

Nuneaton and Bedworth Borough Council's

CORPORATE IDENTITY STANDARDS

Updated 2025

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Welcome to your toolkit to building the Nuneaton and Bedworth Borough Council brand and applying the corporate identity.

Please take time to read through the appropriate information provided to ensure correct application.

If you choose the 'how to apply the branding' section starting on page 7, you can then find the type of communication you are working on and read the guidance which is relevant to you.

If you just need to download the logo, please contact the Communications team. For NBBC employees this can be found on the corporate documents page of the Intranet.

If you still have any queries after reading this then please do not hesitate to contact the Communications Team.

Our brand

The Nuneaton and Bedworth Borough Council brand is one of our most powerful assets. It is who we are, how people recognise us and most importantly, it is about how people remember and relate to us.

The corporate identity plays a critical part in building and maintaining our brand. It is vital that everyone involved with it continues the consistent and quality application of the corporate identity and the brand.

Why does it matter?

- To raise awareness of our wide range of services.
- So residents can clearly identify the Council at work.
- So residents know how to access our services.
- So residents can clearly see what they pay their Council Tax for.
- To clearly signal that all services originate from one organisation.
- To communicate our brand values.
- To continually improve the public's perception of what we do.
- To attract potential and retain existing staff.
- To strengthen negotiation power with suppliers and partners.
- To provide a strong, visually co-ordinated approach to all communications and services.

How do we apply the brand effectively?

Consistent application of the brand to all Nuneaton and Bedworth Borough Council services. Consistent application of the brand values within the copy (written text) and visual presentation.

Our brand values

These values represent the qualities against which we can benchmark our work and convey ourselves to the Borough's residents:

- Approachable
- Responsive
- Quality
- Efficiency
- Professional

Compliance with the brand and corporate identity is compulsory.

Nuneaton and Bedworth Borough Council brand strategy

This brand strategy outlines the elements that make up the brand and policy on how the brand must be implemented.

Stated aim of the Nuneaton and Bedworth Borough Council brand

To build a brand that conveys the message that Nuneaton and Bedworth Borough Council is approachable, responsive to people's needs, and which stands for quality, efficiency and professionalism.

It must promote our image as a modern and progressive organisation.

Brand objectives:

- To present one brand (one name, one logo): Nuneaton and Bedworth Borough Council
- To convey brand values that stem from the corporate vision and mission
- To provide and fulfil a promise through service delivery
- To be accountable - to make sure people understand what they get for their Council Tax
- To let people know where to come for public services
- To help improve the public's perception of our organisation in line with our brand values
- To make information from Nuneaton and Bedworth Borough Council instantly recognisable
- To cross-sell our services
- To strengthen the status and profile of the organisation.

How do we convey our brand?

Through marketing communications which are made up of:

- A distinctive and consistent brand identity
- Design and visual presentation that complements the brand identity and reflects the brand values
- Copy (written text) that reflects the brand values
- Appropriate mediums of communication
- Fulfilment of the promise of the brand values.

How is a brand effective?

Consistency in application and quality. Distinctiveness - it stands out so it is easily recognisable. Relevance to its market - brand communications need to be targeted and appropriate for the market.

What does the branding look like?

The logo

The central and most powerful element of our corporate identity.

The logo is the face of Nuneaton and Bedworth Borough Council and its legibility and prominence should never be compromised. Ensure clarity at all times and under no circumstances should it ever be re-created or altered.

It must not have any extra words added to it unless approved by the Communications Team.

The logo must be reproduced in its entirety and its proportions unaltered. If in the publication it will appear in is full colour, then a full colour version should be used. If not then the logo should be reproduced in either black or white.

Standard sizing

On letterheads and A4, the logo should be approx 50mm across. On A5 and DL can be no smaller than 30mm across.

Minimum sizing

On advertisements smaller than A5, the logo can be proportionally reduced. The smallest it can appear is 30mm across.

Proportional sizing

The logo can also be scaled upwards on larger documents as long as the proportions are kept consistent.

Specialist production applications

Different applications sometimes require alternative treatments. Promotional items, enamel badges and some types of signage often require alternative artwork because of the manufacturing process being used. Please liaise with the Communications Team to achieve the best results.

Discontinued / Out of date logos

There are several forms of the Council logo which are no longer available and should not be used. Do not add your own strapline of 'United to Achieve' underneath the logo.



Full colour version



Black and white version



If going on a background colour then a white logo should be used.



Do not make the logo smaller than 30mm across



Do not distort the logo



Do not use the logo without the wording 'United to Achieve'

Colours

The logo is made up of one colour:

C	M	Y	K
87%	35%	100%	29%

Hex Colour Code:

#196533

For corporate documents we have a 'family' of colours that can be used.

These are:

C	M	Y	K
26%	10%	30%	9%

Hex Colour Code:

#AFBDA9

C	M	Y	K
9%	3%	10%	3%

Hex Colour Code:

#DEE2DA

Typefaces

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Designers should note that italic versions of the font are available and acceptable to use.

However, where italic versions are not available in Word, staff can use electronically italicised versions.

Typefaces help to provide consistency in our presentation to the public. The two corporate typefaces is Verdana regular. It has been selected to ensure accessibility to the widest range of people, based on findings from organisations including the RNIB and DIAL.

Logo location and banding

The logo must appear on all information and communications relating to Nuneaton and Bedworth Borough Council.

On printed publications, it must be located on the front cover, in the bottom left corner in a band. The logo and band create a clearly defined area that must be proportionate to the size of the publication. This helps to maintain the integrity of our logo.

The generic web address

(www.nuneatonandbedworth.gov.uk) should also appear in the band, in Verdana Bold 16 point size. It must sit in the bottom right corner, in line with the middle of the logo - see specifications below.

Where partners' logos appear in the band, the web address can be omitted. This artwork can be obtained from the Communications team.

The band must:

- Form a solid area of colour that is distinct from the rest of the design through the use of different colours or a thin line along its top edge
- Finish with a straight line at the top with no interruptions or fading
- Only include our logo, generic web address and call centre number, or partners' logos where appropriate
- Extend across the full width of the page.

Banding options

If you are binding your own publication, please move the logo 10mm to the right within the band to allow room for the binding system.

Where it is not possible for a design to bleed off the page, for example in Word and other documents created and printed off in the office, the band is not necessary but a thin line can be used to identify the band and the the logo must remain in the standard position of bottom left-hand corner.

Please see the Microsoft Office page for more information on use of Word, PowerPoint and other Microsoft programmes.



NOT TO SCALE

How to apply the corporate identity

Whether it is a newsletter or a sign that you are putting together, there are certain ways in which the Council brand should be applied, to ensure that it is given the correct prominence and that all of our communications are clearly labelled. Using the list below, choose the application that you are working on to read specific guidance on how you should apply the logo and branding.

- Badges
- Exhibitions and events
- Microsoft Office
- Publications and printed formats
- Signage
- Stationery
- Uniforms
- Vehicle livery
- Websites and web pages

Badges

ID badges

There is a standard format for identity badges, which includes:

- Photograph
- Our logo
- Name
- Department name

Please liaise with Customer Services who will provide you with your badge.

Exhibitions and events

When applying the logo to an exhibition stand, it does not have to be placed in the bottom left-hand corner within the normal banding, as this would not always be visible. But where possible should be moved to the top of the stand.

There are many different types of exhibition stands and below are guidelines for applying the logo to some of the most popular. However, the main principles can be adapted to all types of stand.

Stand alone, pull-up stands

To make sure you get the most professional and cost effective stand alone or pull-up stands, for artwork designs please contact the Communications Team.

Microsoft Office

Corporate templates are available in Word and PowerPoint.

The corporate templates are a more sustainable option than pre-printed stationery, so they are the preferred option for staff to use. They reduce the need for pre-printed stationery because they are either printed on plain paper or paper on which only the corporate logo is pre-printed.

If you need to create a document outside the templates, please contact the Communications Team.

Remember to follow our corporate house style when preparing documents using Microsoft Office. This is available to download from the corporate templates section of the Intranet.

Word templates

Corporate templates are available in Word for:

- Letters
- Agendas
- Reports
- Strategy Document

These can be found on the corporate documents section of the Intranet.

PowerPoint

An introductory slide and two corporate templates are available for creating PowerPoint presentations, both featuring the logo in the bottom left corner and the generic web address in the bottom right corner. No other logos should appear in the band.

As long as the corporate branding appears at the beginning and end of the presentation, it is not necessary to include it on every page.

Tip: use “duplicate slide” to create additional slides in PowerPoint that automatically include the correct corporate identity branding, with the logo and generic web address.

Outlook

To avoid excessive use of memory in Outlook, especially when documents containing logos are involved, you must follow good practice.

Tip: rather than sending attachments to a large audience or sending out a big file – both of which create unnecessary duplicate copies – it is better to store a copy of your file in OneDrive and send a shortcut to the shared copy of the file.

Tip: do not use a graphic, such as a scanned signature, or logo as part of your email signature as this will significantly increase the size of all your email messages.

All NBBC employees must use the corporate email footer. If you have any issues adding the email signature, speak to your line manager in the first instance.

Publications and printed formats

On all formats the logo must appear in the band in the bottom left corner, proportionate to size, and the generic web address (www.nuneatonandbedworth.gov.uk) and main telephone number (024 7637 6376) in the bottom right corner. The web address can only be omitted from the band when partners’ logos are included.

This includes:

- Standard posters – A4, A3, A2

- Large-scale posters, eg for roadside advertising
- Bus and taxi advertising
- Leaflets, flyers, bookmarks and postcards
- Press advertising, including recruitment advertising
- Newsletters and magazines
- Certificates
- Folders and brochures
- Books

If it is not feasible to apply the logo and band in the usual way, please consult the Communications Team before committing to print.

Services with a separate marketing identity can apply their own logo in addition to, but not instead of the corporate identity. Marketing identities must be placed outside the band – usually they appear in the top right corner for consistency.

Signage

Generally signage must:

- Be Hex Colour Code #196533 green with white text
- Include the logo in the bottom left corner
- Use Verdana Regular/Bold fonts
- Use as few capital letters as possible, to comply with house style.

Although #196533 signage is now standard, there may sometimes be exceptional circumstances when signs need to depart from the usual application; for example, a change of base colour, so that a sign remains in keeping with the style of a listed building.

External property and site signs

These must be #196533 green with white text and feature the logo in the bottom left-hand corner. The typeface should be Verdana Bold – use upper and lower case, not capitals. External building signage should just state the name of the building and not the department name.

All signage should be approved by the Communications Team before completion.

Stationery

Standard formats

There are standard formats for all corporate stationery. Staff can print a selection of stationery from their desktop by using the corporate templates for:

- Letters
- Agendas
- Reports

See the Microsoft Office pages for more information.

Your stationery must include the name of your department in the address. It may also include the name of your particular service, team or unit if necessary.

As well as including a telephone number and the Council's web address. If necessary, other contact details may be added to the corporate stationery layout at the discretion of the departmental management team.

Mayoral stationery

Incorporates the coat of arms in its letterheads and compliments slips, contact the Communications Team.

Letterheads, Compliment Slips

Templates are available for you to fill in the relevant details. Examples of these are in the appendix at the end of this guide.

Vehicle livery

Whenever possible on vehicle livery, the full colour logo must be used.

The logo and main telephone number must be positioned on the panels. The full logo must also appear across the back.

Separate, agreed marketing identities can be used.

Websites and web pages

Where a website is created as a partnership and it has been agreed corporately the Nuneaton and Bedworth Borough Council logo must still appear on the website.

Other applications

Sometimes the application of the corporate identity is not always straightforward for various reasons. On the following pages, you will find rules that relate to the most common of these situations.

For specific rules on how to apply the corporate identity see our standard application pages.

Other applications

Your department

To the public we must always be represented as Nuneaton and Bedworth Borough Council, so departmental identities are unnecessary. The department can be featured, but not as part of the logo or as a main part of the design. Departmental details must be printed as part of the production or contact details.

Council services with Individual marketing identities

Nuneaton and Bedworth Borough Council is our one and only brand. To the public we must always be represented as Nuneaton and Bedworth Borough Council, so departmental or service logos are unnecessary.

To make sure that the general public is aware of the services provided by the Council, it is important that we are visible when out in communities. Use of additional marketing identities, aside from the Nuneaton and Bedworth Borough Council brand, can reduce this visibility and therefore cause confusion among the public about what services we actually provide. This can make it harder to get across positive messages about the good work we are doing. The best approach is therefore to promote as many services as possible under the Council name and logo, so that we present ourselves as one organisation, with one voice.

However, where a service area considers there to be exceptional circumstances, these must be discussed with and approved by the Communications Team.

Differentiating your service and raising its profile

If your objectives require you to promote your service or department, campaign or project, there are ways of achieving this without expense and dilution of the corporate brand by creating a new logo.

Consider the communications mediums available to you – are you making the most of what is available for your budget?

Create a distinct visual look through the consistent use of layout, design and colour throughout all your communications.

Headlines and copy (written text) can be themed and applied consistently. Use of a strapline could be considered.

Identify and prioritise key messages important to your business objectives and your target market.

Please note: a logo is a visual mark consisting of a drawing and/or lettering that uniquely identifies an organisation, individual, initiative or publicity campaign for as long as it exists, and is used repeatedly or in isolation from the creative design.

Headline text or strap lines are not considered a logo unless they are removed from the original context and used in isolation as a visual mark to represent the campaign.

Partnerships

Partnership relationships between different organisations can often be complex but generally the prominence of the Council's corporate identity must reflect the Council's role in the partnership.

The following descriptions cover the main types of partnership with rules on applying the logo. If, however, the particular partnership you work in is not covered, please contact the Communications Team for advice.

Lead partner (Nuneaton and Bedworth Borough Council provides the greater share of funding or resource)

The standard corporate identity guidelines must be applied as normal, with the logo in the bottom left corner and generic logo in the bottom right corner within a 26mm band.

However, other partner logos may also

appear in the band.

If there are too many partners for all logos to go on the front of the document in the band, the partner logos can go on the back of the document. In extreme cases where there are simply too many logos to be pictured, names of partner organisations can be listed on the back of the document or inside front cover.

Joint partner (providing an equal share of the funding)

Where possible, normal corporate guidelines must be applied (see above) and the partner logos may appear in the band alongside the corporate logo and web address. However, if there is a genuinely equal contribution from all partners, the partners will need to agree on a mutually acceptable look and feel.

Generally the partner logo should be the same height as the Nuneaton and Bedworth Borough Council logo. This is to avoid one dominating the other. If, however, Nuneaton and Bedworth Borough Council is funding and producing the literature, the corporate guidelines must be applied in the normal way.

Sub-partners (providing less share of the funding than other partners)

If we are not the lead partner, it may be difficult to assert our branding on our partners. The look and feel of literature may depend on the lead partner's corporate guidelines. If these dictate otherwise, the logo may be used without the band and web address, or without adhering to the corporate identity guidelines.

However, as for joint partners, if Nuneaton and Bedworth Borough Council is funding and producing the literature, the corporate guidelines must be applied in the normal way.

Nuneaton and Bedworth Borough Council is providing resources such as staff or office space but may not be the lead financial partner.

If possible, normal corporate guidelines must

be applied (see 'Lead partner' above); however, this may depend on the lead financial partner's corporate guidelines. If these dictate otherwise, the logo may be used without the band and web address, or without adhering to the corporate identity guidelines.

If you are considering creating a new logo for a partnership in which the Council takes a lead role, please discuss it with the Communications Team at the earliest opportunity.

Grant-aided organisations

Nuneaton and Bedworth Borough Council provides financial and other support to a wide range of organisations. It is our responsibility to ensure that as a condition of the grant or other support, the organisation acknowledges the Council's support on its publicity material. This means that their posters, leaflets, signage, tickets and other publications must carry our logo.

Contractors

Nuneaton and Bedworth Borough Council sometimes negotiates contracts with local and national businesses that may last a number of years. Where this is so, it is important that a 'Working with' logo appears on all applications that relate to the work they are doing for us. Where possible its size and positioning must be approved by the Communications Team.

Data Protection Act 1998

You must get the permission of all the people who will appear in a photograph, social media or webcam image before you record the footage. That means children as well as adults. Consent forms for both children and adults can be found on the corporate documents section of the Intranet.

If you are taking images at an event attended by large crowds this is regarded as a public area so you do not need to get the permission of everyone in a crowd shot.

If you intend to use images from an agency, it is the agency's responsibility to get permission from all those appearing in the image before it is recorded. However, you must take reasonable steps to ensure that the agency has obtained consent.

Coat of Arms

The Arms are derived mainly from those of the constituent authorities, the Borough of Nuneaton and the Urban District of Bedworth. The crest, name and motto are the key elements which form the logo. The upper half of the shield is composed of the waves from the Nuneaton shield illustrating the Town's original name 'Eaton' meaning 'settlement by running water.' On these lie the two fleur-de-lys, emblems of Saint Mary's Priory. The lower half contains the three knotted ribbons depicting the weaving industry and the three parishes of Bedworth.

The Shield is surmounted by the usual helmet with decorative mantling. On it stands the golden mural crown with two black diamonds, for coal mining, and a cogwheel, for engineering. Out of the crown rises the bear holding a pennon displaying the ragged staff, taken from Warwickshire's emblem.

The motto combines Nuneaton 'Pret d'accomplir' - 'Ready to Achieve' and Bedworth's 'United to Serve'

Downloading the logo

You can download the logo in the file format to suit your purpose. If you are experiencing any difficulties or require further advice, please contact the Communications Team who will be able to supply you with the file you need.

JPG and PNG files - are suitable for Word documents, PowerPoint presentations, web pages and social media.

Eps files - are suitable for graphics programmes such as InDesign and Illustrator.

Separate Marketing Identities

Nuneaton and Bedworth Borough Council is our one brand but in some exceptional circumstances there may be an interest in promoting our services under distinct names or logos, which are called 'marketing identities.' However, even when using separate marketing identities, the use of logos and creative design must still be applied in the context of the corporate brand.

The corporate identity must still be applied and the guidelines must still be adhered to alongside the application of another logo. For example, the Council logo and banding must still be used.

A marketing identity is already agreed for Nuneaton Museum & Art Gallery. This has its own logo and branding whilst still maintaining the corporate identity of the Council.

Use of too many marketing identities can cause confusion among the general public as to what services the Council provides and should therefore be avoided.

If you want to raise the profile of your service department or campaign, consider whether you are making the most of the communication mediums that are available to you. Contact the Communications Team to discuss your options.

Frequently asked questions

Can our department name, section or web address appear in the banding?

Only the generic web address (www.nuneatonandbedworth.gov.uk), main telephone number and partners' logos can appear in the band alongside our logo.

Can a partner organisation use our logo?

As long as it follows the Corporate Identity Standards and has approval from the Communications Team.

Can additional text, eg a department name, be added to the logo?

No. If in doubt please speak to the Communications team.

Must the band appear on all pages of a publication?

The band only needs to appear on the front cover of a publication.

Must the logo appear on all internal documents?

It is not necessary for the logo to appear on all internal documents, only those that will have an external audience.

Can other organisations use our logo in their publicity materials?

This depends on our relationship with the organisation and prior permission should always be given by the Council. Organisations that we have supplied a grant to are usually required to include our logo in their publicity materials. Some companies under long-term contract to the Council are also required to use our logo.

Can individual elements of the Council's logos be used to make up other designs or other organisation's logos?

As a rule no, the only exemption is the Mayoralty.

What can I do if I have limited space?

On items below DL size, 99mm x 210mm, you can use the minimum 30mm wide logo. The logo can only be used smaller than this if absolutely necessary, for example on small promotional items.

Can I change the size of the logo?

You can, provided it follows our guidance on sizing and any changes to size are made proportionately.

Contacts

Communications Team

Please email the team on communications@nuneatonandbedworth.gov.uk