Hurstpierpoint & Sayers Common Parish Council

DRAFT BRANDING MANUAL

Presented to the Finance & Governance Committee on 20 April 2023.

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1. Introduction

1.1. This manual sets out the style and approach to all Parish Council produced documents and signage. The intention is to deliver a set of professional images and consistent styles that build on the established branding of the Parish Council, which is well recognised by local residents but takes a distinct turn in order to provide a crisp new image.

1.2 In the main historically, Hurstpierpoint & Sayers Common Parish Council have used a coloured logo which highlights the identity of both villages. The logos emphasise the history, heritage, name, tress, church and installs a pride in the community. In future more use will be made of a black and white logo primarily to reduce the amount of colour printing produced.

1.3 The Parish Council will consider the potential to provide use of braille, alternate languages and text translation technology as required.

1.4 In February 2021, Members considered the options with regards to future branding/logos for the Parish Council. The Chairman thanked Christopher Maidment for his generous advice, time and expertise that he had shared with the Parish Council. The matter was debated including the decision to move away from current images. Members felt the new images were very professional and clear. It was agreed the detail of agendas, minutes and letter head layouts etc. can be confirmed in due course due to the Community Governance Review that was taking place at the time, and it was:

RESOLVED That the Council AGREES:
(1) to adopt the newly designed logos, outlined in the Branding Manual Briefing Note of 25 February 2021.
(2) that the new logo should be used on the Heritage Trail map and leaflets.
(3) to send a thank you letter to Christopher Maidment for volunteering his advice, time, and expertise.

2. Font & Size

2.1. Calibri is recommended to be used as the typeface for all Parish Council documentation including in emails.

2.2. Parish Council agendas and minutes are lengthy documents to ensure all necessary information is included. Although not ideally suitable for accessibility, documents text should have a font size of 11 points. This can be increased where it is known that the recipient may require larger text to read. Title or paragraph headings should also be font size 11 in bold Calibri. All lines should be single spaced with 'zero' spacing before and after lines. All text will be justified. All margin sizes will be set to "narrow" to help reduce the amount of paper used.

3. Correct Names

3.1 Hurstpierpoint & Sayers Common Parish Council identify using a white background and black bold writing for headers. The Parish Council's name on all headers is to be written in capitals:

HURSTPIEROINT & SAYERS COMMON PARISH COUNCIL

3.2 The ***and*** in the Parish Council name must be an ampersand symbol: &.

3.3 The full title of the Parish Council is: Hurstpierpoint & Sayers Common Parish Council.

3.4 The short title of the Parish Council is: HPP&SC.

3.5 Listed below are the correct names for all buildings, open spaces, public toilets, recreational grounds and cemeteries the Parish Council is responsible for:

Buildings:

- Court Bushes Community Hub
- Hurstpierpoint Village Centre

Open Spaces:

- The Village Garden
- Albourne Road Allotment
- Hurst Meadows
- The Millennium Garden
- St George's Green
- The War Memorial on the Village Green

Public Toilets:

- Pitt Road Public Toilets
- Trinity Road Public Toilets

Cemeteries:

- Holy Trinity Lower Churchyard
- South Avenue Cemetery

Recreation Grounds:

- Reeds Lane Recreational Ground
- South Avenue Recreational Ground

4. Colour Versus Black and White

4.1 From an environmental perspective, the use of unnecessary use of colour, especially for documents that require printing, should be avoided where possible. However, strict uniformity of the parish Council logo colours must be adhered to. These are CMYK 81 37 94 32 - green, and CMYK 15 27 91 4 yellow/gold. These colours are unchanged from those currently ascribed. While specification of electronic formats vary, there are conversion software functions that can provide simple conversion of CMYK codes to any specified format.

5. Logos

5.1 The proposed format for the new logo is set out below in both colour and black and white. It shall be used at a 3.5cm height and width.

6. Strap Lines

6.1 The proposed format for the strap line is set out below in both colour and black and white

HURSTPIERPOINT & SAYERS COMMON PARISH COUNCIL

HURSTPIERPOINT & SAYERS COMMON PARISH COUNCIL

7. Email Signature for all Councillors and Staff

7.1 The following email signature will be used by all staff and councillors. For assistance setting this up please contact the office.

Sarah Groom, Clerk to the Council
Hurstpierpoint & Sayers Common Parish Council
Email: office@hurstpierpoint-pc.gov.uk
Website: www.hurstpierpoint-pc.gov.uk
Telephone: 01273 833264

8. Letters

8.1 The proposed letter template is contained in Appendix 1.

9. Compliment slips

9.1 It is proposed that compliment slips are simply an abridged version of the headed letter template as contained in Appendix 1.

10. Agendas

10.1 The proposed agenda format is contained in Appendix 2.

11. Minutes

11.1 The proposed format for minutes is contained in Appendix 3.

12. Notice Boards / Publicity

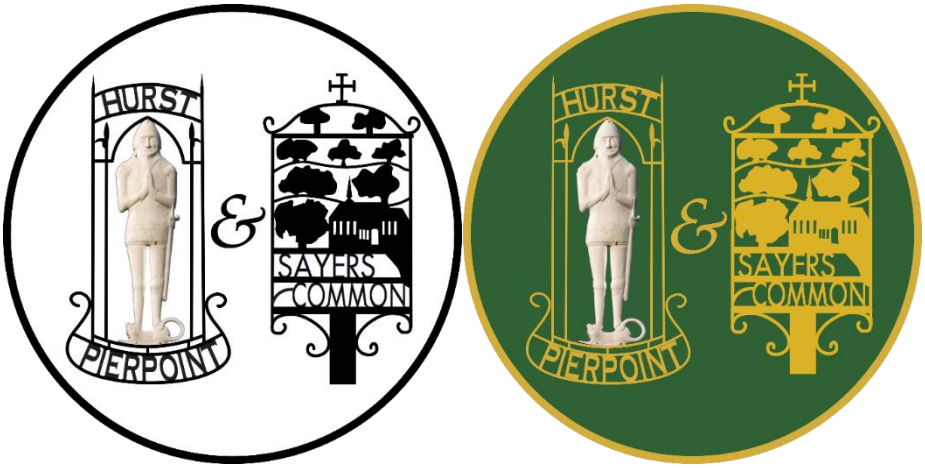
12.1 Formal notice boards will match the green and yellow colours (see 4.1). Signage placed around the parish either on the notice boards or on temporary fixings, will include the green and yellow logo where it best matches the layout of the notice / poster design.

13. Works Vehicle

13.1 The White Ford Connect van has two green and yellow logos on each side approximately 40cm diameter.

14. Use of Logos by Outside Bodies

14.1 Key partners to the Parish Council such as the Hurstpierpoint Society will wish to use the new logos and strap lines on materials such as the Heritage Trail notice board and interactive Heritage Trail web image. These images are illustrated below.



15. Hurst Life Article

15.1 The Hurst Life article has been developed into a format which is more engaging for the reader and the agreed format will be maintained and enhanced going forward. Please see Appendix 6.

16. Recommendations

16.1 The details set out above and in the appendices show a revised use of branding available for letter heads, email footers, agendas, minutes and compliment slips etc.

RECOMMENDATION: The Committee is asked to consider the Branding Manual and AGREE to recommend it to Council for adoption for use from 9 May 2023 onwards.

Appendix 1 Letterhead

Hurstpierpoint & Sayers Common Parish Council
Email: office@hurstpierpoint-pc.gov.uk
Website: www.hurstpierpoint-pc.gov.uk
Telephone: 01273 833264

Village Centre
Trinity Road
Hurstpierpoint
West Sussex BN6 9UY

John Smith
328 Fairfield Crescent
Hurstpierpoint
West Sussex
BN6 9SF

6 March 2023

Dear Mr Smith,

Thank you for your letter of 27 February 2023.

Please do not hesitate to contact me if you have any further queries.

Yours sincerely,

Miss Sarah Groom
Clerk To The Council

Appendix 2 Agenda

Hurstpierpoint & Sayers Common Parish Council
Email: office@hurstpierpoint-pc.gov.uk
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Telephone: 01273 833264

Village Centre
Trinity Road
Hurstpierpoint
West Sussex BN6 9UY

Dear Councillor,

Members are summoned to attend the **Community Engagement Committee meeting** to be held on **Thursday 9 March 2023 at 7.30pm** in the Conference room in the Village Centre. Members of the public have a right to and are invited to attend the meeting.

Sarah Groom, Clerk to the Council Friday 3 March 2023

Committee Membership: Cllr Claire Majsai (Chair), Cllr Bob Sampson (vice-Chair), Cllr Mike Avery, Cllr Helen Bedford, Cllr Tony Lank and Cllr Duncan Ranger (plus two vacancies).

AGENDA

1. **Apologies for Absence**: To receive and accept apologies for absence.

2. **Declarations of interest:** To receive and record any declarations of interest.

3. **Minutes of the Previous Meeting of the Community Engagement Committee**: To receive and adopt the minutes of the 12 January 2023 Community Engagement Committee meeting.

4. **Adjournment for Questions from the Public**: To consider adjourning the meeting to receive questions from members of the public in accordance with Standing Orders.

Protocol for filming and recording at public meetings: The Council has a protocol for public filming, recording and photography at its meetings, which is available on the Council's website or on request at the Parish Office.

Appendix 3 Minutes

Hurstpierpoint & Sayers Common Parish Council
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Village Centre
Trinity Road
Hurstpierpoint
West Sussex BN6 9UY

MINUTES of the Meeting of the FINANCE & GOVERNANCE COMMITTEE held at 7.30pm on Thursday 16 March 2023 in the Village Centre Conference Room.

Members present:	Duncan Ranger (Chair)	Malcolm Llewellyn
	Allan Brown	John Lowman
	Rodney Jackson	Martin Machan

Also present: Sarah Groom, Clerk to the Council and Responsible Finance Officer.

F22/23.092 Apologies for absence: Apologies for absence were received from Cllr Claire Majsai, and it was:

RESOLVED: That the Committee ACCEPTED apologies of absence from Cllr Claire Majsai.

F22/23.093 Declarations of interest: There were no declarations of interest.

F22/23.094 Minutes of the meeting of the Finance & Governance Committee of 16 February 2023: The minutes were received and accepted by the Committee and signed by the Chair, and it was:

RESOLVED: That the Committee AGREED the minutes of the meeting of 16 February 2023.

F22/23.095 Adjournment for questions from the public: There were no members of the public present.

F22/23.096 Minutes of the meeting of the Finance & Governance Committee of 16 February 2023: The minutes were received and accepted by the Committee and signed by the Chair, and it was:

RESOLVED: That the Committee AGREED the minutes of the meeting of 16 February 2023.

There being no other business, the Chair closed the meeting at 9.41pm.

Signature of Chair