

# The Highland Council Comhairle na Gàidhealtachd

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Branding guidelines  
Stiùiridhean comharrachaidh

2018 (updated 2023)

[www.highland.gov.uk](http://www.highland.gov.uk)



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# Introduction

## Ro-ràdh

Corporate identity is the overall image of The Highland Council which reflects our values and objectives.

It is usually visibly manifested by way of branding, which includes combination of colour schemes, designs, words and images that an organisation employs to make a visual statement about itself and to communicate its business philosophy and culture.

### What do we want to say about ourselves?

- Our Values: Listening, Open, Valuing, Improving, Supporting, Partnering, Delivering
- Accessible
- Professional
- Effective and Efficient
- Modern and forward thinking
- Digital First
- Consistency
- We are part of a corporate family, working in partnership, not silos

### Therefore our corporate identity goes beyond branding reflected in:

- Our logo
- Our style of publications and use of typography
- Our style and tone of writing
- Our use of colours, pictures and signage
- Our website
- Our social media and other online presence

It is also reflected in our engagement with the public and our internal organisational culture.

This set of guidelines has been developed to strengthen our corporate identity and to reflect what we want to say about ourselves.

### The guidelines will:

- Provide an updated logo and corporate colours with a more accessible font.
- Use graphic design and colour palettes to promote corporate identity, but allow flexibility in design so that every publication is appropriate for its purpose and its audience, however looks like it comes from the same corporate family.
- Encourage use of concise and clear plain English.
- Provide advice on layout and printing to ensure efficiency.
- Promote Digital First by promoting website address and social media links.
- Promote efficiency in reduced printing costs, concise writing and effective templates.

# Our logo

## Ar suaicheantas

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# Our logo

## Ar suaicheantas

Our corporate identity starts with the logo and a set of rules for how it can be used. It promotes our image to the community and helps people recognise the extent of our involvement in the provision of services.

It's essential that it is used often and correctly. It must be applied to all printed and published council materials and should also be used to brand and help promote projects, products and services.

No other logo should be used to represent our services or activities without express permission of the Chief Executive. Council departments should not create their own logos.

Please contact the Corporate Communications office for more information.

### Corporate Communications Office

Email: [corporate.communications@highland.gov.uk](mailto:corporate.communications@highland.gov.uk)

## Correct use of the logo

The logo should not be fragmented or modified. All elements of the logo – map symbol, lettering and the solid line across the bottom of the logo must always be used together.

There are 3 different versions of the logo that can be used, the full colour version, the black only version and the reversed out white version. The full colour version should always be the default option.

These logos are available in various file formats and can be obtained from the Corporate Communications office.



1 Full colour version



2 Black only version



3 Reversed out white version

## Clearance

To ensure prominence and legibility of the logo try to leave an area of clear space around it. If possible the surrounding area should be 7mm from the edge of the logo but it can be less if space is tight.

When placing the logo near the edge of the page it should be at the very least 8mm from the edge of the page but preferably 10mm or more from the edge.



## Misuse

How the logo should not be used:



- 1 Individual elements of the logo design must never be omitted, for example the line underneath.

- 4 The lettering is part of the logo design and the font must not be changed in any way i.e. the font used or size of text.



- 2 The logo should never be reproduced vertically or at an angle.



- 5 The logo should never appear against a conflicting or busy background and should be kept clear of other graphic elements.



- 3 The logo must never be distorted – any reduction or enlargement should be equal so that the logo reproduces in proportion e.g. when re-sizing never squash or stretch the logo.



- 6 In order to ensure legibility, the logo should not be reproduced at less than 30mm width and 15mm high.



- 7 In normal circumstances, on a white background, the logo must not be enclosed in a box.



- 8 To ensure the quality of image reproduction, the logo must never be reproduced or scanned from previously printed material; or printed from a low resolution file.



- 9 Additional text must not be added to the logo, such as services, operational areas, council wards or website addresses.



- 10 Do not use the white logo on backgrounds that are too light, or the black logo on backgrounds that are too dark.



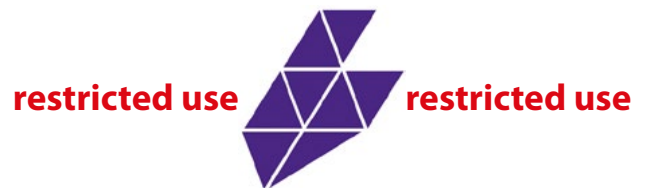
- 11 The colour logo should not be placed on harsh colours that do not contrast well with the corporate colours.



- 12 Do not add embellishments like drop-shadows, embossing etc to the logo.



- 13 Do not colour the logo in any colour that isn't the approved corporate colours, black or white. Do not use the service colours, detailed in this guide, to recolour the logo.



- 14 In some requirements the map symbol may be used independently from the logo but it requires approval from the Corporate Communication Office, contact details below.

**Corporate Communications Office**

Email: [corporate.communications@highland.gov.uk](mailto:corporate.communications@highland.gov.uk)



# Colours Dathan

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# Colours

## Dathan

Our core brand colours are purple and green.

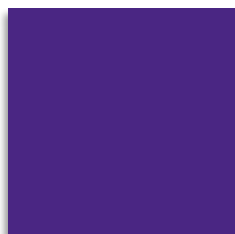
In our full colour logo, the map, the English lettering 'The Highland Council' and solid line are a shade of purple called Pantone 267 C.

The Gaelic lettering 'Comhairle na Gàidhealtachd' is a shade of green called Pantone 356 C.



If the print or production process does not use the Pantone reference system (this can be called Spot colours) the colour or ink should be matched as closely as possible to these colours (this process is called Process colours or CMYK). The RGB references below are used for web only documents.

## Corporate colours



**Pantone 267 C**

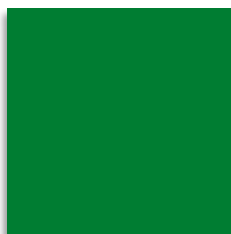
Purple colour code

**CMYK**

C89 M100 Y0 K0

**RGB**

R68 G42 B128



**Pantone 356 C**

Green colour code

**CMYK**

C95 M0 Y100 K27

**RGB**

R47 G124 B58

## Secondary colour palette



**Pantone 2563 C**

C22 M39 Y0 K0  
R201 G165 B215

**Pantone 2695 C**

C91 M100 Y0 K49  
R44 G26 B82

**Pantone 358**

C34 M0 Y40 K0  
R169 G220 B146

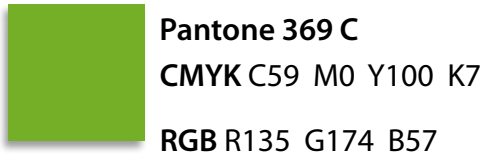
Tints of these colours are available. If you need the colour references for them please contact: [corporate.communications@highland.gov.uk](mailto:corporate.communications@highland.gov.uk)

## Service colours

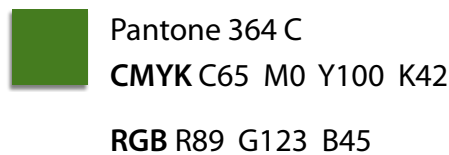
In order to help differentiate service specific publications from one another we have created a colour palette of primary and secondary colours. These colours must only be used in relation to their service.

### Communities and Place

Primary colour



Secondary colour

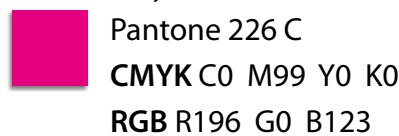


### Education and Learning

Primary colour

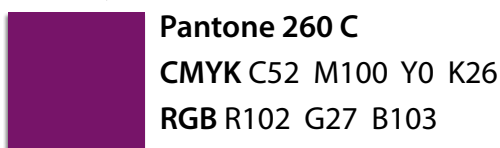


Secondary colour



### Health and Social Care

Primary colour



Secondary colour

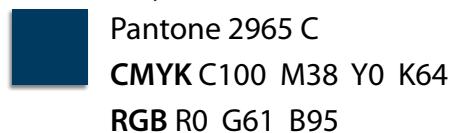


### Infrastructure, Environment and Economy

Primary colour



Secondary colour

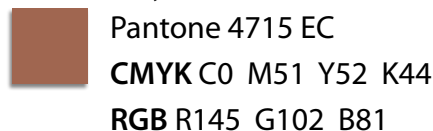


### Performance and Governance

Primary colour

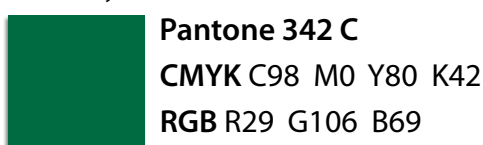


Secondary colour

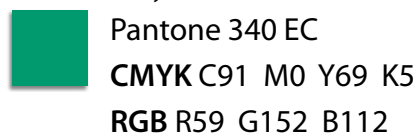


### Housing and Property

Primary colour



Secondary colour

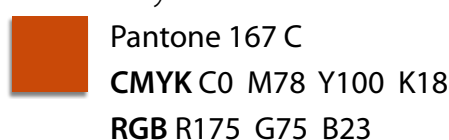


### Resources and Finance

Primary colour



Secondary colour



## Council Structure



# Typography

## Clò-ghrafachd

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# Typography

## Clò-ghrafachd

### Brand font

The font that will be used throughout the branding is Myriad Pro and the variations that come with this font suite:

Myriad Pro Regular  
**Myriad Pro Semibold**  
**Myriad Pro Bold**  
Myriad Pro Light  
Myriad Pro Condensed  
**Myriad Pro Bold Condensed**

We will strive to ensure this font is used throughout council publications and for staff to use it where they can. If staff don't have access to this font it is acceptable for them to use another non-serifed font for example: Ebrima, Calibri, Candara, Century Gothic, Arial, Swis721 or Tahoma.

There is a detailed list of how to use fonts and write text in the Plain English section on page 32.

### Type styles

There are a number type styles you can create in your document for headers, sub headers and body text. The easiest way to create balance in your headers is to start big and gradually get smaller. The font size of the text depends on how much space you have to work with on the page.

Always keep the text left aligned and in sentence case, avoid ALL CAPS.

General staff should just follow the basic Plain English rules, no need to over complicate the text on the page. Clear and simple, for example:

**Big main header 30pt**

**Sub-header 1 24pt**

**Sub-header 2 18pt**

**Sub-header 3 16pt**

**Sub-header 4 14pt**

Body Text - recommended Normal or Regular 12pt, although 11pt-14pt range is acceptable.

**Advanced users** can create more complex headers using design software. They are also free to use more ornate fonts for the headers as long as the lettering is clear to read. If uncertain please check with the Corporate Communications Office.

## Spreads (Page layouts)

Page margins can be anything between 10mm - 30mm. This depends on the type of document that is being created and how much content there is to fit in. Always give extra space at the top and bottom of the page for the header and footer.

Using columns is acceptable if you're creating a booklet or leaflet of more than 4 pages. If you're creating a letter or report, use only 1 column throughout.

Advanced users are allowed to create a layout that best suits the project they are working on. If they are unsure please contact the Corporate Communications Office.

Here are page layout examples that you can base your document on:

1

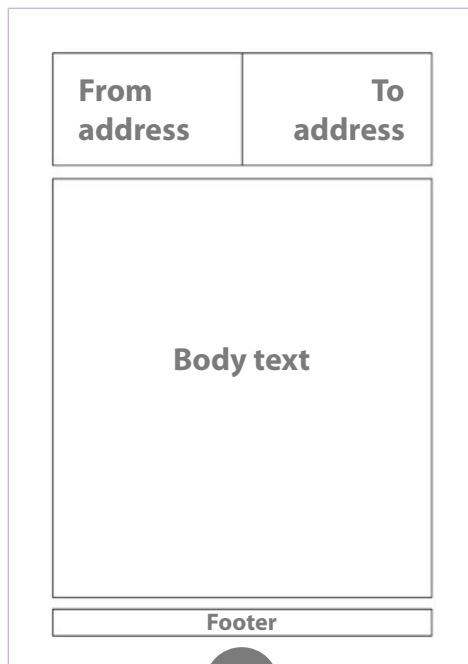
This is used for writing a letter.

2

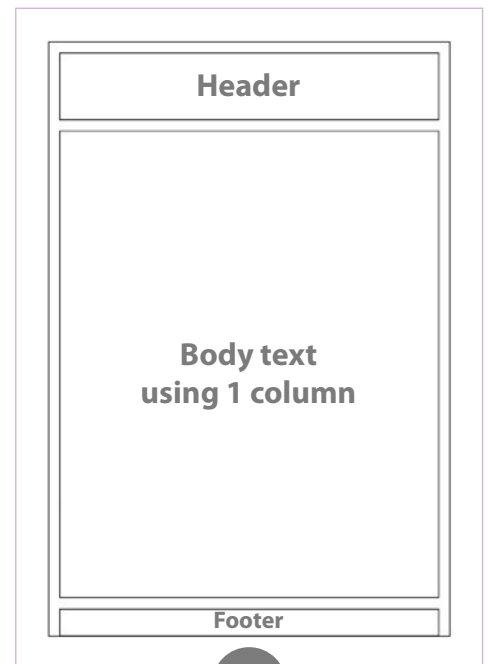
This is a good layout to use for reports, documents or to base a poster on.

3 and 4

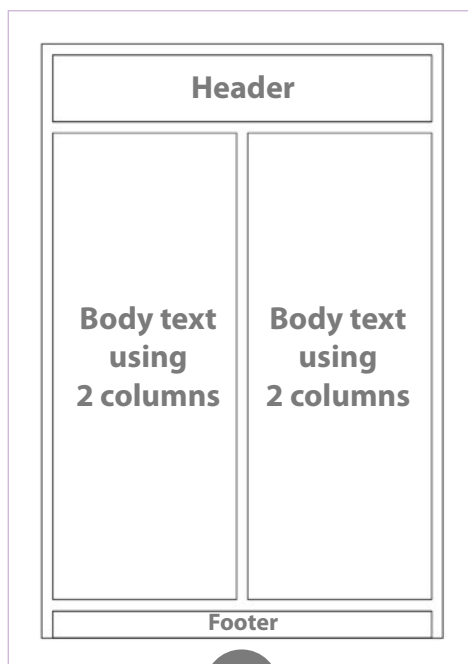
These layouts are often used for leaflets, booklets, or for creating a newsletter.



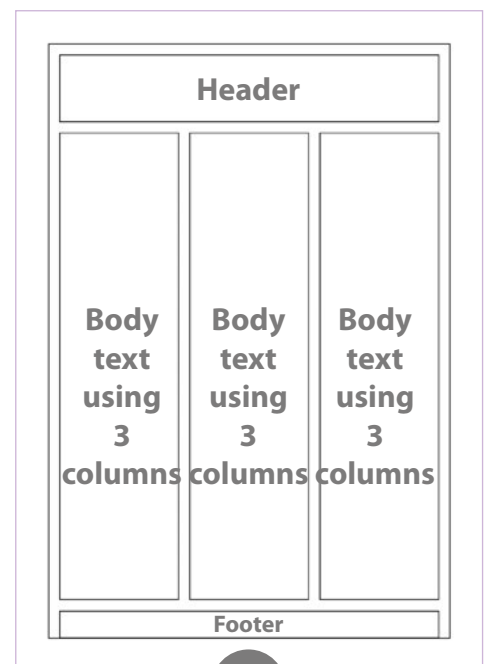
1



2



3



4

## Logo positioning

If you're using one of the Council's pre-made corporate templates (see page 26) then the logo will be positioned for you.

### Primary positioning

When designing a publication from scratch, the Council logo should primarily be positioned in the top right hand corner of the front cover. With the relevant clearance around the logo as stated on page 7. It must also be at least 8mm away from the edge of the page.

If the logo is on the cover, you don't need to place it again anywhere else in the publication.

### Secondary positioning

The wide range of publications we produce requires flexibility, please seek guidance from the Graphic Designers in Corporate Communications.



## Website address positioning

### Digital First

The Council's approach is 'Digital First' therefore our website address should always be on the cover page in a prominent position. Usually this is along the footer of the page, at least 16pt, bold and left-aligned.

### Call to Action

A 'Call to Action' refers to the next step you would like your audience or reader to take. For example, it can instruct the reader to visit a website; or apply for an application form. So the positioning needs to be very clear on the page. Usually towards the end of your document in a solid colour box.

## Contact details

Every publication the Council produces must have a point of contact stated to direct people to find more information, whether it is a website or a telephone number to call. If you provide a telephone number it should be a service centre number or a generic number that is monitored during the day.

Please make sure any phone number you provide has an answer machine service which provides details of who else to contact if you are unavailable.

## Email signature

Please include a signature at the foot of all your emails, including your contact details and a business address if relevant. Do not include details, such as "working from home" which should be irrelevant to your core working hours. You may include specific days you work if you work part-time or compressed hours, but you must include contact details for who to contact when you are not available.

**Always** set an automatic out of office notice with details of who to contact, when you are "out of the office" and when you will return.

**Do not** format your email background (no colours or textures) as this does not aid accessibility. And do not add a graphic or image under your signature unless pre-approved by your ECO.

### Example

Name Surname (any letters)  
Job title  
The Highland Council  
Phone: xxxxx xxxxxx  
www.highland.gov.uk  
Ambitious Sustainable Connected



# Our look Ar coltas

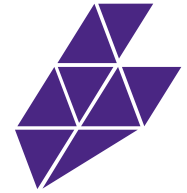
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# Our look

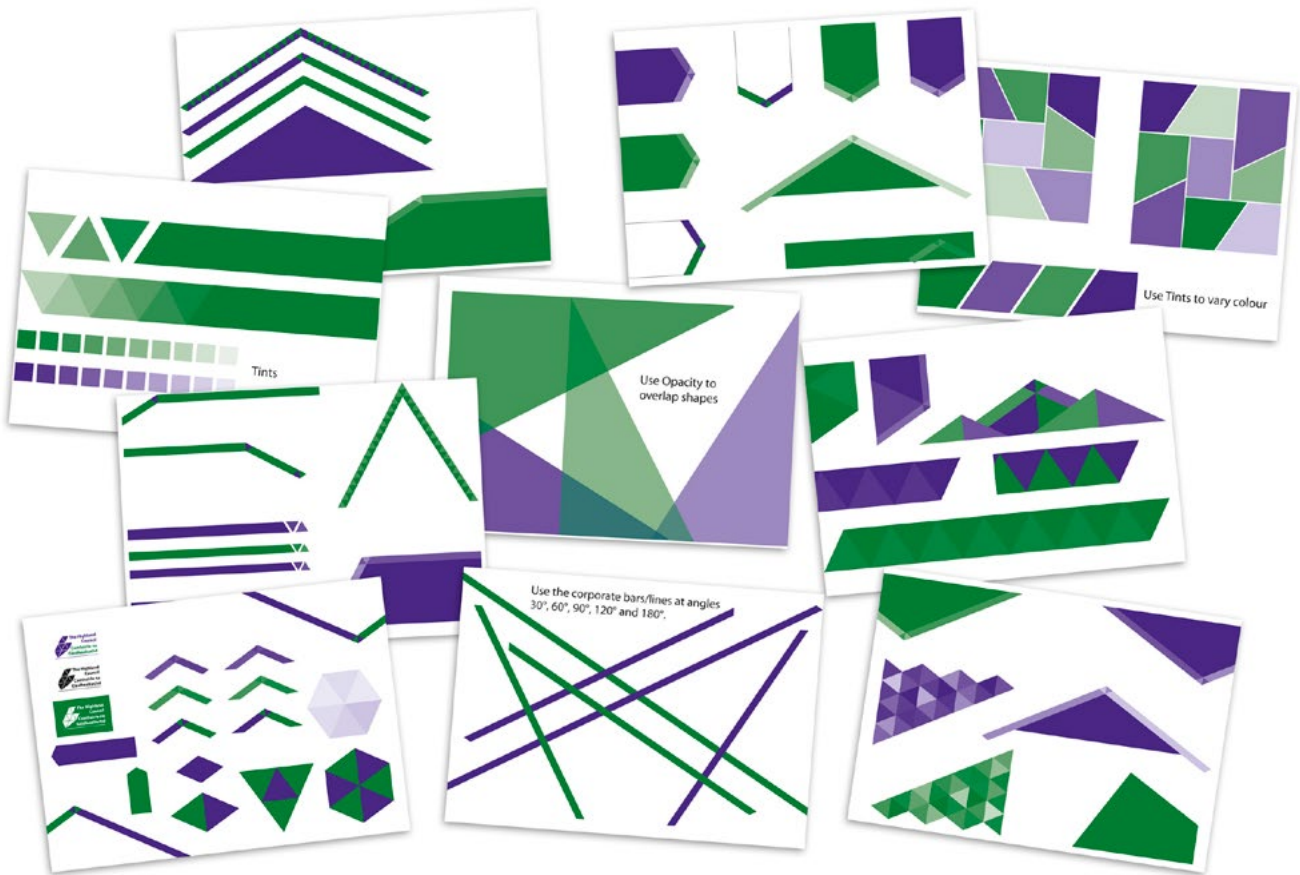
## Ar coltas

Our triangular symbol has been a part of The Highland Council for many years, it is widely recognisable across the Highlands. Using these triangular shapes gives us a good base to form our new corporate look.



### Corporate shapes

We've generated several triangular shapes to use throughout the branding. Using these shapes, advanced users can mix it up, blend them together and create something new everytime.

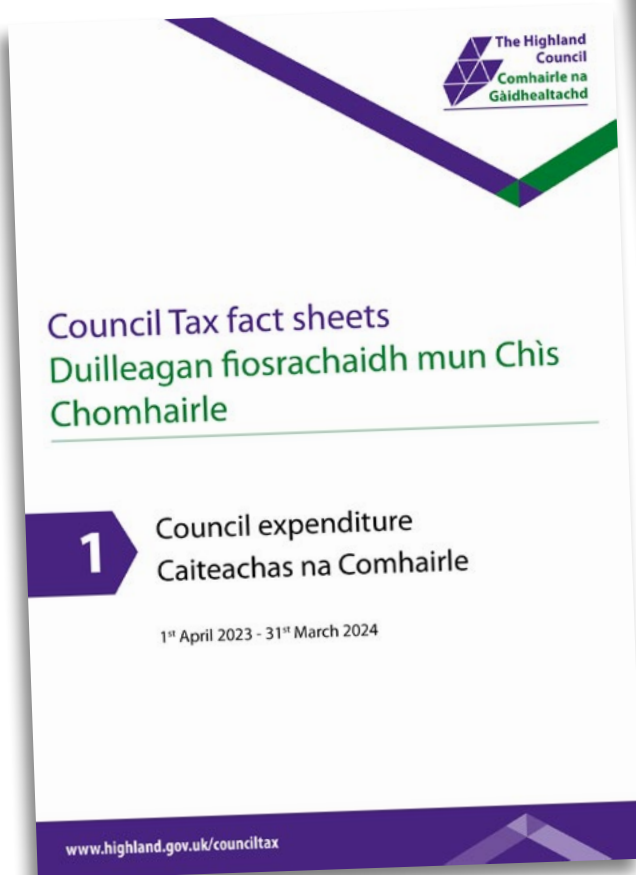


**Advanced Users** are staff who use Adobe packages like Photoshop, Illustrator and InDesign. They can generate their own artwork by using these corporate shapes and the corporate/service colours. They have the freedom to show their own artistic flare while also keeping within the corporate branding guidelines. The idea is to either use a combination of the single shapes or to blend the shapes together to make new shapes.

The Council's Graphic Designer is available to offer advice and assistance. Further guidance can be sought regarding the above shapes, templates and user guides are available by contacting Corporate Communications. [Corporate.Communications@highland.gov.uk](mailto:Corporate.Communications@highland.gov.uk)

## Corporate branding

We brought together the corporate shapes and the corporate colours and created different styles for our publications. Here are a few examples of real projects using the branding but they are by no means strict templates to adhere to. These examples show a small range of designs that can be created. Each design is bespoke and created with the specific project in mind. Some projects work well with a strong corporate look in full colour while other projects will require a more minimal look with reduced colour. Staff may request to have a Highland photograph on the cover while others prefer a plain background. Every job is tailored to the project's needs and target audience.

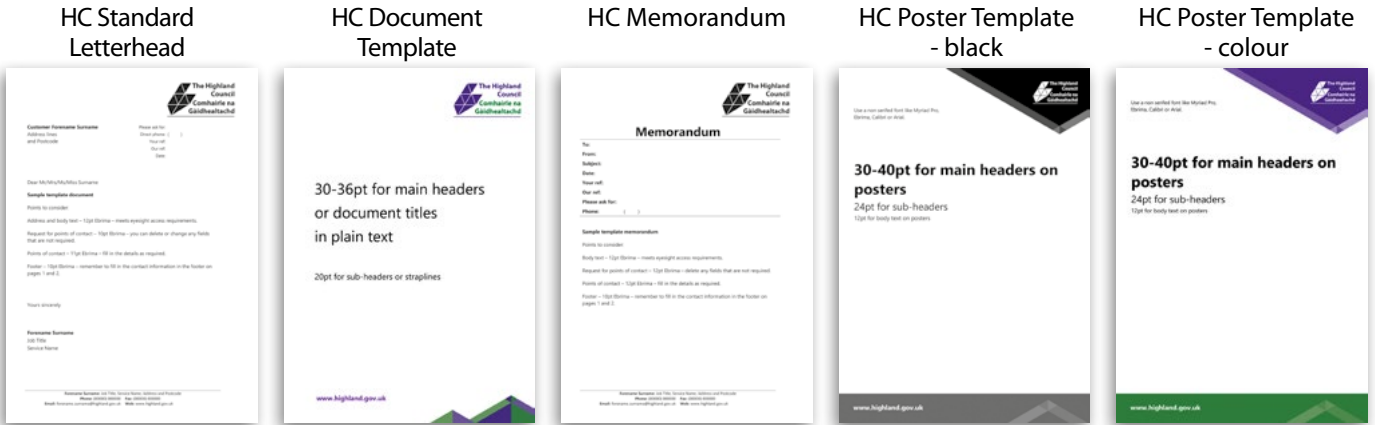


The corporate shapes can be adapted and reshaped to fit any page size you require from business cards to A0 display boards. New combinations of corporate shapes can be created so you get a unique look for your project.

Word, Publisher and Powerpoint templates are available for all staff to use if they're creating documentations/reports/presentations that require a little corporate branding of their own.

## Microsoft Office corporate templates

There are Word and Powerpoint templates available for all staff to use. In Word there are a variety of templates you can use, these are a few:



The Powerpoint template is 16:9 which is wide-screen format.



The Corporate templates can be found on the Intranet at:

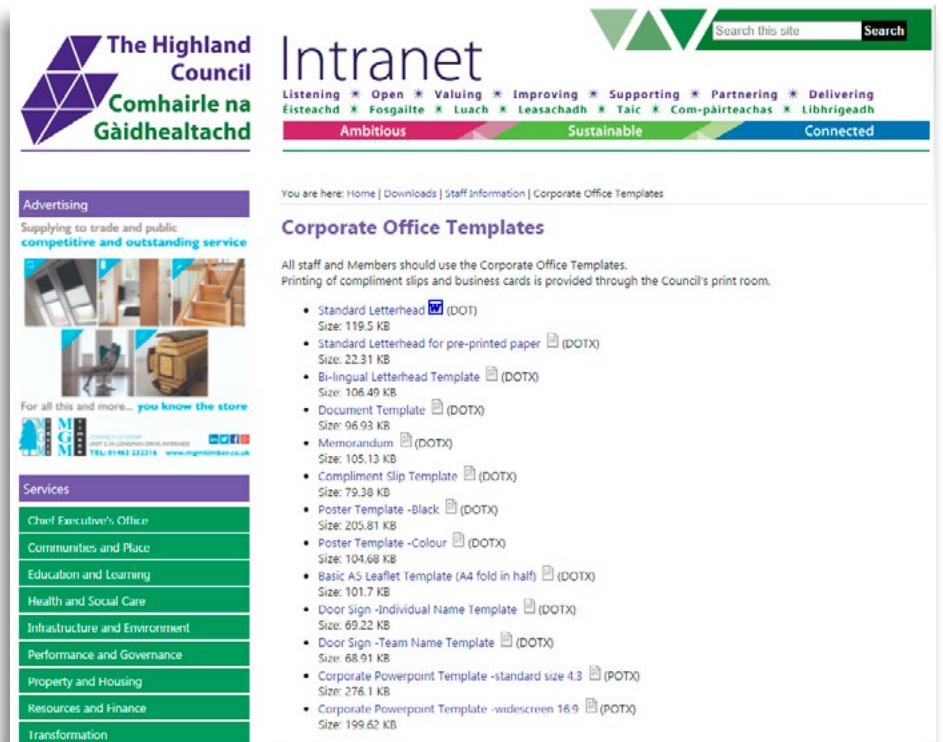
[www.bit.ly/CorporateOfficeTemplates](http://www.bit.ly/CorporateOfficeTemplates)

If you are using a pre-existing template for something, contact Corporate Communications, as they may advise adding corporate branding to your document. We also insist that you update the Council logo on any templates you are using.

Templates can be produced in Publisher and Excel, but these will be on a case by case basis.

Please contact Corporate Communications if you would like to request this:

Email: [corporate.communications@highland.gov.uk](mailto:corporate.communications@highland.gov.uk)





## Service branding

Branding for service specific publications can be created using the service colours detailed on pages 11 and 12.

There are some publications that benefit from being service branded. As an additional option we have created service name corner tabs, these tabs are not mandatory but are available to use. There are also logo tabs available in service colours as shown below.



Here are examples of what a service specific documents look like in their service colours.



## Flexible branding

Some projects produced by The Highland Council have their own branding and it wouldn't look right to have the corporate branding added to the design as well. For this purpose we have designed logo tabs that can sit over the top of existing branding without detracting or interfering with the design.



These logo tabs can also be useful for presentations when all you need is a dash of branding, keeping the rest of the space free for your presentation. This works well for exhibition/display boards and banners.

Example of A1 display boards





## Pop-ups and external banners

The corporate shapes are adaptable enough to be resized and used for larger items like banners. You can have as much or as little branding as is required, whatever works well for what you're displaying.

Here are a few examples using the corporate branding, service branding and flexible branding on a variety of pop-ups, flag banners and table cloth.



The Highland Council  
Comhairle na Gàidhealtachd

### Employability Team Sgioba So-fhastachd

Visit our employability site:  
[www.highland.gov.uk/employability](http://www.highland.gov.uk/employability)  
or email us: [Employ.Ability@highland.gov.uk](mailto:Employ.Ability@highland.gov.uk)  
Employability Freephone Number: 0300 303 1570  
Follow us on social media:  
Facebook: @HighlandCouncilEmployabilityService  
Twitter: @THC\_Employ\_Serv

The Highland Council  
Comhairle na Gàidhealtachd

### Highland Council Elections Team Sgioba Thagaidhean Chomhairle na Gàidhealtachd

Get involved!

Be part of the Elections Team!

Apply for a role today!

[www.highland.gov.uk/elections](http://www.highland.gov.uk/elections)

✉ [election@highland.gov.uk](mailto:election@highland.gov.uk)  
☎ 01349 886657

Community Council Elections  
Tagaidhean Chomhairle Coimhearsnachd

The Highland Council  
Comhairle na Gàidhealtachd

### Community Council Elections Tagaidhean Chomhairle Coimhearsnachd

Be the voice of your community  
Bi nad ghuth airson na coimhearsnachd agad

Make a difference

Better place to live

New buildings/roads

Local services/facilities

Your community needs you!

Nomination forms can be found on our website:  
[www.highland.gov.uk/ccelections](http://www.highland.gov.uk/ccelections)

✉ [ccelection@highland.gov.uk](mailto:ccelection@highland.gov.uk)  
☎ 01349 886657

## Working in partnership

There are many projects in the council where we're working alongside other companies/authorities. The publications generated for these jobs have to display each party's logo on either the front or back covers. For this purpose we've made a logo box that can be used to encompass all logos equally. This box comes in varying sizes to house many or few logos.

Here are a couple of examples showing the logo box on the back covers.



## Advertising

Any spend on advertising, adverts or advertorials (paid for editorials), should have a clear strategic purpose to justify the spend. There may be other cheaper and/or more effective ways to advertise your message, such as a press release, a radio broadcast, or a Facebook promoted post.

All adverts must contain the Council logo and corporate branding. With contact details or the website address posted with it.

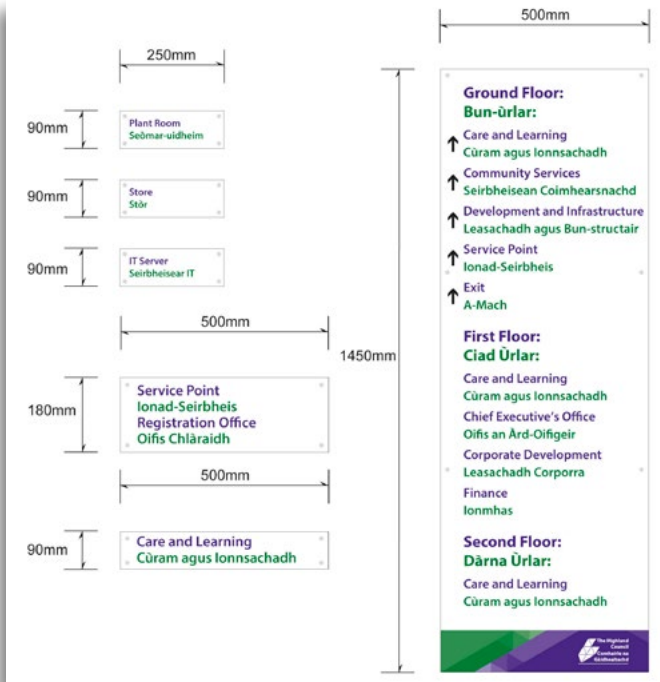
Contact the Corporate Communications Office for further assistance.



## Signage

For council offices that require new signage, the new corporate branding will be used. New signage will be created on a case by case basis, as and when it is required.

This is an example of what internal wayfinding signage looks like:



For external signage outside council buildings and schools, we commonly use slat signs. Below is an example of the header and footer slats used for this purpose.

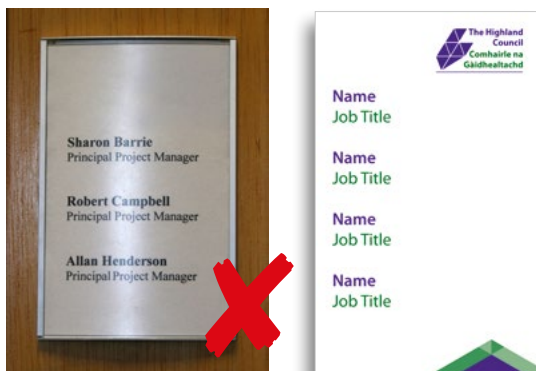


Internal door signs will keep the corporate colours and one design for all.



This template can be found on the intranet with the corporate templates.

If you use sign holders like these in your building then branded Word templates can be created so you can reproduce the signs yourself.



You can contact the Corporate Communications Office if you'd like a Word template made up for this purpose.

There are signage specification guidance available for staff and contractors to use.



Please contact:  
**Corporate.Communications@highland.gov.uk**  
to obtain a copy of these booklets.

## Corporate stationery

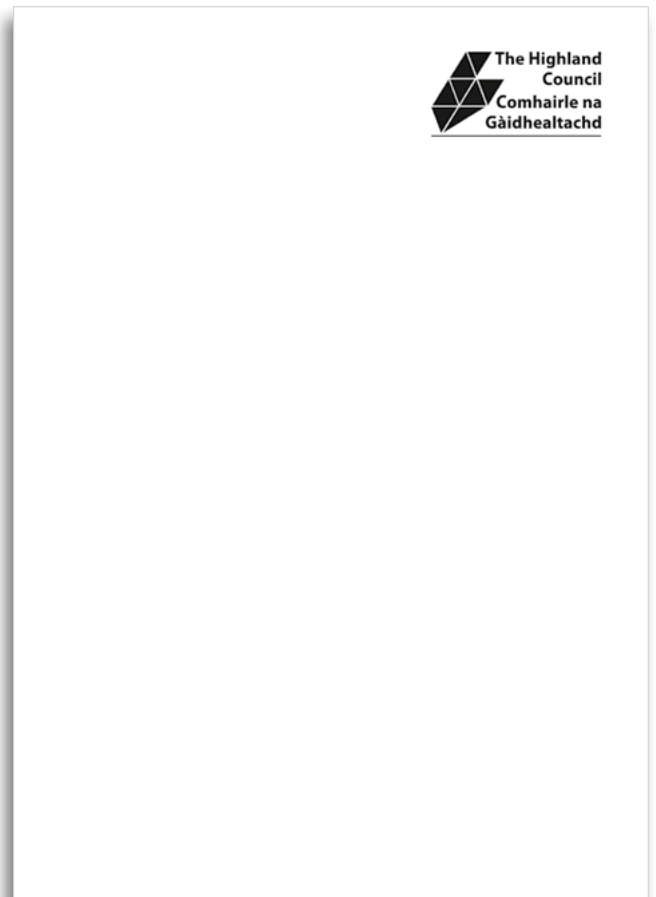
The new corporate branding will be used across our corporate stationery range. This includes business cards, compliment slips and letterheads. They will be printed as and when required and can be ordered through our Internal Printer, see page 38.



The new corporate letterhead will be pre-printed using the black logo. The new Word templates will also have the black logo in place to help reduce our in-office printing and photocopying in colour.

[www.bit.ly/CorporateOfficeTemplates](http://www.bit.ly/CorporateOfficeTemplates)

**Digital First** - unnecessary paper printing should be avoided where possible, try to use digital means.



# Accessibility Ruigsinneachd

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# Accessibility

## Ruigsinneachd

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Text should be as accessible as possible to all audiences, following:

- Plain English guidance - page 32
- Accessibility on websites - contact Digital Services for advice on writing for the web e.g. changing % to percent.

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## Interpretation services

### Introduction and summary of available services

This guide helps staff access interpreters (converting speech) and translators (converting text) to support the needs of customers whose first language is not English.

The Highland Council aims to ensure that customers do not face barriers to accessing our information and services. We recognise that sometimes people need information provided in different ways. One of the ways we do this is to provide interpretation and translation services when they best meet the needs of customers.

To ensure that everyone can access our services, we should find out whether Interpretation and/or Translation would best meet a service user's needs and provide this service as appropriate.

It is the responsibility of staff to book and organise interpretation. It is not the responsibility of the service user to book services, or meet costs. Staff are advised not to rely on family or friends to provide interpretation.

### Interpretation

Interpretation is the conversion of speech from one language to another. Interpreting services can be provided over the telephone or face to face.

Interpretation costs will be met from a central budget where the following services are used.

- Language Line for telephone interpretation services to communicate with customers over the phone.
- Global Language Services Ltd for face-to-face interpretation services.
- Communication Support Booking Service arrange communication support services, which includes British Sign Language interpreters, Lip-speakers, speech-to-text reporters, electronic notetakers and Deafblind interpreters to support staff and customers who are Deaf, deafblind, hard of hearing and deafened.

## Translation services

### Translation

Translation costs are the responsibility of individual Services. A link to a list of providers is included in Translation Services below.

The Highland Council will also meet reasonable requests to translate important documents into different languages and other formats such as Braille, large print and audio tape.

If you have any comments or enquiries about these services please contact the Equal Opportunities team: [equal.opportunities@highland.gov.uk](mailto:equal.opportunities@highland.gov.uk)

phone: 01463 702094/702033.

More info at: [www.bit.ly/InterpretationAndTranslations](http://www.bit.ly/InterpretationAndTranslations)

**The Highland Council**  
Comhairle na Gàidhealtachd

## Wskazówki związane z pandemią wirusa Covid dla mieszkańców

### Wskazówki dotyczące nie wychodzenia z domu

Należy wychodzić ze swojego domu i przebywać na zewnątrz tylko, gdy jest to konieczne, na przykład:

- Aby kupić jedzenie lub leki
- Aby zaspokoić swoje potrzeby zdrowotne
- Ćwiczenia fizyczne
- Aby zapewnić wsparcie osobom wymagającym szczególnej opieki

### Spotkania z innymi

- ✗ Spotkanie się w domach jest ZABRONIONE.
- ✓ Najwyżej 2 osoby mogą się spotkać poza domem.

### Rozszerzone gospodarstwa domowe

- ✓ Osoby, które mieszkają same mogą się spotkać wyłącznie z jednym innym gospodarstwem domowym.

### Wsparcie dla mieszkańców, którzy zostali poproszeni o poddanie się kwarantannie

Mozemy pomóc w kupowaniu jedzenia/leków oraz wystąpieniu o dotację jeśli musisz poddać się kwarantannie.

Proszę zadzwonić pod numer:  
**0300 303 1362**

### Pomoc finansowa

Skontaktuj się z naszymi specjalistami od zasilków państwowych pod DARMOWYM NUMEREM TELEFONU: **0800 090 1004** (9:00 - 17:00) lub przez email: [welfare.support@highland.gov.uk](mailto:welfare.support@highland.gov.uk)

### Wsparcie dla mieszkańców, którzy nie wychodzą z domu z powodu złego stanu zdrowia lub wymagają szczególnej opieki

Jeśli jesteś na liście osób, które nie powinny wychodzić z domu z powodu złego stanu zdrowia, lub wymagasz szczególnej opieki i potrzebujesz wsparcia lub pomocy, możesz do nas zadzwonić pod numer:  
**0300 303 1362**

### Inne dane kontaktowe

Jeśli potrzebne jest wsparcie w sytuacji kryzysowej poza godzinami otwarcia biura:  
**01349 886691**

Jeśli chodzi o inne pilne sprawy, w jakich może pomóc samorząd, proszę zadzwonić do naszego centrum usług pod numer:  
**01349 886602**

Lub skontaktować się z nami przez internet:  
[www.bit.ly/ContactHighlandCouncil](http://www.bit.ly/ContactHighlandCouncil)

Dodatkowe informacje można znaleźć w naszej ulotce: [www.bit.ly/GuidanceLeaflet](http://www.bit.ly/GuidanceLeaflet)

**The Highland Council**  
Comhairle na Gàidhealtachd

## Wskazówki związane z pandemią wirusa Covid dla mieszkańców

Proszę pamiętać:

- F** **FACE COVERINGS / ZAKRYCIA TWARZY**  
Należy nosić zakrycia twarzy we wszystkich obszarach wspólnego użytkowania wewnątrz budynków.
- A** **AVOID CROWDS / UNIKANIE TŁUMÓW**  
Należy unikać zatłoczonych miejsc.
- C** **CLEAN HANDS / MYCIE RĄK**  
Należy regularnie myć ręce mydłem i korzystać z zapewnionych środków dezynfekujących.
- T** **TWO METRES / DWA METRY**  
Należy zachować odległość dwóch metrów od innych osób.
- S** **SELF-ISOLATE / KWARANTANNA**  
Należy poddać się kwarantannie i zamówić test, jeśli ma się objawy.



## Use of Gaelic in council print and publications

All printed media (leaflets, posters, reports, documents, banners, signage etc.) produced by The Highland Council which is viewed by the public should have a minimum element of Gaelic as follows:

- ▶ front page title and headers bi-lingual;
- ▶ for digital and printed documents, the English appears first followed by Gaelic;
- ▶ where the subject matter of printed media is about Gaelic e.g. Gaelic Medium education; and Gaelic related topics then the media would be totally bi-lingual. In these circumstances Gaelic appears first followed by English;
- ▶ for larger documents, subsequent chapter headings bi-lingual. Sub-headers don't need to be translated;
- ▶ **equal status** in font size, typeface, spacing must be attributed to both Gaelic and English;
- ▶ you **must not** use italics, brackets or reduce the width of the text to distinguish one language from the other;
- ▶ to distinguish between English and Gaelic it is advised to use different colours of text - providing equal emphasis is achieved in the design.

### **Equal status should be given to Gaelic and English in the design of publications.**

For signage purposes, internal signs should have English appearing first followed by Gaelic. For external signs the Gaelic appears first followed by English.

Exceptions to these guidelines are limited to complex and lengthy documents such as financial application forms. Further advice and guidance should be sought from the Council's Gaelic Team.

Email: [Gaelic@highland.gov.uk](mailto:Gaelic@highland.gov.uk)

For advice on Gaelic translation please contact:

**Jo MacDonald,**  
Senior Translation Officer

Email: [Jo.Macdonald@highland.gov.uk](mailto:Jo.Macdonald@highland.gov.uk)

# Plain English Beurla Shuilleir

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# Plain English

## Beurla Shoilleir

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The Highland Council is committed to clearer communication and the use of Plain English.

### My Online Learning

Training packages on writing in Plain English are available on My Online Learning. It is important that all staff who write reports, letters or public documents should do Plain English training.

[www.bit.ly/MyOnlineLearningLogin](http://www.bit.ly/MyOnlineLearningLogin) - search for 'Plain English'

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## How to write in Plain English

### Try to:

- use 'active' verbs (instead of 'passive' ones);
- use a good average sentence length (about 15 to 20 words);
- use everyday words;
- give information in a logical order;
- use lists and bullet points;
- think of your audience; and
- be personal and polite

Be careful with grammar, punctuation and spelling. For emphasis use lower-case bold instead of block capitals.

### Try not to:

- print in block capitals;
- underline text;
- use obliques ( / );
- use abbreviations;
- use Latin;
- use jargon; or
- be vague.

For further information: [www.plainenglish.co.uk](http://www.plainenglish.co.uk)



## Accessible print design pledge

We will strive to ensure that the following criteria below will be applied to all graphic design and printed materials produced by The Highland Council.

### Our default choice of:

- Fonts must be non-serifed e.g. Myriad Pro, Ebrima, Calibri, Candara, Century Gothic, Arial, Swis721 or Tahoma.
- The main body text type weight/font style should be normal or regular.
- Leading will be minimum single space and preferably 1.5 where possible.
- Text alignment will be justified left, and set horizontally.
- Font size will be a minimum 12 point and preferably 14 point where possible.
- More ornate fonts are acceptable as headings / sub headings if approved by the Corporate Communications Office.

### In body text, we will avoid the use of:

- Italics;
- ALLCAPS;
- Underlining;
- Hyphenated text;
- Setting text over images or photos;
- Running text around right hand side of images or photos;
- Running text across paper fold

### And will encourage the use of:

- Bold (for emphasis e.g. in headings);
- Increased font size (for emphasis);
- Generous blank spaces in form designs for filling in and generous sized tick boxes;
- Clear illustrations/photos and only set text around illustrations if text is placed on the left hand side of the illustration so that the beginnings of text lines are clearly identifiable.

### Contrast:

- Our choice of font will be a strong contrast of dark font against light background;
- Or, if text is reversed out a strong simple font with high contrast against a dark background will be used.

## Paper:

- We will avoid glossy papers; and
- Avoid paper that is too thin and shows text through from the reverse (i.e. minimum of 90gsm paper weight).

## On all publications, where possible, we will include the phrase:

To request this information in an alternative format, e.g. large print, Braille, computer disc, audio tape, or suitable language, please contact The Highland Council's ...appropriate Service name, telephone, fax, or email.

For further information see:

RNIB clear print guidelines: [www.rnib.org.uk/about-rnib/web-accessibility-statement](http://www.rnib.org.uk/about-rnib/web-accessibility-statement)

Lighthouse International: [www.lighthouse.org/accessibility](http://www.lighthouse.org/accessibility)

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## Accessible design for PowerPoint

### Download the HC Corporate PowerPoint Template:

- keep slide transitions simple and consistent;
- use font sizes 28 to 32 points, with fonts, bigger is better;
- use only one font type per slide;
- use simple fonts like Ebrima, Arial, Verdana or Tahoma. Other serif fonts like Times New Roman will appear 'blurred' from a distance;
- ensure the text remains readable and a high contrast to the background colour used;
- use light coloured backgrounds with dark fonts and avoid using red;
- remember colours appear much lighter when projected (so keep colour strong/dark);
- only use animations and sound effects if they are crucial to the presentation;
- use the wizards to create charts and tables.

[www.bit.ly/CorporateOfficeTemplates](http://www.bit.ly/CorporateOfficeTemplates)

# Photography Togail dhealbhan

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# Photography

## Togail dhealbhan

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### Image library

You can use photos from our online image gallery on Flickr: [www.flickr.com/photos/highlandcouncil](http://www.flickr.com/photos/highlandcouncil)

Please contact Corporate Communications for advice on accessing more images and how you should use them.

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### Permissions for use

All photographs are subject to copyright. The copyright belongs to the photographer - we must have permission to use their photo. Where the council has permission to use the photo, you must have permission from Corporate Communications to use it.

You must not use photos of graphics taken from Google searches. Even free image websites have a copyright attribution you must follow, so always check the image licence.

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### Photo creditation

When you do use a photograph you **must add an acknowledgement** either on or near the photo. It can be small 6pt text stating what the photo is, and the photographers name, for example:



### How to find a photographer

Please contact Corporate Communications for advice on commissioning a photographer.

### Commissioning photographs

When commissioning photos from a photographer, please ensure you endeavour to obtain both Landscape and Portrait photos of the same image. So it can be used for a wide variety of publications.

# Internal printing guidance

## Stiùireadh airson clò-bhualadh a-staigh

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# Internal printing guidance

## Stiùireadh airson clò-bhualadh a-staigh

### Print Room at HQ

[www.bit.ly/HQ-PrintRoom](http://www.bit.ly/HQ-PrintRoom) -Intranet

Email: [printroom@highland.gov.uk](mailto:printroom@highland.gov.uk)

Please email all orders to the Print Room using the Print Room Booking Form (this can be downloaded from this link above) and email it the Print Room, with as much notice as possible.

Once your form has been received you will be provided with an estimated completion date.

It is requested that Committee print dates are avoided (typically the Thursday before the meetings).

The stapling facility on the photocopying machines will only staple booklets of up to 100 pages. If you have larger numbers of pages it is requested that your print job can be split into 2 booklets.

**Committee Services and Corporate print jobs will take precedent over other print jobs.**

The Print Room commonly print:

Office Documents A4 and A3  
Business Cards  
Compliments slips  
Letterheads  
Envelopes

### Charging for print jobs

After you complete the booking form, and print quote will be returned to you with costs involved.

Urgent requests which require Print Room staff to work overtime to achieve your required deadline, will incur staff overtime costs to the commissioning Service.

# External printing guidance

## Stiùireadh airson clò-bhualadh a-muigh

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# External printing guidance

## Stiùireadh airson clò-bhualadh a-muigh



### **Stop! Do you need to print?**

As an efficient Carbon CLEVER Council with the aim of being 'Digital First' we should think carefully about printing. Consider your audience and their needs before you decide to print. On occasion to reach a particular audience printing is appropriate.

For single colour photocopying, corporate stationery (letterheads, compliment slips, business cards) and envelopes, see chapter 'Internal printing guidance' on page 38.

### J Thomson Colour Printers

The Highland Council's print contract is with J Thomson Colour Printers through Public Contracts Scotland print framework. All printing orders should now be addressed to J Thomson Colour Printers (with the exception of internal printing needs, as shown above). J Thomson Colour Printers can provide the full range of printing the Council requires, for example:

Leaflets

Posters

Flyers

Booklets

Reports

Bookmarks

Tickets (some with carbon copy requirements)

Compliments slips

Newsletters

Administrative forms

Folders

Volume copying (where outwith the capacity of the Authority's in-house print room)

Election materials

Merchandise (branded pens, notepads, post-its, table cloth etc...)

It should be noted that the use of this contract is mandatory and that all Service Directors have accepted that the contract must be used unless your printing request either cannot be supplied by J Thomson Colour Printers, or the printing request cannot be processed within the required time period. Checks will be made through the Council's financial systems to ensure that the Council's preferred supplier, J Thomson Colour Printers, is being used.



## The main point of contact for J Thomson Colour Printers is:

**Hazel Still,**  
Account Manager,  
Phone: 01463 861429  
Fax: 01463 862408  
Mobile: 07887 522127  
Email: [hstill@jtcp.co.uk](mailto:hstill@jtcp.co.uk)

J Thomson Colour Printers, 1st Floor East, Findhorn House, Dochfour Business Centre,  
Dochgarroch, Inverness IV3 8GY [www.jtcp.co.uk](http://www.jtcp.co.uk)

## Before you print

Anyone considering producing print for The Highland Council should ensure they implement the Council's requirements before sending items to print:

- 1** Correct usage of The Highland Council Logo (see logo guidelines on page 6);
- 2** The inclusion of Gaelic in ALL Highland Council publications under the Council's commitments in the Gaelic Language Plan and Gaelic Language Act 2005 (see Use of Gaelic on page 30); and
- 3** Accessibility of the printed materials and the Council's commitments under the Equalities Act 2010 (see Plain English on page 32).

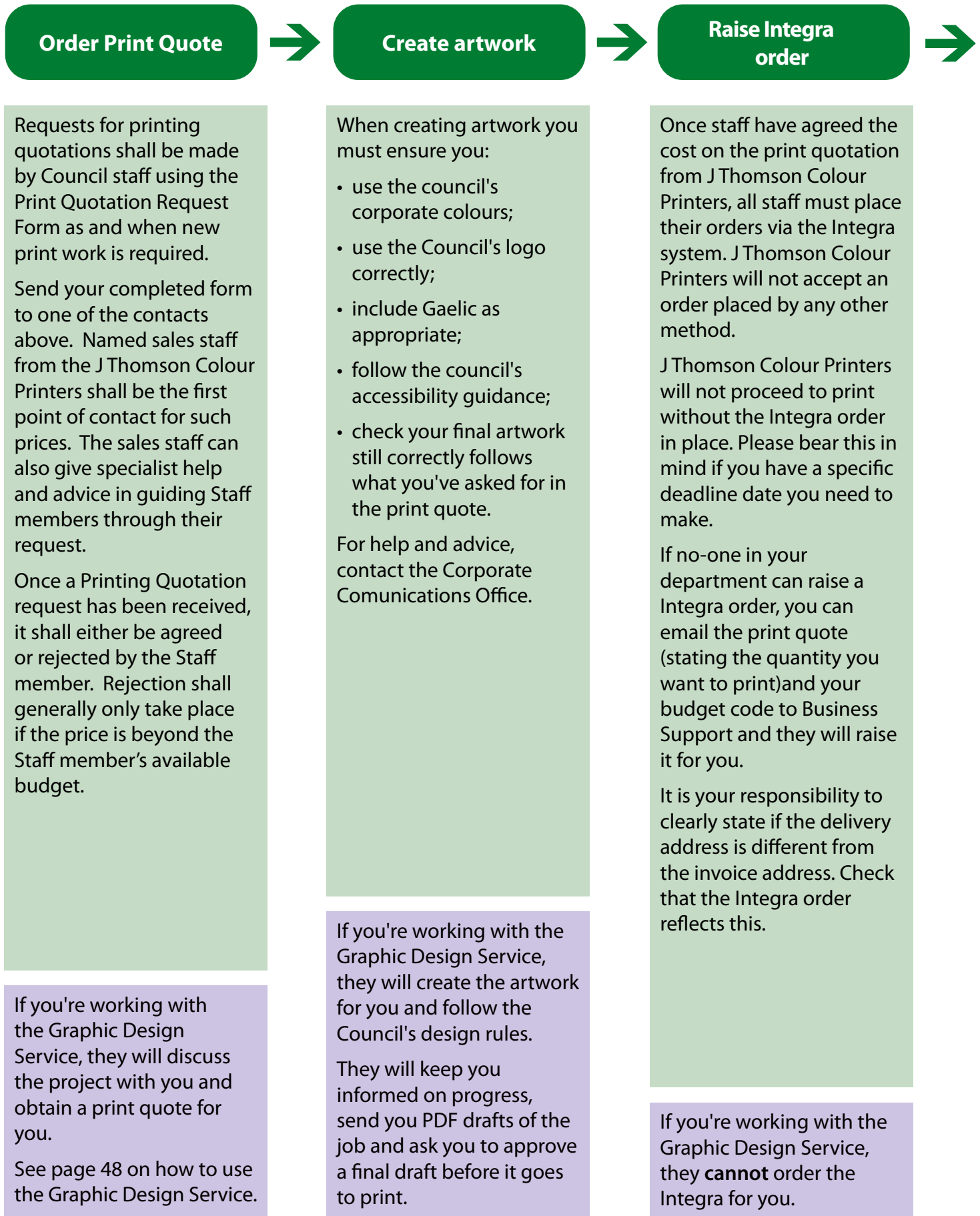
J Thomson Colour Printers are aware of the Council's corporate requirements and will monitor requested print jobs to ensure they comply with these. Where print requests do not comply, J Thomson Colour Printers will alert the Council's Corporate Communications Office.

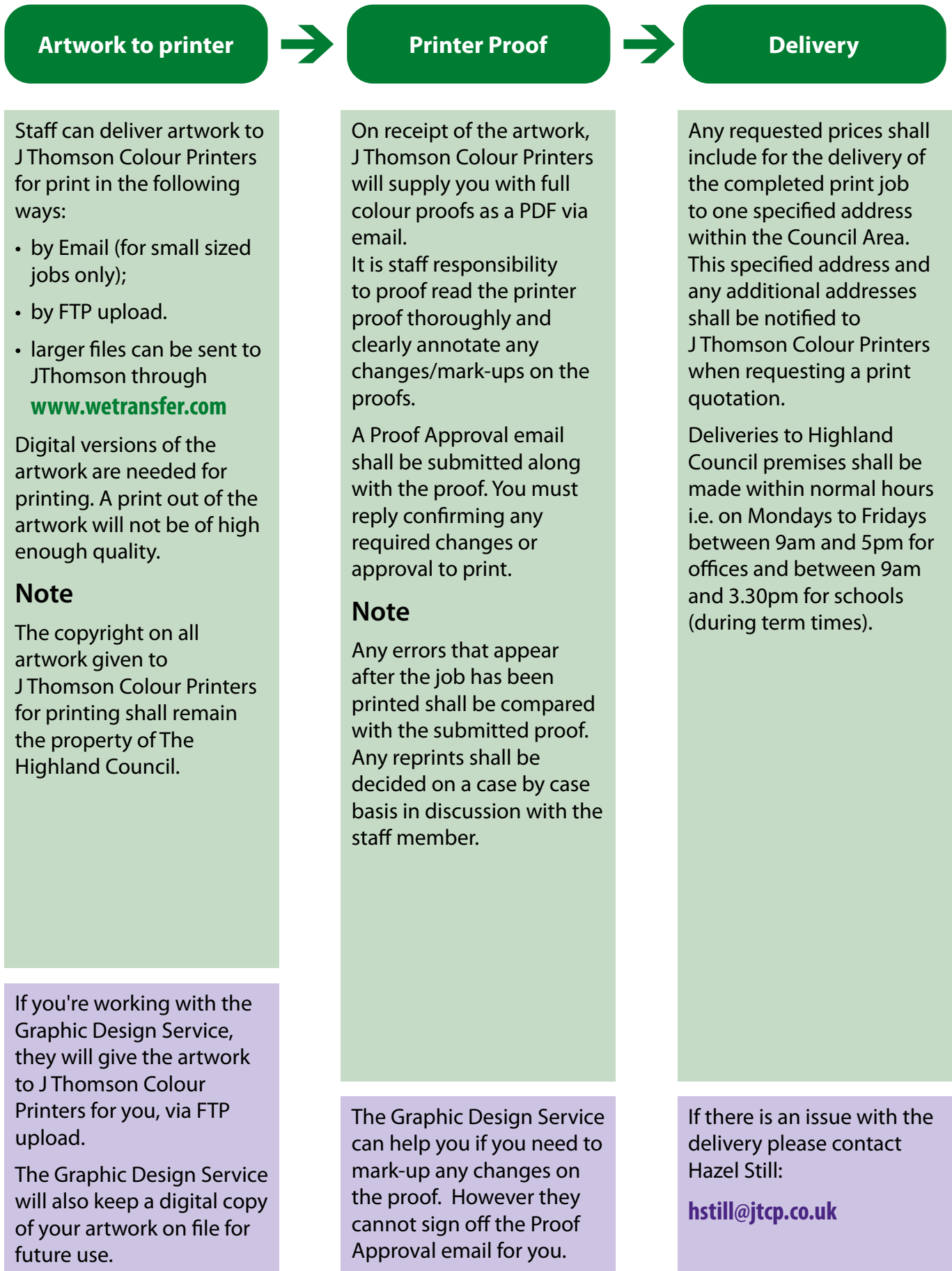
The Corporate Communications Office shall investigate such occurrences and no artwork reported to them shall be printed until the Corporate Communications Office has given their approval either to the original artwork, or to amended artwork.

The Highland Council's Corporate Communications Office can provide advice on the above, and can also provide a proof reading service; and graphic design service - where possible - for Council publications. For further information and advice please contact:

[Corporate.Communications@highland.gov.uk](mailto:Corporate.Communications@highland.gov.uk)

## How do I place an order with J Thomson Colour Printers?





## Additional information

### Archive

Every print job shall be given a job number by the J Thomson Colour Printers, and the job number shall appear on all correspondence and shall also appear, in 6 point font, on a discreet part of the publication (excluding stationery and any other specific item as requested by the Staff member).

With the exception of stationery, the Council would generally allow J Thomson Colour Printers to put the words 'printed by J Thomson Colour Printers' in 6 point font on a discreet part of the publication if agreeable with the staff member on each print job.

### FSC accreditation

The Forest Stewardship Council (FSC) is an international not-for-profit organization established to promote the responsible management of the world's forests.

FSC is a certification system that provides internationally recognized standard-setting, trademark assurance and accreditation to companies, organisations, and communities interested in responsible forestry.

Use of the FSC logo is intended to signify that the product comes from responsible sources — environmentally appropriate, socially beneficial and economically viable. The FSC label is used on a wide range of timber and non-timber products from paper and furniture to medicine and jewellery.

J Thomson Colour Printers are proud to be FSC certified and are happy to print their FSC logo on your publication to show the paper they use to print is from a sustainable source.

Please speak to J Thomson Colour Printer's sales staff about adding the logo when you request your print quote.



### VAT rules on printing

Information about VAT rules on printing is available from HM Revenue & Customs:

[www.bit.ly/GOVuk-ZeroRatedVAT](http://www.bit.ly/GOVuk-ZeroRatedVAT)

It includes advice on general information about what can be Zero rated for VAT, and the VAT liability of specific items.

For further information or clarification on VAT please email: [vatteam@highland.gov.uk](mailto:vatteam@highland.gov.uk) or phone: **01463 702420**.

# Media Meadhanan

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# Media Meadhanan

Please contact Corporate Communications for advice on media releases and social media.

[corporate.communications@highland.gov.uk](mailto:corporate.communications@highland.gov.uk)

## Media releases

How we present press releases.



## Social media

Facebook, Twitter, Flickr, Instagram, YouTube and TikTok.



Our Social Media Policy:  
[www.bit.ly/THC-SocialMediaPolicy](http://www.bit.ly/THC-SocialMediaPolicy)



Graphic design service  
Seirbheis dealbhaidh  
ghrafaigich

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# Graphic design service

## Seirbheis dealbhaidh ghrafaigich

The Graphic Design Service is first and foremost for the production of corporate publications and Chief Executive priorities.

This service, which is provided by one Graphic Designer is available to other Council Services for service design needs free of charge – providing the current work load allows. Where Service projects have external funding or grant aid designs charges will apply.

If our Graphic Designer cannot help you due to level of commitments we can provide advice on tailoring your designs to Highland Council corporate standards and direct council staff to the Council's Corporate Print Contract.

In the first instance any enquiries about new design jobs should be raised with:

**[Corporate.Communications@highland.gov.uk](mailto:Corporate.Communications@highland.gov.uk)**

### Helpful hints

All design work carried out by the Graphic Designer will consider:

- 1 Branding guidelines**  
The Council's Logo Guidelines and how to use the corporate branding i.e. the logo must be applied to all printed and published materials, and should be used to brand and help promote projects, products and services.
- 2 Accessibility**  
The Corporate Communications Office "Accessible print design pledge" (see page 33) i.e. we will try to ensure that all publications are accessible to all through our designs.
- 3 Plain English guidance**  
Staff are required to follow Plain English guidance. Please contact Corporate Communications for Plain English proof reading.
- 4 Target audience**  
Before commissioning design work clients need to fully consider their end product. Do you require:
  - printed document only;
  - multiple copies;
  - a PDF file to upload to the intranet/internet;
  - output in alternative formats e.g. large print etc - as all these have implications on design time and the way in which each job is approached by the designers.
- 5 Design brief**  
Although the graphic designers can give advice on design proposals – it is the responsibility of the client to provide as detailed a brief as possible to guide the designers as to what is needed.



- 6 Design content**

All text and artwork provided to the designers must be final copy, and if supplied in WORD any tracking changes must be finalised and switched off before supplying to the designers. Final text supplied must be signed off by your appropriate line manager before design work commences – as any major changes to text resulting in an extension to the design schedule could set back or miss print deadlines.
- 7 Last minute changes**

As the designers are working in specialist software - any WORD documents supplied are imported and re-formatted. Where changes to the original text take place during the design process it is the client's responsibility to update their original WORD document accordingly if they wish to retain their own version in WORD. The client must also highlight the changes made for the designer to update the designed version.
- 8 Final proofs**

All clients will be provided with a proof of final artwork – it is the client's responsibility to check and proof read the whole document and sign off the design proofs ready for printing or publishing. The graphic design team will not sign off final proofs as this is the final opportunity for the client to check their artwork. Delay or failure to sign a proof could mean missing your deadline.
- 9 Budget**

Identification of your budget from the outset is extremely helpful in tailoring design and printing needs to suit each pocket.

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## Scale of charges

Graphic Design is free-of-charge for internal council services. Exceptions to this are:

- where Services have secured external funding for projects these should be identified to the Corporate Communications Office.
- where Services require design for a Partnership project with external partners then design will be charged proportionately among the number of partners. The Council Service will be charged the overall design fee.
- Graphic Design for non-council, external organisations.
- work that is commenced and then aborted will incur charges.
- all print and productions costs are charged at cost.
- Council services must provide a full budget code before work will commence.

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## Graphic design request form

To request Graphic Design Services, please see how by using the form on the Intranet under the 'Corporate Communications Office' page:

[www.bit.ly/THC-GraphicDesignService](http://www.bit.ly/THC-GraphicDesignService)







[@HighlandCouncil](https://twitter.com/HighlandCouncil)



[www.facebook.com/highlandcouncil](https://www.facebook.com/highlandcouncil)



[www.flickr.com/photos/highlandcouncil](https://www.flickr.com/photos/highlandcouncil)



[www.youtube.com/TheHighlandCouncil](https://www.youtube.com/TheHighlandCouncil)



[www.instagram.com/highlandcouncil](https://www.instagram.com/highlandcouncil)



[www.tiktok.com/@thehighlandcouncil](https://www.tiktok.com/@thehighlandcouncil)

[www.highland.gov.uk](https://www.highland.gov.uk)

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