

Using the **Glasgow Brand**



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Using the Glasgow Brand: Quick guide

Just like individuals, every organisation, company or brand has its own identity. Our identity helps our customers, suppliers and staff recognise, understand and clearly describe our organisation.

This not only includes the services we deliver but also our people and our visual identity places a key role in this.

All council services should follow these basic guidelines, to make sure that we give out a clear, consistent and quality image.

The Glasgow Mark

This logo is used to represent Glasgow City Council. The corporate colours used are Glasgow Green and Glasgow Yellow.



General rules

Use phone or phone symbol for phone numbers

Use Arial font (for letters, emails and so on)

All email signatures should be as follows:

Name

Job Title

Department

Service

Glasgow City Council

Street Address

Glasgow

Post Code

Phone 0141 287 0000

Email firstname.surname@glasgow.gov.uk

www.glasgow.gov.uk

social media@GlasgowCC

Your email signature should be the same font size as the text in your email, minimum size 10pt. Black font on a white background.

No logos should be added to your email signature.

Advertising

All forms of advertising, radio, TV, newspaper, online, outdoor and so on should be booked through Advertising@glasgow.gov.uk.

Central Graphics Unit

All design work should go through the unit, such as the design of posters, leaflets, signage, adverts and so on.

Coat of Arms

Should only be used by the Lord Provost's office and must not be used by any other departments across the council. The logo shows the bell, bird, fish and tree and the city motto 'Let Glasgow Flourish.'



Partnership working

Partners may request the Glasgow Mark in various formats, please direct any enquiries to corporate guidelines.

Out of office message - example

I am out of the office and will return on XX/XX/XX

If your enquiry is urgent, please phone XXX on 0141 287 XXXX or email xxxxxxxxxxxxxxxxxxxxxxxx@glasgow.gov.uk

If you have a Freedom of Information enquiry, please email it to foi@glasgow.gov.uk.

You can also use an online form at www.glasgow.gov.uk/foi

For further information on corporate identity please contact [corporate guidelines](#).

If you have any questions regarding these guidelines and application of the Glasgow Brand please don't hesitate to get in touch with [corporate guidelines](#).

Glasgow Green

Pantone 329C (coated)

Paint ICI reference B16D45

Pantone 329U (uncoated)

Vinyl 3M 220-357

Cyan	C	100%
Magenta	M	0%
Yellow	Y	52%
Black	K	47%

Glasgow Yellow

Pantone 123C (coated)

Paint ICI reference BS10E53.

Pantone 115U (uncoated)

Vinyl 3M 220-15

Cyan	C	0%
Magenta	M	25%
Yellow	Y	94%
Black	K	0%

Typeface

Arial is recommended font for all materials

Minimum of 12pt on 14pt leading

Aa Bb Cc Dd Ee Ff Gh Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Our Identity

The identity of any organisation is complicated. It includes the effectiveness of its services and products, the shared values and ambitions of its employees. Naturally, its visual appearance – or visual identity – plays a key role.

All council services are required to use these guidelines to make sure that we give a clear, consistent and quality image.

The guidelines must be followed by every Service throughout the council.

The Glasgow Mark is available in different formats to enable quality reproduction.

Request a copy of the artwork from [corporate guidelines](#).

Partnerships and external organisations

Are not permitted to use the mark unless they are promoting a council funded project.

Please contact [corporate guidelines](#) to discuss.

3 Using the Glasgow Brand

The Mark should be applied in full colour.

Exceptions may be made.

Please contact [corporate guidelines](#), as this will be assessed on a **case-by-case** basis.



12mm

minimum width

No text or images within the exclusion zone (half the width of the Mark)



The Mark

The Glasgow Mark is available in different formats to enable quality reproduction.

Request a copy of the artwork from [corporate guidelines](#).

Do not

- ✗ Stretch or condense in any way that distorts the Glasgow Mark as it is approved by the council.
Note: use of a circular version of the logo has been approved and is by exception only for fixed social media formats. See digital marketing section for more details.
- ✗ Reproduce from a photocopy, fax, printed sample or anything other than approved artwork.
- ✗ Reproduce as a tint in a colour other than recommended in these guidelines.
- ✗ Print over the top of a photograph, colour or pattern without using the appropriate version (see examples above).
- ✗ Infringe the exclusion zone.
- ✗ Add supporting text to the Mark– for example, Service title.

Examples of how the Mark **should not be used**.





OFFICIAL

Service name
Glasgow City Council
Building name
Street address
Glasgow, Postcode
www.glasgow.gov.uk

Executive Director
Name
Abbreviated qualifications

Our ref AB/CD/00/00 Your Ref EF00
Date

A N Other
Street address
Glasgow
Postcode

Dear A N Other

PERMISSION TO FILM - GLASGOW

Further to your recent correspondence, I have pleasure in that permission for you to film has been granted.

Permission to use the above site for this event is granted subject to your compliance in full with the General Conditions of Let for Glasgow Parks and Open Spaces (copies contained within your application) and any additional conditions or restrictions imposed by Service Name personnel on site. I confirm that you have returned the application containing in the General Conditions of Let as confirmation of your agreement to observe same.

You are required to provide evidence of your Public Liability Insurance at least seven days prior to your event. Failure to provide this evidence will result in permission being withdrawn.

This letter should be available for inspection on site by Officers of Service Name, Glasgow City Council and Police Scotland. You will require to ensure that access and egress are kept open at all times for Council vehicles and for those of the Emergency Services.

Yours sincerely

Name
City Centre Manager

If phoning or visiting please ask for Name
Direct phone 0141 287 0000
Mobile
Email

Glasgow - Supporting the Gaelic language Glaschu - a' toirt taic dhan Ghàidhlig
Glasgow City Council is an equal opportunities employer

OFFICIAL

Stationery

Business cards

This item must carry the Glasgow Mark, name, department and contact details.

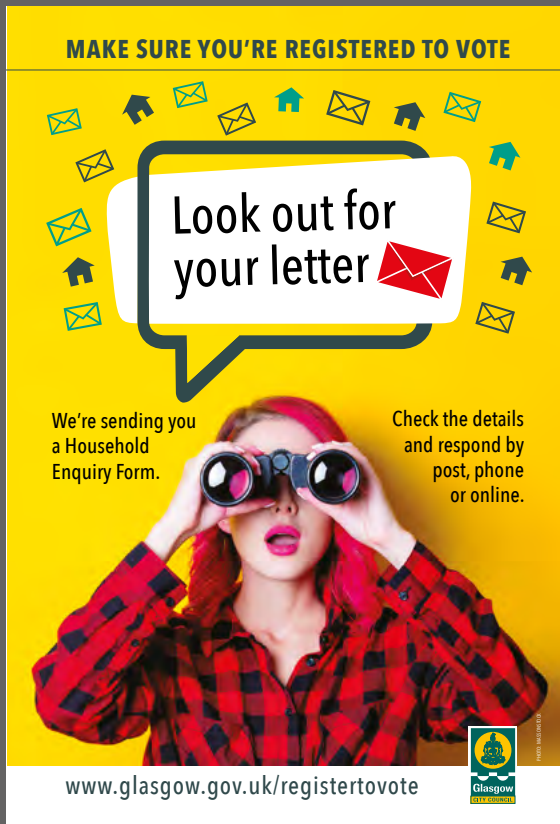
<p>Name Job title</p> <p>Service name Glasgow City Council Building name Street name Glasgow, Postcode Phone 0141 287 0000 Email name@glasgow.gov.uk www.glasgow.gov.uk</p>	
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Service department stationery

Each council department has the same format for stationery

The Glasgow Mark may be used on the stationery of independent Services, venues, buildings, special events and promotions where the council is a funding partner.

Request a copy of the logo from [corporate guidelines](#).



Advertising, print and digital marketing

All adverts must be booked through the council Advertising Unit. This increases our negotiating power with the media, resulting in cheaper rates for the council. The Central Graphics team will set all adverts in the corporate style.

Television and radio

Must always clearly identify Glasgow City Council, for example, in the case of radio this could be a phone number or web address.

With increased use of the internet it is important that the council website is featured at every opportunity within adverts and all other published materials.

Creative adverts

Departments commissioning creative adverts to promote events and projects may use any images and typefaces appropriate to the subject, but must still adhere to our corporate style.

To book an advert contact Advertising@glasgow.gov.uk.

Digital marketing

Digital marketing is a way to promote our services online and through other digital channels. As the internet is so easily accessible, it is important to target customers in the right place and at the right time and where are people spending more and more of their time – on the internet.

Our social media team can help with promoting council services online – for help and advice email socialmedia@glasgow.gov.uk

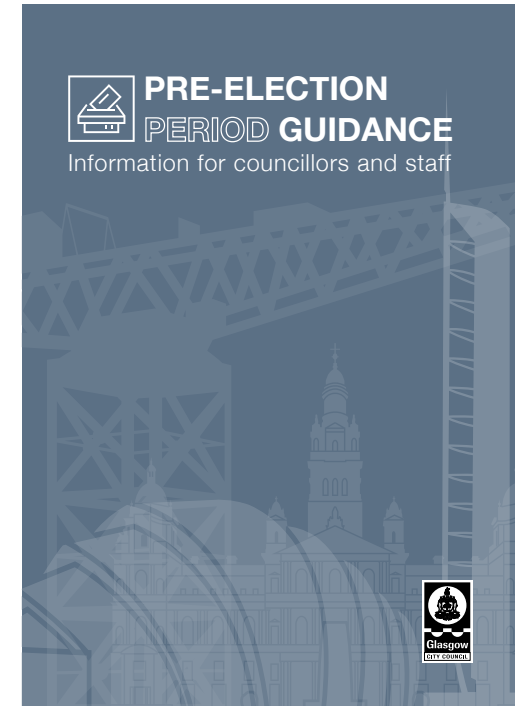
Note: that certain social media templates require the Glasgow Mark to be reproduced in a circular format to fit a dedicated layout. An approved version of the logo, for this use only, is held and controlled by the social media team and should only be used in this way across corporate social media accounts. Staff are not permitted to produce or use the Glasgow Mark in this manner across any other online platforms outwith the corporate suite of accounts.

Internal branding

For internal corporate projects and communications our existing house-style guidelines should be adhered to.

A mono version of the Glasgow Mark should be used, where appropriate, and no other corporate identity should be created as part of the internal collateral. Our internal house-style uses a dedicated font and typography, alongside an illustrative icon to depict the project or programme being communicated. Associated imagery can be used as part of the style that meets our guidelines. Any internal campaign should be governed by a dedicated internal communications representative, and developed by our corporate graphics unit, so that these guidelines are adhered to.

Get in touch with your local Service internal communications officer for more details.



Corporate lanyard

A lanyard is a cord worn around the neck and commonly used to hold an identity badge or visitor pass.

Lanyards must be clearly branded to make sure our staff and the public can easily recognise the employee works for the council. The design of the lanyard should only include the words Glasgow City Council printed in white, and repeated along the length of the cord.

For building security reasons, all staff should wear the corporate green council lanyards, with the words Glasgow City Council written in white.

HSCP staff are permitted to wear their own HSCP branded lanyards. Lanyards should not be created for individual projects or teams.

The City Chambers Duty Manager is responsible for ordering corporate lanyards for the City Chambers city centre buildings. If you require to order for these buildings, email citychambersdutymanager@ced.glasgow.gov.uk

For other Services, the corporate lanyards can be ordered on Pecos, details below:

- Obtain a price from supplier APS for your chosen quantity by emailing Glasgow.APS@theapsgroup.com
- Select non catalogue item on Pecos once you have your quote
- Select APS Group from supplier list
- Enter details and cost and complete order
- Receive proof of the corporate design from APS – the design must not be changed





Clothing, uniforms and merchandise

Clothing

Wherever possible the Glasgow Mark should be applied to all promotional clothing, this should be either on the left of the chest or the left sleeve. If this proves difficult the web address should be used instead, this can also be applied to the back of the item. When working in partnership, partnership logos should not be used without the Glasgow Mark.

Safety features on uniforms

Road workers, who are often seen from the back, should have **www.glasgow.gov.uk** printed on the back of their uniforms, as well as the Glasgow Mark on the front.

Merchandise

All promotional items should include the Glasgow Mark and website. If this is not possible, please seek advice from [corporate guidelines](#) before progressing with your order.

Even where other logos need to be used, the Glasgow Mark should always be included as the main logo.

Designing for accessibility

Home Office

Designing for users with dyslexia

Do...	Don't...
use images and diagrams to support text	use large blocks of heavy text
align text to the left and keep a consistent layout	underline words, use italics or write in capitals
consider producing materials in other formats (for example audio or video)	force users to do things from pages - give and prompts
keep content	rely on accurate spelling - use

Designing for users with low vision

Do...	Don't...
use good colour contrasts and a readable font size	use low colour contrasts and small font size
	bury information

Designing for users of screen readers

Do...	Don't...
describe images and provide transcripts for video	only show information in an image or video
follow a linear logical layout	spread content all over a page
structure content using HTML5	rely on text size and placement for structure
build for keyboard use only	force mouse or screen use
write descriptive links and headings	write uninformative links and headings

Designing for users on the autistic spectrum

Do...	Don't...
use simple colours	use bright contrasting colours
write in plain language	use figures of speech and idioms
use simple sentences and bullets	create a wall of text
make buttons descriptive	make buttons vague and unpredictable
build simple and consistent layouts	build complex and cluttered layouts

Designing for users with physical or motor disabilities

Do...	Don't...
make large clickable actions	demand precision
give clickable elements space	bunch interactions together
design for keyboard or speech only use	make dynamic content that requires a lot of mouse movement
design with mobile and touchscreen in mind	have short time out windows
provide shortcuts	tire users with lots of typing and scrolling

Accessibility

The council is committed to equality and social inclusion, therefore consideration should be given to specific requirements when producing printed materials.

We follow these [guidelines](#) published by the Home Office.

Accessible documents

When creating any document the following should be considered:

- reliance on printed material excludes many blind and partially sighted people, and also many deaf people whose first language is British sign language
- poorly designed and printed material excludes partially sighted people
- complicated language excludes people with literacy problems
- unexplained jargon confuses everyone - use Plain English.

The RNIB rules recommend a minimum font size of 12pt for all documents using Arial.

Example of using 14pt

If documents are being produced specifically for partially sighted people a minimum of 14pt is recommended. The larger the font, the more people can read it. If it is not possible, for design reasons, to print in a large font size, then it is good practice to offer customers the format that best suits them – this could be by providing audio versions or a master copy in Braille. Alternatively, if a copy of text is saved in a word document then this can easily be enlarged and given out on request.

To make sure printed materials are as accessible to as many people as possible then the following guidelines are useful. The following guidelines make sure that printed materials are as accessible to as many people as possible.

Use Arial font

- Use a minimum size of 12pt
- Use lower case letters in sentences
- Keep sentences short
- Use simple and uncomplicated language
- Leave even spaces between words
- Leave good spaces between lines of text
- Leave good size margins
- Leave several blank lines between paragraphs
- Use a simple and clean layout
- Provide a contents list or similar if the document is complicated
- Avoid putting text over images

Staff support

Every document (such as a PDF) that we create for the council website or Connect should be accessible to meet 2020 public sector website legislation.

This means the design of your information must be clear and simple.

Read our top tips and detailed guide to help you do this [here](#).

Email

The email signature must be the same font size as the text in your email, minimum 10pt. Black on white background.

Name

Job Title

Department

Service

Glasgow City Council

Street Address

Glasgow

Post Code

Phone 0141 287 0000

Email firstname.surname@glasgow.gov.uk

www.glasgow.gov.uk

social media@GlasgowCC

No logos

You should not add any logos to your email signature footer.

You can include a written endorsement to a project/programme for example: **I am an MCR Pathways Mentor.**

Pronouns: staff can choose to add pronouns (he/she him/her) after their name if desired.

If you have a council iPhone please make sure your email signature is set up in accordance with these guidelines.

Select 'Settings', 'Mail' and 'Signature' in your iPhone to format your corporate email signature.

Adding a profile photo to Outlook/Teams

The corporate profile photo for employees has become more common as staff find it useful to be able to see who it is they are communicating with. This trend is due, in part, to the extensive use of profile pictures in social media.



All images uploaded to Outlook/Teams are visible externally.

You can choose to add either a profile picture or a copy of the corporate identity for the organisation you work for – such as the Glasgow Mark or the GCHSCP logo. If you choose to add the Glasgow Mark – you can use the approved social media circular version of the logo to fit the fixed email/Teams template. A copy of the approved version has been supplied to managers in a briefing. You must not attempt to reproduce the logo or distort it to fit this format yourself – this is a breach of corporate guidelines.



If you choose to add a profile picture you are giving your consent for this to be viewed outwith the council network. Your profile picture should be portrait and professional, a passport style head and shoulders image of yourself. Images of anything else must not be used.

The use of illustration, clip art or cartoons and so on are not appropriate.

We encourage staff to take a responsible approach to this, as you are representing the council.

There is currently no requirement to add a profile picture if you choose not to do so.

Out of office message

I am out of the office and will return on XX/XX/XX

If your enquiry is urgent, please phone XXXXXXXXX on 0141 287 XXXX or email
XXXXXXXXXX@glasgow.gov.uk

If you have a Freedom of Information enquiry, please email it to foi@glasgow.gov.uk.

You can also use an online form at www.glasgow.gov.uk/foi

Powerpoint

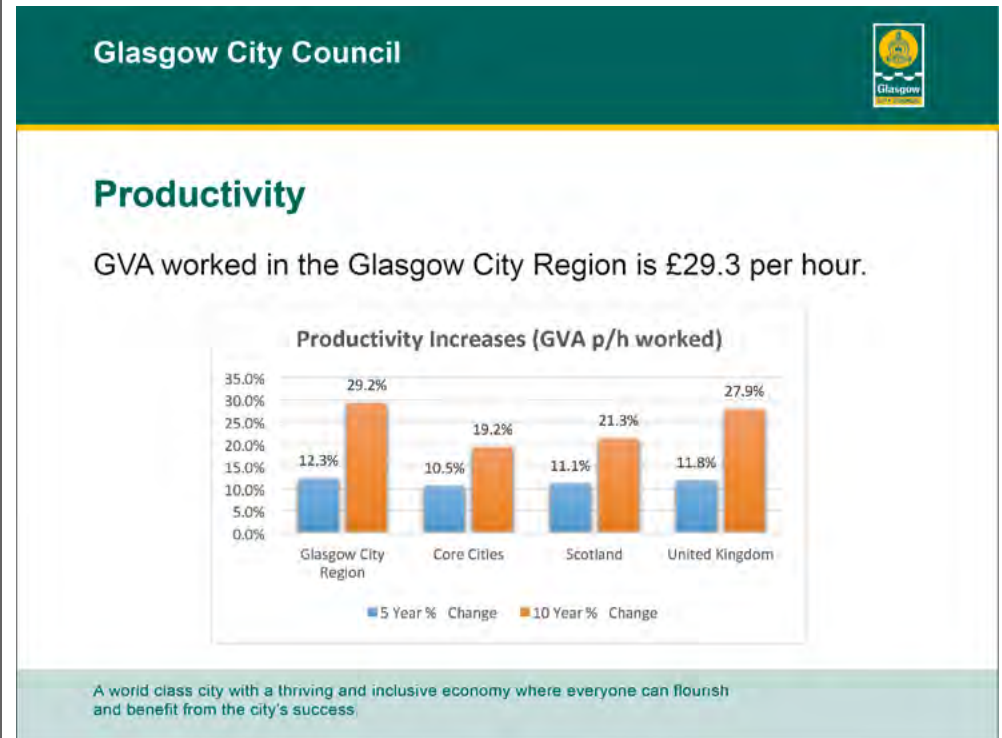
Templates available from [corporate guidelines](#).

Signage

While signage is unique to individual areas, it must follow the basic guidance and must be approved by [corporate guidelines](#).

Vehicle Livery

Templates available from [corporate guidelines](#).



Gaelic language

We are committed to the development, promotion and use of Gaelic language throughout the city and council services. The council commitments to Gaelic are detailed in our Gaelic Language Plan.

We have a duty of equal respect to, and a commitment to the promotion and use of, the Gaelic language, which is underpinned by the Gaelic Language (Scotland) Act 2005.

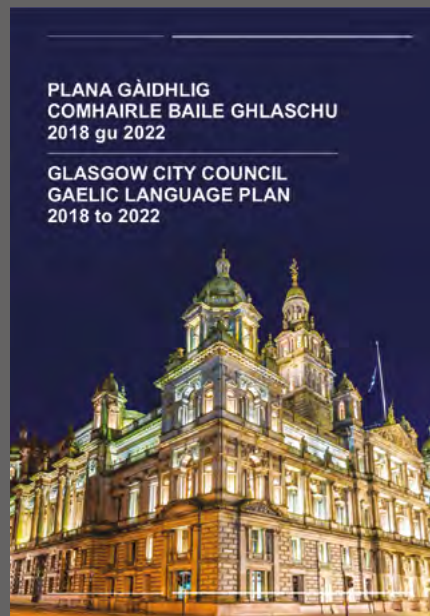
Consequently all Services must consider how to apply Gaelic content to their everyday work.

Core Commitments to Gaelic

The statutory Guidance on the Development of Gaelic Language Plans from Bòrd na Gàidhlig states that creating the right environment for the use of Gaelic in public life is vital to language regeneration. This applies to the core work of all public agencies with an approved Gaelic Language Plan, including Glasgow City Council. The core commitments refer to all aspects of:

- Identity
- Communications
- Signage
- Identity

We recognise the importance of raising the visibility of Gaelic and promoting a positive image of the language.



Communications

Communications through the medium of Gaelic increases the status and visibility of the language. It creates opportunity for practical use within the workplace and the overall community. The visibility and use of Gaelic should be encouraged in all forms of communication, especially in mail and email, on generic forms, in public meetings and in public areas and buildings.

Staff with Gaelic as part of their remit must adhere to core communication commitments, using Gaelic language throughout all means of communications.

Communication templates and advice is available to staff wishing to use Gaelic.

Signage

Where possible, we must produce and use Gaelic with English bilingual signage throughout the city, and in particular in and around council establishments, whenever signs are upgraded or replaced.

Establishments with a core Gaelic focus, must use Gaelic signage throughout.

Further information

Coordination and support for the above is provided by Gaelic development staff in the Chief Executive's Department.

The contacts for further information are:

Donald MacPhee
donald.macphee@glasgow.gov.uk
Phone 0141 287 5940

Donna MacLean
donna.maclean@glasgow.gov.uk
Phone 0141 287 3644

Photography

Photography is an essential part of the success of all brochures, adverts, billboards, leaflets and websites, specifically when promoting a service or event.

Images shape first impressions. The quality of a photo reflects your brand image, creating that all important first impression.

Images are a key element of branding. The key is to present professional images that inspire maximum engagement.

Photography should represent Glasgow's diverse cultural society and reflect our mix of gender, race, age and ability.

Photography should be central to all branding

- Social media
- Website
- Marketing
- Publications



Before submitting an image you should consider	
privacy	do you have appropriate permissions GDPR ?
quality	is the image in focus and appropriate resolution for the publication?
purpose	how will the image be used, does it allow for other information to be added such as titles descriptions and logo?
subject matter	does the image enhance the article, tell a story or capture a moment?
composition	every image must have a solid composition. There will be times when composition needs to be thrown out the window in order to grab a shot, but where possible, it should always be considered.

We offer photography and video services, contact **corporate guidelines** for more details.

When commissioning photography, you must make sure that the relevant permissions are in place, **photography permission form**.

Lifestyle photos

These show people within an environment, engaged in a service or event. These images tell a story. They are especially suited for social media, blogs, emails, and other marketing channels.

Story Telling

These images capture and freeze moments in history for everyone to become a witness.

Documentary

Images that capture key moment such as....

European Championships 2018 Festival event in George Square



Glasgow Mod 2019 branding launch.