Mayor of Peacehaven

Brand Guidelines - V1.

At a glance...

What we talk about	Community, inclusion, wellbeing, civic duties, charity.
What we convey	Leadership, friendliness, openness, and caring for the town.
How we talk	Directly to the reader, in first person, colloquial, inclusive language.
How we refer to ourself	The Mayor of Peacehaven (informal) The Worshipful the Mayor of Peacehaven (formal)

Logo

Whenever possible shown with a white background and logo in PTC Green

PTC Green

#116333
RGB: rgb(17,99,51)
HSL: hsl(144.9,70.7%,22.7%)

White

#ffffff
RGB: rgb(255,255,255)
HSL: hsl(144.9,0%,100%)

If a dark background is being used then a white logo can be used.

When shown on an A4 document, the logo should measure a maximum of 55mm (208px) in height/width, with at least an 8mm (30px) clear area around the logo.

These sizes should be scaled equivalent to the document size.

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On any publications from the Mayor of Peacehaven, the logo should appear on the top left hand side of the document.

If a publication is in conjunction with another organisation, and multiple logos are being used, the Peacehaven logo should appear on top of, or to the right hand side of, the other logo(s), and never smaller.
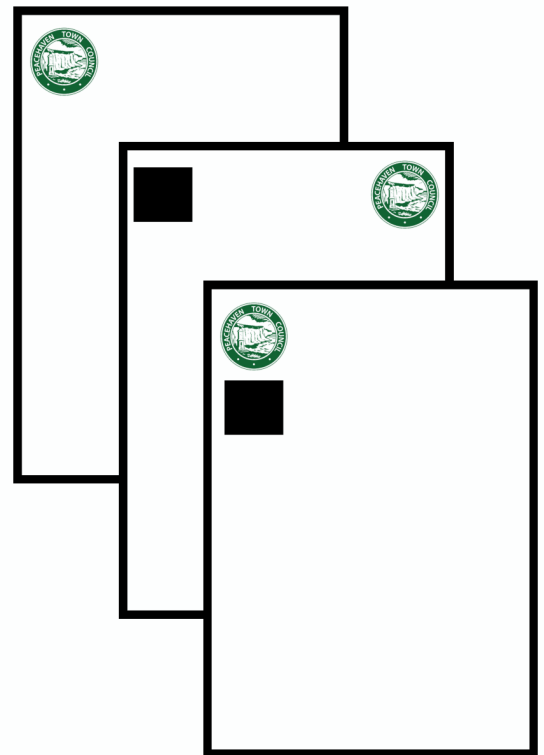
Grey

#4E4E4E
RGB: rgb(78,78,78)
HSL: hsl(0,0%,30.6%)

Special Circumstance

When in National Mourning, a grey logo shall be used on all publications.

Colour

The 9 main colours that the Mayor of Peacehaven uses are shown on page 5; the colours are best used alone or in small combinations. They are vibrant, engaging and help bring our brand to life.

When using colour with an image, choose a colour from the palette that complements the image. Limit the number of colours used and always use the correct colour breakdowns: Hex or HSL for print and RGB for on-screen use.

PTC Green

#116333
RGB: rgb(17,99,51)
HSL: hsl(144.9,70.7%,22.7%)

Light Mustard

#FDD947
RGB: rgb(253,217,71)
HSL: hsl(48.1,97.8%,63.5%)

White

#FFFFF
RGB: rgb(255,255,255)
HSL: hsl(144.9,0%,100%)

Calico

#A88466
RGB: rgb(168,132,102)
HSL: hsl(27.3,27.5%,52.9%)

Navajo Turquoise

#1280A1
RGB: rgb(18,128,161)
HSL: hsl(193.8,79.9%,35.1%)

Tangerine

#F18801
RGB: rgb(241,136,1)
HSL: hsl(33.8,99.2%,47.5%)

Black

#000000
RGB: rgb(0,0,0)
HSL: hsl(0,0%,0%)

Light Salmon

#F2E8CF
RGB: rgb(242,232,207)
HSL: hsl(42.9,57.4%,88%)

Deep Purple

#220135
RGB: rgb(34,1,53)
HSL: hsl(278.1,96.3%,10.6%)

Typography

Ariel

The Mayor should use the Ariel font which provides a clean cut look. Variations when using the font are as follows:

Size - typically 11 or 12pt in written communication, however may be up to 28pt for headings.

Colour - black is usually preferable, however for some headings this may vary. In all instances it should be in line with the colour options on page 5.

Spelling & Grammar - good English must be used in any communication from the Mayor, with particular care taken for spelling and grammatical correctness.

Font variations - Where emphases are required, the **bold**, *italics*, and/or <u>underline</u> functions may be used.

Photography

When attending any engagements, the Mayor should strive to obtain photographs, which should be sent to the Civic Officer for publication/ circulation as appropriate, supplemented with suitable text.

It would typically be expected that photographs at engagements would include the Mayor with the hosts/organisers, any other dignitaries, and with members of the community, taking into account the following guidelines.

Photographs of the Mayor are key to the brand so must reflect the Mayor's core values:

- **Community**
- **Inclusion & Belonging**
- **Civic Duty**
- **Participation & Engagement**
- **Fun**
- **Connection**

The best photographs should focus on the emotional response to activities rather than simply showing the activities themselves.

Tone of voice

The way The Mayor conveys a message is just as important as the content of the message, whether in person, in print or online. It conveys a personality and helps speak in a single, distinct voice. It helps cut through the noise and stand out from the crowd.

The Mayor should:

- Use short sentences and snappy headlines
- Avoid unnecessary information
- Use active language
- Use simple language, not jargon
- Use contractions such as 'we're' instead of 'we are'
- Use down to earth, relatable examples

The Message should be:

- Easy to understand
- Community focused
- Only formal where necessary (e.g. some Civic occasions)
- Empathetic to our residents
- Written in the first person
- Friendly and caring
- Positive

Keep it inclusive:

- Use neutral terms when generalising
- Avoid personal opinion at all times
- Don't make assumptions about the reader
- Put the person first
- Be direct with the message - don't risk misinterpretation
- Never use stereotypes
- Think kindly

Resources

Template headed paper and compliment slips are available on the P:/ drive.

Please speak with the Civic Officer with any queries from this document.