

**ORKNEY**  
ISLANDS COUNCIL

# Brand Guidelines

Communications Team  
July 2024



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## Why is branding important?

A brand is a lot more than just a logo. It is how an organisation is perceived by the outside world.

How we present ourselves in words, colours and imagery can help build a brand. Having a consistent style nurtures trust and recognition. This is key when we need to deliver key messages and communications to our audience.

# Brand Overview

## Logo



This should be on everything we produce. If other graphics are used the OIC logo should always be in the top right corner (lead position).

For partnerships all logos should appear the same size.

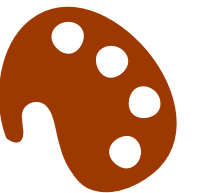
## Language



Always use plain English when writing your content, avoiding abbreviations and internal terms that others won't know.

Remember your audience and adapt your writing style to suit. For example social media should be less formal than a letter.

## Colours



Using a consistent palette of colours will help your audience recognise where the information is coming from.

If you would like your service or area to also be recognised, pick one or two of the colours from the palette and stick to them.



# Accessibility

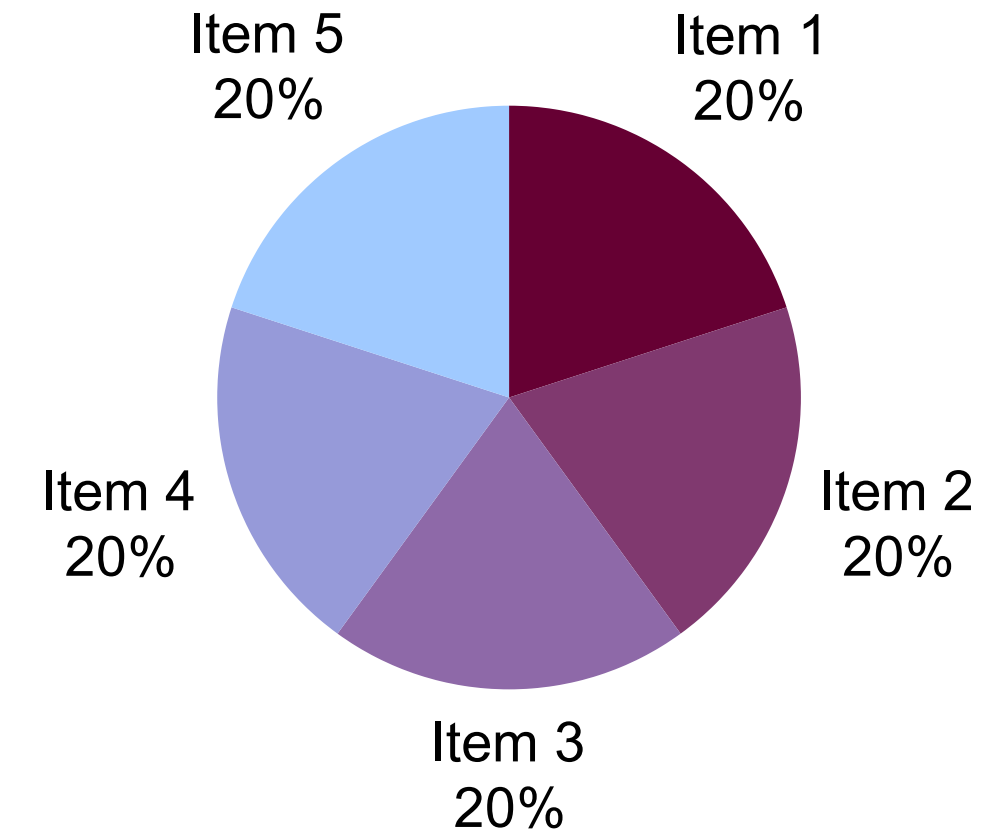
Key to any type of communication is to ensure it is as accessible as possible. Apart from this being a legal requirement for all public sector organisations, this will also help you to reach the widest possible audience.

It isn't as difficult as you might think either if you just follow some basic principles when creating your content. Remember that you might have to change how you have always done something to follow these basic principles.

## Charts and Graphics

Never use colour alone to represent information visually.

You should always add a text label for those that might be colour blind.



- Although you might think that using lots of capitals and underlines helps your words stand out this can be difficult for some folk to read. **Use bold text or a larger font size instead.**
- Make sure your text has sufficient contrast with the background colour. Dark colours can be used on top of light backgrounds and white text, logos and graphics can be used on dark background colours.
- Layout is also important. Your headings should be clearly defined and structured. If you are using Microsoft Word you should use the 'Styles' toolbar to do this. If you start with one of our provided templates you will find it much easier.
- If you need to add images to a document always make sure you add 'alternative (Alt) text' to describe what the image is. You can do this by right clicking on the image and selecting 'Edit Alt Text...'

# Logo Variations

## Two Types



### Main Logo

This version of the logo should be used in the first instance.

If you are creating a multipage document it only needs to appear once on the first page.



### Secondary Logo

This version might be necessary on software applications so that it fits better or where partner logos are a different shape.



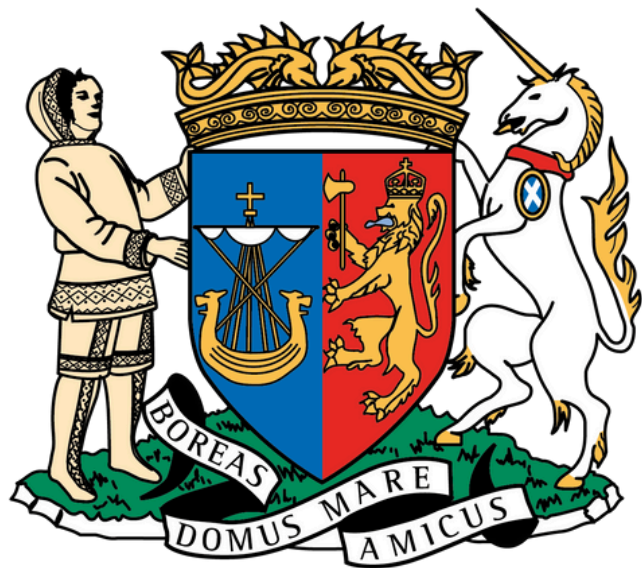
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A monochrome version of the logo may also be used on light backgrounds...

...or a white version on a dark background.



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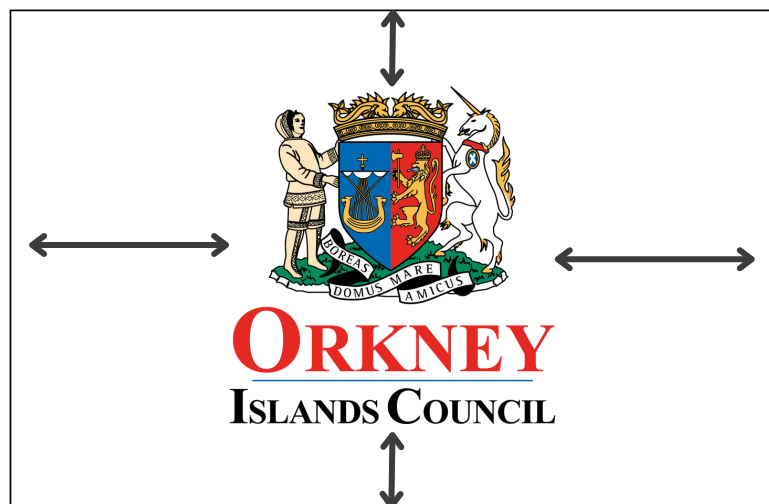


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# Logo rules of application

The logo should always be the largest and most prominent graphic on the page even if services use their own graphics alongside it.

It is important that the logo is used correctly to maintain a professional image. The correct logos to use can be downloaded from the OIC Intranet or by contacting [digital.comms@orkney.gov.uk](mailto:digital.comms@orkney.gov.uk) - Here are some examples of what to watch out for.



**Do** allow for space around the logo.



**Don't** change the color.



**Don't** crop or distort the logo.



**Don't** rotate the logo.

# Brand Typography

Only the following fonts should be used:

Minimum font size of 11pt

## Headers

These should be larger and in bold.  
You can also use any of the colours in the provided colour palette or white on a coloured background.

**Aa**

**123**

**Arial**

**Aa**

**123**

**Source Sans Pro**

**Oo**

**123**

**Orkney Bold**



# Brand Colours

## Primary Palette

There is a good selection of colours to choose from in the palette and these can be used to section larger documents or on their own. Some colour combinations will look better than others and generally using just one or two of the colours on a single page will work better. Also any of these colours can be used as your font colour on a white background or with white text on top of them as show below.

<p><b>HEX Code</b> #3C3C3C</p> <p><b>CMYK</b> 67 57 54 60</p> <p><b>RGB</b> 60, 60, 60</p>	<p><b>HEX Code</b> #9D3900</p> <p><b>CMYK</b> 26 83 100 24</p> <p><b>RGB</b> 157, 57, 0</p>	<p><b>HEX Code</b> #295652</p> <p><b>CMYK</b> 81 42 56 41</p> <p><b>RGB</b> 41, 86, 82</p>	<p><b>HEX Code</b> #660033</p> <p><b>CMYK</b> 36 100 38 54</p> <p><b>RGB</b> 102, 0, 51</p>	<p><b>HEX Code</b> #006400</p> <p><b>CMYK</b> 90 33 100 28</p> <p><b>RGB</b> 0, 100, 0</p>	<p><b>HEX Code</b> #191970</p> <p><b>CMYK</b> 100 95 29 14</p> <p><b>RGB</b> 25, 25, 112</p>	<p><b>HEX Code</b> #8B0000</p> <p><b>CMYK</b> 27 100 100 34</p> <p><b>RGB</b> 139, 0, 0</p>
<p><b>HEX Code</b> #000000</p> <p><b>CMYK</b> 80% 70% 70% 100%</p> <p><b>RGB</b> 0, 0, 0</p>	<p><b>HEX Code</b> #FFFFFF</p> <p><b>CMYK</b> 0% 0% 0% 0%</p> <p><b>RGB</b> 255, 255, 255</p>					

# Brand Colours

These palettes can be used to enhance your design with lighter background shades or highlights. Never use these colours for text.

## Secondary Palette

<p><b>HEX Code</b> #4DA29B</p> <p><b>CMYK</b> 67 57 54 60</p> <p><b>RGB</b> 60, 60, 60</p>	<p><b>HEX Code</b> #B20059</p> <p><b>CMYK</b> 26 83 100 24</p> <p><b>RGB</b> 157, 57, 0</p>	<p><b>HEX Code</b> #E95500</p> <p><b>CMYK</b> 81 42 56 41</p> <p><b>RGB</b> 41, 86, 82</p>	<p><b>HEX Code</b> #00B000</p> <p><b>CMYK</b> 90 33 100 28</p> <p><b>RGB</b> 0, 100, 0</p>	<p><b>HEX Code</b> #3838FC</p> <p><b>CMYK</b> 100 95 29 14</p> <p><b>RGB</b> 25, 25, 112</p>	<p><b>HEX Code</b> #D70000</p> <p><b>CMYK</b> 27 100 100 34</p> <p><b>RGB</b> 139, 0, 0</p>
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## Tertiary Palette

<p><b>HEX Code</b> #94C7C3</p> <p><b>CMYK</b> 67 57 54 60</p> <p><b>RGB</b> 60, 60, 60</p>	<p><b>HEX Code</b> #D1669B</p> <p><b>CMYK</b> 26 83 100 24</p> <p><b>RGB</b> 157, 57, 0</p>	<p><b>HEX Code</b> #F29966</p> <p><b>CMYK</b> 81 42 56 41</p> <p><b>RGB</b> 41, 86, 82</p>	<p><b>HEX Code</b> #66D066</p> <p><b>CMYK</b> 36 100 38 54</p> <p><b>RGB</b> 102, 0, 51</p>	<p><b>HEX Code</b> #8888FD</p> <p><b>CMYK</b> 90 33 100 28</p> <p><b>RGB</b> 0, 100, 0</p>	<p><b>HEX Code</b> #E76666</p> <p><b>CMYK</b> 100 95 29 14</p> <p><b>RGB</b> 25, 25, 112</p>
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# Imagery

## Connect with audiences

Well chosen images can make all the difference to catching your audiences eye.

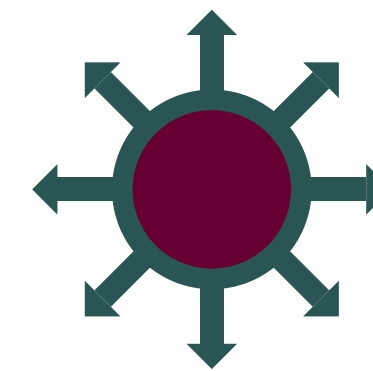
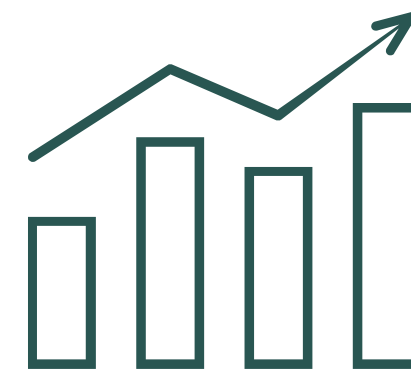
Generally speaking pictures of people work well to help you connect with your audience enabling them to relate to your content. Landscape shots can evoke the aspirational beauty of where we live.

**Remember:** Ensure you have the correct permissions to use an image or graphic.



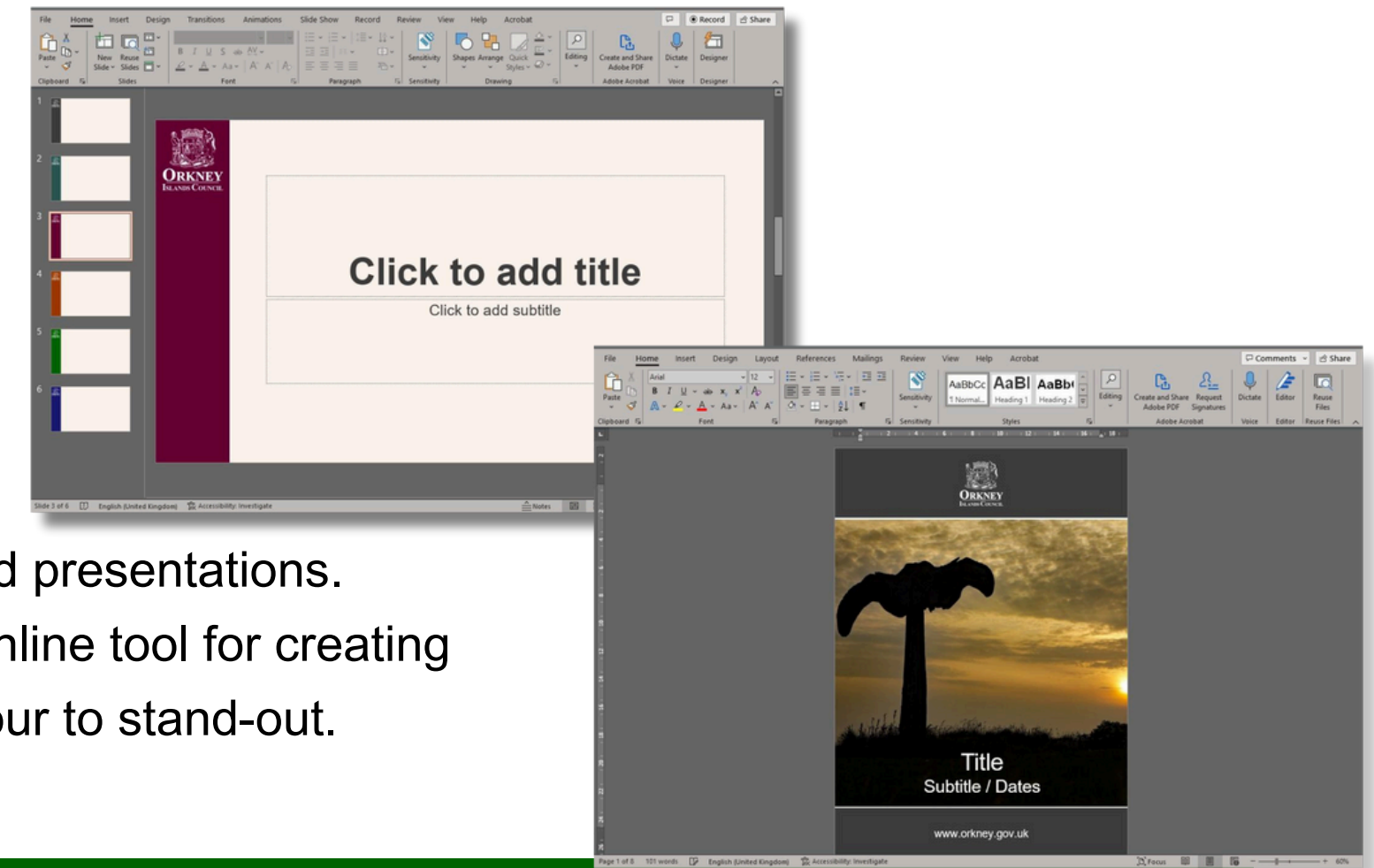
# Infographics

Graphics and icons are a great way of getting your message across and reinforcing it. They are also very accessible to a wide range of people and abilities. The simpler the better. Here are some examples:





# Templates



Starting with a template will help you to produce the best possible documents and presentations.

Templates are available for Word, Powerpoint and also in Canva. Canva is an online tool for creating graphics, videos, posters and documents that require a bit more design and colour to stand-out.

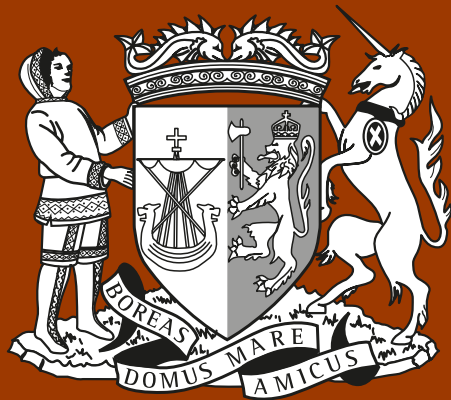
If you have a design flare and would like to give Canva a go contact [digital.comms@orkney.gov.uk](mailto:digital.comms@orkney.gov.uk)

Templates can be downloaded from the **Staff Hub**, [www.orkney.gov.uk/staff](http://www.orkney.gov.uk/staff) or the Communications section of the **OIC Intranet**

## Top Tips

- **Colors and fonts** - The templates already contain all of the correct colours and fonts that you will need.
- **Accessibility** - Remember to follow the basic accessibility principles mentioned earlier.
- **Posters** - should be eye-catching with not too much text. What are the main points you want to get across? Would your title catch your attention? Use QR codes and short website addresses of where folk can find out more - contact [digital.comms@orkney.gov.uk](mailto:digital.comms@orkney.gov.uk) for help.
- **Layout** - Make your headings, titles and headlines clear, concise and well structured.
- **Audience** - Don't forget who you aiming it at. Is the language style and graphics suitable?





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If you have any questions please contact:  
[digital.comms@orkney.gov.uk](mailto:digital.comms@orkney.gov.uk)

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