



Bracknell Forest Partnership
Identity Guidelines

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Introduction

This guide provides a framework for maintaining the positive and consistent identity of Bracknell Forest Partnership (BFP) and should be referred to when producing documents and information related to the partnership. If there are any doubts on the use of these guidelines, please contact a member of the BFP Communications Working Group on 01344 352136 or Bracknell Forest Council Design & Print Services on 01344 352020.

The logo

The BFP logo is shown below. This logo should be used on all documents and information relating to BFP.

The BFP logo should always be present in the most appropriate format for the document - this will usually be in white.

Size

When used as a logo the minimum size is 30mm x 13mm.



Colour

Colours associated with the BFP logo are:

Spot colours

Blue: 632

Logo can also appear in white or black

Secondary colour used is Pink: Pantone Process Magenta

Process colours

Blue: Cyan = 89% Magenta = 18% Yellow = 20% Black = 0%

Pink: Cyan = 0% Magenta = 100% Yellow = 0% Black = 0%

The BFP logo can appear in the following ways:



Themed partnerships

Themed partnerships should use the BFP logo with the relevant name underneath. The themed partnerships should not use individual logos. This again is to avoid communication clutter and confusion. The names of the organisations involved are listed below.

Children's Trust

Early Years, Child Care & Play Partnership

Climate Change Partnership

Strategic Housing Partnership

Town Centre Partnership

Cultural Partnership

Transport Partnership

Crime & Disorder Reduction Partnership

Health & Social Care Partnership

Economic & Skills Development Partnership

Themed partnership logos should be displayed in the following way:

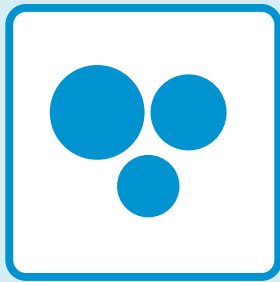


Partnership text: Helvetica Bold

Text colour: 80% black

SCS Icons

Each of the icons used in the Sustainable Community Strategy represents a different priority area for the Borough. The icons should be used to highlight where a particular priority is relevant. The icons should always be used with the title of the priority alongside it.



Opportunities for everyone



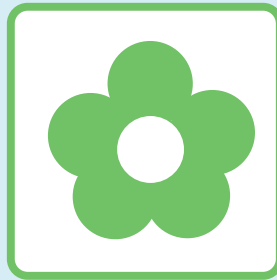
Sustainable development



Enjoying life



Nurturing the next generation



Protecting the environment



Being and feeling safer



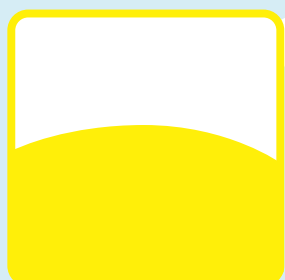
Supporting the older generation



Travelling around the borough



Sustaining a vibrant economy



People who require additional support



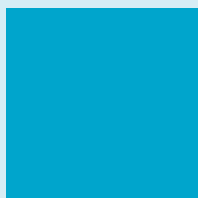
Engaged and empowered communities

Colour palette

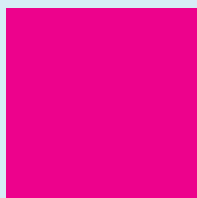
Primary colour palette



Black



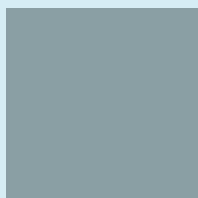
Pantone
632



Pantone
Process Magenta



Pantone
Orange 021



Pantone 443

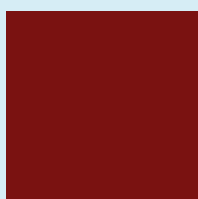


White

Secondary colour palette



Pantone
Violet



Pantone 181



Pantone
Reflex Blue



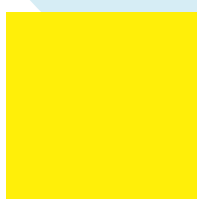
Pantone
Red 032



Pantone
Rubine Red



Pantone 360



Pantone
Hexachrome Yellow

Strategies and other significant documents

Logo

The BFP logo should always be present in the most appropriate format for the document - this will usually be in white. The logo should be positioned in the top right hand corner.

Colour

The main colour used for a front cover of a strategy or other significant document should be one from the primary colour palette (see page 7).

Text used on this background should be white or grey.

Font

Trixie - Plain should be used for the title of the document and for the headings in the document. Body text is from the Bliss family - if this font is not available Ariel is a suitable substitute.

Icons

If there is space, the relevant SCS icons should be used on the cover of the document.



Rules of use

It is everyone's responsibility to manage the BFP identity to ensure that it is used in accordance with these design standards.

Please seek advice from the BFP Communications Group if you need help and advice.


Only professional publications produced by the BFP Communications Group are to be used in communications. To ensure the most efficient use of partnership resources, staff should not produce design or print their own leaflets, all design and print work should be managed via the BFP Communications Group. They will do everything they can to manage tight deadlines. Support for design and print services from external suppliers will be used only when appropriate: for example when in-house services cannot deliver the required order because of limited equipment or time. The decision to use external suppliers will only be made after agreement by the BFP Communications Group.

Any communications material produced by partners which does not adhere to these guidelines will be withdrawn and reproduced at the partner's cost.

Templates

Agendas

Name of Partnership
Date
Time
Location




Name of Partnership Agenda

Item	Description	Page	By	Outcome
1.	Apologies			
2.	Action points from last meeting			
3.				<i>Discussion</i>
4.				<i>Information</i>
5.				<i>Decision</i>
6.				
7.	Items for Future Meetings <i>Date, time and place of next meeting</i> • <i>Item</i> Items for Future Meetings: • <i>Item</i>			

Minutes

Name of Partnership
Date
Time
Location



Present: *Name, organisation*

In attendance: *Name, organisation*

Apologies: *Name, organisation*

Action Points

Minute	Item
1	<i>Title should be taken from the relevant agenda item</i>
2	
3	
4	
5	
6	Any Other Business
7	Items for Future Meetings

Power Point

Presentation Title

Presenter Name
Presenter Job Title
Presenter Organisation

Meeting title and date



Text slide title

- Bullet point
 - Second tier
 - Third tier

2



Image slide title



Translations

BFP does not translate its printed material as a matter of course, but it should offer translations of key documents on request. BFP documents should all include the following statement:

Copies of this booklet may be obtained in large print, Braille, on audio cassette or in other languages. To obtain a copy in an alternative format please telephone 01344 352000.

Nepali

यस प्रचारको सक्षेप वा सार निचोड चाहिं दिइने छ ठूलो अक्षरमा, ब्रेल वा क्यासेट सून्नको लागी । अरु भाषाको नक्कल पनि हासिल गर्न सकिने छ । कृपया सम्पर्क गनुहोला ०१३४४ ३५२००० ।

Tagalog

Mga buod/ mga hango ng dokumentong ito ay makukuha sa malaking letra, limbag ng mga bulag o audio kasette. Mga kopya sa ibat-ibang wika ay inyo ring makakamtan. Makipag-alam sa 01344 352000

Urdu

اس دستاویز کے خلاصے یا مختصر متن جلی حروف، بریل لکھائی یا پھر آڈیو کیسٹ پر ریکارڈ شدہ صورت میں فراہم کئے جا سکتے ہیں۔ دیگر زبانوں میں اس کی کاپی بھی حاصل کی جا سکتی ہے۔ اس کے لیے براہ مہربانی ٹیلیفون نمبر 01344 352000 پر رابطہ کریں۔

Polish

Streszczenia lub fragmenty tego dokumentu mogą być dostępne w wersji napisanej dużym drukiem, pismem Braille lub na kasecie audio. Można również otrzymać kopie w innych językach. Proszę skontaktować się z numerem 01344 352000.

Portuguese

Podemos disponibilizar resumos ou extractos deste documento em impressão grande, em Braille ou em audiocassete. Podem também ser obtidas cópias em outros idiomas. Por favor ligue para o 01344 352000.