

Meeting of the Board 1 December 2017

ITEM 10

## **SAB communication and branding guidelines**

### **Purpose of report**

For decision.

### **Background**

1. A paper was presented to the Board for comment at the meeting of 30 November 2016, outlining the need for a consistent approach to the style and design of Board communications. The paper included suggestions and formats for illustration purposes ahead of any Board decision to initiate further development work.
2. Although limited feedback is available, the minutes record that the Board noted and agreed the recommendations to brand the Board's communications.
3. A style guide was subsequently commissioned from a member of the South Norfolk Council integrated design team who designed a colour palette and logos. While a minor amendment is needed, the logo is now being used widely across Board material and communications.
4. This paper seeks comment and agreement from the Board on the draft communication and branding guidelines attached at Appendix 1. The guidelines not only detail the design and format of documents, but also prescribe a house style of writing. It is likely that the scope of the guidelines and available templates will expand as the Board develop the range of documents and material issued to stakeholders.
5. Once agreed, the style guide and communication and branding guidelines will be added to the restricted member area of the SAB website along with letter and other document templates.

### **Actions for Board Members**

6. Provide comment and agreement on use of the suggested communication and branding guidelines.

Board Secretary  
17 November 2017

## **Appendix 1.**



## **Introduction**

It is vital that all communications distributed by the Firefighters' Pensions (England) Scheme Advisory Board (SAB), whatever the intended audience and method of delivery, have a consistent and distinctive style.

This will ensure that documents are immediately recognisable to the recipient and promote a professional image.

The following guidelines will outline best practice when drafting communications and should be considered when devising any of the following correspondence:

- Guidance note
- Information note
- Consultation note/ response
- Advice note

Please contact [Claire Hey](#) with any questions about this document or the SAB branding and house styles.

## Communication guidelines

### House styles

#### Fonts

Correspondence text: Arial 12pt

Headings: **Impact**

Century Gothic (where available)

**Century Gothic Bold (where available)**

#### Capitalisation

Used for:

- Beginning sentences
- Company or people names
- Recognised acronyms (e.g. HMRC, GAD) – acronyms should be stated in full in their first usage e.g. the Pensions Regulator (TPR)
- Sentences following a bullet point
- When referring to SAB abbreviated to the 'Board'
- Titles that come before the names of particular persons

Not used for:

- Job titles

More information on the use of capital letters is available from the [Plain English Campaign](#)

#### Symbols

& Ampersands should not be used to abbreviate 'and' in communications.

! Exclamation marks are generally unnecessary and can be viewed as unprofessional.

£ Monetary symbols may be used where appropriate

#### Dates

It is now common practice that dates should not include the ordinal indicator (e.g. st, nd, rd, th):

- Friday 11 August 2017
- 11 August 2017

Leading zeros should only be included in the all-numeric (DD/MM/YY(YY)) format:

- 11/08/17
- 11/08/2017

### Numbers

Numbers should be written in the following formats:

- One to ten written in full (one, two, three etc.)
- 11 and above written numerically (11, 12, 13...)
- Numbers exceeding 1,000 should be separated with commas as shown

### Web links (hyperlinks)

Web links in printed communications should be written out in full and highlighted in **bold** font.

Web links in digital communications should be hyperlinked within the text and displayed in **blue font** – **bold** and underlined.

### Additional points

- Consider the intended audience to ensure style, terminology and content are appropriate
- Always use spellcheck, disregarding Microsoft US spelling corrections (e.g. favourite, capitalise)
- Check page numbers are correct and correspond to contents list/ body of text.
- Use single line spacing and separate paragraphs with a double line space.
- Ensure appropriate tense is used – past, present, future
- All communications should be converted to pdf. format before distribution.

## Correspondence

Letter and correspondence templates are available from the Board secretariat. All communications should be drafted using the house style guidance above.

To distinguish between different types of communication, a bullet point logo denoting the purpose e.g. guidance, information, advice, should be inserted underneath the SAB logo in the top right corner of the page:

 **Guidance**

 **Advice**

 **Information**

 **Consultation**

Corresponding shading around black text or coloured text in the subject field will further emphasise the nature of the communication. See the example below:

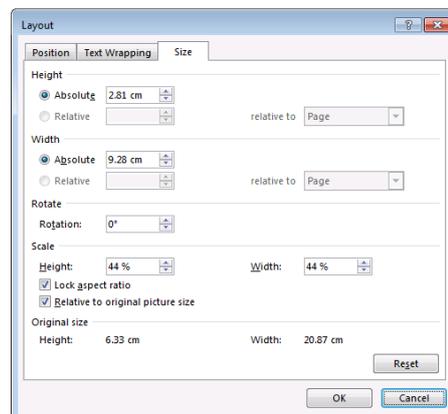
**Firefighters' Pension Scheme Advisory Board (England)**  
**Information Note: 01/2017 Pensionable Pay**

## Branding and style guidelines

### The SAB logo

The full colour version of the logo should be used in all electronic communications. Printing is generally undertaken in black and white, in which case the logo will appear in a contrasting greyscale.

The logo is available as a JPEG image (.jpg) and can be resized as appropriate to suit the type of correspondence and space available. However, the 'lock aspect ratio' box must be checked, to ensure the integrity of design.



Bullet point logos are also available in .jpg format and can be resized as necessary. The SAB logo should only be used for official SAB communications. Templates are available via the SAB website or on request from the Board secretariat.

### Colour palette

The colour palette and logos have been designed by a member of the South Norfolk Council integrated design team and the original style guide is available via the restricted member area of the SAB website.