



Peacehaven Town Council

Our Brand Guidelines



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Our brand is arguably our most important asset, of course alongside our Team.

But our new Brand Guidelines are more than just a logo. They are so much more.

Our Brand Identity is our Council's personality and are key in delivering our brand consistently across all channels, on and offline to reach our target audiences.

To start, let's quickly explain what are brand guidelines...

Our Brand Guidelines



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Basically, brand guidelines are documents with a series of rules, set-out to demonstrate how a company - as in Peacehaven Town Council - must be perceived.

All businesses have a brand, whether it's been consciously constructed or has simply developed over time.

Brand guidelines, sometimes called a style guide, are an essential part of an effective marketing strategy.

Essentially, a brand guideline is a document that guides employees and designers on how different elements of the business, in our case, PTC, should be used.

Our Brand Guidelines



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For example, brand guidelines might suggest how to use the following things:

- Fonts – including the look and sizes of headers and body text
- Logos – including the right colours, the right sizes, the right exclusion zones etc.
- Colour palettes – what specific colours should be used in online and print material. Our colour palette will show the CMYK values (for print), the RGB values (for digital) and the HTML Hex References (for web).
- Instructions for good photography and imagery
- Tone of voice and stylistic guidelines

This leads us on to why we need PTC brand guidelines....

Why do we need 'Brand Guidelines'?

- **Consistency**

- It's **KEY**

- **Recognition**

- Of our 'Brand', our Commitment and our Role

- **Definition**

- They help to define and maintain our image of professionalism

- **Support**

- Our 'Brand Identity' – our Mission, our Core Values, our Personality, our Tone of Voice

They are an essential part of an effective marketing strategy

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They help create a strong brand identity

One of the reasons we need brand guidelines is that they help create a strong brand identity.

Consistency is key – we'll cover this in more detail later, but....

Constructing an identity, no matter what it is, is much easier when you have a set of guidelines to help you maintain a coherent image.

Strong and consistent branding helps us to clarify what Peacehaven Town Council stands for.

It allows us to communicate our purpose, our personality and our promises efficiently and effectively.

A consistent tone of voice, and a consistent brand identity, helps to keep us all on-message. Which leads us to our next point...

In a nutshell, they help maintain an image of professionalism

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However, it's not just tone of voice which suggests professionalism.

Things such as consistent colours and logos across the Council, online and offline help and are a 'MUST' too.

For example, if our logo differs on Twitter from our website, or our Facebook profile picture and our cover photo, our residents, visitors and the community might get confused.

Inconsistent branding simply doesn't look good.

One of the reasons we need brand guidelines is that they ensure impressions of competence and professionalism

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Why do we need 'Brand Guidelines'?



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So, what else do they do?

They aid brand recognition.

Aiding our PTC Brand Recognition - is the most obvious reason why we need brand guidelines.

The consistency that guidelines create means that brands are instantly recognisable, without having to introduce who we are and what we do.

Why do we need 'Brand Guidelines'?



A good example is Google.

When you see those four colours, you know exactly who you're dealing with. That's because Google's carefully created brand guidelines outline what colours are the 'Google' colours.

However, it's not just colours, sometimes the name is included as well....

Nike – the tick – you instantly know it's Nike.

MacDonald's Golden Arches

Apple's apple

Disney ETC ETC ETC....

This all links back to our brand's identity – the stronger and more consistent it is, the more likely our audiences are going to recognise us and identify us, PTC, amongst the minefield of different council's throughout our region.

So, what and why - do we need to make-up our Brand Guidelines?



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They're useful for all of us.

This is a very practical reason as to why we need brand guidelines.

Our PTC Brand Guidelines mean that all of us, as a TEAM, will consistently be using our branding in the correct way – the right shade of green, the right tagline, the right font, and the right size logo etc.

If we have a new recruit and, for example, Sue is out of the office, having a set of brand guidelines means that the right branding is easily accessible to everyone, and that everyone knows how to use it properly.

So, four clear reasons....

So, what and why - do we need to make-up our Brand Guidelines?



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The first is back to consistency....

Every time someone visits our website, sees or receives our marketing material, they receive a perception of us, our Council, outside of the content they actually consume.

By having set rules and restrictions, it becomes possible to communicate a consistent brand identity.

Consistency is important in making our brand recognisable and reliable.

It ultimately communicates that our brand takes pride in the details.

So, what and why - do we need to make-up our Brand Guidelines?



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Secondly, recognition – we must be positively recognisable.

Keeping our PTC brand consistent allows it to be more immediately recognisable within our town and community - and with our target audiences.

Building a recognisable brand can take a lot of time, but our brand can quickly be distinguishable by adhering to our brand guidelines.

So, what and why - do we need to make-up our Brand Guidelines?



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Thirdly, it keeps us focused....

For example, when talking about, a new project or grants round, a brand can get stretched too thin. By implementing brand guidelines, we will have the tools to quickly and effectively maintain consistency.

Our Brand Guidelines help us to aim the Council's (and therefore the Community's) interests with our intended audience.

So, what and why - do we need to make-up our Brand Guidelines?



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And lastly, the one which most will have a personal opinion on – as colour is a personal like or choice - is our PTC Colour Palette.

This is particularly important to ensure a consistent colour palette for our brand is used on all materials.

Often colour shades can vary over time, but the guidelines ensure the correct colour values are used at all times.

And before anyone asks, of course, our colour palette will have the CMYK values (for print), the RGB values (for digital) and the HTML Hex Reference (for web).

What We Need...

- Tone of Voice
- Photography / Imagery
- Our Logo
- Our Colour Palette – The Peacehaven Vista
- Our Fonts
- Our Templates
- Our Email Signature / Sign-Offs

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Talk to the slide and list out...

Our Tone of Voice



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Talk to the slide

Our Tone of Voice

Words / Phrases We Do Use and Those We Don't



- Community
- Inclusion
- Zero Net Carbon
- Older generation
- Connections
- Advice
- Assistance
- Here to help / Happy to help



- Vandalism / Hooligans
- Exclusion
- Unnatural
- Old people
- Isolation – You're on your own
- Don't know
- Not our job
- How would I know?

List out the good and bad tones of voice

Photography / Imagery

When using photographs or imagery, we must show Peacehaven in a positive light.

We are about:

- People
- Community
- Place / Destination
- Local – Charities, Businesses, Organisations
- Community Engagement and Involvement
- The Environment / Net Zero Carbon

Our photography and imagery should reflect these things.



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Talk to the slide and explain the use of good imagery

Photography / Imagery

The Do's and Don'ts



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So, what are the do's and don'ts?

Photography / Imagery

The Do's and Don'ts



Peacehaven Town Council
Town Crier, Jon Borthwick and
Town Clerk, Tony Allen



Peacehaven Town Council
Town Crier, Jon Borthwick and
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Explain the Do's and Don'ts

Photography / Imagery

The Do's and Don'ts



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Explain the Do's and Don'ts and editing of images.

OUR LOGO



The logo must have a clear space of approximately one third of the height of the logo around the entire logo. This achieves the correct visual impact.

Maximum Logo Sizes

A 'Rule of Thumb' is that our logo should never be more than one third of the width of the page. As above, the space around our logo should be one third the height of the logo.

Page Size	Max Logo Size	Exclusion Zone
A3	85mm	12mm
A4	55mm	8 mm
A5	37mm	5mm

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Logo:

So, why is a logo – and specifically PTC's logo - important?

Because it grabs attention, makes a strong first impression, is the foundation of our Council's brand identity.

It should be memorable, separate us from other Councils, foster and build brand loyalty, and is projected outwardly facing to our Community and other external audiences.

Our logo also communicates our Council's quality, vision and values. It's imprinted on our marketing collateral, stationery, website, social media, and most importantly, in the minds of our Residents.

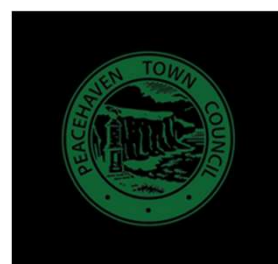
Our logo is one of the first visual interactions our Residents and Community have of our Council and it's our first opportunity to make a solid impression and demonstrate our commitment to deliver a quality services, and visually express our purpose.

Here you can see how our logo should be placed and positioned to create the maximum visual impact.

OUR LOGO

LOGO REPRODUCTION

- Wherever possible, the Peacehaven Town Council logo should appear in the Peacehaven Town Council green.
- When the logo appears on a black, navy blue, dark green etc background, the logo should appear in white out.
- The other option, if the background is black, is for a green out logo.
- When positioning the logo on a photograph / photographic background, please make sure the logo is visible – best top left hand if possible. Always ensure there is a significant contrast between the logo and background. No imagery showing through the logo.



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Our Logo

Don't



Never:

- Alter the colour of the logo – never reproduce the logo in any colour other than the PTC Green, white or black
- Alter the proportion of the logo e.g. extend, lengthen
- Add icons or similar to the design of the logo
- Enclose the logo in a 'box'
- Add effects to the logo e.g. shading

Even small variations / alterations in the use of our logo will undermine the impact of our brand.

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THIRD PARTY / PARTNERSHIP USE OF THE PEACEHAVEN TOWN COUNCIL LOGO

LOGO POSITIONING

SIDE BY SIDE

- A local business, Mayor's charity or organisation that supports us in our Council / Community activities may, at some point, wish to use our logo on marketing collateral, social media posts or other promotional items.
- On all co-branded materials – either produced by us, Peacehaven Town Council – or the aforementioned – our logo must be positioned in equal size to the third party logo.
- Our logo should always appear on the right of the third party logo with the correct exclusion zone (e.g. clear space - as mentioned above) around it.



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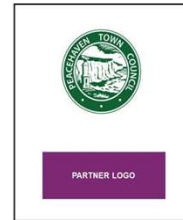
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THIRD PARTY / PARTNERSHIP USE OF THE PEACEHAVEN TOWN COUNCIL LOGO

LOGO POSITIONING

STACKED LOGOS

- On occasion, logos may need to be 'stacked.' For example, when it is not possible to have the logos side by side.
- Peacehaven Town Council's logo must be on the top, with the third party logo beneath it, again maintaining the correct exclusion zone.



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THIRD PARTY / PARTNERSHIP USE OF THE PEACEHAVEN TOWN COUNCIL LOGO

OUR LOGO IN THIRD PARTY MATERIALS

- When a third party (by agreement) is producing marketing materials or collateral (both on and offline) which will include our logo, it must comply with our brand guidelines. Our logo must be reproduced at the correct size with the correct exclusion zone.
- If you have any queries on this, please speak to Sue Moscatelli for guidance and brand approval.



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OUR COLOUR PALETTE

The Peacehaven Vista

Colour choices are, of course, a personal preference.

However, as Peacehaven Town Council – the Council of the Peacehaven community – our brand colours need to represent not only us as a public sector body, but also the town and its residents.

The town of Peacehaven is not only the point on the South Coast where the Greenwich Meridian enters and exits the country, but it also remains the only town in the UK to be named after peace. These elements need to be recognised.

Alongside our pillars of focus, Peacehaven's natural beauty, surrounding countryside, rolling hills, coastal landscape, sea views and beach location, our colour palette – The Peacehaven Vista – reflects and respects these things.

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So, here we go... what we expect you've all been waiting for....

Our new colour palette

The Peacehaven Vista...

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OUR COLOUR PALETTE

The Peacehaven Vista

1. Looking to the blue skies overhead
2. With fluffy white clouds
3. The sun rising over the horizon
4. Shining down on to the rolling green hills of the South Downs National Park
5. The farmers' fields and paddocks glinting golds, greens and vegetation in the sun
6. The Meridian Monument on the stunning cliff setting
7. The Bastion Steps and Undercliff Walk
8. The beach with its pebbles, shells, rockpools and sea life
9. Discovering sand when the tide is out
10. The aqua blue of the sea with its cresting waves
11. The setting sun with its Nautical Twilight
12. The night sky complete with stars and the Moon

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The Peacehaven Vista takes in the our town and expresses the different areas within and around, painting - if you will – the Peacehaven picture.

OUR COLOUR PALETTE

The Peacehaven Vista



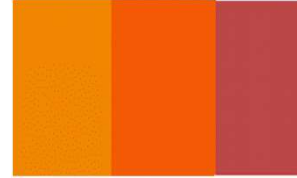
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Looking to the blue skies overhead

With fluffy white clouds

OUR COLOUR PALETTE

The Peacehaven Vista



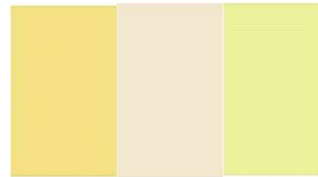
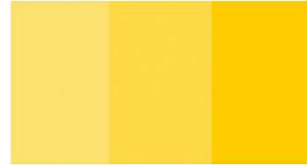
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The sun rising over the horizon

Shining down on to the rolling green hills of the South Downs National Park

OUR COLOUR PALETTE

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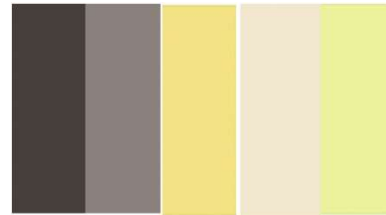
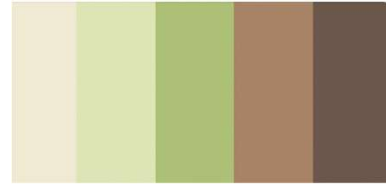
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The farmers' fields and paddocks glinting golds, greens and vegetation in the sun

The Meridian Monument on the stunning cliff setting

OUR COLOUR PALETTE

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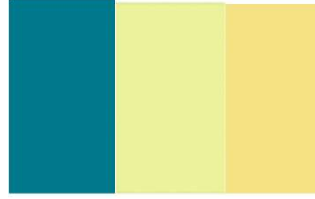


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The Bastion Steps and Undercliff Walk

OUR COLOUR PALETTE

The Peacehaven Vista



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The beach with its pebbles, shells, rockpools and sea life

Discovering sand when the tide is out

The aqua blue of the sea with its cresting waves

OUR COLOUR PALETTE

The Peacehaven Vista



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The setting sun with its Nautical Twilight

The night sky complete with stars and the Moon

OUR FONT

FONTS

- The primary font to be used by Peacehaven Town Council on all internal and external documents is Arial – a clean, clear font that is easy to read.
- The standard font sizes to be used are Arial 11pt or 12pt. This includes text in emails.
- The colour for all email text should be black. If a softer colour is needed on a white background in print, you can reduce the black to 85%.
- However, for other font colours, please refer to the Brand Guidelines document. Headings or small amounts of text can appear in colours from our palette, for example in PowerPoint presentations, posters, publications and social media posts.
- Please change your email, Excel, Word and PowerPoint setting to Arial and our brand colours.

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OUR TEMPLATES

Once the new brand guidelines have been approved, new templates for Peacehaven Town Council's stationery, PowerPoint presentations, publications and leaflets (on and offline) and advertisements will be finalised.

Gradients from the colour palette will also be included.

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OUR EMAILS

When writing on behalf of Peacehaven Town Council, it is imperative to communicate our brand identity and uphold our professional image.

To do this, we need a consistent default email setting with the correct, personalised information on all emails.

Font:	Arial
Size:	12pt or 11pt
Main Style:	Regular
Colour:	Black
Name:	Bold

Email Image:

Please use the Peacehaven Town Logo as your image icon for all Council email communications. No photos of yourself, cartoons or other images to be used.

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OUR EMAILS

Sue Moscatelli
Events, Amenities & Projects Officer

Peacehaven Town Council
Meridian Centre
Meridian Way
Peacehaven, East Sussex. BN10 8BB
Tel: 01273 585493
Mobile: 07566 766794
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Making Peacehaven a better place to live, work, and rest

Peacehaven Town Council is committed to ensuring that your privacy is protected and will only use and store your personal data in line with the General Data Protection Regulation 2016 and the Data Protection Act 1998. We collect and use your personal data in order to provide information or action you have requested from us. We will not disclose your personal data to any third parties unless we need to do so to provide a service to you. This may include sharing your personal data with Peacehaven Town Council staff or Councillors, Lewes District Council and/or East Sussex County Council in order to provide the information you have requested. The Councils' Privacy Policy sets out how we collect, use and securely hold your data and can be viewed on the Council's website.

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Speak to slide and explain email signatures



THANK YOU



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Thank you for your time.....

QUESTION TIME...



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Now for any questions.....