



Devon Children's Trust branding guidelines

This guide has been written to help all Children's Trust partners produce clear and consistent information.

It is impossible to represent the logo of every duty-to-co-operate partner and agency involved in work which comes under the Devon Children's Trust. The logo has been developed to provide a single identity which all partners can use to identify pieces of work done as part of the Trust.

The Children's Trust logo has been designed to embody our high standards, so it must be used professionally and in the correct context. Misuse of the logo could lead to confusion. The logo is not meant to identify the Trust as a separate organisation; it identifies partnership work and represents all partners, not any individual agency.

These guidelines have been designed to work with each agency's own brand guidelines and should be used with them.

The logo

1. The logo is available in colour or black and white. If you need a copy of the logo phone **01392 383698** or email **cypspubs@devon.gov.uk**
2. Do not copy the logo from the website to use on printed documents. It is not high enough resolution and will not print out properly on the page.
3. The logo should appear in the bottom right corner of your document. The logo of the agency which is producing the document should appear in the top right corner. The only exception is for documents produced by Devon & Cornwall Constabulary, in that case the D&CC logo should be bottom right and the Trust logo should be top right.
4. Only the Children's Trust logo and the logo of the agency producing the information should appear on the document. If more than one agency is supporting the document their names should appear as a list. There should never be more than two logos on any document.
5. The logo should not be used on its own. If the logo appears on your document you must also include this statement to make it clear that the Trust is a partnership, not an organisation:

Devon Children's Trust is a partnership between social care, education, health, community, voluntary, and justice services working together to make a difference for Devon's children and young people. **www.devonchildrenstrust.org.uk**
6. If you use the logo you must also show who owns the document and is responsible for its content. This line must be included to show who is accountable:

This document has been produced by [name of organisation]; proud partner of Devon Children's Trust.
7. If your document is very short, such as flyer, steps 5 and 6 may not be possible - if you are in any doubt contact CYPS publications.

Colour The Trust colours are:

Green	R0 G149 B52	94c 0m 100y 0k
Light blue	R0 G160 B209	96c 0m 11y 0k
Blue	R0 G96 B169	100c 57m 0y 2k
Purple	R169 G57 B138	38c 88m 0y 0k
Yellow	R243 G153 B17	0c 48m 95y 0k
Red	R229 G53 B44	0c 90m 86y 0k

These are the only colours which can be used and they should be exact. There should be no variations. Most documents will only need one or two colours. Try not to use all of them on one document.

Font The Children's Trust font is Arial. You can use Century Gothic for headings and titles. No other font should be used.

The font size should never be smaller than 11 point. The ideal size is 12 point.

The rainbow The rainbow is a specific image which has been created for the Devon Children's Trust. If you feel that your document needs the rainbow image contact CYPS publications. Do not use any other rainbow image.

Ownership Every document produced with the Trust branding must have some information on it explaining who owns the document. This is because the Trust is not an organisation and cannot be accountable.

You can show who owns the document by including contact details for someone in your organisation, for example:

For more information, or to order more copies of this document, please contact the publications officer on 01392 XXXXXX or email XXXXXX@XXXXXX.XXX.uk

Standard practice for including contact details is to include the name of a job title rather than an individual and to use a group mailbox rather than a personal one.

Sub-branding Individual projects should not develop a separate logo or sub-brand which separates them from the Trust. The Trust logo must be used to develop a consistent, identifiable image. The logo may be used with the name of an individual project.

The only exception to this is the ContactPoint logo. This is a national logo and may be used on documents specifically dealing with ContactPoint.

Plain English All Trust documents should be produced using the plain English principles in the ***Devon County Council house style guide***. This guide can be found at www.devon.gov.uk/cypspublications

Following plain English standards and these guidelines for all Trust documents should make sure that all Trust information is clear and consistent. If you produce documents which do not follow these guidelines you may be asked to reprint them at your own cost.

If you are having any problems producing information to meet guidelines, or have any queries, contact Devon County Council's Children and Young People's Services (CYPS) publications team on **01392 383698** or email cypspubs@devon.gov.uk before printing.