

Brand guidelines

Together we can make Lewisham the best place in London to live, work and learn

One Council
Logo
Position/size
Font
Colour
Templates
Photography
Partnership
Contact

Why is brand important?

Brand helps build a unique look and feel for Lewisham to ensure all our work is recognised and understood by our audiences.

A consistent style and presentation of information across all Lewisham communications is needed to build the image in audiences' minds.

It builds value that gives confidence in the Council's services and increases the profile of Lewisham.

An effective brand helps create a positive impression of our work and ensures that Lewisham is seen as a professional and efficient organisation.

Lewisham competes with other boroughs for investment, with other organisations for attention, with other employers for people and with other services for media coverage. A strong, consistent brand helps us to compete effectively.

The brand – One Council

It is important that all Lewisham branded material has a consistent look that helps promote the image of one unified organisation.

For this reason, services must not develop and use their own logos – only the Lewisham logo should appear on council material. Lewisham is One Council and the public should not be confused by different services using different logos.

An identity is different to a logo. The logo will always be the Lewisham logo. An identity is how something looks and appears which gives it recognisability and distinctiveness of its own. These identities can only be created by the design team and can only proceed under agreement from the communications team.

There is only one statement for Lewisham Council, no service should attach any other statement to the logo:

Together we can make Lewisham the best place in London to live, work and learn.

Any use of the Lewisham logo must be approved by the Brand and Production Officer before going to print or on the internet or intranet.

One Council

Logo

Position/size

Font

Colour

Templates

Photography

Partnership

Contact

Using the logo

The logo is an instantly recognisable symbol of the Council. It is the most valuable asset of the brand and it is crucial to use the logo correctly and consistently.



The logo must be used on any item that is a service the Council provides so people know where their information is coming from.

The Lewisham logo will nearly always appear on the front cover of communications. It is not necessary to repeat it on the inside or back of publications.

Wherever possible, the logo must be used in colour. Alternatively the mono version can be used if cost is an issue or printing in one colour.

Logo don'ts

Below are some examples of how not to use the logo.

Do not stretch out of proportion



Do not separate the box, the crown or the wording



Lewisham

These versions are no longer used



Do not change the colour of the logo



One Council
Logo
Position/size
Font
Colour
Templates
Photography
Partnership
Contact

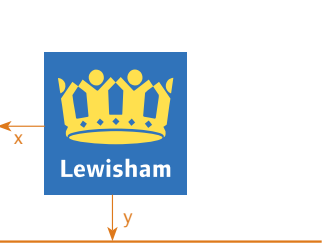
Position of logo

The logo must be positioned in a corner.

The space from the edges to the logo:

x = horizontal margin

y = vertical margin



Item	Logo size	Logo position (x and y)
A1	70mm	32mm
A2	50mm	24mm
A3	35mm	16mm
A4	25mm	10mm
A5	20mm	8mm
Third A4 / DL	18mm	8mm
A6	15mm	6mm

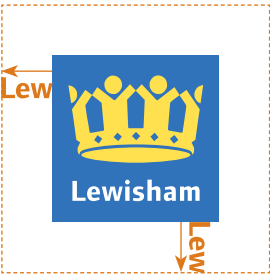
Size of logo

This is determined by the size of the page you are working on. The minimum size for the logo is 15mm.



Exclusion zone

A clear space must be placed around the logo where no other type or image should be placed. The length of 'Lew' from the logo defines this clear space.



Lewisham font

Foundry Form Sans has been selected for Lewisham because it is highly legible in all sizes and weights, is space-efficient, flexible and contemporary, so complies with RNIB guidelines for accessibility.

Foundry Form Sans font is Lewisham's principle font and has been selected for all printed publications. If this font is not available on your machine, and for other Lewisham documents and emails, then Arial 11pt must be used.

Foundry Form Sans

Foundry Form Sans Book

Foundry Form Sans Medium

Foundry Form Sans Bold

Because of legibility reasons italics should not be used within the main body of text as it can make it difficult for some people to read. Italic text can be used where the wording is not essential to the main information, for example pull out quotes and for design uses.

Colour palette

These colours have been selected to complement the logo and give a wide variety of choice.

The blue in the Lewisham logo must not be used outside of the logo.

Tints of these colours may be used when lighter colours are needed.

Consideration must be taken to ensure text remains legible at all times.

brick Pantone 1807c 100m66y35k	magenta Pantone Process Magenta c 100m	soft magenta Pantone 232c 3c80m	light magenta Pantone 1905c 53m8y	orange Pantone 1525c 72m100y10k	tangerine Pantone 158c 66m91y	light orange Pantone 472c 50m62y	bright yellow Pantone Process Yellow c 100y	highlight gold Pantone 115c 5m88y
olive Pantone 5815c 80y85k	bright green Pantone 382c 34c85y	lime Pantone 367c 35c58y	green Pantone 356c 88c95y26k	sage Pantone 5545c 51c45y59k	light green Pantone 556c 52c50y20k	turquoise Pantone 3272c 94c50y	dark blue Pantone 2758c 100c94m42k	cyan Pantone Process Cyan c 100c
sky Pantone 298c 60c2m	light cyan Pantone 2985c 57c3y	purple Pantone 5265c 75c78m51k	purple grey Pantone 5275c 70c70m45k	violet Pantone 2655c 59c65m	light purple grey Pantone 535c 32c20m18k	claret Pantone 2425c 42c100m28k	soft pink Pantone 521c 33c59m	light grey Pantone 421c 10c8m10y18k


Templates

Templates are available on the intranet for letters, compliment slips, memos, faxes, e-newsletters, e-documents and reports. They are also in the new document menu in Word. These templates must be used for correspondence at all times <http://ls/OurBrand/default.aspx>

All printed letters, memos, faxes, e-newsletters and reports should be typed in 11pt Arial.

No other typefaces should be used. The point size has been chosen to ensure documents are legible for everyone, including people with impaired sight, to ensure they meet RNIB's recommendations.

One Council
Logo
Position/size
Font
Colour
Templates
Photography
Partnership
Contact




Policy submission

Improving the street environment
links between citizen behaviour and the street scene

James Denny
Job title and position
December 2010

report template



Name

Dear

Re:
Begin your letter here

Yours sincerely

Name Surname
Job title


Name Surname
Department
Lewisham Town Hall
Catford
London SE6 4RU

direct line 020 8314 xxxx
fax 020 8314 xxxx
name@lewisham.gov.uk

date dd/mm/yy
our reference
your reference

www.lewisham.gov.uk

letter template



Write your copy in here

with compliments

Name of department

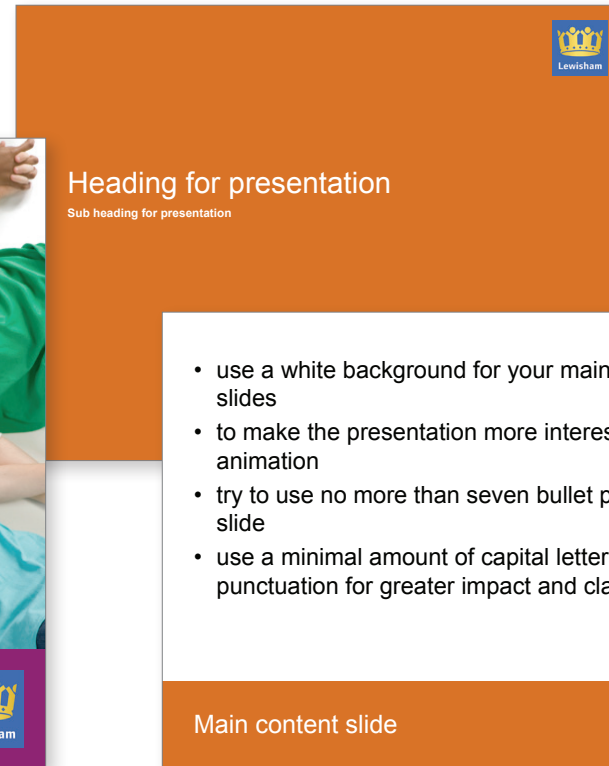
Address line 1
Address line 2
London Postcode

telephone 020 8314 xxxx
fax 020 8314 xxxx

www.lewisham.gov.uk

compliment slip template

Microsoft PowerPoint template



- use a white background for your main content slides
- to make the presentation more interesting add animation
- try to use no more than seven bullet points per slide
- use a minimal amount of capital letters and punctuation for greater impact and clarity

A generic Lewisham branded PowerPoint template is available for presentations. It includes the corporate logo, fonts and colours.

This is available on the intranet and must be used for all Lewisham presentations
<http://ls/OurBrand/default.aspx>

The design has been chosen to ensure documents are legible for everyone, including people with impaired sight, to ensure they meet to RNIB's recommendations.

Photography

The images we use should tell people that the Council and its employees:

- support accessibility for all
- celebrate the diversity of the borough
- respect people's dignity
- take pride in their work.

One Council
Logo
Position/size
Font
Colour
Templates
Photography
Partnership
Contact

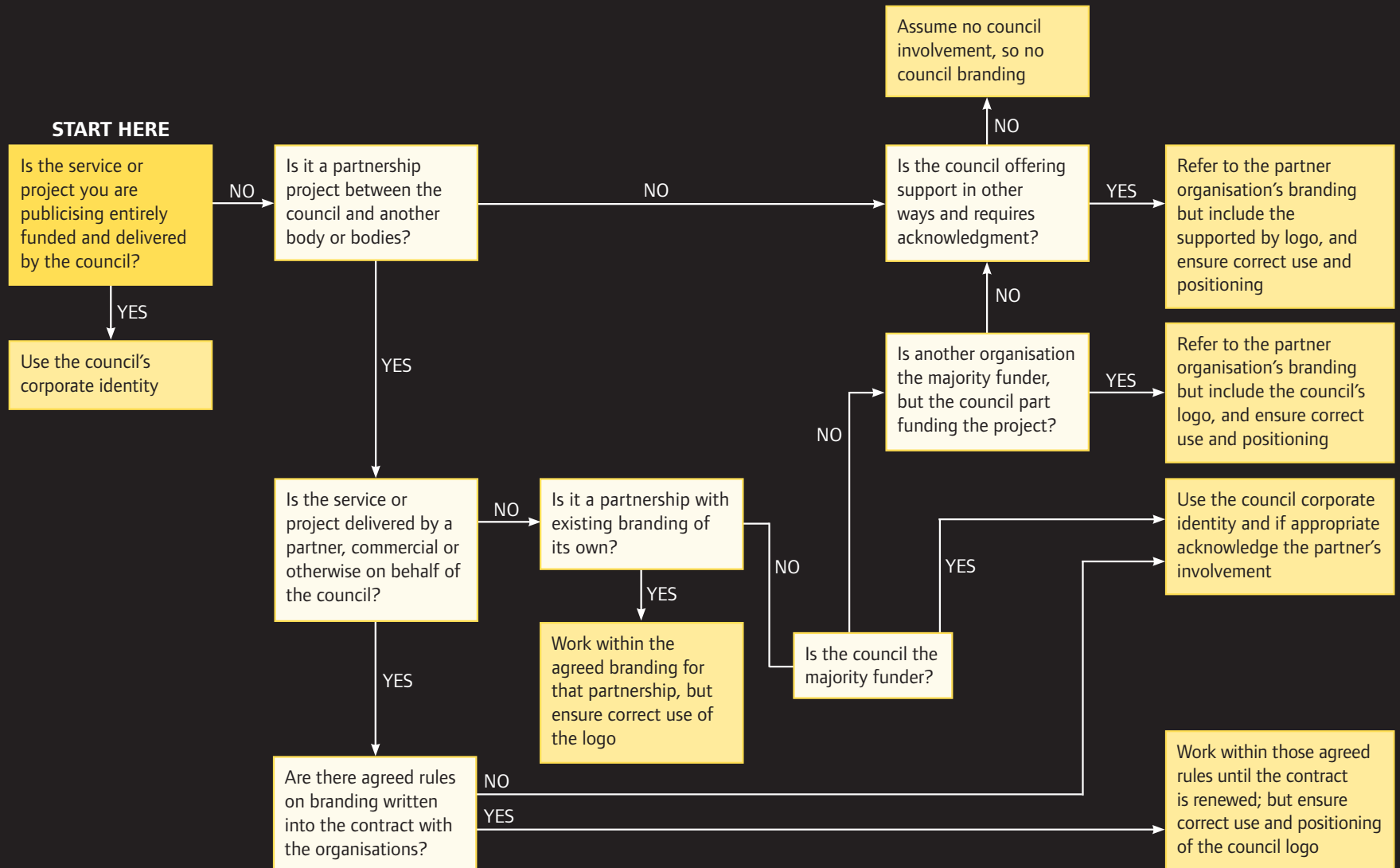
Consent and permissions must always be sought when taking photographs of people and a signed copy must be kept on file. If the photo is of a child, permission must be obtained from their parent or carer. Consent forms are available from the communications team.

Photographs, illustrations and logos must not be taken directly from the internet as we are unlikely to have consent or copyright to use them.

Clip art must be avoided at all times. Images should be professional, unique and relevant to the subject area. Clip art is generally poor quality, clichéd and irrelevant.

Partnership branding

Use the chart below to determine how a communication should be branded.



One Council
Logo
Position/size
Font
Colour
Templates
Photography
Partnership
Contact

Partnership branding

When a group of organisations is working in partnership together it is not necessary to use all the organisations logos on the communication material. When the partnership is more than four organisations, a sentence is sufficient to explain who is working on the project. An example:

The strategic organisation is a partnership of Lewisham Council, NHS, Connexions, Lewisham Homes and Leisure Connection.

One Council
Logo
Position/size
Font
Colour
Templates
Photography
Partnership
Contact



The above logos are **only** available when Lewisham works in partnership with an organisation, such as the NHS, or helps fund a particular external service or event. In all other instances the square logo should be used.

Contact

For more information on the
brand please contact the
Brand and Production Officer

email brand@lewisham.gov.uk

telephone 020 8314 9022

One Council
Logo
Position/size
Font
Colour
Templates
Photography
Partnership
Contact