

visual identity guidelines

**LG**communications



LGcommunications is a dynamic, forward thinking organisation that represents and promotes the role of professional communications within all principal local authorities. As a society of communicators it is vital that the society's values and activities are reflected in a high quality corporate image.

As communicators, we know only too well just how important appearances are for organisations as well as individuals. Every piece of publicity we produce - every press

release, e-newsletter and brochure - sends a strong visual message about the society. This message needs to be strong, consistent and clear at all times.

But we also recognise that branding is about more than appearances. The new name and resulting logo for LGcomms has been the end result of a process of re-evaluating the society's role, membership, core values and relationship with the Institute of Public Relations Local Government Group.

The new logo embodies our values as an organisation that:

- Is an authoritative voice for both its members and for consultees
- Is forward thinking and innovative
- Is inclusive and supportive
- Promotes high standards and develops best practice
- Lobbies for change
- Is collaborative and diverse – working nationally and locally

These guidelines set out:

- How the corporate identity should be applied to a range of publicity materials and events - both printed and electronic
- The optimum sizes and positioning to be used
- How it should be used with the supporting strapline
- How it should be used for joint branding
- How it should be supported by clearly written text

Copies of the logo are available from the Society's secretary, Michael Baker (tel: xxxx, e-mail: xxxx). All publicity materials need the approval of the society's chair or secretary at proof stages before final copies can be produced.

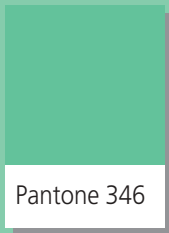
I am personally enthusiastic about the new name and logo for SCUPRO and the message it communicates about our role and values. I believe the new identity will support us in

promoting the society as a voice for the important role of communications within local authorities.

**Julie Hollings**

Chair of LGcommunications  
Head of Communications at the  
London Borough of Haringey

# colour specifications

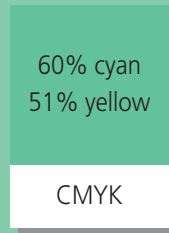


## **Pantone colour**

LGcomms green PMS346

Use in two colour litho print applications including

- stationery
- folders
- leaflets/flyers
- spot colour advertising



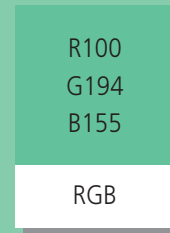
## **CMYK**

## **4-colour process**

LGcomms green 60C51Y

Use in full colour litho and laser and inkjet print applications including

- full colour publications
- banners/event materials
- colour advertisements



## **RGB**

## **RGB**

For screen and web applications

- closest websafe colour match is 66CC99

**Frutiger 45 Light\***

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

**Frutiger 75 Black\***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz1234567890**

The Frutiger font is available in a range of weights:

- 45 Light and *Italic*
- 55 Roman and *Italic*
- **65 Bold and *Italic***
- **75 Black and *Italic***

- Use 45 Light for text, with 75 Black for subheadings.
- Use italics for *emphasis* or *Proper Names* only.
- Use 65 Bold for level 2 headings and captions.

\*NB: whenever possible use the Frutiger font condensed to 90% horizontal scale. This makes the font more visually distinctive and also allows more words to be typeset in a given space.

logo variants



**LGcommunications**

**Colour logo for use on white backgrounds**

Pantone colour, process colour, and web safe colour formats are available for print and screen use



**LGcommunications**

**Block version of colour logo**

For use on backgrounds of any colour or tone. Pantone colour, process colour, and web safe colour formats are available.



**LGcommunications**



**LGcommunications**

**Mono logo for use on white backgrounds**

Only use this version when colour is not available, such as for mono newspapers or photocopying

**Block version of mono logo**

For use on backgrounds of any tone in mono print applications.

# the national voice for communicators in local government

The strapline may be used directly beneath the logo (see following page) or separately from it (see applications pages for examples).

It is always in the Frutiger 45 Light font – all in lower case as shown above. It may appear in one or more lines to complement the application or format – see applications pages.

The strapline should normally be included on communications to audiences who are not familiar with LGcomms and what it stands for.

logo with strapline



**Colour logo with strapline**

Pantone colour, process colour, and web safe colour formats are available



**Block version of colour logo with strapline**

Pantone colour, process colour, and web safe colour formats are available.

## Positioning the logo

The logo may be positioned top right, or bottom right of a given format or area.



Joanne Smith  
Municipal Journal  
67 Bowling Green Lane  
Bristol BS6 7NG

27 November 2001

Dear Joanne

### **New brand for local government communications**

LGcommunications is a dynamic, forward thinking organisation that represents and promotes the role of professional communications within all principal local authorities. As a society of communicators it is vital that the society's values and activities are reflected in a high quality corporate image.

As communicators, we know only too well just how important appearances are for organisations as well as individuals. Every piece of publicity we produce – every press release, e-newsletter and brochure – sends a strong visual message about the society. This message needs to be strong, consistent and clear at all times.

But we also recognise that branding is about more than appearances. The new name and resulting logo for LGcomms has been the end result of a process of re-evaluating the society's role, membership, core values and relationship with the Institute of Public Relations Local Government Group.

The new logo embodies our values as an organisation that:



Joanne Smith  
Municipal Journal  
67 Bowling Green Lane  
Bristol BS6 7NG

27 November 2001



**LGcommunications**

the national voice for communicators in local government

59mm

10mm

10mm

**Standard size of logo**


For stationery the standard size is 59mm long



# applications

## **Strapline as headline**

For promotional items the strapline may be used as a heading. In this example the strapline is the same typesize as the logo.



the national voice for communicators in local government

**LGcommunications**

**Using LGcomms  
colours and tints**

For promotional items a tint  
version of the logo may  
used at large sizes as  
shown here.

LGcommunications invites you to a seminar

**Keeping local government on the national agenda**

on 24-25 June 2002

at the Queen Elizabeth II Conference Centre, Blackpool

RSVP [julie.hollings@lgcomms.org.uk](mailto:julie.hollings@lgcomms.org.uk)

LGcommunications



## Joint branding

Whenever possible, position the LGcomms logo top right, with co-sponsor's logo bottom right of a given format or area.

Relative sizes of the logos should be visually matched.

## communications best practice

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### **Joint branding**

If LGcomms is the junior sponsor, position the logo bottom right, with the main sponsor's logo top right of a given format or area.

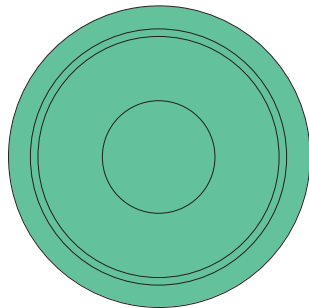
Relative sizes of the logos should be visually matched.



### **Communications best practice**

step by step guide  
version 1.2

© IDeA/LGcomms 2002



**LGcommunications**

### Multiple sponsors

Position three or more sponsor logos in a single line with the LGcomms logo on the right whenever possible.

Relative sizes of the logos should be visually matched.



Joanne Smith  
Municipal Journal  
67 Bowling Green Lane  
Bristol BS6 7NG

27 November 2001

Dear Joanne

#### Joint branding for local government initiative

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As communicators, we know only too well just how important appearances are for organisations as well as individuals. Every piece of publicity we produce – every press release, e-newsletter and brochure – sends a

# minimum logo sizes



## Minimum sizes for print

20mm without strapline

35mm with strapline



## Minimum sizes for screen

49mm without strapline

78mm with strapline

**Stationery**

Letterhead and compliments slips:  
100gsm Conqueror Diamond White  
Wove

Business cards: 350gsm Fluorescent  
White Royal Dutch Ivory board

**Literature**

Brochures/Reports: high white matt  
uncoated (eg Retreeve Vellum;  
Neptune Unique or similar)  
300gsm cover/140gsm text

**Items for laser  
printing/overprinting**

115gsm Mellotex Smooth Ultra  
White

## **Name and abbreviations**

- The brand name LGcommunicators can be shortened to LGcomms.
- The 'c' of communicators should always be in lower case
- The name should not be shortened to 'LGC' - for obvious reasons!

## **Typeface**

The typeface Frutiger should be used for all press releases, letters, leaflets and other publicity materials

## **Plain English**

When drafting any text on behalf of the society, we should:

- Use as few capital letters as possible
- Avoid jargon
- Explain acronyms
- Write in the first person - so that we speak directly to the reader