



# Powys County Council **Style Guide**



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## Introduction

An organisation's corporate identity is its public face – its first impression. Our corporate identity provides a strong and consistent visual image of Powys County Council.

All our activities should be clearly and instantly identifiable as the work of Powys County Council. This is part of our accountability to the people of Powys, showing them the full range of services we provide.

This guide has been produced to help all employees produce consistent, easily identifiable and professional material. Please use our logo, our corporate identity and these guidelines correctly.

Getting it right first time will save time and effort.

**Our logo is not an optional extra** - it is fundamental to the county council and should be used correctly on all material. The design guide has been approved by the county council and must be followed.

The logo must be used on all relevant material such as forms, vehicles, uniforms and published material involving partnership work. The Powys County Council logo is to be used as the primary visual tool. **No department within Powys County Council should have or create their own departmental logo.**

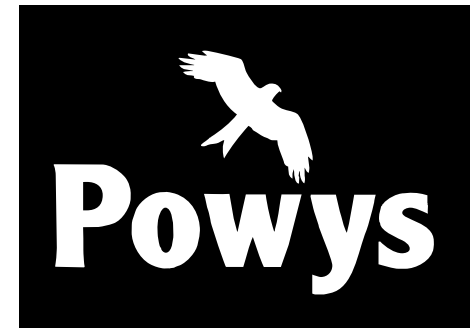
These can be downloaded in JPEG or PNG format from **intranet page 3575**. You may use the logo only in the following colour styles:



Colour



Mono



white-out on any contrasting background colour





### Exclusion zone

It is important to give the logo room to breathe, therefore there is a minimum area around the logo of 10 mm that cannot be encroached upon.

No other logo or text must come within the exclusion zone.



### A3 documents

50mm x 30mm



### A4 documents

30mm x 20mm



### A5 documents

23mm x 15mm

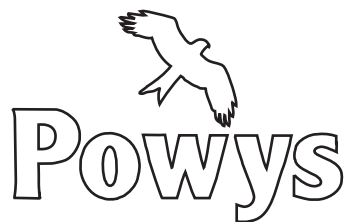
### Standard sizes

Generally the standard size for the Powys logo is width 30mm x height 20mm. This is the standard size for **all** A4 documents such as reports, posters etc. There are also standard sizes for use on A3 and A5 outlined above. Should you wish to use the logo any smaller than stated you must first seek advice from the Graphic Design team. These standard sizes are available for download on **intranet page 3526**.

**The Powys logo must always be legible.**



## Visual guidelines - how not to use the logo



**The Powys logo must not be manipulated in any way.**

Opposite are some examples of how not to use our logo.

- The colour must not be changed
- The word Powys must not be separated from the kite
- The proportions must not be distorted
- The logo must not be surrounded by words
- There must be no effects or drop

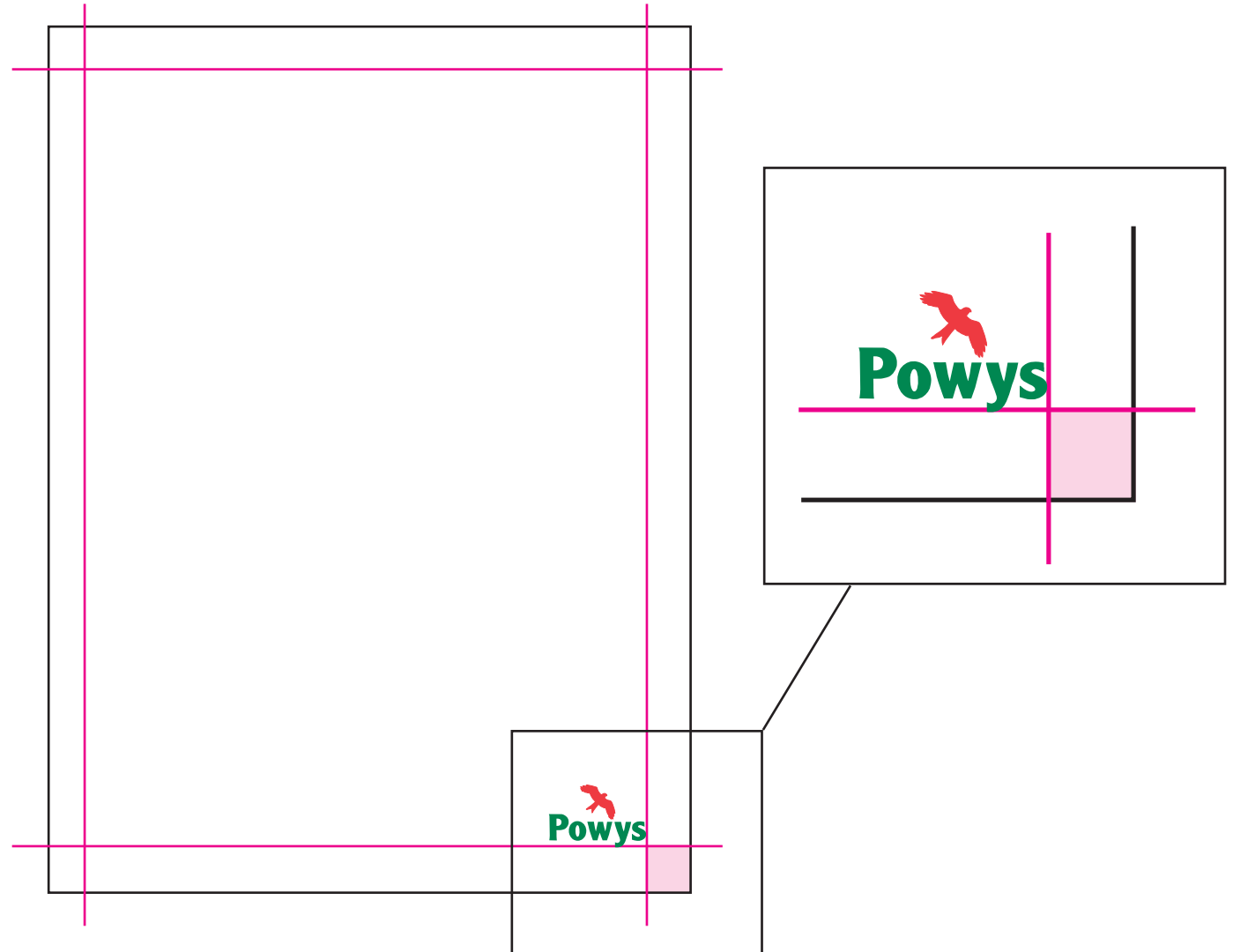


## Visual guidelines - recommended positioning and alignment

For consistent brand recognition, the Powys logo always appears on the bottom right of document covers, leaflets, posters and promotional materials such as banners and roller banners.

The logo must remain a minimum of 10mm from the edge and base of the page when using on documents and posters. There may be occasions where the logo will need to appear top right or centre this again must be min of 10mm from each edge.

The descender on the 'Y' in Powys sits on the line and must not drop below. The 'S' aligns with the right-hand margin.





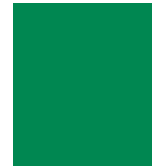
## Visual guidelines - colours

The Powys County Council logo comprises of two colours:

Powys green - The wording "Powys"

Powys red - The red kite silhouette

The colours of the logo should be reproduced consistently and correctly. Below is a breakdown of the CMYK, RGB and websafe values that must be used.



### Colour name

### Pantone

Powys Red

PMS185 CVC

Powys Green

PMS 348 CVC

### CMYK ( Print)

### RGB ( Web / DTP\*)

### Websafe



**C**3 **M**100 **Y**100 **K**6

**R**291 **G**29 **B**56

DB1D38



**C**97 **M**0 **Y**100 **K**13

**R**0 **G**135 **B**81

008751

*\*DTP denotes desktop publishing using packages such as Microsoft Word/ Power Point / Outlook / Publisher etc these all use the RGB format.*

**For all documents****Arial / Verdana**

(minimum 12pt with leading 16pt)

**For professionally produced documents or documents produced by communications staff****Arial / Verdana / Myriad Pro / Century Gothic**

(minimum 12pt with leading 16pt)

**Accessibility**

All publications should contain the following paragraph:

This document is available on request in alternative formats (eg Large print type/Braille/on tape)

**Arial**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**Verdana**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**Myriad Pro**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**Century Gothic - Should not be used for large areas of text**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**



## Visual guidelines - accessibility

We need to make sure all our printed and electronic information is accessible to as many people as possible, both as a matter of courtesy and to comply with the law.

The following clear print guidelines should be considered when producing any written information to make it accessible to a wider audience:

- Make sure that the text is in plain Welsh/English and jargon free
- Use a clear sans serif (without feet) type face such as Arial/Verdana)
- Business communications, such as letters, should use a minimum type size of 12pt using regular, medium or bold weights. The light options should be avoided
- Use unjustified text which is left aligned
- Do not type sentences in capital letters. Avoid italic text where possible
- Line length should ideally be between 60-70 characters  
Publications should be available in audio tape or CD, large type and Braille formats on request
- Text should not be centred or underlined

### **Unjustified text**

Do not condense or stretch lines of type - or worse, single words to fit your line length since this greatly reduces legibility.

### **Absolute justified text**

Absolute justification of text can make a document very difficult to read.

### **Capital letters**

TEXT WHICH HAS BEEN SET IN CAPITALS IS MORE DIFFICULT TO READ SINCE IT IS HARDER TO RECOGNISE WORD SHAPES IF LETTERS ARE THE SAME HEIGHT.

### **Italic letters**

*Text which has been set in italics is more difficult to read since it is harder to recognise word shapes if letters are the same height.*



## Visual guidelines - accessibility

Things to avoid when placing text over an image.

- There should always be a high contrast between text and background colour. Page layout is extremely important. Make sure that headings, text, photos and captions are clearly separated
- Don't put text over images as this is often difficult to read
- Avoid running text around photos when it produces a ragged left hand edge
- Avoid printing on glossy paper as reflected light obscures the print and the glare makes it difficult to read
- When images containing text are used on web pages, special care must be taken to meet accessibility requirements. Where text is to be displayed over an image, the text should, where possible, be a separate text entity and not part of the graphic file. If the text must be included in the image, it must also be contained in the text for that image. For more information, email [website@powys.gov.uk](mailto:website@powys.gov.uk)

**High contrast**

Low contrast

**High contrast**

Low contrast



Avoid running text around photos when it produces a ragged left hand edge.



The images here show poor use of text with imagery

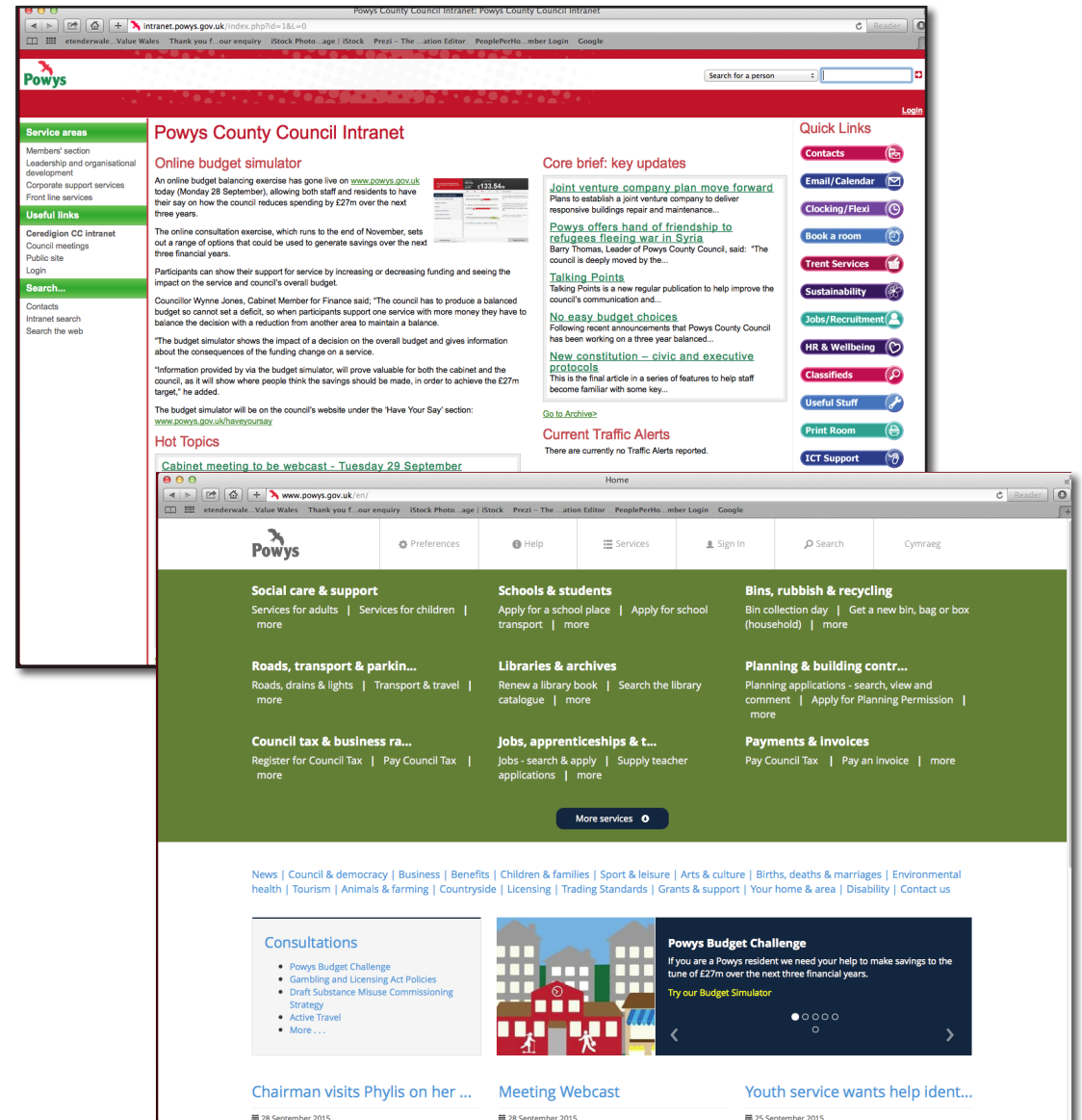


# Visual guidelines - web design

Council websites must comply with government guidance on standards compliance and accessibility. Within that framework, website design should follow the general principles set out in the rest of this guide, and in particular should follow the design guidance in relation to the use of the logo and colours.

All websites associated with the council must include a clear rendering of the Powys logo at or near the top of the page. The look and feel of the main council websites is governed by templates written and maintained by the ICT service, and is designed to comply with the relevant laws and established best practice.

However, when commissioning or devising special-purpose websites, for example for a partnership organisation, the relevant laws and government /council guidelines must be complied with. The ICT service should be consulted in all such cases.







## Visual guidelines - photography

Photographs and images can provide a powerful and emotive way of communicating a message.

They can be used to illustrate publications, posters, news articles or web pages. However, you must ensure that you have the correct permissions and copyright to use the photographs, especially if they are of service users, residents, children or staff. This permission must also outline how the images will be used. A consent form is available from the Communications Team.

Failure to clear copyright permission may lead to legal proceedings against the council. Note that copyright clearance must also be obtained if images are downloaded or copied from the internet this includes any images used from a google image search.

All photography should be commissioned to the highest quality in both subject and technical standards as these are usually the first impressions that the public see of the council. Poor quality images will reflect badly on the council and lessen the impact and professionalism of the publication.






## Visual guidelines - stationery and reports

### Business cards

90x55mm

Bilingual or Welsh text on one side English on the other

	Service area in Welsh Service are in English
<b>Name</b>	
<i>Job title Welsh - Job title english</i>	
Building Name	Ffôn / Tel: 00000 000 000
Address bilingual	Ffacs / Fax: 00000 000 000
Address bilingual	email@powys.gov.uk
Powys Post code	www.powys.gov.uk

### Letterhead

A4 297x210mm


Powys logo, strapline and email address on one side only.


### Compliment slip

99x55mm

Bilingual

Address of building only

Y Gwalia / The Gwalia Ffordd Ithon / Ithon Road Llandrindod / Llandrindod Wells Powys LD1 6AA	Gyda chyfarchion With compliments
<hr/>	
	
<a href="http://www.powys.gov.uk">www.powys.gov.uk</a>	


<p>Cymunedau cryf yng nghalon werdd Cymru Strong communities in the green heart of Wales <a href="http://www.powys.gov.uk">www.powys.gov.uk</a></p>

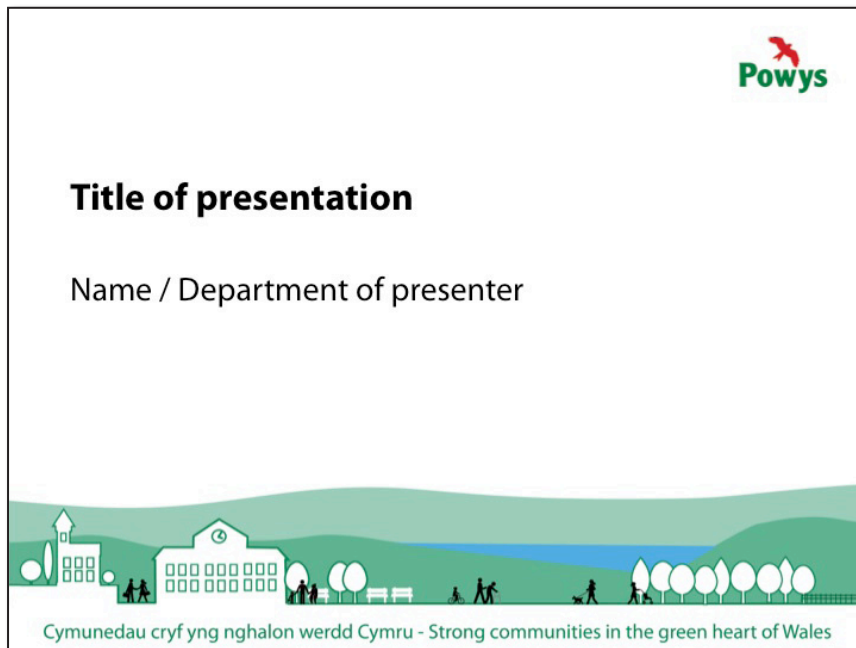


## Visual guidelines - presentations

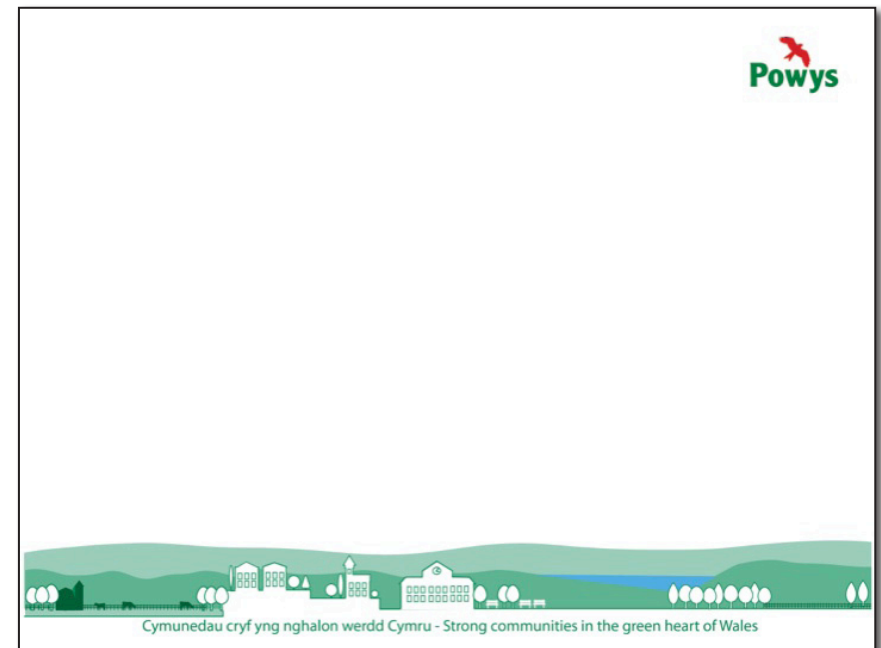
Presentation software is frequently used both internally and externally during presentations to illustrate our work and policies.

A corporate format for the layout of these is available to ensure corporate branding and can be downloaded from [Intranet page 3575](#).

Note: Fonts used must be of a sufficient size to be easily readable by the intended audience. Remember that if the audience can't read the presentation on screen, they are unlikely to be able to read it in a printed handout either.



**Front slide**




**Following slides**



# Visual guidelines - forms and NCR duplicate pads

Must be Arial min of 12 point, left align, unjustified, single colour where possible

Quarterly rent account statement	
	
<p>Please note: a minus sign signifies that the account is in credit</p>	
A key to your rent statement	
Payments	
CASH / CHEQ	By Cash or Cheque
MIXT	By Mixed Payment
SWIPE	At a Post Office or Paypoint
BACS	Directly from DSS
WAGES	Directly from Employer
SORD / NSORD	By Standing Order
DDEB	By Direct Debit
CCARD / DCARD	By Credit or Debit Card
HB	Housing Benefit
PRENT	Weekly Charge
O/BAL / B/ FWD	Opening Balance
Adjustments	
TRANS	Transfer to / from another account
REFND	Refund
S/HBA	Housing Benefit Adj
RECDD / RECSD	Recalled by Bank
UCHEQ	Unpaid Cheque
MANAD / MANAC / MAHBC	Manual Adjustment

Who to contact	
<p>If you have any queries regarding your rent account please contact one of the following offices:</p>	
Brecon Rents Section	Neuadd Brycheiniog, Cambrian Way, Brecon, Powys. LD3 7HR Tel: (01874) 612213 E-mail: <a href="mailto:housing.south@powys.gov.uk">housing.south@powys.gov.uk</a>
Radnor Rents Section	The Gwalia, Ithon Rd, Llandrindod Wells, Powys. LD1 6AA Tel: (01597) 827251 E-mail: <a href="mailto:housing.south@powys.gov.uk">housing.south@powys.gov.uk</a>
Montgomery Rents Section	Neuadd Maldwyn, Severn Road, Welshpool, Powys. SY21 7AS Tel: (01938) 551312 E-mail: <a href="mailto:housing.north@powys.gov.uk">housing.north@powys.gov.uk</a>
	The Park Offices, Newtown, Powys SY16 2NZ Tel: (01686) 617582 E-mail: <a href="mailto:housing.north@powys.gov.uk">housing.north@powys.gov.uk</a>
How to pay	
<p>We would like to take this opportunity to remind you that you can make payments in a number of ways. These include paying:</p>	
<ul style="list-style-type: none"> <li>- Through thebank By Direct Debit</li> <li>- At all Paypoints and post offices nationwide</li> <li>- By credit or debit card</li> </ul>	<ul style="list-style-type: none"> <li>- The most popular and easiest way of paying through the bank is by direct debit. If you would like to start paying by this method please contact one of the offices above for a mandate.</li> <li>- Please make sure you have your swipe card with you.</li> <li>- Payments can be made at Customer Service Points, and Library+ sites, over the telephone or via the internet at <a href="http://payments.powys.gov.uk">payments.powys.gov.uk</a></li> </ul>
<p>Please note that the rent free weeks for 2014/2015 are the weeks beginning:-</p> <p>Monday 22ND December 2014 &amp; 29th December 2014 Monday 23rd March 2015, 30th March 2015</p>	



# Visual guidelines - promotional material and branding

The minimum requirement on all official Powys County Council promotional material is the Powys logo.

All promotional material, including leaflets, booklets, brochures and posters, newsletters and exhibition boards must adhere to the corporate identity standards. If you require branding or promotional materials we recommend that you contact the graphics team for advice and design to ensure consistency.

**Powys County Council Social Media Guidelines**

August 2014

Cymunedau cryf yng nghalon werdd Cymru  
Strong communities in the green heart of Wales

**Introduction to School Governance**

Cymunedau cryf yng nghalon werdd Cymru  
Strong communities in the green heart of Wales

## Policy documents

## Branding for waste and recycling

**Recycle more**

Dear Householder

**From November 2015 your rubbish collections will change from fortnightly to three weekly**

pressure to provide a wide range of services with a diminishing budget. Three not only contribute to these savings but also increase the uptake of recycling each the Welsh Government's statutory targets and thus avoid considerable fines through a reduction in other council services. The council is required to meet the 8% recycling rate by 2015/16, achieve 64% by 2019/20 and 70% by 2024/25.

collections will be as follows:

rubbish collection takes place during the week beginning 2 November 2015, your ed every three weeks, with your next collection taking place during the week 015.

rubbish collection takes place during the week beginning 9 November 2015, your ed every three weeks, with your next collection taking place during the week 015.

**nd recycling boxes will continue to be collected on a basis. Your collection day will not change.**

tion calendar showing the new three weekly rubbish collection dates, along with a and can't be recycled at the kerbside.

d was carried out on behalf of the Welsh Government for all authorities during ys, this showed that 32.81% of material in the wheeled bin or purple sacks could side. The majority of this is food waste (21.83%) with the remainder being glass, ns.

ntenance waste or colostomy bags may be eligible for additional capacity. This can e council and an assessment will be arranged. However, this material can be kept in f it effectively bagged.

daily rubbish collections is available on our website [www.powys.gov.uk/recycle](http://www.powys.gov.uk/recycle).

**Recycle more**

Your non-recyclable rubbish contained within your wheeled bin/purple sacks will be collected every **3 weeks**. Recycling and food waste is collected **every week**.

**Your collection day will not change**

If your rubbish is being collected during the week beginning 2 November, your future rubbish collections will be:

23rd November 2015
14th December 2015
4th January 2016
25th January 2016
15th February 2016
7th March 2016
28th March 2016
18th April 2016
9th May 2016
30th May 2016
20th June 2016
11th July 2016
1st August 2016
22nd August 2016
12th September 2016
3rd October 2016
24th October 2016

If your rubbish is being collected during the week beginning 9 November, your future rubbish collections will be:

30th November 2015
21st December 2015
11th January 2016
1st February 2016
22nd February 2016
14th March 2016
4th April 2016
25th April 2016
16th May 2016
6th June 2016
27th June 2016
18th July 2016
8th August 2016
29th August 2016
19th September 2016
10th October 2016
31st October 2016

Please ensure you place your bags and containers out for collection by **7.30am** on the morning of your new collection day.

If you have any questions visit the website [www.powys.gov.uk/recycle](http://www.powys.gov.uk/recycle)

0845 602 7035

**Recycle for Powys**  
aigylchu dros Bowys



## Visual guidelines - signage

Uniformity in the way we label our buildings is vital in promoting our corporate image and identity.

The Powys logo should be placed top centre of the sign with a cream background ( see colour breakdown opposite).

All text must be bilingual, with Welsh text in green and English in red.

Guidance should be sought from the planning authority for location and type of external signs to be erected. Both internal and external signs may be procured through the Corporate Property Section who will assign the job to an appropriate supplier.

It is important to note that the guide relates to general Powys internal and external signs. It does not include statutory signs or signs that have generally accepted national standards and formats.

### Example of internal signage



### Colour breakdown for the cream background

	CMYK ( Print)	RGB ( Web / DTP*)
	C0 M10 Y33 K0	R225 G222 B161





## Visual guidelines - van livery

The van livery will change slightly due to different van sizes, shapes and colours, but in general the same rules will apply throughout.

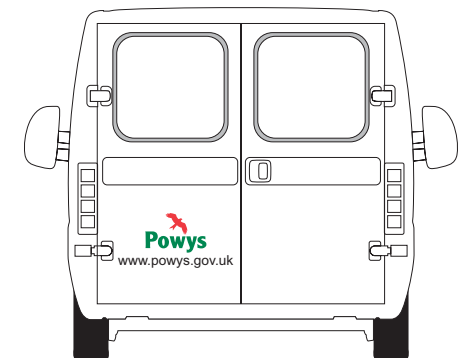
The Powys logo with the URL below will appear on both cab doors and the left rear door in sufficient space so as not to crowd the logo.

The Powys logo will appear in the Powys green and red on the bonnet with the URL in Arial font and black. The logo and accompanying text should not be distorted or mishaped in any way to fit the given area, but should be resized to fit the space with sufficient space around it.

If the van is not finished in white, Powys communications team should be consulted before any work is undertaken.



[www.powys.gov.uk](http://www.powys.gov.uk)





## Visual guidelines - partnerships

The message communicated by Powys County Council's logo is diluted and less effective if other logos appear on the same item or publication. Members of the public are less likely to identify the overall provider of the service or activity as being delivered by Powys County Council.

However, it is clear that there are occasions when there is joint funding or work on a project, where partners need to be recognised. It may also be necessary to include other logos from partners, contractors or government initiatives on promotional and information leaflets, as well as on stationery.

The use of the council logo or elements of the corporate identity in conjunction with other organisations logos or identities must not compromise the brand identity, positioning or core values of the county council.

There may be legal liabilities associated with co-branding which should be considered before any materials are produced in partnership with other organisations. If in doubt, the legal team should be consulted for advice and guidance.

Unless a new organisation or company has been set up with council funding, a new logo should not be developed,

a partnership style should be adopted which recognises the contribution made by all partners. The phrase 'supported by' should be used in these instances.

If the council is not funding, but simply endorsing a project, it is not necessary to include the council logo, simply a line of text explaining the council's association with an organisation or project.

It is clear that it may be advantageous to acknowledge another organisations' contribution to a project or initiative through support or funding, however unless this support is equally split between the council and the other organisations, then there is no reason why the other organisations should receive the same amount of publicity as the council. A line on the back of the leaflet explaining the contribution of the support provided should be considered.





## Visual guidelines - partnerships

Powys logo takes priority when appearing on documents with other logos, the Powys logo will remain first, bottom right. The other logos must not be larger than the Powys logo.



Wales National Exercise  
Referral Scheme (NERS)  
Cynllun Atgyfeirio Cleifion  
i Wneud Ymarfer Corff Cymru



There are exceptions to this rule for example when the Welsh Government logo is used, see below



Wales National Exercise  
Referral Scheme (NERS)  
Cynllun Atgyfeirio Cleifion  
i Wneud Ymarfer Corff Cymru



Llywodraeth Cymru  
Welsh Government



## Visual guidelines - Welsh language

Powys County Council endeavours to provide a good quality service in Welsh and English. Any documents, publicity material, forms and information displayed in public must be produced in Welsh and English, and the Welsh version must not be treated less favourably than the English version.

The design of documents has a very important part to play in the council's work of promoting the Welsh language. To do this, to make the best use of the space available, and to ensure both versions are always on display, always aim to keep both languages together on the same page of the publication, whether a letter, form, leaflet, public notice or larger document.

The Welsh text must be placed either above the English or to the left of the English.

In some cases, it may be more appropriate for the Welsh and English to be back to back in the tip-and-turn style. In such cases, both language versions must be displayed.

Documents which invite the public to contact the council must state that the council welcomes that contact in Welsh.

Ask a member of the Welsh Unit to proof read publications before sending to print. It is easier to do this than to have to make corrections later.

**Eisteddfod Genedlaethol Cymru**  
**The National Eisteddfod of Wales**  
*Maldwyn a'r Gororau*  
*Montgomeryshire and the Marches*

**Pentref y Cyngor**  
**Rhaglen weithgaredd**  
**1 - 8 Awst / August**  
**Powys Villa**  
**Programme of**

**Beth i'w weld - What to see**

**Y Pantri**  
Mae'r Pantri'n eich croesawu gyda ffenestr siop o fwyd a diod sydd wedi'i gynhyrchu'n lleol. Dewch yma i bori, blasu a phrynu o blith bwydydd dewis eang o gynhyrchwyr, gan gynnwys y grŵp Taste Montgomery.

Mae ein cegin arddangos yn cynnig rhaglen amrywiol a difyr yng nghwmni pen-gogyddion lleol ac enwog sydd wedi ennill gwobrau, i ddatlu cynnyrch lleol a doniau o Gymru.

Y Pantri welcomes you with a showcase of locally produced food and drink. Browse, sample and buy from a wide range of producers, including The Taste Montgomery group.

Our demonstration kitchen brings you a varied and entertaining programme, brought to you by local, award-winning and celebrity chefs, celebrating local produce and Welsh talent.

**Taith feiciau wedi thywys**  
Ymunwch â ni ar ein taith feiciau mynydd wedi'i thywys 20km o hyd ar hyd a lled cefn gwlad Sir Drefaldwyn fel rhan o'n gweithgareddau ar gyfer yr Eisteddfod Genedlaethol.

Join us on a guided mountain bike tour of 20km of Montgomeryshire countryside as part of our National Eisteddfod activities.

**Taith gerdded**  
Ymunwch â ni am daith gerdded ar hyd a lled cefn gwlad Meifod a Phontrobert.

Join us for a guided walk across Meifod and Pontrobert countryside.



## Contacts

### Communications team

comms@powys.gov.uk 01597 82 6377

Intranet page: 295

### Graphics team

marie.mcdonald@powys.gov.uk 01597 82 6774

chas.futcher@powys.gov.uk 01597 82 6208

aneurin.frayne@powys.gov.uk 01597 82 6779

Intranet page: 3575

### ICT team

ictservicedesk@powys.gov.uk 01597 82 6100

Intranet page: 2633

### Welsh unit

translation@powys.gov.uk 01597 82 6466

Intranet page: 1644