

COMMUNITY VISION FOR SURREY

STYLE GUIDE



A simple identity has been created to support the Community Vision for Surrey by 2030. This can be adopted by organisations working to help deliver the Vision, either alongside, or replacing their own branding. The look and feel shows a link to the Vision, though not to any organisations, so the logo of the organisation responsible needs to be clearly present. This styling should only apply to high level corporate strategies and policies, not publicity material.

FONTS

The style is formed of 2 primary fonts. The first is 'Amatic' in either bold or regular and should be used for short headings in all caps.

→ AMATIC BOLD
→ AMATIC REGULAR

'KG Neatly Printed' can be used for longer headings or for body copy in regular.

→ KG Neatly Printed

These fonts can be purchased from a number of websites such as dafont or font squirrel. For regular body copy you can use Arial, LT Aroma or your organisation's standard text font.

COLOURS

Four colours are used alongside black to help bring the Vision to life.

Pink

C=2 M=71 Y=34 K=0
R=234 G=105 B=126

Green

C=18 M=4 Y=83 K=0
R=225 G=218 B=65

Blue

C=57 M=4 Y=13 K=0
R=111 G=194 B=218

Orange

C=2 M=37 Y=92 K=0
R=245 G=172 B=28

ILLUSTRATIONS AND BORDERS

Alongside the fonts and colours, the Vision is brought to life through some simple illustrative touches. These can be dashes highlighting words, hand drawn underlines or other illustrations. The style nods to comic book design so illustrations can draw inspiration from these sources. Black borders can be applied to images or text boxes to help reinforce the comic book style. These borders should be consistent with the weight of the text.

IMAGERY

When using images in the Vision style, they should be relevant, realistic and naturally shot. Images should also be in full colour and primarily be of a diverse selection of people, ideally in Surrey though stock shots are acceptable where this isn't possible. Some example imagery is shown below.



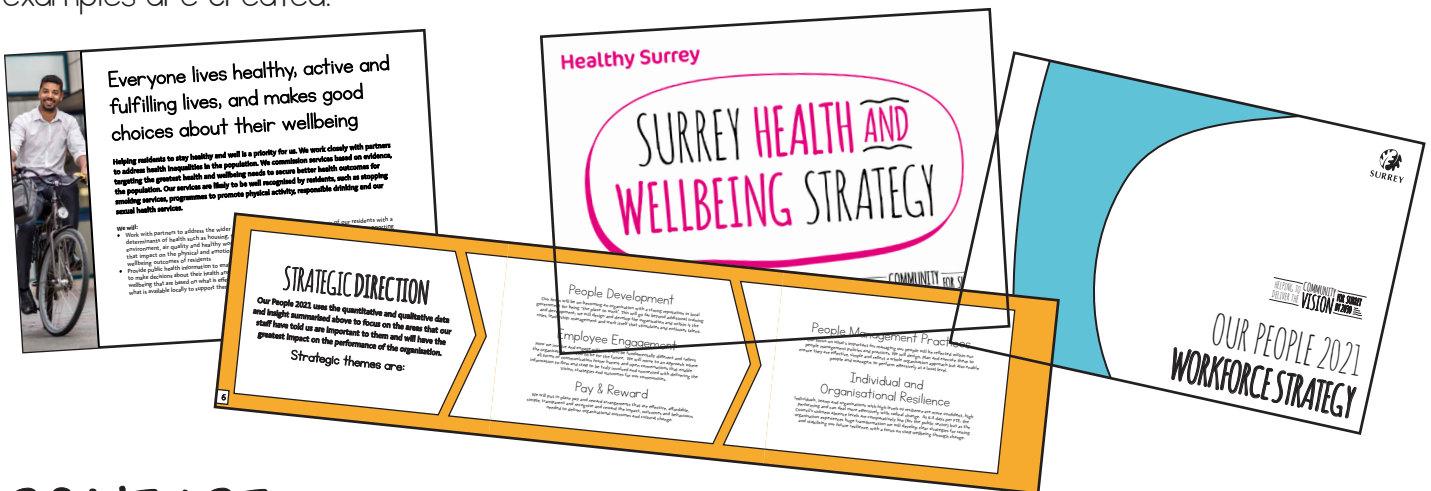
HELPING TO DELIVER THE VISION

A graphic has been created to show how your organisation is helping to deliver the Community Vision. It can be used alongside your own branding and logo('s) on high level corporate strategy and policy documents that are helping to deliver the Vision.



THE VISION IN ACTION

Below are some examples of the Vision styling in publications. These will be updated as more examples are created.



CONTACT

If you would like advice on using the Vision styling or would like to share your work, please contact Richard Neale in the Surrey County Council Communications Design Team.

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