



# Brand Identity Guidelines

## **Section 2 – Brand Architecture**

Updated on 3 April 2007

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## 2.1

### Brand architecture for Communities and Local Government

Closely aligned to the Communities and Local Government brand

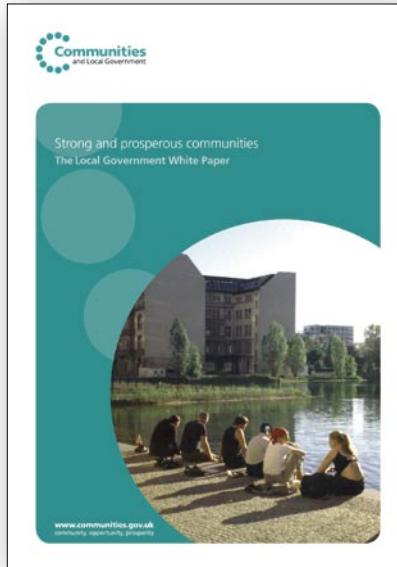
Not aligned to the Communities and Local Government brand

1. Core brand	2. Service brands	3. Endorsement brands	4. Stand alone brands
Will use the Communities and Local Government brand	Own brand but similar to Department brand	Minor association	Own brand, no relation to Department brand
 <p>The Communities and Local Government brand is the default option for all communications from the Department. The following are some of the areas previously with their own logo but now use the Communities and Local Government brand.</p> <p>NRU Renewal.net Race, Cohesion, Faith Places e-library Maps on Tap Counselling &amp; Support W&amp;EU Cleaner Safer Greener National Procurement Strategy Local: Vision e-fire Key worker living Local e-Gov Digital Challenge Exploring Innovation NROSH ESEH</p>	 <p>Communities and Local Government</p>	 <p>The Beacon Scheme</p>	 <p><b>FIRE KILLS</b> YOU CAN SMOKING IT</p>
 <p>Green Flag Award</p>  <p>green pennant award</p>  <p>Green Heritage Site</p>  <p>HomeBuy a government-led initiative</p>			
5. Cross departmental brands			
			
 <p>government <b>connect</b> ...everyone can</p>  <p><b>FIRELINK</b></p>			
6. Linking brands			
 <p>THAMES gateway</p>			

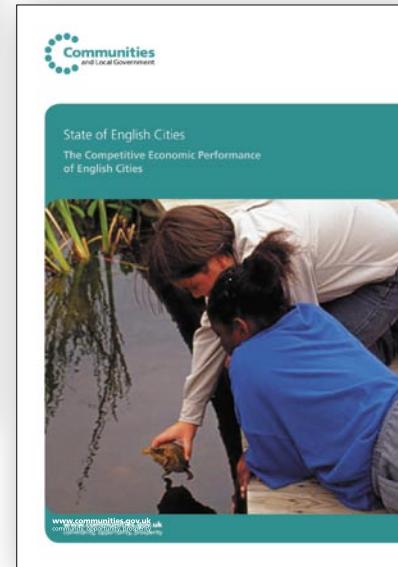
## 2.1.1 Core brand

The core brand is the Communities and Local Government brand. It is used to represent the work done by the Department. It should be used for all communications from the Department unless the use of an alternative logo has been approved. The logos shown in other sections of the brand architecture have been approved for use. To apply to use an alternative logo for Departmental work please email: [logo@communities.gsi.gov.uk](mailto:logo@communities.gsi.gov.uk)

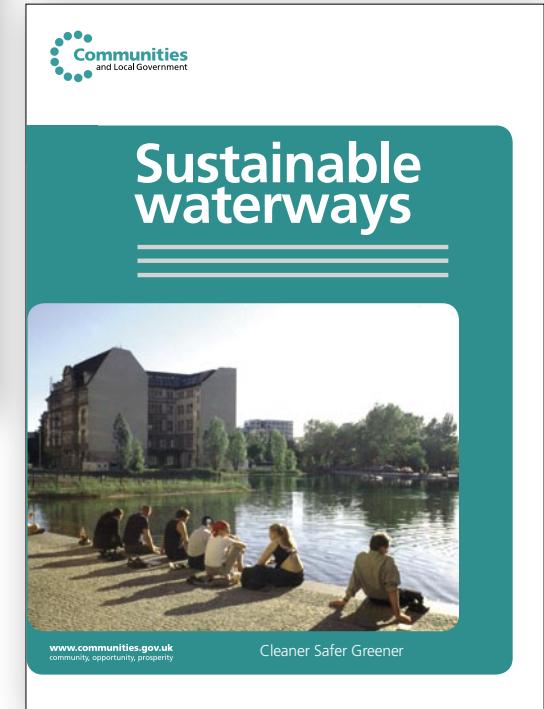
Examples of an A4 covers and posters are shown on the right.



White paper cover



Cover



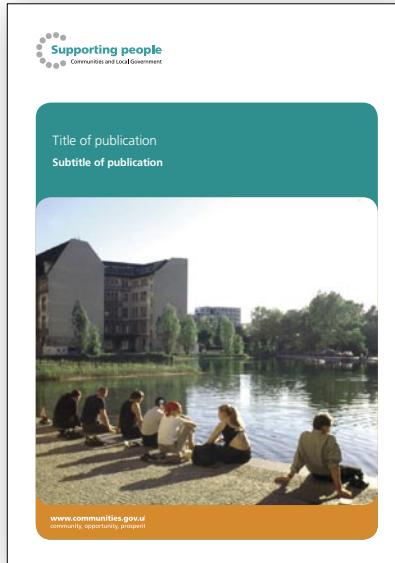
Poster

## 2.1.2 Service brands

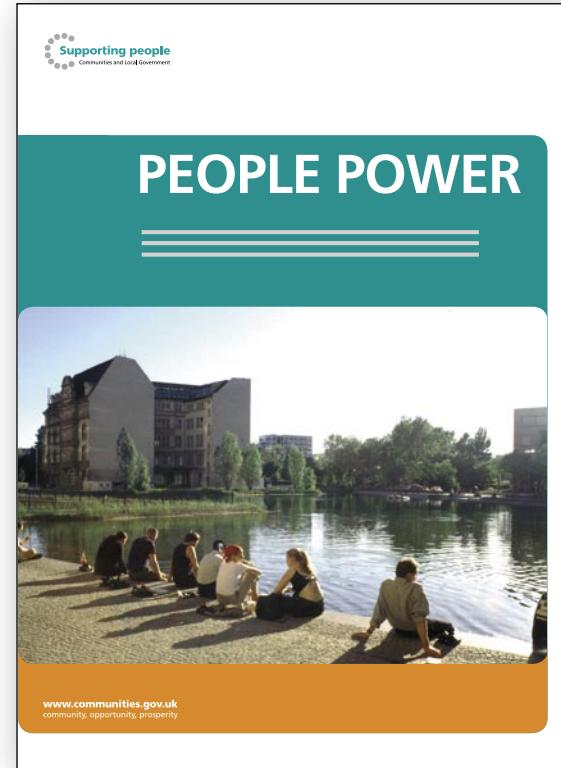
Service brands refer to communications undertaken by Communities and Local Government and are represented by a sub-brand visually connected to the core communities identity.

There is currently one service brand called Supporting People. The corporate colour predominates but accent secondary colours can be used to add differentiation.

Two examples of an A4 cover and poster are shown on the right.



Cover



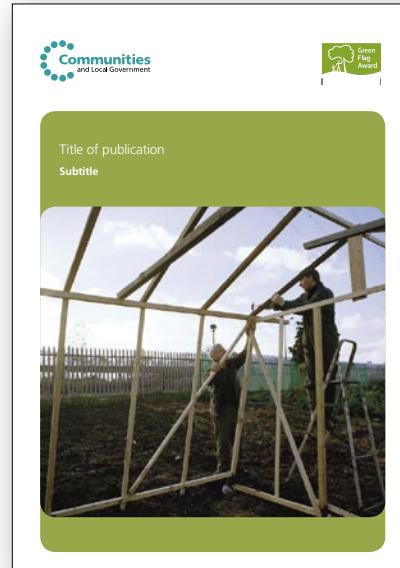
Poster

## 2.1.3 Endorsement brands

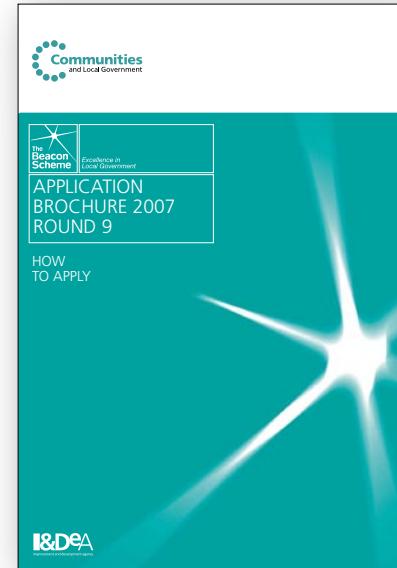
Endorsement brands are those that the Department awards to other organisations to show they have reached a certain level of excellence. These brands can range from having a strong association with the core Communities and Local Government logo through to no association at all. Endorsement brands will often be co-branded with the Communities and Local Government brand.

## 2.1.4 Stand alone brands

Stand alone brands are those brands that have no association with the core Communities and Local Government logo. It is appropriate for the Department to use this approach only when there is a strong and compelling reason to do so. If a close association with the Department would make it more difficult to achieve the objectives of the programme then a stand alone brand can be considered. However, before going down the path of using a stand alone brand, a brand with at least subtle links to the Communities and Local Government brand should be considered. If you require a stand alone brand, please make your case to the brand manager. Email: [logo@communities.gsi.gov.uk](mailto:logo@communities.gsi.gov.uk)



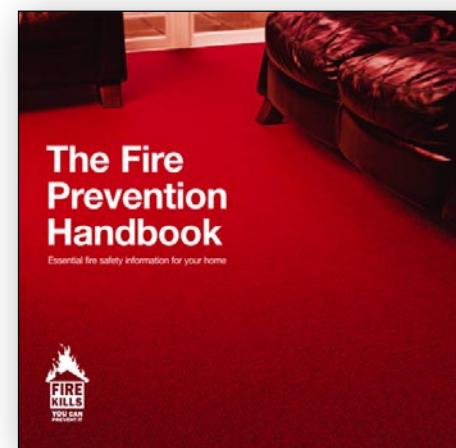
Endorsement cover example one



Endorsement cover example two



Home Information Pack



Fire Kills

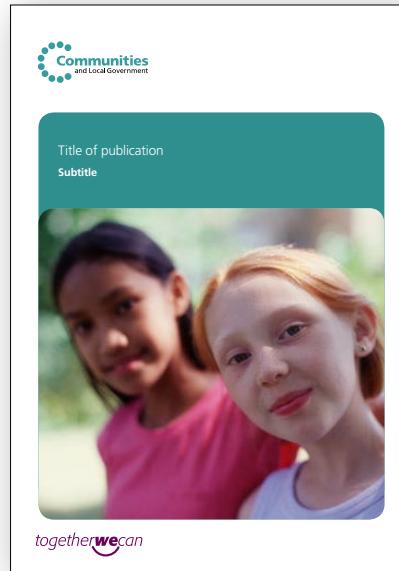
## 2.1.5 Cross departmental brands

Cross departmental brands refer to campaigns originating from multiple government departments. When only two government departments are involved it will often be better to jointly brand the communication rather than create a new cross departmental brand. However, where there are three or more departments involved it may be worth considering developing a cross departmental brand.

When determining if it is appropriate to develop a new cross departmental brand it is important to consider if the governance, activities and communications are truly co-ordinated across the different government departments. If they are then it is more likely to be appropriate to develop a cross departmental brand. However, if communications and activities are not tightly co-ordinated across multiple departments then it may not be appropriate. Consideration should also be given to the use of the HM Government logo when looking at developing a cross departmental logo.

To apply for a cross departmental brand, please make your case to the brand manager. Email: [logo@communities.gsi.gov.uk](mailto:logo@communities.gsi.gov.uk)

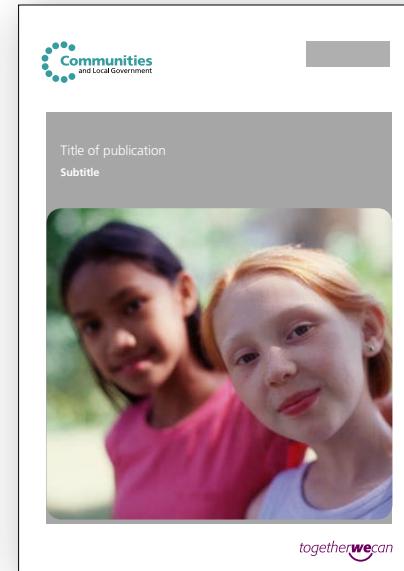
### Examples of cross departmental branding



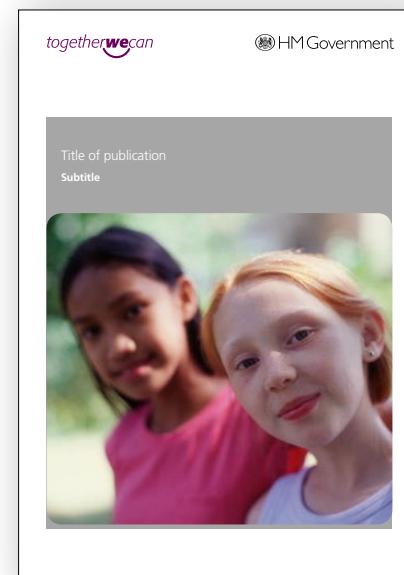
Where the communications are just from Communities and Local Government then we will lead with the Department logo and have the Together We Can (TWC) logo as a supporting logo.



Where another Government department is doing the communication then they will lead with their logo and use the TWC as a supporting logo.



Where the communication is an equal joint venture between two government departments then their logos can be co-branded with the TWC logo in support.

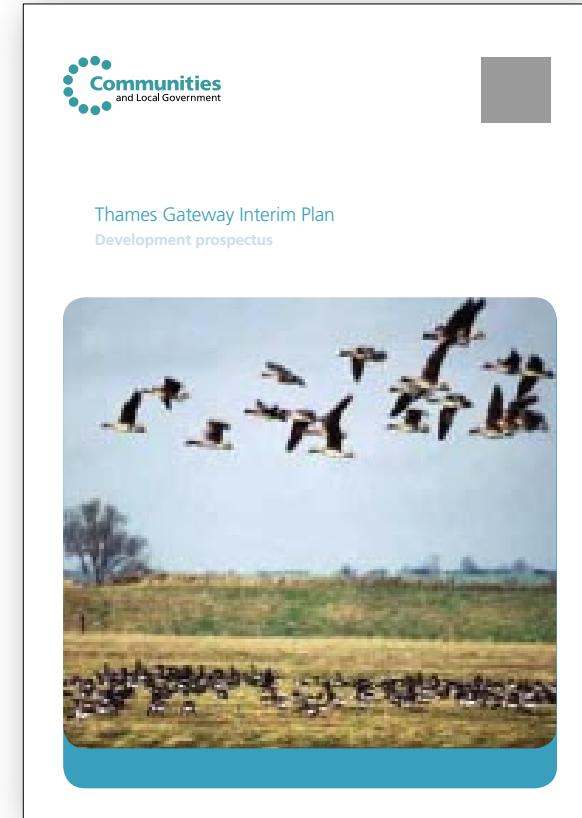


Where the communication from multiple government departments (i.e. three or more) then we will lead with the TWC logo and have it supported by the HM Government logo.

## 2.1.6 Linking brands

It is important to note that the Thames Gateway team in Communities and Local Government will communicate under the core Communities and Local Government brand for the vast majority of the time and use the Thames Gateway logo as a supporting logo to show their work is a part of the overall work being done in the Thames Gateway region.

The Thames Gateway logo is used as a supporting logo by a variety of organisations related to the various Thames Gateway projects. Usually these organisations have their own logo (sometimes including graphic elements from the Thames Gateway logo) and merely use the Thames Gateway logo to show a particular project is a part of the variety of work related to the Thames Gateway region.



## 2.2

# A guide to other brands

### **When do you need a new brand?**

A sub-brand should be introduced with caution so that the Communities and Local Government brand is not diluted. Ask yourself if it is strictly necessary for your purpose. If you think it is, contact the brand manager. Email: [logo@communities.gsi.gov.uk](mailto:logo@communities.gsi.gov.uk)

### **What sort should it be?**

Look at the brand architecture diagram (Section 2.1) to see where your proposed brand might sit.

### **Dealing with contractor brands**

When you contract an organisation to provide a service their brand does not have to appear on your communication unless they have provided some form of sponsorship or there is a legal requirement to do so.

### **Branding independent reports and independent commissions**

On these publications the Communities and Local Government branding does not need to appear because of the independent status of the report. A generic cover may be used using a neutral colour palette.

### **Agencies, NDPBs, Quangos**

Non-departmental agencies do not need to use the Communities and Local Government logo and will therefore use their own look and feel.

### **Cross department brands**

Cross departmental brands refer to campaigns originating from multiple government departments. When only two government departments are involved it will often be better to jointly brand the communication rather than create a new cross departmental brand.

## 2.3 Using the graphic elements

The graphic elements shown here are designed to give our communications a distinctive look and feel. They are derived from the basic shapes in the logo: curves and circles. Together with the colour palette they will enable our publications to stand out.

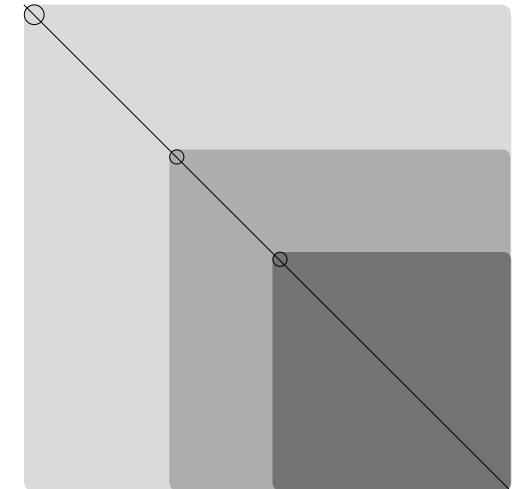
Use rounded corner frames as placeholders for images, text blocks and to create interesting shapes on the page. The corner radius for A4 panels should be 8mm. Corner radii should be scaled down on smaller shapes.

Use circles discreetly to add graphic interest within the rounded corner placeholders. They should reflect the curve of the logo.

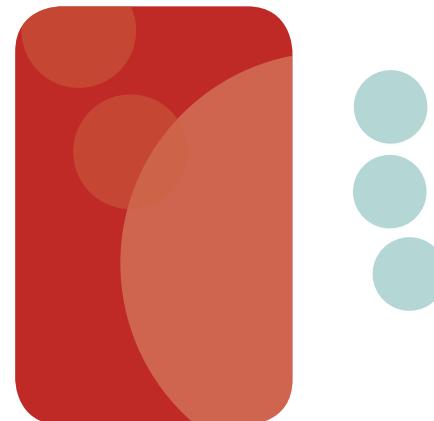
Strong and responsive local government drawing in all local partners to shape and deliver communities' visions for the future



**Use rounded corner radii on text and image panels**



**Rounded corner radii should be scaled down in proportion to the shape sizes**





## Photography

Photography should be used to reflect our core values, mission and purpose and make our communications inclusive, accessible and engaging.

- Aim to show ordinary people positively engaged with each other, their activities and environment.
- Avoid posed shots and opt for photo journalistic/reportage imagery – real people in real situations.
- Make sure your publication's photography reflects social diversity in all its forms.
- Use dramatic angles to create arresting compositions; draw the viewer in by using images with depth and perspective created by different focal lengths and angles.
- Focus on a main subject, against a busy or blurred background; this helps to create depth and interest.
- Use cropping to create more dramatic compositions.
- Generally colour images are more appropriate for our business. Black and white or single tone images can be used when printing restrictions apply. Colours should be vibrant, and wherever possible reinforce the Department colour palette.



## Branding checklist

This checklist will help you ensure you are using the Communities and Local Government brand correctly.

- Make sure you know where your communication sits within the brand architecture (see Section 2.1).
- Do not create new brands without consulting the brand manager. Email: [logo@communities.gsi.gov.uk](mailto:logo@communities.gsi.gov.uk)
- Make sure any photography used reflects the core values, mission and purpose (see page 10).
- Make sure you use the colour palette, typography graphic elements correctly.

For further information please contact the brand manager  
email: [logo@communities.gsi.gov.uk](mailto:logo@communities.gsi.gov.uk)