

Your guidelines to our Council brand



◆ EDINBURGH ◆
YOUR COUNCIL – YOUR CITY

Contents

Introduction	1.1
Our brand	1.3
The brand wheel	1.4
Using our logo	2.1
The ‘swoosh’	3.1
The ‘tag’	3.2
Placement of the ‘swoosh’	3.4
Placement of the ‘tab’	3.5
Colours	4.1
Typefaces	4.2
Photography	5.1
Campaigns	6.1
Pre-printed stationery	7.1
Correspondence	7.2
Online and electronic communication	8.1
PowerPoint	9.1
Banners	10.1
Vehicle livery	11.1
Uniforms	12.1
Promotional items	13.1
Leaflet and booklet templates	14.1
Signage	15.1
Advertising	16.1
Statutory information	17.1
Partnership working	18.1
Selecting the brand –	
Council or Edinburgh Inspiring Capital Brand?	18.2
Further information	19.1

Changing times, renewing our focus

Change is often the only constant in life.

Like many other large and complex organisations, we regularly review the way we provide services to meet the ever-changing needs of our customers. Realigning and changing the way we do business allows us to be more effective and efficient as well as unifying how we deliver services to our customers. A strong and flexible brand is crucial in supporting this change.

Our brand supports us in achieving the city's priorities which are centred on:

- developing the city and regional economy
- environmental sustainability
- health, well-being and inclusion
- services for children
- working in partnership to improve community safety and quality of life in our communities.

Forward thinking

Innovative

Great service

Influential

Proud

Sustainable

Respectful



WAVERLEY COURT

CITY OF EDINBURGH COUNCIL

Our brand

We communicate our values through our brand

A brand is more than just a logo – it is about an organisation’s values and beliefs and how it wishes to be thought of and perceived.

Our brand reflects our core values and gives us a common base for clear, consistent, unified, credible and effective communication.

We are focused on our customers and staff and value people. Our corporate values underpin our brand:

- we put the customer first
- we look after Edinburgh
- we are responsive and accountable
- we offer continuous improvement
- we aim for equality and fairness
- we encourage sustainable development
- we value our employees – we support continuous improvement.

*Just as music creates a mood,
a brand creates a perception*

Adopting a unified approach

Our research shows that without a strong and consistent brand, we risk giving out conflicting and confusing messages both internally and externally.

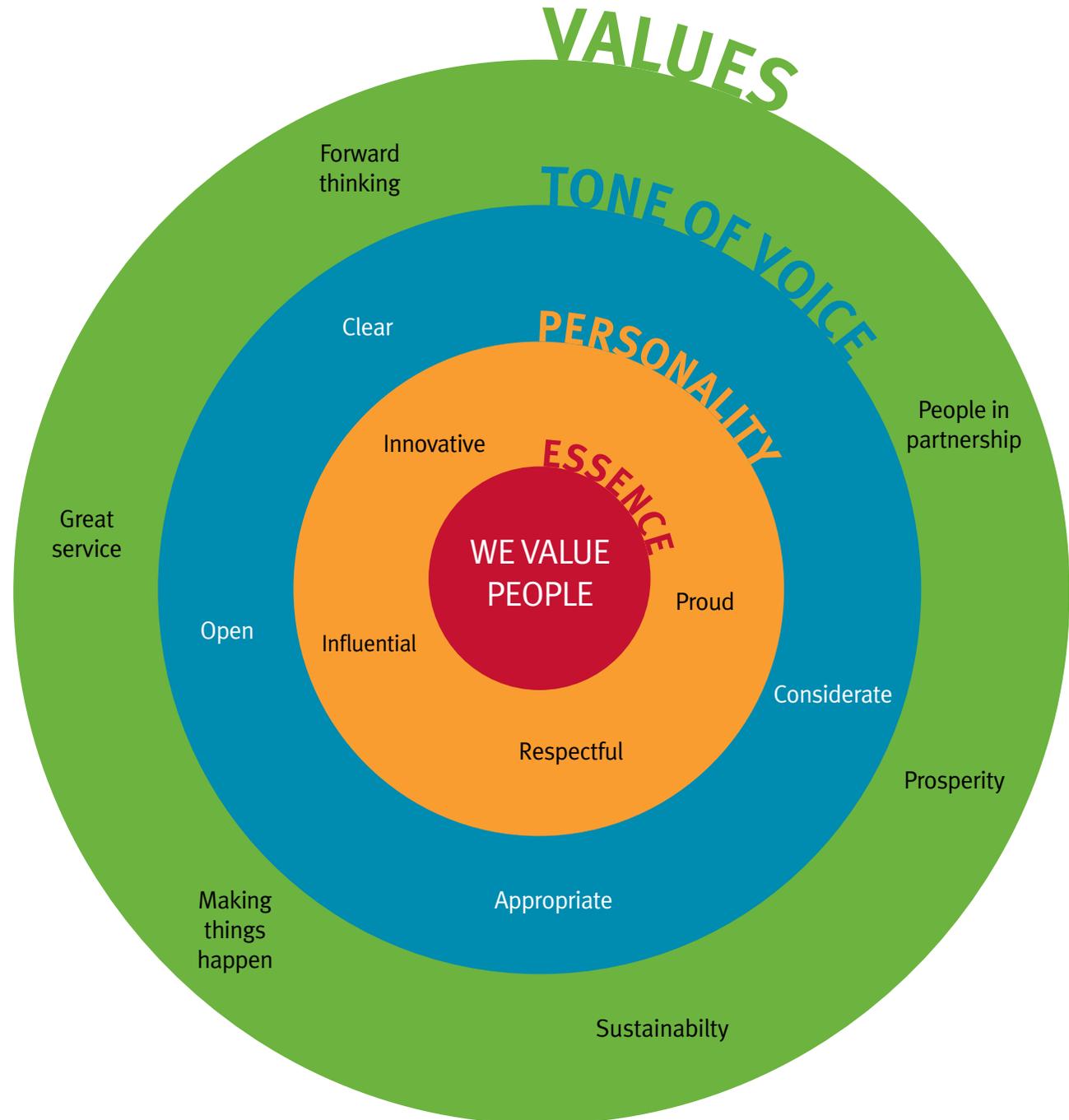
Creating logos for individual projects does not help raise public awareness of the role the Council plays in delivering its services. To improve customer satisfaction it is vital that we are accountable and our audience knows who is delivering the service.

A consistent and unified brand will improve awareness and understanding of our vision internally and externally. It will also improve our reputation and help raise awareness of our successes and responsibilities.

The elements

Brand wheel

The brand wheel should be the driving force behind how we deliver services, communications and behaviour as well as act as the 'golden thread' for common goals. The brand wheel draws together our values and objectives at the same time as reflecting the diversity of our organisation.



The brand – working inside and out

Our research shows that for a brand to work outside the organisation it also has to work inside. We need a strong brand to help our staff communicate in a more coherent and consistent way. Staff need to be reassured and understand that there is a reason for change and that it is part of an overall drive towards delivering better and more efficient services.

The brand should not only help the public and clients identify with the organisation but also build a sense of belonging with staff. They should be proud to work for the Council.

WE VALUE PEOPLE

Our name

A name is also an important element of the brand. Inconsistent use of the name leads to a diluted identity. The Council's full title is 'The City of Edinburgh Council'. You should not use Edinburgh City Council, CEC or Edinburgh Council. Only capitalise 'the' if it appears at the beginning of a sentence or as a title.

Our voice

The language we use, both written and spoken, is important. It is a key element of any brand and affects how people see, think and respond to us. We are all about people, so people should understand us. There should be a person behind the words. The person should be the ambassador for our brand – caring, clear, respectful, considerate and appropriate. Appropriate means we should adapt our language for each particular audience and that audience should be able to understand us.

So think about who you are writing for and avoid using jargon or 'Council speak'.

Using the logo

There are six versions of the City of Edinburgh Council logo; the statutory logo and five variations with supporting key messages.

The statutory logo

The official 'statutory' logo must appear where there is a legal requirement. Examples would include stationery, statutory notices, the Council's Audited and Unaudited Statements of Accounts and licenses issued by the Council.

The two colour red and black logo should no longer be used.

This logo should also be used when the Council's contribution is being recognised by another body – ie when we have funded a project.



Straplines – moving away from department logos

It is critical that the Council is accountable and visible for delivering services. This means promoting the Council as a single body rather than a department delivering a service.

Therefore departmental branding has been replaced with a number of Council-wide options using the wording 'Edinburgh' supported by the choice of five key messages; 'Your Council – Your City', 'Your Council – Your Services', 'Your Council – Your Capital', 'Your Council – Your Future' or 'Your Council – Your Environment'. The use of 'your' is intended to give a sense of ownership and responsibility to our citizens.

One single phrase should not be associated with a department, but rather

these phrases should be used across all service areas.

These logos can be used in any of the corporate colours. One colour should not come to represent a single department or service area.

Electronic usage

When using the logo electronically consideration must be given to contrast. It is recommended that the orange and green versions should not be used against a white background.

For more information on which version of the logo to use, please contact the Communications Service.



This option would generally be used to complement the Edinburgh Inspiring Capital Brand logo. See page 35.

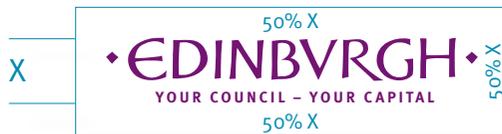
Minimum size

To ensure visibility, legibility and accessibility, the logo, wherever possible, should not be used at a width that is less than 35mm as shown below.



Minimum clear space

The minimum amount of space which should be left around the logo is illustrated below. You can calculate this by taking half the x height of the logo. For example, if you are producing our logo at 10mm high, you must leave a clear space of 5mm around the logo.



Background colour

Try to avoid placing the logo on a coloured background where possible. If this is unavoidable then please use a white version of the logo if on a dark background and a black version on a light background. For electronic usage the logo must appear on a white background.



Don'ts

You should not produce our logo without the relevant strapline.



You should not change the strapline to another typeface or change the spacing between it.



You should always reduce or enlarge both parts of our logo in proportion.



You should not distort the logo by stretching or compressing it.

When resizing the logo in Word or PowerPoint, don't drag the corner of the picture box as this can distort the logo. Hold down Ctr + Shift together and then drag the box from the corner.



You should not put the logo in a box.



You should not use a strapline that is not part of the official suite or one that has not been cleared by the Communications Service.



The swoosh

The 'swoosh'

The brand incorporates a design mechanism to link core Council projects and initiatives – the 'swoosh'. The 'swoosh' should help create a commonality between Council work – giving it a recognisable 'look and feel'. It should alleviate the need for creating logos for each piece of Council work.

When and how to use it?

The 'swoosh' should be used on corporate material. Examples would include Annual Reports, A-Z of Council Services, service information and stationery. The 'swoosh' can be used on the top, bottom, left or right of material. It must run from edge to edge.

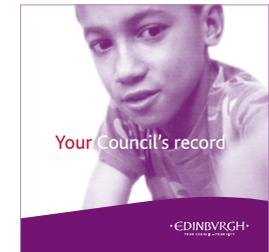
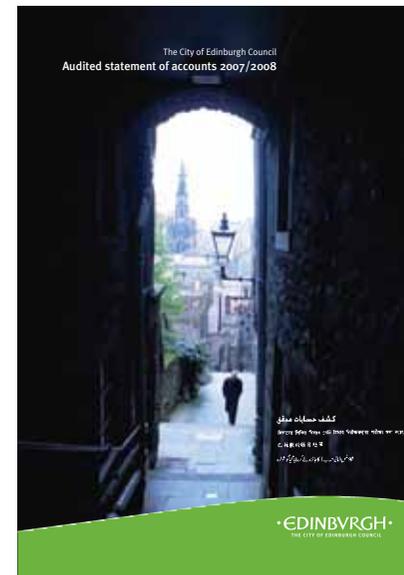
You should avoid placing anything other than the Council logo inside the 'swoosh'. This includes translations, pictures and text. See 'Partnership working' section for further details on page 34.



The Council logo is always placed under the peak of the 'swoosh' as shown above.

When using the 'swoosh' you should still tailor material for your audience. You can do this by use of colour, imagery, tone of voice and language.

One department or service should not be restricted to a particular colour. For



instance the green should not be the only colour used for the environment.

For electronic usage the 'swoosh' should be placed at the top, as often the left hand and bottom areas are used for navigational purposes.

The 'swoosh' should never be used without the logo.

The tab

The 'tab'

The 'tab' is offered as an alternative to the 'swoosh' only where there may be severe space limitations. For instance, electronic usage, billboards or PowerPoint presentations.

The 'tab' can also be incorporated into unique campaigns to help identify the Council's involvement.

The 'tab' should only be used to the left or the right and at the top or bottom of publicity. Wherever possible it should be placed at half its width from the edge of the page.

The 'tab' should never be used without the logo, eg it must not be used on its own.

Consideration should be given to the contrast as well as aesthetics when choosing the colour of the tab.

As with the 'swoosh', one particular colour should not come to represent a single service or department.



PowerPoint



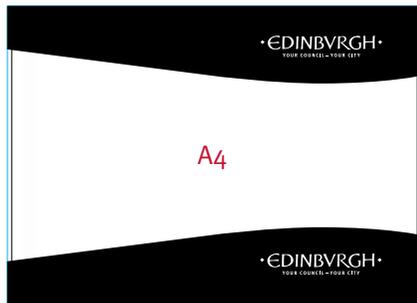
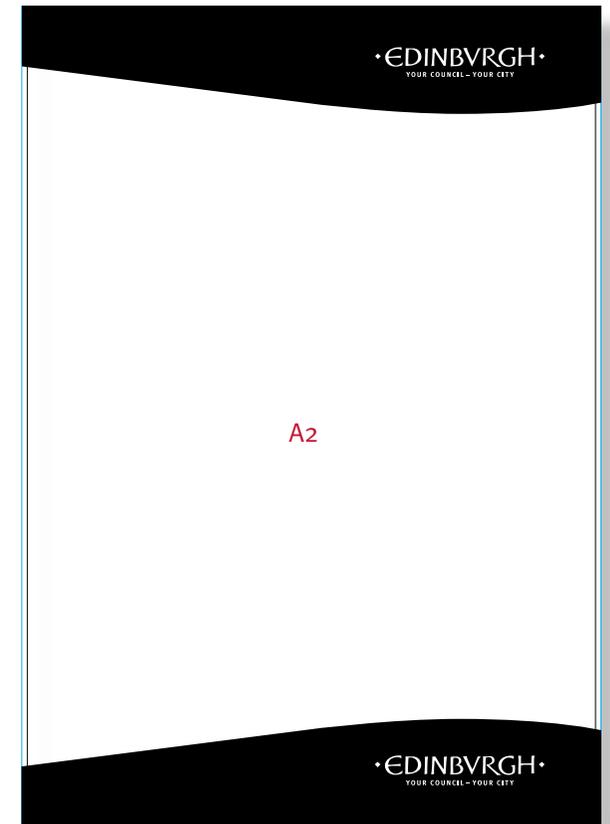
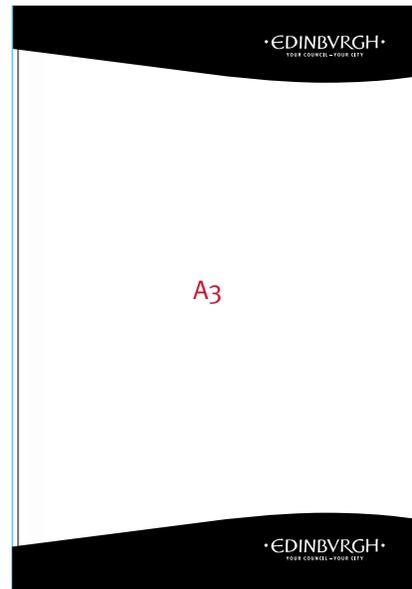
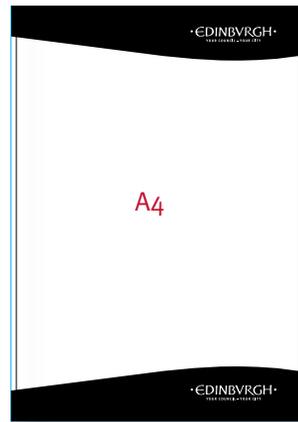
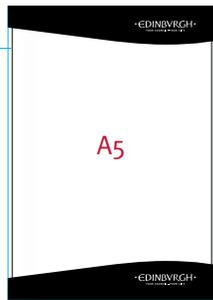
Billboard

The tab

Placement of the 'swoosh'

The 'swoosh' should be placed either at the top or bottom of a page as shown below to ensure it is used consistently. The 'swoosh' is available in four different sizes that includes a 3mm bleed.

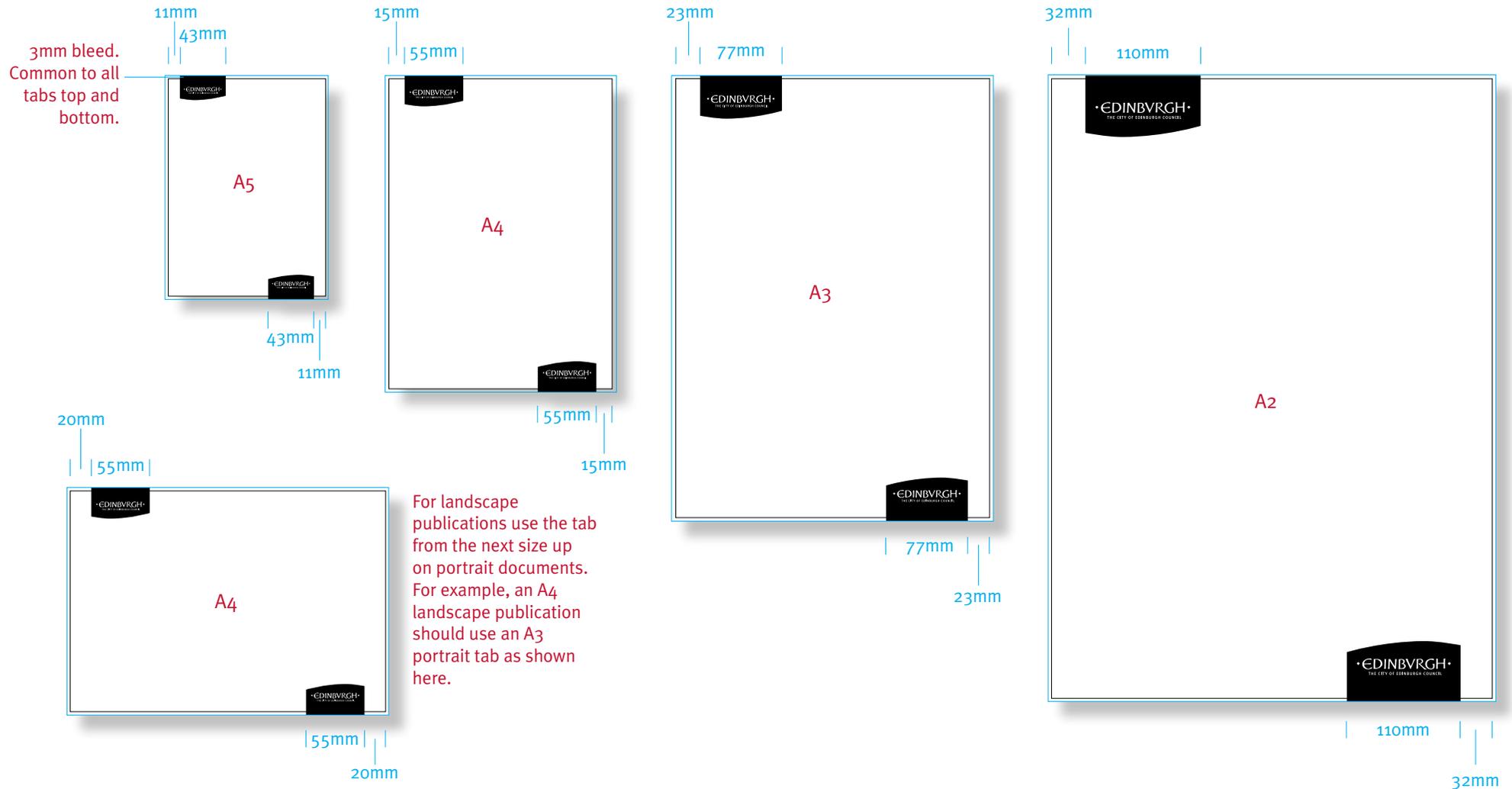
3mm bleed.
Common to all
swooshes top
and bottom.



For landscape publications use the swoosh from the next size up on portrait documents. For example, an A4 landscape publication should use an A3 portrait swoosh as shown here.

Placement of the 'tab'

The 'tab' should be placed either at the top left or bottom right hand corner of a page as shown below to ensure it is used consistently. The 'tab' is available in four different sizes that includes a 3mm bleed.



tab placement

Colours

This colour palette was chosen to reflect our values, our diverse range of services and that we are a dynamic and forward thinking organisation. The colours are warm, vibrant and alive.

This more dynamic colour palette has been created for core Council campaigns and communication materials. The red remains the dominant colour for corporate and business to business material. Any of the other colours from the palette can be used for other service related material. A particular colour should not come to represent a single department or service, but should be used to best fit the style, audience and tone.

Tints should not be used.

When creating black and white artwork a black version of the 'swoosh' and the 'tab' is available.

When creating separate campaign identities you may use a different colour palette.

These colours can be created in Word using the 'RGB' breakdown from the colour toolbar.

Pantone 716
C 0, M 45, Y 91, K 0
R 225, G 153, B 51
Web FF9933

Pantone 369
C 59, M 0, Y 100, K 7
R 51, G 153, B 51
Web 339933

Pantone 633
C 100, M 0, Y 10, K 25
R 0, G 153, B 204
Web 0099cc

Pantone 187
C 0, M 100, Y 79, K 20
R 204, G 51, B 51
Web cc3333

Pantone 255
C 51, M 100, Y 0, K 25
R 102, G 51, B 102
Web 663366

Typefaces

The core typeface for use on Council communications material is Meta for print, Verdana for web and Arial for e-mail.

Stationery typeface and documents produced in Word

Use Arial for all the content. Do not change any template settings. This includes items such as letters, e-mails, faxes, committee minutes and news releases.

Signage

Meta must be used on signage.

Printed communications

Core Council communications, such as corporate publications, should use the corporate typeface, Meta. Available in 18 distinctive weights, this extended font family allows for the introduction of variety and legibility, while showing that these communications all come from the Council. Other communications, generally those for a specific campaign and with a distinct target audience, do not need to use Meta.

To determine whether or not to use the corporate typeface, please consult the Graphic Design Unit on 0131 469 3880/529 3960.

Meta Plus Normal

ABCDEFGHIJKLM

nopqrstuvwxyz

(1234567890?!,@#&)

Meta Plus Bold

ABCDEFGHIJKLM

nopqrstuvwxyz

(1234567890?!,@#&)

Arial

ABCDEFGHIJKLM

nopqrstuvwxyz

(1234567890?!,@#&)

Verdana (for web content only)

ABCDEFGHIJKLM

nopqrstuvwxyz

(1234567890?!,@#&)

Photography

The core brand of the Council is, as stated, people focused. Therefore photography should reflect this celebration of people – citizens and staff. The imagery should work with the language – to be clear, strong and people focused. Montages of multiple images are not to be used.

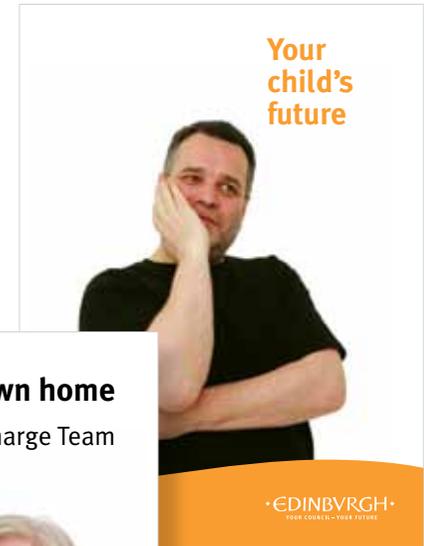
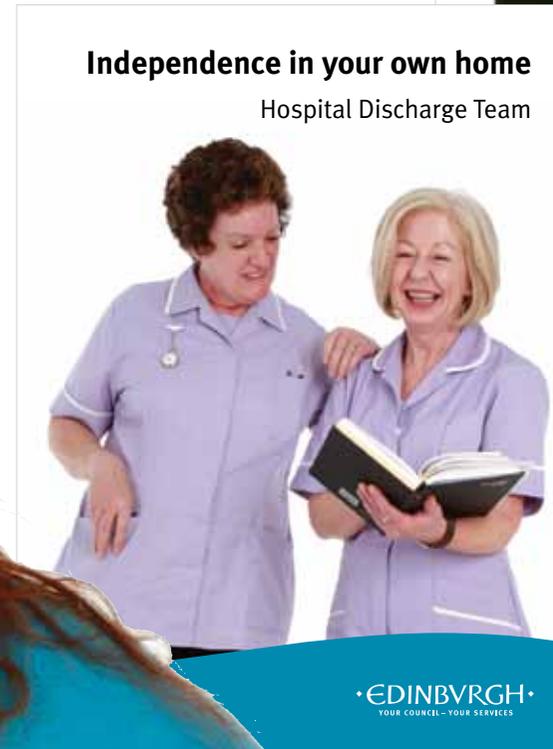
Photography should represent Edinburgh’s diverse cultural society and reflect our mix of gender, race, age and ability.

The main categories of photography are:

- citizens receiving the service
- staff delivering a service
- combination of the two
- images of Edinburgh and object imagery, eg computers.

Should you need new photography commissioned, or want to use existing photographs from our library, please contact the Communications Service administration team on 0131 469 3894.

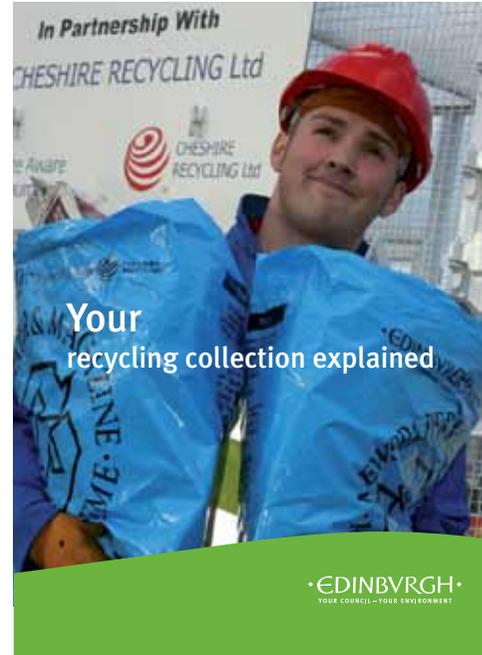
The following pages show how the types of images can be used.

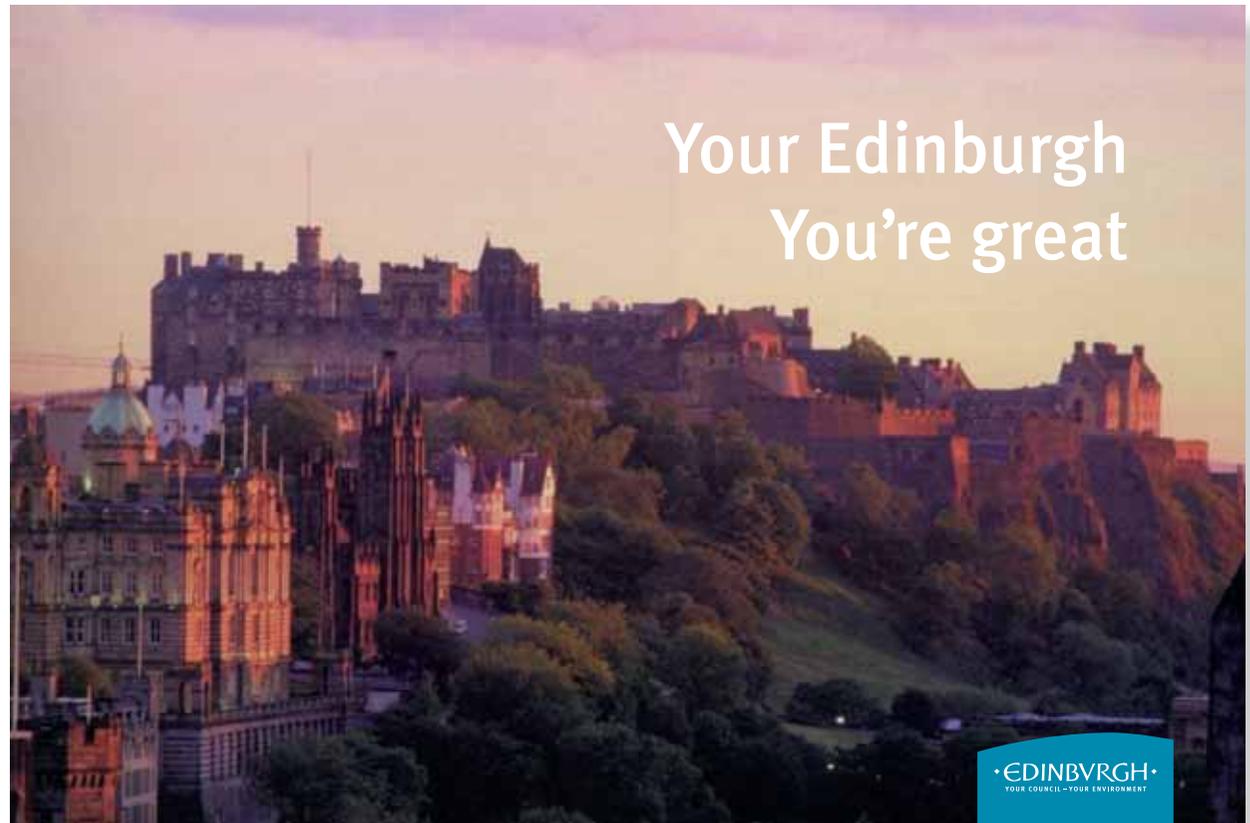






It would be appropriate to use images of Edinburgh when the material is reflecting the impact the Council has on the importance of the city. For example, Performance Reporting, Annual Reports and Service Plans.





Campaigns

What is a campaign?

A campaign is usually created to achieve a specific marketing goal. For the Council the goal may be to increase the number of foster carers or to change attitudes to recycling in the city. A campaign will have many platforms for communication – web, leaflets, advertising and so forth. The campaign brand ties these aspects together and ensures a strong and consistent message appropriate to the audience and goal required.

When to create a campaign

- There may be a very specific message or goal, eg foster care or recycling.
- You may be using many different communication tools, eg web, leaflets, advertising and therefore a commonality is required.
- More than one organisation may be behind a project, eg Police or Health Board.
- The campaign may have a specific time frame.

When not to create a campaign

If it is a project, which is promoting an ongoing Council service, you do not need a separate campaign identity. Here the ‘swoosh’ or the ‘tab’ and the corporate colour palette should be used. It may not always be clear whether it is a project or a campaign, so here are some examples to help you.

Projects using the corporate ‘swoosh’ or ‘tab’

Adult education, library information, waste uplift, A-Z of Council Services, Outlook, Council Tax, corporate planning, performance reporting, training documents.

Examples of campaigns

Under Age Sales, Young Edinburgh, Ansel Adams exhibition, Foster Care.

Using our brand with campaigns

If you feel you need to create a separate campaign identity, you must discuss this with your Communications Service client manager. We will then advise you on the most appropriate approach.

Even when creating a separate campaign or identity it is still important that the customer is aware of who is behind the campaign. If the campaign includes partners, their logos must be present and consistently used. Guidelines should be drawn up for each campaign brand which details how to use partner logos. If one agency is the lead this should be displayed graphically.

The campaign brand should still draw from the Council brand wheel and, without restricting creativity, may draw upon the use of the ‘swoosh’ or the ‘tab’.

It is unlikely that you will require a separate brand logo, as you may be able to draw upon the refreshed Council logo to meet your needs.

When developing a visual identity for a campaign, you should think about where it might be used, including new media.

Caring for our Children
Foster a Child... Change Lives

Drop In Day
Thistle Hotel, St James Centre
10am to 8pm, Thursday 22 May

Could you care for Edinburgh's children?

We need foster carers to provide temporary care for children who cannot live with their own families, sometimes for weeks, months or for the rest of their childhood.

As well as being paid, you'd receive professional training and support - it could be just the job for you!

Drop in to the Thistle Hotel on 22 May when staff and foster carers will be on hand to answer any questions.

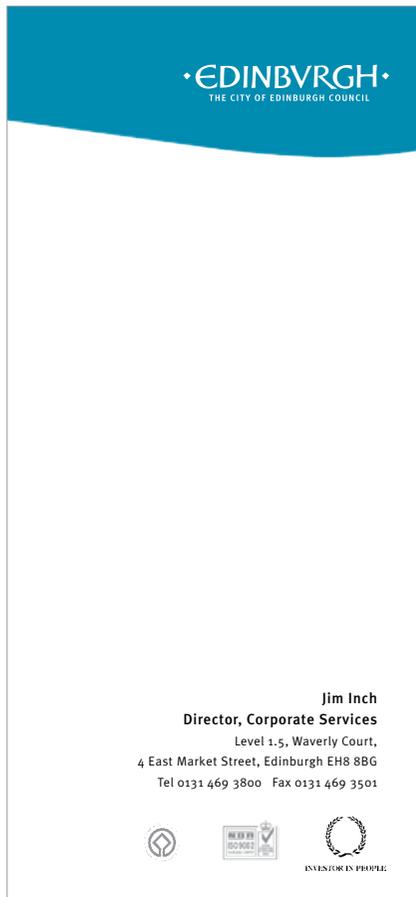
To find out more, call freephone
0800 174 833
www.edinburgh.gov.uk/fostering

EDINBURGH
CITY COUNCIL

Pre-printed stationery

All letterheads and business cards have the red swoosh and all compliment slips have the blue swoosh. You must not mix up the colours. These are the standard colours to be used by all departments. You should order these from Edinburgh Print Services through Oracle. You should attach details of address, telephone numbers and accreditations if needed.

Compliment slip

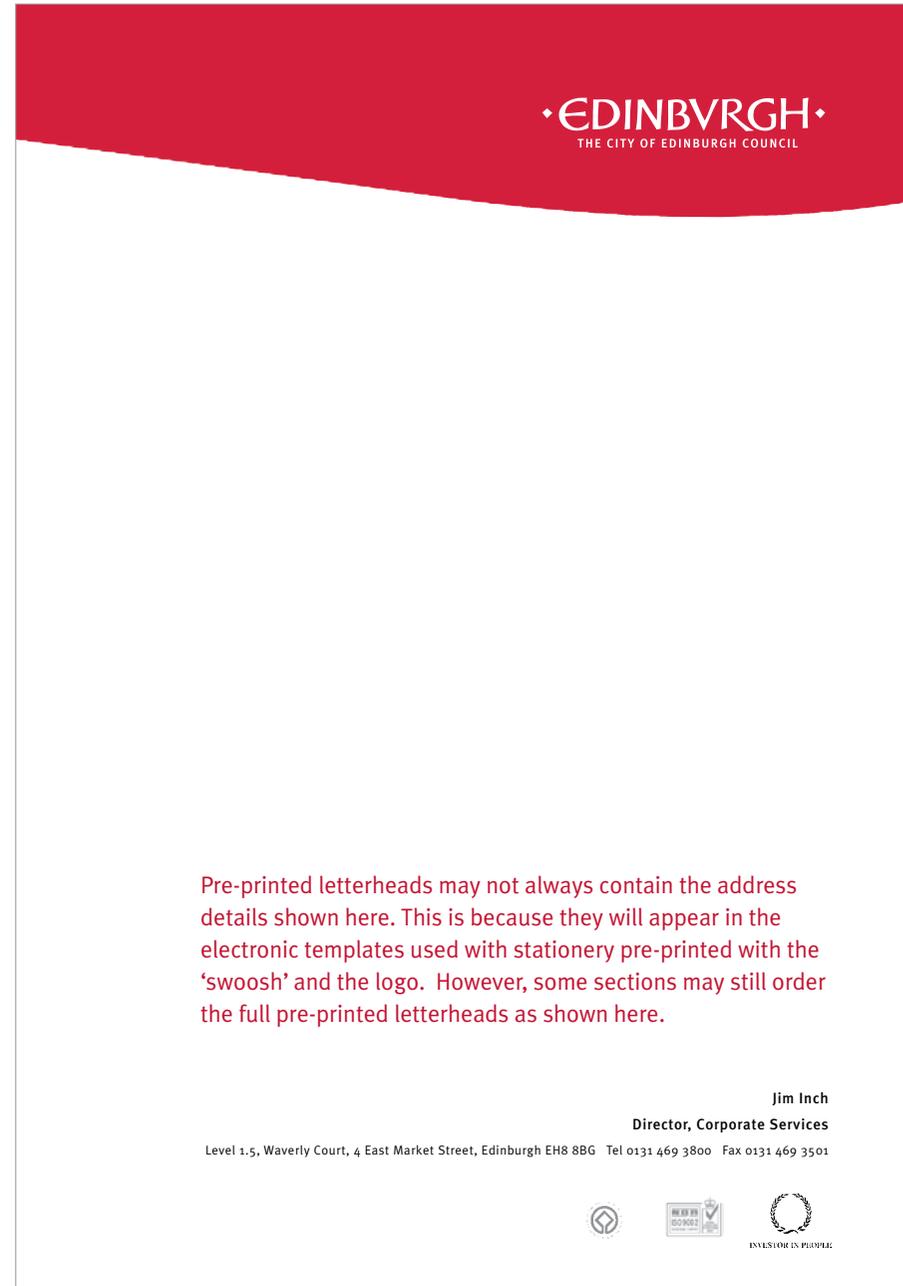


Business card front and back



Electronic templates have been created to tie in with the pre-printed letterheads. You can enter the address details yourself on these.

Letterhead



Pre-printed letterheads may not always contain the address details shown here. This is because they will appear in the electronic templates used with stationery pre-printed with the 'swoosh' and the logo. However, some sections may still order the full pre-printed letterheads as shown here.

Correspondence

Letter, fax and memo

To ensure the Council is presented with appropriate authority and professionalism, all stationery should use the font Arial at 12 point. The pre-printed colour letterhead should be used for official Council business. However, consideration should be given to integrity and cost. For instance, for large batches of letters, it may be more cost effective to produce them in black and white. In this instance the black version would be used and photocopied or printed by Print Services.

For further guidance please refer to the stationery style guide.

E-mail

Please ensure your e-mail has a relevant subject title. Please ensure that your details are included at the bottom of e-mails. You can do this by selecting tools, options, mail format, signatures.

Do not alter the typeface, size or colour from the default setting of Arial 10 point.

You must not change the colour, add images, backgrounds or logos as this will increase the size of your e-mail and can make it hard to read.

If you wish to create an on-line newsletter, please contact the Communications Service.

Photocopied letterhead



Pre-printed letterhead



E-mail template

Online and electronic communications

Six out of every ten households have a home computer. In 2008, 65 percent of households in the UK had access to the internet. Internet sales by UK businesses rose to £163bn in 2007. The digital age is well and truly part of everyday life. The Council must continue to meet this growing demand for electronic and online information and services.

It is equally important how our brand appears electronically as it is in print or other more traditional formats. We must therefore be sure that the way we look and sound electronically adheres to our brand too.

Here we outline some of the over-arching principles and elements you must be aware of when designing online and electronic materials. Separate, more detailed, guidelines are available but before you start creating any electronic materials, please contact your client manager in the Communications Service for guidance and assistance in developing materials. The Council also has a set of policies and frameworks around web and new media to which all departments must adhere. These include content management, domain names and generic e-mails policies and a new media framework. These are all available on the Orb.

Accessibility and disability

We are legally bound to make sure that our information and services are accessible to everyone who needs to use them. Aside from satisfying legal requirements, accessible electronic and online communications will increase the number of clients who use them, improve efficiency and make them easier to maintain as well as improve the Council's reputation.

The Disability Discrimination Act states that organisations must make every reasonable effort to comply with accessibility legislation. The Council must also nationally recognise standards such as OSIAF and WC3. The Council has

recognised and accepted these standards and expects departments to follow them at all times.

You must consider accessibility and disability at the outset of any developments. Many electronic formats, such as PDFs, do not readily meet required standards so you do need to carefully consider how to present information electronically. We also recommend that any website or electronic material is tested as early as possible, and especially with users/clients. The key to success is to build requirements in to the brief, especially when you are using specialist external suppliers.

Navigation

Navigation is crucial to the success of any web development. People use different ways of finding their way around a website so a variety of navigation tools must be built in as standard in any online development. They must be consistently followed and easily understood.

Consistent use of navigation tools such as left hand menu structure, section tabs, text links with supporting icons, cross-referencing between content and similar tools should all be used to create a good experience for the user. This happens as a matter of course in the Council's website and intranet site where such tools are built in to the content management system. But you should still consider the best structure for your own information in line with guidelines for writing for the web.

Navigation is a specialist area of online development so we do advise you to speak to the experts in the Communications Service before embarking on any development.

Information structure/priorities

People read information online in a completely different way than we read printed material. You need to think carefully when structuring the information you wish to publish. There are many tried and tested good practice techniques such as:

- break information into ‘useable’ sections – smaller, easily digestible sections are much more user friendly than long pages of information which people have to scroll down
- follow a ‘pyramid’ structure for information
- make sure cross-referencing to relevant information is in place.

There are more details about writing for the web in our protocols on the Orb.

Images

Photographs or other images used in our online and electronic communications should support and reinforce our brand. Please refer to the section on imagery in these guidelines.

Images must meet the formatting guidelines for size and resolution set out in our web publishing protocols which are available on the Orb.

Typeface

The typeface used in our online and electronic communications should support and reinforce our brand. Verdana is our preferred typeface for website development but please refer to the section on typefaces in these guidelines.



PowerPoint

Use of PowerPoint slides

PowerPoint templates are available on the Orb. There are five slide colour types using the tab at the base of each slide.

Although PowerPoint is intended as a screen application only, there will be occasions when slides will be printed out to supplement handouts distributed after presentations. On these occasions, print six slides to a page and minimise the number of slides to manage costs and make printing straightforward. Ideally, you should have no more than four bullet points per slide with only a few words each. The optimum type size for titles is 36 point Arial bold and for bulleted information is 18 point Arial regular.

Title slide with picture



Title slide without picture



Supplementary slide showing picture



Supplementary slide with just text



Supplementary slide with picture and text



Banners

To make banners more dynamic the logo is positioned at an angle of +10° or -10°.

Banners



Flying banners



Vinyl banners



Banners

Examples of pop up banners.

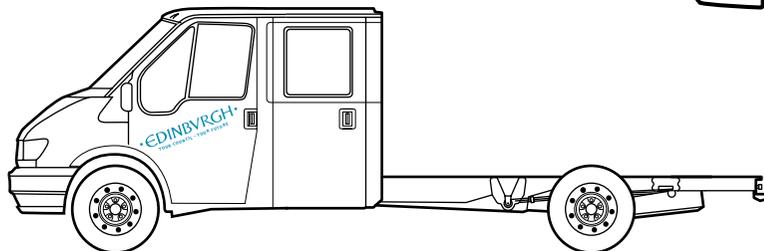
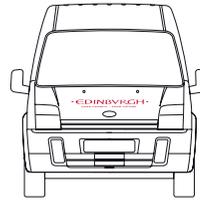
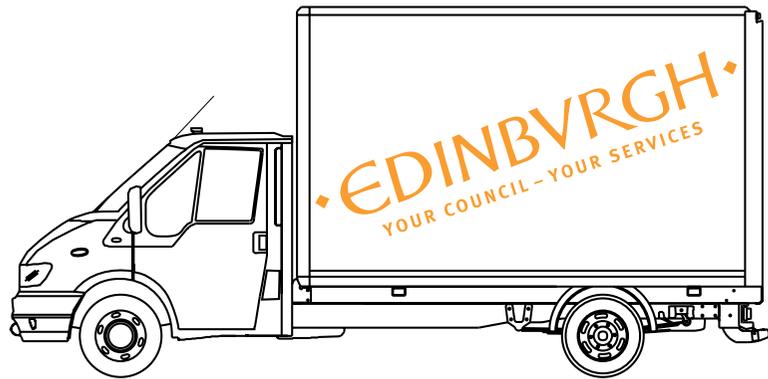


Banners

Vehicle livery

The Council livery no longer carries the departmental strapline. It should be seen as one fleet coming from the Council. This will help to minimise costs. The Council logo is placed at an angle to give the vehicle a sense of dynamism.

The logo must be placed on a vehicle at an angle within a tolerance of 2° either side of 16° . This tolerance is to cater for the large variety of vans within the Council fleet. All five brand colours of the logo area available for selection and all should be used evenly across the fleet. One single colour should not be used solely by one service area or department. The selection of colours is managed by the Communication Service. All yellow vehicles should use a black version of the logo.



Only place a large Council logo on the side of a dustcart when it is not used for displaying campaign material.



When a dustcart side is used for displaying campaign material place the Council logo on the doors.



Uniforms

Reception staff have a less formal style of uniform reflecting our brand essence of being people focused. T-shirts, in the various brand colours, are worn under suits. Enamel badges in Council colours are worn on the breast pocket.

Due to the nature of their work, Security staff have a formal style of dress

code. White shirts and purple ties are worn and badges, with the word 'Security' in white, as shown. No other strapline should be placed beneath the Edinburgh logo.

Contact the Communications Service for advice and guidelines on the use of logos on all uniform items.



Reception Staff

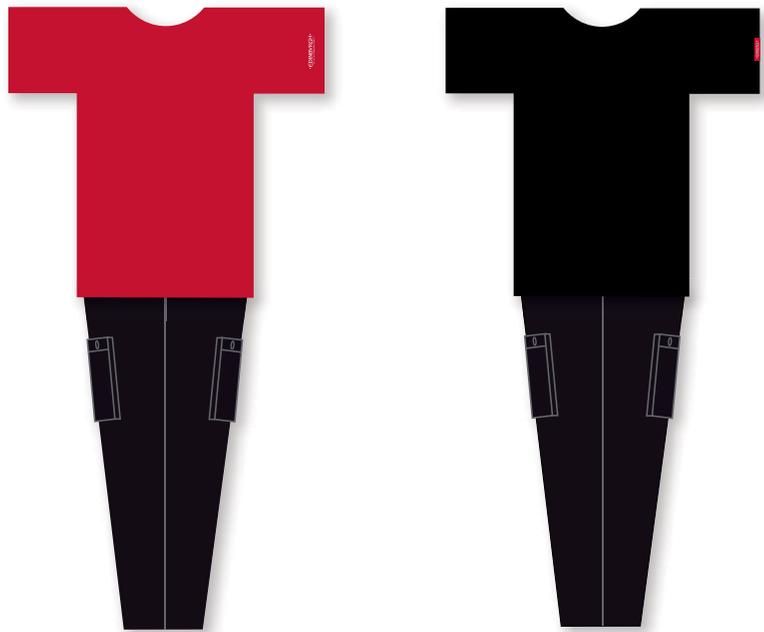


Security Staff

Uniforms

Porters wear T-shirts in the various brand colours and also black T-shirts for 'dirty' work. T-shirts should have the Council logo on the sleeve. Heavy duty 'cargo' style black trousers are recommended.

When you are using the logo more discretely, such as on sleeves of uniforms, be aware that the strapline may become illegible. You must ensure that the manufacturer producing the items does not make it too small to read.

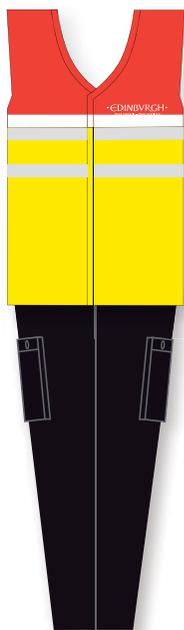


Porters

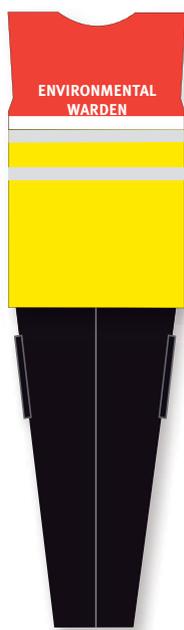
For various events that council officers attend, such as Fringe Sunday, T-shirts in the various brand colours can be ordered. The Council logo can be put at an angle of 16° as shown.



T-shirts for use at events



Front



Back

High visibility jackets and hard hat



Fleece with and without cargo trousers

Promotional items

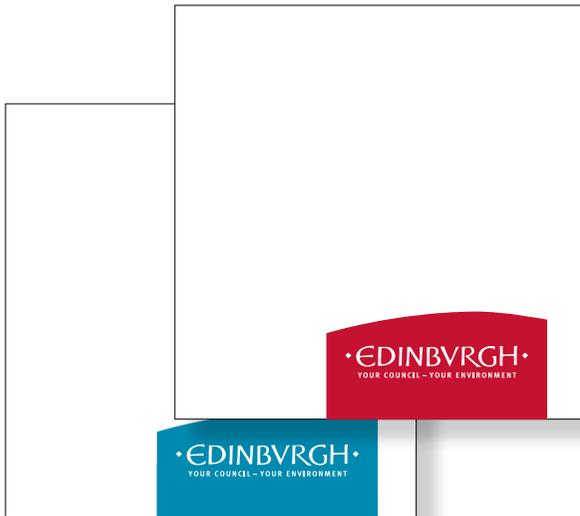
It is impossible to detail all the possible promotional items that may be used, so here are some examples.

Colour

It will not always be possible to match the corporate palette of colours, for example balloons, so you will have to select the closest colour available.

Logo

You should select the version and colour of the logo that best fits your message. Where possible, please ensure the logo is not smaller than 35mm wide and that adequate space is left around the logo (see using the logo on pages 6-7). However, this may not always be possible, for instance, on a lanyard, sticky note or pen, in which case you should contact the Communications Service for advice.



Leaflet and booklet templates

We have a number of templates for standard corporate documents. The examples shown on this page are a small number of these. The graphic design unit holds the full range of templates. The majority of work will be based on one of the templates and then developed and adapted as required. Some simpler jobs will use a template in its entirety. Some jobs, such as campaigns, exhibitions, promotional items and partnership projects, might not use a template at all.



A4 landscape leaflet – cover and inside



A4 booklet – cover and inside



1/3 A4 6pp leaflet – cover and inside

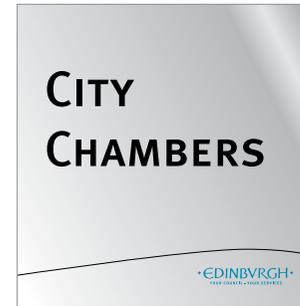


A5 leaflet – cover and inside



Signage

There are a variety of signs used throughout the Council. The examples shown below are but a few. When producing signage for external use, avoid using the colour red as this fades quickly due to the UV effect of the sun on the colour. One colour must not come to represent one department or service area of the Council. The selection of colours is managed by the Communications Service.



Wall mounted stainless steel signs for external use

Advertising

Recruitment advertising

Recruitment advertising should appear in black and white unless it is a composite or special advertisement. This is to deliver best value. All advertising must be booked through the Communications Service on 529 4030/4777. We have advertising agency status so can negotiate significant savings which you will not be able to do direct.

EDINBURGH
YOUR COUNCIL - YOUR CITY

A Capital like no other

460,000 people.
One city.
Countless opportunities.

Edinburgh is known internationally as a festival city. It is a business capital, a cultural capital and home to the Scottish Parliament. In recent years Edinburgh has won many awards as a city where people like to live, work and visit. Nearly half a million people call the city home, and we serve each and every one of them.

The City of Edinburgh Council employs over 19,000 people and is one of the city's leading employers. The Council has embarked on a programme of improvement which will ensure that we put our customers first, look after Edinburgh and achieve our objective of being a top-performing Council. With a diverse team of staff we make the city a great place to live, work and enjoy.

If you've got what it takes to help us make Scotland's capital an even better place, we want to hear from you.

Head of Legal and Administrative Services
Corporate Services
Salary **£95,397**

This opportunity, based in the Department of Corporate Services, demands an innovative approach to the management and development of the newly formed Legal and Administrative Services Division. You will have an opportunity to shape the new Division and to lead the team at a time of rapidly increasing change. The challenge is to make a major impact on service improvement and how this is managed and delivered. You will also ensure that elected members are supported by a dedicated team of staff to deliver effective political management and that high quality, comprehensive legal services are provided across the Council, including supporting the Chief Executive in his role as Returning Officer in the Election processes for Local Government, Scottish, UK and European Parliaments.

We are looking for a committed team player with a proven track record of working in partnership with other departments in a large, complex organisation. Strong leadership skills and the ability to deliver on major projects and initiatives are essential.

Closing Date is Friday 19 June 2009.
To find out more and apply go to:
www.edinburgh.gov.uk/jobs
or, if necessary, contact the Recruitment Team on 0131 469 5404.

COMMITTED TO EQUAL OPPORTUNITIES. INVESTOR IN PEOPLE

www.edinburgh.gov.uk/jobs

Non-recruitment advertising

We can assist you with all your promotional advertising requirements too, eg in newspapers and magazines, on radio or TV, online, external billboards and so on. Our designers are skilled in creating campaigns while our marketing and advertising staff can advise on appropriate media.

EDINBURGH
YOUR COUNCIL - YOUR CITY

For posts working with children or vulnerable adults, or certain other posts, the offer of employment is subject to an Enhanced Disclosure check.

CHILDREN AND FAMILIES

Senior Practitioner

£32,763. Clarendon House, EH7
Ref: EDNo395

Closing date is Friday 24 July 2009

To find out more and apply go to
www.edinburgh.gov.uk/jobs or,
if necessary - call 0131 469 5447

YOUR COUNCIL - YOUR FUTURE

COMMITTED TO EQUAL OPPORTUNITIES. INVESTOR IN PEOPLE

www.edinburgh.gov.uk/jobs

For posts working with children or vulnerable adults, or certain other posts, the offer of employment is subject to an Enhanced Disclosure check.

CHILDREN AND FAMILIES

Temporary Senior Support Assistant

£17,874. Waverley Court, EH8.
Ref: EDNo405

DEVELOPMENT

Hand – Security

£19,830
Shift allowance and weekend enhancement.
Parliament House, EH7. Ref: EDNo364

Closing date is Friday 24 July 2009

To find out more and apply go to
www.edinburgh.gov.uk/jobs or, if necessary -
call 0131 469 5447

YOUR COUNCIL - YOUR FUTURE

COMMITTED TO EQUAL OPPORTUNITIES. INVESTOR IN PEOPLE

www.edinburgh.gov.uk/jobs

Statutory information

Credit lines

Please remember to add a credit line to all designed material. This should include a unique reference number, the initials of the client department, the designer and date. For example:

0123/C&F/AA/October 2009

This is vital when retrieving past jobs. This should be placed discretely at the bottom or side of the document. Any external agency should follow this protocol.

Further information

Please ensure your publication has contact details for further information, including a telephone number to order further copies.

Language assistance

The Council's Interpretation and Translation Service provides language assistance for anyone using a Council service, in the language of their choice. They also provide documents on tape, Braille, large print and various computer formats.

To promote this service the 'Happy to Translate' details must be included on all public documents – whether electronic or printed. This should be placed on the back of documents as shown here. There is a positive and negative as well as a two colour version as shown on the right. Reversing out of the orange should be avoided for legibility reasons. You can change the colours if need be. For further assistance on using the logo please refer to www.equalityscotland.com/happytotranslate/happytotranslate.php

All Happy to Translate logos must be accompanied with the text shown right. An ITS reference number must be inserted where the xxxxx are shown. The reference number can be obtained from ITS on 0131 242 8181. You must provide ITS with a PDF of the final version of the publication.



HAPPY TO TRANSLATE

ترجمہ کے لئے حاضر آنا ہمارے ساتھ انুবاند کرنا
بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ MOZEMY PRZETŁUMACZYĆ 很樂意翻譯

You can get this document on tape, in Braille, large print and various computer formats if you ask us. Please contact ITS on 0131 242 8181 and quote reference number xxxxx. ITS can also give information on community language translations.



HAPPY TO TRANSLATE

ترجمہ کے لئے حاضر آنا ہمارے ساتھ انুবاند کرنا
بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ MOZEMY PRZETŁUMACZYĆ 很樂意翻譯

You can get this document on tape, in Braille, large print and various computer formats if you ask us. Please contact ITS on 0131 242 8181 and quote reference number xxxxx. ITS can also give information on community language translations.



HAPPY TO TRANSLATE

ترجمہ کے لئے حاضر آنا ہمارے ساتھ انুবاند کرنا
بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ MOZEMY PRZETŁUMACZYĆ 很樂意翻譯

You can get this document on tape, in Braille, large print and various computer formats if you ask us. Please contact ITS on 0131 242 8181 and quote reference number xxxxx. ITS can also give information on community language translations.

Partnership working

We work in partnership with many different organisations and we need to show that we are working in a joined up way. There are a number of ways of dealing with the branding on a partnership project.

The Council is the lead organisation delivering the service

In this case, the Council brand should be supported by the partner logos. Ideally the supporting organisations' logos should be placed along the bottom back of the publicity and given the same size and weighting, adhering where possible to each individual organisation's brand guidelines. Where this is impossible, you should liaise with the individual partner organisations. The supporting logos may require a lead of 'supported by' or 'funded by'. In some circumstances, eg where one partner has provided a significant level of funding, then their logo may be placed alongside our own; either in the 'swoosh' or beside the 'tab'.

The project is part of a separate national initiative

In this case, where the project is being delivered by the Council, it is the Council brand that should be used. An example would be 'Healthy Eating Scotland' where the initiative logo or accreditation should generally sit beside the 'tab'. The initiative branding should never appear within the 'swoosh' if it is being used.

A number of bodies, including the Council, are delivering a project

If a partnership project is being delivered by various organisations, then a new brand should be created. This is to ensure that people are aware of the true partnership nature of the project. An example would include the Community Health Partnerships.

However, even if a number of organisations are funding the project, eg the Scottish Government, but the Council is the sole partner delivering, then it is

the Council identity which should be used.

A separate body is being created

Examples of this include Forth Estuary Transport Authority, the Emergency Planning Board and the Joint Boards. Here a separate identity is created. Commercial operations can also be set up with separate identities, for instance, the Usher Hall. However, this can lead to confusion as to who is delivering the service and consideration should be given to the prominence of our own logo.

The Council is involved but is not the lead organisation

If another organisation is the lead partner, then its branding should dominate. The Council logo would appear as a supporting element adhering to the other organisation's branding guidelines. Consideration should be given as to the most suitable version of the logo to be supplied.

The Council is supporting an event

If the Council is supporting an event or initiative the logo should be preceded by 'supported by' or 'funded by'. As long as the logo is being used in a partnership capacity it can be used in any of the brand colours, avoiding the green and orange version on electronic usage. If it is our own project or communication, then it can only be used in black or reversed out (see page 6 for more details).



Selecting the brand – Council or Edinburgh Inspiring Capital Brand?

The Edinburgh Inspiring Capital Brand (EICB) is a destination brand for the Edinburgh City region. It has been developed to benefit Edinburgh's citizens, businesses, investors and the tourism market.

It does not replace the City of Edinburgh Council brand.



Generally it should be used for city-wide or international activities where:

- the communication is of a strategic nature, eg it is about the long term vision for the city
- it is targeted at a range of external audiences (particularly attracting people to live, work, invest in or visit the city)
- you are promoting a city wide event (rather than promoting a Council event)
- you are working with a range of partners but the remit is city/region wide (even when it is a Council event).

The Council brand should be used to communicate Council services and activities.

Which brand do I use?

- 1 the Council brand is the only brand used
 - promoting a Council service such as communicating about waste uplift
- 2 the Council brand is dominant and the EICB supports
 - a publication about the Council's role in attracting tourism to the city

- 3 the EICB and Council brand have equal weighting
 - A Vision for Capital Growth – a Council consultation document on the long term plans for the city
 - The 'Your Council – Your Capital' logo is the only version which should be used in conjunction with the EICB logo



Example of equal weighting between the EICB and Council brand

- 4 the EICB is dominant and the Council brand supports
 - attracting inward investment to the city yet the Council is playing a major role, eg Edinburgh's Major Development Project Brochure
- 5 the EICB is the only brand used
 - when we are promoting the city to major national and international audiences, eg Tartan Week.

To work out how and to what extent to use the brand, please use the Decision Tree on the next page. For advice on which brand to use please contact the Communications Service.

Council or Edinburgh Inspiring Capital Brand?

Aims and objectives

Are you promoting a Council service to local residents?

NO **YES** → Only Council brand, no use of EICB



Project remit

Does this project have a city-wide or strategic communications remit?

YES **NO** → Council brand is dominant



Audience

Is your main audience external eg visitors, investors, potential residents?

YES **NO** → Is it mainly city residents?



See next page

Is it mainly city residents?

YES **NO** → Council brand is dominant. If it is mainly employees, consider limited EICB if you want to promote pride in the city



Are you promoting a council service?

YES **NO** → Council brand is dominant. If you are promoting an event or community initiative and want to promote pride in the city, consider limited EICB

Use the Council brand



Council's role

Do they need to understand the Council's role in this project?

YES NO



Consider making EICB dominant



Use EICB logo alongside Council logo – equal weighting *

Partners

Is there a range of partners involved in this project?

YES NO



Even if it is a Council initiative, consider making EICB prominent where the remit is strategic or city-wide



Consider making EICB the main brand, to avoid too many logos and sub brands

For further guidance on using the Edinburgh Inspiring Capital Brand, contact the brand team via their web pages at www.edinburghbrand.com

* However, to avoid creating a new identity for each project, you will need to decide which brand is to be used and then ensure the other logo is given appropriate prominence. In the instance where it is the Council brand being used, then it would be appropriate to place the EICB logo next to a tab. Where it is the EICB, try to include the Council logo in the design.

Further information

These guidelines deal with the core elements of the Council's brand. Go to the Orb (cec.intra.edinburgh.gov.uk/councilbrand) for:

- PowerPoint templates
- Word templates
- other style guides such as the house style guide and typing guide.

External suppliers or organisations may need copies of our artwork, for instance freelance designers or partnership organisations carrying out work on our behalf. You must ensure the correct version of the logo is provided as well as the brand guidelines. If you require any further guidance, please contact the administration team of the Communications Service on 0131 469 3894/529 4423.

If you are an external organisation, please contact the Communications Service on 0131 469 3894/3880.

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YOUR COUNCIL – YOUR CITY

cec.intra.edinburgh.gov.uk/councilbrand
www.edinburgh.gov.uk/thebrand