

# Our 6 Commitments Corporate Guidelines

# Welcome

# South Ayrshire Council Corporate Guidelines

## What is a brand

A brand is not just a logo. It is also about portraying a positive and consistent personality and image.

It lets us know what an organisation stands for and helps identify products and services with the provider - in this case, the Council.

A logo does play a big part in this and it is important to have clear guidance on logo dimensions, placement and usage.

A strong brand portrays an instantly recognisable visual image through other elements such as: typeface, writing style, colours, photography and layout and design of publications.

Your brand helps to build a positive image and supports what you do. By following a consistent and accurate identity, we are helping to create and maintain a positive and lasting impression of South Ayrshire Council.

If you have any queries when using these guidelines please contact Stephen Dunn at Design.  
[stephen.dunn@south-ayrshire.gov.uk](mailto:stephen.dunn@south-ayrshire.gov.uk)  
or call **01292 617640**.

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# The Brand (6 Circles)

Our 6 Commitments set out how we will develop effective and engaging communication with residents, communities, employees and partners to promote the services and achievements of the council.



**Fair and Effective Leadership**  
**Commitment 1**  
Leadership that promotes fairness



**Closing the Gap**  
**Commitment 2**  
Reduce poverty and disadvantage



**Grow Well, Live Well, Age Well**  
**Commitment 3**  
Health and care systems that meet people's needs



**South Ayrshire Works**  
**Commitment 4**  
Make the most of the local economy



**Stand up for South Ayrshire**  
**Commitment 5**  
Increase the profile and reputation of South Ayrshire and the Council



**A Better Place to Live**  
**Commitment 6**  
Enhanced environment through social, cultural and economic activities

# The Brand and exclusion Area

The circles must never be manipulated in any way and horizontal and vertical proportions must be maintained at 100% clear.

We would encourage the use of the corporate colour version of the logo on Council publications however the Council policy for stationery and internal printing is black and white.

They should always appear prominently alongside each other, or if used separately in any publication, digitally or on all corporate signage, vehicles and uniforms.

This document will advise you on the correct implementation of the brand and elements for all internal and external use.

If you have any queries when using these guidelines, please contact Stephen Dunn at Design:  
[stephen.dunn@south-ayrshire.gov.uk](mailto:stephen.dunn@south-ayrshire.gov.uk)  
or call 01292 617640

## The Brand exclusion area

The clear space requirement is designed to maintain the integrity of the logo. This ensures visibility and legibility.



## Minimum Size

The circles should never be used any smaller than the size shown

The permitted minimum size, where no space restrictions apply, is 45mm.



# Correct brand usage

1. Full colour branded circles for use on all applications that support 'full colour' printing. The coloured versions should be used for all web and digital applications



2. For day to day printing - or where black is the only printing colour available-a black version of the circle(s) can be used on a white background.



# Approved Brand usage with the Council logo

The six blank coloured circles and wording 'Making a Difference Every Day' can be used to compliment the Council logo as seen in the examples opposite.

The circles and wording should not extend more than double the length of the logo on the left hand side and should always be right aligned under the Council logo.

The coloured version and reversed out version should be used for all web and digital applications and also external print

For day to day printing - or where black is the only printing colour available-a black version can be used on a white background.



# Approved Brand Exclusion Area

## The Brand exclusion area

The clear space requirement is designed to maintain the integrity of the logo. This ensures visibility and legibility.



## Minimum Size

The circles should never be used any smaller than the size shown

The permitted minimum size, where no space restrictions apply, is 90mm x 33mm.



# Incorrect brand usage

1. Do not rotate the identity



3. Do not stretch or try to manipulate the identity



2. Do not place the circle onto a background colour that makes it illegible or difficult to read.



4. Do not place on top of a pattern



# Typography

Our main corporate typeface is Arial.

The Gibson font should only be used on Headings and sub-headings.

It is very important that Arial is used for all body text of printed and digital items. Never change any part of the typeface by condensing or expanding text. As a general rule avoid using special effects such as shadows and underlining. In all materials, make sure leading (the space between the lines in the paragraph) is always at least that of the typeface +2pts.

We recommend a minimum type size of 12pt on a minimum typesize of 48pt on all signage and vehicles.

Arial Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910

*Arial Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*12345678910*

**Arial Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**12345678910**

***Arial Bold Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***12345678910***

Gibson Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910

*Gibson Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*12345678910*

**Gibson Semi Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**12345678910**

***Gibson Semi Bold Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***12345678910***

# Primary Colour Palette

The primary colour palette is made up of the South Ayrshire Council Corporate colour and five supportive pantone colours

The colours represented on this page are as close as possible to actual Pantone colours.



Pantone 286 C  
C 100 M75 Y0 K0  
R0 G51 B160



Pantone Process Blue C  
C 100 M28 Y6 K1  
R0 G130 B202



Pantone 265 C  
C 60 M66 Y0 K0  
R146 G100 B204



Pantone 166 C  
C2 M78 Y100 K0  
R230 G83 B0



Pantone 297 C  
C 57 M3 Y4 K0  
R107 G196 B232



Pantone 361 C  
C 73 M0 Y100 K0  
R61 G174 B43

# Secondary Colour Palette

The secondary colour palette consists of a background colour - Pantone 296C for digital and print work and our primary text colour (Pantone Cool Grey 10C) White text should be used on all publications with the background colour.

For any advice and permission to use any of the Primary/Secondary colours please contact Stephen Dunn in Design: [stephen.dunn@southayrshire.gov.uk](mailto:stephen.dunn@southayrshire.gov.uk) or call **01292 617640**.



Pantone 296C  
C100 M81 Y51 K68  
R5 G28 B44



Pantone Cool Grey 10C  
C59 M47 Y42 K31  
R99 G101 B105

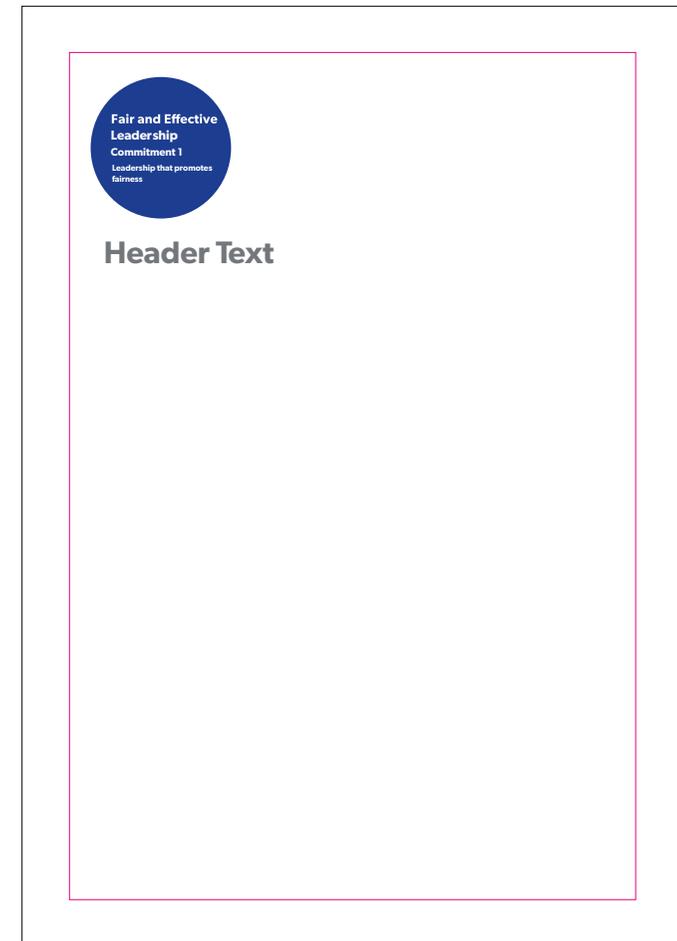
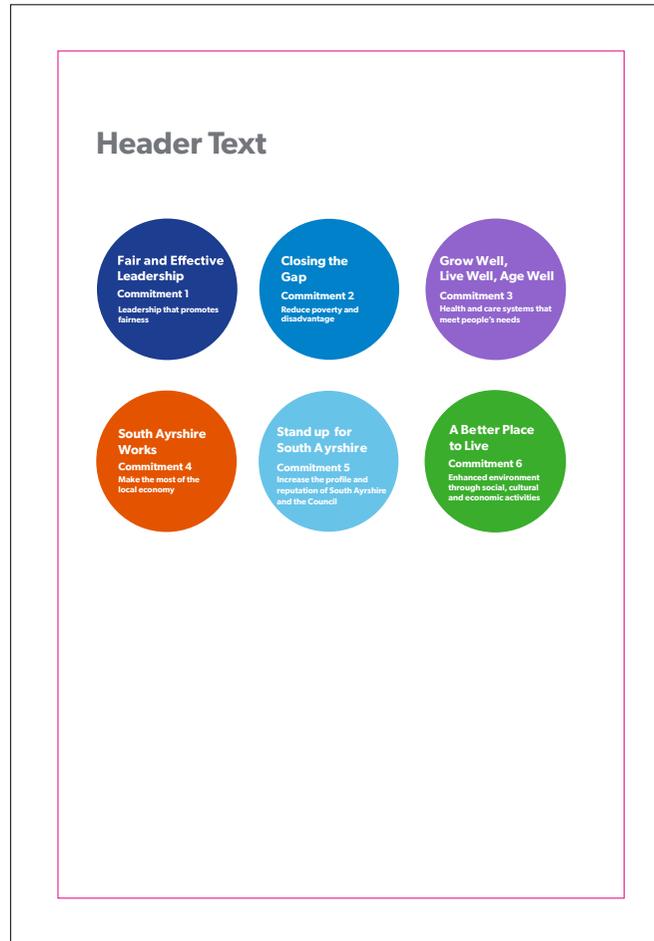


White  
C0 M0 Y0 K0  
R255 G255 B255

# Positioning of the Circles

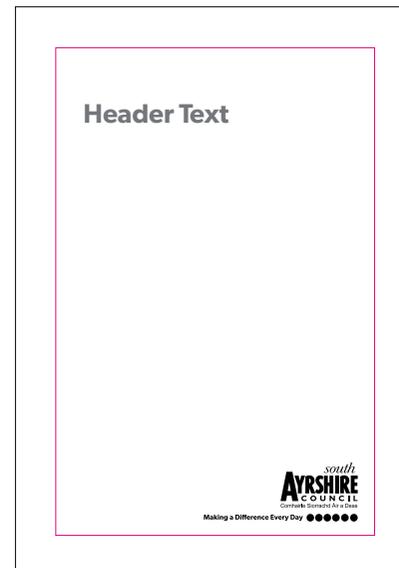
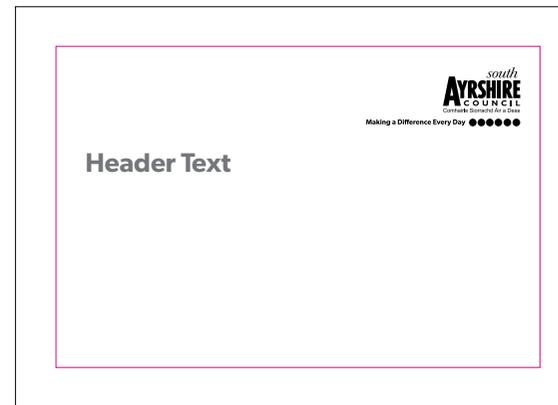
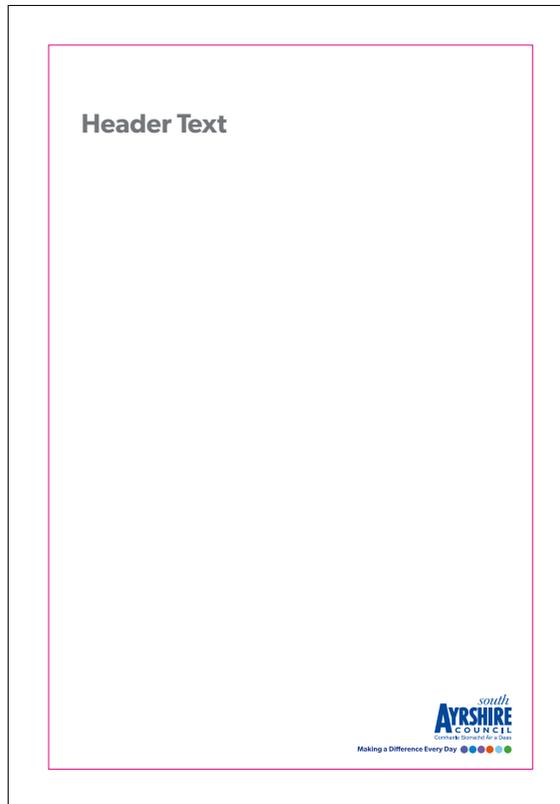
The circle(s) should only be positioned as the examples opposite. If promoting the 6 circles they should be kept together in order from left to right, top and bottom. If promoting a single commitment(circle) then it should be positioned top left hand side with Header in Gibson Semi-Bold, or if font not available Arial Bold can be used as a substitute.

There are logo size rules for A4 and A5 sizes, but where the format size does not conform to these, please make sure that the circle (logo) is large enough to be clear, but not overpowering.



# Positioning of the Secondary logo

The secondary logo should be positioned if possible at all times at the bottom right of any publication. Where this is not possible then top right hand side positioning can be used as per the examples opposite.



# Translations

In accordance with the Council's equality policy and commitment to social inclusion, consideration should be given to specific requirements when producing printed materials.

If there is a requirement for documents to be provided in a large font or specific languages South Ayrshire council will pass the relevant information onto an interpreting service for translation. This makes sure that the correct information is being translated.

If you wish to use our translation services please contact Stephen Dunn in Design: [stephen.dunn@south-ayrshire.gov.uk](mailto:stephen.dunn@south-ayrshire.gov.uk) or call **01292 617640**.

Basic translations, as the example shown, will be used on a selection of Council literature to let the appropriate readership know of these services.

This information can be made available, on request, in braille, large print or audio formats and can be translated into a range of languages. Contact details are provided below.

درخواست کرنے پر یہ معلومات نابینا افراد کے لئے ابھرے حروف، بڑے حروف یا آڈیو میں مہیا کی جاسکتی ہے اور اسکا مختلف زبانوں میں ترجمہ بھی کیا جاسکتا ہے۔ رابطہ کی تفصیلات نیچے فراہم کی گئی ہیں۔

本信息可应要求提供盲文，大字印刷或音频格式，以及可翻译成多种语言。以下是详细联系方式。

本信息可應要求提供盲文，大字印刷或音頻格式，以及可翻譯成多種語言。以下是詳細聯繫方式。

ਇਹ ਜਾਣਕਾਰੀ ਮੰਗ ਕੇ ਬੋਲ, ਵੱਡੇ ਅੱਖਰਾਂ ਅਤੇ ਸੁਣਨ ਵਾਲੇ ਰਪ ਵੱਚ ਵੀ ਲਈ ਜਾ ਸਕਦੀ ਹੈ, ਅਤੇ ਇਹਦਾ ਤਰਜਮਾ ਹੋਰ ਬੋਲੀਆਂ ਵੱਚ ਵੀ ਕਰਵਾਇਆ ਜਾ ਸਕਦਾ ਹੈ। ਸੰਪਰਕ ਕਰਨ ਲਈ ਜਾਣਕਾਰੀ ਹੇਠਾਂ ਵੱਚੀ ਗਈ ਹੈ।

Niniejsze informacje mogą zostać udostępnione na życzenie w alfabecie Braille'a, w druku powiększonym lub w formie audio oraz mogą zostać przetłumaczone na wiele języków obcych. Dane kontaktowe znajdują się poniżej.

Faodar am fiosrachadh seo fhaighinn, le iarrtas, ann am braille, clò mòr no clàr fuaim agus tha e comasach eadar-theangachadh gu grunn chànanan. Tha fiosrachadh gu h-ìosal mu bhith a' cur fios a-steach.

**South Ayrshire Council**  
**Customer Contact Centre**  
**03001230900**

# Stationary

Each service letterhead uses the Corporate logo in black with the 6 circles and 'Making a Difference Every Day' vision statement separated from it at the base of the logo.

All letterhead templates are available to download from the CORE under corporate templates and stationary.

**Economy, Neighbourhood and Environment**

**Executive Director: Name Here**

**Head of Communities: Name Here**  
County Buildings, Wellington Square, Ayr KA7 1DR  
LP-32 AYR  
Tel: 01292 61  
Email:  
Our Ref: Your Ref:  
Date:  
If phoning or calling ask for

**South AYRSHIRE COUNCIL**  
Committee Services Ayr & District  
Making a Difference Every Day ●●●●●●

Dear

 INVESTORS  
IN PEOPLE

# Stationary

Compliment slip artwork is available to download from the CORE.

Required fields are left blank to fill in appropriate data.

All council staff have the same style of business card.

To order business cards please complete the form on the CORE.

**Economy, Neighbourhood and Environment**

**Executive Director: Name Here**

**Head of Communities: Name Here**  
County Buildings, Wellington Square, Ayr KA7 1DR  
LP-32 AYR  
Tel: 01292 61 Fax: 01292 61  
Email: @ south-ayrshire.gov.uk  
If phoning or calling ask for

**south  
AYRSHIRE  
COUNCIL**  
Comhairle Siorrachd Àir a Deas  
Making a Difference Every Day ●●●●●●

With Compliments

**Resources, Governance  
and Organisation  
Property and Risk**

**south  
AYRSHIRE  
COUNCIL**  
Comhairle Siorrachd Àir a Deas  
Making a Difference Every Day ●●●●●●

**Name Here**  
Job Title here

Newton House, 30 Green Street Lane, Ayr, KA8 8BH  
T 01292 612345 M 07123 456789  
E name.here@south-ayrshire.gov.uk  
W www.south-ayrshire.gov.uk

# House Style

## Internal and External Communications

### A4 report/brochure cover for external and internal publications

Council leaflets and brochures can be produced in any size but are most commonly third A4, A5 or A4. Reports should generally be A4 portrait format.

The aims of each publication are consistency and clarity. The use of typography, photography and other graphic elements must reflect this.

This example shows an A4 Report Cover with the brand elements incorporating imagery and the logo with Vision Statement.



# House Style

## Internal and External Communications

### A4 report/brochure inner for external and internal publications

This design is based around a two column layout with suitable margin space allowing for wire, perfect and spiral binding method.

Layout of photographs should be standardised and uncluttered throughout the publication.

1. Document Title 8.5pt Arial Regular
2. Title 34pt Gibson Semibold or Arial if Gibson is not available
3. Introduction Text 17/22pt Arial Regular
4. Body Text 12pt Arial Regular
5. Photo Caption 8pt Arial Regular
6. Page Numbers 8pt Arial Regular
7. Quotation Text 17/22pt Gibson Semibold or Arial if Gibson is not available



# House Style

## Internal and External Communications

A4 report/brochure front cover  
landscape for external and  
internal publications



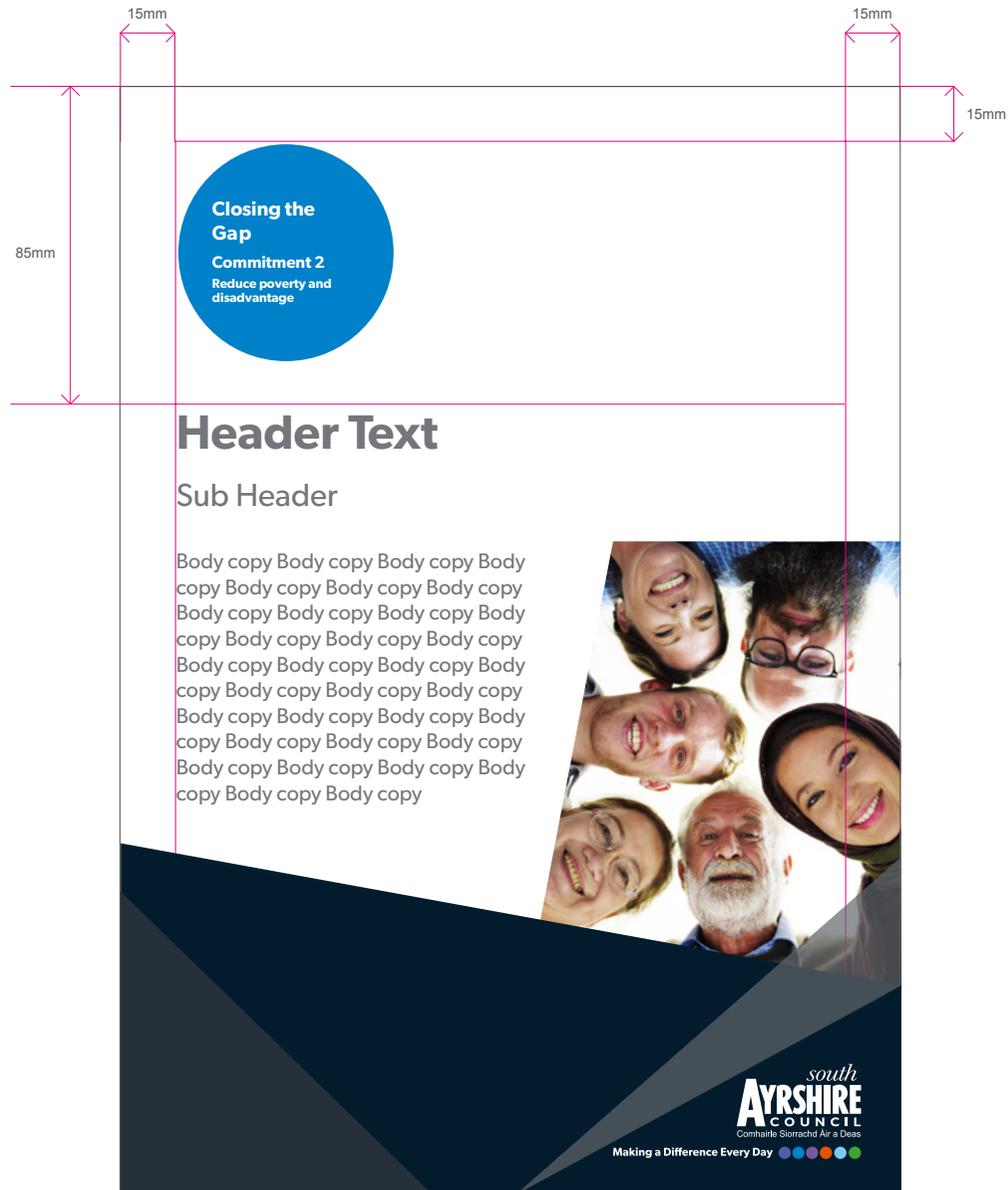
# House Style

## Internal and External Communications

### Posters

This is an example of how an external poster could look. There is a degree of flexibility when using the various elements to design with.

If you require a poster designed please contact Stephen Dunn in Design:  
[stephen.dunn@south-ayrshire.gov.uk](mailto:stephen.dunn@south-ayrshire.gov.uk)  
or call 01292 617640.



# External Signage

## External Signage

The content of our signs must be clear providing appropriate information.

External signs are finished in corporate colours and are sited at strategic locations. These signs are designed to be either pole or wall mounted.

Examples of various signage are provided over the next few pages



# External Signage

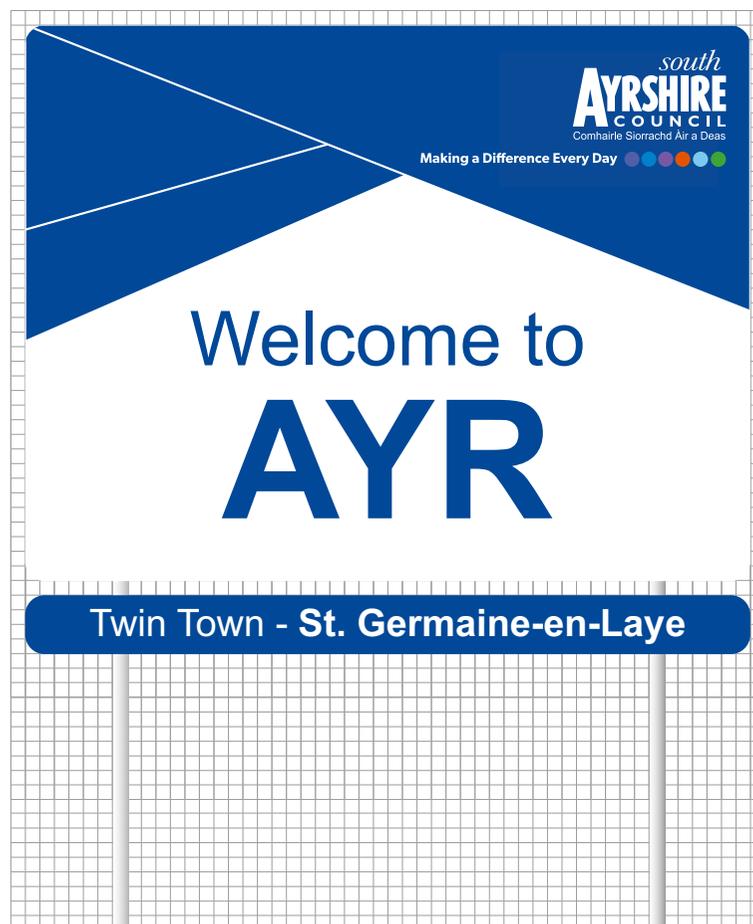
## Welcome Sign

Welcome signs are designed to be pole mounted and are 27 units deep by 50 units wide. Welcome statement 3 units deep, logo 7 units deep and town name can vary in size between 5 and 8 units deep. All text to be in Arial Regular and Bold.

A slat 4 units deep may be added for twinned towns.

## Exterior Office Sign

External Signs are finished in corporate colours and are sited at strategic locations. These signs are designed to be either pole mounted or wall mounted.

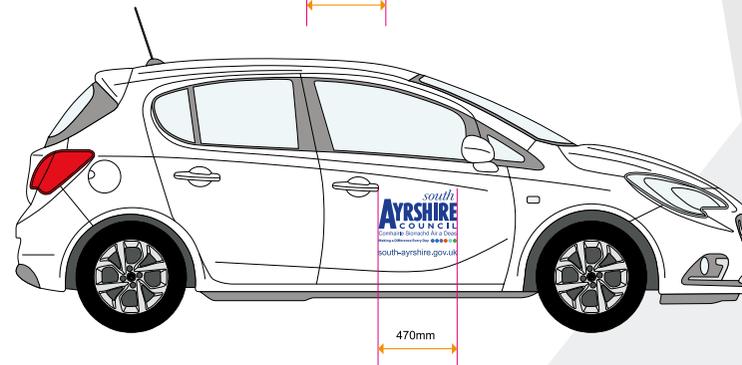
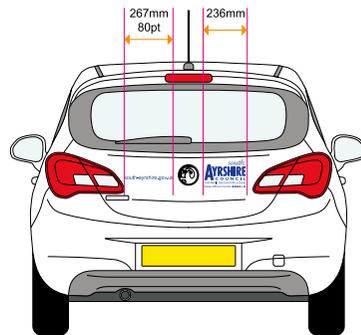
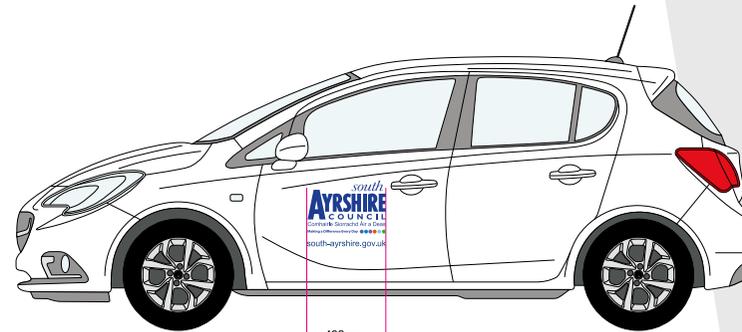
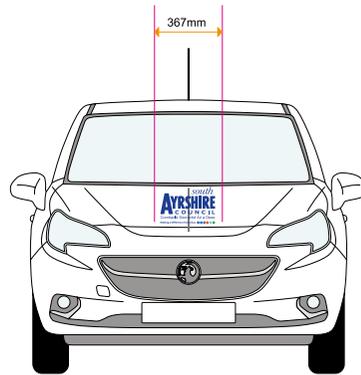
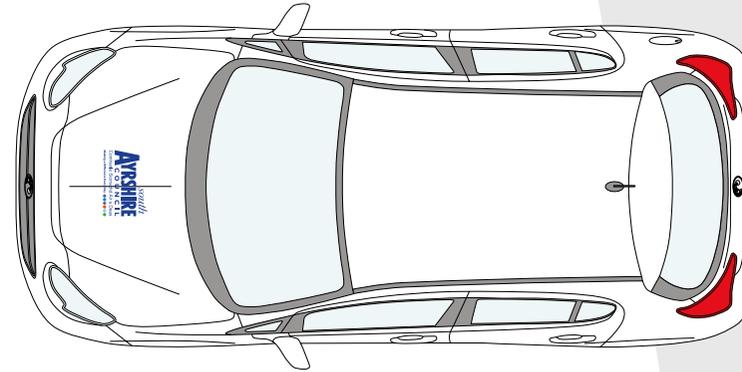


# Vehicle Livery - no advertising

## Small Hatchback

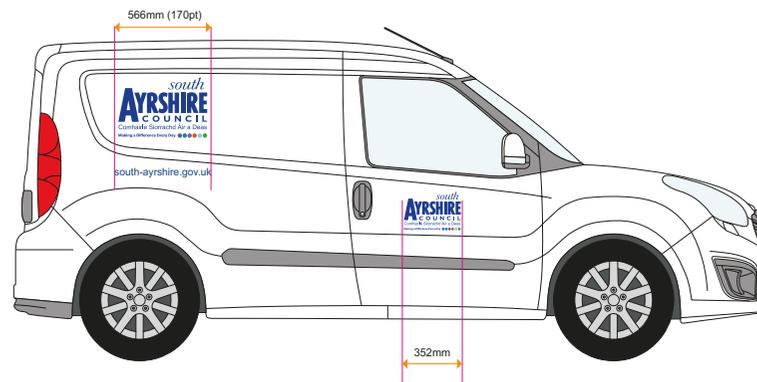
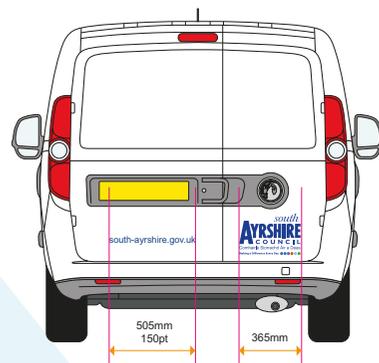
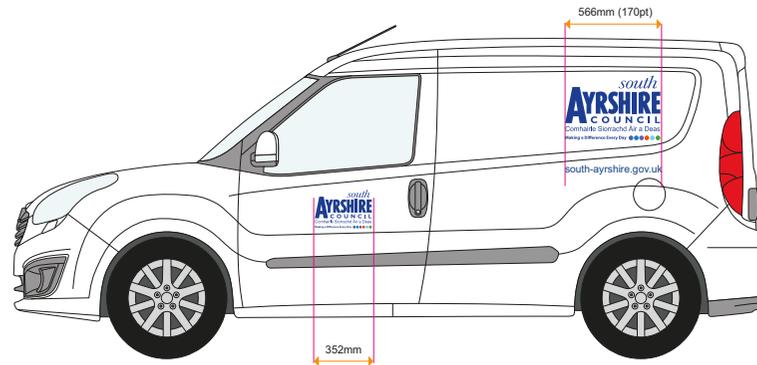
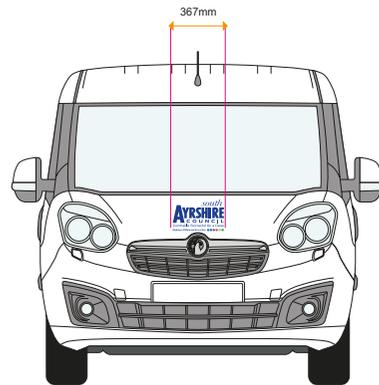
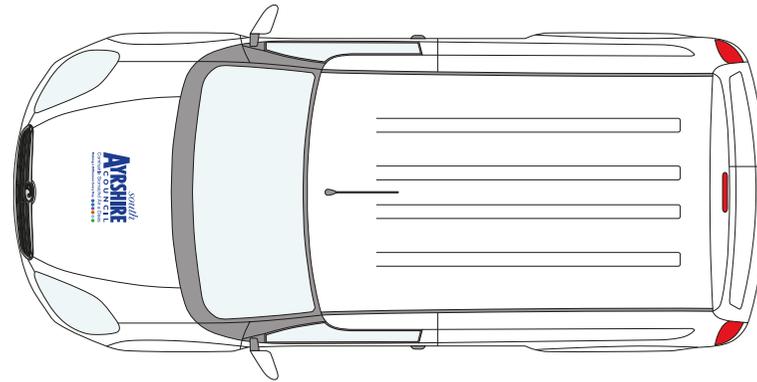
The following pages show variations of Council vehicles and how the livery should be applied on them.

Either coloured vinyl or printed decals may be applied but must match the corporate colours, be lightfast and have an abrasion guard finish.



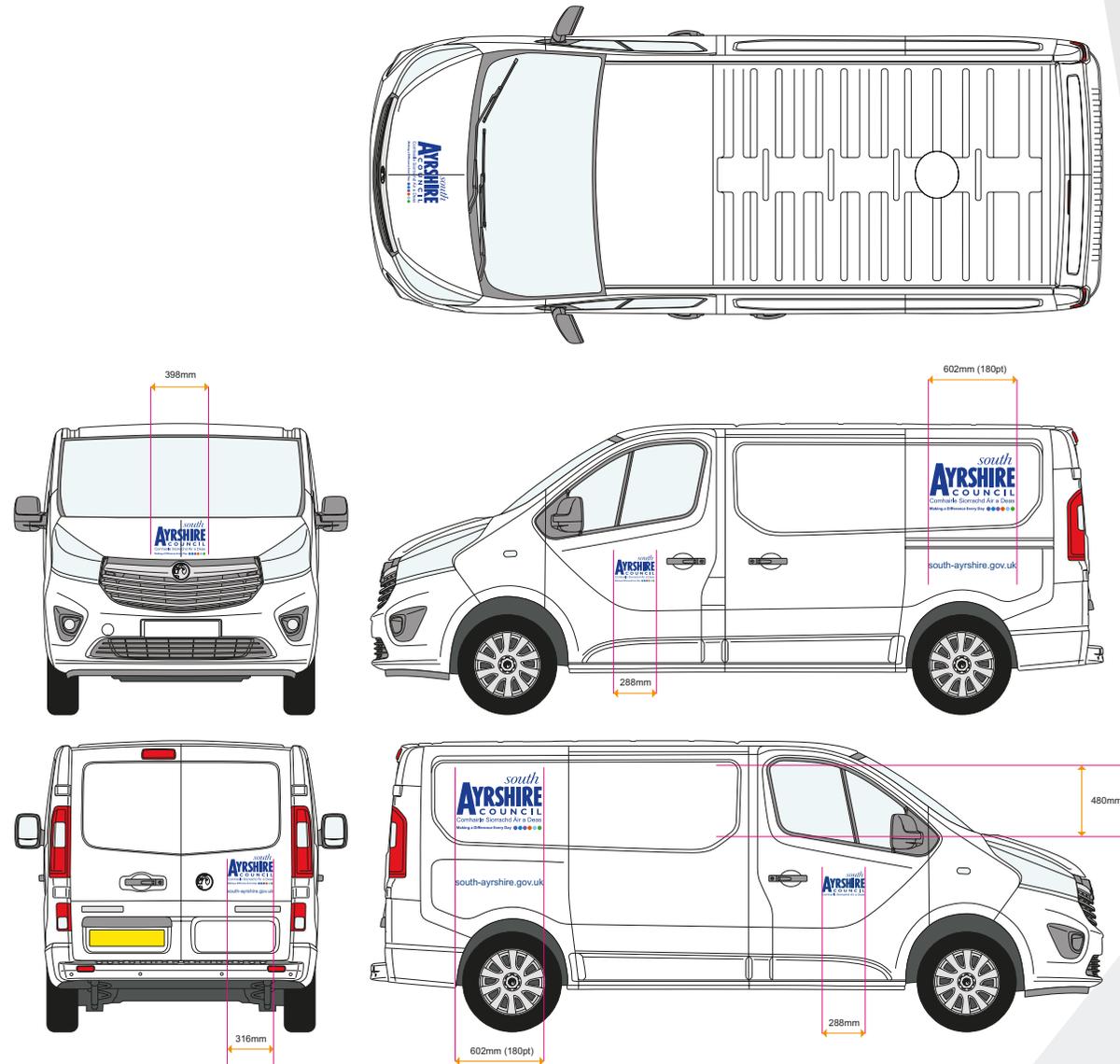
# Vehicle Livery - no advertising

## Small Van



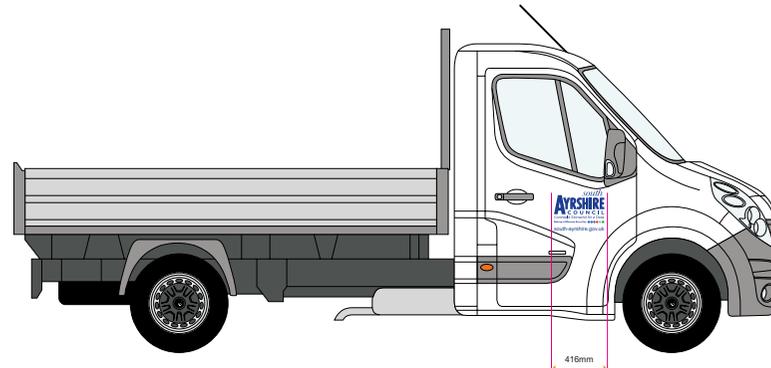
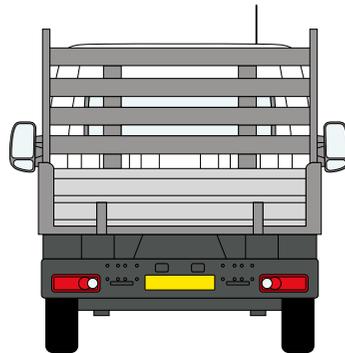
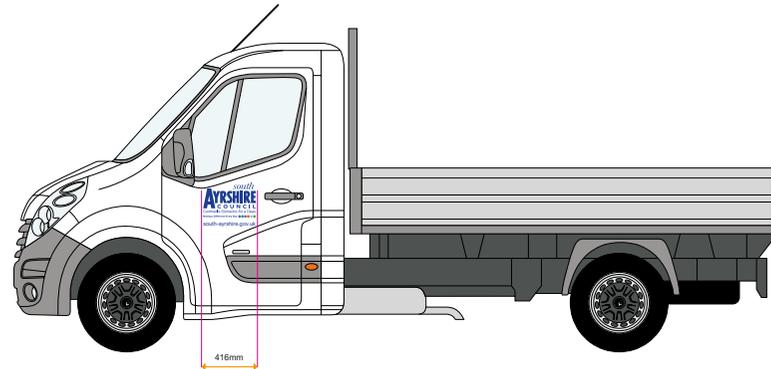
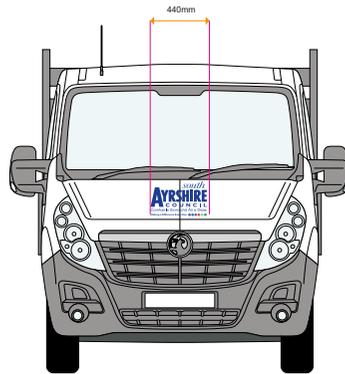
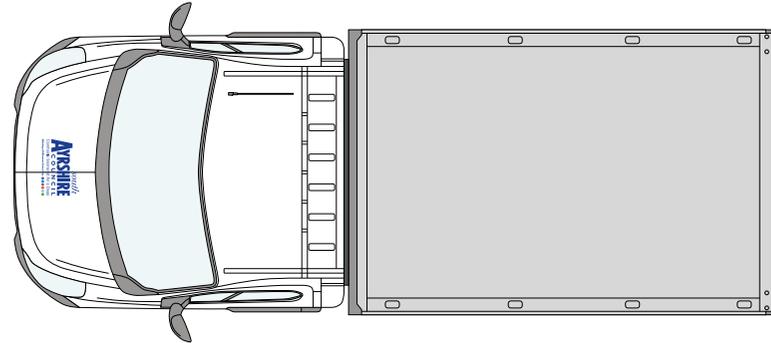
# Vehicle Livery - no advertising

## Medium Van Size



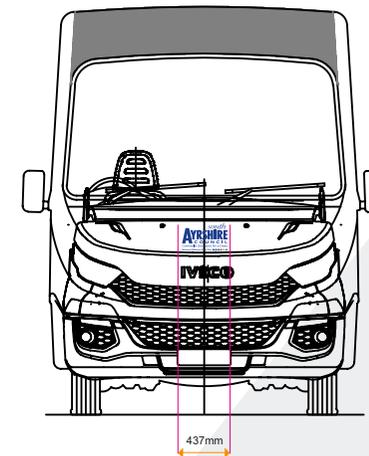
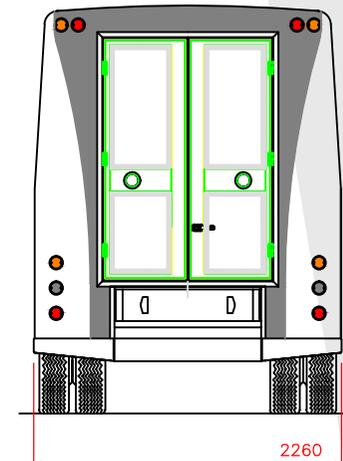
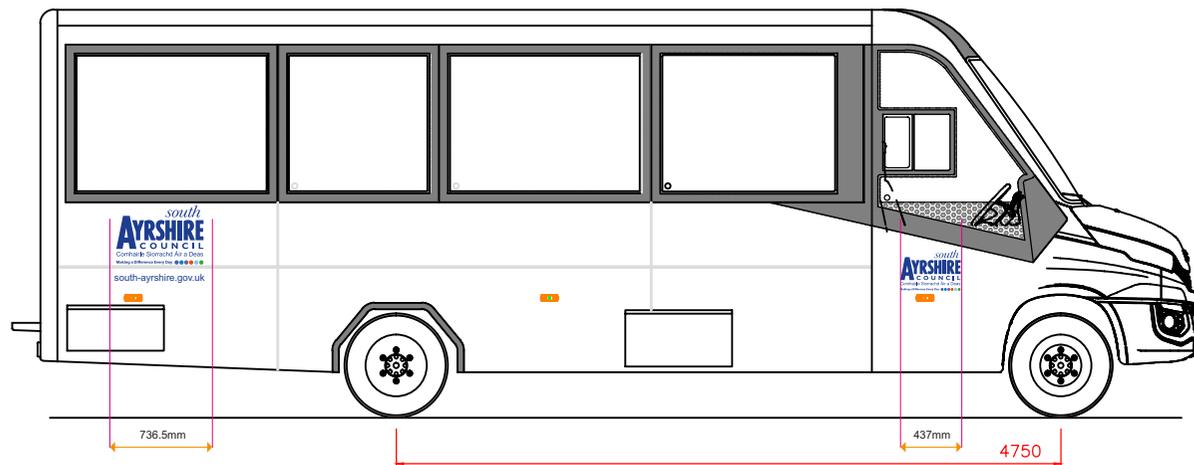
# Vehicle Livery - no advertising

Pick up



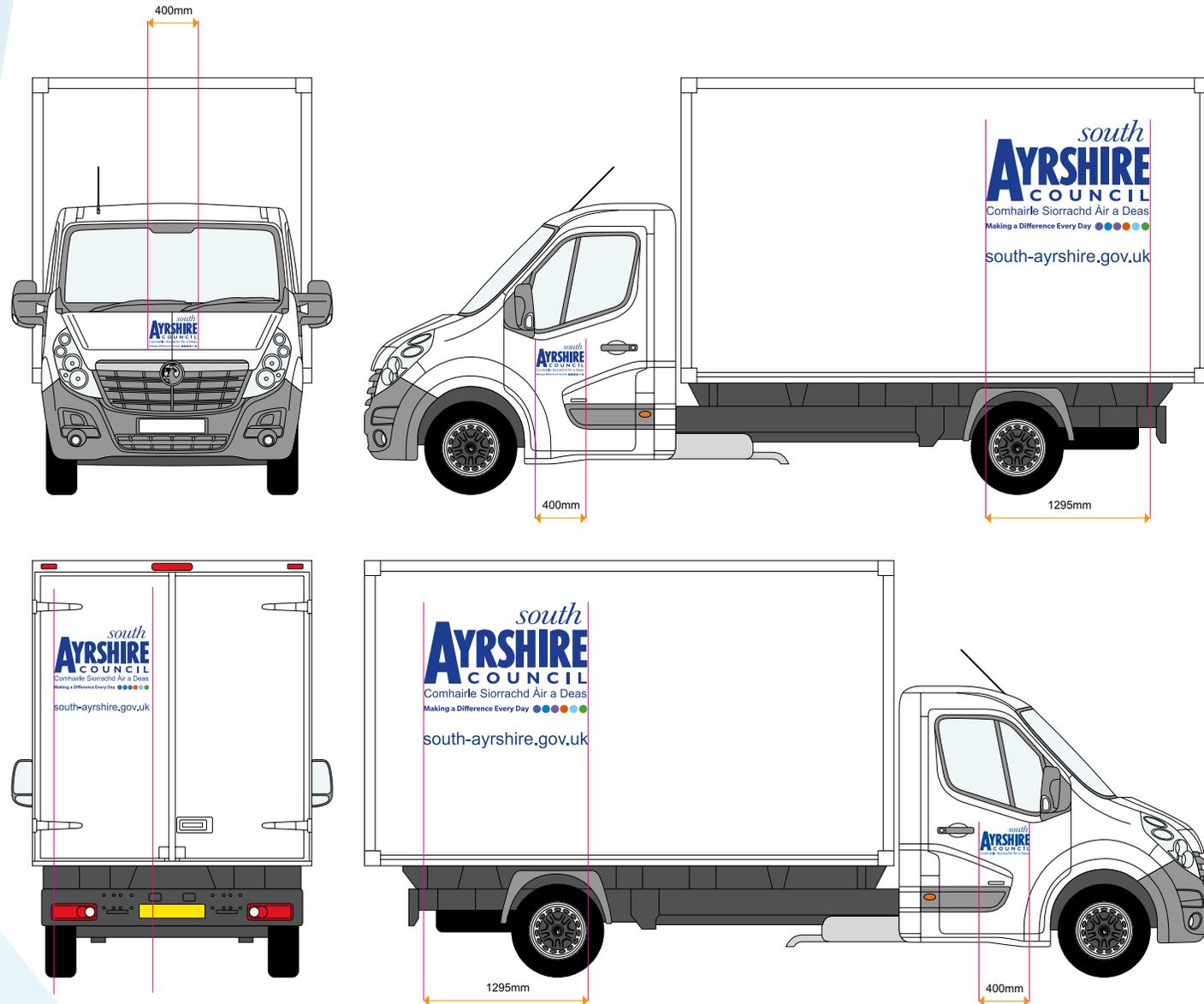
# Vehicle Livery - no advertising

## Bus



# Vehicle Livery - no advertising

## Box Van

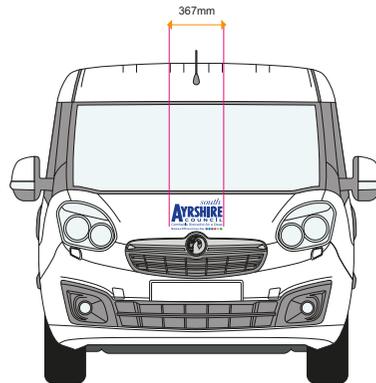
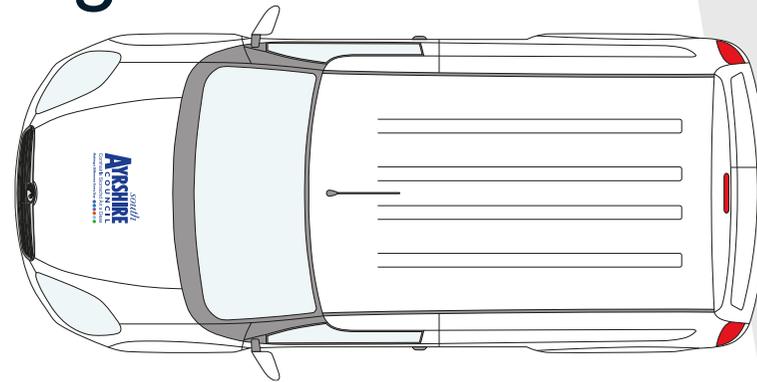


# Vehicle Livery - advertising

## Small Van

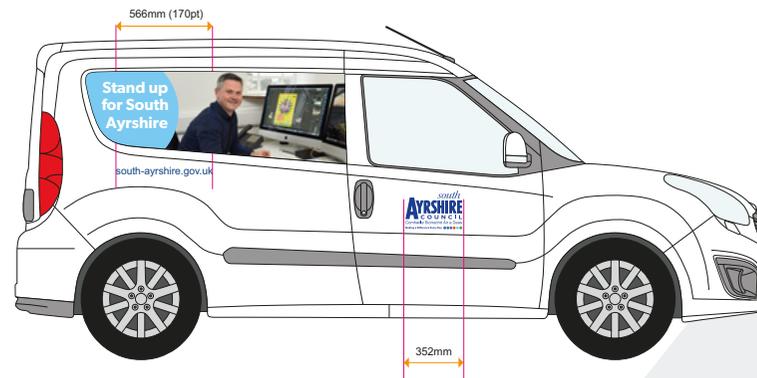
The following pages show variations of Council vehicles and how the livery should be applied on them.

Either coloured vinyl or printed decals may be applied but must match the corporate colours, be lightfast and have an abrasion guard finish.



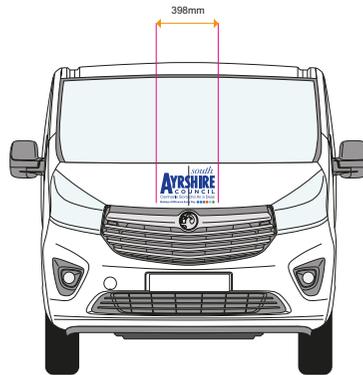
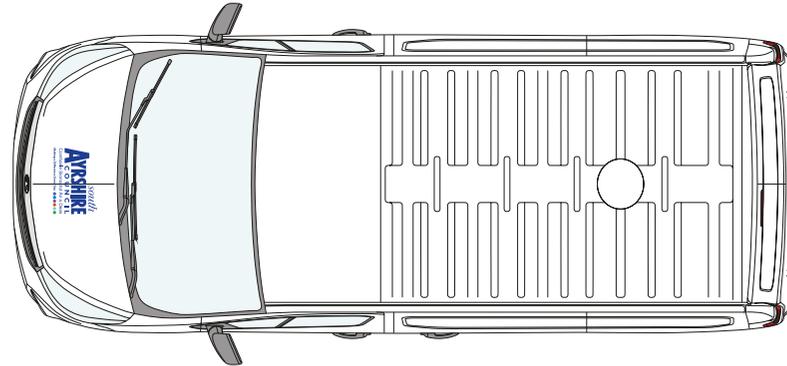
### ADVERTISING AREA

Side panel - 1240mm wide x 380mm deep  
Rear door - 1240mm wide x 475mm deep



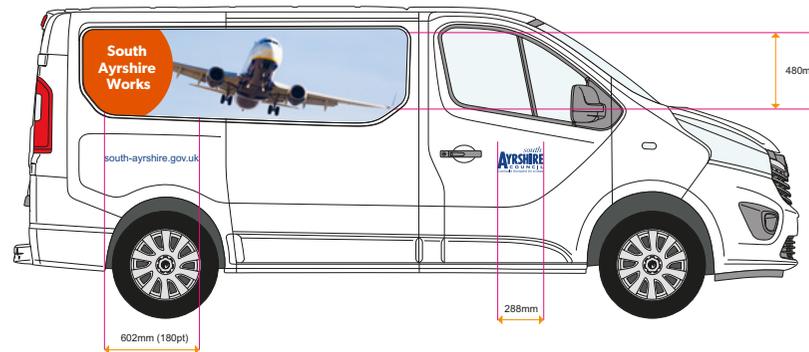
# Vehicle Livery - advertising

## Medium Van



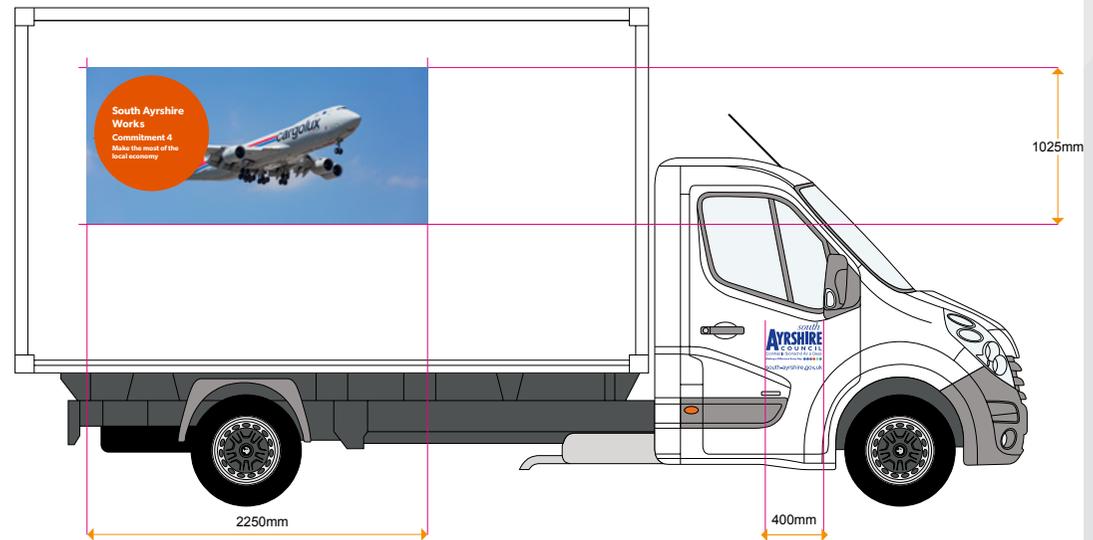
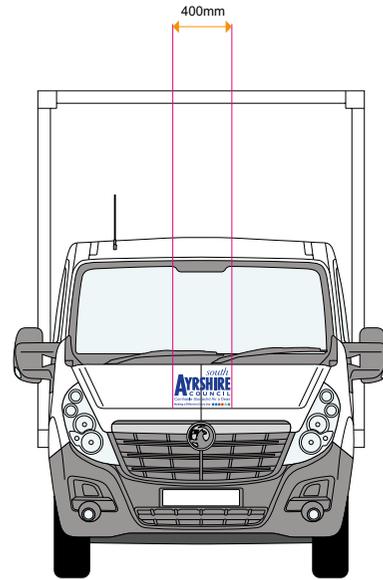
### ADVERTISING AREA

Side panel - 1805mm wide x 480mm deep  
Rear door - 1240mm wide x 480mm deep



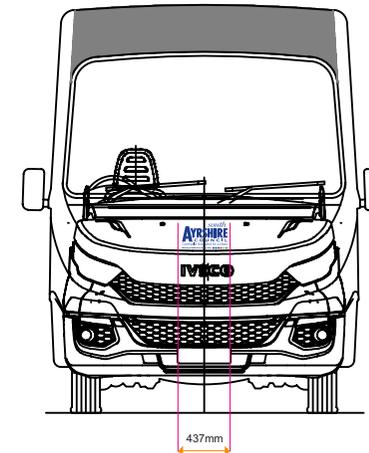
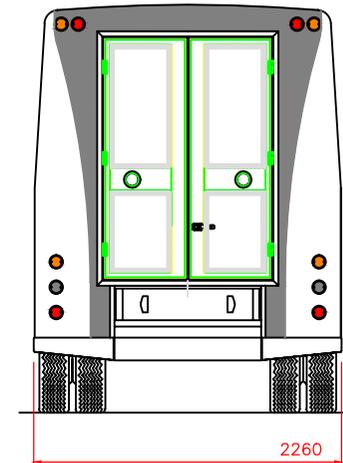
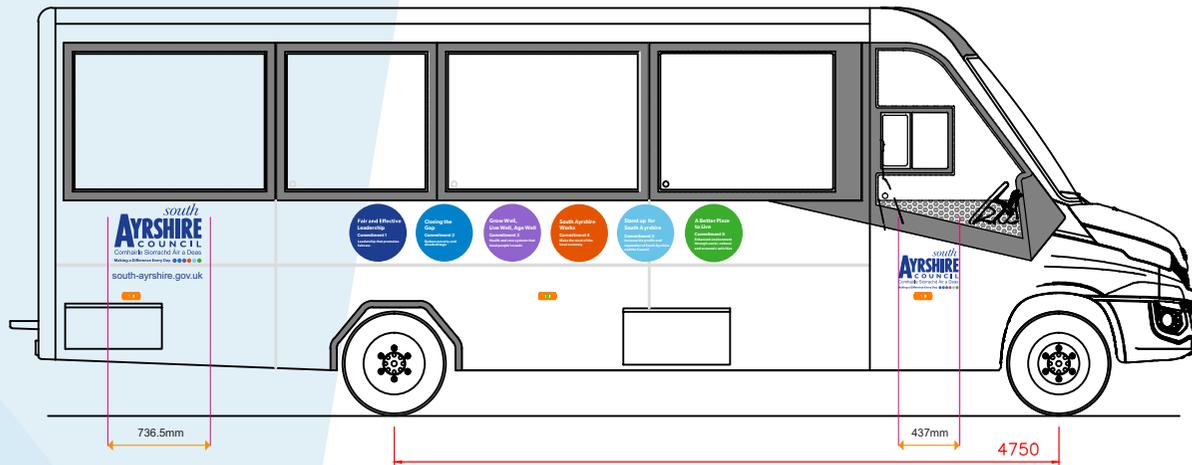
# Vehicle Livery - advertising

## Box Van



# Vehicle Livery - advertising

## Bus



# Vehicle Livery - advertising

## Bin Lorry



# Advertising

## Advertising

Information on all advertisements should be presented using the varying weights and styles of the Arail Family.

south-ayrshire.gov.uk

## Volunteer Tutors for Adult Learning

### Do you have some time to spare?

Would you like to train to be a volunteer tutor, helping adults with literacy, numeracy, IT or English for speakers of other languages?

If the answer is yes, South Ayrshire Council's Community Learning and Development team would love to hear from you. We will provide training for this valuable service which helps improve participant's self esteem and supports progression to further education and employment.

More text can be added in here going into more detail about the post and the interview procedure as well as mentioning any other details that are necessary for this job. And of course a few more words to take up some more space to pad things out a bit.

**To Find out more please contact  
Name Here on 01292 654321 or  
name.here@south-ayrshire.gov.uk**

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## Head of Children's Health & Care & Criminal Justice Services

£76,983 or Band 8d  
– £66,582 – £82,434

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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**Closing date: Midday on Friday 24 October**  
For further information or to apply, visit [www.myjobscotland.gov.uk/south-ayrshire](http://www.myjobscotland.gov.uk/south-ayrshire)

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# Uniforms





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