

# Corporate Identity

Our Corporate Identity is our face to the world. It is a statement of our personality – representing how we perceive ourselves and how we want others to perceive us.

It is important we have a consistent and professional visual identity. It says to people we are united as one organisation, committed to the needs of our customers and modern and professional in our behaviour. It also reflects our desire to do the very best we can do.

Our new corporate identity is simple. We have retained some of the old and added some new elements. It is simple for our customers to understand us and for us to understand ourselves. Simplicity also makes it easy to be consistent – and it's the consistency that will give our identity strength.

To be successful, everybody must know how our corporate identity works. This manual has been designed to help you understand the right and wrong way to use our identity. These are the “rules” for ‘how to’ and ‘how not to’ do things. They ensure that whatever we do is consistent, strong, positive and clear.

**If you need information about anything in the Corporate Identity Manual, contact City Marketing.**

# Primary Elements

The primary elements represent who we are, what we stand for, our values and our culture. Our logo, colours and curve are the most visible part of our identity – whether it is on our business cards, letters, vehicles or uniforms, they are a familiar face to our customers.

This section shows how to use the five primary elements for all our communications

- **Our colours**
- **Our logo**
- **Our curve**
- **Our sidebar**
- **Our typefaces**

## Our Colours

The Hamilton City Council Corporate colours are PMS 321 (Green) and PMS 301 (Blue). (PMS stands for Pantone Matching System, which is a set of unique colours, each with its own number.)



# Our Logo



The Hamilton City Council logo has two elements

- The river shaped graphic
- The type: Hamilton City Council – Te kaunihera o Kirikiriroa

These elements cannot be altered, substituted or re-proportioned in any way. Artwork for the logo is only available on disk in authorised electronic form. Contact City Marketing if you need these.

## Colour

The logo is always printed in our corporate colours.

The river graphic

- On the left side: PMS 301 BLUE
- On the right side: PMS 321 GREEN

The type

- Hamilton (PMS 301 BLUE)
- City Council (PMS 321 GREEN)
- Te kaunihera o Kirikiriroa (PMS 301 BLUE)

In black and white, blue elements are black and green elements are 40% black tint.



The logo should always be placed against a light coloured background, preferably white.

On single colour documents the logo is to be treated as per the specifications for black — ie; use a 40% tint of the available colour. On two colour jobs where the colours are not the corporate colours the logo is to be used in the darker colour only (using a 40% tint of that colour) — as shown below.

Use of dark colour on one and two colour jobs.



The corporate colours PMS 301 BLUE and PMS 321 GREEN are the only permissible colours for the logo with full colour material.

Avoid reversing the logo whenever possible. Where the logo has to appear against a dark background all elements should be white (as shown below) — no tints should be used.

Logo reversed out of dark background.



The 'H' in Hamilton is exactly half the height of river graphic to the left of it.

## Position

On stationery, forms and reports the logo should be placed on the top right corner as per the letterhead.

On brochures, posters, and marketing material the logo may be positioned as best suits a particular project bearing in mind the general principles of this manual.

## Size

The logo is used proportional to the item it is used on. This is an important design consideration when specifying projects not covered in this manual. Use the letterhead, compliments slip and business card as a guide when sizing the logo on brochures, posters, or other marketing material.

## How NOT to use our logo

It is important that our logo is always used consistently. Here are some examples of how not to use it.

Altered size of river graphic



Altered shape of river graphic



Incorrect fonts



Incorrect type arrangement



Incorrect colours



Against a dark background



# Our Curve

Our curve is an important part of our identity. It creates familiarity in the Hamilton City Council brand and softens the hard edges of our logo.

## Shape

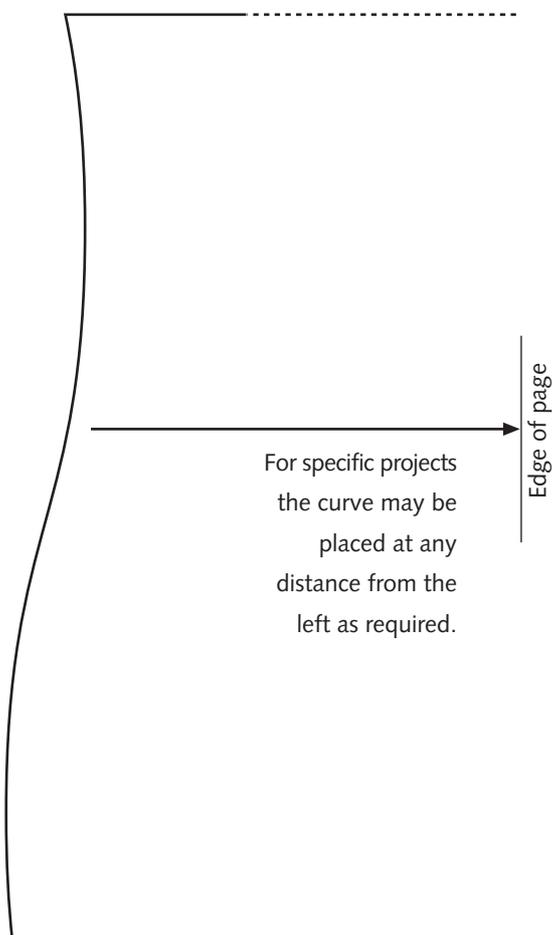
The shape of the curve cannot be altered in any way. Keyline guides in digital form are available from City Marketing. For specific projects the curve may be placed at any distance from the right as required. For specific marketing or communication projects please refer to the **Publications, Brochures and Newsletters** section on page 10 of this manual.

## Using the curve

The curve should always be placed to the left on printed stationery items — use the official letterhead as a guide. Guidelines for the position of the curve on marketing material such as brochures and signage is covered in the relevant section of this manual. Some flexibility is allowed for specific projects. Such specific projects should be cleared by City Marketing.

## Colours

On marketing material such as brochures and signage the curve may be either PMS 321 green or a tint of PMS 321 green. The curve should always be a 15% tint of PMS 321 green on printed stationery items. For other purposes the curve may be in blue if appropriate.



## Our Sidebar

Our sidebar is an optional part of our identity. It is used to balance space with the curve. It is also used on the letterhead as a guide to begin text.

Again it is best to be guided by the letterhead for position and colour when specifying for other design projects. The colour must always be PMS 301 blue fading to white.

The sidebar is primarily a decorative element but may be used to contain page numbers or for other functional uses.

### **Photocopying and Laser Printing**

On printed material the curve and sidebar should 'bleed' to the edge of the page (as per the letterhead). However, when a 'bleed' is not achievable, (on photocopied documents for example), it is best to avoid using the curve and sidebar.

Special templates (on computers) have been set up for documents produced in-house to ensure the correct use of the curve and bar.

## Our Typefaces

Typefaces are an important part of our corporate identity. The font '**SYNTAX**' has been carefully chosen to represent our organisation. A contemporary, highly legible font, the Syntax family is comprised of the following:

Syntax Roman

*Syntax Italic*

**Syntax Bold**

**Syntax Black**

**Syntax Ultra black**

All Hamilton City Council printed material, signage and advertising use this font. With its professional and clean look, the Syntax range is flexible enough to cater for all our basic stationery and marketing design requirements.

Note the minimum body text size in Council publications is 11 point.

Our typefaces are part of our consistent, professional image. Other typefaces can be used in some instances. Please consult City Marketing before using them.

### **If it's not going to work**

**If for any reason you cannot apply these corporate standards, please contact City Marketing for advice.**

# Stationery

Stationery is an important part of our communication. It's important that our organisation always looks consistent and professional in the letters we write, faxes we send and business cards we hand out — only the 'official' Hamilton City Council stationery can be used.

No other stationery should be printed with Hamilton City Council logo or other corporate identity elements without prior consultation with City Marketing.

## Stationery supplies

Letterhead, envelopes, compliment slips and other stationery items are available from the **photocopy room — 1st floor**. This is central place of distribution. For bulk supplies, contact City Marketing.

## PC templates

A number of document templates have been designed and are available for your PC. These include:

- fax
- memo
- letter

Please refer to the section on templates for more information.

# Letterhead

The Council has one standard letterhead (A4). This contains our logo and address details. The position, proportions, colours, measurements and typefaces are always as shown on the following page which is set out exactly to letterhead size. A digital template of this letterhead and other stationery items is included on the disc provided with this manual, and also from City Marketing.

## Producing a letter

Our letterhead is designed to be functional, professional and easy to read. Hamilton City Council has a standard layout for all correspondence. This makes sure we have a consistent image for all our letters. The layout should use the template available on all PC's. Contact City Marketing or Information Management if you need a template.

## Follow-on

Letterheads are only used for the first page of a letter. For all subsequent pages use imprinted paper. The margin measurements are the same as the first page.

## Imprinted paper (paper pre-printed with the curve)

We also have a supply of imprinted paper. This uses the same curve as the letterhead. Imprinted paper is used for printing or photocopying in-house publications such as newsletters, document cover pages, information sheets and brochures. It is also used as a follow-on sheet for letters. Imprinted paper can be ordered through the photocopy room.

# Unit or Service



Private Bag 3010  
Hamilton  
New Zealand

Phone 07 838 6699  
[www.hcc.govt.nz](http://www.hcc.govt.nz)

Date

Name of Addressee  
Business Title  
Company Name  
Street Address/PO Box  
Suburb  
City

Dear Name of Addressee

This example of a letter shows how all Hamilton City Council general correspondence should look.

The top margin should be 50mm (text aligning with the top of the fading blue bar on the left side of the page). The left margin should be 20mm and the right margin 40mm. The bottom margin must be at least 15mm.

The base line of the words 'Hamilton City Council' is 20mm from the top of the page. Where it is necessary to include unit or team titles they should align with the 20mm baseline.

All text is aligned to the left, not justified. If you need to put a subject heading at the beginning of the letter, leave one line after the salutation and put it there in bold (no capitals or underlining).

Note there is no punctuation in the address details, the salutation or the closing. The text should always be single spaced, with two returns between paragraphs. If your letter is longer than one page use a plain follow-on sheet.

Body text size may be based on the amount of text in any given letter but should be no larger than 11pt.

Bold and italics should not be used unless words or phrases need emphasising.

It's easy to make mistakes when you're writing a letter. Make sure you spell-check and proof-read it before you send it.

Yours sincerely

Your Name  
Your Position  
Your Unit  
Phone 07 (your phone)  
Fax (your fax)  
Email (your email)

# Memos and Faxes

Memos are only used within Hamilton City Council. Use a letter or fax form to write to anyone outside the organisation.

Memo and fax forms are on PC template. The templates will prompt you to complete the relevant information.

# Business card

Here is an example of the standard Hamilton City Council business card at 100% actual size (55mm x 90mm). The layout of our business card is always in portrait. The name of the unit or service is placed in the Blue Sidebar. Business cards can be ordered through your Unit Manager or Administrator.

A digital template of this letterhead and other stationery items is included on the disc provided with this manual, and also from City Marketing.



# Compliment slip

Compliment slips are used for hand-written, informal notes where a letter is not needed. Our compliment slip is shown here at 70% of actual size. Compliment slips can be ordered through the photocopy room.



## Envelopes

The standard Council envelope is a white DL Seal-Easi envelope with or without a window.

Whatever the size of envelope the logo and address will appear on the bottom left hand corner at 10 mm from the bottom and the edge.

Envelope stocks can be ordered through the photocopy room or City Marketing for bulk supplies.



## Follow-on sheet

The follow-on sheet is a standard A4 sized page used sometimes for subsequent pages after the letterhead or for in-house publications.



# Publications, Brochures and Newsletters

**The Hamilton City Council produces a wide range of publications. They are the most visual communication we have with customers – a powerful reflection of the type of organisation we are and aspire to be. We need to present a cohesive and professional image in every document we produce. Whether produced in-house or by a graphic design agency, it is important our look remains consistent – reminding our customers of who we are and what we do.**

## **All publications must include:**

- The logo and curve on the front cover
- Publication date
- Name and contact details of the unit producing the publication
- A copyright statement
- An ISBN or ISSN number where applicable.

## **A standard layout 'grid'**

The grid style is a set of specifications for how publications, newsletters and brochures should look. This includes margins, column widths, placement of images and corporate design elements.

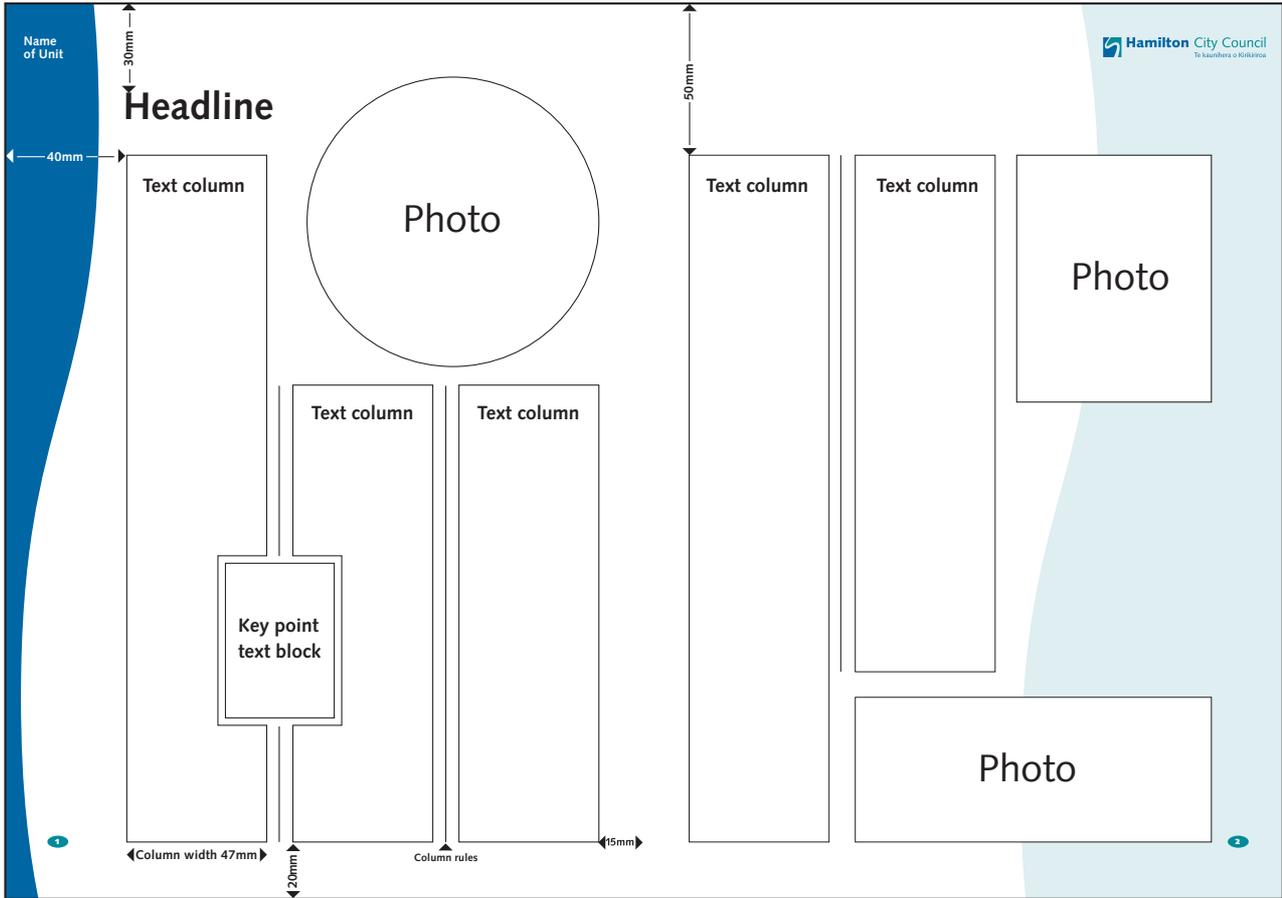
All publications, brochures and newsletters must have the logo, curve, typeface and use the corporate colours.

Illustrated on the following page is a basic A3 spread using a three column grid. This shows how Hamilton City Council corporate design elements should typically be used to layout a standard A4 publication.

On an A5 publication the same approach should be followed using a two column grid.

DL sized publications should also display the curved elements, but in most circumstances it will be best to have just one column of text per folded section.

For tabloid sized (A3 vertical) newsletters use a four column grid.



Layout based on the grid above

Name of Unit

## A year of amazing events in Hamilton

**Subhead text... dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.**

**D**olor ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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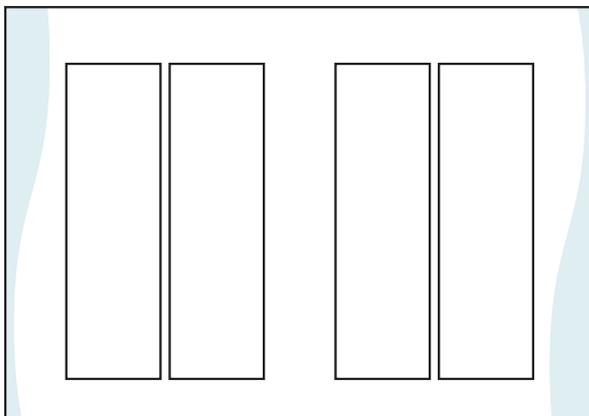
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**Nil aon tinton na do tinton fein. Badin eilimi, dimigh go gola is eilimi ann.**

## Publications A4 size

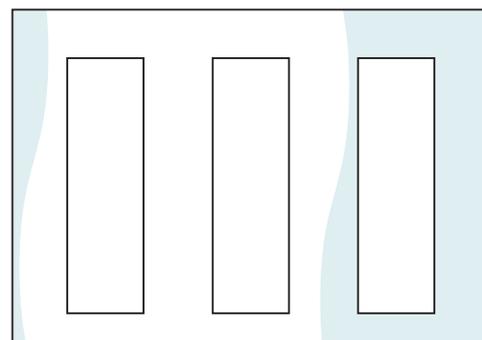
It is important all our publications are instantly recognisable as being a Hamilton City Council product. The corporate style has been designed to allow enough flexibility for newsletters and other publications to develop their own character while being unmistakably a Hamilton City Council production. This is achieved by consistently following the basic guidelines laid out in this manual for the correct use of the corporate logo, curve, colours and typeface. The grids shown here are general guidelines. The design of a grid for a specific newsletter or publication should be based not only on the chosen size of paper but also on the most functional way to display the type of information being relayed.



The standard two column grid for an A5 spread.



The standard approach for cover design for Hamilton City Council publications is shown above. Left shows the proportions for an A3 tabloid, A4 and A5 sizes. At right is a DL shape. On both, the white area represents the image area for a cover photograph or illustration. The Hamilton City Council logo should be placed in a pale (preferably white) background in the image area. If the photograph or illustration has no white area it should be faded to white to accommodate the logo.



The standard grid for a DL inside spread.

## Using the curve

The curve is primarily a decorative device which symbolises the Waikato River. Functionally it serves to divide information on a page layout. As a general rule it is best to follow the layout of corporate stationery items — ie when in doubt use the curve on the right hand side of the page layout. The standard grid on page 11 shows an example of how the curve may typically be used on a design layout. While the curve functions as a flexible aid to design layout the following guidelines should be observed:

- The curve must be used the full length of the page layout.
- The curve must be a minimum of 10% and no more than 40% from the edge. The curve reverses over 50%.
- The curve is never placed in the middle of a publication.
- The curve is always vertical.
- Two curves can be used – one on each side.

## Photography

Depending on the type of publication, audience and purpose - photographs should be included in all publications. Our style of photography is called documentary. Where possible, all photographs should include people in the image. This is not a rule – but a preference. When illustrations are used, they should also include people. Once again, this is not a rule – but a preference.

If you need a photographic image, contact City Marketing to view the corporate photo library.

## Colours

The number of colours you use may depend on your budget. Full colour publications are obviously more expensive to print than one or two spot colour publications. The guidelines are:

- Full Colour: The corporate design elements must use PMS 321 AND PMS 301
- Two Colour: Use either PMS 321 or PMS 301 and Black
- Single Colour: PMS 321 or PMS 301

All other colour options must be approved through City Marketing.

## Photocopying and Printing Publications In-house

- All publications must be photocopied in black. Since photocopying printed items cannot reproduce the “bleed” that is achievable with printing (where the curve extends to the edge of the page), all publications must be placed in a white border.
- When printing or photocopying newsletters, information sheets, brochures or other items produced in-house, use the imprinted paper.
- For colour photocopying, use the closest match to the colour PMS 321 green.
- PC templates have been set up for publications produced in-house. Contact City Marketing or Information Management if you require them. (See the section on templates for more information).

## **Basic newsletter – PC Template**

Refer to the section on templates for more information.

## **Information Sheets**

We produce a range of printed items with general information. Examples include fact sheets, updates, listings and publicity sheets. These use the same grid specs as for A4 newsletters.

For information sheets produced in-house – use the “Basic Newsletter” template or if printing onto blank colour paper, use the template “Information Sheet – colour paper”.

When producing information sheets keep these things in mind:

- The logo is included in the templates.
- Information sheets must be photocopied onto the white paper with the printed curve or blank coloured paper (use the template specifically set up for this).
- Information sheets are only one sided.
- Clipart from the PC can only be placed in the image area of the template.
- Text should use the corporate typeface “Syntax”.
- Headings can use a different typeface to make the newsletter more eye-catching.

## **Cover Pages**

For formal documents, templates have been designed for creating the cover page. Cover pages should be printed or photocopied onto the imprinted paper.

## **Miscellaneous printed items**

The Council produces many other printed items including certificates, invitations, customer feedback forms and cards. These will be individually produced as the need arises. As a guideline use the specifications of the letterhead, display advertising and publications, brochures and newsletters as a guide. Contact City Marketing for help and advice before producing new items.

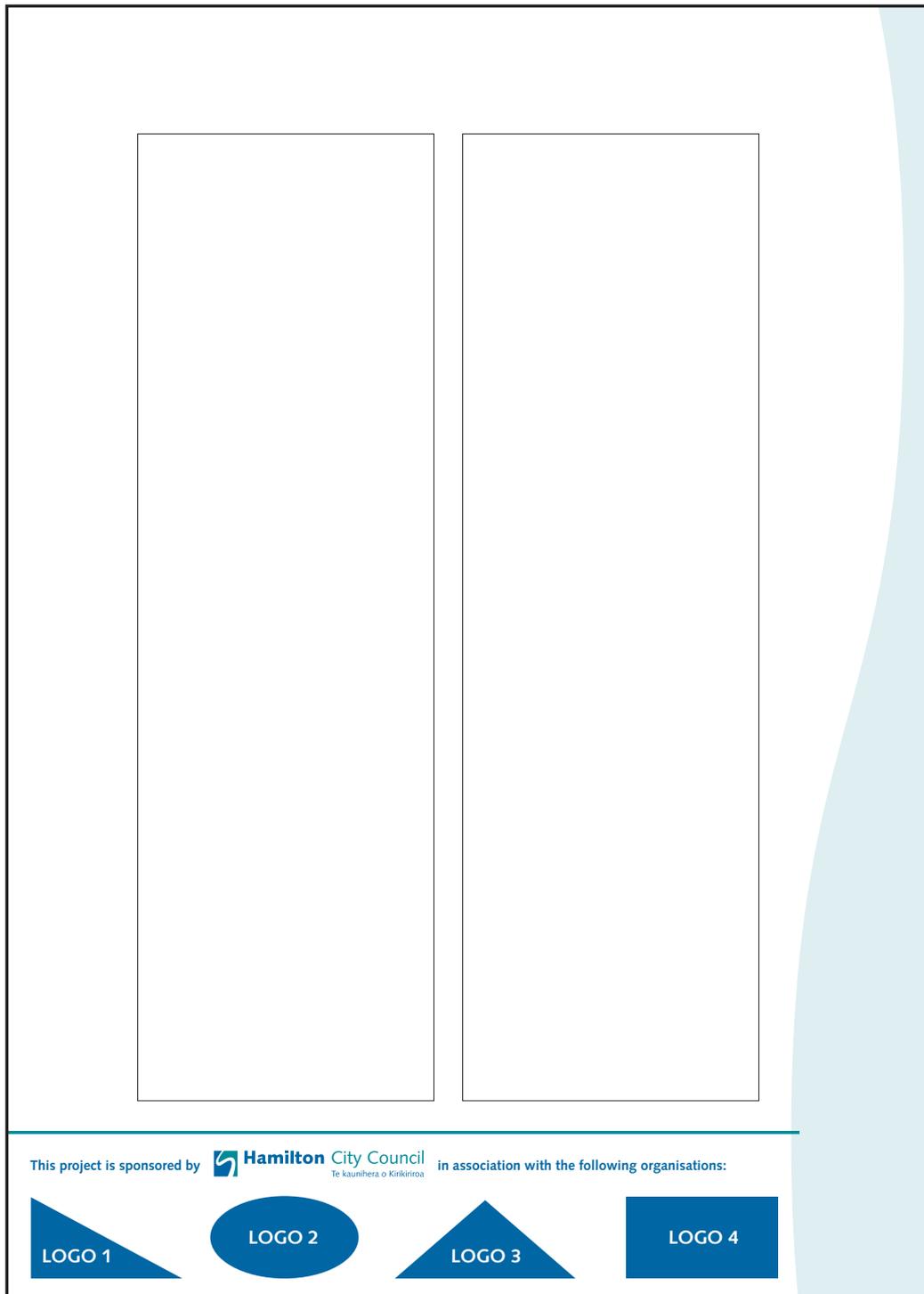
## **If it's not going to work**

If for some reason you cannot apply these standards, contact City Marketing

## Sponsorship and partnerships

Hamilton City Council works in partnership with a number of organisations to sponsor projects or work with us to provide services. The use of other logos depends on the relationship the Council has with these other organisations.

The general standard is to use a rule at the bottom of the page below which logos or other parties are displayed with a line of text explaining their involvement. The example shown is only to be used as a general guideline as other formats may be needed for new situations or a particular relationship. Contact City Marketing for help.



## Working with other corporate identities

The Council often helps fund activities with other corporate and community bodies. The Council also promotes special campaigns and regular ongoing programmes (such as Keep Hamilton Beautiful and Hamilton Central Safety Plan).

The example below shows appropriate positioning and size for the Hamilton City Council logo on the letterhead of another entity. The logo should always be positioned with an explanatory note indicating the relationship between council and the other entity (eg: Supported by / This programme is funded by / Brought to you by).

As the layout of other letterheads will differ considerably from one organisation to the next, the appropriate positioning of the Hamilton City Council logo will have to be agreed with the other entity. The Hamilton City Council logo should not be printed less than 18mm in length.

