



One council, one brand

Milton Keynes Council Brand Standards



milton keynes council



Contents

1. One council, one brand

How to get
it right

2. Brand elements

Logo

Colour

Font families

Photos

Graphics

Words

3. Templates

Examples of
templates
you can use

4. Campaigns and partnerships

Some
exceptions to
the brand

**1. One council,
one brand**

One council, one brand

Although we provide more than 250 services, citizens rightly think about us as one council. By acting and looking like one council, we're showing that every service is part of a bigger family, able to work in a coordinated way to solve issues and create a better Milton Keynes.

This helps customers understand that we're doing the things they value. This improves trust and satisfaction for the whole council.

What's changed for our brand?

There are six key parts to our brand: logo, colours, font, photos, graphics and words. The council logo hasn't changed, but there are new rules for everything else (see section two).

To make it easy, there are templates everyone can use for everyday correspondence, or if you're making a simple report or powerpoint slides. For more complicated documents, our print room has professional templates that match the ones you can see on page 14.

Please speak to the communications team if you need to make something different.

It's important to start using these straight away (but no need to reprint old docs).

The new brand templates have fewer colour options than before, and less space for sub-brands or supplementary graphics. This is because we want to be more consistent from now on, so people understand exactly who is delivering their services.

How to get it right

How we look

- Use the same corporate templates and graphics for letters, reports, presentations, leaflets etc.
- Don't differentiate one service from another by creating sub-brands or special graphics.
- We all wear the green MKC lanyard and have the same e-signature.

What we say

- Use fewer words and get to the point quickly.
- Avoid jargon.
- Follow a house style.

- Use familiar, human words like 'happen' instead of 'commence' or 'we' instead of 'the council'. We want to be easy to understand.

Read more at:

<http://staffintranet/communications>

Getting things made

- Visit <http://staffintranet/communications> to download templates for simple documents or inspiration for social media posts.

- Talk to the print room if you need larger print jobs.
- You don't need to give them artwork, just the words – they'll do the rest.
- Talk to communications if you're not sure what to do.

2. Brand elements

Brand elements: Logo

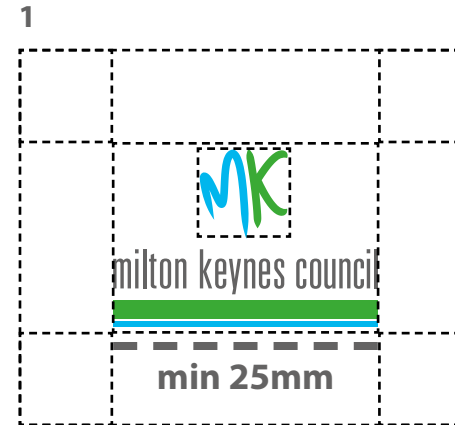
Our current logo must be used in all communications.
It's available in various colours:

1. Colour for use on a white background only.
2. Black when printing in black and white or for use on a light coloured background.
3. Whiteout for a dark colour or black background, **please do not put the logo in a white box, use whiteout.**
4. 'Funded by' this should be used if another organisation's work is funded by us.

The logo should be surrounded by uninterrupted space, and should be at least 25mm wide.

It shouldn't be stretched, recoloured or altered in any way, unless with express approval of the communications team.

When appearing next to other logos, e.g. partners, it should have equal prominence.



Brand elements: Colour

Our key colours are the blue, green and grey from the council logo plus teal. If you are looking to replicate these colours in any Microsoft programmes, you will need to choose the correct values in the colour picking tool on each programme. See below for how to do this. If you need the correct colours for printing then please contact the communications team who will be happy to help.



PMS 306

C. 100
M. 22
Y. 0
K. 5
RGB:
 0, 188,
 241



PMS 321U

C. 93
M. 14
Y. 26
K. 20
RGB:
 0, 125, 133



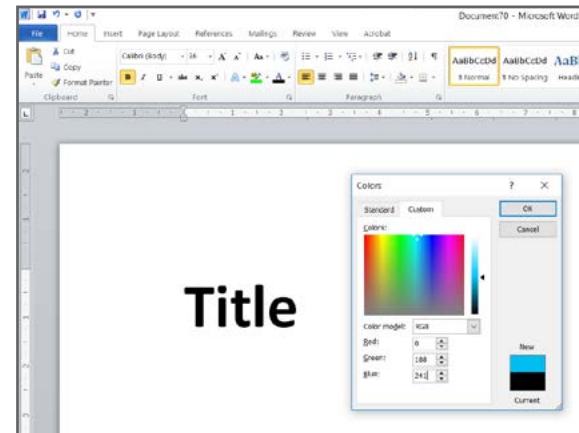
PMS 7739
C

C. 69
M. 0
Y. 59
K. 30
RGB:
 55, 179,
 74



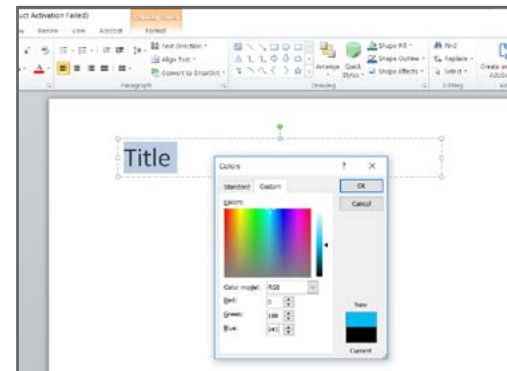
PMS
 COOL
 GRAY
 11U

C. 56
M. 47
Y. 39
K. 3
RGB:
 121,
 119,
 119



In Word:

- Select the font colour dropdown
- Then select more colours
- Select custom colours
- Enter the values in the boxes as shown to the left



In PowerPoint:

- Follow the same process as in Word

For more significant changes please contact the comms team.

Brand elements: Font families

We use Calibri on all our documents with a minimum font size of 12pt - but ideally 13pt, especially if you're using white text on a colour background. For titles this should be a minimum of 16pt. These sizes ensure that we meet RNIB standards

For social media and web content we use Calibri or another simple sans serif font if this is not available

Calibri Light

Calibri Light Italic

Calibri Regular

Calibri Bold

Calibri Bold Italic

Brand elements: Photography

Photos of people – people we help, our colleagues interacting with customers, people who are representative of MK as a diverse and welcoming place – shows our human side. Images of Milton Keynes should feature as much green, blue and bright colours as possible.

The oval frame

Where possible, photos should feature in our oval frame, which should be offset so that the edges run off the page. See the examples opposite for ideas

Sourcing photos

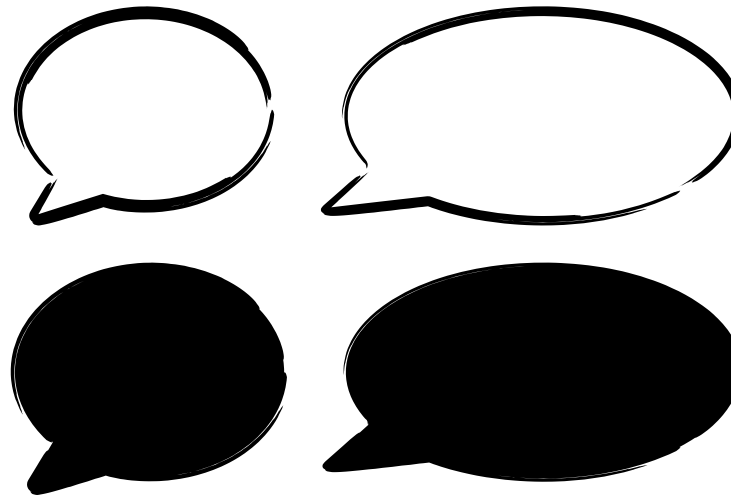
1. Choose an image from www.istock.com and speak to the communications team as we have a corporate subscription. We also have a library of shots of Milton Keynes.
2. If a new photo needs to be taken, speak to the communications team. A written permission form must be signed by the parent/guardian of anyone under 18 in shot.



Brand elements: Graphics

Graphics can help get a point across more clearly. Our corporate library includes:

- The speech bubble graphic - this can be used to frame text in a document that you want to highlight, such as a quote or key statement. This can be used in a number of ways.

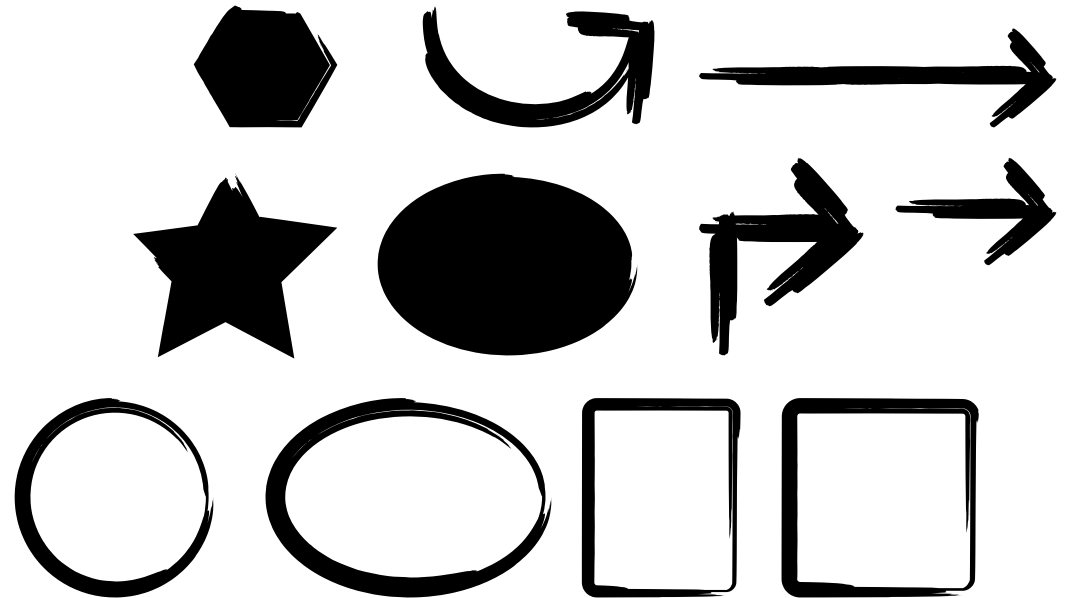


- The Council Aims graphic - these explain simply the aims set out in our Council Plan. They may be useful if you're explaining the work of the Council.

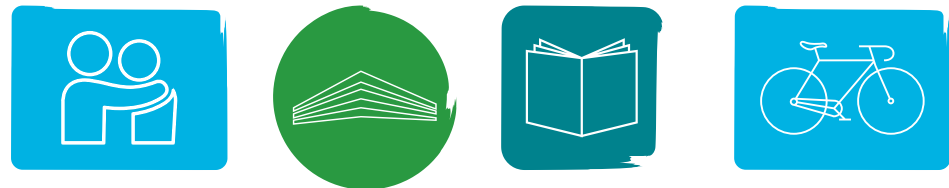


Brand elements: Graphics

- Brush stroke shapes and elements
These are a strong part of our look and offer the chance to add some personality to documents and presentations. All the elements are included in the PowerPoint template.

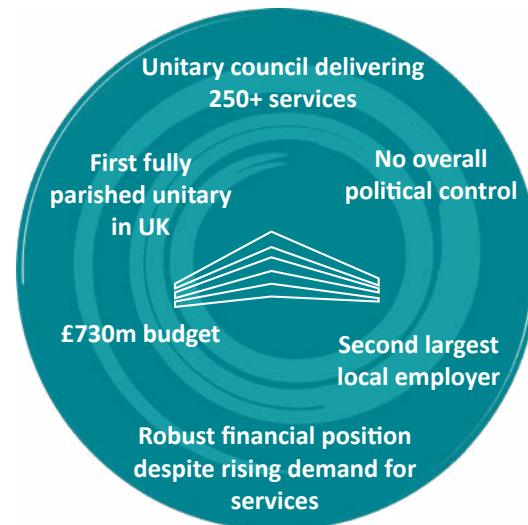


- Icons - please speak to the communications team about your specific requirements as new branded icons are becoming available and we are able to source others through our stock library at www.istock.com.



- About MKC (a summary of our 250 services).
- About MK (a stylised version of the borough outline with stats, useful to introduce MK to a non-local audience).

Don't use clip art, which can look old fashioned, or 'things you've found on Google' which are usually copyrighted.



Brand elements: Words

We want the people we come into contact with to know that we're modern, helpful and personable. Our choice of words will have a big impact on this. Our guidance 'Smart Tips for Clearer Writing' explains our house style and gives practical advice. Download it from the communications intranet page.

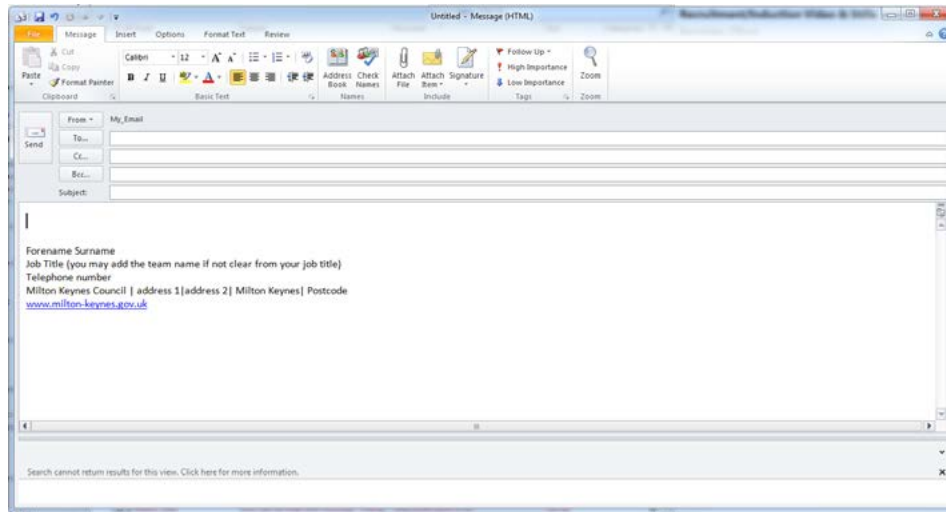
A few tips to remember:

- Say what matters first.
- Use fewer words to get your point across.
- Avoid jargon and acronyms
- Using familiar words like 'happen' instead of 'commence' and say 'we' instead of 'the council'.
- Keep web links short, e.g. www.milton-keynes.gov.uk/service (the web team can create short addresses).

3. Templates

Templates: Email signature

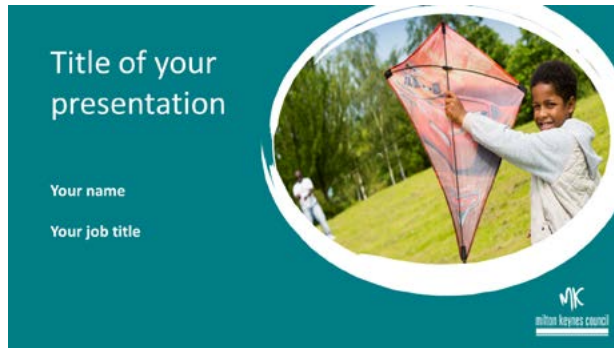
Our e-signature should be written in 11pt Calibri black text, and should only include the detail pictured. Please don't change the email's default font or background colour, or add any electronic signatures, team specific or campaign graphics. 'Place' or 'People' directorate' is no longer used.



When we introduce Office 365, the graphic below will be added to all external emails automatically, replacing team-specific graphics. The campaign message (ie the text/graphics in the green box) will change monthly. If you would like a message on our external emails that will reach over 250k people, please speak to the comms team.

A graphic for Milton Keynes Council. On the left is the MK logo and the text "milton keynes council". In the center is a green box with white text: "Let's be greener and boost recycling", "Our state of the art facility turns non-recyclable waste into green energy", and "www.milton-keynes.gov.uk/recycling". To the right of the green box is a white line-art illustration of a recycling symbol and a factory. On the far right are three overlapping speech bubbles: a blue one saying "Healthy City", a green one saying "Affordable City", and an orange one saying "City of Opportunity".

Templates: PowerPoint



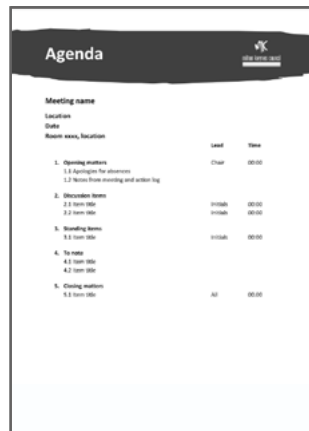
Download templates by going to: <http://staffintranet/communications>

Tips on creating your slides:

- When you're delivering a presentation, the slides are your visual aid
- Don't put every word you're saying on the slides, as that way your audience will be torn between reading and listening
- Keep slides simple and visual with plenty of space around text and images
- Speak to the communications team if you'd like some friendly advice

Templates: Documents

Download templates by going to: <http://staffintranet/communications>



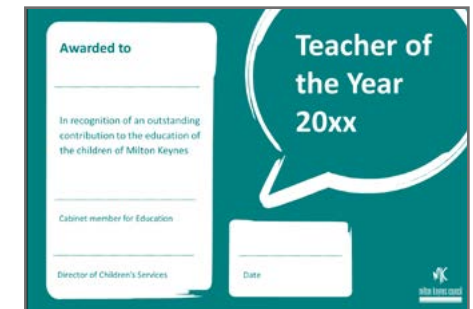
Meeting agenda



Briefing note



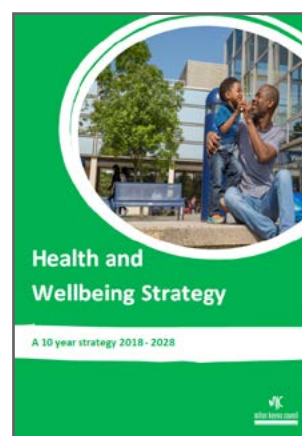
Certificates



Factsheet



Policy or strategy document



Report



Posters



Templates: Professionally produced documents

Policy / Strategy documents



Posters



Leaflets



Our print room can produce a range of documents - all you need to do is supply the text and where relevant any photos, data etc.

You do not need to send a Word document as 'final artwork' yourself - this will actually make it harder for the print room team.

Templates: Public facing material



Pop-up banners



A-boards



Vehicle livery

Uniforms

A full colour logo should only be used on white uniforms. For dark colours, a white logo should be used, and a black logo should be used on lighter colours.



Building/exterior signage

Please speak to the communications team to design exterior signs for buildings, open space etc. We can create bespoke artwork, which must always make it clear the service is from Milton Keynes Council by using our logo and other brand elements.

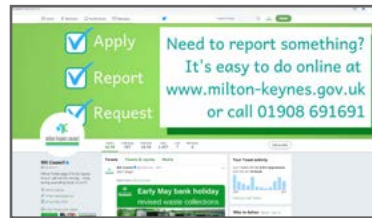
Templates: Digital and social content

Our hashtag is #MKCouncil and we also use #LoveMK.

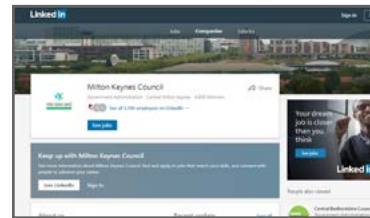
Any Council social channel should include our logo as part of the cover image (probably in whiteout over your preferred photograph). The bio section should make clear that the service is part of Milton Keynes Council. The profile image should either be our logo, the corporate 'MK' or a variant agreed with the communications team.



Facebook



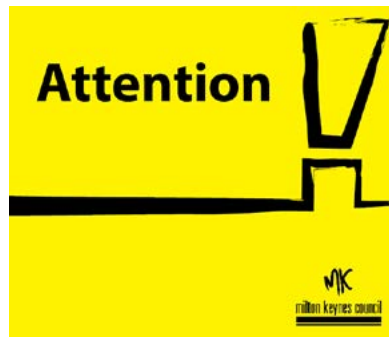
Twitter



LinkedIn

Visual content should include as many brand elements as possible.

Some examples:



To meet accessibility guidance, all videos we create and share should be subtitled.

A written permission form must be signed by the parent/guardian of anyone under 18 in a photo or video.

Content should refer back to the relevant page of www.milton-keynes.gov.uk.

Please speak to the web team before creating any alternative websites.

4. Campaigns and partnerships

Campaigns

Campaigns that promote a product, service or event (eg encouraging people to vote, consider fostering, recycle more, give up smoking) are time-limited and tactical, and can tie in with national campaign activity which has its own recognisable brand. Our brand standards don't always apply.

Please use as many brand elements as possible, and always include our logo. However, the creative should ultimately be determined by campaign target audience and message.



Partnerships

Our brand standards apply when work is funded by and delivered by us. Some situations are more complex:

- **Delivered by others, paid for by us**
Where we've commissioned another organisation to do work for us (e.g. collecting waste or doing a survey) the corporate brand should be used. However, delivery partners can include their logo and contact details discretely, if there's a benefit for customers.
- **Council is lead partner**
If we're the lead organisation delivering a service, our brand should be used – with partner logos appearing on the back page or bottom of any publicity, each given the same size and weighting. If one partner has provided significant funding or support, their logo may be placed alongside our own.
- **Joint partnerships**
When we're working with a number of organisations, a new brand can be created to represent the partnership nature of the project (e.g. Safer MK).
- **Council is involved but not lead partner**
The other partner's lead branding should be used, and our logo should fit within their brand standards.
- **Another organisation's work or event is funded by the Council**
Our 'funded by' graphic should be used within the other organisation's branding. (See p.7)

