Brand guidelines

Contents

Principles

This document explains the key principles to create **consistent visual communications** and to **increase recognition and trust** for the Council.

When followed, this promotes the image of a single, unified organisation and helps the public clearly undertsand who is the author of the information.

A brand is not a logo alone. Various elements need to be used effectively and consistently to build a trusted, recognisable brand:

- **The logo**
- **Tone of voice**
- **Colour**

- **Typography**
- **Photography, video and illustration**

A strong brand constantly evolves and grows to reflect the organisations values and customers expectations and behaviours.

If you require further advice on our brand please contact the **design and brand team**.

The logo

The logo is an instantly recognisable symbol of the Council.
It is essential that the logo is used correctly and consistently.

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

In most instances, the Lewisham logo will appear on the front cover of communications. It is not necessary to repeat it on the inside or back of publications.

There are **three versions of the logo to suit specific needs**.

The logo is made up of three elements that must not be altered:

The square

acts as a container for the other two elements and MUST be present whenever the logo is used. The logo should NEVER appear as a crown and lettering without the square and the proportions should never be altered.

The crown

is the chief visual signifier.

The name

Lewisham sits below.

Together, these elements are clearly identifiable as Lewisham Council.

Logo versions

Colour logo

This is the main Lewisham Council logo and should be used in most circumstances for colour and online documents.

It should never be used on a document that will be printed using a mono printer, as the colours will print as greys rather than black.

Mono logo

This is a black and white logo which is used when printing in mono, such as letters and reports. It should not be used on a black background.

Note

The crown and the word "Lewisham" will always be lighter than the colour of the square, as shown in these examples.

"Reversed out" (white) logo

This logo can be used in various circumstances, such as where there are a group of partner organsations' logos all apear in white, or where the colour logo will not have clear impact on the the background. It's also used on items where there is only one colour, such as the borough's waste and recycling bins.

This logo should never have the keyline removed around it, as it forms the darker square that holds the crown and name.

What sits behind the logo should be carefully considered, to make sure the logo is clearly visible. This can also detemine the choice of logo used.

Isolation area

Lew

Lew   Lew

Lewisham

Lew

There must be a clear space around the logo where no other type, image or logo should be placed. The distance that type, images and other logos can be placed next to the logo is defined by length of the letters 'Lew'.

Tip: If you hold the shift button whilst re-sizing images in Word or Powerpoint the logo reduces/enlarges proportionally and will remain square.

Never **squeeze**, **stretch** or **compress** the logo.

It must always appear as a square.

Logo position and size

Print

The logo should never be smaller than 14mm^2 for print documents.

This table is a suggested guide for logo and margin sizes (distance to the edge of the page/frame):

Paper size	Suggested logo size	Suggested margin size
A1	70mm	32mm
A2	50mm	24mm
A3	35mm	18mm
A4	25mm	12mm
A5	20mm	8mm
Third A4 / DL	18mm	8mm
A6	15mm	6mm

Digital

The logo should never be used smaller than 80px^2

Colour

Our colour palette consists of **corporate** and **extended palettes**. The main corporate palette is used for most corporate publications. The extended palette enhances recognition for specific campaigns and services. It should be used in collaboration with our **design and brand team**. Colours from both palettes can be combined together.

Note

The blue in our logo **IS NOT** a brand colour. It should never be used except for in the logo.

Corporate palette

Dark Blue
C94 M79 Y43 K37
R30 G52 B81
#1E3451

Deep Blue
C92 M74 Y31 K18
R43 G73 B114
#2B4972

Turquoise
C78 M16 Y27 K2
R00 G158 B179
#009EB3
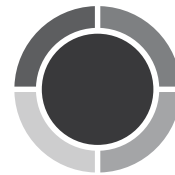
Charcoal
C20 M15 Y15 K86
R58 G58 B58
#3A3A3A
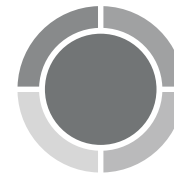
Grey
C48 M38 Y38 K25
R122 G122 B122
#7A7A7A

Cool grey
C20 M11 Y9 K0
R212 G218 B226
#D4DAE2

Extended palette >>

Colour

Extended palette

Note

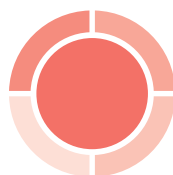Colours from the Corporate and Extended palettes can be combined together.

Claret
C40 M94 Y28 K23
R134 G40 B97
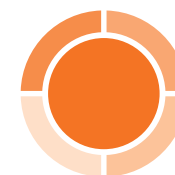#862861
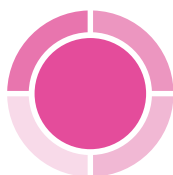
Pink
C4 M85 Y0 K0
R228 G76 B155
#E44C9B

Salmon
C0 M70 Y55 K0
R243 G113 B103
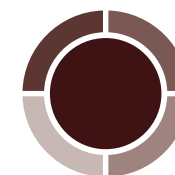#F37167

Red
C20 M98 Y100 K0
R202 G43 B44
#CA2B2C

Orange
C0 M68 Y98 K0
R235 G108 B13
#EB6C0D

Chocolate
C47 M85 Y76 K70
R67 G3 B3
#430303

Sky blue
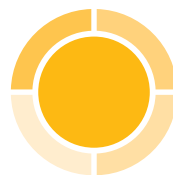C55 M0 Y0 K0
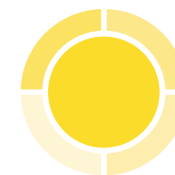R91 G203 B245
#5BCBF5

Green
C85 M18 Y95 K5
R19 G145 B75
#13914B

Citrus green
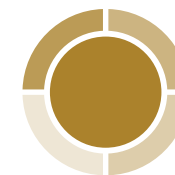C35 M0 Y89 K0
R177 211 B76
#B1D34C

Tangerine
C0 M30 Y100 K0
R253 G185 B19
#FDB913

Yellow
C3 M9 Y92 K0
R251 G220 B43
#FBDC2B

Gold
C30 M45 Y100 K10
R170 G130 B44
#AA822C

Tints at 20% degrees of each colour can be used, as well as using solid black and white.

Careful consideration needs to be taken regarding legibility and accessibility when placing dark/light text on top of colours. The **design and brand team** can give advice and suggestions.

Typography

Our corporate typeface is **Foundry form sans**. This is the default font for all professionally designed publications. It comes in various weights. We usually use Foundryformsans Book for body copy and heavier weights for headlines.

When Foundryform sans is not available for internally produced documents, we use **Arial** as an alternative.

Our website uses **Open Sans**, a similar sans-serif typeface which was designed and developed specifically for clear visibility on screen and at small sizes.

If designing for social media in application such as Canva, and Arial isn't available, **Open Sans** should be used.

For legibility in print, our minimum type size is 12pt with 15pt leading.

The **design and brand team** can advise if help is needed.

Note

If working in Microsoft Office, make sure you use Arial as your font rather than the current default Microsoft font, Calibri.

Foundryformsans
ABCDEFGHIJKLMNOPQRST
abcdefghijklmnopqrstuvwxyz
1234567890

Foundry form sans book
Foundry form sans italic
Foundry form sans medium
Foundry form sans demi
Foundry form sans bold
Foundry form sans extra bold

The Mount was a football stadium in Catford, located in the south west corner of Mountsfield Park. Catford South End FC eventually developed the land into a stadium with terracing. In the 1920's it had a capacity of roughly 50,000 people. The land still remains as a grassed area within the park.

Photography/video

Photography and film should be carefully considered, reflecting an authentic, diverse and relatable Lewisham. It should be appropriate to the message being conveyed.

Avoid:
- Stock photography that looks unconvincing;
- Poorly shot images e.g. images that are out of focus, over/under-exposed or low resolution.

If you have difficulty finding the type of images required, the **design and brand team** has a library of images and may have suitable options. We will consider new photography shoots if it is felt the photographs will help build our library of images.

All photography and video must be GDPR compliant and we must have **permissions forms** completed and stored for main subjects appearing in shots.
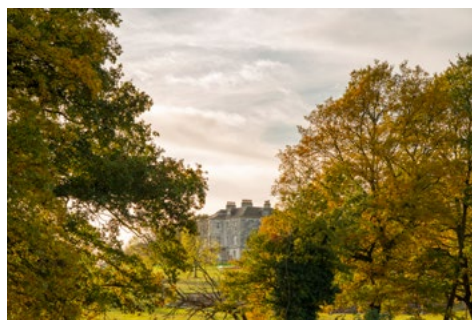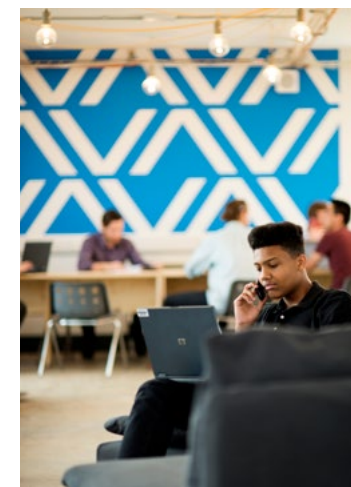
Digital

Social Media

Profile image: The Lewisham logo should appear square in Council social media account pages. The square should not be cropped by the circular placeholder.

The **design and brand team** can offer advice and support regarding optimised sizes and formats for social media images and video.
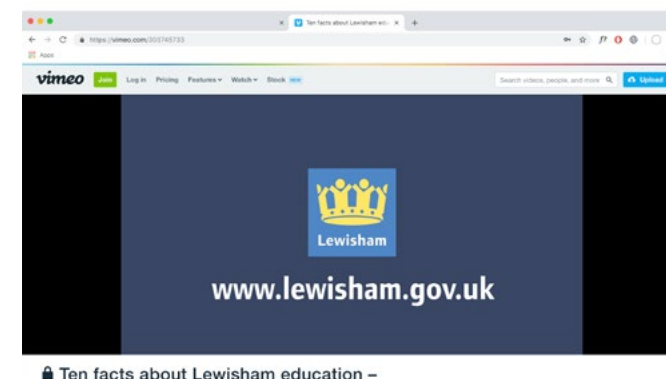
Video

Ident

Where possible, videos should include a Lewisham Council ident in the top left corner of the screen.
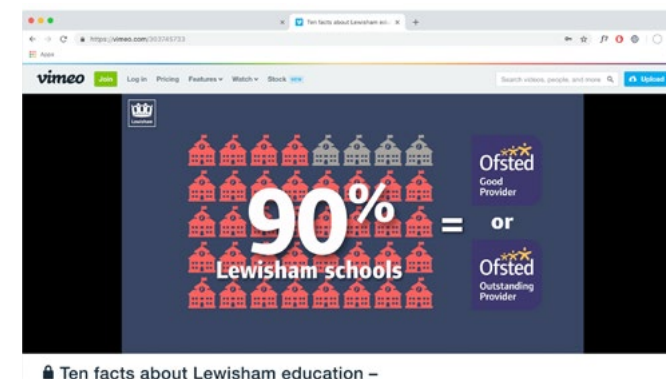

End slate

In the final scene, the Lewisham logo should appear, centred on the screen, with any call to action/url appearing below.

Templates

Branded **templates for Microsoft Word and Powerpoint** (Intranet link) documents are available.

These should be used to create a consistent look and feel to all published material and presentations. Care should be taken to make sure the styles for typography, colour palettes and photography follow the brand guidelines.
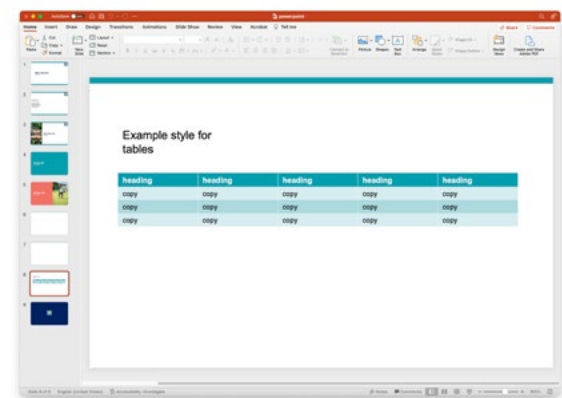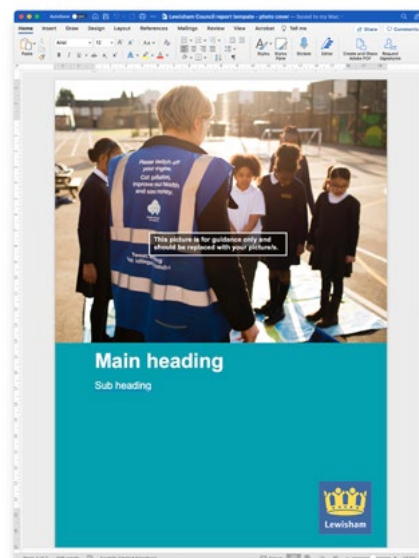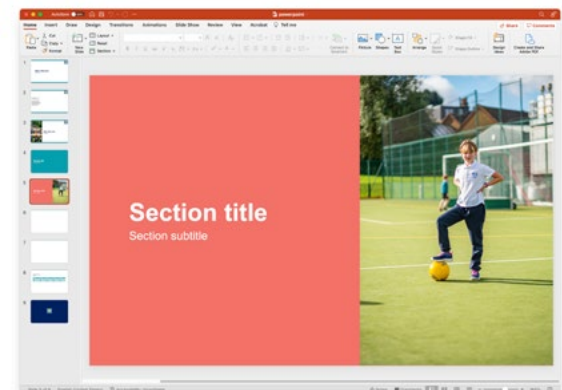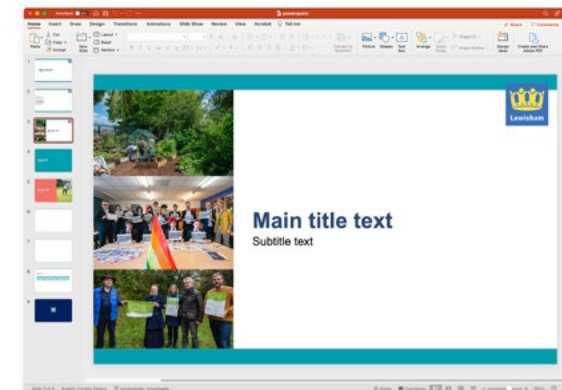
Contact

Our design and brand team are available to offer guidance and help you use our brand effectively and consistently.

We can be contacted at **brand@lewisham.gov.uk**.

We are also able to undertake design projects and to help commission approved designers/agencies. If you would like to **request design support** (Intranet link) for a project please fill in the design request form.

These guidelines will have ongoing updates, to reflect current channels used by Lewisham Council and behaviours and exectations of our customers.

www.lewisham.gov.uk