



**NOTTINGHAM
CHILDREN'S
PARTNERSHIP**

PROUD OF NOTTINGHAM'S CHILDREN & YOUNG PEOPLE

Title of paper:	Branding of Nottingham Children's Partnership	
Report to:	Nottingham Children's Partnership Board	
Date:	24 June 2009	
Director(s)/Corporate Director(s):	Ian Curryer	Wards affected: All
Contact Officer(s) and contact details:	Candida Brudenell Director – Children's Trust Transition Programme candida.brudenell@nottinghamcity.gov.uk T: 0115 9150670	
Other officers who have provided input:	Stephen Barker, Director of Communications Clare Yau, Marketing and Communications Manager	
Relevant Children and Young People's Plan themes(s):		
Provide early, effective support and protection to children, young people and families		n/a
Nurture and support strong, healthy families		n/a
Increase children and young people's emotional resilience and the maturity of their decision-making		n/a
Ensure that all our children, young people and families are provided with a sound foundation for lifelong learning and progression into skilled economic activity		n/a
Reduce deprivation and its impact on children and young people		n/a
Summary of issues (including benefits to customers/service users):		
Brand identifiers (including a logo) have been designed for Nottingham Children's Partnership. Brand Guidelines have been developed to help ensure effective and consistent use of the brand. The brand 'Nottingham Children's Partnership' gives professionals and members of the public confidence that agencies in the city are working together.		
Recommendations:		
1	Approve the Brand Guidelines for Nottingham Children's Partnership.	

1. **TITLE OF REPORT:** Branding of Nottingham Children's Partnership
2. **REASON:** Brand Guidelines have been developed for Nottingham Children's Partnership – these guidelines need to be approved by the Board.
3. **SUMMARY:** Brand identifiers (including a logo) have been designed for Nottingham Children's Partnership. Brand Guidelines have been developed to help ensure effective and consistent use of the brand. The brand 'Nottingham Children's Partnership' gives professionals and members of the public confidence that agencies in the city are working together.
4. **RECOMMENDATIONS:** Approve the Brand Guidelines for Nottingham Children's Partnership.

5. BACKGROUND AND PROPOSALS

Nottingham Children's Partnership has an agreed brand and logo to help it be distinguishable and visually recognisable.

Branding is not just about a name or a brand mark like a logo – it is a well thought out process which is as much about *meaning*. What a brand stands for is the important bit of branding and the positive qualities and values Nottingham Children's Partnership wants to be associated with can also be conveyed through appropriate use of the brand.

The brand 'Nottingham Children's Partnership' lets professionals and members of the public know that agencies in Nottingham are working together to improve services for children and young people (the notion of the sum is greater than all the parts). It also demonstrates the commitment of organisations to work together and through partnership working, getting best value for money from available resources.

An example of how the brand of Nottingham Children's Partnership will be used is on the Children and Young People's Plan, which is currently being refreshed.

Guidelines for when it is appropriate to use the brand of Nottingham Children's Partnership have been developed (please refer to **Appendix One**). The key principles for appropriate use of the brand are:

- It must add value to any communications/marketing activity
- It should not replace the individual identities/logos of organisations which make up the partnership (i.e. Nottingham Children's Partnership logo should be used in conjunction with, not instead of, agencies' own identities. The brand is intended to add value to agencies' own identities.)
- It must not be used in any way which compromises the reputation of Nottingham Children's Partnership (either directly or indirectly by association)

Full details are set out in the Brand Guidelines.

The Brand Guidelines provide a clear rationale for all stakeholders about the branding of Nottingham Children's Partnership and when it is appropriate to use the branding.

The brand 'Nottingham Children's Partnership' is for internal and external use. The key reasons for its public use are:

- **The brand 'Nottingham Children's Partnership' gives professionals and members of the public confidence that agencies in Nottingham are working together** to improve services for children and young people. This is particularly important when cases hit the national media (e.g. Victoria Climbié and Baby P) which highlight whole-system failures. Working in partnership is a key message of all agencies represented on Nottingham Children's Partnership Board. It also demonstrates the commitment of organisations to partnership working and getting best value for money from available resources.
- **Public confidence and reputation management** – related to the above point, it is important that public perception is of agencies working together as a whole system. This will improve public confidence and thereby hopefully encourage more people to report any concerns they may have about a child's welfare – key for safeguarding children. Having a public brand is also helpful with crisis management activity when needed (i.e. agencies taking collective responsibility for any casework failures rather than blaming each other).
- **Nottingham Children's Partnership is publicly accountable**, acts as the Children's Trust for Nottingham and oversees the Children and Young People's Plan which is a publicly available document – it therefore needs to be visible.
- **Positive association for Nottingham Children's Partnership** – it is important that the partnership is seen to celebrate any successes and there are public events and campaigns it will want to support or be associated with e.g. National Family Week. This in turn will help raise awareness of partnership working for children, young people and families in Nottingham.

It is appropriate and desirable to use the brand of Nottingham Children's Partnership in the circumstances listed in the Brand Guidelines, because this will:

- Add value to communications and to the activity of Nottingham Children's Partnership Board (e.g. promotion of the Children and Young People's Plan);
- Demonstrate a whole system of children's services working in partnership; and
- Enable professionals to identify messages aimed at One Workforce.

6. RISKS:

There is always the possibility of a serious whole-system failure which could result in a child or young person dying or coming to serious harm. In the circumstance where such a case would be covered by the media and there would be intense public scrutiny, the brands and roles of Nottingham Children's Partnership and Nottingham City Safeguarding Children Board would need to be distinct in giving any public comment.

7. FINANCIAL IMPLICATIONS: None

8. LEGAL IMPLICATIONS: None

- 9. CLIENT GROUP:** Professionals and the public (including children, young people and families).
- 10. IMPACT ON EQUALITIES ISSUES:** Application of the brand will be accessible, for example, be suitable for people with visual impairments and dyslexia.
- 11. OUTCOMES AND PRIORITIES AFFECTED:** All objectives and priorities.
- 12. CONTACT DETAILS:**

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candida.brudenell@nottinghamcity.gov.uk
T: 0115 9150670

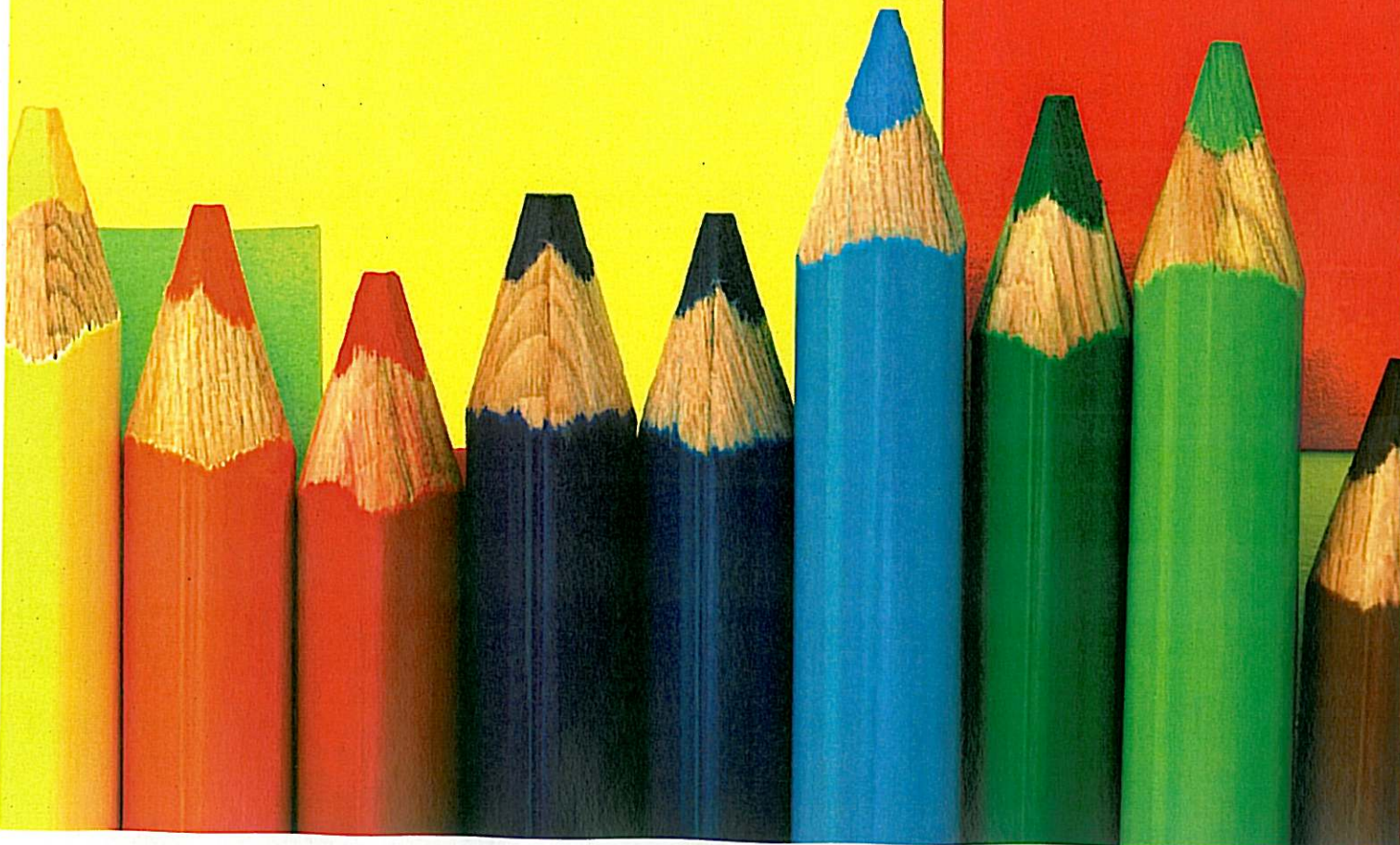


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Brand Guidelines

www.nottinghamchildrenspartnership.org.uk



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INTRODUCTION

The purpose of these guidelines is to provide:

- 1) details on when it is appropriate to use the Nottingham Children's Partnership brand/logo
- 2) the building blocks on which designers can use to create consistent yet creative materials for Nottingham Children's Partnership.

It is important to have a clear identity which is used consistently to help the public recognise and identify with this Partnership and the agencies represented on Nottingham Children's Partnership Board.

No publication or piece of communication destined for the general public should be produced without the involvement of the Communications / Marketing Officer who supports Nottingham Children's Partnership at the appropriate (i.e. earliest possible) stage.

NB it is assumed that partner organisations will follow their own branding guidelines when producing their own materials. In this scenario, these guidelines must be followed to ensure that organisations use/apply Nottingham Children's Partnership logo appropriately.

WHEN TO USE THE BRAND

It is important that Nottingham Children's Partnership branding (including use of its logo) is applied consistently and used appropriately.

The general principles for appropriate use of the brand (and logo) are:

- Materials produced directly by Nottingham Children's Partnership
- Materials produced by Partnership agencies which are aimed at the whole Children's Workforce (i.e. professionals in all or the majority of organisations which make up the Partnership)
- It must add value to any communications/marketing activity
- Nottingham Children's Partnership is not an organisation in its own right, but a partnership of agencies – therefore the brand/logo should not replace organisations' individual identities/logos
- It must not be used in any way which compromises the reputation of Nottingham Children's Partnership (either directly or indirectly by association)
- The branding guidelines are followed and the advice of the Communications / Marketing Officer for Nottingham Children's Partnership is sought as the gatekeeper of the brand.

WHEN TO USE THE BRAND... CONTINUED

Appropriate examples for using the brand (and logo) include:

- ✓ To denote an organisation's membership of Nottingham Children's Partnership e.g. use on an organisation's stationary such as a letterhead
- ✓ For use on materials produced for internal or external use by Nottingham Children's Partnership e.g. board meeting minutes, leaflet about Nottingham Children's Partnership, Nottingham Children's Partnership website etc.
- ✓ For use on materials produced to communicate messages relating to Nottingham Children's Partnership to the Children's Workforce (i.e. professionals in all or the majority of organisations which make up the Partnership). Materials could be produced by Nottingham Children's Partnership or by an organisation which is a member of the Partnership
- ✓ Materials which should specifically include the brand/logo include those relating to: multi-agency training, joint-working, joint or multi-agency systems and processes e.g. The Common Assessment Framework, ContactPoint, multi-agency induction materials etc.
- ✓ For use appropriate strategies and reports by an organisation which is a member of the Partnership relating to services for children, young people and families e.g. annual report, business plan etc.
- ✓ For use in any appropriate communications and marketing materials which relate to Nottingham Children's Partnership or multi-agency services for children, young people and families e.g. newsletter articles, website content, publicity campaign etc.

The Communications / Marketing Officer is the brand gatekeeper for Nottingham Children's Partnership and should be consulted if the logo is being considered for use on a case by case basis.

WHEN TO USE THE BRAND... CONTINUED

Examples of when it would not be appropriate use the brand (and logo) include:

- ✗ Using the logo on promotional materials for an event organised by an agency which is part of Nottingham Children's Partnership, but for whom the target audience might only be relevant to staff in one other agency (rather than across the whole Children's Workforce)
- ✗ Use on marketing materials produced by an organisation for its own communications purposes, even if the agency is a member of the Partnership (there may be exceptions to this when materials are specifically aimed at the Children's Workforce)
- ✗ As part of the front cover of an organisation's strategy or report which is not directly about Nottingham Children's Partnership, even if the agency is a member of the Partnership
- ✗ The brand/logo should not replace organisations' individual identities/logos – Nottingham Children's Partnership is not an organisation in its own right but a partnership of different agencies
- ✗ In a circumstance when this would compromise the reputation of the Nottingham Children's Partnership e.g. in relation to a safeguarding children matter where the accountable body could be Nottingham City Safeguarding Children Board















The Communications / Marketing Officer is the brand gatekeeper for Nottingham Children's Partnership and should be consulted if the logo is being considered for use on a case by case basis.

THE LOGO

COLOUR

The version of the logo with the strapline should be used wherever possible, however when the logo is reduced down to its minimum size, see page 10, and produced on some materials, the strapline may not be readable. In this scenario, by exception only, is it acceptable to use the version of the logo without the strapline.

The colour logo should only ever be used on a white back ground or a pale yellow, see page 10 for colour references. Where possible, pantone colours must be used.

	Pantone 233 C11 M100 Y0 K0 HTML #D60C8C
	Pantone 485 C0 M100 Y100 K0 HTML #ED1C24
	Pantone 109 C0 M10 Y100 K0 HTML #FFDD00
	Pantone 299 C85 M19 Y0 K0 HTML #009DDC
	Pantone 130 C0 M30 Y100 K0 HTML #FDB973
	Pantone 382 C29 M0 Y100 K0 HTML #C1D82F
	Pantone Cool Grey 11 C0 M0 Y0 K70 HTML #6D6E71
	R214 G12 B140
	R237 G28 B36
	R255 G221 B0
	R0 G157 B220
	R253 G185 B19
	R193 G216 B47
	R109 G110 B113



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THE LOGO

MONO

As with the colour version of the logo, the straplined logo should be used wherever possible, however when the logo is reduced down to its minimum size and produced on some materials, the strapline may not be readable. In this scenario, by exception only, is it acceptable to use the version of the logo without the strapline.

Use this version of the logo when only one colour is available. It has been specifically redrawn to work in black and white, do not try to adapt the full colour logo. See next page for using the mono logo with colour.

Black	
R35 G31 B32	C0 M0 Y0 K100
	HTML #231F20
White	
R255 G255 B255	C0 M0 Y0 K0
	HTML #FFFFFF



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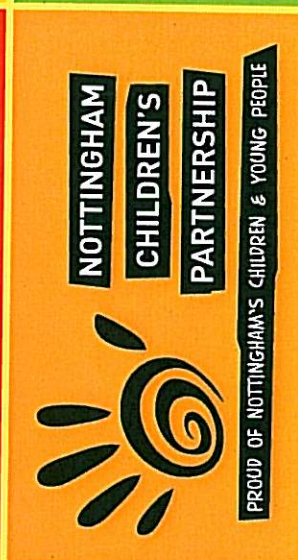


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THE MONO LOGO WITH COLOUR

The colour logo should only ever be used on a white background or a pale yellow (the background colour to this whole document)
Pantone 101, C0 M0 Y79 K0. See page 10 for other colour references. Where possible, pantone colours must be used.

However, the 'mono' logo can be used in conjunction with single colours to provide impact when printing with single colours only.
See page 10 for colour references.



SPACE AND SIZE

MINIMUM SIZE

The full logo (including strapline) should never be used on any material at a size less than 32mm in height, see **fig. 01**



The logo (without strapline) should never be used on any material at a size less than 16mm in height, see **fig. 02**



SPACE AND SIZE

EXCLUSION ZONE

It is important to give the logo room to breathe, with and without the strapline. The exclusion zone (clear space) around the logo helps to ensure maximum clarity and prevent other visual elements intruding into its space.



DO'S AND DON'TS

DO

Always use the original artwork files supplied, never redraw or recreate the logo. Never use the 'hand' icon without the supporting 'Nottingham Children's Partnership' branding and vice versa.

DON'TS

Never alter the relationship between the crest and typographic elements that make up the logo. All occurrences of the logo must retain the correct proportions and colourways at all times.

The logo should never be stretched, squashed, skewed, rotated or altered in any way.

See examples shown here.

 <p>Do always use the supplied logo</p>	 <p>Do always use the supplied logo</p>	 <p>Don't use the 'hand' icon on it's own</p>
 <p>Don't use the 'Nottingham Children's Partnership' branding on it's own</p>	 <p>Don't stretch the logo vertically</p>	 <p>Don't stretch the logo horizontally</p>
 <p>Don't rotate the logo</p>	 <p>Don't skew the logo</p>	 <p>Don't use the supplied logo on a similar colour as used in the logo</p>

USE WITH OTHER LOGOS

Agencies represented on Nottingham Children's Partnership Board are able to use the logo in addition to and in conjunction with their own organisations' logos. This section covers how to use the logo appropriately when it is being used with other logos.

- 1) Allow space around the logo: don't put it too close to other elements of the design or other logos.
- 2) Use the logo in proportion to other logos, see specific size usage with the City Council logo, see below.



Nottingham City

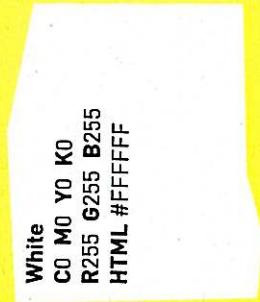
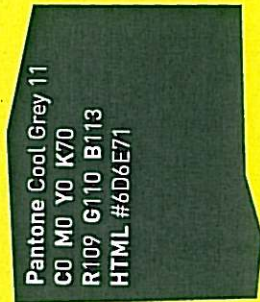
PLEASE NOTE

The logo for Nottingham Children's Partnership replaces the 'Integrated Children's Services' (ICS) logo and this should no longer be used.



COLOURS

Colour is a key part of the overall visual identity, and the colours to be used are derived from the logo. To maintain a consistency throughout the brand, only the following 9 colours are to be used.



IDENTIFIERS

HEADINGS AND SUBHEADINGS

Another main brand identifier is the use of the logos, grey 'STRAPS'. There are 3 different shapes (see **fig. 03**) and should be used for headings and sub-headings. Text within these 'STRAPS' should always be 'white' or a contrasting colour, and always in UPPERCASE.

The 'straps' should always fit around the text equally on all sides, see **fig. 04**. The 'STRAPS' can be stretched accordingly, both vertically or horizontally to fit differing sizes of text, see **fig. 05**.

fig. 03

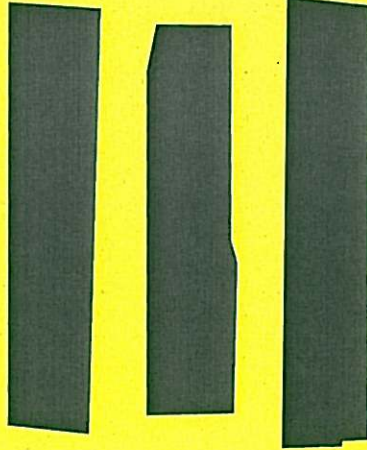


fig. 04

EQUAL SPACING AROUND TITLE ✓

UNEQUAL SPACING AROUND TITLE ✗

SUPPLIED SIZE ✓

STRETCHED HORIZONTALLY ✓

fig. 05

IDENTIFIERS

TYPOGRAPHY

The font used for the identity is from the 'DIN' family, regular and bold. If this is not available then Arial is the only acceptable alternative font. Documents should use a minimum of 11pt font size.

DIN BOLD

Din Bold is used only for headlines or sub headings in mainly 'white' or a contrasting colour, and always in UPPERCASE.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 ! ? & @ £

A a

DIN REGULAR

Din Regular is used for general text and body copy, the preferred colour is black. Body copy text should always be 'Aligned left'.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! ? & @ £

A a

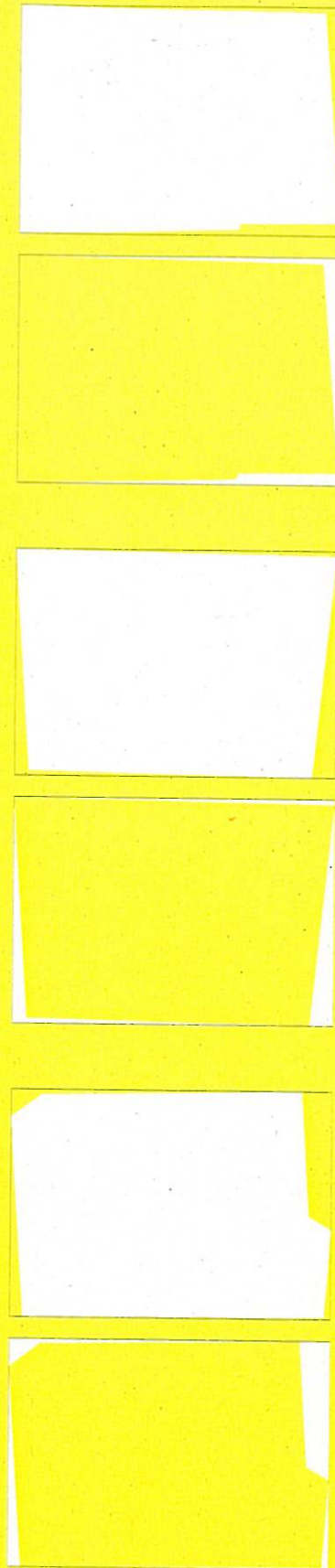
IDENTIFIERS

THE CANVAS

Another main brand identifier is the 'CANVAS', the background colour to every piece of material. This should be either a white background or a pale yellow (the background colour to this whole document) **Pantone 101, C0 M0 Y79 K0**.

The shape of the 'CANVAS', see **fig. 06**, is also an important identifier, which also derives its shape from the 'STRAPS'; see page 12, **fig. 03**.

fig. 06



IDENTIFIERS SUMMARY

1) THE LOGO

The main identifier which should appear on all 'Nottingham Children's Partnership' material.



2) THE TYPOGRAPHY

The only fonts to be used on any

'Nottingham Children's Partnership' material.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!?'&@£

abcdefghijklmnopqrstuvwxyz
123456789!?'&@£

3) THE COLOURS

The only colours to be used on any

'Nottingham Children's Partnership' material.



4) THE CANVAS

The background shape and colour to be used on any 'Nottingham Children's Partnership' material.



5) THE STRAPS

To be used to emphasise headings and sub-headings on any 'Nottingham Children's Partnership' material.



6) THE WEB ADDRESS

www.nottinghamchildrenspartnership.org.uk

The website address should be used on any 'Nottingham Children's Partnership' material.

ACCESS TO INFORMATION

We must always give consideration to how we design materials for Nottingham Children's Partnership to ensure that they are accessible. This includes for people with disabilities, including visual impairments. Below are some key things to consider.

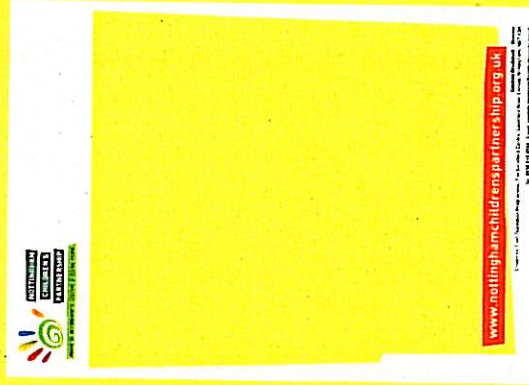
- 1) Avoid very tight letter spacing and very tight leading on headers. Leading space between one line and the next should be 1.5 – 2 times the space between words on a line.
- 2) Minimum point size for text should be 12pt font and 14pt font for headings if possible.
- 3) Always make sure that the Nottingham Children's Partnership logo has maximum prominence.
- 4) Always allow for sufficient contrast between the background colour and text colour, see page 12, **fig. 04**.
- 5) Avoid stylised or decorative typefaces – where possible use a Sans Serif font (Din, Akzidenz Grotesk, Helvetica Neue and Arial).

For further help and advice please refer to:

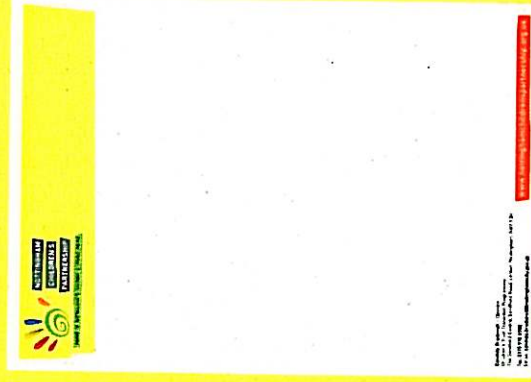
- RNIB (Royal National Institute for the Blind) – refer to the 'See it Right' book, visit: www.rnib.co.uk
- Plain English - for useful information on how to write in an easy to understand, straight forward manner, visit: www.plainenglish.co.uk
- MENCAP – for accessibility factsheets and guides visit: www.mencap.org.uk

TEMPLATES

There are a number of templates available for Nottingham Children's Partnership, including the ones shown below:



A4 template v1



A4 template v2



PowerPoint slide

If you are considering using one of these templates, please contact the Communications / Marketing Officer who supports Nottingham Children's Partnership.

CONTACT INFORMATION

For further information about the branding for Nottingham Children's Partnership and the application of these guidelines, contact:

Communications / Marketing Officer,
Nottingham Children's Partnership,
The Sandfield Centre,
Sandfield Road,
Lenton,
Nottingham
NG7 1QH.

Tel: 0115 915 0701

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