

BRAND GUIDELINES 2018

**The importance of a strong brand**

Research shows that organisations with a strong brand receive higher levels of satisfaction from customers. A strong brand also enhances their credibility.

**Using the logo correctly**

There are two logo options to choose from depending on the application - the horizontal logo and the vertical logo. The choice of logo should depend on which will give the most prominence for a given application.

Whilst sometimes the vertical logo will fit an area better, a lot of marketing applications will require the horizontal version due to space restrictions and layout considerations.

**Horizontal logo:** **Vertical logo:**

 

The logos can be downloaded by at [**www.hartlepool.gov.uk/hcsp-brand-toolkit**](http://www.hartlepool.gov.uk/hcsp-brand-toolkit)

**Partnership colours**

The Partnership logo consists of three colours. You will find the RGB colour values below:

**R9, G132, B150**

**R239, G89, B161**

**R251, G180, B76**

**Font usage**

Using a consistent typeface for all documents is vital to maintaining the consistent and professional image of the Partnership.

Arial should be used as this is a system typeface on all Windows, Linux, and Apple Macs which means a consistent look and feel can be maintained in-house.

Arial is a very legible and clean typeface and we advise a minimum font size of 10 – 12 points.

**Letterheads**

In the interests of efficiency, we have a standard letterhead which incorporates the Partnership logo.

This letterhead can be downloaded at[**www.hartlepool.gov.uk/hcsp-brand-toolkit**](http://www.hartlepool.gov.uk/hcsp-brand-toolkit)

**PowerPoint**

A template PowerPoint presentation can be downloaded from[**www.hartlepool.gov.uk/hcsp-brand-toolkit**](http://www.hartlepool.gov.uk/hcsp-brand-toolkit)

For any questions regarding these brand guidelines please contact Hartlepool Borough Council’s Communications and Marketing Team on **(01429) 523578** or [**communications@hartlepool.gov.uk**](mailto:communications@hartlepool.gov.uk)