



BRAND GUIDELINES

Thatcham Town Council
Brand Guidelines

Introduction

These guidelines explain the elements of Thatcham Town Council's brand identity and how to use them across all platforms.

Our brand is more than a logo. It communicates our visions and values. It's what we say and how we say it, how we want to be perceived and what people think of us. It gives us a common base for clear, consistent, unified, credible and effective communications and forms the foundation of our relationship with our community.

Our Vision and Values

Serve the people of Thatcham

We see the role of the Council as one to support and provide local services that enhance the town for all residents, without discrimination. We will support and champion causes that enhance the resilience of the town.

Engage, listen, act

We will encourage everyone to get involved and to share their views on how we can improve the Town. Participation and engagement are central to the thinking of the Council. We will remain dedicated to expanding and improving how we do this. We will continue to listen to Thatcham's residents and businesses and to bring forward those voices that are not usually heard. We will be transparent, open and accessible with good communication at the heart of everything that we do.

Be radical and innovative

We will be bold, responding to identified needs and making decisions on the basis of what is best for Thatcham. We will embrace opportunities as they emerge. To do this we will ensure our staff and Councillors have the range of skills and experience that they need. Where particular expertise is required, we will appoint specialists to conduct project work to fulfill our objectives.

Our Vision and Values

Demonstrate and share environmental good practice

We will practice what we preach. The Council will continually review its environmental policies in order to enhance our approaches. We are committed to minimising our own environmental impacts and to supporting local businesses and residents to do the same.

How we work together

We are committed to ensuring that our own processes, as a large group of Councillors, exemplify this commitment to engagement and participation, embracing diversity and allowing debate and challenge. We will not stifle discussion nor conceal dissent. We will work together effectively, be fair and participative and allow space for enthusiasm, learning and initiative in order to make positive change for our residents.

We will not allow Political differences to stifle our mission and objectives as a Council. We will evaluate every opportunity on its merits.

Tone of Voice

Our tone of voice should run through all our communications. It's a key part of our personality and often creates our first impression with people. There are four fundamentals in our tone of voice:

Open and honest

Not hiding away from difficult conversations, and apologising where appropriate

Positive and taking ownership

Do not be defensive or passive

Friendly and engaging

Not rude or overly formal

Clear

Simple and jargon-free

Style Guide

Top Tips

- Keep sentences short
- Use active and not passive verbs -
“you can find information” rather than “information can be found...”
- Use ‘we’, ‘you’ and ‘our’
- Use simple words our community will understand . Aim for a reading age of 9 years old.
- Give simple instructions
- Break up lists with bullet points for clarity
- Never use contractions in official printed documents
- You can use contractions online and in informal documents

Style Guide

Date and Time Format should always follow the following:

- Monday 1st January, 7am
- Monday 1st January, 7am - 8am
- Monday 1st January, 7.30am
- Monday 1st January, 7.30 - 8.30am
- Monday 1st January, 7.30am - 8am

Logo

The Thatcham Town Council logo should almost always be used in blue on a white background, unless directly related to a fundraising or special Mayoral event where the black or gold logo may be used, or a sustainability initiative where the green logo may be used.

The logo should never be less than 25mm wide.

There should always be a clear space around our logo.

The logo should always be round and not distorted in any way.



TTC General Use
Services & Events



Mayor



TTC Charity & Cemetery



TTC Environment

Partnership Logos

Where Thatcham Town Council is funding or supporting an initiative or partner, you can use the funded by or supported by versions. If you are using our logo with a group of other supporting organisations then you can use the logo without supported or funded by, and you may use a blue, black or white version.

Funded by



Funded by



Supported by



Supported by



Logo Position

On any printed document where TTC is the main or sole organiser or funder, the logo must be placed in the top centre of the page.



THERMAL IMAGE CAMERA
NOW AVAILABLE TO HIRE

As part of Thatcham Town Council's environmental actions, and to support our community, we've invested in a thermal image camera that residents and organisations can loan, free of charge, to capture valuable data about hot and cold spots of their home or workplace.

The camera generates images that can be easily downloaded and used to identify potential areas for maintenance to improve the property's insulation. A small, refundable, cash deposit is required, along with proof of ID. To loan the camera, please contact the Town Council office on 01635 863592 or email enquiries@thatchamtowncouncil.gov.uk

 www.thatchamtowncouncil.gov.uk
enquiries@thatchamtowncouncil.gov.uk
01635 863592
@ThatchamTC




THATCHAM FESTIVAL 2023
6th-15th October

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The camera generates images that can be easily downloaded and used to identify

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Proud Gold Sponsor of
Thatcham Warming Up for Christmas





CHARITY BARN DANCE
FRIDAY 22ND SEPTEMBER 2023
THATCHAM RUGBY CLUB

LIVE MUSIC FROM
THE ALDBRICKHAM BAND
7PM - 11PM
TICKETS - £17
(INCLUDES BOOKING FEE)
FANTASTIC PRIZES TO BE WON AT THE RAFFLE!

ALL TICKET AND RAFFLE PROFITS TO GO TO THE MAYOR OF THATCHAM'S CHOSEN CHARITIES, PALS WEST BERKSHIRE AND SPORT IN MIND. A LICENSED BAR WILL BE OPEN ON THE NIGHT.

 www.thatchamtowncouncil.gov.uk
enquiries@thatchamtowncouncil.gov.uk
01635 863592
@ThatchamTC

In support of
  

Website and Video Content

The tone of voice on the website should be welcoming, informative, and community-focused.

Headings should be used to break up paragraphs of text and make the page easy to navigate.

All text should be black on a white background.

All pages should feature high-quality images of key landmarks, seasonal events, or community activities, ensuring they are vibrant and relevant to current topics. They should always have accessibility descriptions included.

All links should be highlighted in a contrast colour, with all forms listed clearly. They should be meaningful link text - ie. "Learn more about our services" and not "Click here"

All videos should have subtitles. Ideally they will have been edited from automatic to ensure accuracy.

Title Treatments



Email Footer Position

The footer should appear on the bottom of your email along with:

Your Name (pronouns)

Job Title

Usual Working Hours: Day - Day, Time - Time

DL: 01635 123456



Printed Footer Position

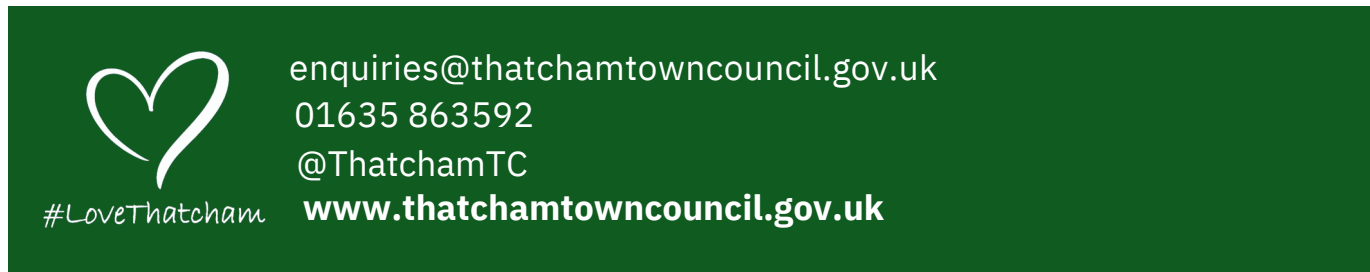
The footer should appear on the bottom of all posters and flyers regardless of size

The background colour should be either:

- the colour of the logo used
- the colour of the background
- TTC blue

It should always be in a TTC brand colour

If there are no additional sponsors or funders the right hand side should be blank



Love Thatcham Logo

The Love Thatcham logo may be used alongside Council contact details. It can be in any of the colour-ways depending on the audience. You do not have to use this logo.

Any Thatcham-based business, organisation or individual may use this logo at any time and it does not signify a TTC-organised or supported event.



Colours

We have 8 branded colours which have been tested for accessibility.

You can use these colours in any combination matching the colour to the audience and message. Additional colours may be used in specific campaigns ie. for an event.



Colours

The following combinations of background and text combinations have been assessed for accessibility.

#A8B5DB #FDE09D #CCAC51 #FFFFFF

#FDE09D #FFFFFF

#273583 #000000

#FDE09D #000000 #273583

#273583 #1F6121 #A12D2B #000000

#FDE09D #FFFFFF

#000000

#ffff (minimum 14pt)

#273583 #A12D2B #1F6121 #000000 #BF408E

#FFFFFF #A8B5DB #A19387 #FDE09D #CCAC51

Typefaces

The core typeface for use on Council communications materials is IBM Plex Sans for print and Calibri for email. You may use a different font for a campaign (i.e. for a title) but no more than 2 fonts may be used on any one document without good reason.

These fonts have been checked for accessibility.

IBM Plex Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(123456789?!,@#&)

IBM Plex Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(123456789?!,@#&)

Calibri (for emails)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(123456789?!,@#&)

Accessibility

Text can be difficult to read if the contrast is not high enough, particularly on screen at a smaller size.

Always

- Use good colour contrast (see page 11 for examples)
- Use a readable font size. Aim for 11pt minimum, and 14pt for people with visual impairment.
- Avoid using all caps within copy for accessibility reasons (fine in title treatments)
- Use left-align text

Please do not

- Use coloured text for long blocks of copy - headings in text 14pt+ can be used in colour
- Use low colour contrast
- Use a font less than 10pt
- Use text on busy backgrounds or images

Social Media

Logos on social media channels

TheTTC logo should be the icon across all platforms. It is possible to alter this for special occasions - i.e pride colours or gold for Mayor Making. As the accounts are already branded you do not need to include the council logo on service posts.

Banner images and cover images

Images should either be the main services/what we offer graphic, or image with the date/time of the next event



Film and Videos

Logos

Logo with no background should be added to all videos in the top right hand corner as a watermark.

Title Cards

A title card should be added to all videos to add context

Subtitles

Subtitles should be available on all videos which include spoken text



Heritage, Events and Projects

THATCHAM
— EST. 1218 —
MARKET

THATCHAM
— EST. 1974 —
MAYOR

THATCHAM
— EST. 2008 —
FAMILY FUN DAY

Focus on Heritage

The branding celebrates the Town's rich heritage. Using the stamp in an appropriate colour-way evokes a sense of tradition and pride in the town's past, while staying relevant to the present.

By focusing on heritage, the Council's brand should foster a strong local identity, appealing to both residents and visitors, while promoting a sense of belonging and respect for Thatcham's enduring legacy.

Uniforms

The preferred position of the logo is on the left breast pocket area. If a service function is needed, then you can place it below the logo or on the reverse of the garment.

Uniform should be navy blue as standard, with the blue logo. The logo should be no more than 8cm in diameter.

All Hi-Vis should have staff member's name printed on the back.

Letterhead

An updated letterhead to fit in with the wider brand, including the footer from all other printed materials to ensure consistency. All official documents, including meeting notices and minutes, should be printed on Headed Paper.

First Page



Town Clerk: Ms Mel Alexander
Thatcham Town Council Offices, Brownsfield Road, Thatcham, RG18 3HF
enquiries@thatchamtowncouncil.gov.uk
01635 863592
www.thatchamtowncouncil.gov.uk

Continuity Page



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ID Cards

