

June 2022

# Hart District Council Corporate Guidelines

This document provides an overview of our corporate identity and the application principles that apply.



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# Introduction

Welcome to the guidelines for Hart District Council's corporate identity. This developed corporate identity will appear on all communication channels and materials created on behalf of Hart District Council. This includes both online channels (website and social media) and printed materials (newsletters, adverts, leaflets, pop-up banners). The identity will be rolled out over time within existing budgets to ensure all print and display material are updated.

All Council communications should comply with these guidelines to ensure our identity is applied consistently across all channels and across all Council services.

The communication procedures are designed to make sure that all Council employees, partners and contractors are using the same process in which they go about communicating on behalf of the Council.

For any further advice on the corporate guidelines or communication procedures please contact the Communications team via email: [communications@hart.gov.uk](mailto:communications@hart.gov.uk).







01

## Identity Elements



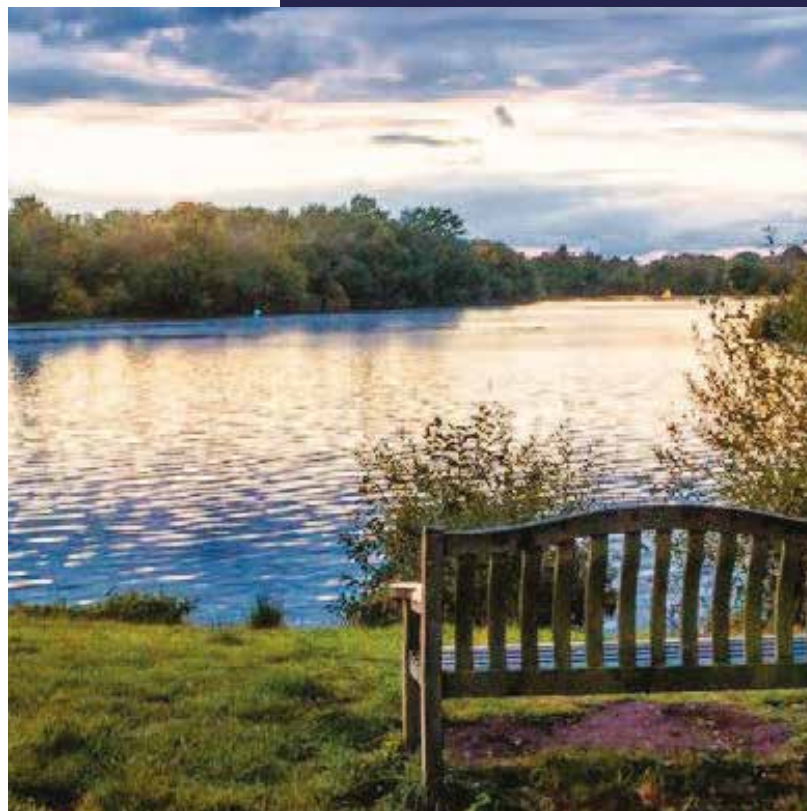
# Overview

This section covers our identity elements and how they are to be used. Our identity elements form the building blocks of our corporate identity. Each element is a valuable commodity and when used correctly provides a consistent look and feel that not only enhances our material but also creates strong brand recognition. This helps to build and maintain our reputation across both our internal and external audiences, including members of the public.

The principles behind each of our identity elements are detailed over the next few pages and cover the following areas:

1. Logo
2. Typography
3. Colours
4. Graphic Devices
5. Icons
6. Imagery

Please ensure you read through these pages carefully and follow all principles when creating any material on behalf of Hart District Council.





# Logo

Our corporate logo forms the centrepiece of our identity. It provides instant recognition and adds meaning to all our communications. Maintaining the integrity of its design and adhering to the rules detailed within this section is extremely important.

There are three colour versions of our logo, the primary colour logo, the secondary white logo and the exceptional charcoal logo. There are specific rules for when each of these versions should be used as detailed below.

## Primary colour logo

This is our primary logo and is always the first choice in all applications. It should be used on all documentation and communication channels that have a white or light coloured background. This includes applications where the logo is applied to a light coloured image background.

## Secondary white logo

This is our secondary logo and is to be used in applications where sufficient contrast is not achieved between the background colour or image and the primary colour logo. This logo can be applied to our primary green and all our secondary dark colours as well as dark coloured image backgrounds.

## Exceptional charcoal logo

We only use our charcoal logo if the primary or secondary formats cannot be used for production related reasons e.g. with embossing, fax etc.

Our logo must not be altered in any way, e.g. coloured, skewed or stretched etc.



*Primary colour logo*



*Secondary white logo*



*Exceptional charcoal logo*



# Logo continued

## Protection zone

The protection zone is an integral part of the logo. It is an area of clear space around the logo that is equal to the height of the capital 'H' within 'Hart' across the horizontal measurements, and half the height of the capital 'H' across the vertical measurements. This area must remain clear at all times with no other element encroaching into this space such as typography, partner logos and graphic devices.

## Accessibility

The stag head sits above the text to ensure that the logo can be clearly read. It is important to retain these proportions and not distort or reduce the gaps in our logo.

## Background

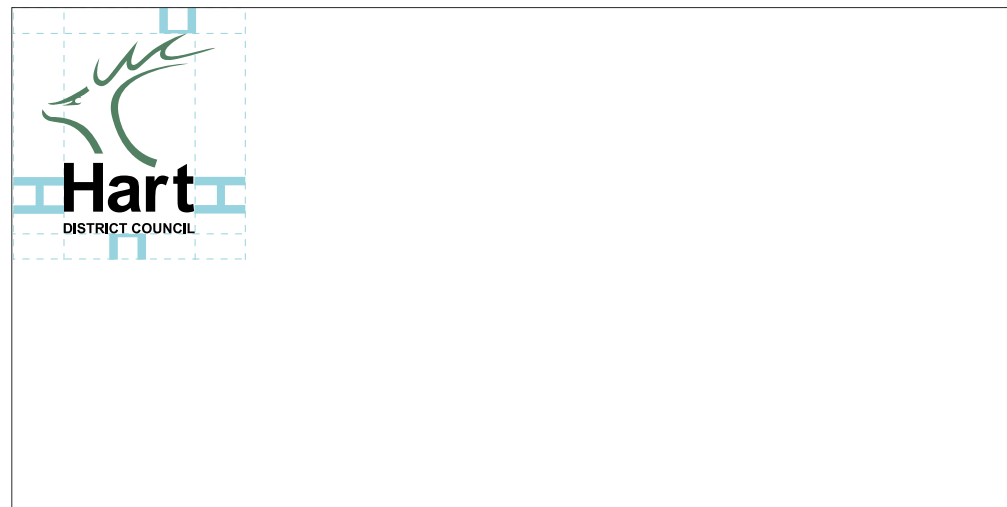
When placing our logo onto an image consideration must be taken to ensure sufficient contrast with the logo is always achieved. Calm backgrounds should also be used to ensure the logo is easily seen. Please avoid placing the logo on a patterned or busy background.

## Positioning

To ensure a consistent look and feel across all our applications, our corporate logo must always be positioned in the top left corner of all our material. For further guidance on how to apply our logo to each application type, please refer the application principles section within this guideline document.



*Logo exclusion zone*



*Consistent top left positioning*



# Typography

Arial is our corporate font and is to be used across all our printed and digital formats. Text should always be left aligned for maximum legibility. The only exception to this rule is when displaying a sender's address within your letterhead which is to be right aligned.

## Headings

Arial Bold at a minimum size of 20pt (on A4/A3 documents).

## Introduction paragraphs

Arial Regular at a minimum size of 14pt (on A4/A3 documents).

## Sub-headings

Arial Bold at a minimum size of 12pt (on A4/A3 documents).

## Body Text

Arial Regular at a minimum size of 12pt (for A4/A3 documents). For corporate documentation the size of the body text should always match the sub-heading.

## Hierarchy and colour

To create hierarchy and visual interest to documents different coloured fonts can be used. As default all text should be charcoal on a white background. However, when using within graphic devices the following combinations must be applied:

1. Charcoal text on secondary light coloured backgrounds
2. White text on secondary dark coloured backgrounds

It is also encouraged to display any introduction paragraphs in the secondary dark colour selected for your application to add additional visual interest.

## Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

## Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



# Colours

Our corporate colour palettes are an integral part of our brand identity. They play a vital role in achieving stand-out within our applications and creating visually recognisable material that resonates with our brand.

## Primary colour palette

Hart Green, Charcoal and White are the three primary colours of our brand and build a strong visual representation of Hart District Council.

The use of Hart Green is restricted to our logo only. Charcoal and White also have similar restrictions with the exception of their use within our typography.



### Hart Green

CMYK: 70 | 31 | 65 | 15  
RGB: 82 | 128 | 99  
HEX: #528063  
Pantone: 625C



### Charcoal

CMYK: 0 | 0 | 0 | 95  
RGB: 40 | 39 | 39  
HEX: #272726  
Pantone: Black C



### White

CMYK: 0 | 0 | 0 | 0  
RGB: 255 | 255 | 255  
HEX: #FFFFFF  
Pantone: White C

## Secondary darks

Our secondary dark colour palette provides creative flexibility in the way in which colour can be used to express our brand. This palette consists of six colours; Chestnut, Cobalt, Crimson, Indigo, Dark Olive and Tuscan Red. These colours have been developed to ensure a high contrast is achieved against white to meet accessibility guidance.

The use of these colours provide an opportunity to add further visual interest, highlighting key information and providing differentiation from other content. This is possible via the use of graphic devices and for special instances such as introductory paragraphs.

When using these colours, the combination principles detailed on page 11 must be followed. This consistent use across all applications is important for the overall impression and portrayal of the brand.

All secondary dark colours must remain at 100% opacity at all times, with the exception of a 50% opacity when used alongside the watermark on Teams Backgrounds.



### Chestnut

CMYK: 21 | 73 | 93 | 10  
RGB: 186 | 86 | 36  
HEX: #BA5624  
Pantone: 7584C



### Cobalt

CMYK: 91 | 64 | 13 | 2  
RGB: 34 | 89 | 151  
HEX: #225997  
Pantone: 647C



### Crimson

CMYK: 25 | 100 | 80 | 25  
RGB: 154 | 3 | 29  
HEX: #9A031D  
Pantone: 7427C



### Indigo

CMYK: 100 | 98 | 37 | 34  
RGB: 31 | 28 | 80  
HEX: #1F1D50  
Pantone: 533C



### Dark Olive

CMYK: 67 | 49 | 58 | 49  
RGB: 67 | 77 | 70  
HEX: #434D46  
Pantone: 446C



### Tuscan Red

CMYK: 36 | 80 | 56 | 52  
RGB: 106 | 47 | 53  
HEX: #6A2F35  
Pantone: 7610C



# Colours continued

## Secondary lights

Our secondary light colour palette has been developed to complement our secondary dark colour palette. This palette also consists of six colours; Pastel Orange, Aqua, Blossom, Cornflower, Mint and Oat.

These colours are used sparingly within graphic devices to add vibrancy and contrast against our secondary darks. For further information on how these should be used please refer to the colour combination principles on the next page and the graphic device principles detailed across pages 12 to 14.

These colours should never be used as full-bleed backgrounds and must remain at 100% opacity at all times.



**Pastel Orange**

CMYK: 0 | 43 | 71 | 0  
RGB: 251 | 165 | 83  
HEX: #FBA553  
Pantone: 157C



**Aqua**

CMYK: 45 | 0 | 14 | 0  
RGB: 146 | 220 | 229  
HEX: #92DCE5  
Pantone: 629C



**Blossom**

CMYK: 3 | 44 | 15 | 0  
RGB: 239 | 168 | 184  
HEX: #EFA8B8  
Pantone: 700C



**Cornflower**

CMYK: 49 | 30 | 8 | 0  
RGB: 143 | 166 | 203  
HEX: #8FA6CB  
Pantone: 7681C



**Mint**

CMYK: 39 | 0 | 28 | 0  
RGB: 160 | 236 | 208  
HEX: #A0ECD0  
Pantone: 565C



**Oat**

CMYK: 16 | 27 | 33 | 3  
RGB: 215 | 187 | 168  
HEX: #D7BBA8  
Pantone: 481C

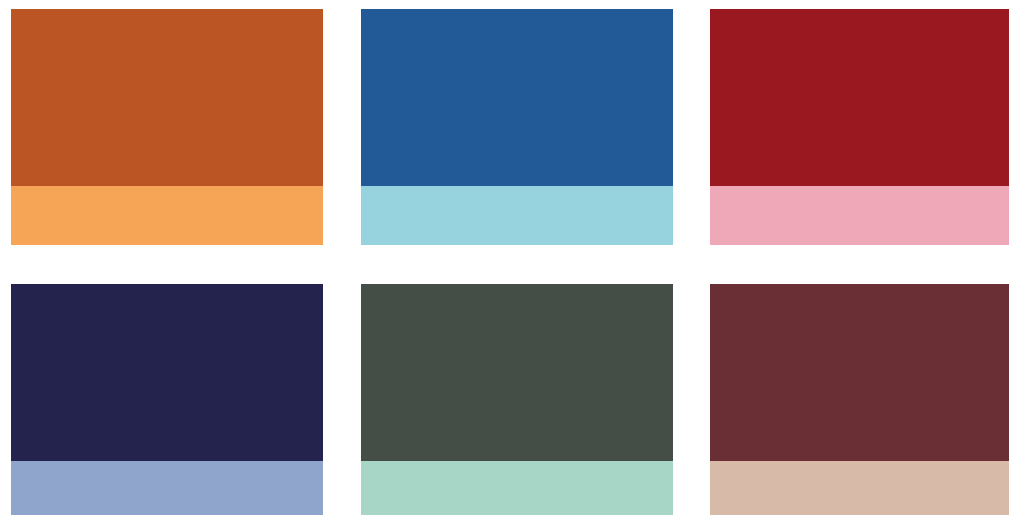
# Colours continued

## Colour pairings

Each secondary dark colour has a complementary secondary light colour as detailed below:

1. Oranges: Chestnut and Pastel Orange
2. Blues: Cobalt and Aqua
3. Reds: Crimson and Blossom
4. Purples: Indigo and Cornflower
5. Greens: Dark Olive and Mint
6. Browns: Tuscan Red and Oat

In most instances one set of complementary colours should be used per application. For all corporate material the green secondary colour pairing must be used.



## Further combinations

Each pairing of complementary colours has an assigned accent colour, for applications where three colours are required, as shown to the right. The accent colour should be used sparingly across the application with the purpose of highlighting key information only.

If four colours are required the following sets of pairings can be together:

1. Oranges and Blues
2. Reds and Purples
3. Greens and Browns

In special instances where more colours are required to differentiate values e.g. within charts and graphs, the entire secondary dark or secondary light palettes can be used.

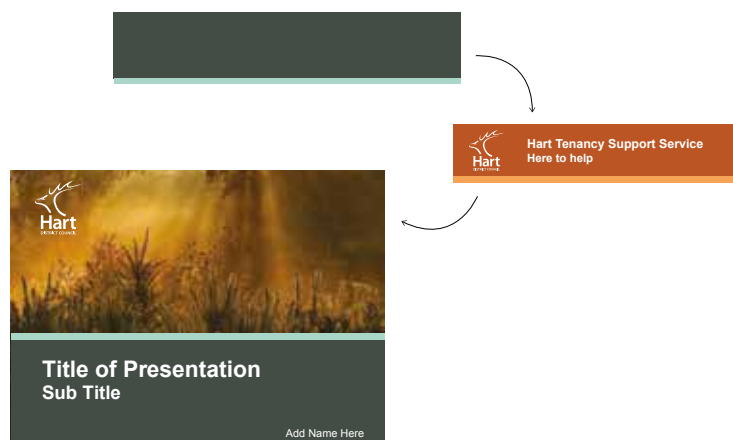




# Graphic Devices

Graphic devices add interest to our applications and are recognisable elements of our brand. They strengthen our identity and create focal points within our communications, making our content easy to read and visually impactful.

This section provides an overview of our graphic devices and how they should appear to remain in line with our brand. When using graphic devices please ensure you follow the principles detailed within this section and refer to the application principles section for material specific guidance and examples.



## Title blocks

Our title blocks are used to separate our titles from the rest of our content. They are mandatory items for report, presentation and video covers as well as newsletter banners. They are also optional for pull up banners and posters. They usually span the full width of the material however can be shortened to suit the application needs.

These are always positioned against the outer edge of the material with the larger section coloured in the secondary dark colour and the complementary secondary light colour used as an accent line that faces into the page. Text and logos positioned within the title block are always coloured white.

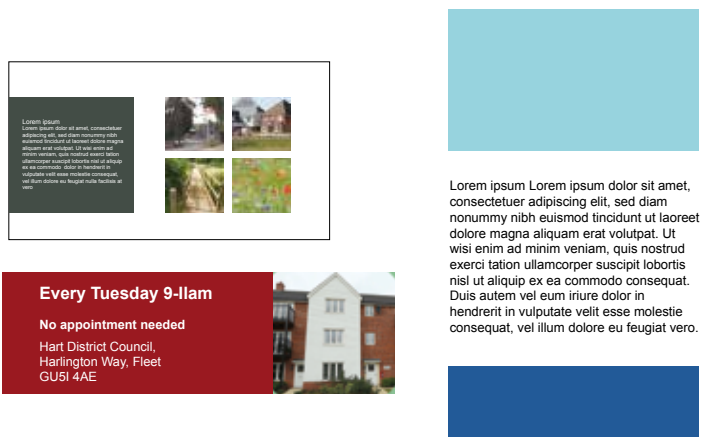


## Watermark

Our watermark is restricted for use within our complementary slips, Teams backgrounds and video endings only. For complementary slips and video endings this is coloured in Hart Green with an overall opacity of 25%. For Teams background the watermark is coloured white and applied onto a secondary dark background set at a 50% opacity.

The position of the watermark is to match the examples shown within the application principles section of this document.

# Graphic Devices continued



## Text boxes

Our text boxes can be used across all our applications to bring focus to key information such as introductory paragraphs and contact details. There is flexibility in their size to suit the amount of text required. The positioning of these text boxes is also very flexible to suit your content needs however they must bleed out from a single edge of the application and align to the grid.

These can either be coloured in secondary darks or secondary lights while following the colour principles. The text boxes can also be used to frame text rather than contain it. This is done by positioning one secondary light and one secondary dark box at opposing ends of the text as shown above.



## Tabs

Our tabs are very similar to our text boxes however they only contain a single element such as our corporate logo, an icon or a number. They can also be used across all our applications, however are intended predominantly for posters, presentations and social media image overlays.

These are always coloured in a secondary dark colour and should be positioned so that they align to the application grid and bleed out from a single edge. The only exception to this rule is when the tab is used as a numbered section divider within presentations or documents. In these cases a square tab is positioned so that it is left aligned to the section title and vertically centred over the image and page join.



# Graphic Devices continued



## Call out boxes

Our call out boxes are used to bring focus to key information. Their size is flexible to suit the amount of text required and can either extend from the edge of the material or an internal line within the application's grid.

The main section is coloured using a secondary dark colour and the text is always white. The detail underneath is either filled or outlined and coloured in the complementary secondary light. This detail is the same size and shape as the front element the majority of the time, however can be adjusted to suit your application. These details are either extended 45° from any corner if both shapes are the same size or in a straight line in applications where these differ.



## Speech bubbles

Our speech bubbles take on a natural shape when three consecutive corners are completely rounded while the remaining corner is set at 90°. These can be used across all our applications where single or multiple quotes are displayed, either on their own or alongside speaker images.

When containing a quote these speech bubbles have two colour options, either filled in a secondary dark colour accompanied with white text or outlined in a secondary light colour accompanied with charcoal text. If speaker images are displayed alongside these quotes their shape is to reflect the speech bubble with no fill or outline applied.

# Icons

Icons can be used as an additional communication tool to break up large amounts of text and reinforce content. This is because they can quickly sum up what a section of text is about by communicating the core idea in a visual way.

We use these on our website and signage to help with quick and easy user navigation, and on our printed material to call out key information such as contact details. They can also be used when explaining a process, as you can visually represent each step clearly.

## Style

Our icons take on an outlined style that creates visual detail and lightness within each item. This appeals to our fresh and vibrant identity. Many of our icons also incorporate people or animals, this helps to provide an interactive and human connection with our audience.

When creating new icons please first check with the Communications team via email: [communications@hart.gov.uk](mailto:communications@hart.gov.uk) to see if there are existing designs within our library to suit your needs.

If new icons are necessary, careful consideration is required to ensure our consistent style is achieved. To do this, please follow the below steps:

1. Draw the icon within a 45mm square
2. Incorporate a person or animal if possible within the design
3. Ensure a consistent line thickness of 2pt is achieved
4. Round corners to add softness to the design
5. Ensure all line ends are finished with a round cap



*Sample icon family*



# Icons continued

## Colour

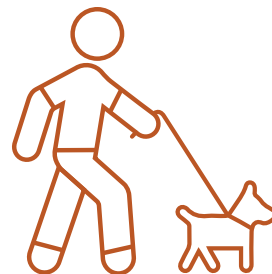
To ensure our icons complement our applications these are normally displayed within our secondary colour palette, using the colour pairing chosen for the application in hand. This can be applied in the following three ways:

1. Secondary dark coloured icon applied to a white background
2. Secondary dark coloured icon applied to its complementary secondary light coloured background
3. Secondary light coloured icon applied to its complementary secondary dark coloured background

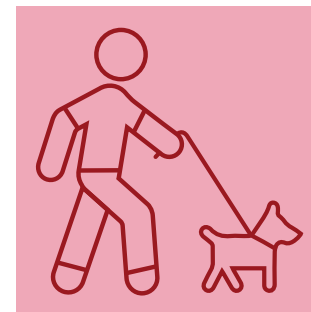
## Exceptions

For applications where the icon is positioned alongside the text, such as directional information on signage, the colour of the icon should match that of the text.

Where the coloured versions are not possible e.g. embossing or fax, icons should be coloured charcoal and applied to a white background.



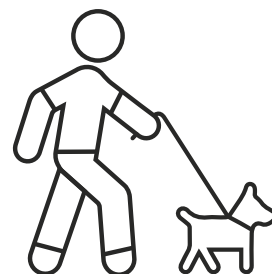
*Secondary dark coloured icon on white background*



*Secondary dark coloured icon on complementary secondary light coloured*



*Secondary light coloured icon on complementary secondary dark coloured background*



*Exception - icon coloured charcoal on white background.*

# Imagery

Our imagery is an expression of our brand's personality. We reflect our brand through photographs that are; natural and realistic, connect people to a place, reflect diversity, inspire activity and show how our services are delivered with the aim to inspire and engage our audience. These are categorised into four image types as detailed below:



## Landscapes

Dynamic photography from the local area should be captured and used to inspire exploration and showcase the outstanding natural beauty. These can be used to provide a sense of place and bring vibrancy to your applications.

## People in situ

For images containing people, the picture should show them immersed in an experience and their environment. This helps to emotionally connect and share a moment with the viewer, rather than displaying staged content.



# Imagery continued



## Team photography

Headshots should incorporate a soft focus and in-situ backgrounds that contain hints towards our colour palette. The subject should convey a relaxed, yet, professional body language. This new style of photography will help our teams appear more approachable and connected to the public.

## Royalty free

Where appropriate, when photography cannot be found within our image library, royalty free images can be used to suit your application with [pexels.com](https://www.pexels.com) as a great starting point. Black and white images, colour opacities and cut-out images with white backgrounds should be avoided.





02

## Application Principles



# Overview

This section illustrates how the identity elements are applied to each of our application types. It is important that this section is reviewed alongside the identity element principles to ensure our brand is consistently represented. Please do not deviate from these specifications.

Our application principles are detailed over the next few pages and cover the following material outputs:

## **Printed Material**

1. Letterheads
2. Compliment Slips
3. Report Covers
4. Pull Up Banners
5. Posters

## **Digital Material**

1. PowerPoint Presentations
2. Videos
3. Teams Background
4. Social Media Banners and Profile Pictures
5. Social Media Image Overlays
6. Newsletter Banners





# Letterhead

Our letterhead should be used for corporate letters and press releases. When using please ensure that all elements align to the document grid detailed to the right, where the horizontal margins are set to 30mm and vertical margins are set to 8mm. The recipient's address is also positioned 65mm from the top of the page and body text positioned 95mm from the top of the page.

By aligning with these principles this will ensure the recipient's address appears as intended within the window of DL envelopes.

## Logo placement

The logo is sized at 30mm high for letterhead applications and the logo protection zone is used to determine its position. This is done by aligning the top section of the protection zone to the underside of the top margin. The left edge of the 'H' within our logo is then left aligned to the document margin to ensure a consistent starting datum with the recipient's address and body text.

The sender address is top aligned to the logo.

## Typography settings

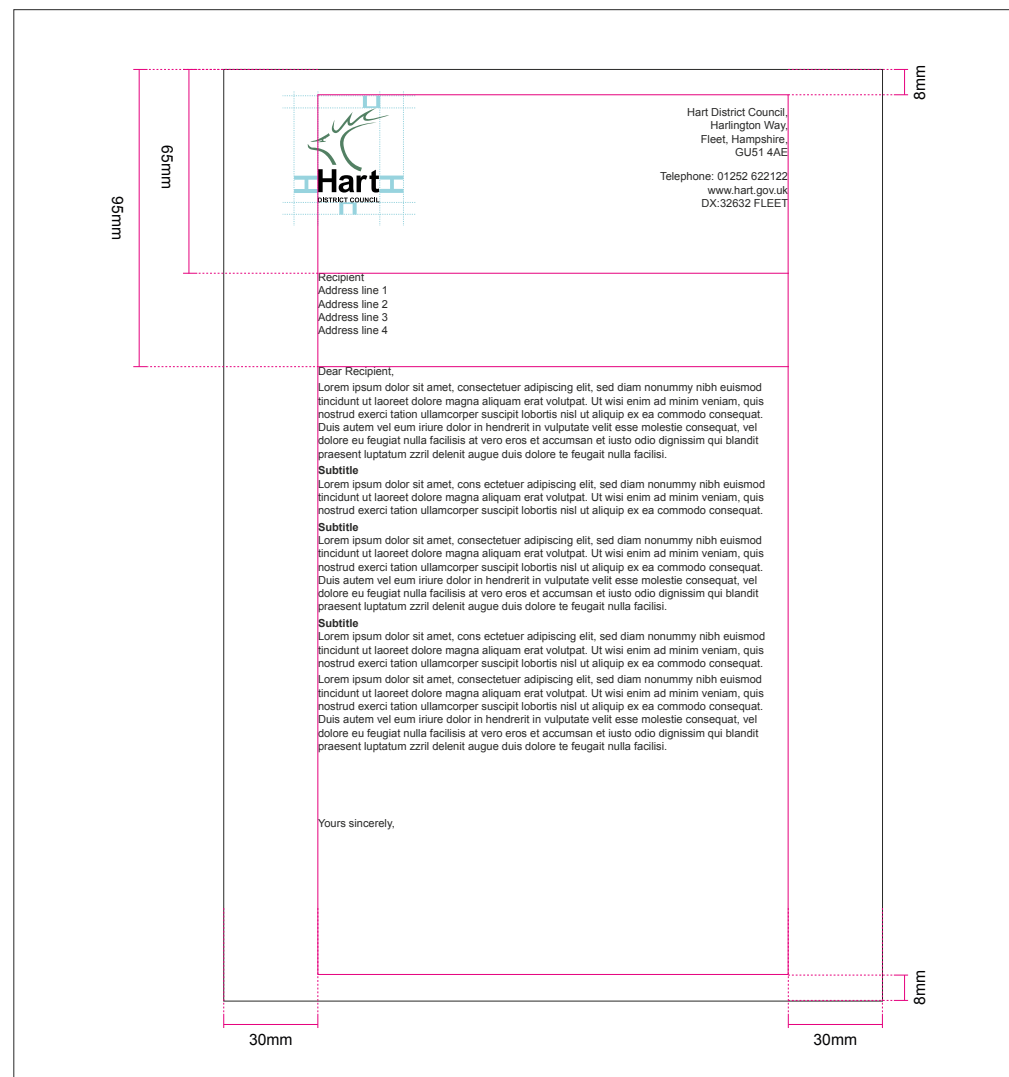
The following typography settings must be applied:

Sender address: Arial Regular, 12pt, right aligned

Recipient address: Arial Regular, 12pt, left aligned


Sub titles if required: Arial Bold, 12pt, left aligned

Body text: Arial Regular, 12pt, left aligned



Document grid showing margins and text datums in place

# Letterhead example



Hart District Council,  
Harrington Way,  
Fleet, Hampshire,  
GU51 4AE

Telephone: 01252 622122  
www.hart.gov.uk  
DX:32632 FLEET

Recipient  
Address line 1  
Address line 2  
Address line 3  
Address line 4

Dear Recipient,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

**Subtitle**

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Yours sincerely,



Hart District Council,  
Harrington Way,  
Fleet, Hampshire,  
GU51 4AE

Telephone: 01252 622122  
www.hart.gov.uk  
DX:32632 FLEET

Recipient  
Address line 1  
Address line 2  
Address line 3  
Address line 4

Dear Recipient,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

**Subtitle**

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Yours sincerely,



Hart District Council,  
Harrington Way,  
Fleet, Hampshire,  
GU51 4AE

Telephone: 01252 622122  
www.hart.gov.uk  
DX:32632 FLEET

Recipient  
Address line 1  
Address line 2  
Address line 3  
Address line 4



Hart District Council,  
Harrington Way,  
Fleet, Hampshire,  
GU51 4AE

Telephone: 01252 622122  
www.hart.gov.uk  
DX:32632 FLEET

Recipient  
Address line 1  
Address line 2  
Address line 3  
Address line 4

Letterhead template without document grid visible

Letterhead template with fold marks shown

Letterhead template inserted into DL windowed envelope

# Compliment Slips

When using our compliment slips please ensure that all elements align to the document grid detailed to the right, where the margins are set to 6mm and the recipient's address is top aligned to our corporate logo and positioned 50mm from the left of the page.

## Logo placement

The logo is sized at 23mm high for compliment slip applications and the logo protection zone is used to determine its position. This is done by aligning the protection zone to the inside edges of the margin.

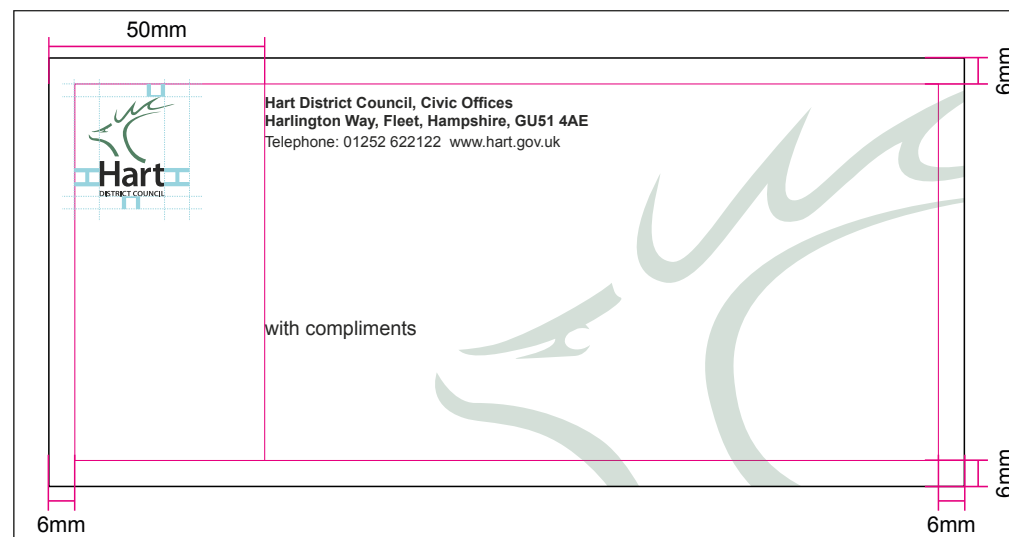
## Typography settings

The following typography settings must be applied:

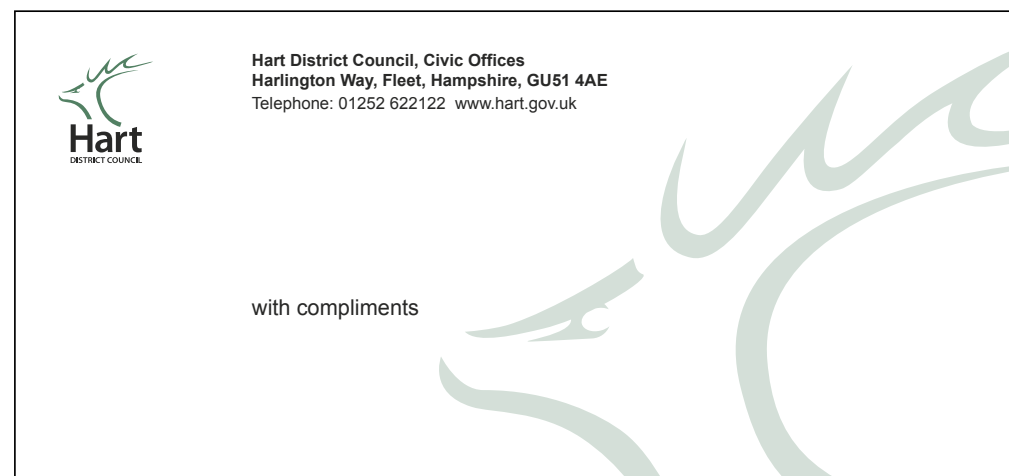
Sender address: Arial Bold, 12pt, left aligned

Sender contact details: Arial Regular, 12pt, left aligned

Body text: Arial Regular, 12pt, left aligned



Compliment slip grid showing margins and text datums in place



Compliment slip without document grid visible



# Report Covers

Our report covers should be used for all A4 documents. When using please ensure that all elements align to the document grid detailed to the right, where the margins are set to 8mm. For all corporate material the green secondary colour pairing must be used.

## Logo placement

The logo is sized at 30mm high for A4 applications and the logo protection zone is used to determine its position. This is done by aligning the top and left edges of the protection zone to the inside edges of the document margins.

If text is positioned to the left of the page this must also left align to the 'H' within our corporate logo as shown within the example to the right.

## Typography settings

The following typography settings must be applied:

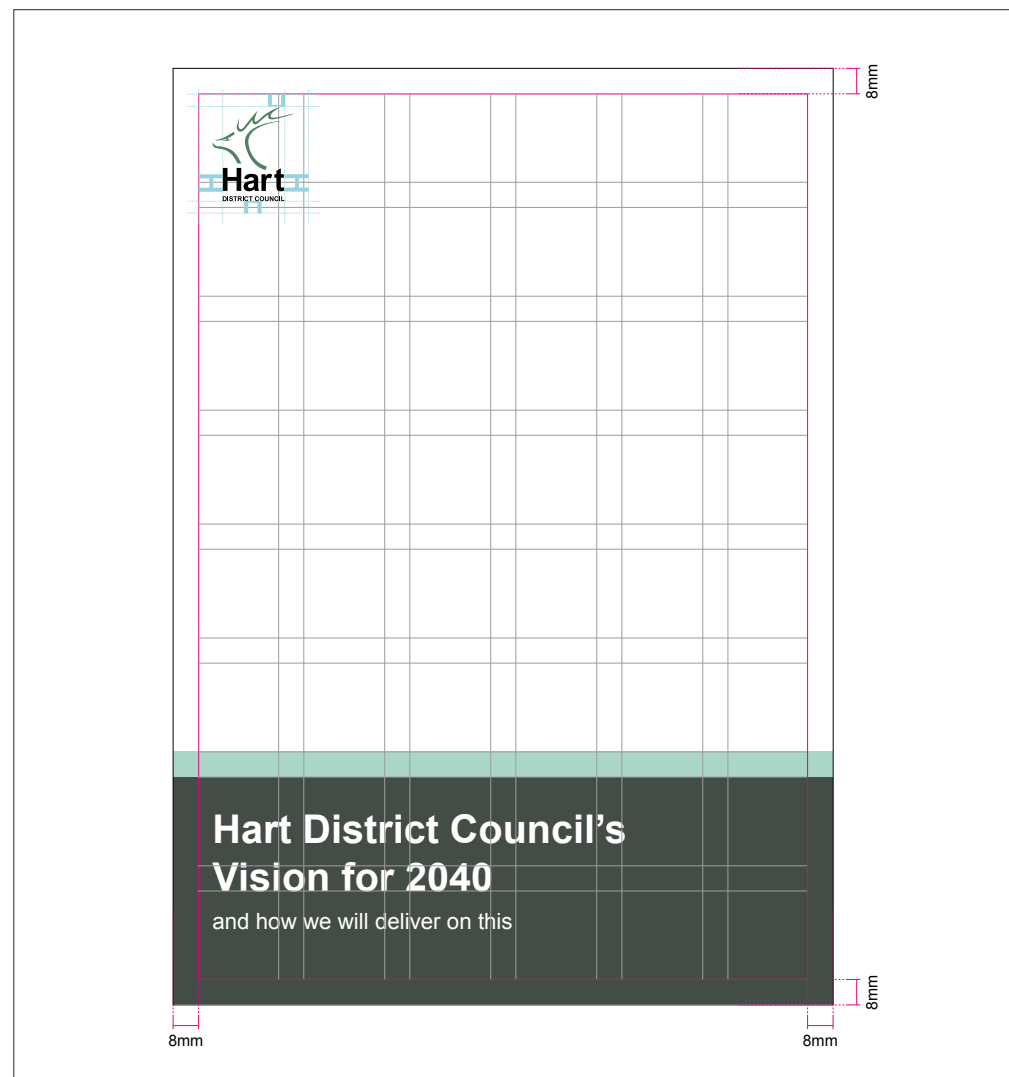
Headings: Arial Bold, 35pt, left aligned

Sub-headings: Arial Regular, 20pt, left aligned

Body text: Arial Regular, minimum of 12pt, left aligned

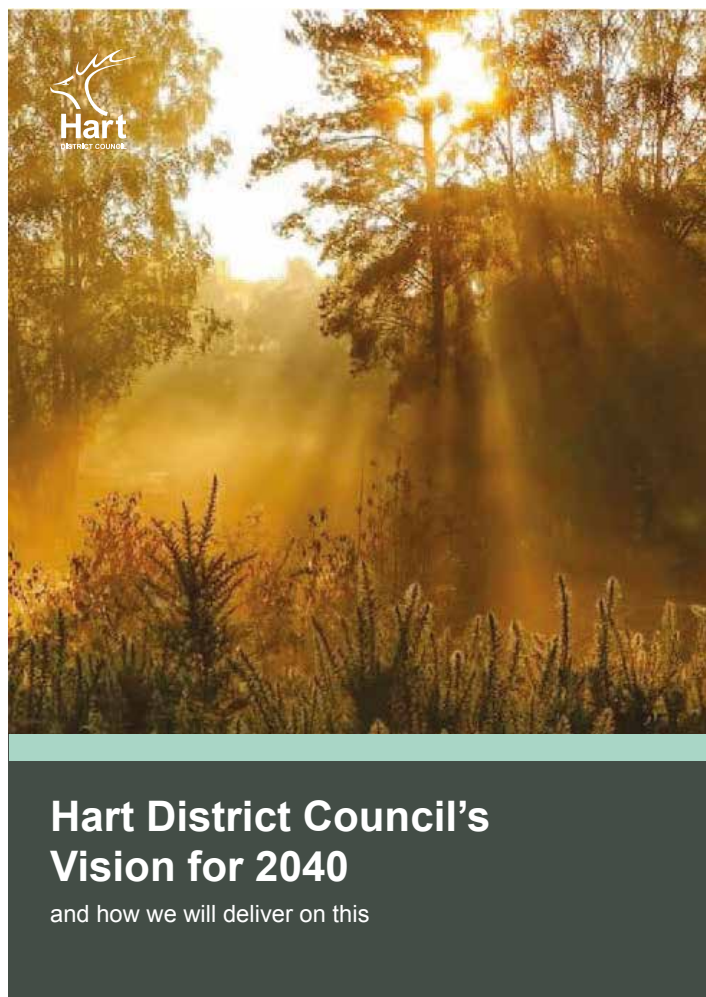
## Graphic devices

To ensure consistency across all our applications the title block must align to the internal guides within the document grid as shown within the example to the right where the secondary dark coloured element fills the bottom two rows. The secondary light accent line is always sized at 8mm thick and positioned within the internal 8mm document gutters.



Document grid showing margins and text datums in place

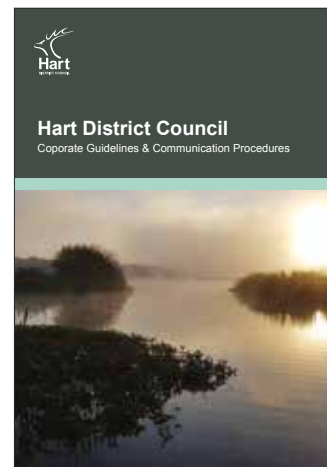
# Report Cover examples



*Document grid example finished with full bleed image*



*Other layout examples created using the document grid*



*Landscape example using the document grid*

# Pull Up Banners

Our pull up banners are used for marketing material. When using please ensure that all elements align to the document grid detailed to the right, where the margins are set to 35mm. For all corporate material the green secondary colour pairing must be used.

## Logo placement

The logo is sized at 200mm high and positioned so that the top and left edges of the logo align to the internal edges of the document margin. If text is positioned to the left of the banner this is also to be aligned to the left edge of the document margin, as shown within the example to the right, to ensure a consistent starting datum.

## Typography settings

The following typography settings must be applied:

Headings: Arial Bold at a minimum size of 160pt, left aligned.

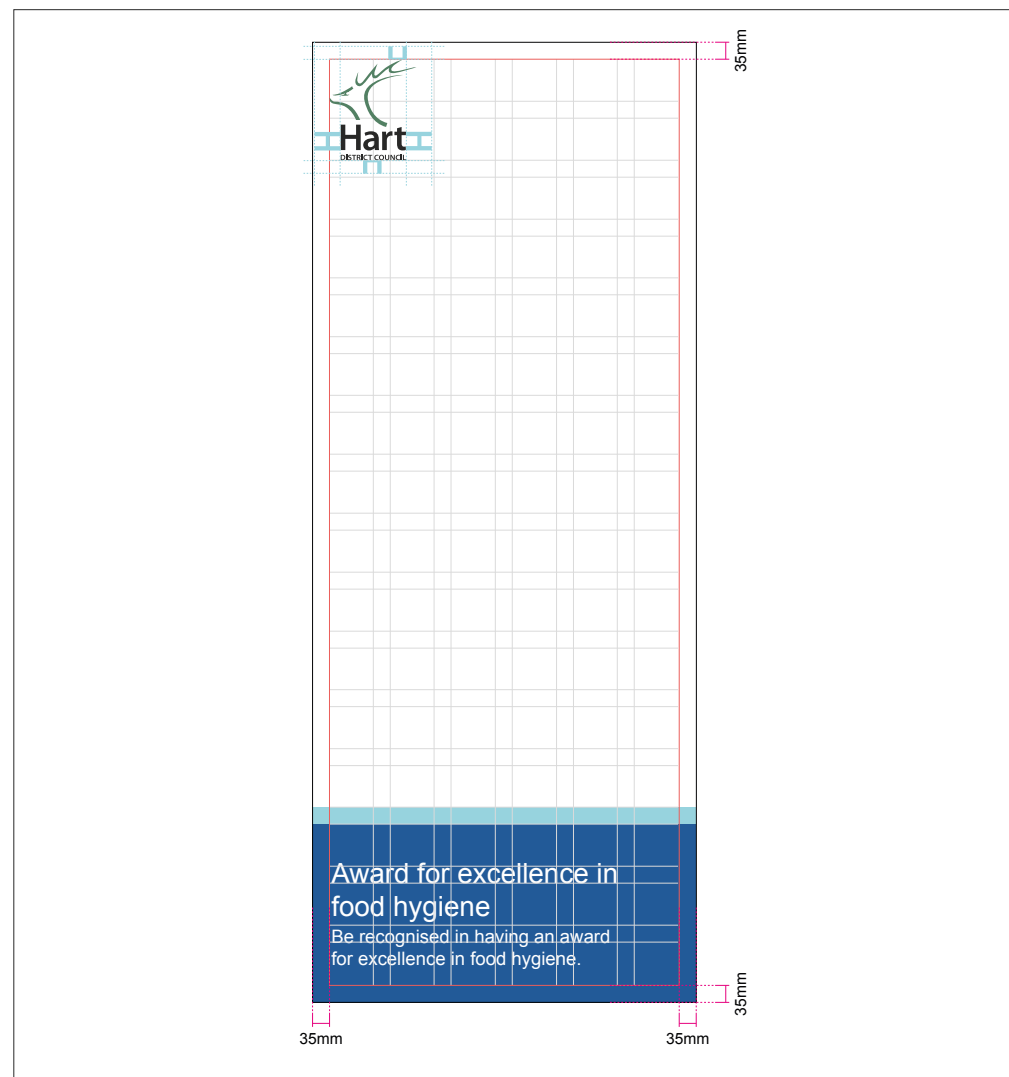
Sub-headings: Arial Regular at a minimum size of 100pt, left aligned.

Body Text: Arial Regular with a minimum font size of 80pt, left aligned.

## Graphic devices

To ensure consistency across our banners the title block must align to the internal guides within the document grid as shown within the example to the right, where the secondary dark coloured element fills the bottom three rows. The secondary light accent line is always sized at 35mm thick and positioned within the internal 35mm document gutters.

If call out boxes with secondary light outlines and/or speech bubbles are used a line thickness of 20pt is to be achieved across these elements.



Document grid showing margins and text datums in place



# Pull Up Banner examples



**Hart**  
DISTRICT COUNCIL

www.hart.gov.uk  
01252 622122  
HartDistrictCouncil  
@HartCouncil

**Award for excellence in food hygiene**  
Be recognised in having an award for excellence in food hygiene.

Hart banner with title block



**Hart**  
DISTRICT COUNCIL

**Award for excellence in food hygiene**  
Be recognised in having an award for excellence in food hygiene.

www.hart.gov.uk  
01252 622122  
HartDistrictCouncil  
@HartCouncil

Hart banner with single call out box



**HART LOTTERY**  
Support good causes in your local area

Do you want to support local good causes?

Do you want a chance of winning £25,000?

Why not buy a Hart Lottery ticket for just £1!

www.hartlottery.co.uk  
www.gambleaware.co.uk  
HartLottery  
@HartLottery

**Hart**  
DISTRICT COUNCIL

Co-branded banner with multiple call out boxes



**HART LOTTERY**  
Support good causes in your local area

Do you want to support local good causes?  
Do you want a chance of winning £25,000?  
Why not buy a Hart Lottery ticket for just £1!

www.hartlottery.co.uk  
www.gambleaware.co.uk  
HartLottery  
@HartLottery

www.hart.gov.uk

**Hart**  
DISTRICT COUNCIL

Co-branded banner with call out box and text box

# Posters

Our posters are used for marketing material. When using please ensure that all elements align to the document grid detailed to the right, where the margins are set to 8mm. For all corporate material the green secondary colour pairing must be used.

## Logo placement

The logo is sized at 30mm high for A4 applications and the logo protection zone is used to determine its position. This is done by aligning the top and left edges of the protection zone to the inside edges of the document margins.

If text is positioned to the left of the page this must also left align to the 'H' within our corporate logo as shown within the example to the right.

## Typography settings

The following typography settings must be applied:

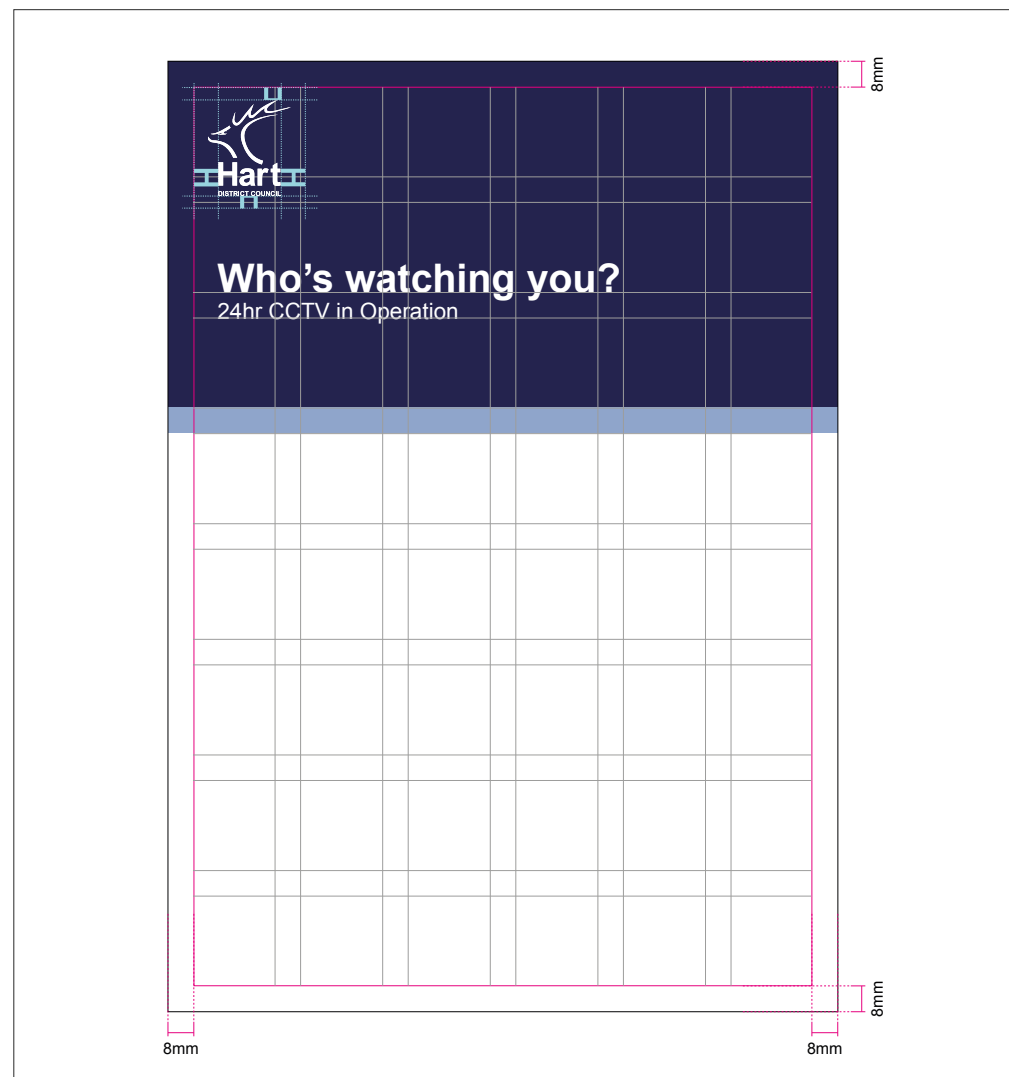
Headings: Arial Bold, 35pt, left aligned

Sub-headings: Arial Regular, 20pt, left aligned

Body text: Arial Regular, minimum of 12pt, left aligned

## Graphic devices

To ensure consistency across all our applications the title block must align to the internal guides within the document grid as shown within the example to the right where the secondary dark coloured element fills the top three rows. The secondary light accent line is always sized at 8mm thick and positioned within the internal 8mm document gutters. Where space is limited this accent line can be aligned to the external edges of the internal 8mm gutters if required. If call out boxes with secondary light outlines and/or speech bubbles are used a line thickness of 3.5pt is to be achieved across these elements.



Document grid showing margins and text datums in place

# Poster examples



Portrait layout example with single image



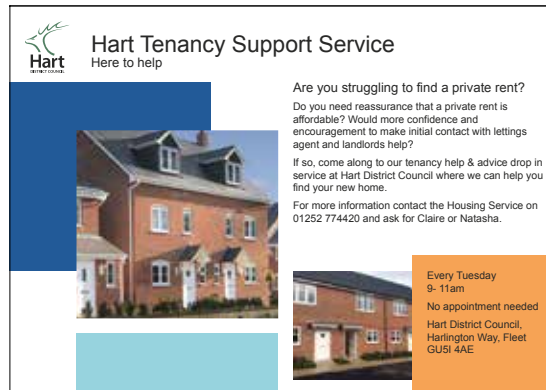
Portrait layout example two images



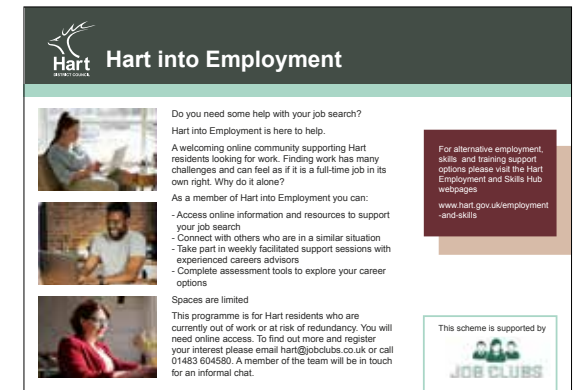
Text heavy portrait layout example



Landscape layout example with single image



Landscape layout example with two images



Text heavy landscape layout example



# PowerPoint Presentations

Our PowerPoint template should be used for all corporate presentations. When using please ensure that all elements align to the document grid detailed to the right, where the margins are set to 8mm.

For all corporate material the first section of the presentation should use the green secondary colour pairing, with a different secondary colour pairing for each section thereafter.

## Logo placement

The logo is sized at 30mm high and the logo protection zone is used to determine its position. This is done by aligning the top and left edges of the protection zone to the inside edges of the margins.

If text is positioned to the left of the page this must also left align to the 'H' within our corporate logo as shown within the example to the right.

## Typography settings

The following typography settings must be applied:

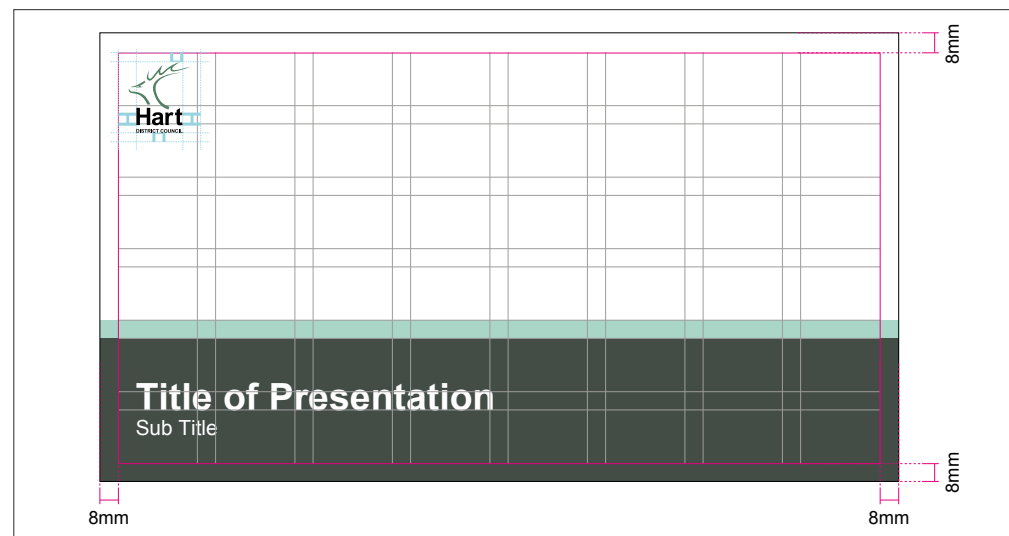
Front cover/section divider headings: Arial Bold, 45pt, left aligned

Front cover/section divider sub-headings: Arial Regular, 25pt, left aligned

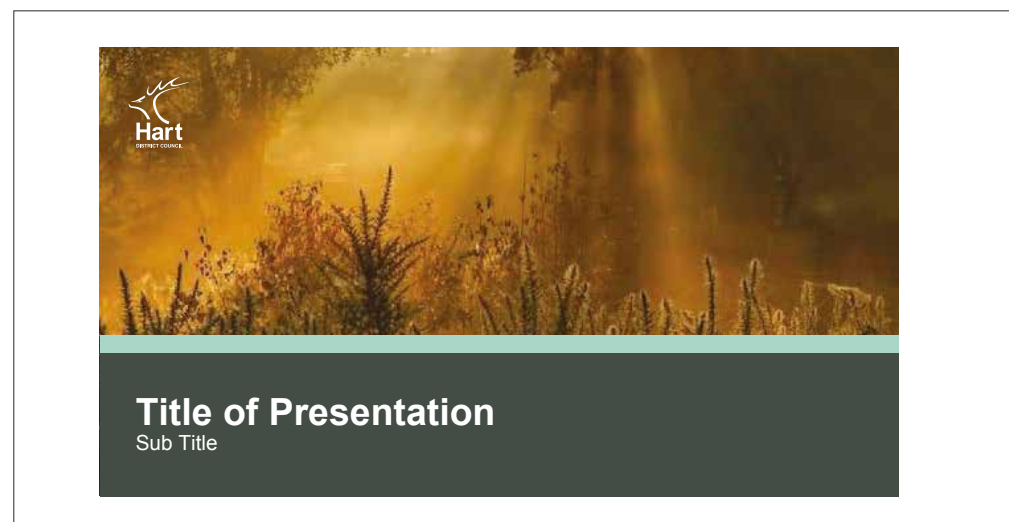
Inside page headings: Arial Bold, 35pt, left aligned

Inside page sub-headings: Arial Regular, 20pt, left aligned

Body text: Arial Regular, minimum of 12pt, left aligned



Document grid showing margins and text datums in place



Document grid example finished with full bleed image

# PowerPoint Presentations examples

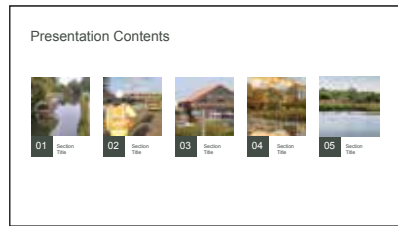
## Graphic devices

To ensure consistency across all our applications the title block must align to the internal guides within the document grid as shown within the example on the previous page where the secondary dark coloured element fills the bottom two rows. The secondary light accent line is always sized at 8mm thick and positioned within the internal 8mm document gutters.

If call out boxes with secondary light outlines and/or speech bubbles are used a line thickness of 3.5pt is to be achieved across these elements.



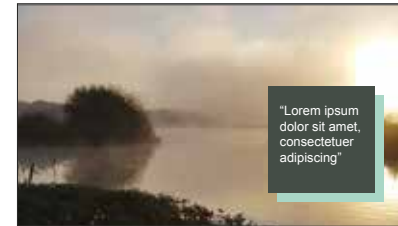
Cover page



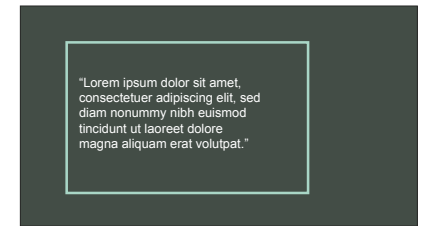
Contents



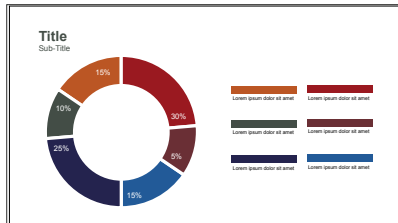
Section header



Picture with caption



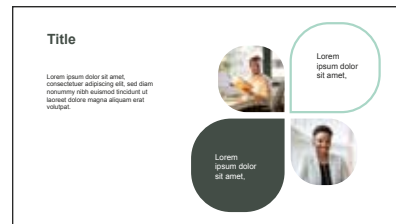
Quote



Pie chart

Column 1	Column 2	Column 3	Column 4	Column 5	Column 6

Table



Team/Quote



Bullets with picture



Picture with text



4 Pictures with text



3 Pictures with text



2 Pictures with text



Video

# Opening Graphics of Videos

Our video grid is exactly the same as our PowerPoint grid. The opening graphics of our videos also follow the same principles and sizings as the PowerPoint cover. For all corporate material the green secondary colour pairing must be used, however, for any other content a secondary colour pairing of your choice can be used. Please refer to the PowerPoint principles on pages 30-31 for more detail.



*Opening video graphic in green colour pairing*



*Opening video graphic in blue colour pairing*



*Opening video graphic in orange colour pairing*



*Opening video graphic in purple colour pairing*



*Opening video graphic in brown colour pairing*



*Opening video graphic in red colour pairing*

# Closing Graphics of Videos

Our video closing graphics follow a three-step sequence where each graphic appears on the screen for 3 seconds before fading. These are constructed using the principles listed below and shown within the visuals on this page.

## Sequence 1: Our Corporate Logo

Our primary corporate logo is always used at the start of our closing graphic video sequence. This is sized at 95mm high and centred to the screen.

## Sequence 2: Our Strapline

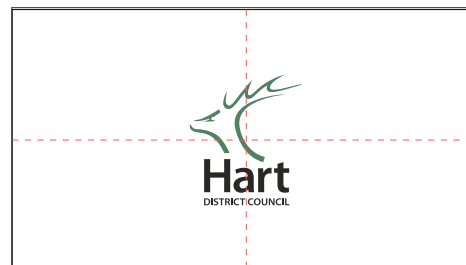
Our strapline then follows our corporate logo, which is shown in Arial Regular, 55pt, left aligned. This is positioned 25mm from the left edge of the screen and 120mm from the underside to the bottom of the screen. Our watermark is then positioned to the right as shown.

## Sequence 3: Partners

This is an optional step to our closing graphic sequence and only applies if the content of the video has been produced with, or in accordance with, other partnering companies.

In these applications the 'In association with' text is Arial Regular, 55pt, left aligned. This is positioned 25mm from the left edge of the screen and 120mm from the underside to the bottom of the screen.

The partner logos are then evenly spaced along the width of the screen and positioned along the vertical grid lines as shown.



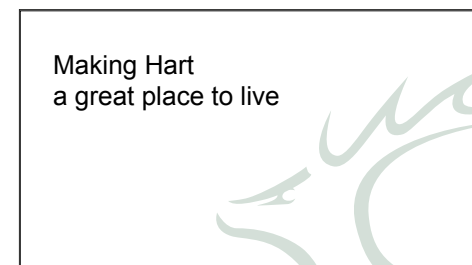
Sequence 1 with grid lines



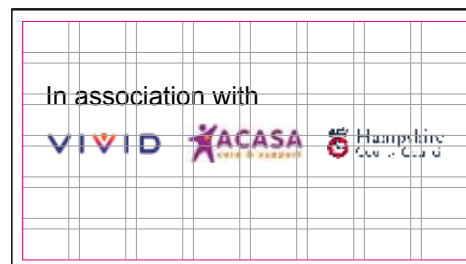
Sequence 1 without grid lines



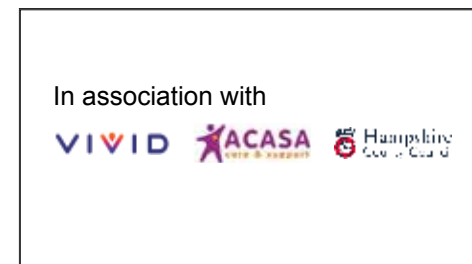
Sequence 2 with grid lines



Sequence 2 without grid lines



Sequence 3 with grid lines



Sequence 3 without grid lines



# Teams Backgrounds

Our Teams backgrounds have been created using our watermark as the main feature with our corporate logo in the top left corner. The watermark is coloured in white with six background colour options using the secondary dark palette with a 50% opacity applied. Please note this is the only applications where an opacity can be applied to our secondary colour palette. In all other instances this must remain at 100% opacity at all times.



*Dark Olive 50% opacity*



*Cobalt 50% opacity*



*Indigo 50% opacity*



*Chestnut 50% opacity*



*Tuscan Red 50% opacity*



*Crimson 50% opacity*

## Social Media Profile Pictures

Across all social media platforms the profile picture should contain the white logo centred on a solid Hart Green background. To ensure good legibility of our logo within our profile pictures the protection zone has been doubled for these applications. This change in protection zone was decided as most social media profile pictures are cropped and displayed inside a circle, however, these principles still apply to any other cropping shapes.



*Profile picture with protection zone and cropping circle shown*



*Profile picture with cropping circle shown*



*Profile picture cropped to circle*

# Social Media Profile Banners

Our social media profile banners can consist of one, two or three images. If using multiple images these are to fill the entire height of the banner and be equally sized and spaced with a white gap of 20px wide applied between each.

## Banner size

The size of each profile banner changes depending on the platform used as listed below:

1. LinkedIn: 1129px (w) x 191px (h)
2. Twitter: 1500px (w) x 500px (h)
3. Facebook: 820px (w) x 312px (h)

Please note that the restricted height of each banner size and visibility of image behind the profile picture must be carefully considered when selecting and cropping imagery to size.

## Our Strapline

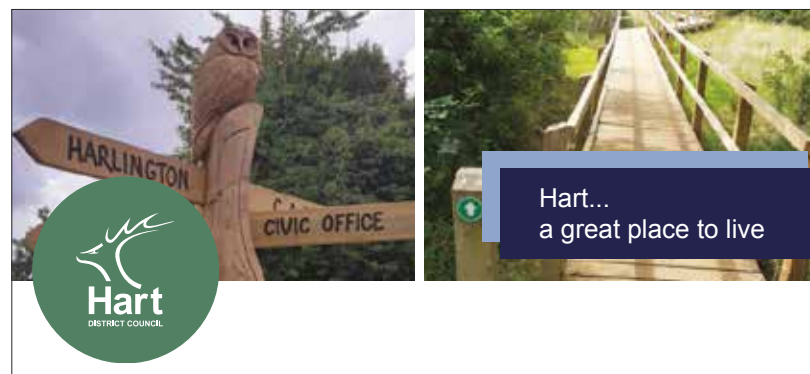
Our strapline is always applied to our profile banners and positioned within a text box or call out box that bleeds off the right hand side. Both of these boxes are sized at two fifths of the overall banner width and one third of the overall banner height (two thirds for LinkedIn) with the strapline following the below settings:

1. LinkedIn: Arial Regular, 37pt, left aligned.
2. Twitter: Arial Regular, 48pt, left aligned.
3. Facebook: Arial Regular, 28pt, left aligned.

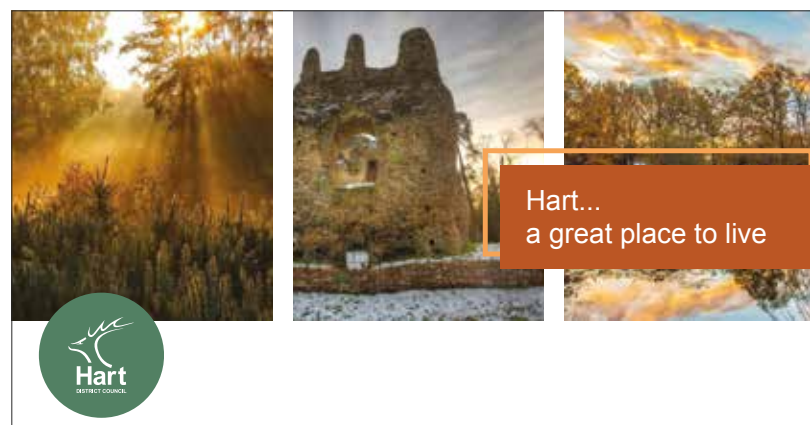
If a call out box is used the secondary light coloured element must be offset from the secondary dark coloured element at an angle of 45° with a line thickness of 10pt (5pt for Facebook).



LinkedIn banner example with a single image



Twitter banner example with two images



Facebook banner example with three images



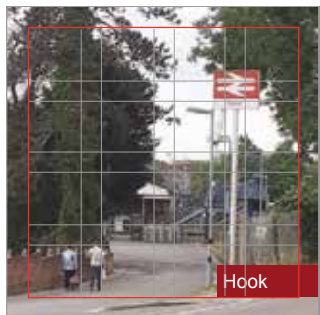
# Social Media Image Overlays - square

When developing posts for social media these are created in a square and landscape format. The square format uses the grid shown within the examples below where the overall size is set to 1080px and margins are 70px with three internal rows and columns.

## Post types

There are four different style posts that follow the principles listed below.

It is recommended that all of these are utilised to create a variety of content throughout our social activity to engage with our audiences and encourage exploration across our channels.



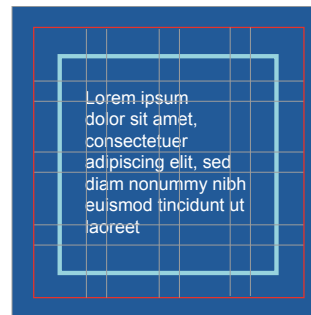
### Location tag

Text set to Arial Regular, 62pt, left aligned with tag sized at 110px high with width adjusted to match amount of text required. Positioned to the inside edge of the margin with either the right or left edge bleeding in from the photo edge.



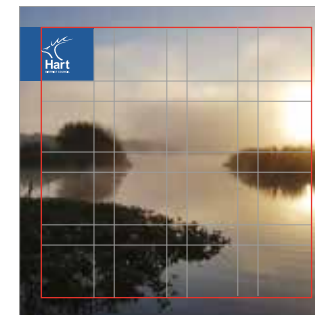
### Text or call out box

Text set to Arial Regular, 62pt, left aligned with size of box adjusted to match amount of text required while maintaining alignment to the grid. Both text box and call out box design variants can be used, this can also be combined with a logo tab if desired.



### Quote

Secondary dark coloured background with secondary light coloured outline set to a 15pt line thickness. Text set to Arial Regular, 62pt, left aligned with size of box adjusted to match amount of text required. Outlined box and text to be positioned central to post.

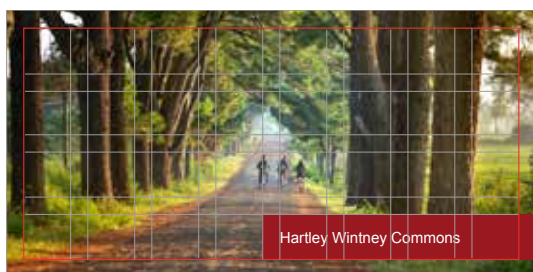


### Secondary dark logo tab

Sized at 252.5px (w) by 182.5px (h) with logo sized at 110px high, and placed with either the right or left edge bleeding in from the photo edge. To be used on imagery such as landscape photography where no accompanied text on the image is required.

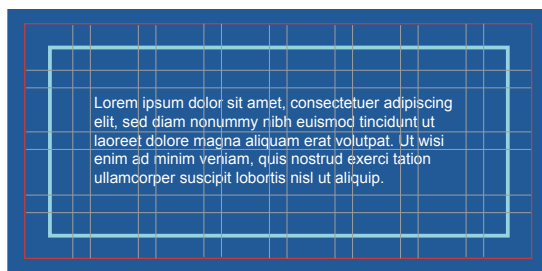
# Social Media Image Overlays- landscape

The landscape format uses the grid shown within the examples below where the overall size is set to 2160px and margins are 70px with three internal rows and seven columns.



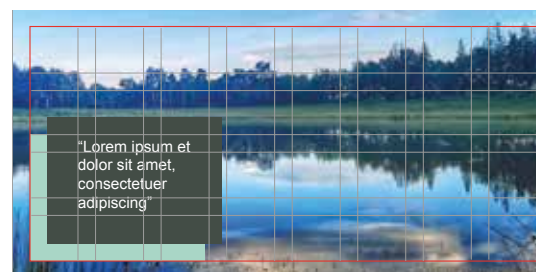
## Location tag

Text set to Arial Regular, 62pt, left aligned with tag sized at 110px high with width adjusted to match amount of text required. Positioned to the inside edge of the margin with either the right or left edge bleeding in from the photo edge.



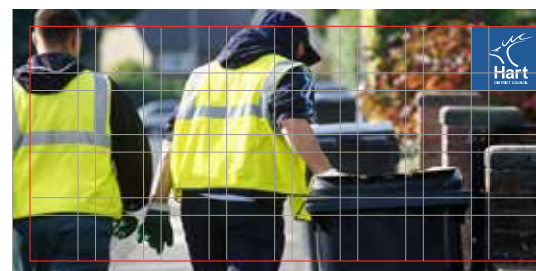
## Quote

Secondary dark coloured background with secondary light coloured outline set to a 15pt line thickness. Text set to Arial Regular, 62pt, left aligned with size of box adjusted to match amount of text required. Outlined box and text to be positioned central to post.



## Text or call out box

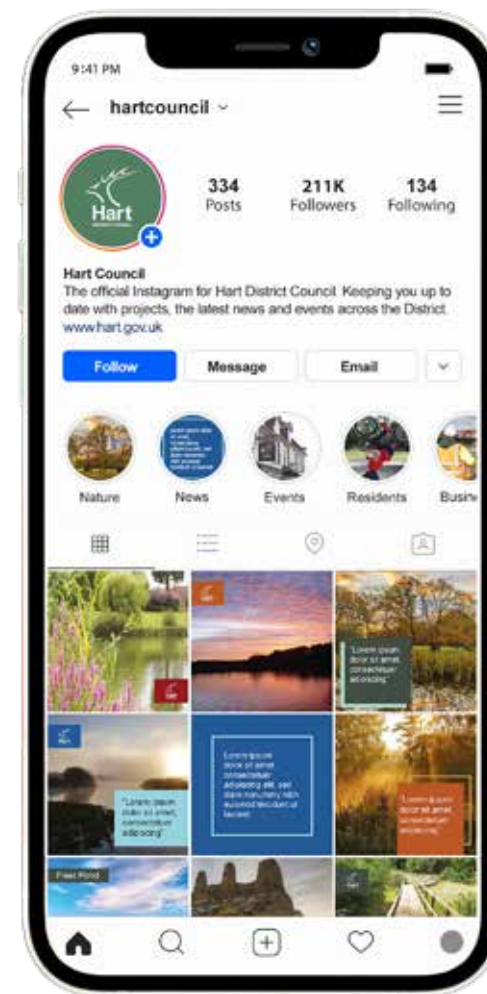
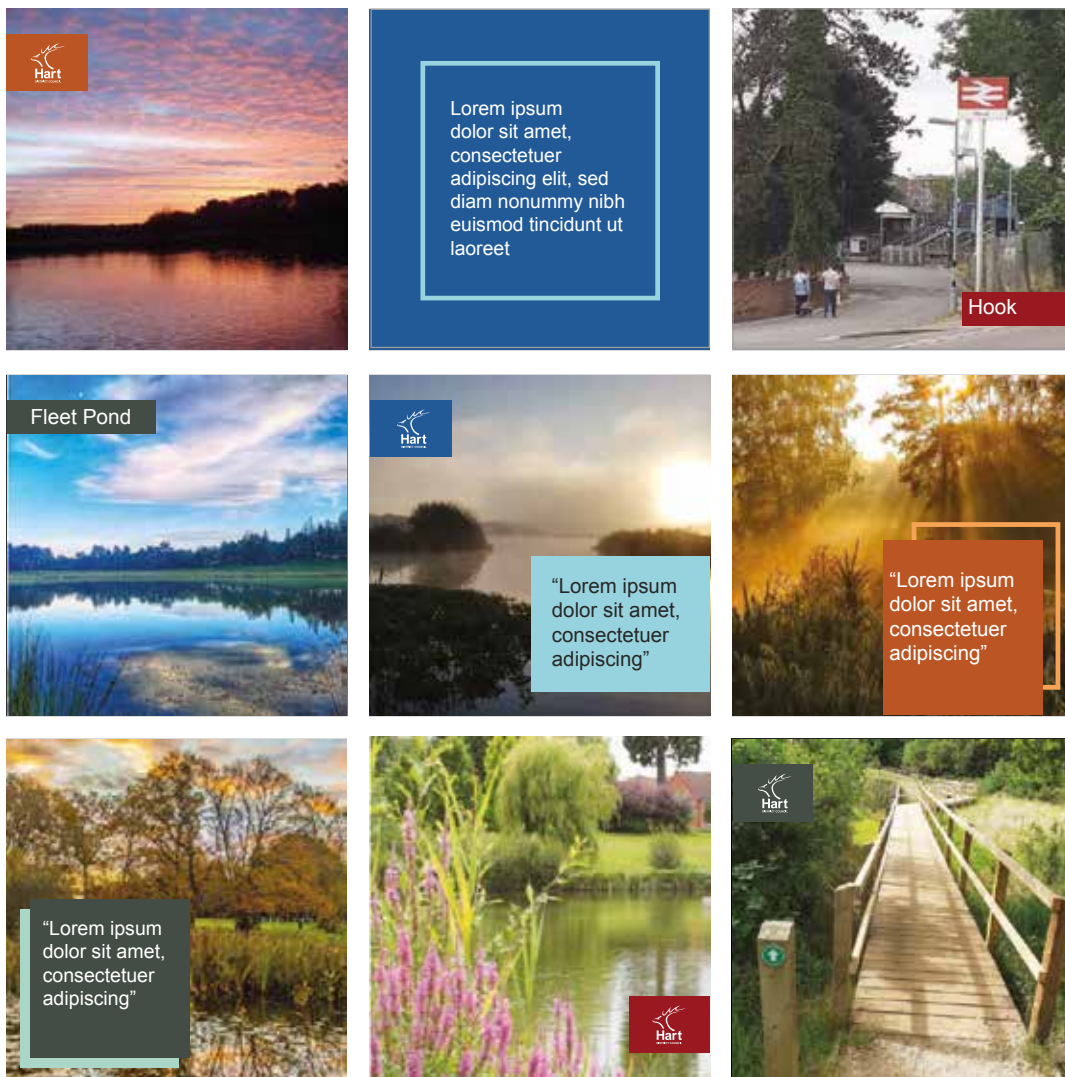
Text set to Arial Regular, 62pt, left aligned with size of box adjusted to match amount of text required while maintaining alignment to the grid. Both text box and call out box design variants can be used, this can also be combined with a logo tab if desired.



## Secondary dark logo tab

Sized at 252.5px (w) by 182.5px (h) with logo sized at 110px high, and placed with either the right or left edge bleeding in from the photo edge. To be used on imagery such as landscape photography where no accompanied text on the image is required.

# Social Media Image Overlay examples





# Newsletter Banners

Our newsletter banners should be used at the start of all our communications. When using please ensure that all elements align to the document grid detailed to the right, where the margins are set to 20px and the overall size is set to 600px by 225px. For all corporate material the green secondary colour pairing must be used.

## Logo placement

The logo is sized at 60px high and positioned to the inside edges of the document margins. All text is also positioned to the left of the banner which must left align to the 'H' within our corporate logo as shown within the example to the right.

## Typography settings

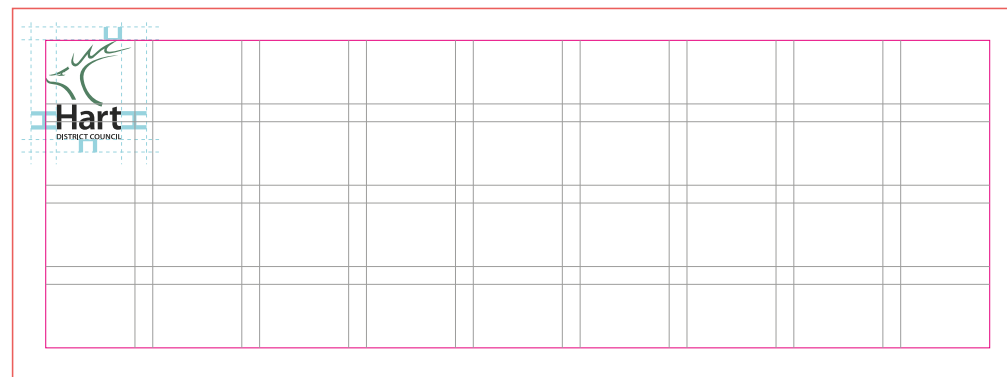
The following typography settings must be applied:

Headings: Arial Bold, 22pt, left aligned, limited to a single line of text

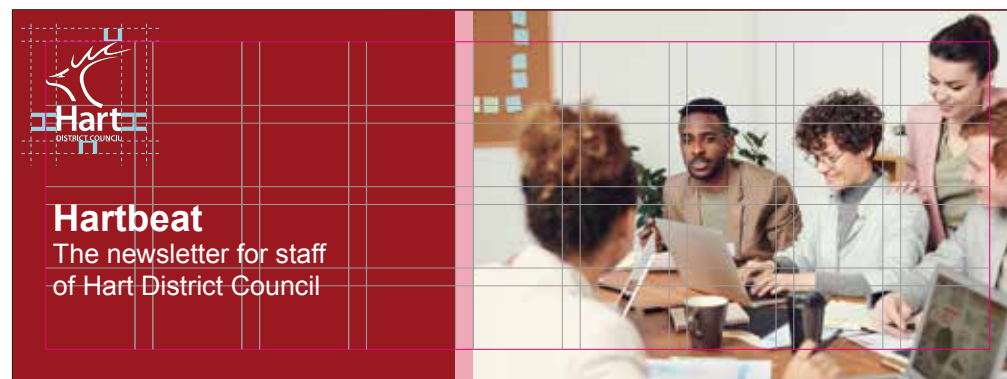
Sub-headings: Arial Regular, 16pt, left aligned, limited to two lines of text

## Graphic devices

To ensure consistency across all our banners the title block must align to the internal guides within the document grid as shown within the example to the right where the secondary dark coloured element fills the left four columns. The secondary light accent line is always sized at 20px thick and positioned within the 4th internal 20px document gutter as shown.



Document grid showing margins and logo placement

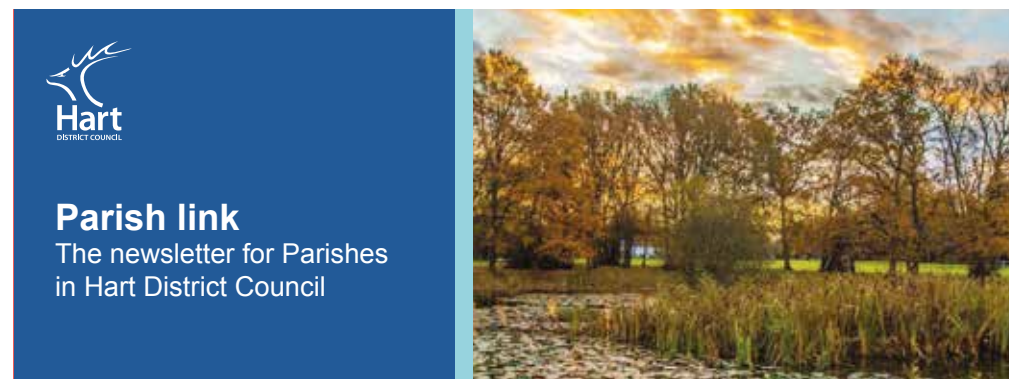


Newsletter banner example with document grid shown

# Newsletter Banner examples



*Newsletter banner example with team photography*



*Newsletter banner example with landscape photography*



*Newsletter banner example with workplace photography*



*Newsletter banner example with people in situ photography*





Hart District Council  
Harlington Way  
Fleet, GU51 4AE