



March 2021

# Our style guide

# About our style guide



The City of York Council works in partnership to improve and make a difference. It is important that our values are clearly communicated in everything we do.

When we promote our services or help residents understand more about the essential services we deliver to those who live, work and visit our city, it's important we continue to build trust and confidence in our delivery.

The following style guide shows how our visual identity, logo and the way we describe our service will be applied to printed and digital communications.

Key to our success are the people who work for the council and the organisations and people we work with. Our style guide celebrates the relationships we have with our citizens and partners.

We have a responsibility for spending our citizens' taxes on delivering a quality service. By promoting the City of York Council consistently, we make a strong and uniform statement which enforces our corporate objectives.

# Document accessibility

Our audience is diverse, not only in culture, gender and age but also in the way they're able to interact with us. We believe our communications should be inclusive and used by all. This means designing for our audiences from the start.

UK laws state that we must make online information accessible and user-friendly, especially for people with disabilities. To comply with the law we must meet level AA of version 2.1 of the [Web Content Accessibility Guidelines](#) (WCAG), which includes producing compliant online documents.

Writing in plain English and using our [corporate templates \(available via the intranet\)](#) help to ensure the documents we publish follow [PDF accessibility techniques](#), and information can be translated to different languages or formats.

Contact our Communications Team if you need an alternative template.

## Accessible PDFs

Characteristics of an accessible PDF include, but are not limited to:

- Searchable text
- Fonts that allow characters to be extracted to text
- Interactive labeled form fields
- Hyperlinks and navigational aids
- Document title and assigned language
- Logical reading order
- Use of document structure tags
- Alt text for non-text elements
- No images with text
- Not relying on colour alone to convey information
- Suitable colour contrast (page 11)

The Adobe website also provides information on [creating and checking PDF Accessibility](#).

# Describing York

**History isn't what York is, history is what makes us who we are.**

The people of York built and continue to shape this city. York is a place where people and their stories matter, where an individual's everyday experiences are as important as our world-class achievements.

Our city is rich in 2,000 years of history with a strong social legacy. Home to the world's largest railway museum, unique archeology and historic common land known as "strays". It is a distinct, exciting and beautiful northern city, forward-looking and progressive.

We are known for our considerable assets - our internationally important heritage, our strengths as a science city, our creative industries and cultural offer, our digital infrastructure, our young and highly skilled workforce, our world-

leading universities and excellent schools and colleges.

Our thriving retail and visitor economy welcomes 7m unique visitors every year.

We have been recognised by Sunday Times best place to live, Conde Nast city of best architecture and YouGov found that we are Britain's favourite city.

People are generous with their time in building on the strengths and assets in our community to help one another, particularly more vulnerable people in our local community. Residents live in safe neighbourhoods and benefit from first-class education, excellent frontline public services and community facilities.

## **About the Council**

City of York Council was established on 1 April 1996 and is formed from parts of five previous local authorities - North Yorkshire County Council, York City Council, Selby and Ryedale District Councils and Harrogate Borough Council.

We are a unitary local authority providing services to around 200,000 people in an area covering approximately 105 square miles. Approximately 2,610 people work for the council (4,895 including schools). We work closely with partners and our communities to improve and make a positive difference. Delivering a high quality service is at the core of what we do.

As a unitary authority, we are responsible for all government functions within our area (except fire and police).

# Our council plan

## Making history, building communities

We are here to support the best quality of life for our residents now and in the future.

We do this by focusing on eight key outcomes:

Well-paid jobs and an inclusive economy

A greener and cleaner city

Getting around sustainably

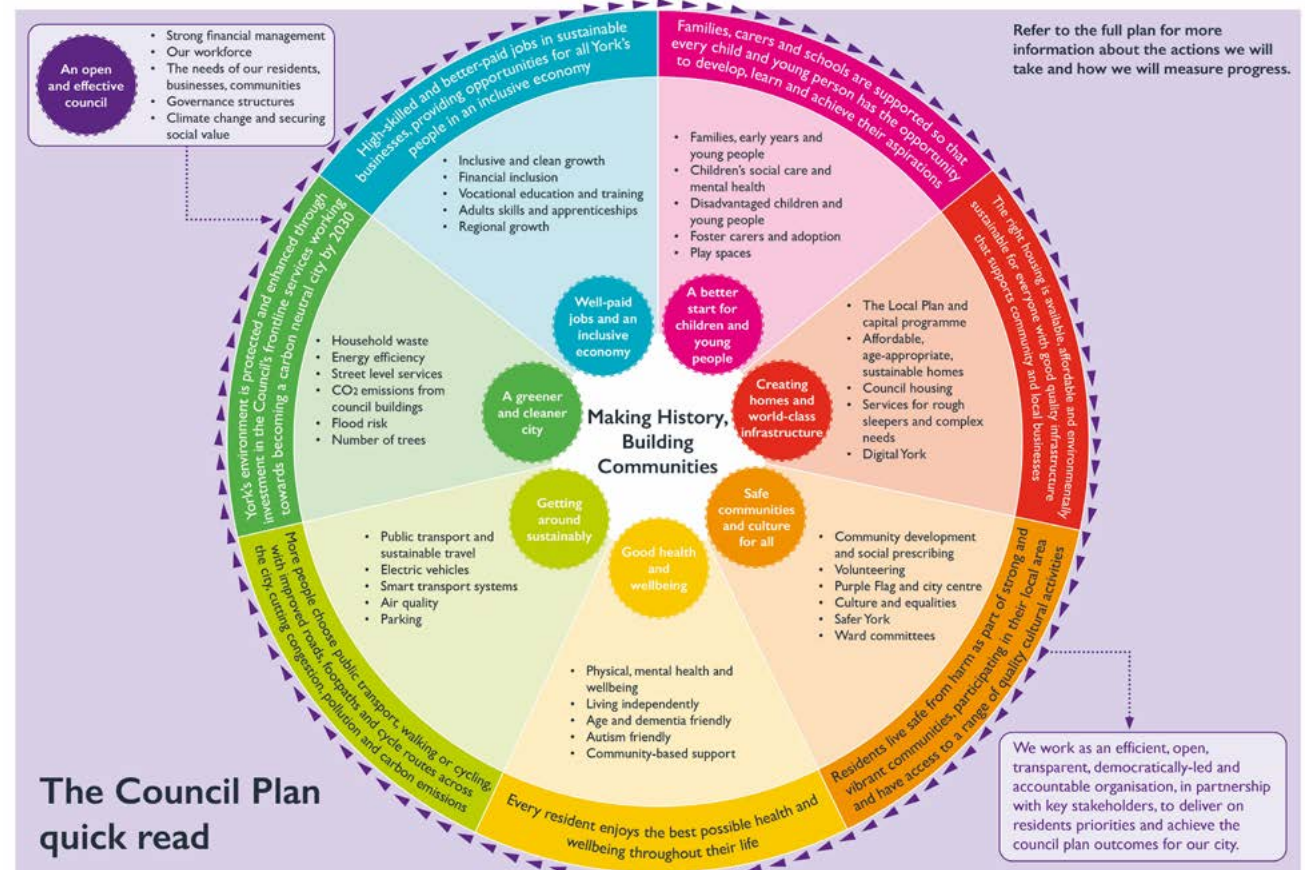
Good health and wellbeing

Safe communities and culture for all

Creating homes and world-class infrastructure

A better start for children and young people

An open and effective council



For more information about the full council plan, including how we will measure our progress, please visit [york.gov.uk/CouncilPlan](http://york.gov.uk/CouncilPlan).

# Our logo

Our logo can be used in three ways:



## Main 'statutory' logo

The official 'statutory' logo appears when there is a legal requirement. Examples include stationery, statutory notices, licences and Audited or Unaudited accounts.



## Single colour

In all other instances please use a single colour for our logo - either solid black or our dark grey (see [page 10](#)).



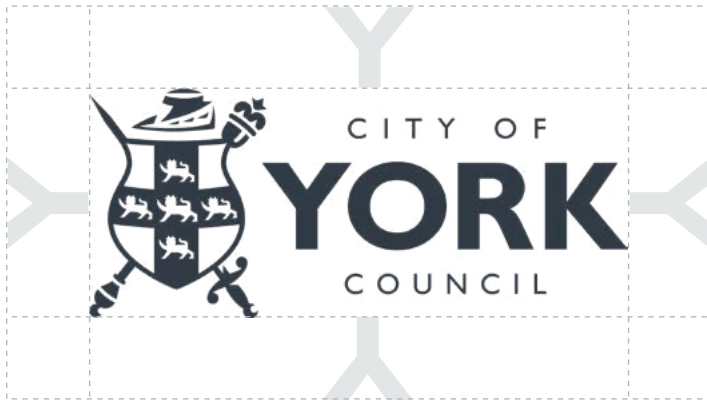
## Reversed out

If you need to sit the logo on a dark colour or over an image then it should be white.



# Logo specifications

## Exclusion zone



A required amount of negative space (the exclusion zone) must surround the logo at all times.

The amount of negative space required can be measured by the height of the letter “Y” from the word York in the logo.

This area is to be kept clear of any other visual elements.

## Minimum size



The minimum width of the logo is 40mm to ensure legibility.



Where space is very limited the logo can shrink to a minimum width of 20mm. This exception is **ONLY** for a black version of the logo, to ensure legibility of the smallest lettering when printed, and should be avoided if possible.

# Logo dos and don'ts

## Do



It is critical the council is accountable and visible for delivering services. This means promoting the council as a single body rather than series of teams or services.

(The exception to this is if a service is commercial or delivered in partnership - see [page 27](#))

The logo can also be used to indicate the council contribution is being recognised by another body - eg. when funding a project or endorsing an approach.



**X** Recreate the logo



**X** Change spacing



**X** Change spacing



**X** Put it in a box



**X** Distort it



**X** Distort it



**X** Distort it



**X** Add drop shadow



No strapline or words

**X** Add words or straplines to it



No strapline or words



**X** Change its colour





# Our fonts

## Headings

Gill Sans Bold

Headings should be in upper and lower case - **not** all caps

## Body copy

Gill Sans Regular 14pt

For clarity and accessibility body copy should be a minimum of 14pt

## Internal templates

Arial regular 14pt

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz 1234567890**

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz 1234567890

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz 1234567890

All internal documents, reports, news releases, minutes or letters that are shared externally or published on the website should be Arial 14pt or (if creating from a template on [page 18](#)) Gill Sans. Do not change any internal templates.

# Our colours

## Primary neutral colours

These colours represent the solid and consistent foundations the council values are built on. These colours are used predominantly in most of our communications.

For example, an exception may be if the document is targeting a younger audience.

## Secondary highlight colours

These are used sparingly alongside the main colour palette. They represent our values, our diverse range of services and show that we are vibrant and forward thinking.

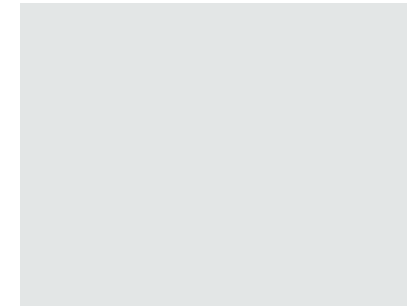
No colour represents any one service.



Pantone 432  
CMYK: 65/43/26/78  
RGB: 37/48/59  
Web: 25303b



Pantone 429  
CMYK: 21/11/9/23  
RGB: 175/182/189  
Web: afb6bd



Pantone 427  
CMYK: 7/3/5/8  
RGB: 227/230/229  
Web: e3e6e5



Pantone: 288  
CMYK: 100/80/6/32  
RGB: 18/50/110  
Web: 12326e



Pantone: 285  
CMYK: 90/48/0/0  
RGB: 0/113/185  
Web: 0071b9



Pantone: 121-7  
CMYK: 86/0/25/0  
RGB: 0/168/193  
Web: 00a8c1



Pantone: 148-7  
CMYK: 72/0/90/0  
RGB: 70/173/72  
Web: 46ad48



Pantone: 2293  
CMYK: 39/0/99/0  
RGB: 178/203/14  
Web: b2cb0e



Pantone: 7406  
CMYK: 0/20/100/2  
RGB: 251/201/0  
Web: fbc900



Pantone: 20-8  
CMYK: 0/50/100/0  
RGB: 243/146/0  
Web: f39204



Pantone: 7626  
CMYK: 0/93/95/2  
RGB: 226/42/27  
Web: e22a1b



Pantone: Proc Magenta  
CMYK: 0/100/0/0  
RGB: 230/0/126  
Web: e6007e



Pantone: 2597  
CMYK: 80/99/0/0  
RGB: 92/38/132  
Web: 5c2684

# Colour combinations

These are the different combinations of text and background colours that can be used whilst meeting the required contrast ratio.\*

In order to comply with the WCAG 2.1 guidelines, text must have a minimum contrast ratio of 4.5:1.

For large text (18pt or 14pt and bold) the contrast ratio must be at least 3:1.

These ratios ensure that there is enough contrast between text and its background so that it can be read by people with moderately low vision.

To check colour ratios, you can use an [online colour contrast checker](#).

*\*Contrast ratios apply to digital documents only, different combinations can be used for printed documents*

**Navy background**

White

Grey

Light grey

Teal

Dark green

Light green

Yellow

Orange

**Grey background**

Black

Navy

Dark blue

Purple

**Light grey background**

Black

Navy

Dark blue

Purple

**White background**

Black

Navy

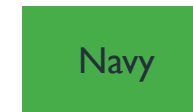
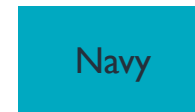
Dark blue

Blue

Red

Pink

Purple



# Skyline graphic

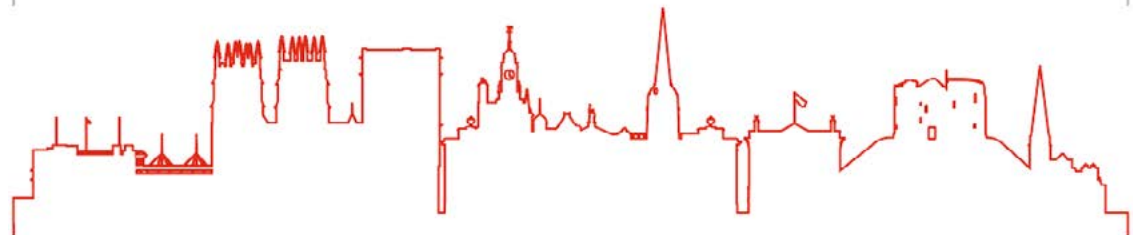
## York skyline

The skyline is to demonstrate the importance of community and creates a common look and feel across council communications

Use the city skyline across the full width at the bottom of your document.

It should only be used in one of the core neutral colours, or can be used in colour as a line drawing.

Text should not obscure it.



# Our photography

Our values are reflected in our choice of photography, showing the frontline, working together to make a difference.

We only use strong well-composed images which illustrate the subject matter appropriately. We use more photos of people than place (roughly 2:1) ideally with a place reference.

If you are using images of “real’ local people they MUST be GDPR compliant and permission must have been granted by the subject.

Smart phone images are usually of a good enough quality to be used for print documents, but as a guide they should be 300dpi at the required/used size. Images grabbed from the internet are not good enough quality and are likely to be owned by someone else.

We use images of York when talking about the difference we’ve made (or plan to make) to York as a whole, for example in annual reports or published strategies.



Campaigns use photography in a more contemporary way.



# Our campaigns

Directorates/services can fund campaigns if they need a different look and feel.

A campaign will have a measurable outcome or target, such as reducing idling to improve air quality or attracting more visitors to the Mansion House.

Campaigns will borrow as many elements from the corporate style as possible, for example, colours, fonts and logo position. Examples of campaign style guides are in Annex A - campaign style guides.

Ask your communications lead for more information.

## Anti-idling



## Feel Real York





# Our infographics and illustrations

We use illustrations and infographics sparingly - usually when there are no photographs available.

Easy-read formats of illustrations that have been pre-drawn are allowed.

When providing contact details and social media links, icons can be used.

In some cases, an alternative footer to the skyline can be used. These must be relevant to the subject of the document or service.

## Examples of illustrations and infographics



## Easy-read images



## Contact icons



## Alternative footers



# Our tone of voice

Our identity is made up of two elements, the way we look (our visual identity) and the way we speak (our verbal identity).

These work together and it's vital that when we speak to our audiences, the way we speak with them reflects the council we want them to see.

Our verbal identity is based on our values which are reflected in everything we say and do.

When writing communications for the council, refer to the council language guide.

## **Working together**

**What we mean:** friendly, inclusive, honest and genuine

**What we don't mean:** over familiar, waffling, cold or authoritarian

**How does "working together" sound:** We are clear, straight forward and share our success and delivery. We want lots of different organisations and people to understand us so we avoid clichés, acronyms and council-speak.

## **To improve**

**What we mean:** action-orientated, clear about why and how, focused

**What we don't mean:** directive, over-bearing, confusing

**How does "to improve" sound:** We are always clear about what happens next. We say sorry if we've done something wrong. We might sometimes need to be firm, but we will always be as supportive as we can be.

## **To make a positive difference**

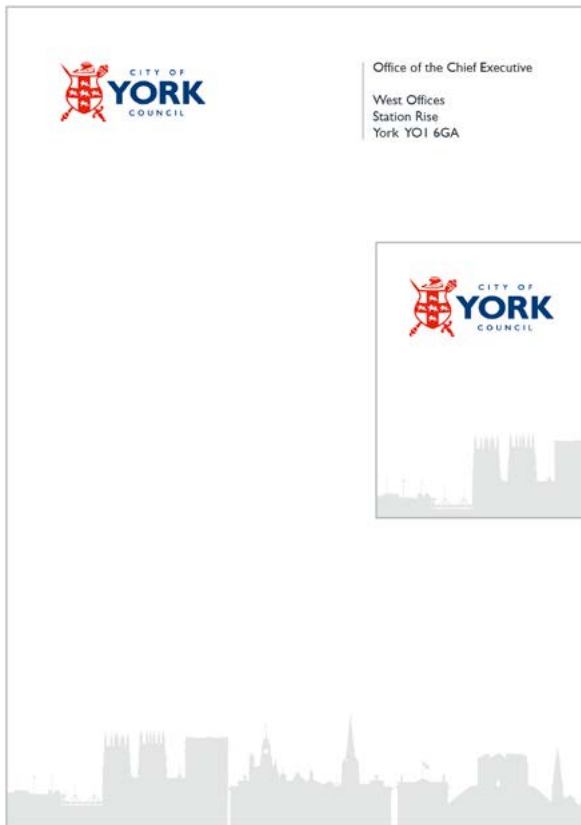
**What we mean:** upbeat, inspiring, positive

**What we don't mean:** emotional, insubstantial, patronizing

**How does "make a positive difference" sound:** We are excited about our future and recognise the vital role communities and our partners play in helping our city thrive. Whenever possible, our quotes in press releases reflect our ambition and values.

# Design examples

## Stationery

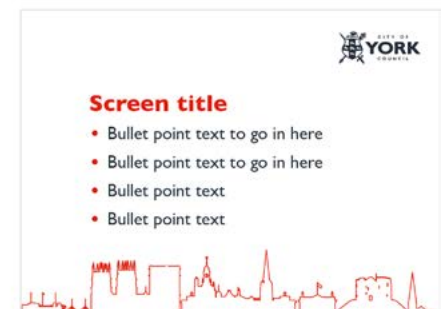


Letterhead

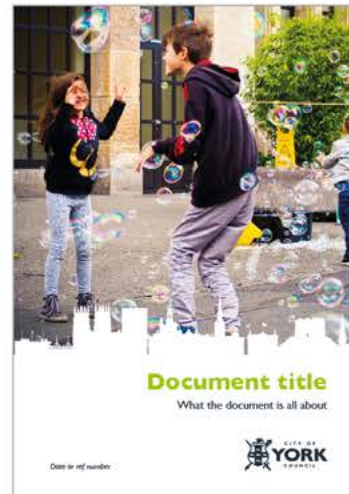
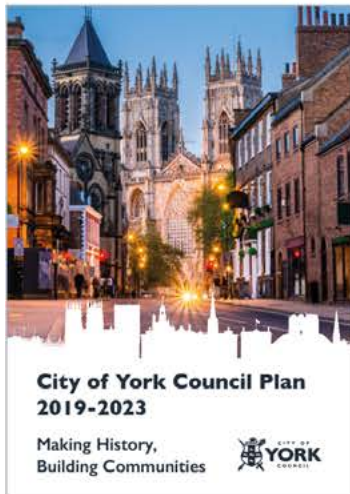


Business card

## Powerpoint presentations



# Strategy/report templates



## Cover examples

March 2021

## Text page examples



## Banners, posters, flyers and adverts



This is how the style is used for flyers, posters, banners and adverts.

Refer to [page 23](#) to see which elements are flexible and which are not.

Please keep the City of York Council logo and web address bottom right for continuity across all elements, with the call to action in the bottom left.

Services should contact the communications team to discuss how to use these templates to get your message across as effectively as possible.

# A4 and A5 booklets

experience  
learn  
discover

## Learning 4 Everyone

Courses for Autumn and Winter 2018-19

For more information or to book a course visit: [www.yortime.org.uk](http://www.yortime.org.uk)

### Welcome

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus laoreet, dolor fermentum placerat tristique, orci nulla pharetra ante, et aliquet lacus quam in libero. Curabitur feugiat, ipsum at vestibulum tempus, diam lorem hendrerit lectus, sed aliquet erat nisi euismod nulla. Phasellus ac eros metus, sit amet accumsan nunc. Etiam tempus pellentesque lorem quis luctus.

**We love to hear from you about your experiences...**  
You can find us at the following sites:

- @yorklearning
- york.learning.yc
- @yorklearning

### Arts, Crafts & Design

#### Courses for leisure & pleasure

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus laoreet, dolor fermentum placerat tristique, orci nulla pharetra ante, et aliquet lacus quam in libero. Curabitur feugiat, ipsum at vestibulum tempus, diam lorem hendrerit lectus, sed aliquet erat nisi euismod nulla. Phasellus ac eros metus, sit amet accumsan nunc. Etiam tempus pellentesque lorem quis luctus.

#### Art, Craft & Design

##### Art History – 20th Century

An exciting, informative romp through 20th Century art. Looking at key male and female artists.

**A1394T1 | Huntington School | T Morrison**  
Tue 7.00pm-9.00pm 25 Sep 18 10 wks £97/£87/£35

##### Painting & drawing - develop your confidence

Start your painting and drawing journey gently - no pressure!

**A1394T1 | Huntington School | T Morrison**  
Tue 7.00pm-9.00pm 25 Sep 18 10 wks £97/£87/£35

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**Handy Tips:** 1<sup>st</sup> price - Standard | 2<sup>nd</sup> price - Concessions | 3<sup>rd</sup> price - Means Tested Benefits

### Arts, Crafts & Design

#### Crafts

We offer a diverse array of creative crafts courses in an exciting range of media.

##### Art History – 20th Century

An exciting, informative romp through 20th Century art. Looking at key male and female artists.

**A1394T1 | Huntington School | T Morrison**  
Tue 7.00pm-9.00pm 25 Sep 18 10 wks £97/£87/£35

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**Handy Tips:** 1<sup>st</sup> price - Standard | 2<sup>nd</sup> price - Concessions | 3<sup>rd</sup> price - Means Tested Benefits

### Health & Fitness

#### Pilates

Pilates helps you to increase your mobility, flexibility and core strength. We offer a range of classes from absolute beginners to intermediate, so whatever your level there should be a suitable class for you.

##### Pilates absolute beginners - FREE taster

**A1394T1 | Huntington School | T Morrison**  
Tue 7.00pm-9.00pm 25 Sep 18 10 wks £97/£87/£35

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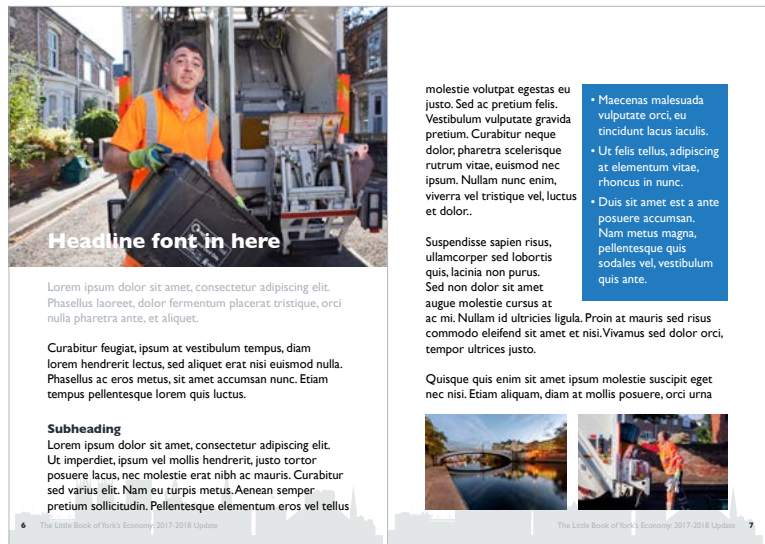
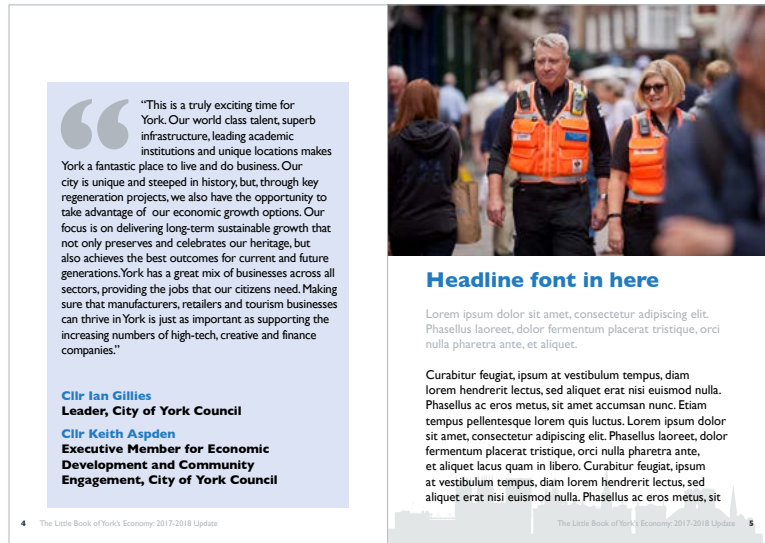
**A1394T1 | Huntington School | T Morrison**  
Tue 7.00pm-9.00pm 25 Sep 18 10 wks £97/£87/£35

**Handy Tips:** 1<sup>st</sup> price - Standard | 2<sup>nd</sup> price - Concessions | 3<sup>rd</sup> price - Means Tested Benefits

For listing style booklets use the highlight colours (see [page 10](#)) sparingly to highlight/differentiate between sections.

Core neutral colours must be the prominent colours used.





Use predominantly single column documents for A5 booklets to ensure enough words per line at 14pt body copy.

For A4 documents feel free to use multiple column pages (see [page 20](#) for example).

# Ward communications

One way we communicate with our residents is via ward communications.

There are several different ways to do this, ward twitter accounts, ward meetings and ward newsletters and ward posters for noticeboards or sharing on social media.

Templates are available from the Communications Team.

## Ward Committee meetings

**Ward Committee Meeting**

- Del imossi nonsers pidgen tibusa dolla vero berundi am aspidendipsa?
- Unt veribus aut repedit etur accuptaturis vidus, ipsunt aceratem sit quatur mo vel ent intempere.
- ditatem auta volorrovit quia ea nullaute nate pre nobit illabori omnintore etur, core, omnis maiore et ipsundi tem ulpa volorpores velectus qui officate prae rae.
- Nullame nimo id ma venis sed electem. Il modit pratempor seque magnis repro molum accum.

**All residents welcome**

Councillor name  
name.name@email.com

Councillor name  
@ name.name@email.com

Councillor name  
@ name.name@email.com

Community officer contact details here  
@ name.name@email.com

Twitter  
Phone

## Newsletters

**Fishergate Community News**

March 2019 Twitter: @fishergateyork www.york.gov.uk/fishergateward

Dear Resident,

We hope you find it interesting to learn more about some of the varied activities of volunteer groups in the Fishergate ward. They certainly help council funds go a lot further in caring for our local community and environment. Please do think about either joining an existing group or perhaps talking to neighbours about starting something in your own area if there is a clear need for getting things done. We are always happy to come round and talk about ways that the council and residents could work together more smarten up the area or start new activities.

No one solution suits every area so it is important to hear your viewpoint. Please contact us or Claire Taylor on 01904 551810 or c.taylor@york.gov.uk

Cllr Andy D'Agorne & Cllr Dave Taylor

**Friends of Danesmead Wood**

Friends of Danesmead Wood were founded in 2012 to look after the wood adjacent to the Millennium Field and the Mast Field at the bottom of Broadway West.

The group of volunteers was set up to increase the biodiversity of the Wood and to open it up as an asset for the community, we have planted native wildflowers, trees and fight to eradicate the invasive Himalayan Balsam and Japanese Knotweed. We have recently laid a path that allows disabled access into the wood.

Volunteers are always welcome to help doing as much or as little as you want to. Contact us on Facebook at Friends of Danesmead Wood or email danesmeadwood@gmail.com.

**Ward funding creates 'living safety barrier'**

Ward funding to TCV (Conservation Volunteers) has been used to create a 'living safety barrier' between the busy riverside path and the River Foss near the Foss Barrier. Cllr D'Agorne and council officers came up with the plan to 'lay' a hedge using existing bushes after a site meeting to look at river safety. Evidence of people sleeping rough and drug taking in the area clearly showed that this needed doing, but by creating a green barrier the wildlife will benefit too and several volunteers learned a useful skill.

Cllr Andy D'Agorne  
01904 633526  
cllr.dagorne@york.gov.uk

Cllr Dave Taylor  
07738 208741  
cllr.d.taylor@york.gov.uk

# Flexible elements

## Not to be changed:

Must have strong image at the top, skyline (or your own) break and description

Logo and call to action in same place

## Can be changed:



Commission your own images

Corporate font and corporate colours



Create a different skyline (eg. row of houses)

If multiple images, no more than 3 per row or column with no more than 1 in 3 showing place



Add your logo and your web address

# Digital style - social media

## Digital Communications on social media

Our social media communications are designed to engage and inspire our audiences. We know the best way to engage audiences is with visual content that is easy to share. Images and graphics without text are best and meaningful alternative text needs to be provided.

Any artwork created for social media must follow the corporate style.

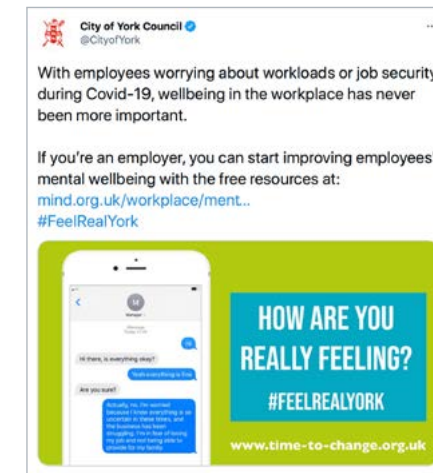
Posts for large campaigns that aren't ran by the council are allowed to be used with our logo present in either the top or bottom right corner.

Sometimes we will share a quote from a Councillor or senior officer. When we do, we always include their name, job title and a photo of them.

## Use of photography



## Use of graphics



## Councillor quote





# Digital style - website

## Digital communications on the website

Our website is designed to suit our customer's needs, they helped test how user-friendly our design ideas were during development.

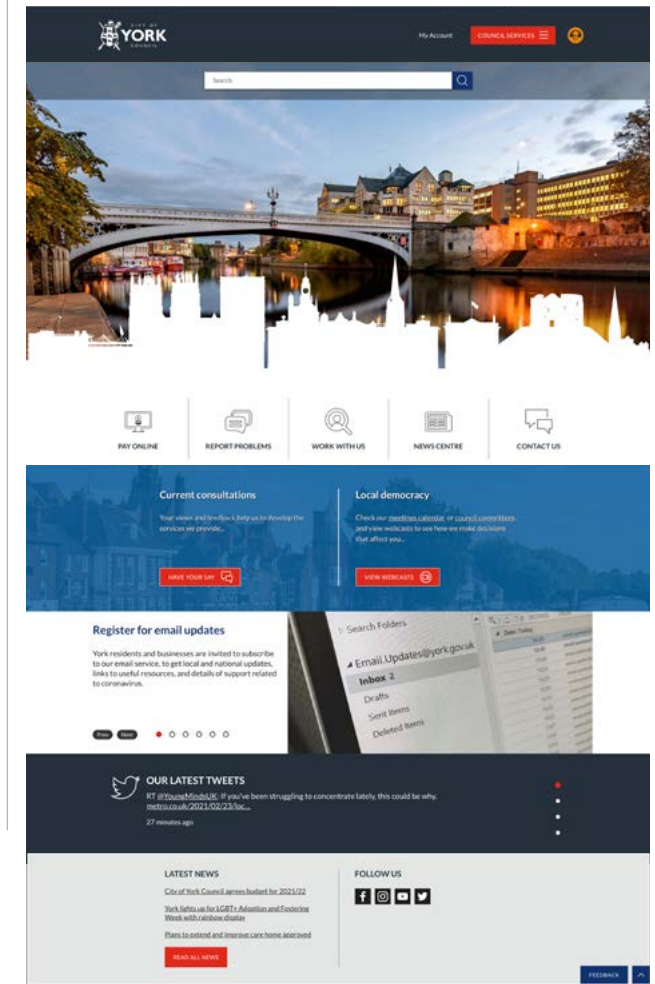
It's also developed with accessibility in mind, to help people use our online services regardless of their hardware, software, language, location, or ability. The information, images, downloads, functionality and multimedia within our web pages are designed around criteria set out in the Web Content Accessibility Guidelines (WCAG), which we must meet to comply with UK law; see: <http://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps>.

Our website development is guided by the Web Governance Framework which, along with this guide, helps to ensure there's consistency between on and offline communications, supports our brand and reputation, and our approach creates robust systems that consider data protection responsibilities alongside ICT Security guidelines.

The majority of our web services will be part of our corporate website. However, an alternative 'look and feel' can be designed to fit audience requirements.

Contact our [Web Services Team](#) for more information.

## Our website



# Digital style - webcasting and video

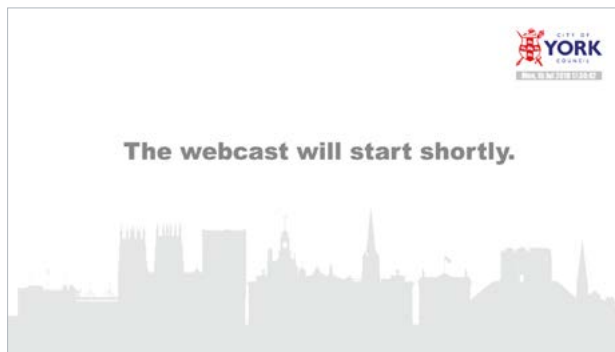
## Digital Communications through film

Our meetings are webcast so you can see how the council makes decisions that affect you. Our aim is to promote openness and accountability and to support greater participation in local democracy.

We create short videos or infographics that use our visual and verbal identity. Our videos use the same layout for essential information and our infographics use our photography unless they are presenting data or are campaign specific.

To meet legal requirements, transcripts must be provided for all pre-recorded audio recordings, animations and videos. Pre-recorded videos must also include a subtitled version.

## Webcasting



As webcasts are a corporate event, they use the full colour logo.

## Video





# Working with others

The council works with a huge range of partners. Certain principles must be adhered to when using the CYC logo with other brands:

1. The CYC logo should explain the relationship, for example:



2. The CYC logo should appear top or bottom right unless shown alphabetically
3. Logos should appear in a straight line or grid so they don't 'float' on a page.

If a new logo is required, this should be discussed with the communications team with a clear reason to differentiate.

For example, the Register Office logo is also the official stamp.



The Show Me That I Matter logo represents the voice of young people in care or the Live Well York logo represents a partnership of community-led services.



# Bookplate information

## The Bookplate

The bookplate is composed of five elements:

- alternative formats (i.e. large print/Braille)
- contact details (phone, email, social media, address)
- different languages
- print specification
- publication date

The bookplate panel should appear on all **printed** communications that are more than one page (or two sides).

For **digital** documents, this information should be entered as plain text.

## Full panel

If you would like this document in an alternative format, please contact:

 (01904) 551550     [ycc@york.gov.uk](mailto:ycc@york.gov.uk)

 @CityofYork     @cityofyork

It is available in the following languages:

我們也用您們的語言提供這個信息 (Cantonese)  
এই তথ্য আপনার নিজের ভাষায় দেয়া যেতে পারে। (Bengali)  
Ta informacja może być dostarczona w twoim własnym języku. (Polish)  
Bu bilgiyi kendi dilinizde almanız mümkündür. (Turkish)  
یہ معلومات آپ کی اپنی زبان (بولی) میں بھی میا کی جا سکتی ہیں۔ (Urdu)



**Printed on recycled paper from FSC certified providers**

Publication date:    Month/Year

For further information: West Offices, Station Rise, York, Y01 6GA

## Half panel

If you would like this document in an alternative format, please contact:

 (01904) 551550     [ycc@york.gov.uk](mailto:ycc@york.gov.uk)

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Publication date:    Month/Year

## Mini panel

If you would like this document in an alternative format, please contact:

 (01904) 551550

 [ycc@york.gov.uk](mailto:ycc@york.gov.uk)

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Publication date:    Month/Year

# Contact information

This style guide will be updated as and when required.

If you have any questions or queries, please contact your communications lead or the communications team on:

Email: [newsdesk@york.gov.uk](mailto:newsdesk@york.gov.uk)

Phone: 01904 555515

