



Rainy Days by Nathan Haddad



Wee! by Warwick Hall



Sunlit Water Droplets by Kaye Menner



The Path Not Taken - Fagan Park by Kylie Couper

MY COUNCIL

Hornsby Shire Council
Brand and Style Guidelines



Our Local Heroes by Matthew Burke



Buildings Outback of Fish Coop by Corinna Lueg



Festival Fun - Bushland Shire Festival by Michael Tristram

October 2017

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Viewing these guidelines

These guidelines have been created for on-screen viewing. Colours, scale and resolution may not be represented accurately, depending on your individual screen and printer settings.

Introduction

Branding is a tool for managing the community's perception of Council.

Brands do not exist on the sides of buildings, or in brochures, or at the end of advertisements. They exist in people's minds.

Our brand, Hornsby Shire Council, is no different.

This is not just about faithfully representing our logo. It's about combining language, pictures, type, shapes, colour and spaces in a way that is unique to Hornsby Shire Council.

In everything we do, there should be an underlying style that is unmistakably the brand of Hornsby Shire Council. These guidelines set out our style and brand elements and how to create that style.

These guidelines are to be used for reference, not only for Council employees but also for organisations that partner with Council, for external suppliers such as printers, publishers, graphic designers, sign writers and anyone contracted to produce or reproduce promotional and publicity materials on behalf of Hornsby Shire Council.

To ensure that all material being produced is consistent and conforms to the endorsed standards in this manual, a draft of all printed material must be shown to the Strategy and Communications Branch for final approval prior to publication.

For enquiries or clarification regarding these guidelines please contact the Graphic Design Team on 9847 6029.

Please note: The *Hornsby Shire Council Brand and Style Guidelines* constitutes a policy of Council. Publications which do not meet the guidelines may require a redesign and/or reprinting of any material that does not comply.

Our values

Brands have values that you associate with them and these help to give the brand its unique character. Our values work hand in hand with our brand and together these inform the way we communicate and look.

Service, trust, respect and innovation are the core values for our success and form the four pillars that underpin all we do through a single shared vision of who we are and what we stand for as an organisation.

Service

We provide a helpful and efficient service. We are local and know the neighbourhood.

Trust

We are fair and reasonable. We are mindful of the best interests of all stakeholders in the decisions we make.

Respect

We listen and encourage open and transparent communication. We are respectful of all views.

Innovation

We are resourceful and incorporate sustainable work practices. We seek to be innovative and to do things better across all facets of our operations.

Our communication style

We put our residents at the heart of everything we do. This means our communication style should be:

- Inclusive – not bureaucratic
- Accessible, we use plain English, and stay away from internal jargon and colloquialisms
- Clear and concise

Creating connections for people and a feeling of 'belonging and ownership' is also important. For example using the word 'My' starts to create connections and a sense of ownership for people. This style has been adopted for publications and the website:

- My Community
- My Council
- My Environment
- My Library
- My Lifestyle
- My Property

The same principle can be applied using the word 'Your' for material. For example: 'Your guide to...'



Brand and style guidelines

The purpose of these guidelines is to show you how to use and implement the Hornsby Shire Council identity. Consistency in use of the brand and all graphic elements will enable us all to deliver a strong, unique and exciting visual program. Over time this helps to grow affinity and loyalty to the brand.

It is vital that these guidelines are used across all areas of the brand experience. These guidelines do not seek to describe all possible applications, but provide examples and instructions that illustrate correct use and application that can be translated into a wide variety of scenarios. Should you be unsure of any applications, please consult Strategy and Communications Branch.

We thank you for using and observing the guidelines in the manner and spirit in which they have been created to help us all build and deliver a quality brand experience.

Viewing these guidelines

These guidelines have been created for on-screen viewing. Colours, scale and resolution may not be represented accurately, depending on your individual screen and printer settings.

The brand and style guidelines do evolve

The guidelines in this manual are provided in good faith but may be subject to change or update. Please always check the Hornsby Shire Council Intranet for the latest version.

Artwork

In most instances artwork files are provided as:

- Adobe InDesign® files (INDD) CC
- Adobe Illustrator® files (EPS) CC
- PDF files
- JPEG files
- PNG files

Fonts are not provided to external designers but are readily available from most font suppliers.

Identity reproduction

Using the approved artwork files supplied with the guidelines, create your own designs and then submit for approval before going to final production.

Third party IP and photographic imagery

Hornsby Shire Council is not able to (and does not) grant the right to use any third party intellectual property (photographic or graphic) or the right to use the image of any person past or present. Prior written consent from the image owner is required for any such use. To this end, any approvals provided by Hornsby Shire Council shall not extend to (or in any way relate to) third party intellectual property.

TM & ©

The Hornsby Shire Council brand logo is a trademarked and copyrighted work of Hornsby Shire Council.

Approvals for all use of brand

All uses of brand must be submitted to the Graphic Design Team. Work should be submitted at both first draft stage and also final prior to print for any work completed by an external third party.

Graphic design of “All Staff” emails

“All Staff” emails should be written and organised by the sender, with managers permission. There is no requirement for input from the Graphic Design team and the team does not have the capacity to design elements for internal emails.

Logo

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The logo design story

Hornsby Shire Council's logo was developed in 1995 and modified in 2012 and represents aspects such as our bushland, waterways and takes elements from our original crest used in earlier times.

The large terracotta colour roof represents a boomerang that is taken from the crest and links us to our Aboriginal heritage. It can also be seen as a house roof, representing the urban environment of our Shire.

The ochre circle is a sun setting behind the green bushland hills of Hornsby. The blue river is the Hawkesbury, which sustains a wealth of life and gives pleasure to many people within the Shire.

The logo is to be used on all stationery, vehicle identification, signage, advertising, stickers, publications, border signs, external correspondence, external and internal promotion/publicity items and on all Council buildings.

The logo should be used prominently on all materials to ensure it is easily identifiable as being associated with Hornsby Shire Council.



Logo versions

There are three logo versions available for use:

- Full colour
- Black
- Reversed

The Hornsby Shire Council logo preferred version is the full colour version for marketing material. There are also black (single colour) and reversed versions.

For internal staff

The Council logo in full colour and black versions can be found in the *J:/Hornsby Shire Council Logo* drive of your computer. This means it can be easily imported into word processing and desktop publishing documents. You must not change the proportions of the logo and use the appropriate logo for your paper size ie. HSC_COLOUR_A4.jpg to be used on A4 sized paper at 100% of size.

For external suppliers

For logos for external designers, external printing such as apparel or any other dimensions, please contact Graphic Design Team for a suitable file type. All uses of logo by external suppliers must be submitted to the Graphic Design Team for approval.

Full colour logo version



Black logo version



Reversed logo version



Logo clear space and minimum sizes

Clear space

To preserve the integrity of the logo it is important to allow an appropriate amount of clear space around it. The minimum white space around the logo should always be at least proportionally the same height as the “H” in the logo. The more white space you can put around the logo the better it will stand out.

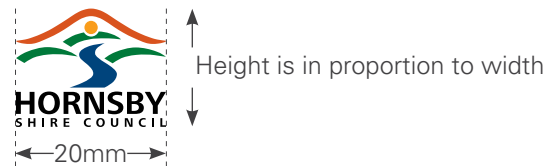


X = Height of capital letter “H”

Minimum size

It is also important that the logo be legible and therefore should not be reproduced any smaller than 20mm wide from left to right of the entire logo. The height of the logo is then in proportion to the width.

Any space smaller than the minimum size, the logo should not be used. Please write “**Hornsby Shire Council**” in its entirety, using no less than 6pt font size.



Logo size and placement on documents

Logos should always be placed in the prime locations at the top left or bottom right of document pages.

Logos in JPEG format for Hornsby Shire Council can be found in J:\Hornsby Shire Council Logos.

So that there is consistency across the brand logos should never be resized. The logos also have the clear space automatically built into their layouts.

These logos should only be used for Microsoft® Office® applications.

For logos for external designers, external printing such as apparel or any other dimensions, please contact the Graphic Design Team for a suitable file type.



A5 size paper



A4 size paper



A3 size paper

Correct usage

Please take care to use the logo correctly. Always reproduce the logo from the artwork files provided.

Do not distort the logo, alter its colour, change the relationship of the elements or recreate it in any manner.



Do not change the proportions



Do not introduce additional colours



Do not change the order of the brand



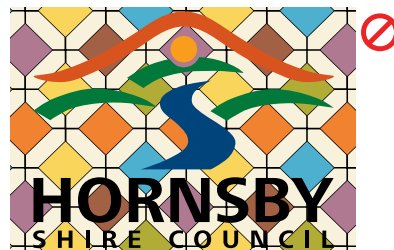
Do not outline



Do not crop



Do not rotate or flip



Do not reproduce on complex backgrounds



Do not reproduce similar coloured backgrounds



Do not use a substitute typeface

Registered business

Council has one registered business entity.

The brand and style guidelines can be adjusted to suit this registered business entity.

To the right is an example of some of the branding that exists for the Hornsby Aquatic and Leisure Centre.



Hornsby Aquatic
and Leisure Centre



Core visual elements

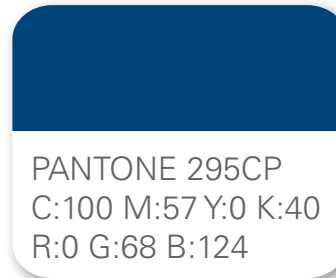
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Colour palette

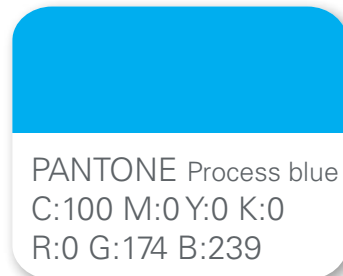
The Hornsby Shire Council brand consists of blues, oranges, yellows and greens. All colours translate into their spot colour as per their Pantone™ CP name.

Pantone™ 295CP is the preferred colour for all top level corporate communications colours. Please try to avoid using black as a background colour.

Primary palette



Secondary palette



Fonts

There are four major font cuts from the Univers family that form the basis of all communications.

Body copy

For body copy, we use Univers Light. This typeface has been chosen for its clarity and contemporary, clean lines.

For Microsoft based text please use Arial Regular and Bold.

For on-screen (web) text please use Verdana Regular and Bold. Verdana is a pixel-based font so it is most suitable for these applications.

Univers Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!
@#\$\$%^&*()_+=,./'[]<>?:'"}\

Univers Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!
@#\$\$%^&*()_+=,./'[]<>?:'"}\

Univers Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!
@#\$\$%^&*()_+=,./'[]<>?:'"}\

Univers Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!
@#\$\$%^&*()_+=,./'[]<>?:'"}\

Microsoft based programs

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!
@#\$\$%^&*()_+=,./'[]<>?:'"}\

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!
@#\$\$%^&*()_+=,./'[]<>?:'"}\

Graphic Design use only

Univers Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!
@#\$\$%^&*()_+=,./'[]<>?:'"}\

On-screen text

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!
@#\$\$%^&*()_+=,./'[]<>?:'"}\

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!
@#\$\$%^&*()_+=,./'[]<>?:'"}\

Font size and alignment

Business Papers

- Font is Arial and 10pt in size
- Line spacing is at 1.3mm
- Justification on paragraphs is full justification

Formal Council letters and other formal documents

- Font is Arial and 10pt in size
- Line spacing is at 1.3mm (the exception to this is the address panel at the top of a formal letter which is single space)
- Justification on paragraphs is full justification

Memos

- Font is Arial and 10pt in size
- Line spacing is at 1.3mm
- Justification on paragraphs is full justification

Fax and another non-formal documents

- Font is Arial and 10pt in size
- Line spacing is at 1.3mm
- Justification is left aligned

Documents designed by inhouse Graphic Design team and external designers

- Font is Univers for regular reoccurring projects and size may vary based on the business and/or design requirements
- Font and size can vary for large scale projects/campaigns based on the business and/or design requirements
- Line spacing is dependent on the business and/or design requirements

Additional elements

Social media icons and the web address/URL

All Council collateral must include the social media elements incorporated with the Hornsby Shire Council web address/URL.

Portrait orientation

**For more information visit
hornsby.nsw.gov.au**



Portrait orientation with extended URL

**For more information visit
hornsby.nsw.gov.au/waste**



Portrait orientation reversed

**For more information visit
hornsby.nsw.gov.au**



Landscape orientation



**For more information visit
hornsby.nsw.gov.au**

Landscape orientation with extended URL



**For more information visit
hornsby.nsw.gov.au/waste**

Landscape orientation reversed



**For more information visit
hornsby.nsw.gov.au**

Additional elements for events

Social media icons, hashtag and the web address/URL

All Council collateral must include the social media elements incorporated with the event hashtag and Hornsby Shire Council web address/URL.

Portrait orientation with hashtag and extended URL

#movieshby
hornsby.nsw.gov.au/movies



Portrait orientation with hashtag and extended URL reversed

#movieshby
hornsby.nsw.gov.au/movies



Landscape orientation with hashtag and extended URL



#movieshby
hornsby.nsw.gov.au/movies

Landscape orientation with hashtag and extended URL reversed



#movieshby
hornsby.nsw.gov.au/movies

Additional elements

Social media icons in relation to the Hornsby Shire Council logo

The social media icons are approximately 30% of the height of the Hornsby Shire Council logo.

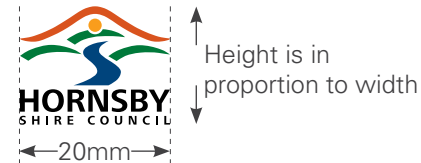
There is no specific placement guide in relation to the Hornsby Shire Council logo as long as there is clear space around the logo.

Exclusion zone



X = Height of capital letter "H"

Minimum size



Lock up with social media icons

For more information visit
hornsby.nsw.gov.au



Social media icons size in relation to the Hornsby Shire Council logo

For more information visit
hornsby.nsw.gov.au



The social media icons should reflect the height "H" of Hornsby Shire Council text height in the logo.

Overview on imagery

Our brand and imagery

Imagery is a vital part of the Hornsby Shire Council brand.

Image selection, quality and tone are critical. Images should create interest and reflect the core values of the brand.

They should be vibrant and thoughtfully composed through use of interesting lighting, crops and angles.

The guidelines provided here and on the following pages demonstrate the correct way to use and combine photographic content with visual elements to create distinctive, clean on-brand designs.

Please ensure you gain all correct image rights and where necessary include required image credits.

Photography guidelines

If you take a photograph of anyone on behalf of Council you must follow the Photography Guidelines. These guidelines provide guidance on the balance between respecting privacy and the taking of photographs of people attending events run by Council, at Council venues or people participating in services provided by Council.

[Photography guidelines link](#)

[Photo release form link](#)

It is not necessary to have written consent providing the subjects of the photograph have been advised that photographs will be taken and have been given the opportunity to withhold consent.

Written permission is required when photographs of children and young adults are easily recognisable and/or are the focus of the photograph.

Non-approved types of imagery

The following types of imagery cannot be used within Council's brand:

- clip art type imagery
- imagery where no copyright can be attributed and sourced through internet search engines such as Google
- imagery that is not representative of the brand eg. gratuitous violence etc.

Hornsby Shire Council general and bushcare volunteers photographic competitions

When using imagery from either the Hornsby Shire Council general or bushcare volunteers photographic competitions, all imagery should be credited with the name of the image and also the photographer.

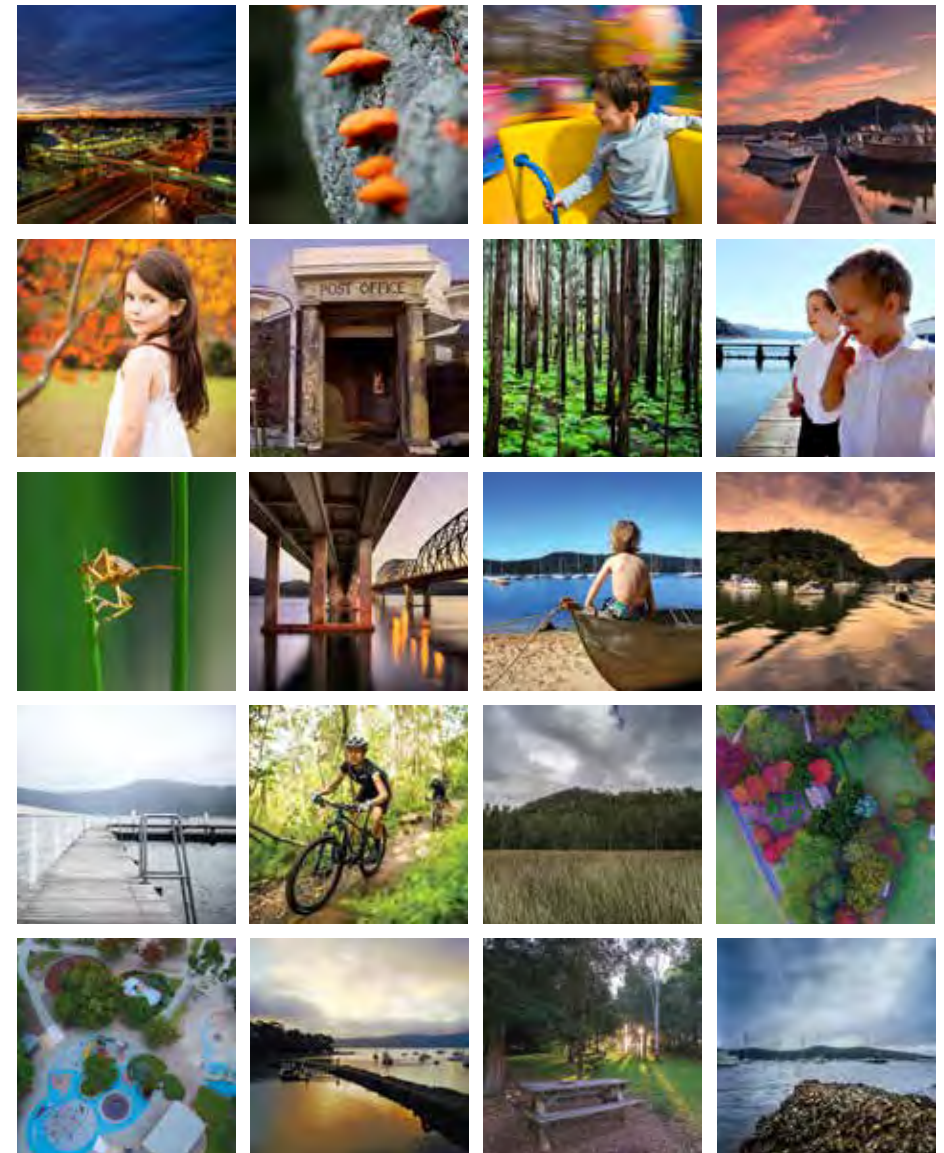
Photography for external designers

To best show off the photography from our Image Library, please stick to the following information:

- Use architectural details shot from interesting perspectives
- Shoot on blue sky days
- Show images with a sense of direction
- Maintain the images in their original orientation
- Use images that depict construction
- Highlight development projects increasing housing supply
- Use images that depict housing choice

To best show off the photography from our Image Library, please stick to the following information to show nature:

- Unrestricted views
- Unexpected
- Accurate, crisp close-ups
- Interesting light reflecting various times of the day
- Realistic views



Designing documents for accessibility

To comply with the Disability Discrimination Act local government bodies are expected to have their communications created in a format that complies with accessibility standards.

The documents can then be used by people with disabilities such as blindness, low vision or limited mobility. In addition to this, producing accessible content plays a key role in optimising PDFs for successful indexing by internet search engines.

All documents, reports and brochures that are produced by external designers must be designed with accessibility in mind. Documents provided by external designers will be checked for compliance. For further information, please contact the Strategy and Communications Branch.

Producing a PDF from InDesign that's machine-readable, and optimised for screen readers and assistive devices – generally referred to as an “accessible” PDF – is critical for compliance with accessibility standards and regulations (such as W3C WCAG2 Level A).

Design approach

Our graphic design process follows a specific branding approach depending on the nature of the event, activity, project, program etc.

For those design jobs which are typically larger scale projects the graphic design team will develop a specific design for the campaign. For example: Festival of the Arts, Westside Vibe, Sunset Sessions etc. See pages 25 to 26 which feature design examples.

For design jobs which are regular, routine events / activities or generic council documents the graphic design team follow a standardised set of design principles / template. For example: Library Author Talks, Bushwalking guides, What's On guide etc. See pages 25 to 29 which feature design examples.

Before completion of your Strategy and Communications job request form, if the job relates to a large scale project or if there are elements that you believe need further discussion, please contact Strategy and Communications to discuss the appropriate marketing and communications approach.

[Strategy and Communications request form](#)

[Service Level Agreement for Graphic Design](#)

Design samples – large scale projects/campaigns



The Westside Vibe – Poster A1



Festival of the Arts Campaign – Poster A4



Choose your Adventure – Poster A1

Design samples – large scale projects/campaigns



Festival Of The Arts – 2000mm x 1000mm Roadside Banner



Festival Of The Arts –
1200mm x 3600mm Mall Flags

Design samples

Opposite illustrates the layout and clearspace for all regular, routine events / activities or generic council document brochure front covers.

This applies for all formats ie. DL, A5, A4 etc.

InDesign templates are available for all formats. Please contact Strategy and Communications Branch should you require templates for external designers.

Please refer to the following pages in the section for examples of how this is applied across designs.



Cover masthead area is to be no more than three lines of text and stylesheet should not be adjusted.

Cover bar is to either include one line of text only or no text. Stylesheet should not be adjusted.

Cover image area is include a single photograph only. It should not be resized under any circumstances.

Cover footer area is to include the Hornsby Shire Council logo only. It should not be resized under any circumstances.

Design samples

Opposite illustrates the layout and clearspace for all regular, routine events / activities or generic council document brochure back covers.

This applies for all formats ie. DL, A5, A4 etc.

InDesign templates are available for all formats. Please contact Strategy and Communications Branch should you require templates for external designers.

Please refer to the following pages in the section for examples of how this is applied across designs.

Hornsby Shire Council's FREE Guided Bushwalks Program

Due to the popularity of the Guided Bushwalks Program Hornsby Shire Council is now pleased to bring you three programs per year based on our autumn, winter and spring seasons. This means more activities for everyone to join into!

As such the aim of the guided bushwalks program continues to make Hornsby Shire's unique bushland accessible to the community and encourage new participants into the program. The program provides education and information for the community about local biodiversity including the importance of native flora and fauna, threatened species and significant habitats. Our professional guides will give you unparalleled insight into our Bushland Shire as they share their wide knowledge of the local environment. Whether you prefer an easy stroll or a more challenging walk, there's something for everyone.

Due to the increasing popularity of the program and our aim to provide opportunity to newcomers, participants can only book into six walks per program schedule. This is to ensure fairness and equity for participants wanting to be involved in the program.

How to book

BOOKINGS ARE ESSENTIAL FOR ALL WALKS

Online bookings open one month in advance of the advertised walk.

- To book, go to Council's website and click on the booking link hornsby.nsw.gov.au/bushwalks

For safety reasons and the enjoyment of walkers, participant numbers on each walk are limited.

For more information contact

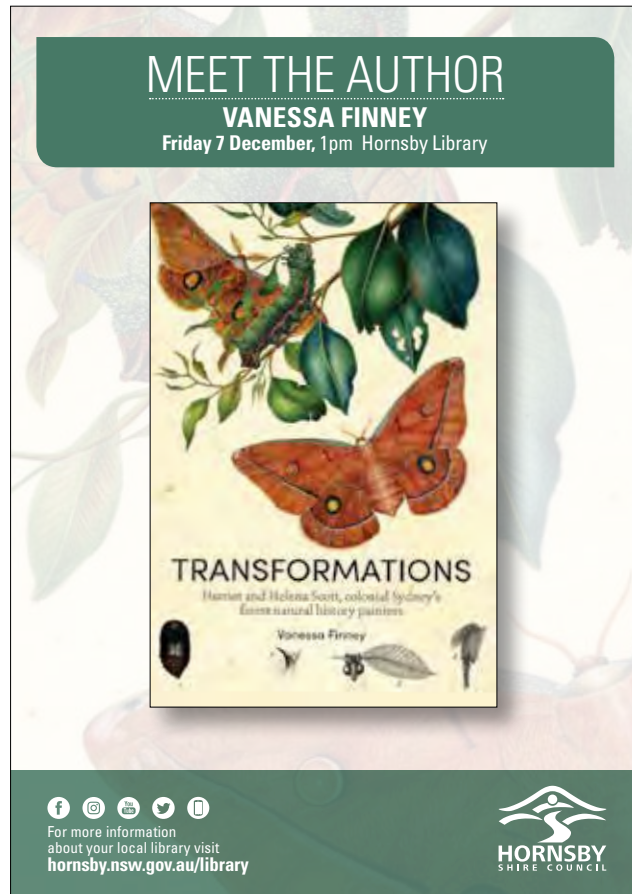
bushland@hornsby.nsw.gov.au
Or phone 9847 6832, 8.30am-4pm, Monday to Friday

Back cover area is to be one full colour only with text reversed out.

Environmental credentials should be included on all printed materials when applicable.

Address and contact area should always use the main Council street address, but the phone number and web address can be customised based on the content of the brochure.

Design samples



Meet the Author – Poster A3 and A4



Meet the Author – Postcard A6



Generic events – Poster A5, A4 and A3

Design samples



Guide to Family History - Hornsby Library – 6pp DL



Guide to Computer Use - Hornsby Library – 6pp DL

Design samples



What's On Guide (printed with the quaterly rates guide) – 20pp DL

Digital Screen on the Hornsby Station Footbridge

The digital screen on the footbridge is available for major marketing campaigns and the schedule is managed by Strategy and Communications. Please discuss this with the StratComm team at the planning stage of your campaign.



Spend this Winter in Hornsby Shire – digital footbridge



The Westside Vibe – digital footbridge



Spend this Winter in Hornsby Shire – digital footbridge



Sunset Sessions – digital footbridge



Spend this Winter in Hornsby Shire – digital footbridge




Australia Day – digital footbridge

Letterhead


When writing a letter it is important to follow the letter style template.

The letter style sets out the rules for a formal letter and follows margins that integrate with the placement of the Hornsby Shire Council logo.

For the Hornsby Shire Council style of laying out fax and memos, please refer to the page *Font size and alignment* in the Design section of these guidelines.



24 June 2014



Pauline Adams-Brittain
PO Box 37
HORNSBY NSW 2077

Dear Pauline

New Letterhead. Your Reference – M123/444

The *Protection of the Environment Operations Act, 1997*. The purpose of the inspection was to determine if the system complied with 'best practice' onsite sewage management. For the system to continue to be used after connection is available to the new Sydney Water sewerage scheme it must meet 'best practice' onsite sewage management. A septic system may be classified as not meeting 'best practice' or failing for any of the following reasons:

1. An undersized disposal area.
2. Soggy ground around or below the disposal area.
3. The system or sewerage pipes within the dwelling discharge to the stormwater system, river or through an open pipe to the ground surface.
4. The site is limited in disposal area by shallow soils, rocky outcrops and available area.
5. The disposal area fails to meet buffer distances in accordance with *The Environment & Health Protection Guidelines Onsite Sewage Management for Single Households* prepared by the *NSW Department of Local Government 1998*.
6. The system has not been serviced and maintained in good working order and in accordance with the conditions of approval.
7. If there is no provision for treated sewage from the system to be reused for toilet flushing and/or surface or subsurface garden irrigation.

Council accordingly advises that the onsite sewage management system at 10 Smith Street is not meeting 'best practice' onsite sewage management and that works will be required for an upgrade of the onsite sewerage management system or a connection to the recently constructed sewer will be required.

Please contact Pauline Adams on 02 9847 6006 for further information

Yours faithfully

Pauline Adams
Team Leader, Business Information Systems
Information Systems

TRIM Reference: 140/00001

Hornsby Shire Council
ABN 20 706 996 972
296 Peats Ferry Rd, Hornsby 2077

PO Box 37, Hornsby NSW 1630


Phone 02 9847 6666
Fax 02 9847 6999


Email hsc@hornsby.nsw.gov.au
Web hornsby.nsw.gov.au

Fax and memo templates

The fax and memo templates have been produced in black and white only.

For the Hornsby Shire Council style of laying out fax and memos, please refer to the page *Font size and alignment* in the Core Visual Elements section of these guidelines.

		FAX	
DATE	24 June 2014	NO. PAGES	(Inc Cover Sheet) 1
TO	Joe Bloggs		
ORGANISATION	ABC Company		
FAX NO.	02 9999 9999		
<hr/>			
FROM	Pauline Adams	FAX NO.	02 9847 6987
PHONE NO.	02 9847 6006		
EMAIL ADDRESS	padams@hornsby.nsw.gov.au		
<hr/>			
COMMENTS			
This is a sample of a fax.			
Normally this area would not contain a lot of text but I am going to add a bit just to make it look OK.			
Council recently inspected the onsite sewage management system at the above property under provisions in the <i>Protection of the Environment Operations Act, 1997</i> . The purpose of the inspection was to determine if the system complied with 'best practice' onsite sewage management. For the system to continue to be used after connection is available to the new Sydney Water sewerage scheme it must meet 'best practice' onsite sewage management. A septic system may be classified as not meeting 'best practice' or failing for any of the following reasons:			
<ol style="list-style-type: none">1. An undersized disposal area.2. Soggy ground around or below the disposal area.3. The system or sewerage pipes within the dwelling discharge to the stormwater system, river or through an open pipe to the ground surface.4. The site is limited in disposal area by shallow soils, rocky outcrops and available area.			
Regards			
Pauline Adams			
<hr/>			
Hornsby Shire Council ABN 20 706 996 972 PO Box 37, Hornsby NSW 1630 Phone 02 9847 6666 Email hsc@hornsby.nsw.gov.au 296 Peats Ferry Rd, Hornsby 2077 Fax 02 9847 6999 Web hornsby.nsw.gov.au			

		MEMO	
TO:	Manager Information Systems		
FROM:	Team Leader, Business Information Systems		
DATE:	31 May 2012		
REFERENCE NO.	I40/00001		
SUBJECT:	New Memo Format		
<p>This is a proposal for the changing of the format for a memo.</p>			
<p>A brand is an essential element in identifying an organisation because it defines both what the organisation does and what it stands for. A brand should be clear, consistent and recognisable. All brand concepts need refreshing to ensure they remain contemporary and interesting, and this is particularly true following change and restructure.</p>			
<p>Hornsby Shire Council's brand has been reviewed, and the following concepts put forward to demonstrate more contemporary and consistent messaging.</p>			
<p>Essentially the brand concepts are:</p>			
<ul style="list-style-type: none">• Corporate approach with two tiers of branding depending on the size and frequency<ul style="list-style-type: none">◦ Tier One - for large projects like Bushland Shire Festival and campaign driven projects like Compost Revolution - for staff this will mean an opportunity to 'brand' projects such as the Compost Revolution because it is large, has its own website and is across many councils◦ Tier Two - for generic council documents and smaller projects like author talks, bushwalking guides etc - for staff this will mean advertisements such as composting, mulching and Library talks will be aligned to the Tier Two guidelines (clean look with images and consistent tone and messaging, and increased focus towards pushing people to the web site)• Web address change to strengthen the digital marketing of council i.e. hornsby.nsw.gov.au/waste is a stronger brand for council. When waste is at the front of council's web address (www.waste.hornsby.nsw.gov.au) the concept of both council and waste gets lost in the address• Removal of the 'Wave'• Arial font for communications and font Univers for graphic designed documents• More use of photographs and 'humanising' of council e.g. the very successful waste campaign by Penrith Council who profiled the bin man... he became a local celebrity and really got the message across!			
<p>Educational material may be either Tier One or Tier Two, depending on the size, frequency and type of project/campaign.</p>			
<p>Ultimate sign-off for the application of a tier will rest with Strategy and Communications Branch, however all areas will obviously have input into the process.</p>			
Pauline Adams			

Business cards

The Hornsby Shire Council business cards contain the important contact details of an employee. Staff provided with a mobile phone as part of their job must include the mobile number on their business card.

New cards can be ordered by placing a request through the intranet.

Only doctors (Dr.) and professors (Prof.) have their university degrees shown on cards.



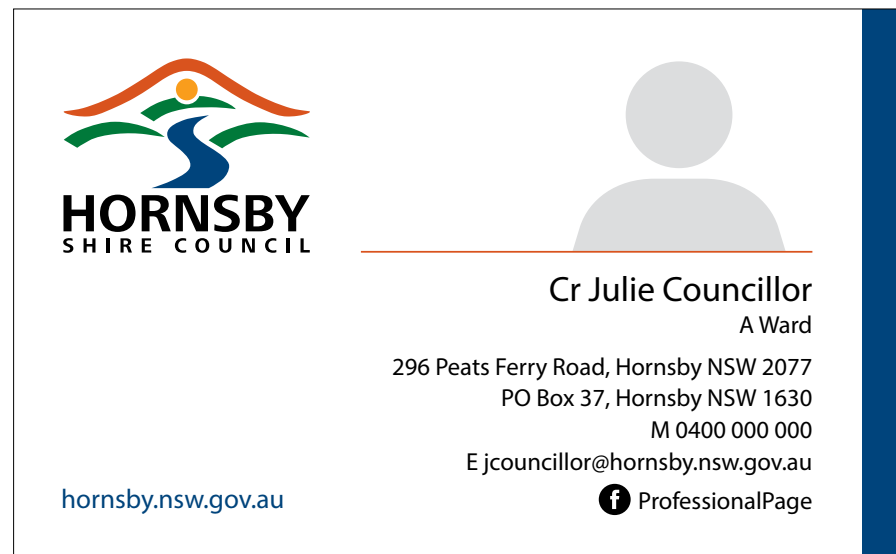
Business cards for Councillors

The Hornsby Shire Council business cards contain the important contact details of a councillor. Council's generic postal address will be included on councillor cards as will each councillor's mobile number.

Councillors may include their professional Facebook page details.

New cards can be ordered by placing a request through the intranet.

Only doctors (Dr.) and professors (Prof.) have their university degrees shown on cards.



Email footer

The Hornsby Shire Council email footer must be used for all external email correspondence. The Information Communication and Technology team has uploaded your personal email footer to your computer settings profile.

Staff provided with a mobile phone as part of their job must include the mobile number on their email footer/signature.

For more information please refer to the Email Signature page on the Staff Knowledge Database on the Intranet.

Julie Citizen

Citizenship Coordinator | Strategy & Communications | Hornsby Shire Council

p 02 9847 6000 | **m** 0400 000 000

e jcitizen@hornsby.nsw.gov.au | **w** hornsby.nsw.gov.au | **f** facebook.com/HornsbyCouncil

Council acknowledges the traditional owners of the lands of Hornsby Shire, the Darug and Guringai people.

Campaign devices

Campaign devices include mascots and other design elements which are used to symbolise a message.

These devices should never appear locked-up with the Hornsby Shire Council logo. The logo should always be the dominant feature of any design. Campaign devices are used as secondary elements to enhance and symbolise the design. The examples on this page show some of the current devices in action.

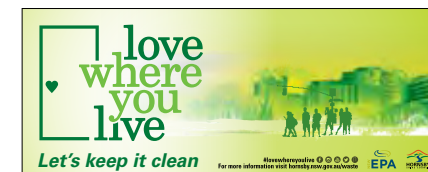
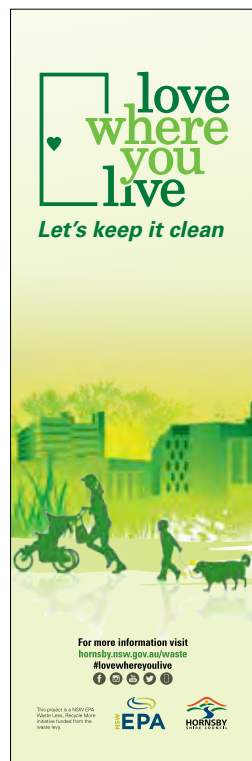
Please note: having a small number of campaign devices is acceptable, it is not appropriate or encouraged to add more as this only helps to detract from our 'one brand; one Council' principle.

Slogans and taglines are not to be used on the cover of brochures etc. It is not permissible to include a slogan or tagline locked-up with the Hornsby Shire Council logo; however within text or body copy it is allowed. For example: at the end of a brochure or within copy: Hornsby Shire Council ... protecting your local creek; Building a better Shire; Caring for your bushland etc.

Please discuss campaign devices and/or taglines with Strategy and Communications team.



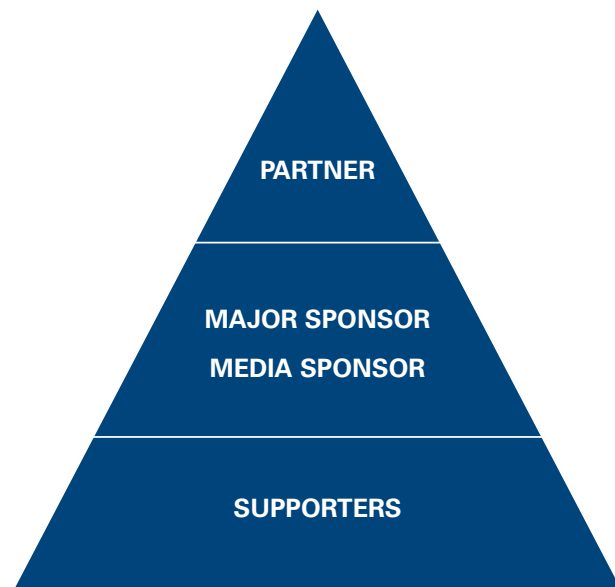
Ready, Set, Grow



Principles of Sponsor Acknowledgement

Sometimes Hornsby Shire Council will seek sponsorship for certain events, often in the form of financial contribution. In order to recognise sponsors, the following hierarchy has been developed. This ensures that each tier of sponsorship receives the appropriate acknowledgement based on their financial contribution.

Not all the below sponsor levels will apply to each event. Graphic design to be advised of sponsors before the design process commences.



LOGO PLACEMENT

Partner level

- We would expect only one organisation to be at the 'Partner' level for an event.
- Partner logo to be 'locked-up' with the Hornsby Shire Council logo and positioned at the bottom right of material where possible. The sponsor logo will be sized at 75% of the height of Council's logo and will be 10mm from bottom edge of page. Hornsby Shire Council logo will always appear on the right.
- The 'locked-up' logo will be on all event specific collateral, hence the requirement for only one Partner. This does not include the What's On Brochure, Enews and social media.
- If a sponsor becomes a partner after the main collateral has been designed, acknowledgment will only occur on event collateral yet to be printed.

Major Sponsor / Media Sponsor level:

- There may be more than one organisation at this level.
- Sponsor logos at this level would feature on the 'thank you to our sponsors' page within the collateral (eg Festival brochure, Event program) and on the web. These logos should be monochromatic only.

Supporters Level:

- There may be more than one organisation at this level.
- Supporters would receive a line credit on the 'thank you to our sponsors' page (without logo) within the collateral (eg Festival brochure, Event program) and on the web.



A1 Poster - Partner level sponsor

Principles of Sponsor Acknowledgement

Logo Placement

To preserve the integrity of the logo it is important to allow an appropriate amount of clear space around it. The minimum white space around the logo should always be at least proportionally the same height as the “H” in the logo. The more white space you can put around the logo the better it will stand out.

It is also important that the logo be legible and therefore should not be reproduced any smaller than 20mm wide from left to right of the entire logo. The height of the logo is then in proportion to the width.

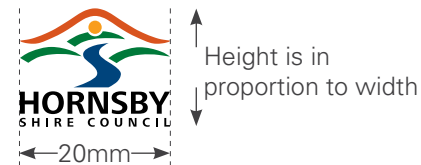
Partner logos should be 75% of and aligned to the baseline of the Hornsby Shire Council logo.

Exclusion zone



X = Height of capital letter “H”

Minimum size



Lock up with Partner logo

PARTNER



Partner logo at 75% size and aligned to the baseline of Hornsby Shire Council logo.



X = Height of capital letter “H”

Writing

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Writing style

Website writing

- Web copy is generally scanned, rather than read, therefore it should be succinct and to the point
- Brief sentences, short paragraphs and bullet points where possible
- Avoid big slabs of text, use headings and subheadings to break it up

Letter writing

- Be clear on the purpose of the letter, decide what you want to say, and consider what effect it will have on the recipient
- Keep the information to the essentials only
- Try to keep the body of the letter to a single page
- If lots of technical information must be included, consider putting separately as an appendix or Q&A sheet
- Don't use jargon, use familiar, everyday words readers will understand
- Use active, not passive language, eg. We will contact you....rather than, You will be contacted by us...
- Read the letter through, how would you feel if you received this letter? How would a member of your family feel?

Council style

Please refer to the page *Font size and alignment* in the Core Visual Elements section of these guidelines.

Promotional writing

Good promotional writing has the following elements:

- A hook to draw you in
- A story to add meaning, purpose or inspiration
- Details to tell you what you need to know
- A call to action which prompts you to act
- A logo that identifies the source of the message

Ask Strategy and Communications Branch

With all of the above writing styles, please contact Strategy and Communications Branch for advice. Printed publicity material and advertisements must be proofread then approved by Strategy and Communications Branch before going to print.

Sample letters

Council's Learning and Development Team have sample letters for staff to use.

Reference guide and common mistakes

Check list

When you are preparing a document, make sure you double check:

- The spelling of names (never assume how to spell a name)
- Dates and times
- Telephone numbers

Australian English

Make sure you set Microsoft Word to spell check for Australian English. Avoid American spellings.

For example: Use 'Organisation' instead of 'Organization'

Spelling

Council uses the *Macquarie Dictionary* as the reference for all spellings.

Apostrophe

'It's' is a contraction of 'it is'.

For example, 'It's a nice day' can be expanded to 'It is a nice day'.

'Its' is used to describe when someone or something possesses something. It is **not** a contraction.

For example: 'Its bark was worse than its bite' **can not** be expanded to 'It is bark was worse than it is bite.'

Also take extreme care when using apostrophes of possession.

Incorrect: The three boy's billy cart was very fast.

Correct: The three boys' billy cart was very fast.

Reference guide and common mistakes

Other common mistakes

Aboriginal groups	(never 'Aboriginal tribes')
Ampersand - & -	(never use the '&' symbol, except in proper names, such as 'Angus & Robertson' or in an abbreviation 'OH&S')
Christmas	(never 'Xmas' and always with a capital 'C')
Coordinator	(never 'co-ordinator')
Hornsby Shire Council	(never 'Hornsby Council' or 'HSC')
Darug	(never 'Dharug' and always with a capital 'D')
Saltmarsh	(never 'salt marsh' or 'salt-marsh')
Worm farm	(never 'wormfarm' or 'worm-farm')

Acronyms and abbreviations

It is easy for Council staff to forget that the public may not be aware of acronyms we use everyday such as DA, DCP, LEP and LGA. In the first instance, all acronyms should be spelt out followed by brackets with the acronym. Abbreviate in all subsequent uses in the document.

Example: The resident lodged a Development Application (DA). The DA was approved by Council.

It is not necessary to use full stops for abbreviations.

Example: Mr Brian Black had an appointment with Dr Susan Smith.

Reference guide and common mistakes

Council

'Hornsby Shire Council' and 'Council' should always be capitalised. Use 'Hornsby Shire Council', not 'Hornsby Council'.

Incorrect: Last month Hornsby shire council won a Sydney Water Award.

Correct: Last month Hornsby Shire Council won a Sydney Water Award.

Never use 'the Council'.

Incorrect: Last month the Council won a Sydney Water Award.

Correct: Last month Council won a Sydney Water Award.

Councillors and Mayor

Councillors should be referred to as Councillor Michael Hutchence in the first instance and Cr Hutchence thereafter. The Mayor should be referred to as Mayor Steve Russell in the first instance and Cr Russell thereafter.

Division, departments and teams

Council's division, departments and teams should always be capitalised when used as a proper noun but not when used generically.

Example: Hornsby Shire Council's Waste Management Branch is part of the Infrastructure and Recreation Division. The branch coordinate regular green waste collection days.

As noted on the previous page, never use ampersands to contract the names of divisions, departments or teams.

Incorrect: Parks & Recreation Branch

Correct: Parks and Recreation Branch

Titles, headings and e-references

Titles

When used in a sentence, the titles of books, publications, DVDs, etc should always be in italics without inverted commas.

Example: Council produced an educational DVD called
Message in a Bottle.

Headings

Do not use unnecessary capital letters in document titles and headings. Lower-case is easier on the eye. Capitals are generally not necessary except for proper nouns.

Incorrect: Housing for Seniors and Persons
with a Disability.

Correct: Housing for seniors and persons
with a disability.

Dot points

Each series of dot points should be introduced by a sentence or part of one, to enable the series to be properly integrated into the text flow. Capitalise the first word of each dot point. Do not use punctuation after dot points.

Example: There are three key features:

- Feature one
- Feature two
- Feature three

eReferences

http:// and www is not necessary at the beginning of a web address in print. If a web address appears at the end of a sentence, still include a full stop. Remove hyperlinks and www from web addresses.

Incorrect: e-mail, e mail, web site, e-newsletter, e-news

Correct: email, website, eNewsletter, eNews

Example: *The Bushland Shire eNews*

Example: *hornsby.nsw.gov.au/waste*

Hornsby Shire, place names and directions

Hornsby Shire and the Shire

Always capitalise 'Hornsby Shire', and 'the Shire'.

Incorrect: Hornsby shire was founded in 1906.

Correct: Hornsby Shire was founded in 1906.

Incorrect: The shire was founded in 1906.

Correct: The Shire was founded in 1906.

Mount Kuring-gai

How to spell the suburb **Mount Kuring-gai**

How to spell the park **Ku-ring-gai Chase National Park**

Place names

Places names **never** have an apostrophe.

Incorrect: Wiseman's Ferry

Correct: Wisemans Ferry

Also: Devlins Creek, Terrys Creek, Old Mans Valley.

Check place names by visiting ga.gov.au/map/names

Points of a compass

Do not capitalise, north, south, east or west but hyphenate when you combine.

Incorrect: She travelled North West.

Correct: She travelled north-west.

Exceptions: It is acceptable to capitalise a direction in an official title or place name.
For example: North-West Metro.

Numbers, times, dates and years

Numbers and metric units

In text, write out numbers one to nine (1–9) in full, except when describing:

- Ages (6-year-old boy)
- Dates (5 August 2008)
- Dimensions, weight (2cm, 80kg)
- Distances (16km)
- Flood intervals (1 in 100 year flood)
- Millions/billions (4 million, 8 billion)
- Money (\$9.00 or \$1.28)
- Percentages (15 percent)
- Temperature (7 Celsius)
- Times (9.30am)

Numbers 10 and over should be written numerically, except at the start of a sentence. However, it is better to avoid beginning a sentence with a number.

Example: “Fifty students began the course this year” is better expressed as
“This year, 50 students began the course”.

Use a comma in figures over 1,000.

Example: 2,500 or 35,000.

Telephone numbers

Do not include an area code unless your document will be distributed interstate.

Time

Always use 12-hour format with no spaces between the numerals and ‘am’ or ‘pm’.
Do not use fullstops in ‘am’ or ‘pm’.

Examples: 9.30am, 9.30am-10.30am, 9.30am-2.30pm, 9am-2pm, 10am-2.30pm

Dates

Dates should be written in text as Monday 24 November 2008, not 24th November, 2008 or November 24, 2008.

Years

Incorrect: 1990’s

Correct: 1990s

Sample template

Sample event text

When promoting an event it's important that you make the details clear for your audience. Council has a preference for the following format:

School holiday workshop

Monday 1 January, 9.30am-12pm

Hornsby Library,
28-44 George, Hornsby

For more information, call Council's Library Officer
Mary Smith on 9847 6666 or email
msmith@hornsby.nsw.gov.au

Please note:

- In most instances you won't need to include the year in dates
- You should follow Council's written style for dates and times
- You should provide the street address, even for well-known locations
- You should always provide a contact telephone number

You should also consider using dot points to improve the readability of the features of your event. For example:

Come along and enjoy:

- Face painting
- Prize giveaways
- Free refreshments
- Live musical performances

Online media

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Hornsby Shire Council website and mobile website

Council's website details the range of information, services and events we provide. Its purpose is to provide information in a useable and accessible manner. In addition to the main website, Council has a mobile website which can be downloaded as an app from Google Play or App Store.

Content and design of the website and mobile site is managed by the Strategy and Communications Branch.

For minor corrections or alterations (eg spelling mistakes, updating existing material) please email your changes through to websupport@hornsby.nsw.gov.au

To discuss all other changes or additions to the website please email stratcomm@hornsby.nsw.gov.au



Social media and video production

Social media

Social media is managed and written by the Strategy and Communications team.

Council currently uses Facebook, Twitter, YouTube and Instagram for promoting events, projects and activities. Council also has a static LinkedIn page.

Facebook is used as a tool to promote Council events, news and other key projects by uploading photos, video and messages.

Twitter enables Council to post messages not only for promotional purposes, but also to send out information and news.

Instagram is used to promote Hornsby Shire and build it's presence by posting images to attract potential visitors to the Shire. Posts cover major events, festivals, and attractions giving outsiders a 365-degree view of the Shire.

Strategy and Communications are able to provide advice regarding these social media channels and whether they are suitable for your activity. Please email stratcomm@hornsby.nsw.gov.au



Video production

Council has the facility to film events or the launch of a significant project which can then be uploaded to YouTube and promoted via our social media channels.

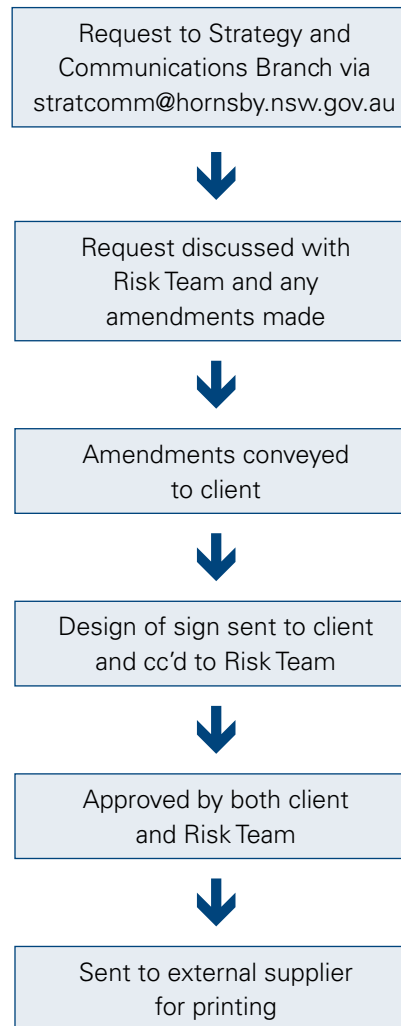
Filming and editing video takes significant time and cannot always be undertaken, but if you believe your event or project requires a film component please email stratcomm@hornsby.nsw.gov.au



Risk signage

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Design and approval process for risk signage



Layout for risk signage

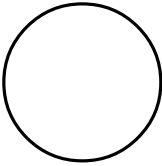
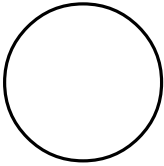
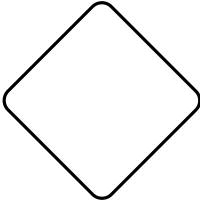
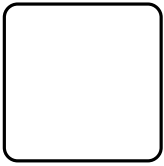
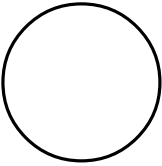
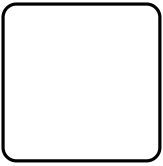
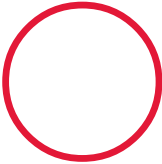
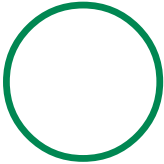
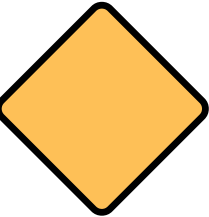
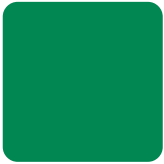
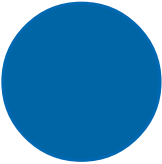










Risk warning to appear at top of sign in white text reversed out of blue (PMS 295). Yellow warning pictogram to appear on left hand side of text.

Prohibitions and warnings illustrated in pictogram format to appear in the centre of the sign.

Emergency contact details with pictogram at bottom left of sign. Bottom right of sign Hornsby Shire Council logo to appear.

Pictogram colours/shapes applicable to structural elements

Class	Regulation	Permissible	Warning	Safety	Safety Mandatory	Information
Shape						
Symbol						
Example	 					

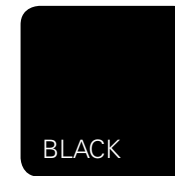
Manufacturing and installation colour of pictograms

Colour and typeface specifications shall comply with Australian Standards.

Refer also to Australian Standard AS2416 for colour specifications.



Sunflower Yellow
PMS 136C, 115U
Road signs use: Retroflective Yellow Class 2.



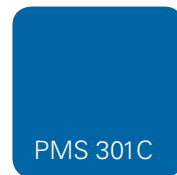
Black



Red
PMS 186C, 1795U
Road signs use: Retroflective Red Class 2.



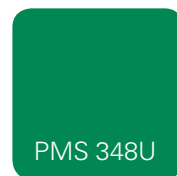
White
Road Signs use:
Retroflective White Class 2



Bright Blue
PMS 301C, 293U
Road signs use: Retroflective Blue Class 2.



Galvanised finishes



Jade
PMS 349C, 348U

Warning pictograms



SKATEBOARD RAMP



PLAYGROUND



BOAT RAMP



PEDESTRIANS



LIMBS MAY FALL KEEP
CLEAR



CROCODILE



STEEP WALKING TRACK



UNEVEN GROUND



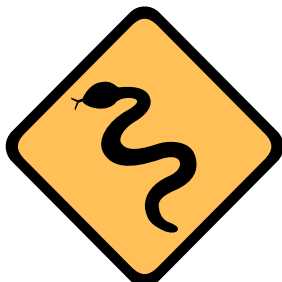
SHAFT



SUBMERGED OBSTACLES



UNSTABLE CLIFFS



SNAKES



SLIPPERY AREA



UNEXPECTED LARGE
WAVES



KOALAS

Warning pictograms



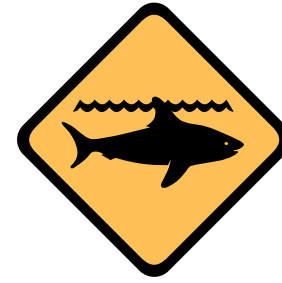
TREES MAY FALL
TAKE CARE



WARNING



STEEP DESCENT



SHARKS



STINGERS
(UNDERWATER)



DAM



KANGAROOS



DANGEROUS TIDES



STRONG CURRENTS



SHALLOW WATER



WOMBATS



BEWARE EUROPEAN
WASPS



BEWARE FERAL BEES



SUCTION PIPE



UNSTABLE CLIFFS
KEEP CLEAR

Warning pictograms



STINGERS
(FLOATING)



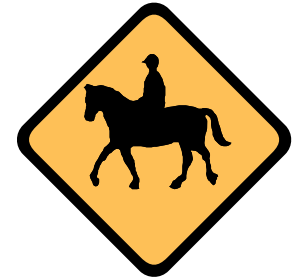
WATER



SLIPPERY STAIRS



STEEP STAIRS



TRAILRIDERS



DEEP WATER



DROP OFF



SHORE DUMP



SPIDERS



BMX FACILITY



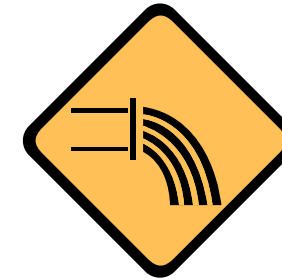
SUBMERGED OBJECTS



DEEP HOLE



SWIMMING NOT ADVISED



EFFLUENT OUTFALL

Regulatory pictograms



NO BIKE RIDING



NO TRAIL BIKES



NO BICYCLES



NO VEHICLES



NO MODEL PLANES



NO SKATEBOARDS



SHOOTING PROHIBITED



NO JUMPING



NO RUNNING



NO HORSES



NO FIREARMS



NO GOLF



NO LITTERING



NO ENTRY



NO FOOD

Regulatory pictograms



BODYBOARDS
PROHIBITED



BOMBING
PROHIBITED



NO PARKING



NO SPEAR FISHING



NO FISHING



NO SNORKELLING



FIRES PROHIBITED



NO DIVING



NO CATS & DOGS



NO GLASS



NO ALCOHOL



WATER SKIING
PROHIBITED



DO NOT DRINK
THE WATER



NO SMOKING



PICKING PLANTS
PROHIBITED

Regulatory pictograms



PUSHING
PROHIBITED



SURFBOARD RIDING
BETWEEN FLAGS
PROHIBITED



VESSELS
PROHIBITED



SCUBA DIVING
PROHIBITED



SNORKELLING & SCUBA
DIVING PROHIBITED



PWC's PROHIBITED



NO NAKED FLAMES



NO DOGS ALLOWED



DOG LITTER MUST BE
PICKED UP



NO SWIMMING



SURFCRAFT
PROHIBITED



SAILBOARDS
PROHIBITED



CAMPING
PROHIBITED



NO REMOVING
SHELLFISH

Information pictograms



POWER BOATING



PATROLLED BEACH



LIFEJACKETS



DIVING



SNORKELLING



RAFTING



SCUBA DIVING



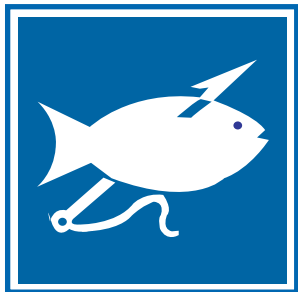
SNORKELLING &
SCUBA DIVING



BODYBOARDS



PARAGLIDING



SPEAR FISHING
PERMITTED



WATER SKIING



SMOKING PERMITTED



WINDSURFING
PERMITTED



SWIMMING
PERMITTED

Information pictograms



TELEPHONE



TOILETS



NON POWERED BOATING



KAYAKING



SAILING



FEMALE TOILETS



DISABLED



PERSONAL WATER CRAFT



BOAT RAMP



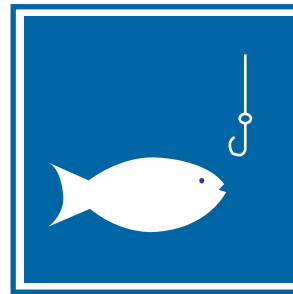
ANCHORAGE



TOILETS



MALE TOILETS



FISHING PERMITTED



BOAT FISHING
PERMITTED



SHELLFISH COLLECTION
PERMITTED

Permissible pictograms



DOGS ALLOWED



DOGS OFF LEASH
ALLOWED



SHARED FOOTWAY



BICYCLES ALLOWED

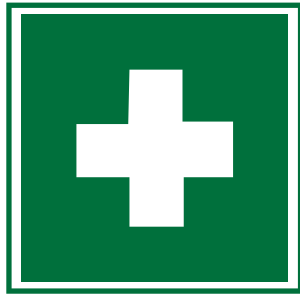


BICYCLES ALLOWED

Safety pictograms



EMERGENCY TELEPHONE



FIRST AID



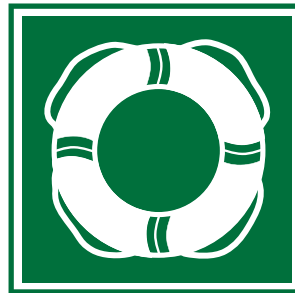
MSDS LOCATED HERE



EYE WASH



SAFETY SHOWER



LIFESAVING
EQUIPMENT

Mandatory safety pictograms



HELMET PROTECTION
MUST BE WORN



EYE PROTECTION
MUST BE WORN



FACE SHIELD
MUST BE WORN



HEARING PROTECTION
MUST BE WORN



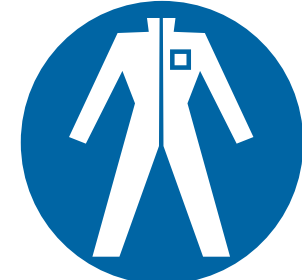
CHILDREN
MUST BE SUPERVISED



FOOT PROTECTION
MUST BE WORN



HAND PROTECTION
MUST BE WORN



PROTECTIVE CLOTHING
MUST BE WORN



RESPIRATOR
MUST BE WORN



LIFE JACKETS
MUST BE WORN



BIKE HELMETS
MUST BE WORN

Hazchem pictograms



EXPLOSIVE



FLAMMABLE GAS



NON-FLAMMABLE
TOXIC GAS



TOXIC GAS



CORROSIVE



OXIDIZING GAS



FLAMMABLE LIQUID



FLAMMABLE SOLID



SPONTANEOUSLY
COMBUSTIBLE



MISCELLANEOUS
DANGEROUS GOODS



DANGEROUS WHEN WET



OXIDIZING AGENT



ORGANIC PEROXIDE



TOXIC



RADIOACTIVE