



Sevenoaks District Council Brand Guide

Updated June 2023

Welcome to our brand.

Our goal is simple and true;

“Make Sevenoaks District
a great place for everyone”

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Section 1 /

BRAND

Section 1 / BRAND

BRAND STORY

The Sevenoaks District is a great place to live and work. Our customers trust us and satisfaction levels are high. We've won numerous awards and we were the first council to be financially self-sufficient. We were also the first public sector employer to be awarded and to retain Investors in People 'Platinum' status.

We know this is a great place to work.

We're doing a great job and perhaps we should put our feet up and sit back. But that's not us. We're ambitious. We strive for better. We're not satisfied with the status quo, happy to maintain the mediocre and plod along doing things the way they've always been done.

Our aim is to provide excellent services, great value for money and to continually innovate so we can find even better ways of getting things done.

Unlike other councils, we make sure the wellbeing of the community runs through everything we do and we've made **five promises** to improve the things that are most important to our community: **the environment, economy, housing, safety and health.**

Within our diverse organisation, there is one thing we all have in common – our customer focus. Without the people we serve, we wouldn't be here. It's our job to serve those individuals and businesses as best we can, because they help to make the District the great place it is today.

We want everyone who comes into contact with us to have the same, consistently great experience. To do that we need to ensure we're pulling together in the same direction. Our jobs and services may differ, but we all have the same vision to make the Sevenoaks District a great place to live and work for everyone.

That means empowering our staff to do the best job

they possibly can. Just as our community is made up of many individuals, so too is the Council.

It's the individual members of staff who make things happen and we want to do whatever we can to empower our teams to make decisions, solve problems, innovate and improve services.

With this in mind, we can each step up and fulfil our promises to serve those living and working in the Sevenoaks District.

Section 1 / BRAND

VISION AND BRAND PROMISE

Whatever your role and whatever service you're in, we all have the same goal and the same commitment to our community. Our vision and brand promise help to unite us as we move in the same direction.

Our vision

This is our one big goal. It captures our overall direction; the one thing we're all ultimately aiming for. **Making the Sevenoaks District a great place to live and work for everyone.**

Our brand promise

This is our commitment to our customers and sets their expectations. **To serve people living and working in the Sevenoaks District by securing the very best services we possibly can and delivering on our Corporate Plan priorities to improve the District's environment, economy, housing, safety and health..**

Our vision explained

Making – By putting the verb at the start of the vision we're showing from the outset that the District Council means business; we're actively working to make the Sevenoaks District a great place.

A great place – The Council's services are varied and extensive with a whole range of outcomes, but our focus is on the bigger picture and making the whole community a great place.

To live and work – We need to recognise the variety of customers that Sevenoaks District Council has and show our vision is applicable for both residents and businesses.

For everyone – Inclusivity is a core value and we want to demonstrate that the Sevenoaks District is a welcoming place where everyone can thrive.

Our brand promise explained

To serve – With customer service as a key value, it's important that our commitment to our customers should be the very first thing in the brand promise.

Who live and work – This defines the broad range of customers that the Council seeks to serve. It's important that the customers should come first in the brand promise.

By securing – We want to give a sense that the Council is both protecting and building services for their people.

The best services we possibly can – This shows that we want the best and we're ambitious, but we're also realistic about what we can achieve.

Section 1 / BRAND

OUR VALUES

Everyone who comes into contact with us should have the same, great experience. This experience is in part informed by our three core values, which underpin absolutely everything we say and do.



Excellence

We want to deliver outstanding services to all our residents and customers. We're not slapdash about anything. Excellence comes when we give our staff the resources, skills, support and freedom through empowerment to deliver great services.

To deliver excellence we take time to listen to our customers and our colleagues properly.

Excellence means we're always courteous, friendly, polite and fair. We see things from others' point of view, because we know that's the way we'd like to be treated. We're open, transparent and accountable because our customers' trust cannot be taken for granted. In short, we think of our customers as anyone who is not us; they may be a resident, a business owner, a supplier or even a colleague.



Value for money

Our customers don't need bells and whistles, just great value for money. We're totally accountable for every penny we spend and aren't frivolous or impulsive in the way we work. We make fair, rational decisions on the services we supply and are prepared to explain them, so our customers know that we're on their side working for the good of their community.



Innovation

We're not a run-of-the-mill council happy with the status quo. We're ambitious. We always want to do things better. We're constantly looking to improve what we do to benefit everyone. With innovation at our core, we will rightly challenge and question change, but we're always prepared to do the right thing as our residents and customers' needs evolve.

Innovation is something everyone can get involved with and we seek and share knowledge openly.

Section 1 / BRAND TONE OF VOICE

At Sevenoaks District Council we're fair, reliable, helpful, supportive, friendly and polite. We can demonstrate that personality through the way we speak and write, which is where our tone of voice comes in.

We're straightforward

We don't beat about the bush and we don't waffle. We explain things as simply as possible using short sentences, avoiding all acronyms, jargon and marketing speak. We don't over-complicate things with lots of different ideas. We're clear about what we want to say and we stick to it.

However...

We're not blunt, uncaring, or patronising.

We're down-to-earth

We write as we speak in a natural, friendly way. We don't hide behind formalities and clichés. We're individuals talking to individuals. We use active language like, 'I', 'we' and 'you'. We admit when we're wrong, are honest when we don't have all the answers and do our best to find a solution.

However...

We're still professional and focused. We're not slangy or too chatty.

We're supportive

We use positive, affirming language. Where we see success, we'll take time to celebrate it. We don't dwell on problems or negatives, but rather offer solutions and answers. We empathise with our customers; 'we understand', 'we listen' and 'we commit' to respond. We don't offer empty promises.

However...

We're not soft, fluffy or vague. We're still focused on the job in hand.

We're well-informed

We back things up with evidence and we're always ready to explain the decisions we make. Wherever possible, we'll use stories, statistics and facts to show the impact our services are making. We write confidently using strong positive language such as, 'we know', 'we can', 'we will' and avoid vague promises and negative statements.

However...

We don't blind people with science and we're not arrogant or boastful.

Section 1 / BRAND

OUR BRAND WHEEL

Our corporate vision

The brand wheel is the driving force behind how we deliver services, communications and behaviour as well as acting as the 'golden thread' for common goals.

The brand wheel draws together our values and objectives at the same time as reflecting the diversity of our organisation.



Section 2 /

LOGO

Section 2 / LOGO

PRIMARY LOGO

Our logo is the most visible and recognisable part of our identity.

Our logo consists of three elements; the oak tree graphic, the word 'Sevenoaks', and the title 'District Council'. These elements appear together in a fixed relationship at all times.

The combination of these elements must not be altered, distorted or redrawn in any way.

Logo colours

The colours that make up our logo are green and gold, this is our primary colour palette.



	CMYK
	100 0 55 5
	RGB
	20 145 135
	HXE
	#009385
	RAL
	5018

	CMYK
	0 38 94 0
	RGB
	246 170 45
	HXE
	#F6AA2D
	RAL
	1003

Section 2 / LOGO

EXCLUSION ZONE AND SIZING

We use an exclusion zone to make sure there is enough free space surrounding the logo. This is defined by the height of the capital 'S' from our logo. Our logo should never have another element, diagram or text encroach into the area created by this zone.

The logo must never be used below its minimum width, this ensures the logo remains legible.



↑ **S** ↓ = The height of the capital letter 'S' creates the logotype's exclusion zone.



Minimum width for
print is 30mm



Minimum width for
the web is 100 pixels

Section 2 / LOGO

SECONDARY LOGO

Usage

Where it is not possible to use our primary logo due to colour restrictions, we have developed a secondary option.

The secondary options must only be used in cases where full colour reproduction is not possible.

Digital logo

On occasions where we have to use the Council's logo online and space is limited, we will use the white logo reversed on a square background. This ensures that no part of the logo will be cropped.

The background colour can be green or black.



CMYK
0 0 0 100

RGB
0 0 0

HXE
#000000

Section 2 / LOGO INCORRECT USAGE

In order to maintain our brand identity, no amendments to the Sevenoaks District Council logo can be made, whether it's in its entirety or any element used within the logo. This is non-negotiable, there are no exceptions under any circumstances.

The rules outlined on this page and throughout this document have been created in order to maintain the logo's legibility and integrity.

Below shows the correct usage of the logo. This shows to the exclusion zone and maintains the integrity of position, colour, and the graphic elements with no distortion or manipulation.



Do not distort (squash or stretch) the logo.



Do not amend or recreate any elements, add extra treatments such as drop shadows or colour changes of any kind.



Do not break the exclusion set on page 11 (exclusion zone and sizing) and do not add any kind of border or framing device to the logo.

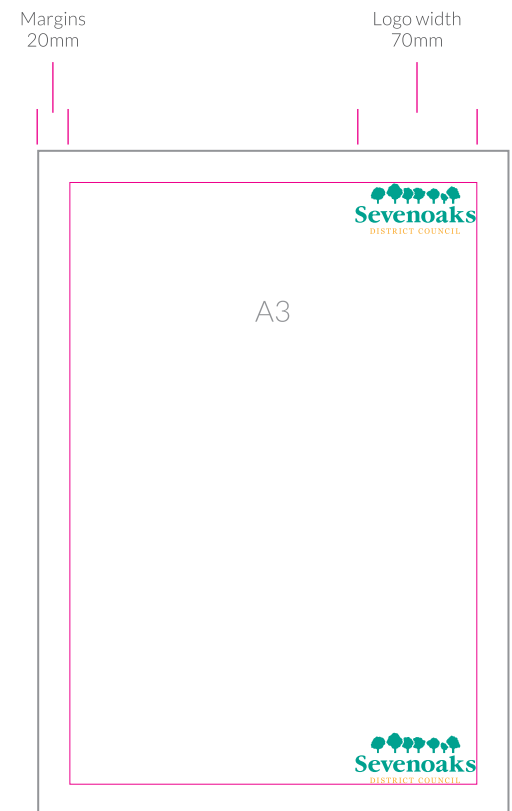
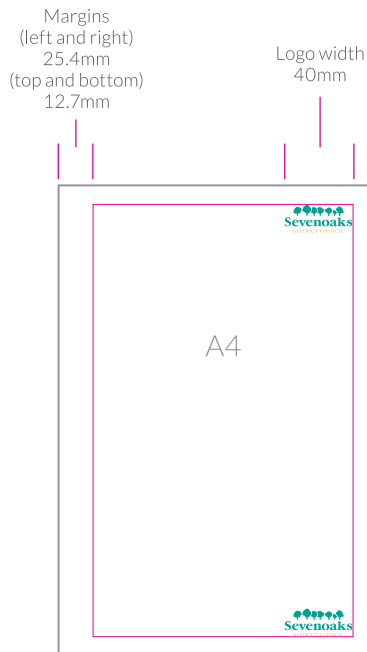
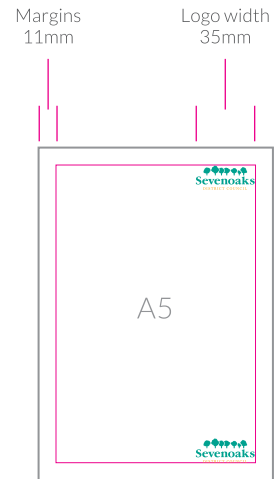
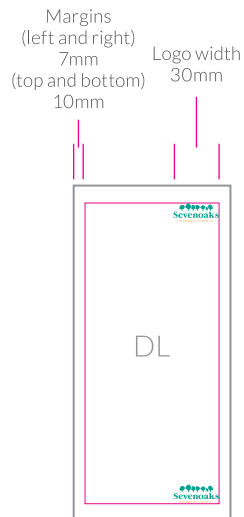


The logo must not be used over imagery under any circumstances.



Section 2 / LOGO PLACEMENT OF OUR LOGO

On printed collateral, our logo should always be placed either at the top right or bottom right corner of a page to ensure consistency. If creating landscape layouts, the same rules for each size still apply.



Section 2 / LOGO

PARTNER LOGOS

Sevenoaks District Council works alongside many different partner organisations and, in order to show us working together, we need to include their logos on collateral.

Depending on the number of partners, there are different ways to brand on a partnership project.

Lead organisation

As the lead organisation (i.e. delivering the service), the logo should be placed right-aligned as with non-partner projects and up to three partner logos placed alongside. All partner logos should be given the same size and weighting, meeting (where possible) each individual organisation's brand guidelines.

Secondary partner

If we are a secondary partner organisation (i.e. not delivering the service), the Council logo should be used right-aligned and given equal size and weight to the main partners logo.

Multiple partners

With more than three partner logos, a page should be given inside the document for them all to appear together.



Lead organisation



Secondary partner



Multiple partners

Section 2 / LOGO

SERVICE LOGOS

We're often tempted to come up with a new logo to promote a specific service or a partnership.

However, new logos are more likely to confuse the people we serve and damage our reputation.

It takes years for a new logo to gain recognition with the public. If our residents and business do not recognise a logo, they will not know who is providing the services behind it. This means we will not get the credit when we've done a good job.

Instead of creating a new logo, we should brand our services using this guide.

Only in very exceptional circumstances will we produce new logos and only with the backing of our Strategic Management Team.



Section 3 /

TYPOGRAPHY

Section 3 / TYPOGRAPHY

TYPEFACE - LATO

In order to make our internal and external communications consistent and instantly recognisable we will only use the Lato typeface

Lato (for print and web)

The Lato family has a large number of weights to chose from which makes it a very versatile typeface and can therefore aid in the legibility of content and message conveyance.

Lato Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
123456789
!@£%&*#'"?(){}[],.

Lato Light Italic

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
123456789
!@£%&*#'"?(){}[],.*

Lato Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
123456789
!@£%&*#'"?(){}[],.

Lato Italic

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
123456789
!@£%&*#'"?(){}[],.*

Lato Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
123456789
!@£%&*#'"?(){}[],.**

Lato Bold Italic

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
123456789
!@£%&*#'"?(){}[],.***

Lato Black

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
123456789
!@£%&*#'"?(){}[],.**

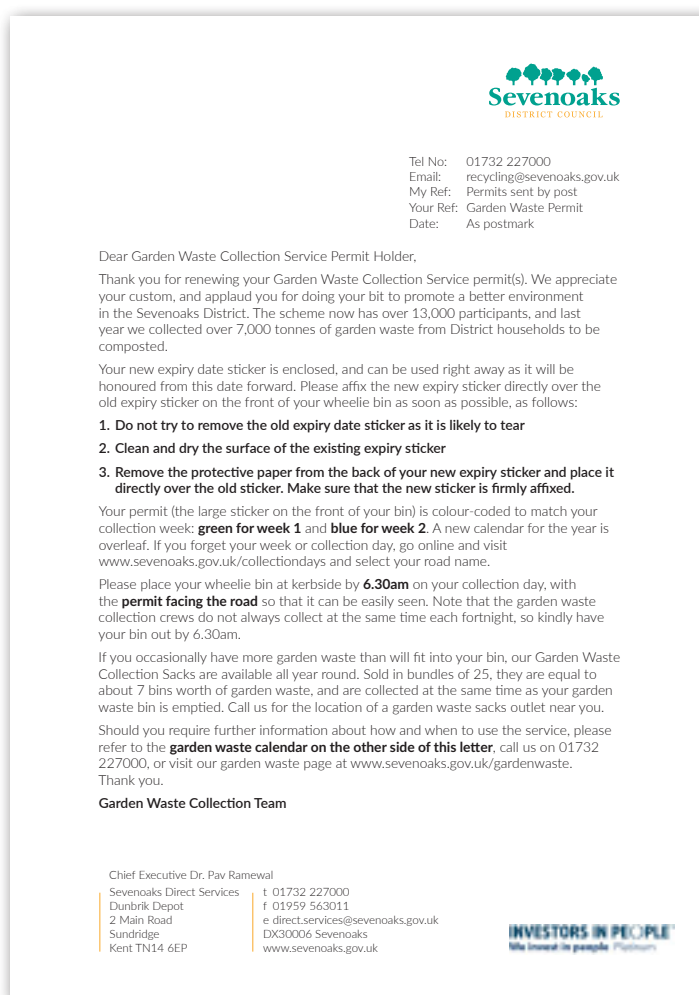
Lato Black Italic

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
123456789
!@£%&*#'"?(){}[],.***

Section 3 / TYPOGRAPHY

TYPEFACE - LATO

An example of the type of document that this typeface can be used for:



Section 4 /

COLOURS

Section 4 / COLOURS

PRIMARY COLOURS

Our primary colours are green and gold. These represent Sevenoaks District Council and must appear on all communications. The only exception to this is when producing something that is in black and white. Tints of each colour can be used but only in increments of 20% values from 100 through to 20.

SEVENOAKS GREEN	SEVENOAKS GOLD
C:100 M:0 Y55 K:5 R:20 G:145 B:135 Hex: 009385 RAL: 6038	C:0 M:38 Y94 K:0 R:246 G:170 B:45 Hex: F6AA2D RAL: 1028
80% TINT	80% TINT
60% TINT	60% TINT
40% TINT	40% TINT
20% TINT	20% TINT

Section 4 / COLOURS

SECONDARY COLOURS

The secondary colours can only be used when it's not possible to use our primary colours.

A particular colour should not come to represent a single department or service, but should be used to best fit the style, tone and audience it is communicating with.

Tints of each colour can be used but only in increments of 20% values from 100 through to 20.

SEVENOAKS RED	SEVENOAKS ORANGE	SEVENOAKS PURPLE	SEVENOAKS BLUE	SEVENOAKS GREEN
C:0 M:100 Y:72 K:0 R:228 G:1 B:56 Hex: E40138 RAL: 3028	C:0 M:45 Y:91 K:0 R:245 G:145 B:134 Hex: F59D21 RAL: 1007	C:66 M:92 Y:0 K:0 R:119 G:50 B:138 Hex: 77328A RAL: 4006	C:100 M:6 Y:2 K:10 R:0 G:142 B:204 Hex: 008ECC RAL: 5015	C:81 M:0 Y:90 K:0 R:0 G:165 B:75 Hex: 00A54B RAL: 6037
80% TINT	80% TINT	80% TINT	80% TINT	80% TINT
60% TINT	60% TINT	60% TINT	60% TINT	60% TINT
40% TINT	40% TINT	40% TINT	40% TINT	40% TINT
20% TINT	20% TINT	20% TINT	20% TINT	20% TINT

Section 5 /

IMAGERY

Section 5 / IMAGERY

CHOOSING PHOTOGRAPHY

Photography plays a vital role in creating engaging collateral that communicates our messages.

We know the Sevenoaks District is a great place to live and work and our imagery should show this. Therefore photography should reflect this celebration of our community – residents, staff and the wider area.

Imagery should help convey our brand and tone of voice – showing us to be straightforward, supportive and down to earth.

The content of photography must be representative of our services and area, residents and cultural diversity. Most importantly images must be relevant to the subject matter.



Section 5 / IMAGERY

WHAT NOT TO USE

Photography plays an important role in creating engaging collateral that communicates our messages.

Choose wisely when using stock imagery, trying to avoid clichés. Remember, it is always better to use real people in real situations.

Avoid using the following:

Handshakes – an overused business cliché.

Group of business people – a staged photograph, another business cliché.

Team members – we should always use photos of our own staff, rather than stock images.

Smiling teenagers – a staged photograph.

Council manual worker

– an appearance that is unprofessional and untrustworthy.

Group of smiling seniors – a staged photograph that does not truly reflect our residents.

Professional person – an unrealistic staged photograph.



Section 6 /

COLLATERAL EXAMPLES

Section 6 / COLLATERAL EXAMPLE BUSINESS CARDS

Artwork templates are available for all stationery and other printed items in this section.

Please contact the Print Studio on 01732 227419 for further information.

Business card front



Business card reverse

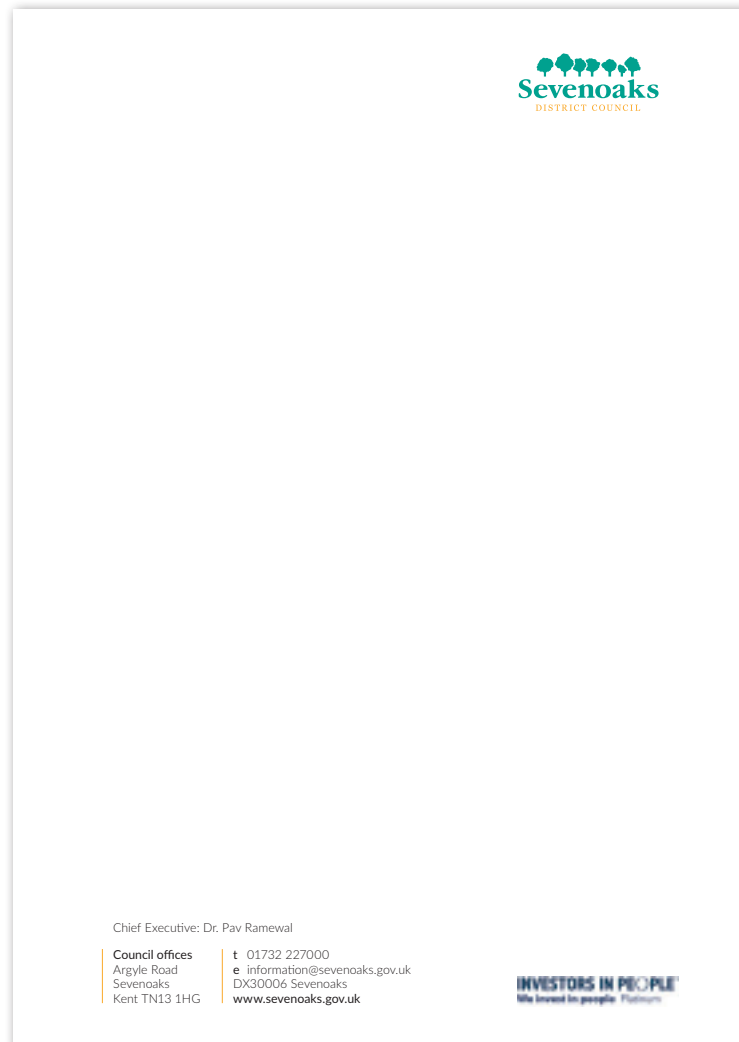


Section 6 / COLLATERAL EXAMPLE STATIONERY

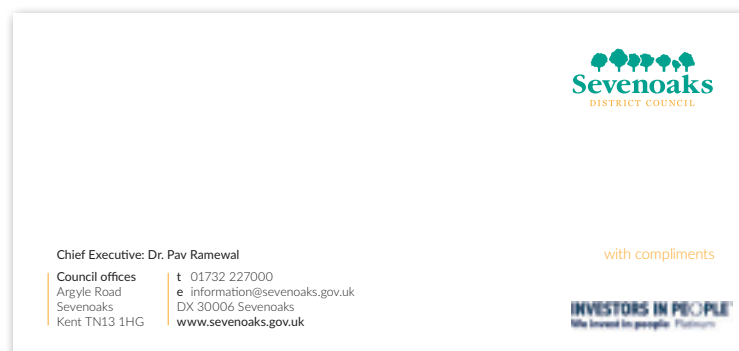
Artwork templates are available for all stationery and other printed items in this section.

Please contact the Print Studio on 01732 227419 for further information.

Letterhead



Compliment slip



Section 6 / COLLATERAL EXAMPLE
IDENTIFICATION BADGE



Section 6 / COLLATERAL EXAMPLE
DL LEAFLET

Free Family Fun Days

Sevenoaks DISTRICT COUNCIL

Free Family Fun Days

Other Fun events this summer

- Arts, Team and Parish Councils are running their own activities. Please contact your Parish Council for details of what is happening in your area.
- Kent County Council also runs activities for children every day in their family centres. For details about activities for under 16s, contact 01732 227900. Contact on 03000 400000 for activities for over 16s and adults. Contact 01732 227900.

Other: Team and Parish Council events

- **Edenbridge** - 10.30am to 12.00pm - Sports Day, Sports Park, Edenbridge
- **Erith** - 10.00am to 12.00pm - Airship Paper Plane, High Street
- **Harley** - 10.00am to 12.00pm - Picnic on the Green, Recreation Ground
- **New Ash Green** - 11.00am to 1.00pm - The Mosaic, New Ash Green

If you have any questions or would like more information

Call us on 01732 227900

Email us at community@sevenoaks.gov.uk

Visit our website www.sevenoaks.gov.uk

Facebook: @sevenoaksdistrictcouncil
Twitter: @sevenoaksdistrictcouncil

Go to the top of the page to find out more about our other services and how to contact us. You can also find out more about our other services and how to contact us.

This publication is available in large print and can be emailed to either largeprint@sevenoaks.gov.uk or by calling 01732 227900

Good Read
Read it for free on www.sevenoaks.gov.uk

IMAGO
COMMUNITY

Sevenoaks DISTRICT COUNCIL

Free Family Fun Days

Family Fun Days are organised and funded by Sevenoaks District Council and are run in partnership with local Team and Parish Councils and West Kent Housing Team.

Schedule

Monday 20 July - 10am to 12pm
Bearely - Sports Park, New Ash Road, Bearely, TN39 5PP [↗](#)

Tuesday 21 July - 10am to 12pm
Dunton Green - Recreation Ground, London Road, Dunton Green, TN33 2JH [↗](#)

Wednesday 1 August - 10am to 12pm
Four Elms - End row of Four Elms Primary school, South Beach Road, Four Elms, TN34 0JH [↗](#)

Thursday 2 August - 10am to 12pm
Stell - Stell Recreation Ground, High Street, Stell TN33 0AP [↗](#)

Friday 3 August - 10am to 12pm
Leigh - The Green, Leigh TN31 8JG [↗](#)

Key

- ↗ Both venues available
- ↘ West Kent Housing Health Team

Monday 4 August - 10am to 12pm
Knoxhall - Recreation Ground, Main Road, Knoxhall TN34 7JY [↗](#)

Tuesday 5 August - 10am to 12pm
New Ash Green - The Mosaic, New Ash Green, TN33 0JH [↗](#)

Wednesday 6 August - 10am to 12pm
Oldford - The Recreation Ground, High Street, Oldford, Sevenoaks TN24 0JY [↗](#)

Thursday 7 August - 10am to 12pm
Hastable - Hastings Gardens, Heritage Centre, College Road, Hastable TN24 7JY [↗](#)

Friday 8 August - 10am to 12pm
Chiddingfold - Sports Park, Chiddingfold, Cassins TN22 8JH [↗](#)

Monday 13 August - 10am to 12pm
Whitehall - Ring (Sports) Playing Field, 100, Central Highway TN31 2JY [↗](#)

Tuesday 14 August - 10am to 12pm
Warley - Woodland Avenue Recreation Ground, Woodland Avenue, Warley TN24 7JH [↗](#)

Wednesday 15 August - 10am to 12pm
Sevenoaks - Greenway Recreation Ground off 140 Lane, Sevenoaks TN24 3JY [↗](#)

Thursday 16 August - 10.30am to 1.30pm
Hatchhall - Recreation Ground, Station Road, Hatchhall TN34 7JY [↗](#)

Friday 17 August - 10.30am to 1.30pm
Chiddingfold - Chiddingfold Recreation Ground, Chiddingfold, Chiddingfold TN22 8JH [↗](#)

Monday 21 August - 10am to 12pm
Bearely - Airship Paper Plane Primary School, High Street, Bearely TN39 5PP [↗](#)

Tuesday 22 August - 10am to 12pm
Bearely - Bearely Recreation Ground, Bearely TN39 5PP [↗](#)

Wednesday 23 August - 10am to 12pm
Water - Water Village Hall, Water Road, Water, Sevenoaks, TN24 7JY [↗](#)

Thursday 24 August - 10am to 12pm
Crookeshill - Central Meadows, Green Court Road, Crookeshill TN24 8JH [↗](#)

Friday 24 August - 10am to 12pm
Peabrook - The Green, Cliffe Hill Lane, Peabrook TN31 2JY [↗](#)

Every day is a Family Fun Day!

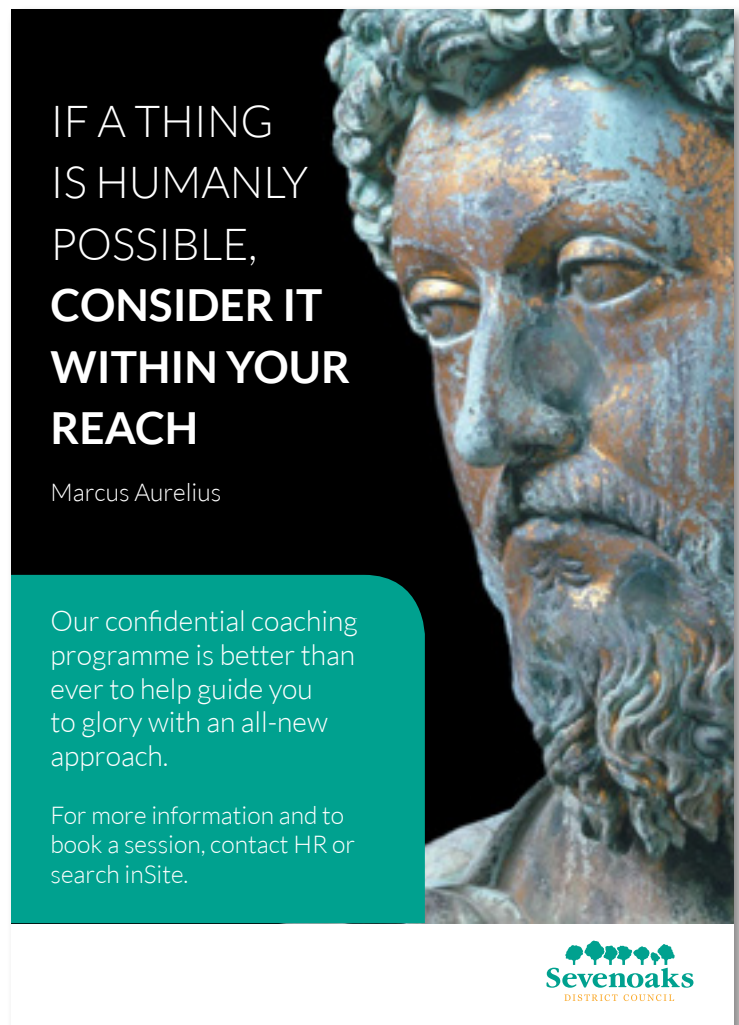
Parents and carers - The Image Team will be on hand to set up games, crafts and other things for you and your children to enjoy with. Every day we will have things to make, games and sport. Enjoy the day together with your children - bring outside and use all the Green facilities will be providing refreshments.

Remember - please bring rubbish to the recycling bin and the weather, as well as sun cream and plenty of water.

Sevenoaks DISTRICT COUNCIL

Section 6 / COLLATERAL EXAMPLE LEAFLETS AND POSTERS

Examples of our
A5 leaflets and A4 posters



Section 6 / COLLATERAL EXAMPLE
PULL-UP BANNERS



Section 6 / COLLATERAL EXAMPLE SIGNAGE - INTERNAL AND EXTERNAL

There are a variety of signs used throughout Sevenoaks District Council. The examples shown here are but a few of them.

When producing signage for external use, you must only use our primary colour palette and the Lato typeface.

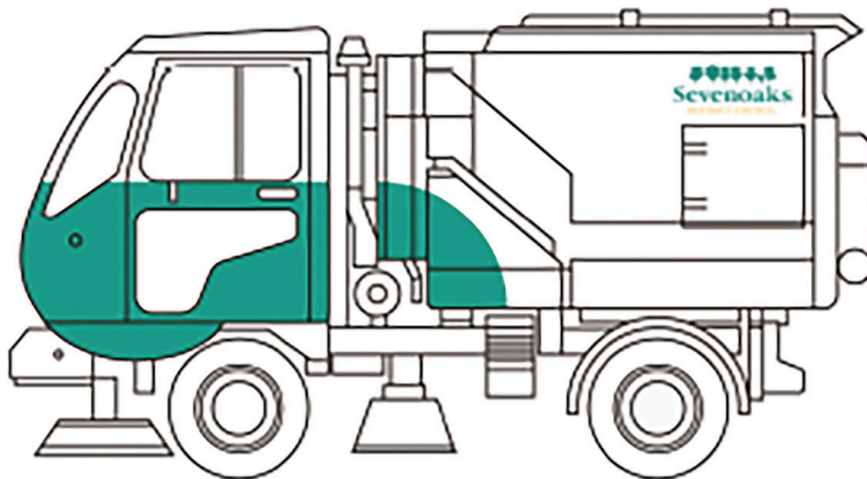
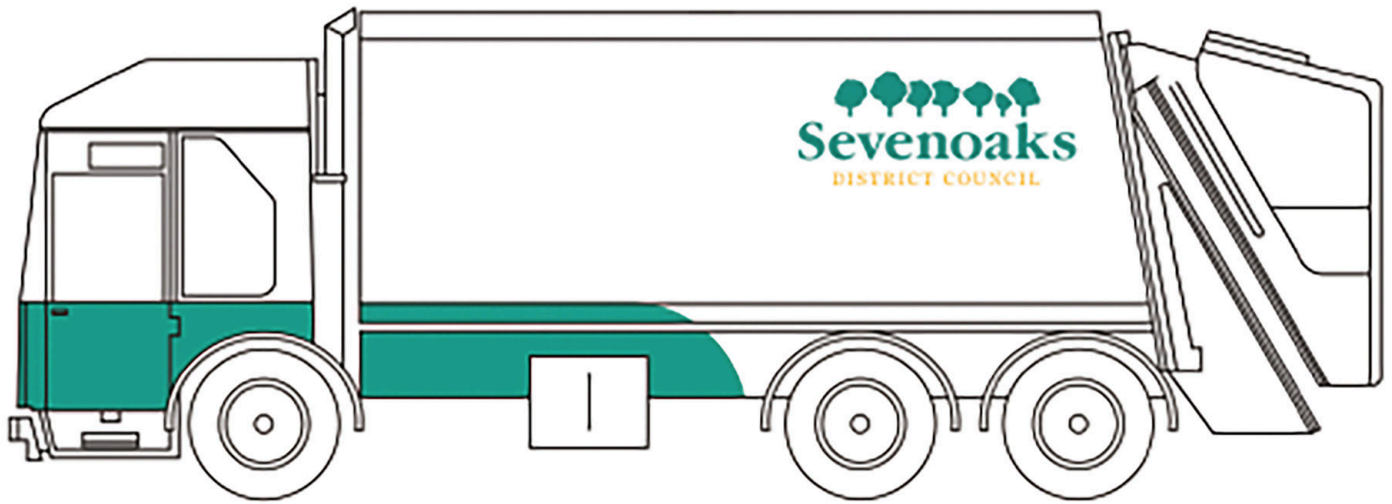
Freestanding sign for external use



Wall mounted signs for internal use



Section 6 / COLLATERAL EXAMPLE
VEHICLE LIVERY

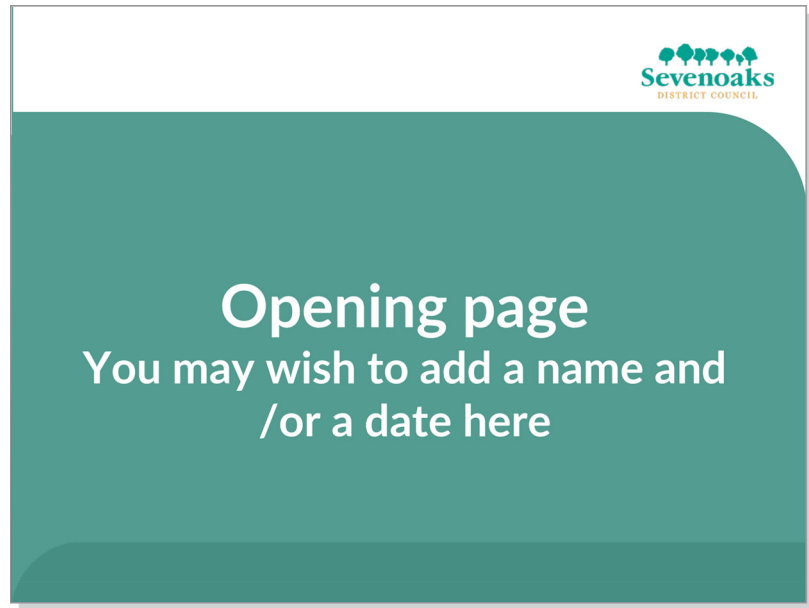


*Please note, the logo must be reversed in white when placed on a green background.

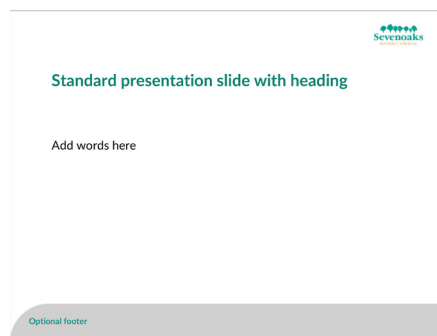
Section 6 / COLLATERAL EXAMPLE POWERPOINT

Examples of our PowerPoint slides.

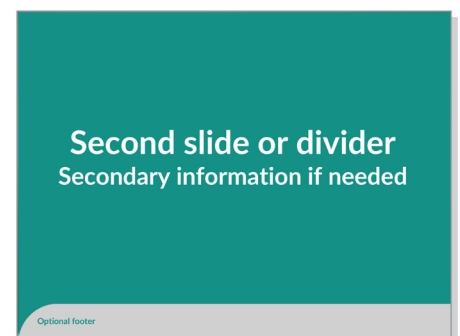
Cover slide



Content slide



Divider slide



Section 7 /

COMMUNICATING WITH OUR CUSTOMERS

Section 7 / COMMUNICATING WITH OUR CUSTOMERS

GENERAL GUIDELINES

Accessibility

We're committed to making sure our communications are accessible to all.

We explain things clearly, simply and we avoid jargon. This is especially important for people with learning disabilities or mental impairments, such as dementia.

We can produce our publications available in large print for people with sight problems.

To help communicate with people whose first language is not English, we use a telephone interpretation service.

We promote large print and the interpretation services by including the words **"This publication is available in large print or can be explained in other languages by calling 01732 227000"** on all publications.

This statement should be set in 14pt text or larger.

Emails

We make it easy for people to contact and do business with us so we include a standard email signature on all external emails and let people know when we're away from work.

Our signature includes...

- Our name
- Our title
- Our telephone number
- The Council address (Argyle Road or Dunbrik)
- Our email
- Our website address www.sevenoaks.gov.uk

When we're away from the office for a day or so, we will turn on our 'Out of office' replies. The message should say when we're back in the office and who to contact while we're away.

Signing off letters

We're committed to openness and accountability, so all Council letters must be signed by a named member of staff together with their job title.

Section 8 / BRAND RESOURCES

LOCATION

You can find our logo and other useful items in the 'Brand Resources' folder (SDC > Working Groups > Brand Resources).

The folder includes:

- Our logos
- Our standard PowerPoint template
- Our video meeting background
- An accessible Microsoft Word template

Do you have any questions?

Contact:

The Studio
Sevenoaks District Council
Argyle Road
Sevenoaks
Kent
TN13 1HG
01732 227419