



North Horsham Parish Council

CORPORATE BRANDING POLICY

POLICY STATEMENT

The aim of the Corporate Branding Policy is to create a unique and easily recognised identity for North Horsham Parish Council which sets a consistent and professional standard.

1. USE OF COUNCIL LOGO AND NAME

- 1.1. The size of the Parish Council logo is to be appropriate to the situation in which it is being used, however, it should be of sufficient size to give clear definition to the detail, i.e. the words 'Roffey' and 'Holbrook' should be easy to read.
- 1.2. The overall proportions of the logo should be retained without distortion regardless of size.
- 1.3. The logo and the name 'North Horsham Parish Council' can be used independently, although it is preferable for them to be used together in one or other of the following layouts –

North Horsham Parish Council

or

North Horsham
Parish Council

- 1.4. The lettering should be printed in blue where possible.
- 1.5. The logo must be placed to the left of the lettering if used, and, where possible, the logo and Council name should be of the same relative size.
- 1.6. The logo and Parish Council name should be as widely used as possible, for example on letterheads, compliment slips, newsletters, external signage, identity badges, website, etc.

2. DOCUMENT FONTS AND SIZE

- 2.1. The Council's preferred font is Arial
- 2.2. The preferred font size is 12 but may be changed for practical purposes e.g. on a spreadsheet

3. PRINTED DOCUMENTS

- 3.1. Documents are generally printed in black

- 3.2. The Earles Meadow tree will be used when an image is required for a cover page as follows:- the image will be placed centrally on the page, the Parish Council name will be placed above the image with the logo to the left; and the document name under the central image
- 3.3. If accronyms and abbreviations are used in council documents they must be used in full in the first instance with the abbreviation or acronym in brackets after. E.g. Horsham District Council (HDC) in the first instance and then HDC thereafter.

The use of NHPC as an abbreviation for North Horsham Parish Council should be avoided wherever possible

4. CORPORATE COLOURS

- 4.1. The Parish Council's corporate colours for exterior use are –
 - RAL 5013 – Cobalt Blue – for notice boards etc.
 - RAL 6032 – Signal Green – bus shelters etc.

5. REVIEW

- 5.1 The Corporate Branding Policy was first approved by council in May 2012.
- 5.2 The policy will be reviewed in July 2022.

July 2020