



Stockton-on-Tees  
BOROUGH COUNCIL

Fair Access to Care  
Corporate Style Guide

# Corporate **STYLE GUIDE**

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This is Stockton Borough Council's [FAC Style Guide](#), a resource created to help develop promotional and consultation literature, pull-up displays, webpages and Stockton News advertising.

As part of the consultation, it is important that the service area presents consistent and recognisable branding, in order to build customer awareness and recognition of the changes that may occur to the service in 2010. This guide provides examples of promotional and consultation material that can be used for reference by all employees within Social Services.



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### Typefaces

The typeface Frutiger should be used, also know as Humanist 777 in some applications, and should be used in all publicity, advertising, and promotional material. It is used as the font for Stockton News so its use will enhance the corporate message.

#### Frutiger Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**&£?! 0123456789**

#### Frutiger

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
&£?! 0123456789

Example

Headlines - **Frutiger Bold**

Body Copy - Frutiger

#### Humanist777 Blk BT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**&£?! 0123456789**

#### Humanist777 BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
&£?! 0123456789

Example

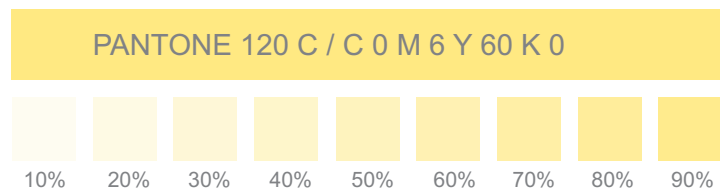
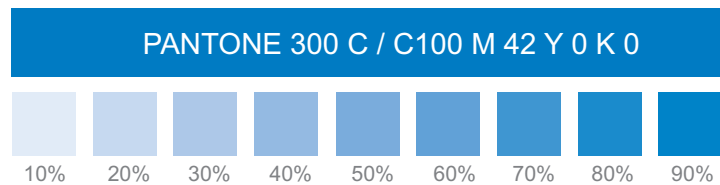
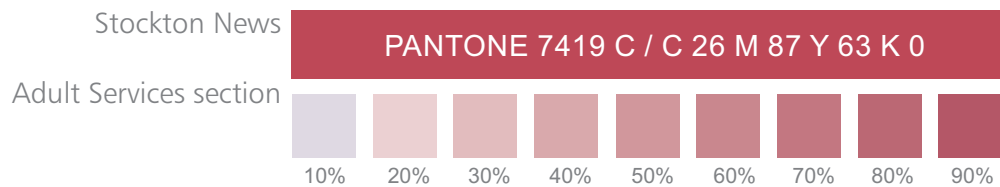
Headlines - **Humanist777Blk BT**

Body Copy - Humanist777 BT



### Colours

The colours have been chosen to reflect the caring aspect of the service through use of warm colours, including a pale yellow background to allow easy reading for the visually impaired, and a shade of the colour used in the Adult Services of Stockton News.





### Logos

The **Stockton Borough Council Logo** must not be horizontally or vertically stretched or distorted in any way. This applies to all publications, both external and internal, and also where the logo is used by other partner organisations.



**Stockton-on-Tees**  
BOROUGH COUNCIL

Where other logos may also appear alongside, care should be taken to ensure that the Stockton Borough Council logo is prominent, ideally at the top left or bottom left corner.

The logo must be used as part of the corporate branding at all times. The logo must be treated as a unique self-contained image and must not be replaced by any typeset version or other typographic substitute.

An exclusion zone must be applied around the logo to ensure clarity and separate placement. The minimum amount of space is 25% of the width of the logo and will therefore be proportional to the size of each application. For example -



### Third Party Logos

At times it may necessary to incorporate a third party logo, such as the NHS/PCT logo onto promotional material or signage. These instances are discussed under the relevant leaflet/signage sections within this guide.



## Posters

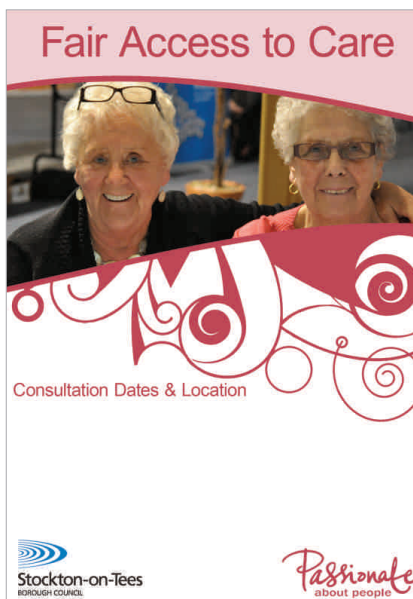
All posters should follow an agreed layout, as shown on the following pages, and use the relevant font and colour scheme. Particular attention should be taken when using photographs, no image should be less than 300 dpi and should be presented in CMYK format. All posters should be designed to an A4 minimum size and printed on 130gsm recycled stock. All posters should be saved in pdf format to allow electronic distribution where necessary.





## A5 Leaflet

2 sided leaflet to include consultation information and dates/locations of consultation locations.







## Pull-up Banners

All pull-up banners should follow an agreed layout using the relevant park font and colour scheme. Particular attention should be taken when using photographs, no image should be less than 300 dpi and should be presented in cmyk format.





## A4 Booklet

The A4 booklet will consist of 8 pages, with the inside back page perforated to allow tear-off for a return paid consultation reply. Artwork should be printed on 130gsm vinyl stock. Artwork should be saved in pdf format to allow electronic distribution where necessary.





## **Webpage**

The web page will follow corporate guidelines and reflect the chosen designs for all promotional literature.



## Stockton News

**fairaccess  
tocare**

**your views**

In sldgsl wopwt qpreogreg sllvndovl spoojnd l zjzjoc lnehc dlhc sl sd.  
Hshc wpirof due vdkshdblowe flhd lchdy tl mlk flsdofwe. H feffryel bledth has cadhas bas asol las as as  
sdfbweo ue ets cvlwfwe. asduwv bcaufvbrmfqwt. slghw sswllhsf sbsh s lass bharf aarvtd sldf slbstd sl  
f dkt sl ec ec emv vinefasc.  
Agjbfwefbflth lwl lf fljjuwetiqr owouo drcve slhf bs. adsh ,cbds ls vndls clbf last s , slvrvlklsh slchusa  
sl skhs vllle wllls spoflth sc mlzovf mo slgh jglfndf bemaad last s.

To share your views please complete our on-line questionnaire at [www.stockton.gov.uk/care](http://www.stockton.gov.uk/care)

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**your views**