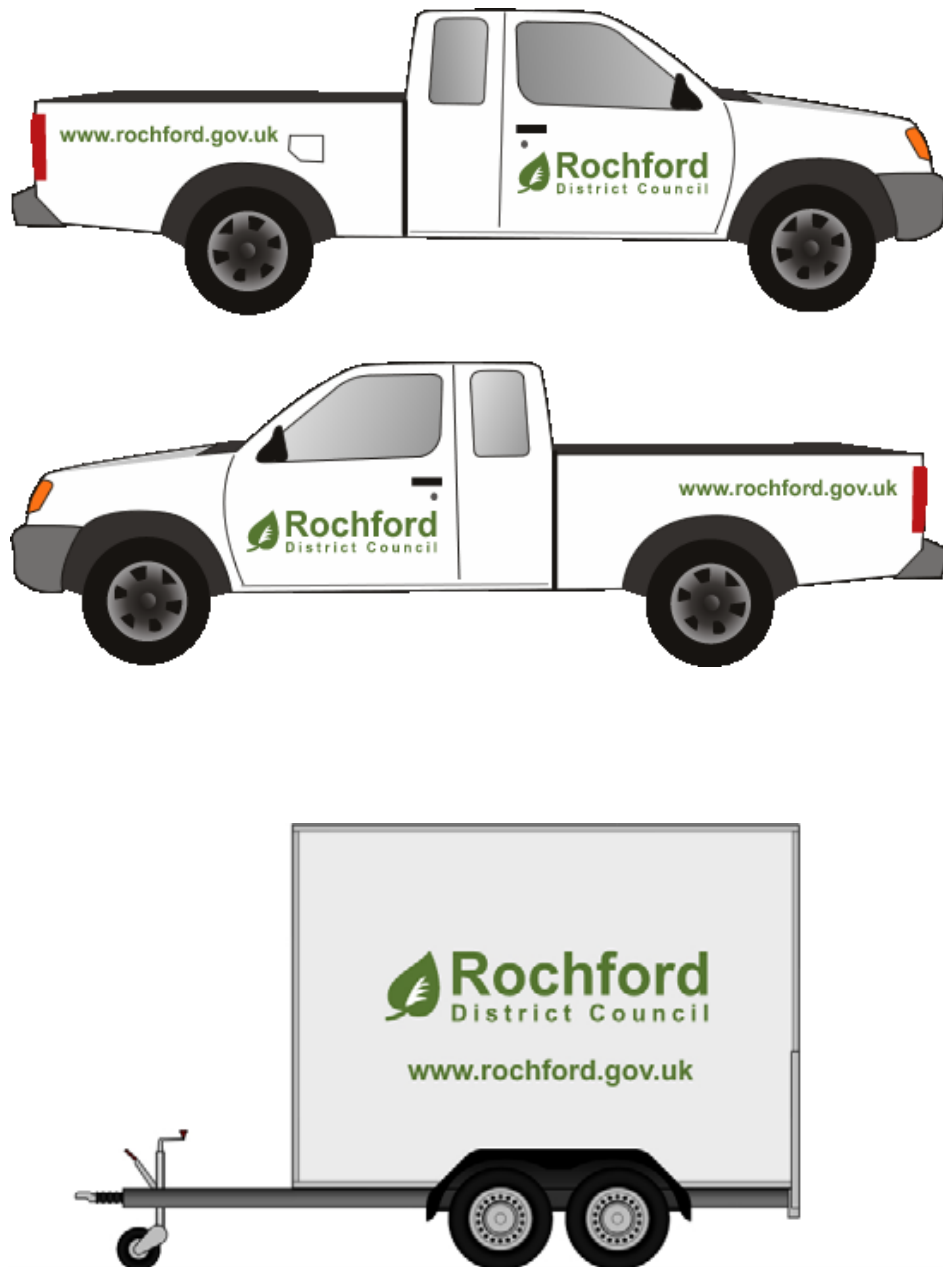
To: [Click here and type name]  
cc: [Click here and type name]  
From: [Click here and type name]  
Date: [Click here and type Date]  
Ext: [Click here and type telephone extension]  
Ref: [Click here and type reference]

**[Title in bold and underlined]**

[Click here to start text]



INVESTOR IN PEOPLE



## Contractors

In order to further enhance the Council's brand we must ensure that the Council's involvement in services and local activities is promoted.

All contractors should use the Council's Logo and house colour on their vehicles when engaged in Council contracts.

Where grants are awarded to a local organisation, encouragement should be given (or a condition imposed) that the Council's support and logo should be acknowledged in any marketing, publications or literature.



This is a visual impression of how the sign may look in the future.

## Council Facilities/Signage

Council owned/run facilities and signboards should display the Logo and house colour. District signage will continue to display the Crest.

Signs advertising Council

projects should, wherever possible, include the finish date of the project and, as appropriate, a contact name and telephone number at the Council. The latter will reinforce Council ownership

and assist feedback with expressions of praise, comment or complaint.

05 February 2007 - Find Your Service: A|B|C|D|E|F|G|H|I|J|K|L|M|N|O|P|Q|R|S|T|U|V|W|X|Y|Z

- Home
- Business
- Community and Life Events
- Council and Democracy
- Council Tax and Benefits
- Education and Skills
- Environment
- Health and Social Care
- Housing
- Jobs and Careers
- Leisure and Tourism
- News
- Planning
- Roads and Transport
- Do It Online

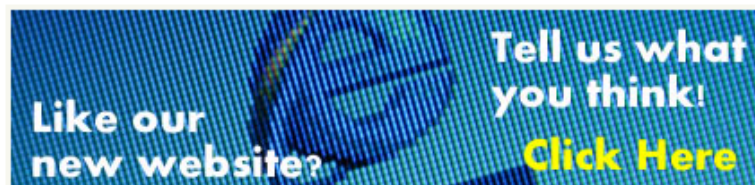
#### Did you know?

Interesting facts about the District you never knew

#### Contact Us

Rochford District Council, Council Offices, South Street, Rochford, Essex SS4 1BW

Tel: 01702 546366  
Out of Hours: 01268 527317  
information@rochford.gov.uk



#### Welcome to Rochford District

About the District  
Traffic News  
Web Cam  
Find your Nearest District Gallery  
RSS Feeds

#### Latest News What is This?

##### Essex Play

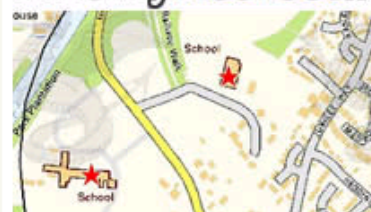
Children across Rochford District, as young as five, will be among 10,000 youngs

[Read More on Essex Play](#)

#### Latest Pages What is This?

Applications  
Pest Control  
Arts and Leisure  
Rats and Mice  
Sustainability (Agenda 21)  
District Tour  
Public Access for Planning

#### FindMyNearest >>



#### Contact your Local Councillor

Enter your postcode  Type Postcode Here

#### Do It Online

- [Pay Bills Online](#)
- [Report a Problem](#)
- [Comments and Complaints](#)
- [Parking Fines](#)
- [Parking Permits](#)
- [Planning Applications](#)

#### Access Tools

Text: 8|10|12|14



Listen to this website

#### How does the new website compare to the old one?

- ☐ Better
- ☒ Just as Good
- ☐ Worse

#### District Forecast:

##### Sunny Intervals



Min : 4°C Max : 5°C

by the BBC Weather Centre in association with the Met Office



INVESTORS IN PEOPLE



## Website Address

The website address must be placed on all external marketing and publications. It is important that we publicise our website in as many different ways as possible, and show that we are committed to providing information via the Internet.

The url can be displayed in two formats:

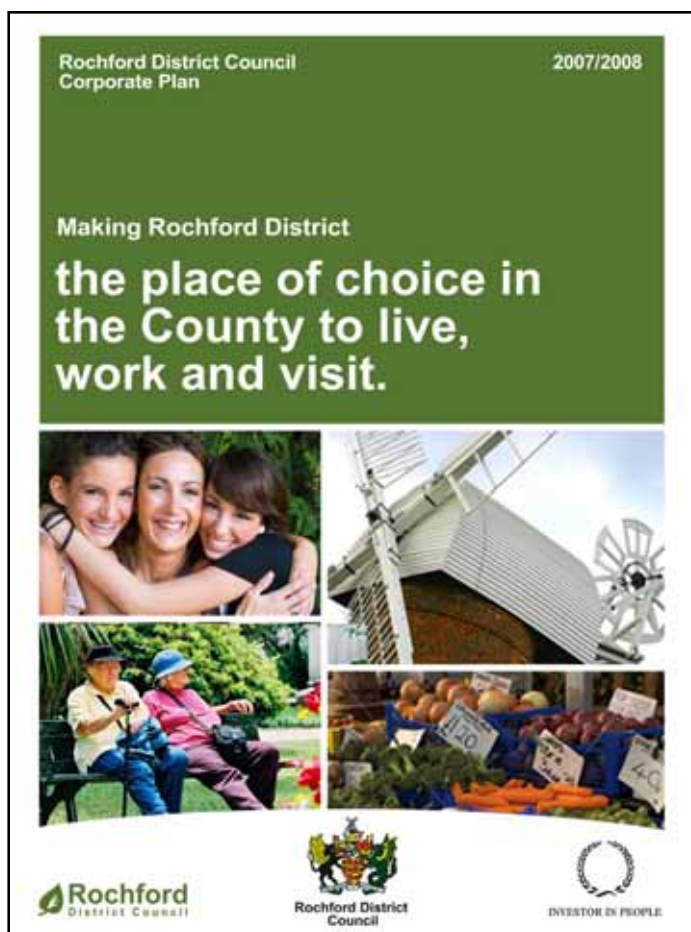
<http://www.rochford.gov.uk>  
<http://www.rochford.gov.uk/sectionname>

The URL must NOT be written as it sometimes appears in

your web address bar, for example:

<http://www.rochford.gov.uk/rdc/main.asp?page=0>



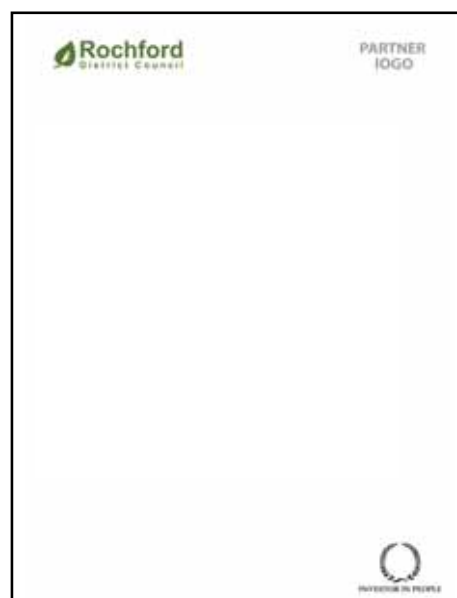
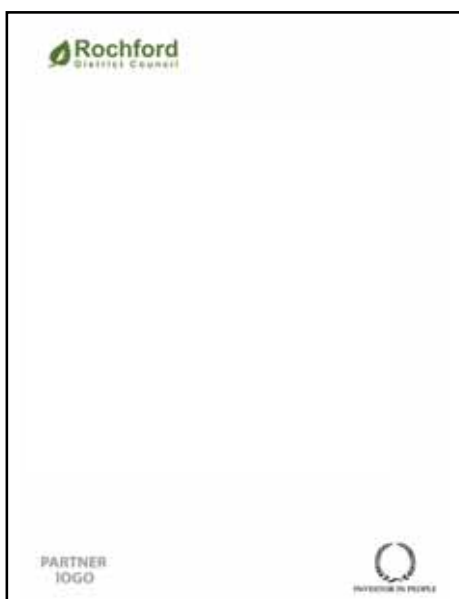


## Document Covers

For convenience we have produced a number of covers to use for the Council's corporate policies, documents and reports. The covers ensure that the Council is consistent in its overall appearance.

The structure establishes the size and position of the Crest, Leaf Logo and Investor in People logo, and the position of titles, subtitles, slogans, strap lines and dates.

The Crest, Leaf Logo and Investors in People logo must be positioned on the bottom of the cover. All text must appear in Arial and must be aligned as shown.



## Partnerships

The Council's relationship with partnership organisations should be communicated through the layout and design of partnership materials. This section provides guidance on what partnership materials should look like.

The examples above illustrate the three types of relationship the Council is most likely to hold with partnership organisations. Where we are the lead partner, the design

should conform to Council visual identity standards, as outlined in this document. The partner's logo should be positioned at the bottom of the page.

Where we are working in equal partnership, both logos should appear at the top of the page and the design of the document should reflect the joint nature of the working relationship.

Where we are not the lead partner, the design of the materials will normally be influenced by our partner's own design standard. In this instance, we must ensure our Logo is used according to the basic elements outlined in this document. For further information on which basic elements should be maintained, seek advice from the Visual Identity Group.



## Marketing Materials

When designing marketing materials there are no hard and fast guidelines on how the design should look. This is so that the Council can be as flexible as possible for designers.

The Logo must appear on all marketing materials and be

used in the way these guidelines suggest.

The Crest must not be used on marketing materials unless previously agreed with the Visual Identity Group.

Designs must not intrude on the Logo or have any negative

impact on the Council. All marketing must also be approved by the Visual Identity Group prior to being printed.

A standard address block can be used on marketing materials and is available on request from the Visual Identity Group.

## Production Procedures

In order for us to be consistent in our tone of voice and visual brand, it is important that all forms of marketing are produced in a uniform and structured way. Outlined below is a set of new procedures that you must follow when producing any form of marketing materials for Rochford District Council.

Step 1 - Produce all copy for your document(s).

Step 2 - All copy must be checked by our

Communications Officer. The document will be checked for publicity impact and to ensure that it is written in the correct style and tone of voice.

Step 3 - Once all copy is complete (not before) you must contact our In-House Designer so that they can design your document or decide if an outside design agency should be used. In nearly all circumstances you should not complete the design by yourself.

Step 4 - A draft version of the document must be approved by the Visual Identity Group before the document is printed. This is to ensure that the document conforms with our Visual Identity guidelines and projects a clear and consistent image.

N.B. It is the responsibility of the author to proof-read any materials for spelling or grammatical errors.

## Paper

It is the Council's policy to use recycled paper wherever possible for all printed materials. All stationery with the exception of business cards must be printed on white 80gsm for prints in black and white and white 90gsm for prints in colour. Business cards should be printed on white 300gsm paper.

Leaflets, posters and other marketing materials where required should be printed externally on white 130gsm silk paper.

Booklets printed internally can only be printed on 100gsm paper. Booklets printed externally should be printed on paper between 130gsm and 200gsm.

Variations of design may require the use of other paper to suit individual jobs.

Guidance on this can be sought from the Visual Identity Group.



**If you would like this information in  
large print, Braille or another language  
please contact 01702 546366**

## **Braille and Large Print**

All marketing and publication materials must include the information shown above. This standard text is available as an JPG image file from the Visual Identity Group on request.



## Glossary

**EPS:**

Encapsulated PostScript. A document file format that contains PostScript information for high-resolution graphics

**JPG:**

Joint Photographic Experts Group. A type of image file used in print and the internet.

**GIF:**

Graphics Interchange Format. GIF is a graphics file format that is used on the internet.

**Copy:**

A word used to describe written text.

**dpi:**

Dots Per Inch. A measure of resolution. for example a 300dpi image is sharper than a 72dpi image.

**gsm:**

Grams per Square Meter. The thickness of a sheet of paper is indicated by its weight, measured either in gsm.

**URL:**

Uniform Resource Locator. A URL is the address for a resource or web site on the World Wide Web.



## Further Information

It is impossible for us to cover every possible element of branding in this guide.

However, it is important that the guidelines explained here are followed and used consistently at all times. If you would like to use Rochford District Council's branding in any way that has not been covered in this guide, you must seek advice from our Visual Identity Group before doing so.

If you have any questions regarding this guide or the

Council's branding please contact:

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Essex SS4 1BW

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[visualidentity@rochford.gov.uk](mailto:visualidentity@rochford.gov.uk)  
[www.rochford.gov.uk/visid](http://www.rochford.gov.uk/visid)

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Ext: 3809

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