



## Appendix A

# Corporate Identity Policy

## Introduction

1. Nottinghamshire County Council's corporate identity is the visual embodiment of who we are, how people recognise us and the services we offer.
2. Consistent use of our corporate identity is important for recognition of Nottinghamshire County Council. It also plays an important part in our reputation and overall satisfaction with the council.

## What is Nottinghamshire County Council's brand?

3. Our corporate identity includes our name Nottinghamshire County Council and our logo.
4. Our corporate identity is visible in everything that we do – from the uniforms worn by staff and our letterhead, to the leaflets we produce about services and signage on our buildings.
5. Our values are part of our corporate identity and are set out in our Strategic Plan commitments. They include:
  - Respect
  - Integrity
  - Customer focus
  - Responsibility
  - Commitment (including commitment to good quality services)

## Scope

6. Our Corporate Identity Guidelines set out the rules which ensure consistent use of our logo and the design features (e.g. colours, fonts etc) which are part of our visual language.
7. This policy outlines the key principles of Nottinghamshire County Council's corporate identity, how it should be used and governed. It is part of our corporate Communications and Marketing Strategy and supports the Customer Service Strategy.

## **A strong, effective corporate identity**

8. In addition to improving our reputation and overall satisfaction with Nottinghamshire County Council, consistent use of our corporate identity across all communications will achieve:

- **Public accountability** – to taxpayers, voters, residents, businesses
- **Instant recognition** - of the services we provide (either directly or indirectly)
- **Awareness** of our values, promises and priorities – outlined in our Strategic Plan
- **Effective communications** – through better information provision, clearer messages and imagery
- **Customer loyalty** – repeat use of our services and attendance at our venues or events
- **A higher profile** – important for partnership working, economic prosperity and improved perceptions of the Council
- **Value for money** – through brand governance (Brand Gateway)
- **Pride** in Nottinghamshire County Council – which supports employee motivation

## **Promises and priorities**

9. Underpinning our corporate identity is the key promises and priorities outlined in our strategic plan. These are the things which guide everything that we do. Our corporate identity tells our customers that we will:

- **Lead Nottinghamshire:** we will play a full part in leading Nottinghamshire making it a place where businesses want to invest; tourists want to visit and stay; where people want to live and feel safe. These are our goals and we will work together with our partners to achieve them.
- **Deliver good services:** we will consult, listen and act on what the public tell us about the services they use. We will work with other organisations to make public sector services in Nottinghamshire as seamless as possible. We will ensure all our services are good quality and provide value for money.
- **Be an efficient Council:** we will be a council that is cost effective in how it is run and removes inefficiencies. We will reduce our running costs substantially to allow more to be spent on delivery of services.

## **Endorsement**

10. Nottinghamshire County Council often works with other organisations to deliver a product, service or initiative. In these instances our corporate identity must always be shown.

11. To ensure the details of the relationship are clear, a set of rules detailing how to visually represent the various relationships has been set out in the Corporate Identity Guidelines.

12. Where Nottinghamshire County Council is part of statutory partnership, its contribution should be appropriately recognised. This may include use of the Council's logo.

13. Whenever Nottinghamshire County Council is funding or commissioning a service, the use of our corporate identity must be included from the outset. Appropriate wording should be used as part of any tender, procurement or contract documentation. In every instance, further advice on this must be sought via the Communications and Marketing service.
14. The Corporate Identity Guidelines also contains a section on corporate identity hierarchy. There are a small number of services provided by Nottinghamshire County Council which are able to keep their identities, alongside our corporate identity. These are normally trading services with a reach outside of Nottinghamshire. In this instance, the relationship with the County Council must be clearly communicated. Refer to the Corporate Identity Guidelines for details.

### **Governance**

15. The Communications and Marketing service is responsible for governing the Council's corporate identity.
16. The Communications and Marketing service will provide some pre-approved templates. Any other use of the Council's corporate identity must be approved by the Communications and Marketing service. This includes any use of our corporate identity by partners or third parties.
17. The Communications and Marketing service will ensure:
  - Consistent use of Nottinghamshire County Council's corporate identity in line with our Corporate Identity Guidelines
  - Savings are made through the central procurement of design and print (the Communications and Marketing service will commission all design and print work)
  - Best value for money is achieved through any communications which use our corporate identity (including the Council's logo)
18. All purchasing and commissioning of graphic design services must take place through the Graphics team (part of the Communications and Marketing service). Where architects or designers are employed on projects to refurbish or rebuild venues, or when a new build is taking place - the Communications and Marketing service must be advised at the earliest possible stage to ensure the Council's corporate identity is used appropriately.

### **Further information**

19. For any queries about our corporate identity or this policy, contact the Communications and Marketing service.

*This policy was approved by Nottinghamshire County Council on 26 January 2012.*