GLASGOW COMMUNITY
PLANNING PARTNERSHIP
www.glasgowcpp.org.uk

BRAND
GUIDELINES

GLASGOW COMMUNITY
PLANNING PARTNERSHIP
www.glasgowcpp.org.uk

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PRIMARY LOGO|WITH WEB ADDRESS

The aims of the brand

The branding aims to convey the structure and values of Glasgow Comunity Planning Partnership (GCPP) and create a distinct, recognisable visual identity.

About this booklet

The purpose of this booklet is to clearly explain the concepts behind the branding and provide guidance on correct usage of all the available design elements. The booklet has been produced as an A3 document and should preferably be reproduced at this size.

Who can use the brand

The branding can be used by any partner producing material on behalf of GCPP.

Organisations who are supported by the Integrated Grant Fund can use a particular logo as detailed on page 07.

Resources

The design elements which form the branding are available as downloadable resources - see page 15 for full details.

INTRODUCTION

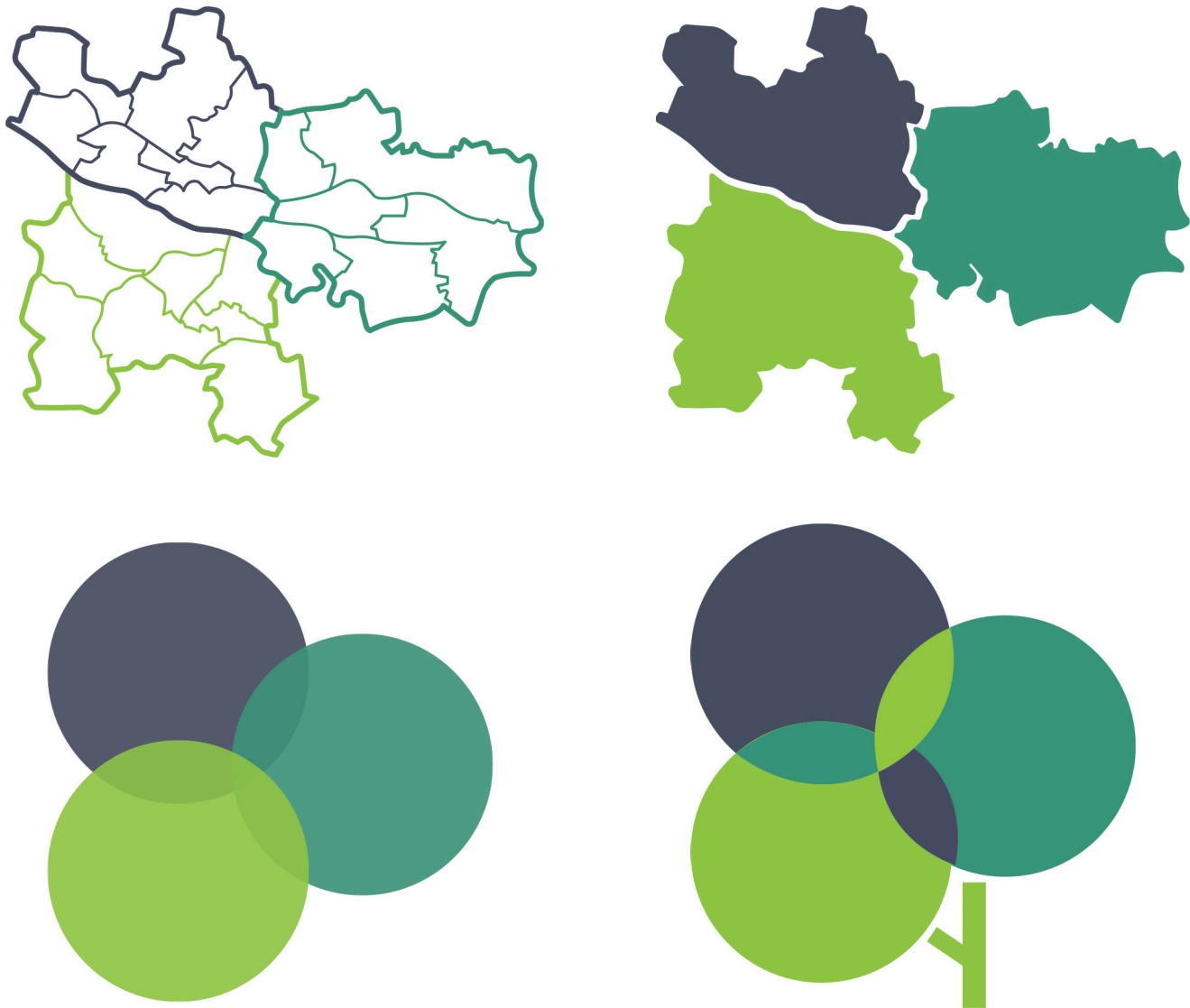GLASGOW COMMUNITY
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www.glasgowcpp.org.uk

Primary logo | Full colour

Story

The primary logo takes the layout of Glasgow's three sectors (North West, North East and South) and abstracts them into three circles which in turn take the form of an oak tree. The tree motif symbolises our community spaces and conveys a sense of strength, growth and longevity.

The inner knot/leaf motif was developed as a standout central feature to further convey the theme of Glasgow as the Dear Green Place and the city motto Let Glasgow Flourish.

GLASGOW COMMUNITY PLANNING PARTNERSHIP

PRIMARY LOGO | FINAL CONCEPT

CONCEPT DEVELOPMENT

DESIGN ELEMENTS & USAGE

GLASGOW COMMUNITY
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Primary logo | Full colour

PRIMARY LOGO | WITH WEB ADDRESS

PRIMARY LOGO | NO WEB ADDRESS

Web Address

The web address of GCPP is www. glasgowcpp.org.uk. It can be included in the space below the primary logo if desired.

The web address should only be used alongside the primary logo in either a full colour or single colour variation (not with any sub-identities). Resources are provided for the primary logo with and without the web address element.

DESIGN ELEMENTS & USAGE

Primary logo | Single colour

The logo is provided in white and black single colour versions.

Single colour **white**

The white version of the logo can be used on top of a solid block of colour (see below) or on a dark area of an image or photograph (see page 06). The colour palette for solid colours can be found on page 13.

Single colour **black**

The black version of the logo can be used where greyscale printing will be used or where colour printing/copying is not available.

SINGLE COLOUR WHITE
ON SOLID COLOUR BACKGROUND

SINGLE COLOUR BLACK

DESIGN ELEMENTS & USAGE

GLASGOW COMMUNITY
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Primary logo | Photographic background

The white single colour logo can be used on a dark area of an image or photograph. Aim to place the logo on an area of dark, solid colour on the image or photograph to create a strong contrast. Ensure that a high resolution image or photograph is used to avoid pixelation.

GOOD EXAMPLE

BAD EXAMPLE

DESIGN ELEMENTS & USAGE

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Sub-identies | Variations

The primary logo has been developed into several sub-identities which represent specific services and structures. In these variations a title of the service or structure being represented is included in the space below the logo.

The Sector and Area Partnership titles use the colour palette (see page 13) to represent their geographical location.

Organisations who are supported by the Integrated Grant Fund can use the specific logo as included below.

GLASGOW COMMUNITY
PLANNING PARTNERSHIP
EXAMPLE
SECTOR PARTNERSHIP

GLASGOW COMMUNITY
PLANNING PARTNERSHIP
EXAMPLE
AREA PARTNERSHIP

GLASGOW COMMUNITY
PLANNING PARTNERSHIP
Single Outcome Agreement

GLASGOW COMMUNITY
PLANNING PARTNERSHIP
Safe Glasgow Group

GLASGOW COMMUNITY
PLANNING PARTNERSHIP
Supported by Integrated Grant Fund

SUB-IDENTIES | VARIATIONS

DESIGN ELEMENTS & USAGE

GLASGOW COMMUNITY
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Sub-identies | Thriving Places

This sub-identity can be used to represent the Thriving Places approach and the individual Thriving Places identified as being participants in the approach. If a Thriving Place already has or intends to develop its own unique logo, the preference is that this unique logo is used alongside the GCPP primary logo (see Using alongside other brands on page 11).

GLASGOW COMMUNITY
PLANNING PARTNERSHIP

THRIVING PLACES

LOCKED IN PLACE
PRIMARY LOGO

INTERCHANGEABLE
THRIVING PLACES LOGOS

Usage

The Thriving Place logo is shown here alongside the GCPP primary logo. When used together, the primary logo should **always be locked in place on the left**. The Thriving Place logo and individual communities logos (examples below) **can be interchanged on the right** with a dividing line in between.

EXAMPLE
THRIVING PLACE

EXAMPLE
THRIVING PLACE

EXAMPLE
THRIVING PLACE

INDIVIDUAL THRIVING PLACE LOGOS

DESIGN ELEMENTS & USAGE

GLASGOW COMMUNITY
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Sub-identies | One Glasgow

This sub-identity can be used to represent the One Glasgow approach and its associated Workstreams. The preference is that One Glasgow Workstream logos are used alongside the GCPP primary logo (see Using alongside other brands on page 11).

GLASGOW COMMUNITY
PLANNING PARTNERSHIP

LOCKED IN PLACE
PRIMARY LOGO

One Glasgow

Working Together,
Improving Outcomes

INTERCHANGEABLE
THRIVING PLACES LOGOS

Usage

The One Glasgow logo is shown here alongside the GCPP primary logo. When used together, the primary logo should **always be locked in place on the left**. The One Glasgow logo and associated Workstream logos (examples below) **can be interchanged on the right** with a dividing line in between.

One Glasgow

Reducing
Offending
Working Together
Improving Outcomes

One Glasgow

Early
Years
Working Together
Improving Outcomes

One Glasgow

Independent
Living
Working Together
Improving Outcomes

One Glasgow

Vulnerable
Older People
Working Together
Improving Outcomes

INDIVIDUAL ONE GLASGOW WORKSTREAM LOGOS

DESIGN ELEMENTS & USAGE

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Exclusion zones & sizing

Exclusion zones

To preserve the clarity and integrity of the brand, areas of protection known as exclusion zones should be kept around all versions of the logo. No other object should be placed within this exclusion zone. As a guide, the width of the exclusion zone is measured as equal to one width of the inner knot/leaf motif.

Sizing

To ensure the branding is always clear and legible, preferred sizes have been defined. When **printing** the logo, the high resolution JPG file should be used at the preferred width of 30mm - the absolute minimum width of the logo should be no less than 12mm.

For **on-screen** use only, the standard resolution PNG file should be used and preferably not scaled below 100 pixels in width.

				Width
Printing		**Preferred Size**		**30mm**
		Absolute minimum		12mm
On Screen		**Preferred Size**		**Above 100 pixels**
		Absolute minimum		100 pixels

DESIGN ELEMENTS & USAGE

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Using alongside other brands

The brand can be used alongside the brands and logos of partner organisations. The GCPP primary logo should be on the left with the adjoining partner logo on the right, seperated by a dividing line. Exclusion zones and sizing details are given below.

The dividing line should run the height from top to bottom of the GCPP primary logo and the adjoining partner logo should be sized to equal this height. The dividing line should be spaced by the size of an exclusion zone (see page 10) on each side.

PRIMARY LOGO ALONGSIDE GLASGOW MARK

The dividing line should be the same width as the horizontal line in the primary logo.

DESIGN ELEMENTS & USAGE

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Typography

Gill Sans MT

All of the brand design elements use Gill Sans MT. As a Microsoft Font Family this typeface is widely available and comes installed with Microsoft Office.

Consistent use of typography when working with the brand is one of the key elements of creating a succesful visual identity. Gill Sans MT should always be used for any published GCPP marketing material.

The typography in all of the brand design elements uses a dark and lighter grey from the colour palette (see page 13).

CMYK	63	57	58	63
RGB	61	57	53	
HEX	#3d3935			

CMYK	47	42	43	26
RGB	126	118	114	
HEX	#7e7672			

GILL SANS MT

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Gill Sans MT Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

DESIGN ELEMENTS & USAGE

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Colour palette

The colour palette can be used to colour code reports and document headings. Consistent use of colour is another key element of maintaining a succesful visual identity - alongside each colour is a key which recommends which service or structure of GCPP it can be used to represent.

CMYK 73 64 39 30
RGB 77 78 100
HEX #4d4e64

- North West Sector & Area Partnerships
- Partnership Working priority

CMYK 69 25 26 5
RGB 79 150 171
HEX #4f96ab

- Alcohol priority

CMYK 49 0 98 0
RGB 152 194 38
HEX #98c226

- South Sector & Area Partnerships
- Thriving Places approach

CMYK 2 34 90 0
RGB 246 178 35
HEX #f6b223

- Youth Employment priority

CMYK 77 21 62 5
RGB 53 145 116
HEX #359174

- North East Sector & Area Partnerships

CMYK 2 81 0 0
RGB 231 78 150
HEX #e74e96

- Homelessness & Housing Need priority

CMYK 63 57 58 63
RGB 61 57 53
HEX #3d3935

- Brand typography

CMYK 1 80 69 0
RGB 232 80 70
HEX #e85046

- In Work Poverty priority

CMYK 47 42 43 26
RGB 126 118 114
HEX #7e7672

- Brand typography

DESIGN ELEMENTS & USAGE

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Usage tips

This booklet has been produced to encourage consistent and correct usage of the brand. The design elements that make up the brand should only be used as indicated in this booklet and any alterations should be avoided. If further guidance is required please use the contact details on page 16.

Try to avoid doing any of the following:

Don't stretch or squash	Don't rotate	Don't change the colours	Don't edit the area below the logo	Don't add visual effects

DESIGN ELEMENTS & USAGE

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Resource list

All of the design elements outlined in this booklet are available to download as categorized .zip files from: **www.glasgowcpp.org.uk/branding**

Zip file categories:

Primary Logos

JPG and PNG
Full colour | with strapline
Full colour | without strapline
Single colour white | with strapline
Single colour white | without strapline
Single colour black | with strapline
Single colour black | without strapline

Sector & Area Partnerships

JPG and PNG
Sector Partnership logos
Area Partnership logos

Other Variations

JPG and PNG
 Safe Glasgow Partnership
Community Justice Glasgow

Thriving Places

JPG and PNG
Thriving Places logo
Individual Thriving Place logos

One Glasgow

JPG and PNG
One Glasgow logo
One Glasgow Workstream logos

HELPFUL INFO

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Contact details

This booklet has been prepared by Glasgow City Council on behalf of Glasgow Community Planning Partnership. For more informationplease contact:

GLASGOW COMMUNITY PLANNING PARTNERSHIP www.glasgowcpp.org.uk

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