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DEPARTMENT FOR EDUCATION & CHILDREN

Our Vision ...is to be an innovative and integrated department that supports all children and young people and encourages lifelong learning

DEPARTMENTAL IDENTITY MANUAL NOVEMBER 2008

Vernon Morgan
Director of Education & Children's Services



Resources Management

Status of Document - Internal

If you require this information in large print,
Braille or on audiotape please contact the
Department for Education & Children
01267 224532

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Department for Education & Children

INTRODUCTION

The Aim of the Departmental Identity

The aim of the *Departmental Identity* is to assist staff in the consistent use of the departmental identity when producing information.

The approach taken remains faithful to the corporate identity. Any areas not covered in the Departmental identity manual should follow that of the corporate identity manual which can be viewed on the following link:

[Corporate Identity](#)

However it is important for our Department to be recognised in its own right. These guidelines will help to create a unique identity and to communicate more effectively with our target audiences.

The style of language used in reports is generally more formal than that used in promotional / informative materials which tend to be more down to earth and casual.

As a general rule all our communications should be:

- Simple and to the point
- Free of jargon, difficult, legalistic or technical words
- Made up of short sentences

Why is a Departmental Identity required?

The branding has been introduced to:

- **To ensure consistency in the look and quality of information being produced by Department for Education & Children.**
- **To reduce design time and costs** – the templates will dramatically reduce the amount of time that designers will need to spend on producing documents for our department.
- **To avoid duplication of information and resources** – All information produced by the department will be recorded on a departmental database and issued with a unique serial number. This will enable staff to check whether or not they have the latest version of a document. Documents should be placed online where appropriate on Amdro / Corporate website to reduce wastage and to assist with storage problems. Documents should also be made available online where appropriate, therefore increasing accessibility to information.

- **To assist staff with the design of information** – for those staff that have never produced information before will have a set format and procedure to follow.
- **To Promote the work of the Department for Education & Children**

The Disability Discrimination Act

Carmarthenshire County Council has a legal responsibility to meet the requirements of the Disability Discrimination Act. The Identity Manual ensures that the Department meets these requirements. All services must comply with these guidelines.

[Disability Guidance](#)

The Welsh Language Scheme

All printed work and promotional materials distributed by CCC **must be** bi-lingual. Welsh must be first followed by English. More information on the Welsh Language Scheme is available on the following link:

[The Welsh Language Guidance Suite](#)

Translation can be requested through the on-line request forms on the CCC Intranet (available on the link below)– you must allow enough time for text to be translated.

[Translation Request Form](#)

Equalities and Diversity

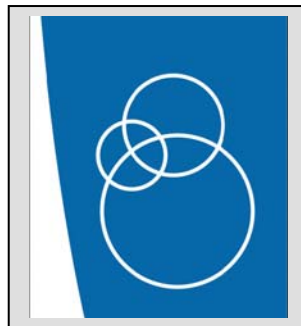
Staff and residents in Carmarthenshire come from rich and diverse backgrounds. Carmarthenshire County Council and this department want to harness this diversity and enable everyone to have positive experiences in work and when accessing our services. To do this we need to be sure that we do not discriminate and that we treat everyone with respect. Further guidance can be found on the following link:

[Equalities & Diversity](#)

THE DEPARTMENTAL IDENTITY






The Department's Communication Network Group together with the Customer Focus, Equalities, Diversity, & Welsh Language Group and representatives from the Chief Executives Central Graphics Unit were tasked by the Departmental Management Team to produce an Identity Manual for the Department for Education & Children.

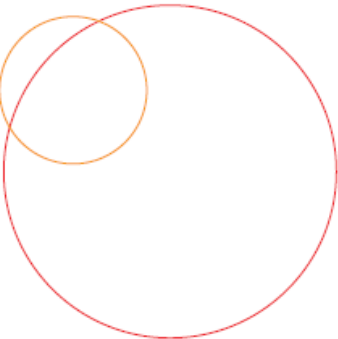
The branding agreed at the away day is an interlinking circle design. Internal publications will include the design below, while external publications will use different versions which can be adapted into a bubble or ball design. Pictures contained in external documents will be placed in circular borders. The Chief Executives Central Graphics Unit (*Intune*) will be able to advise in relation to external publications.



Colour Options

The Colour options available are blue, orange, purple, red and magenta. No other colours are to be used.

| | | | |
|---|------------------------------|--------------|---------------------------------------|
|  | C 0 M 100 Y 0 K 0 | Body Text | Frutiger Light Frutiger Roman |
|  | C 0 M 100 Y 100 K 0 | Heading Text | VAG Rounded Light VAG Rounded Bold |
|  | C 100 M 100 Y 0 K 0 | | |
|  | C 0 M 50 Y 100 K 0 | | |
|  | C 75 M 100 Y 0 K 0 | | |

The image shows a graphic of three interlocking circles. One circle is red and is the largest, positioned at the bottom. Two smaller circles are orange and are positioned above the red circle, overlapping it and each other.

Paper Type

Recycled front covers must be used for larger documents and strategies and recycled paper is to be used whenever possible.

Format

The following sizes should be used and they are as follows:

- A Square Design 21cm x 21cm for smaller booklets
- A5
- A4
- Specialist sizes such as Z cards

Use of Photographs and Pictures

The Central Graphics Unit has CD's available with photographs that can be used, as well as the photo library on the intranet which can be accessed via the link below:

[Corporate Photo Library](#)

Images for booklets and publicity material are available in a central library available to the Graphics Team. However please note that these images **should not** be used for the following purposes or topics:

- HIV/Aids and STIs
- Substance Abuse
- Abuse of any kind
- Anything defamatory
- Pornography
- Case studies where the model is represented as being the subject of accompanying text

Where client/service user images are to be used, please ensure that you have the permission of the person's whose image is to be used with the material, and if that person is under 18 you should have permission (preferably in writing) of the young person's parent or guardian. **NEVER** use images of children without parental consent as this may lead to legal proceedings.

Should you wish to illustrate a booklet containing information of a sensitive or emotive nature then the graphics section will be able to design a silhouette images of people that will overcome the problems of anonymity and possible stigma.

Fonts

To ensure that the department complies with the Disability and Discrimination Act (DDA) only the following fonts should be used:

Frutiger-Light, Frutiger Roman, VAG Rounded (**Bold** or **Light**) or Arial

The closest font available on the Department's computer system is Arial so this should be used for reports, letters etc. Times New Roman can be used to highlight sections but Arial must be the principal font. The graphics section has access to the other fonts.

All documents must have a minimum of point 12 font to comply with DDA requirements.

Branding for multiple funded projects

Advice can be obtained from your Divisional Network Officer on branding for multiple funded projects please contact your Divisional Network Officer.

INTERNAL DOCUMENTS – POLICIES / STRATEGIES / GUIDANCE / PLANS

The branding colours for the strip available are blue, orange, purple and magenta. Under no circumstances should other colours be used.

All fonts should be in Black.

The corporate logo must be black and positioned at the bottom, in the centre of the page. There are three sizes available and these can be obtained from the graphics section by emailing CE graphics or from your Communication Network Representative. (See list of representatives at the back of this document).



The Excellence Wales Logo can also be used and this should be positioned in the top right hand corner of the document. This logo should only be used on material which is time bound. The use of the logo is discretionary. Further information in

relation to the use of this logo together with the others is available from your Divisional Communication Network Representative.

Under no circumstances should logos be stretched or condensed. If different sizes or resolutions are required please contact your Communication Network Representative. Please note that resolutions for internal documents should be lower than those used for external documents.



Templates have been produced where the art work has been done. All you have to do is simply supply the content.

Document Templates

The name of the department should be in Black Arial 16 point with the department's vision underneath, the document title, date of the document and the name of the Director in a minimum of Black Arial 12 point as per the example below:

| |
|---|
| <p style="text-align: center;">Department for Education and Children Our Vision....is to be an innovative and integrated department that supports all children and young people and encourages lifelong learning</p> <p style="text-align: center;">TITLE OF DOCUMENT Date of Document</p> <p style="text-align: center;">Vernon Morgan Director of Education & Children's Services</p> |
|---|

The second page of the document should have the name of the Division, contact details if appropriate together with the status of the document e.g. internal, draft, confidential etc. A statement must also be included offering the publication in an alternative version. A departmental contact number needs to be entered in this box.

| |
|---|
| <p>Type Name of Division Here</p> <p>Type Contact Details Here if Required</p> <p>Status of Document Internal, Confidential, Draft etc</p> |
| <p>If you require this information in large print, Braille or on audiotape please contact the Department for Education & Children Tel:</p> |

If you require further advice on producing publications for the blind or partially sighted please contact the **Access Officer on 01267 228184 or ext 5184 or Customer Focus & policy on 01267 224654 or ext. 4654.**

Braille of Audio Tape Services:

Audio Tape

Papur Llafar/Talking Newspapers
Pensarn Road
Pensarn
Carmarthen
SA31 2BT
Tel: 01267 230527

There will be a charge

Braille

CAVS (Carmarthenshire Association of Voluntary Services)
3 St Peters Street, Carmarthen
Tel: 01267 236367

There will be a charge

All policies, strategies etc must have a departmental serial number. This number can be obtained from your Divisional Communication Network Representative.

Recycled paper should be used at all times if possible.

EXTERNAL PUBLICATIONS

The Chief Executives Graphic Design Section (*Intune*) should be used for all external publications. They are aware of the department's identity and will ensure that all publications produced meet the Corporate and the Department's identity criteria and branding. This ensures that quality and consistency are maintained and that the visual identity is always followed.

If the booklet or project is funded by an outside agency/partnership where there is a branding or logo already in place then precedence should be given to the organisation which has provided the majority of the funding/input, and E&C involvement should be acknowledged using the small interlinked circles design in the right hand bottom corner.

For teams that have their own branding i.e. for recruitment purposes, that sit within the Department for Education & Children such as Fostering and Next Step the same applies. Individual branding can be used together with the small interlinking circles design present on the cover. However, for those engaged with the service, information booklets can be produced using the E&C branding, for example, recruitment flyers and information provided for those interested in Fostering has it's own branding but information for approved foster carers on the support that is available for them from Children's Services is produced using E&C branding.

For multi agency strategies or partnerships who have their own logo that E&C/the Council are a part of, the County Council Logo along with other parties' logos should at the very least show on the inside front cover or somewhere that is prominent within the publication. A corporate graphic designer will be able to advise you on this. For any queries you may have regarding this, you can e-mail CE graphics.

How do I get External Information or Material produced?

Publications/Information requiring design work will need to be booked with the Graphics Design Section using the [booking request form on the following link:](#)

[Graphic Design Booking Form](#)

Advice and assistance can be obtained from the Graphics Design Team staff (*Intune*).

What do I need to Consider when producing service information or publicity materials?

- The average time for the completion of a graphic design job from receipt of text to delivery of documents is 6 weeks.
- All design work requires receipt of both Welsh and English text in word format.
- Logos and specific images for the document need to be provided in JPEG format.
- All text must be proof read and authorised by a senior member of staff. ***Responsibility for proof reading the final document*** before the design work is approved and sent to the print unit ***is the responsibility of the requester*** and NOT the design team.
- ALL design work and information that utilises the Department for Education & Children branding **MUST** be passed to your Divisional Communication Network Officer in order for a departmental serial number to be issued.
- Thought should be given to the design of the finished document e.g. How best to layout the Welsh and the English text – side by side, separate documents etc

AGENDAS & ACTION NOTES

The following templates should be used for all departmental agendas and action notes/minutes. Headings should be in Arial Bold point 12 and the text in Arial Normal point 12.

[Agenda and Action Note Templates](#)

LETTERHEADS / MEMOS, COMPLIMENT SLIPS AND BUSINESS CARDS

Currently existing stationery should be used however stationery is being reviewed corporately.

POWERPOINT PRESENTATIONS

All PowerPoint slides must be bi-lingual on the corporate template with Welsh on the left hand side and English on the right hand side. The presentation must have consistent print throughout and be no longer than 15 slides. (***Refer to note on fonts***)

PowerPoint Presentations should be simple and to the point. Avoid too much text which detracts from the message you are trying to make. Bullet points work well to achieve a simple and clear presentation.

The Corporate template is downloadable via the following link:

[Corporate Identity](#)

FLYERS/POSTERS

Existing formats to be used until a departmental format has been designed and produced.

SIGNAGE

Please refer to the Corporate Identity Manual on the following link:

[Corporate Identity](#)

EMAIL

Email signatures are an opportunity to get our message across to both internal and external audiences. All email signatures need to be bi-lingual with Welsh on the left, English on the right or Welsh first with English underneath. Each user should set up email preferences so that their email signature is laid out like this:

Arial Enw / Name

Arial Teitl Swydd / Job Title

Arial Addysg a Gwasanaethau Plant/Education & Children

Arial Cyferiad / Address



Use Logo then enter your contact telephone number Internal and External



Use Logo then enter your fax number



Use Logo then enter your email

Font size must not be less than 10 point.

The above logos are available in the Wingdings font

Creating your email signature

1. From the main Microsoft Outlook Window, on the **Tools** menu, click **Options**, and then click the **Mail Format** tab.
2. In the **Compose in this message format** list, click the message format that you want to use the signature with. (Usually HTML)
3. Under **Signature**, click **Signatures**, and then click **New**.
4. In the **Enter a name for your new signature box**, enter a name
5. Under **Choose how to create your signature**, select the option you want.
6. Click **Next**.
7. In the **Signature text** box, type the text you want to include in the signature. You can also paste text to this box from another document.
8. Click **Finish** once you have enter the new signature.

If you are a welsh speaker a logo is available on Amdro together with download instructions.

ADVERTISEMENTS

A consistent format has been developed for all recruitment and public notice advertising to improve presentation and to reflect a consistent image of the Authority.

All advertisements are now co-ordinated through the Communications Section Tel 01267 224193. Further information is available on the following link:

[Advertising](#)

PRINTING

All printing orders and graphic design requests must be processed through the print commissioning Unit. They can be contacted on 01267 224677 or ext. 4677. Alternatively a printing order form is available on the CCC intranet via the following link:

[Central Printing Order Form](#)

N.B Please contact the Print Commissioning Unit at least three weeks before the completion deadline for you publication. This will allow enough time for three quotes to be gained, designs to be agreed with your designer and the document to be proofed and printed.

EXHIBITIONS

- All exhibitions and events must be bi-lingual.
- If you require corporate branding for events e.g. flags banners etc contact Huw Parsons, Marketing & Research Manager Ext 3842. or from the InTune team Ext 4654
- When arranging events contact the press office to ensure the event gets adequate press coverage. Contact Ext 4037.

IN TUNE

The Chief Executives Departments Communication Section “Intune” can provide a total creative solution to all your communication needs which includes the following:

- Campaigns & Events
- All Type of Publications
- Distribution
- Web Development
- Graphic Design & Print
- Photography

- Exhibitions
- Advertising

Please note there will be a charge.

For more information contact

Internal: 4654

External: 01267 224654 Email: intune@carmarthenshire.gov.uk

SENDING DOCUMENTS BY E-MAIL

Please note that consideration needs to be given with regards to sending large documents by e-mail. There is software available which reduces the size of documents. Please contact the Information Technology Helpdesk Ext 6789 for further advice.

CONTACTS

Departmental Communication Network Co-ordinator

Nicola Hoare

Ext 4552

Tel 01267 224551

NJHoare@carmarthenshire.gov.uk

Department for Education & Children Divisional Communication Network Officers

Directors Office

Julie Price

Ext 4843

Tel 01267 224843

JPrice@carmarthenshire.gov.uk

Safeguarding & Prevention

Yvonne A Pugh

Ext 2771

Tel 01267 228771

YAPugh@carmarthenshire.gov.uk

Governance & Inclusion

Ian Rees

Ext 4596

Tel 01267 224596

IanRees@carmarthenshire.gov.uk

Business & Specialist Services

Yvonne Cole

Ext 4968

Tel 01267 224968

YECole@carmarthenshire.gov.uk

School Modernisation

Simon Davies

Ext 4548

Tel 01267 224548

SiDavies@carmarthenshire.gov.uk

Improvement & Skills

Suzanne Jordan

Ext 5274

Tel 01267 228274

SJordan@carmarthenshire.gov.uk

Gwyneth Morgan

Ext 2517

Tel 01994 232017

GBPMorgan@carmarthenshire.gov.uk

Strategic Development

Vacant

Ext 4526 Tel 01267 224526

Intune

Ext 4654

Tel 01267 224654

intune@cararthensire.gov.uk