

FALKIRK Council is responsible for the administration and delivery of a large number of services to the communities which it represents. Services vary tremendously, from providing the area with its schools to collecting the bins every week.

It is vital that Falkirk Council is able to communicate clearly with its public and its employees, as well as the wider world.

The way in which Falkirk Council presents itself is extremely important. The appearance of its offices and public buildings, the way it delivers information, the way it is represented in the media and the way its employees look and act, all influence how the organisation is perceived.

The 'corporate identity' of Falkirk Council plays an important part in ensuring that presentation is clear, consistent and effective. The design guidelines given in this manual will assist with the physical application of the main elements.

These guidelines are intended to cover most applications of the Falkirk Council identity. However, the Council is a large and constantly developing organisation, so it is inevitable that new uses of the identity will emerge over the course of time. It is very important that the identity is applied consistently and appropriately. For further guidance on use of Falkirk Council's visual identity, please contact:

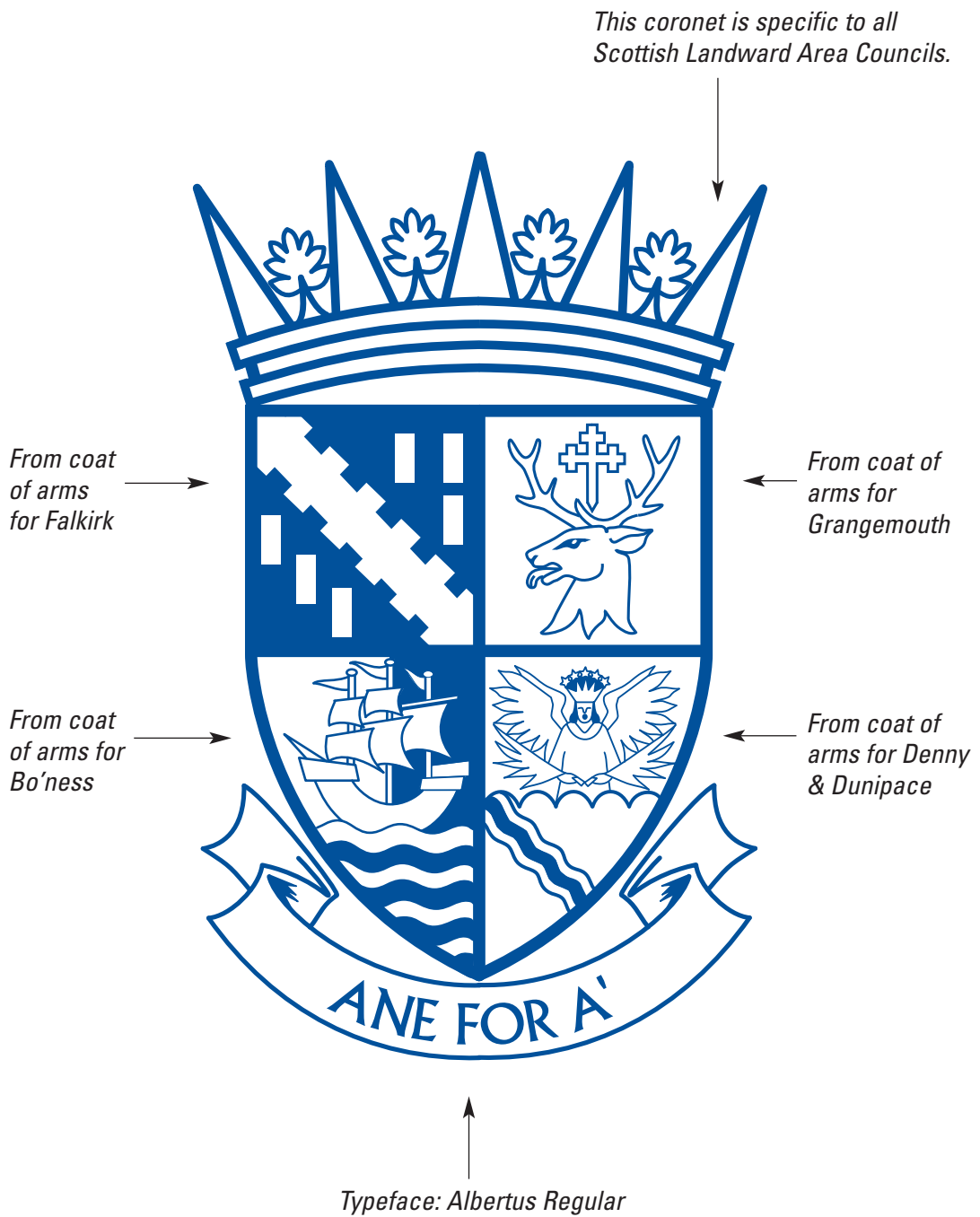
**The Communications Unit,
Corporate & Commercial
Services,
Municipal Buildings,
Falkirk FK1 5RS.
Telephone: 01324 506052.**



Falkirk Council

The shield

The four quarters of the Falkirk Council shield show details from the old arms of the four former burghs which now make up the Falkirk Council area. A coronet is placed above the shield and the motto *Ane for A'* is placed below on an escrol.



Minimum recommended reproduction height of shield: 16mm

Typography: Perpetua family

Examples shown in 22pt

Perpetua Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Perpetua Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Perpetua Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Perpetua Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography: Univers family

Examples shown in 22pt

Univers 47 (Condensed)

ABCDEFGHIJKLMNOPQRSTUVWXYZ -
VWXYZ
abcdefghijklmnopqrstuvwxyz

Univers 47 (Condensed Oblique)

ABCDEFGHIJKLMNOPQRSTUVWXYZ -
VWXYZ
abcdefghijklmnopqrstuvwxyz

Univers 57 (Condensed)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers 57 (Condensed Oblique)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers 67 (Condensed)

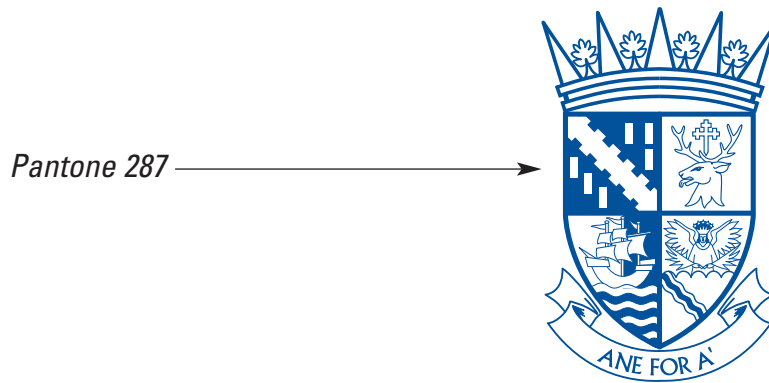
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers 67 (Condensed Oblique)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Colours

Pantone Matching System



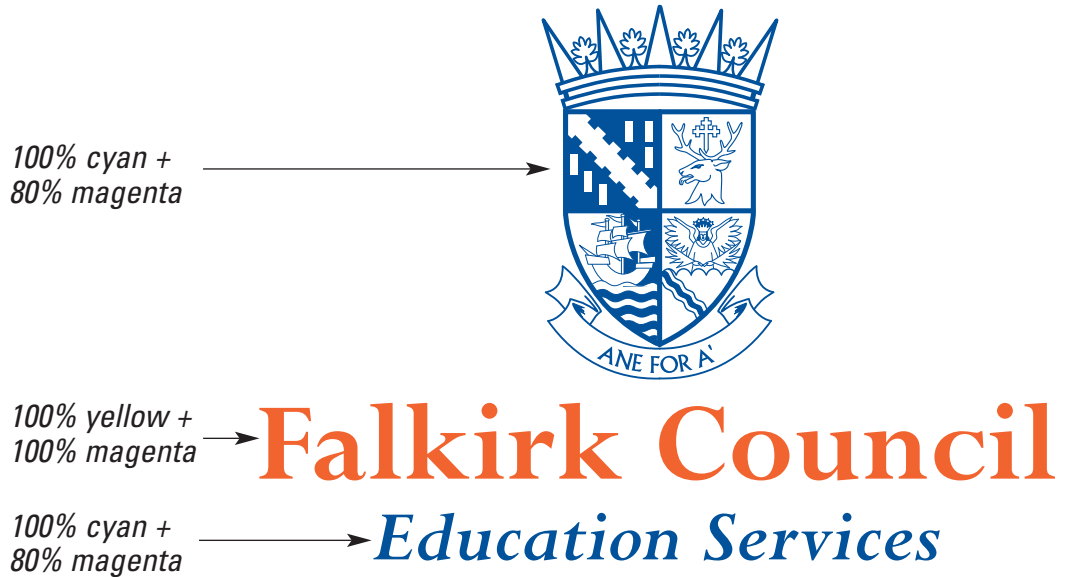
Pantone Warm Red → **Falkirk Council**

Pantone 287 → *Education Services*



Colours

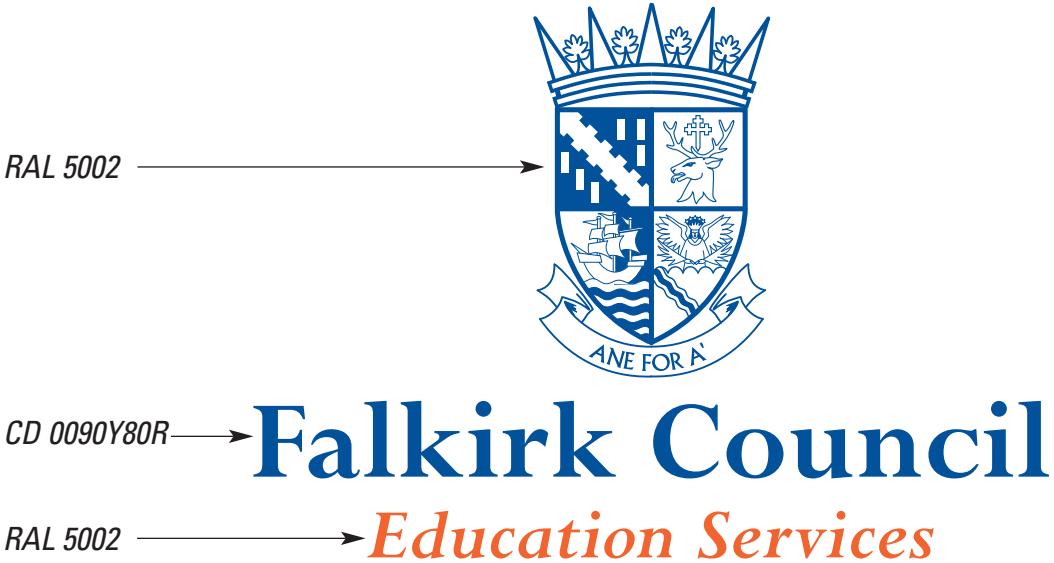
CMYK reproduction



Presentation of shield & text

Colours

RAL / Dulux CD colour systems recommended for signage



Colours

Monochrome



Suitable for reproduction on a white or light coloured background



Suitable for reproduction on a black or dark coloured background

Typography

General rules



Perpetua
Bold →

Falkirk Council

Perpetua Bold
Italic →

Education Services

The words **Falkirk Council**, where they appear with the shield, should always be set in **Perpetua Bold, upper & lower case** (0 or standard letterspacing). There should be no variation of this, as the consistent use of the correct type is absolutely crucial to the overall effectiveness of the Council's visual identity.

When a *Service* title appears below, as supporting information, it should be set in **Perpetua Bold Italic, upper & lower case** (0 or standard letterspacing).

When type is used to give information on behalf of Falkirk Council, variations of the *Perpetua* or **Univers Condensed** type families (*see 2.2 and 2.3*) should be used wherever possible.

In general, the overall readability of high volumes of small, printed text is improved when set in a *serif* typeface, so the *Perpetua* family would ideally be preferred in these cases.

Large type (eg. for display information) should preferably be set using members of the **Univers Condensed** family.



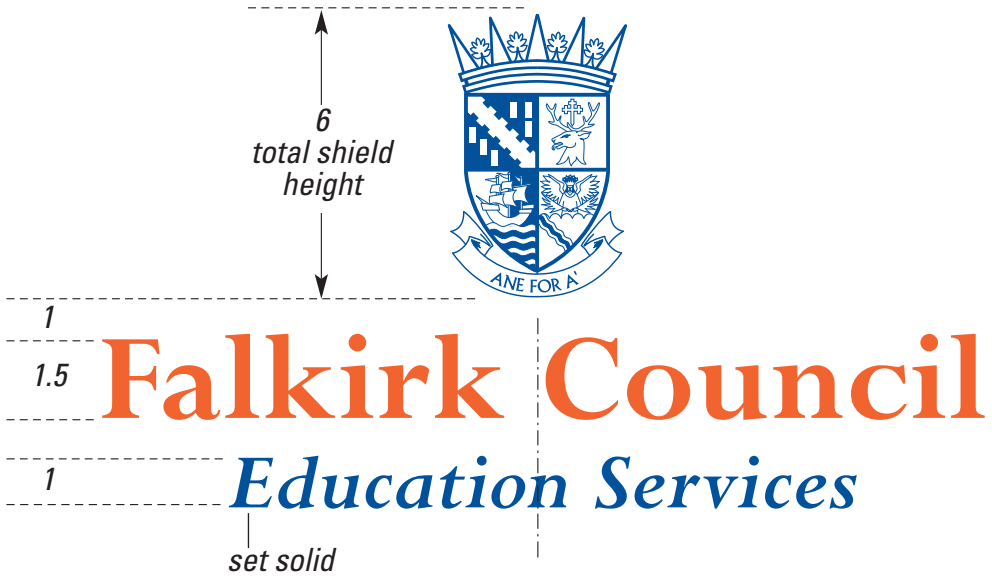




Presentation of shield & text
Landscape version 4
Recommended for use on signage





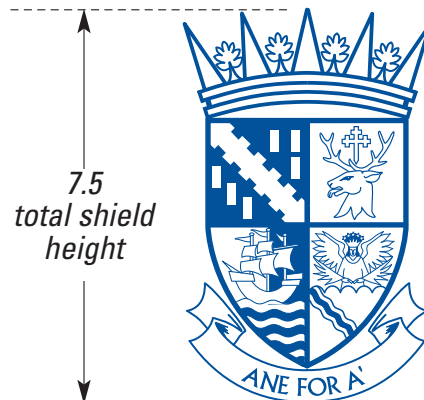


text centred below shield

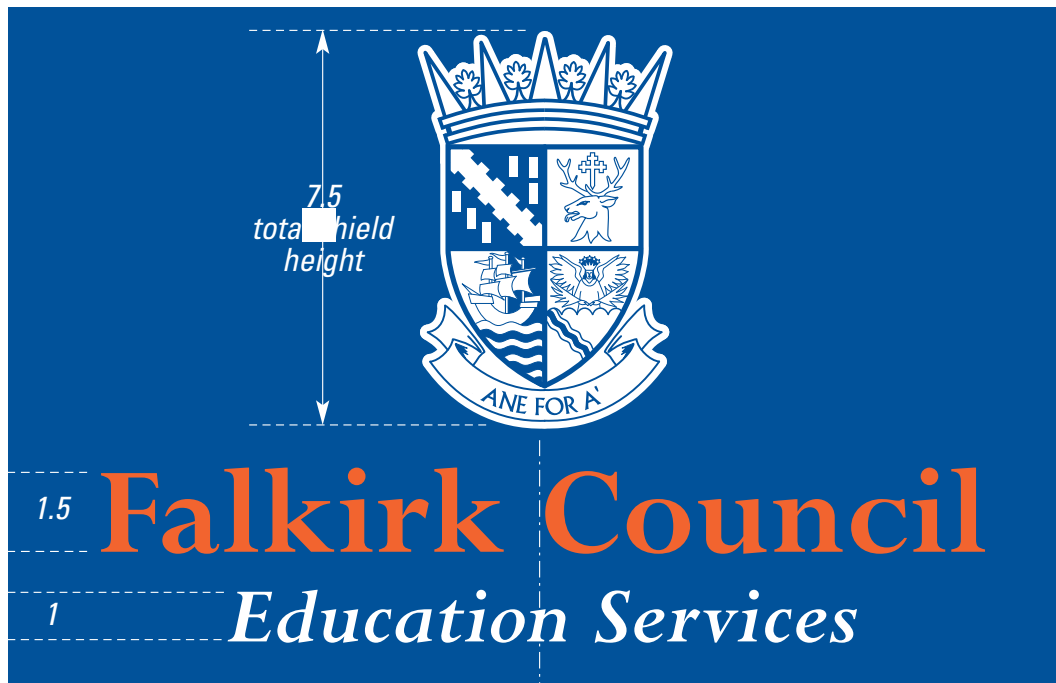


Portrait version 2

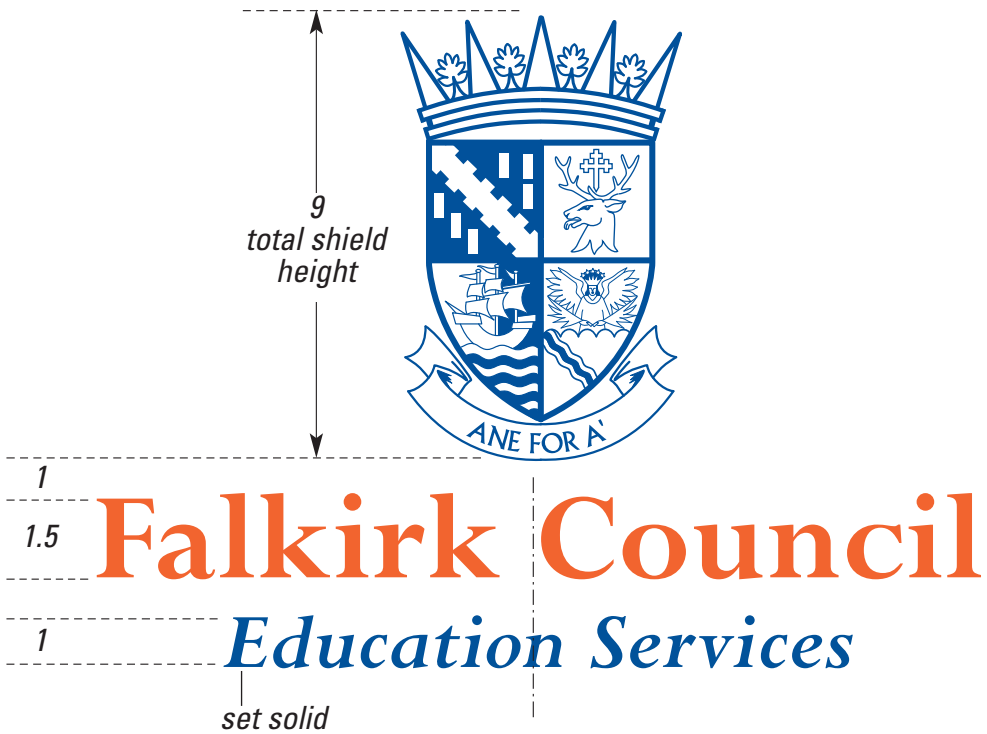
Recommended for use on stationery



1.5 **Falkirk Council**
1 *Education Services*
set solid



text centred below shield



text centred below shield

Things **NOT** to do

*In the first example shown here, the shield and text are reproduced in the **WRONG** colours.*

*The text is also set using the **WRONG** typefaces.*



Falkirk Council
Education Services

*In the second example, the shield has been reversed out of a dark background. This should **NEVER** happen - the version of the shield with white keyline should always be used in these cases.*



Falkirk Council
Education Services

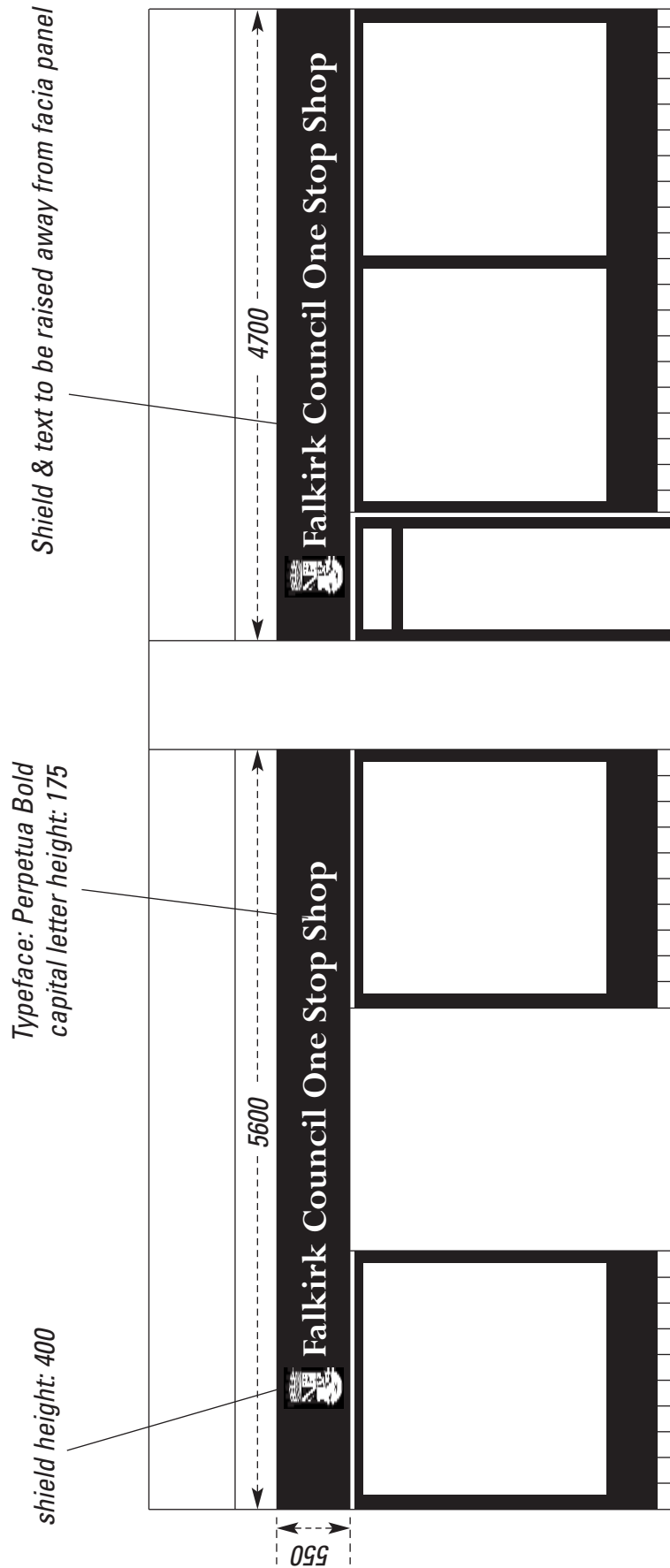
One Stop Shop - Falkirk

Recommended material: vinyl or aluminium



One Stop Shop text is white. For other colours: see page 2.6

Use landscape version 4 of shield / text



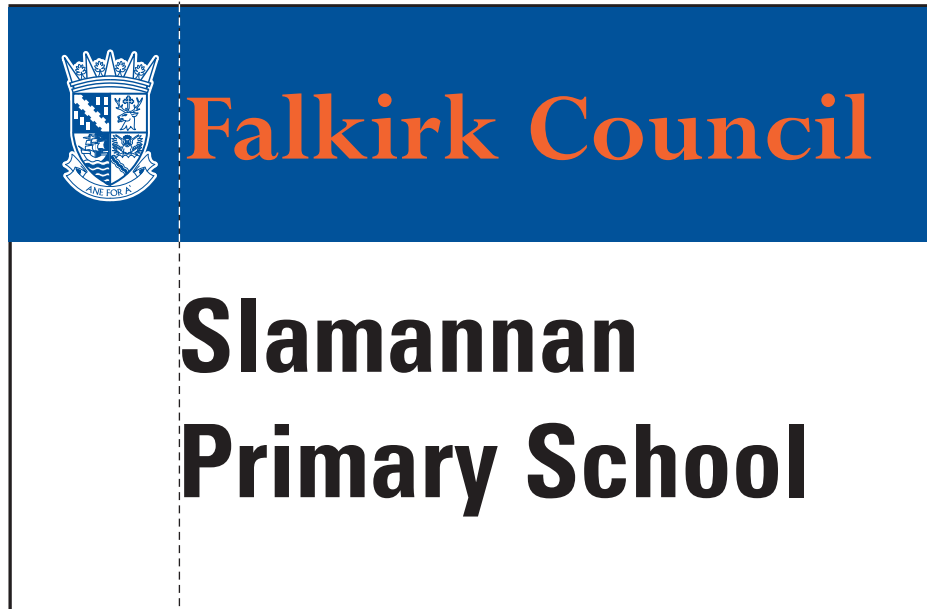
Signage: external**Directional sign 1***Recommended system: Spandex**Use landscape version 4 of shield / text
Colours: see page 2.6**Directional arrows
Set in Carta or similar
Colour: CD0090Y80R**All text to be ranged against this line
Set in Univers 67 condensed
Colour: RAL 5002 or Black*

Directional sign 2

Recommended system: Spandex



*Use landscape version 4 of shield / text
Colours: see page 2.6*



← *All text to be ranged against this line
Set in Univers 67 condensed
Colour: RAL 5002 or Black*



*All text to be centred below shield
Set in Univers 67 condensed
Colour: RAL 5002 or Black*

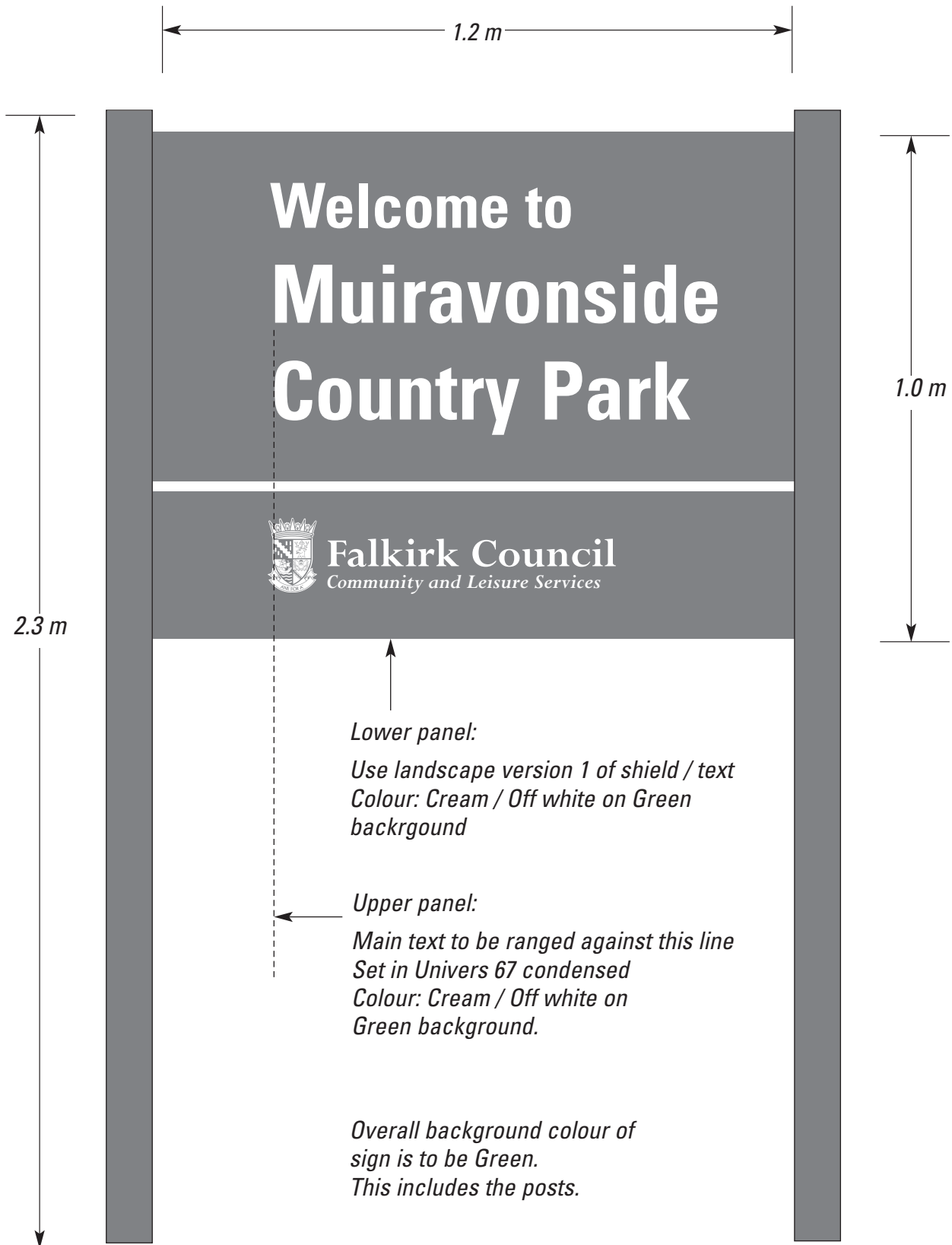
Main signs for Council buildings

Recommended system: Spandex



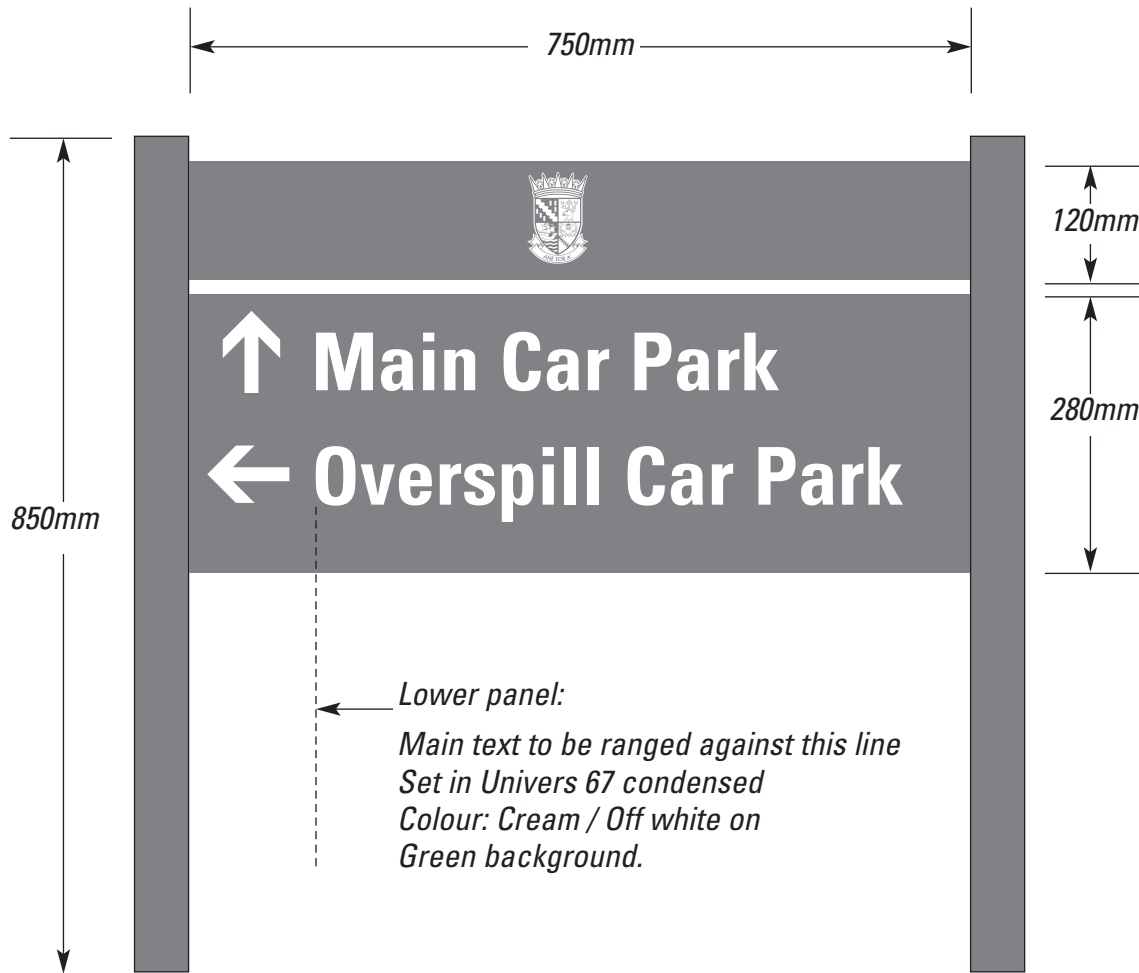
Park signage: Entrance

Timber construction: dressed & painted.



Park signage

Timber construction: dressed & painted.



Lower panel:

Main text to be ranged against this line
Set in Univers 67 condensed
Colour: Cream / Off white on
Green background.

Overall background colour of
sign is to be Green.
This includes the posts.

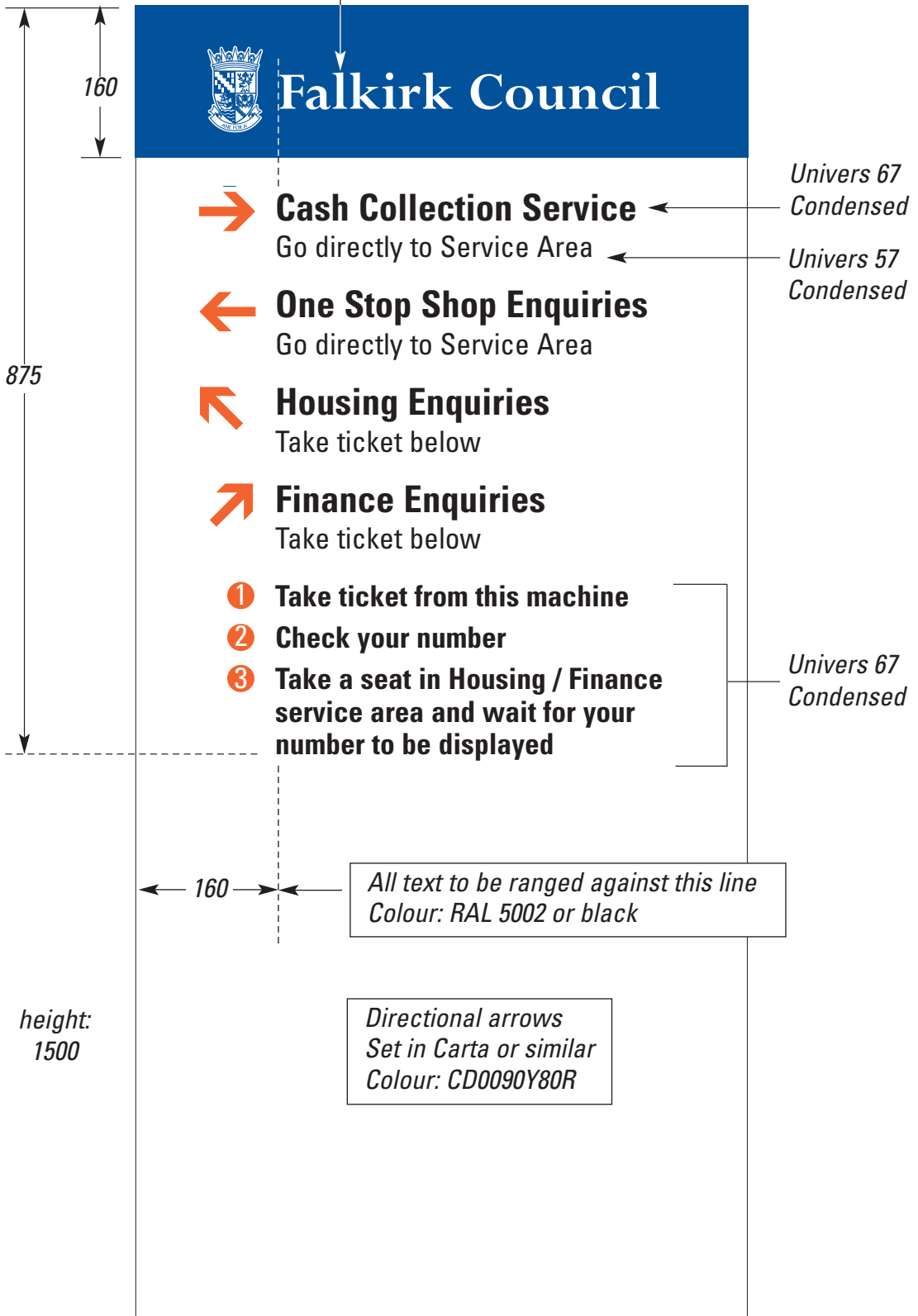
Sizes may vary.

Signage: external**Listed or stone buildings signage***Slate base, engraved detail. Wall mounted.**Sizes may vary.*

One Stop Shop - Direction / function

Recommended material: printed vinyl

Use landscape version 4 of shield / text
Colours: see page 2.6



Signage: internal**Information signs (hanging)**

Material: preferably aluminium

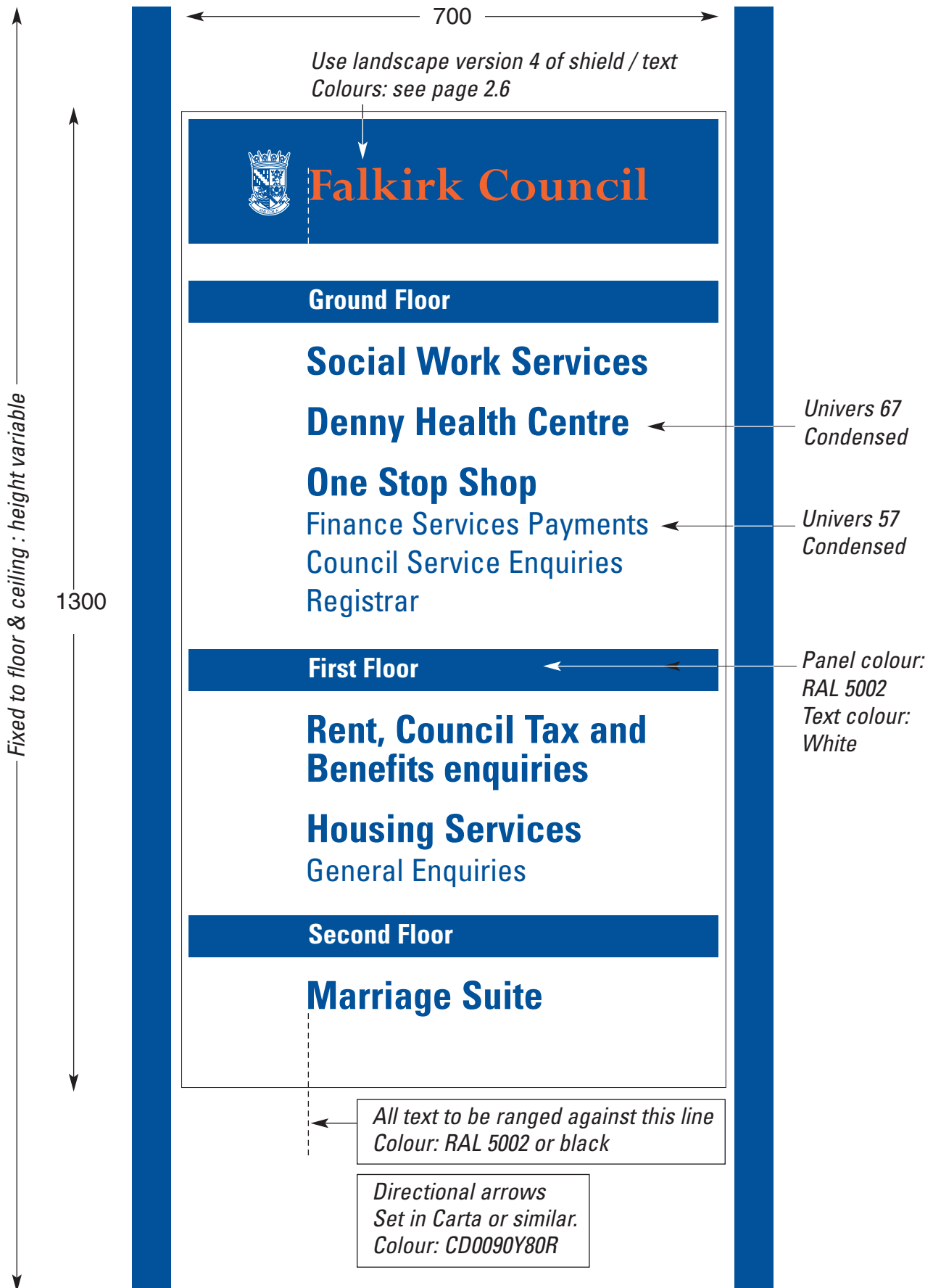
*To be suspended on two cables from ceiling
or fixed directly onto walls at appropriate height.*

Capital letter height - 75mm (Univers 67 Condensed). Colour: RAL 5002 or black



Direction board

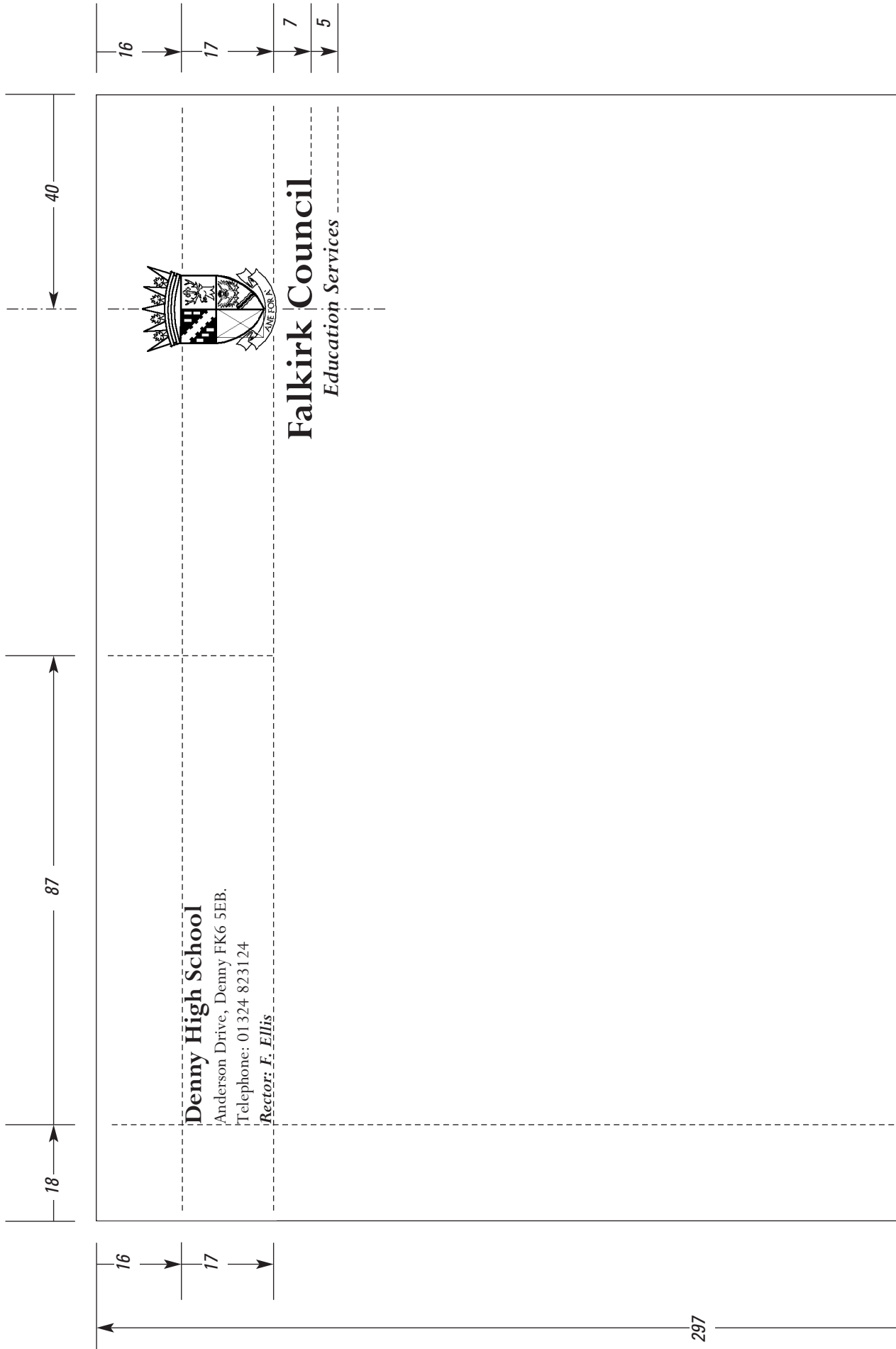
Fixed to floor & ceiling on circular poles

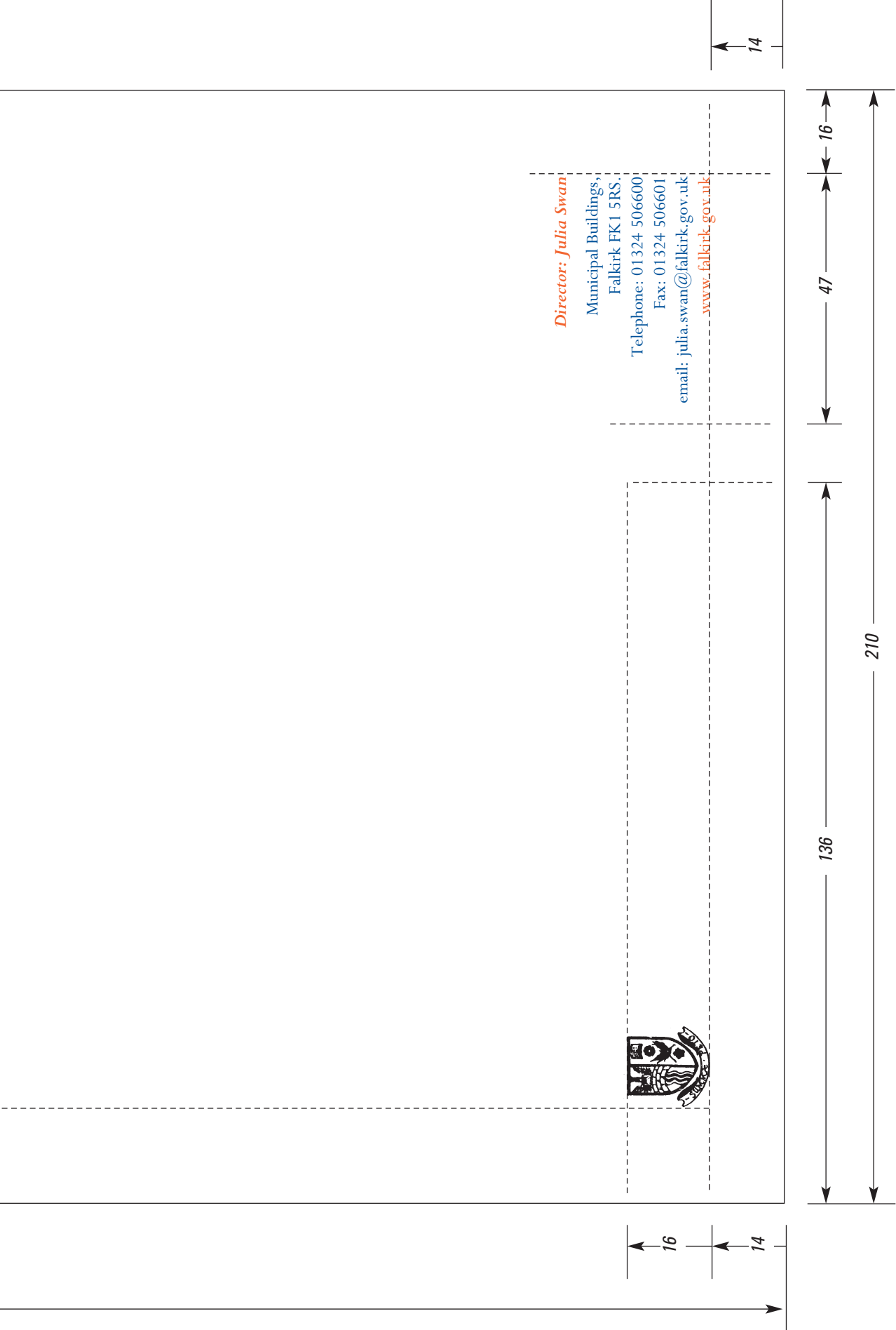


Signage: internal
Wall mounted floor guide
Standard sizes



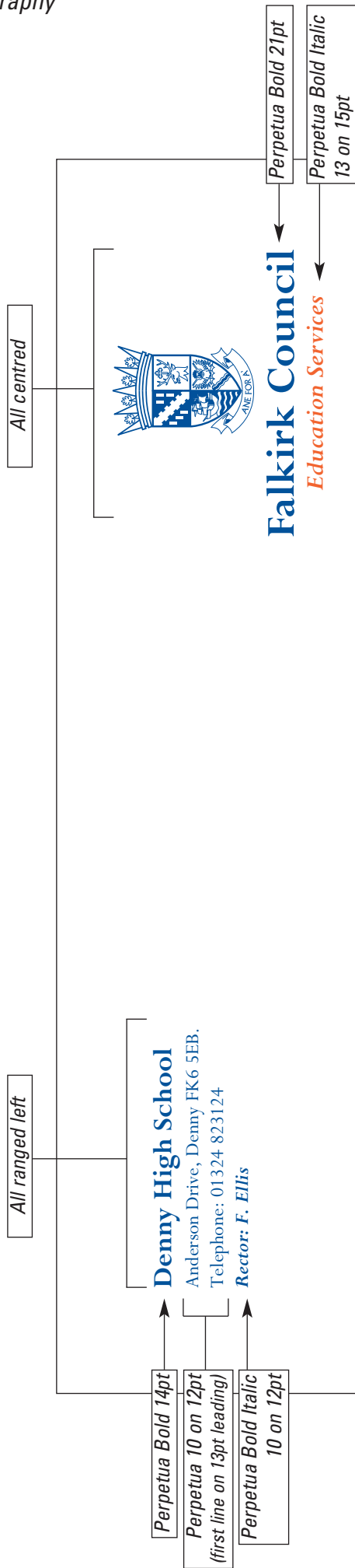
Stationery
Letterhead
Dimensions

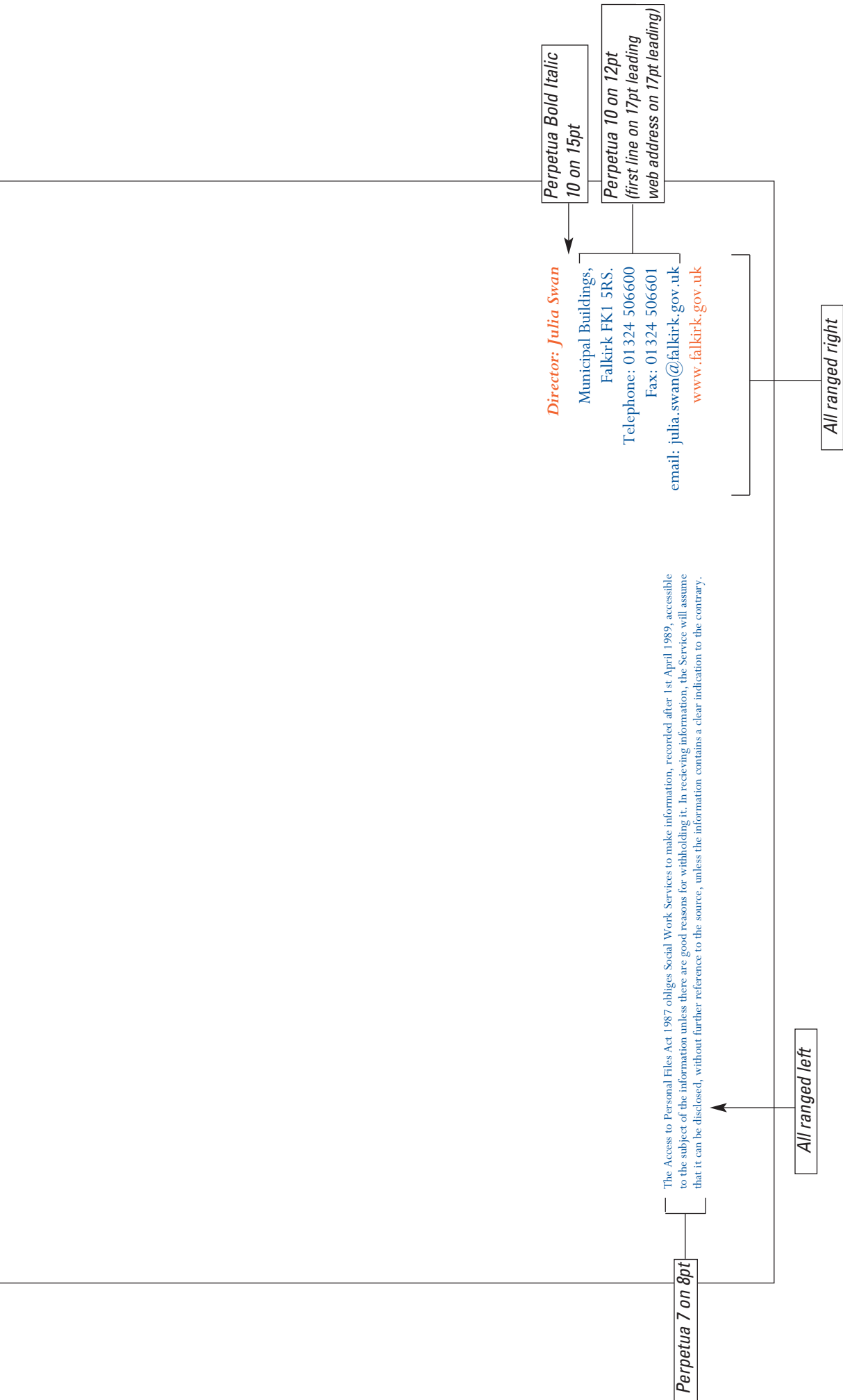




Dimensions in millimetres

Stationery
Letterhead
Typography





The Access to Personal Files Act 1987 obliges Social Work Services to make information, recorded after 1st April 1989, accessible to the subject of the information unless there are good reasons for withholding it. In receiving information, the Service will assume that it can be disclosed, without further reference to the source, unless the information contains a clear indication to the contrary.

Typography in picas

Stationery
Letterhead
Colours



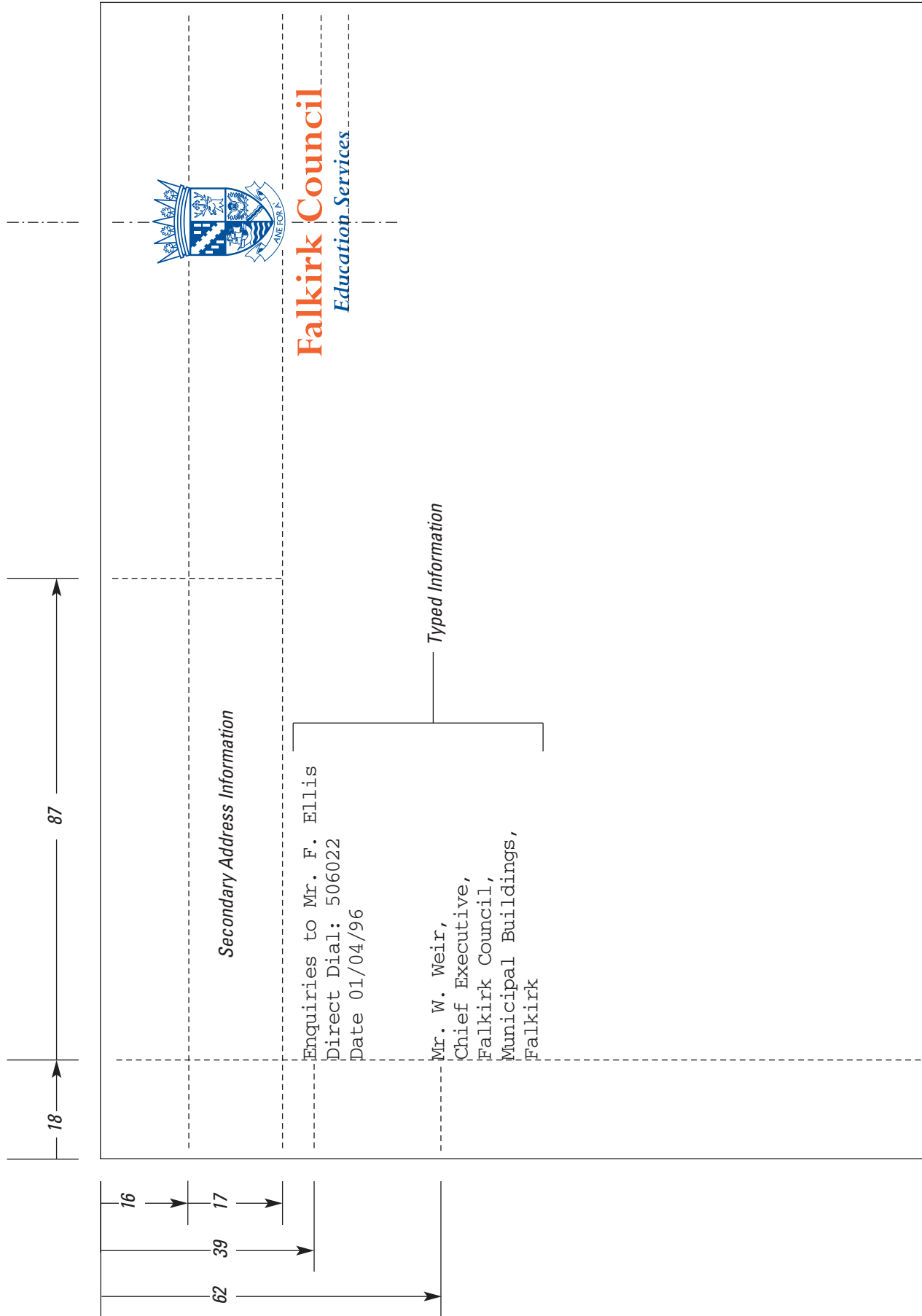


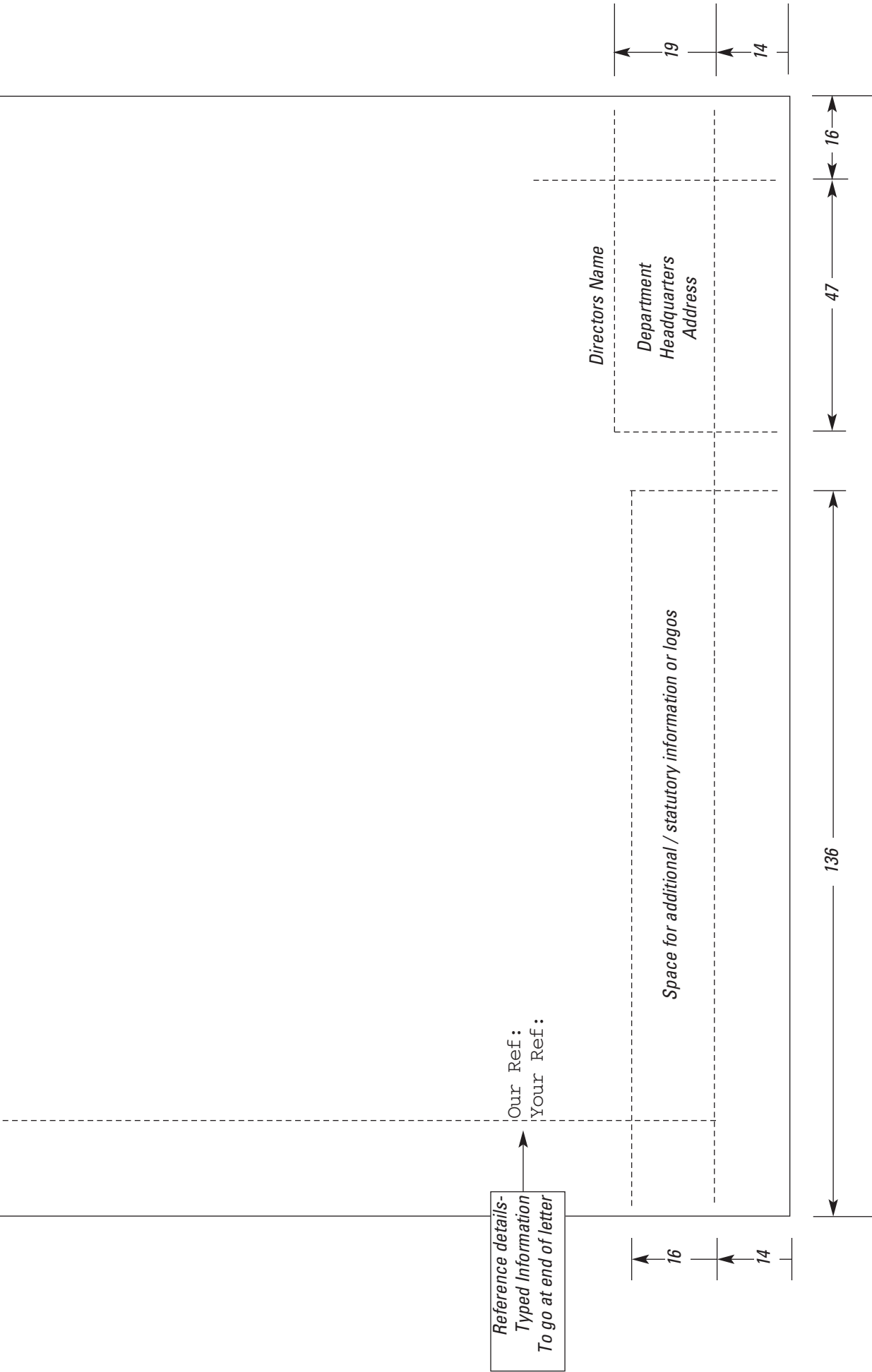
Colours using Pantone matching system

Stationery

Letterhead

Dimensions for added information





Dimensions in millimetres

Stationery
Letterhead
Continuation sheets

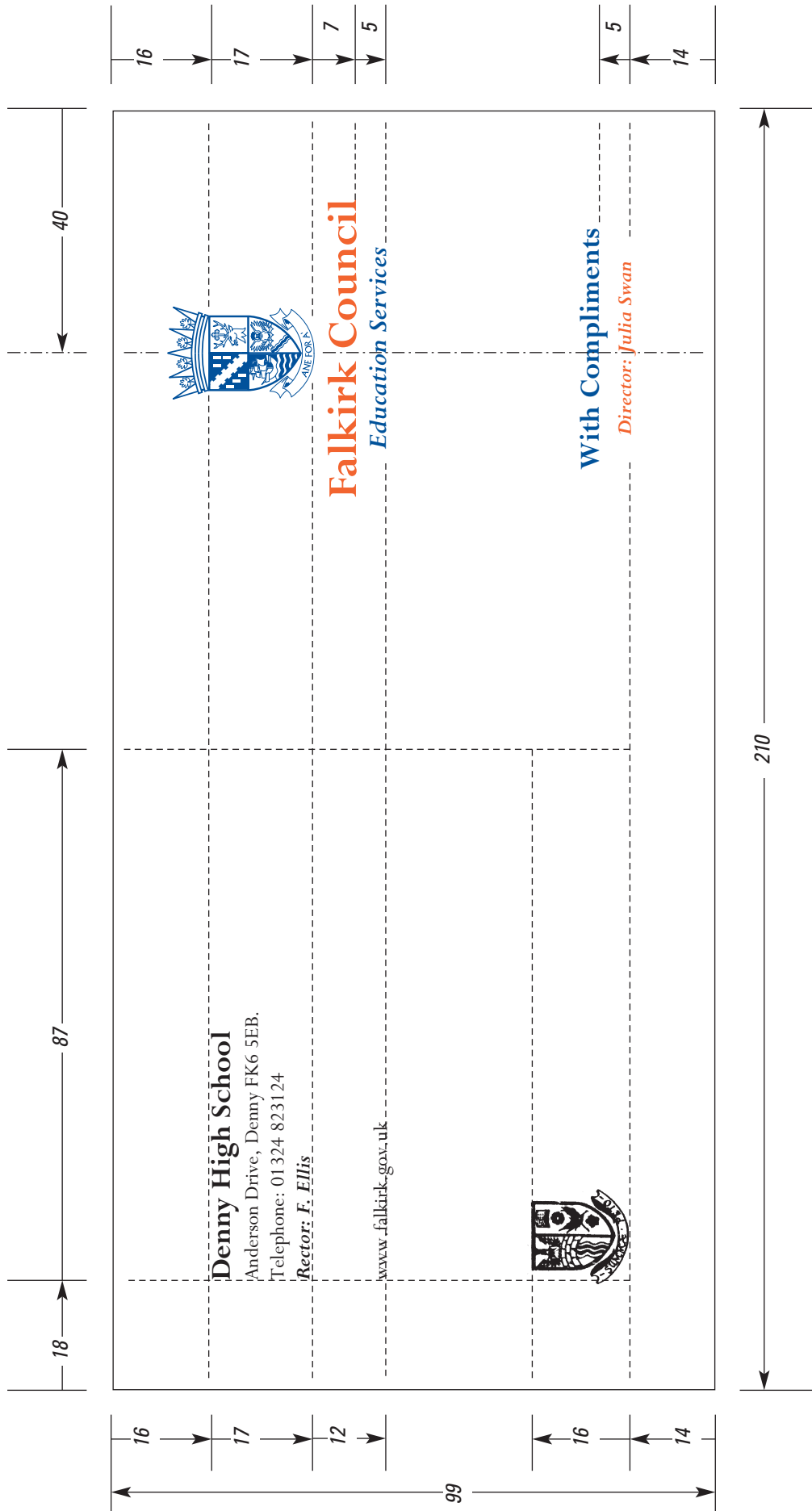
shield in same position as
on main letterhead





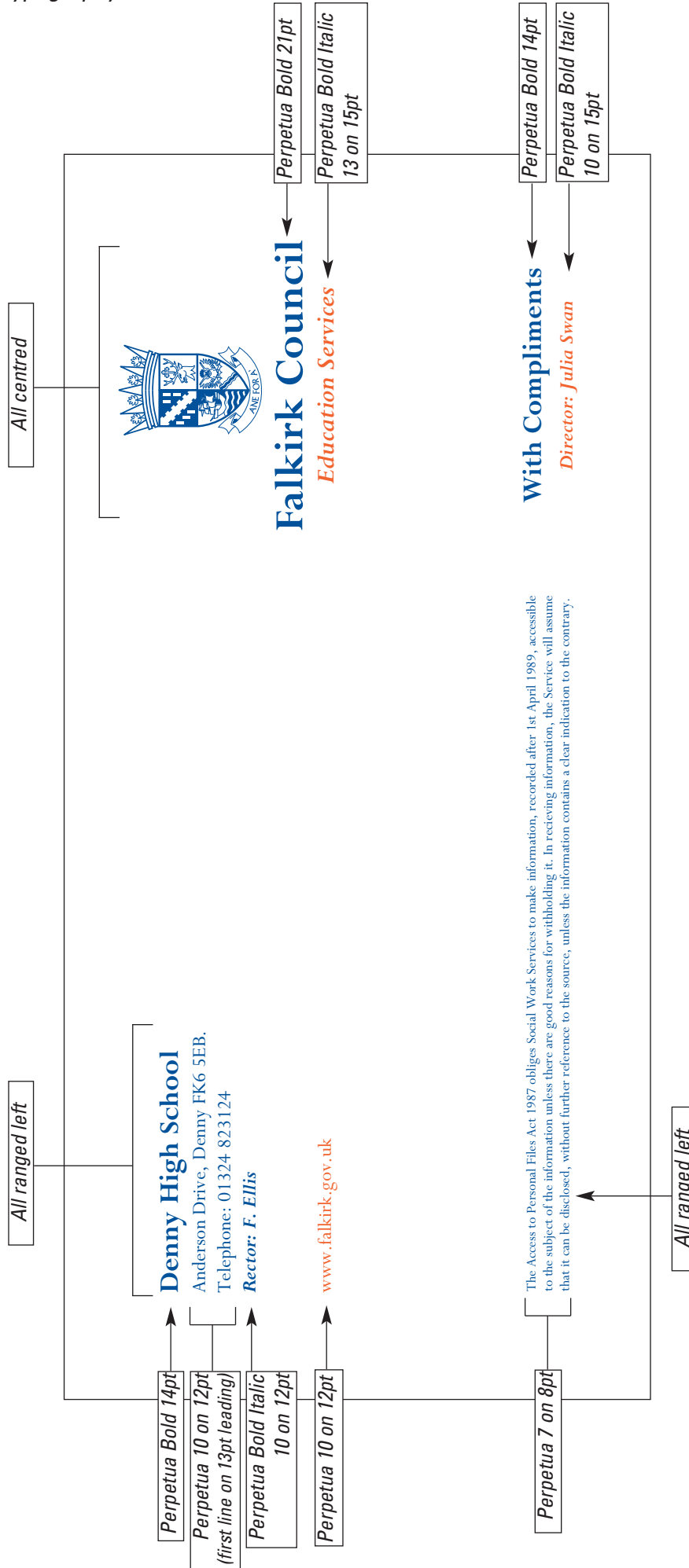
Dimensions in millimetres

Stationery
Compliment Slip
Dimensions



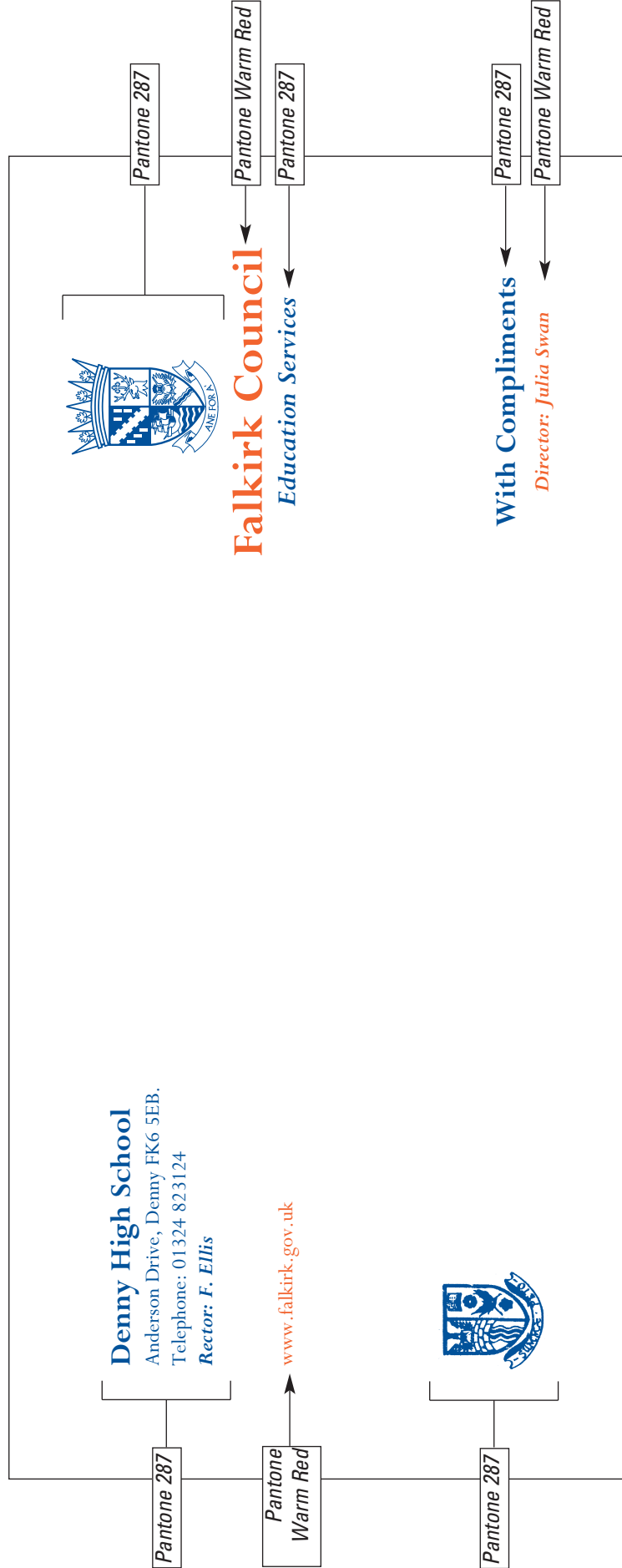
Dimensions in millimetres

Stationery
Compliment Slip
Typography



Typography

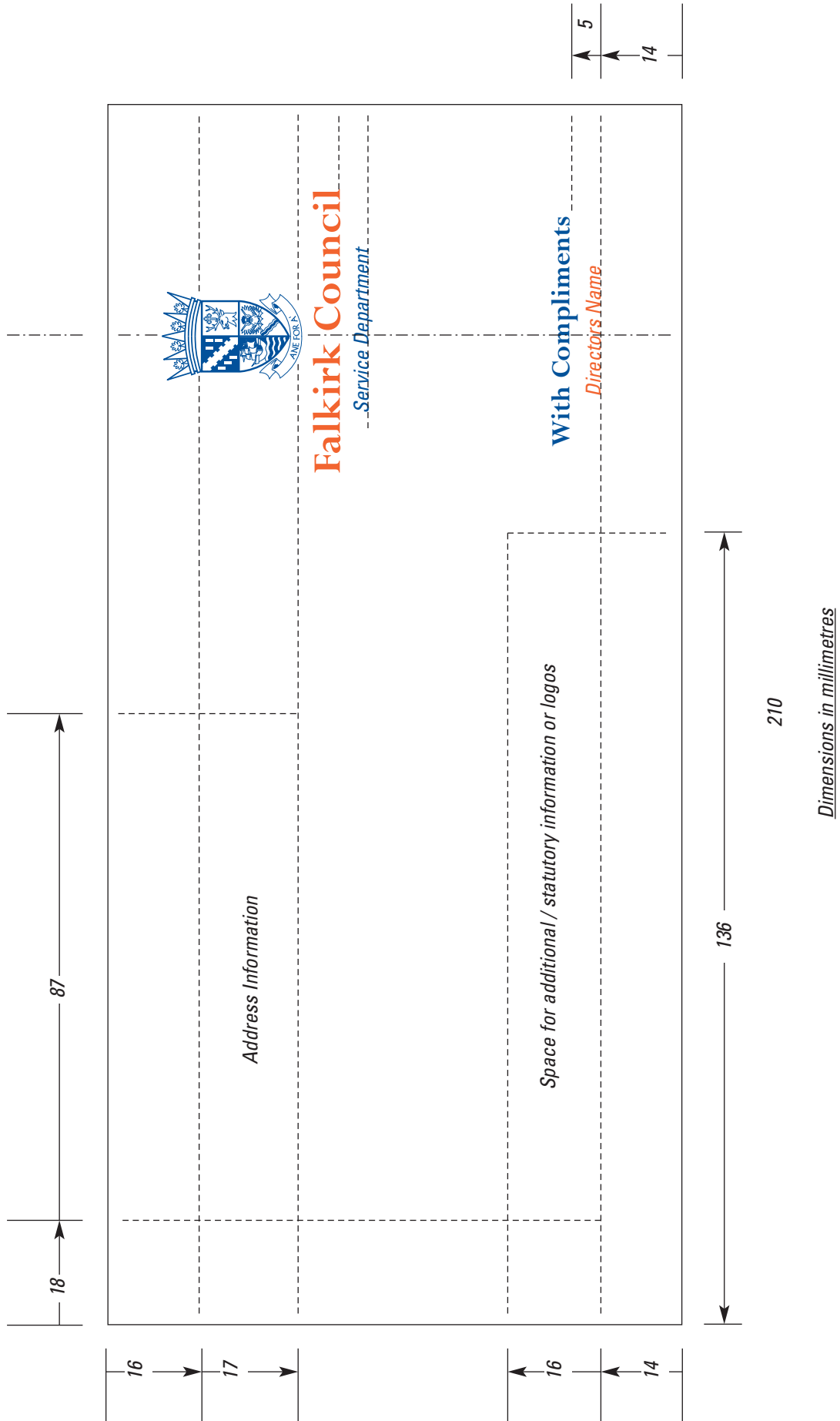
Stationery
Compliment Slip
Colours



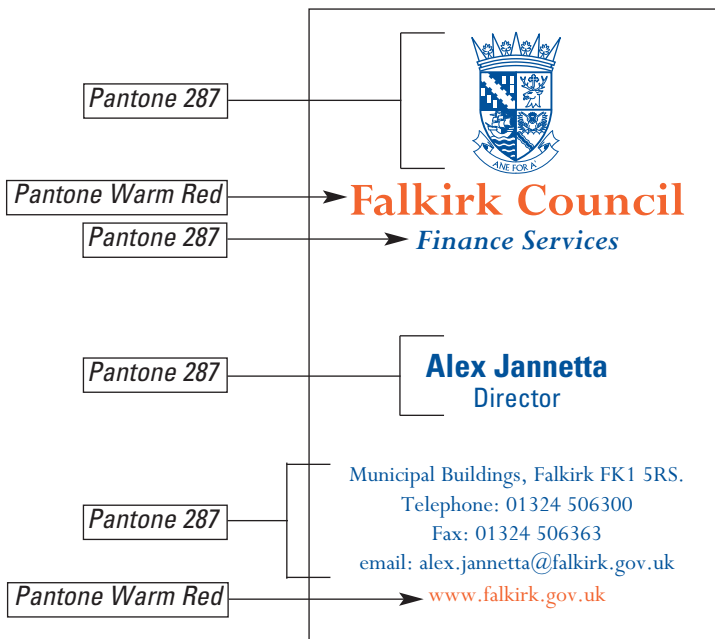
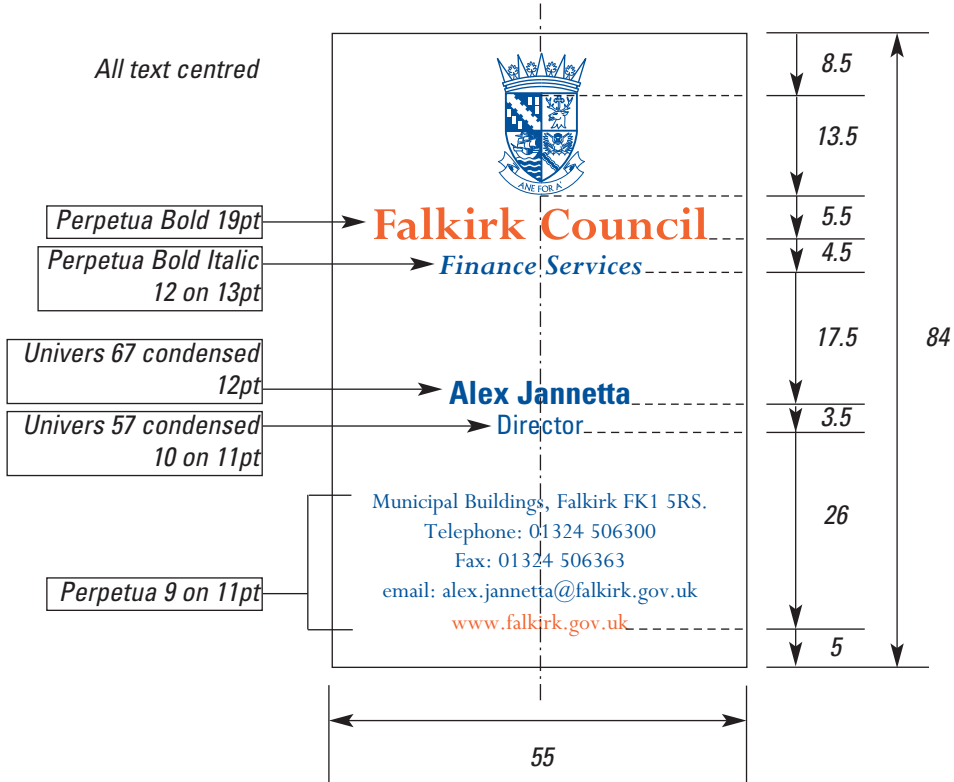
Colours using Pantone Matching System

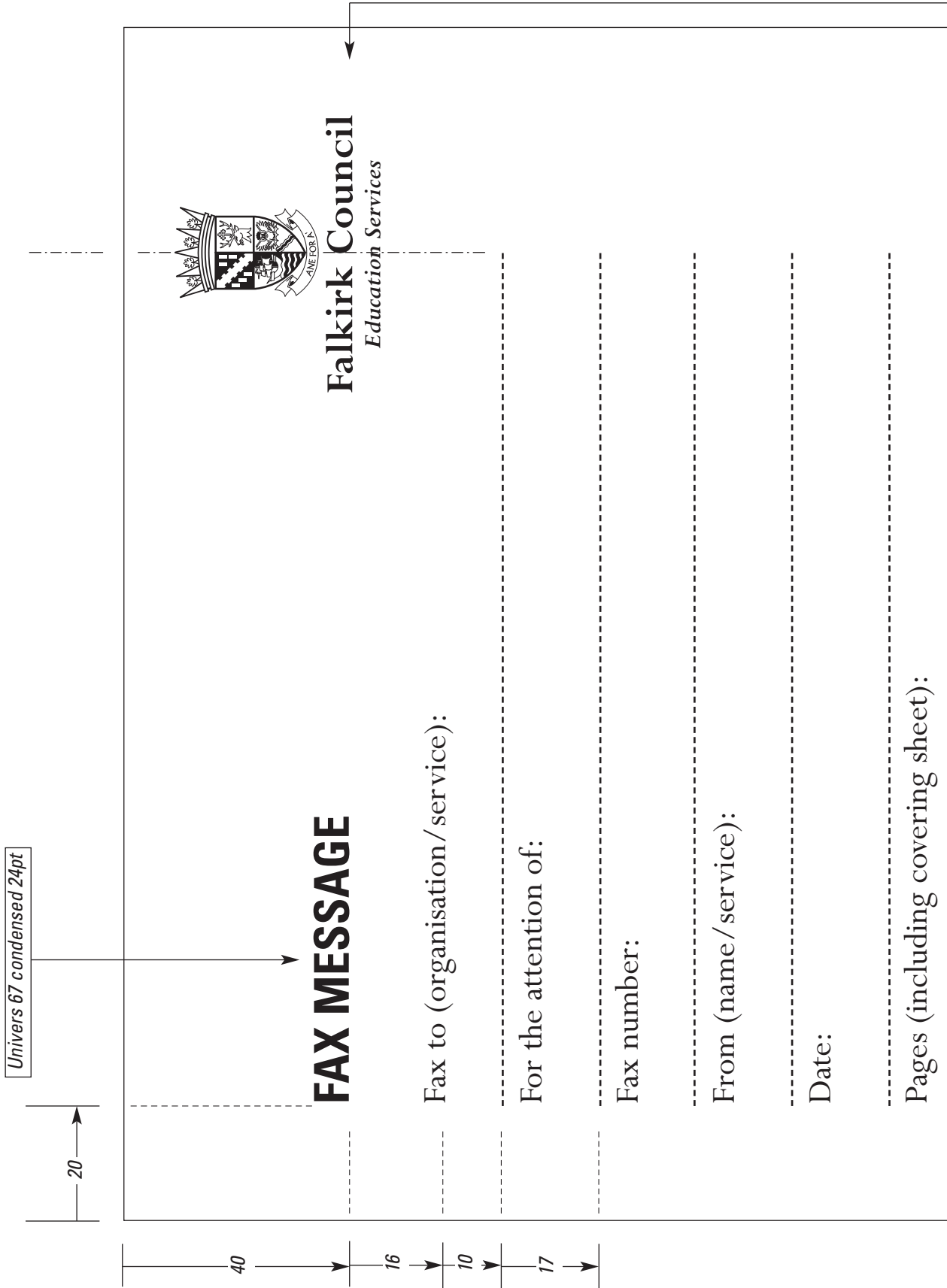
Compliment Slip

Dimensions for added information



Dimensions in millimetres





Shield / text
and address
information to
be same as
letterhead

Perpetua 18pt

Message:

Director: Graeme Young
Municipal Buildings,
Falkirk FK1 5RS.
Telephone: 01324 624911
Fax: 01324 614060

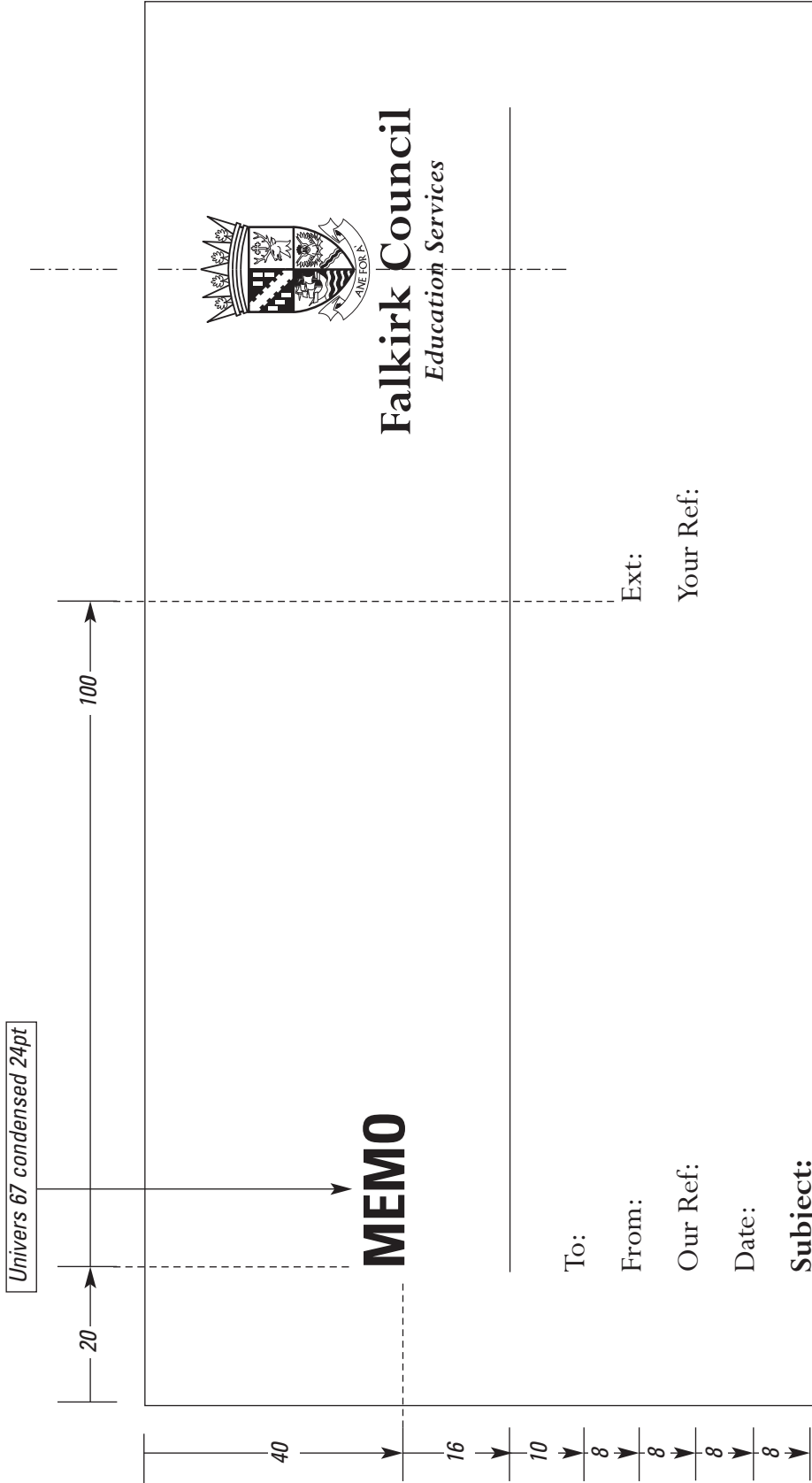
Colour: Black

Dimensions in millimetres

Stationery

Memo

Recommended Specification





Colour: Black

Dimensions in millimetres

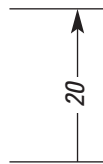
Stationery
Press Release
Specification



Press Office

Municipal Buildings, Falkirk FK1 5RS.

Press Lines: 01324 506055 / 506057. Fax: 01324 506061.



Colour: Black

Dimensions in millimetres

Stationery
Press Enquiry
Specification

Univers 67 condensed 24pt
(same specification for
Press Release)

20

40

PRESS ENQUIRY

Date Time

From Taken by

Phone

DETAILS



Falkirk Council
Chief Executive Office

Shield / text
and address
information to
be same as
letterhead

ACTION

Communications Unit
Municipal Buildings,
Falkirk FK1 5RS.
Telephone: 01324 506070
Press Lines: 01324 506055 / 506057
Fax: 01324 506061

Date Answer given.....

Vehicles

Vinyl decals

Dimensions

(Colours: see page 2.6)

TYPE A

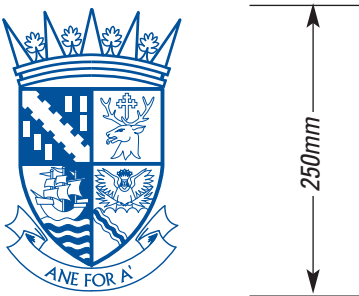
Large van side panel



Falkirk Council

TYPE B

Small van side panel



Falkirk Council

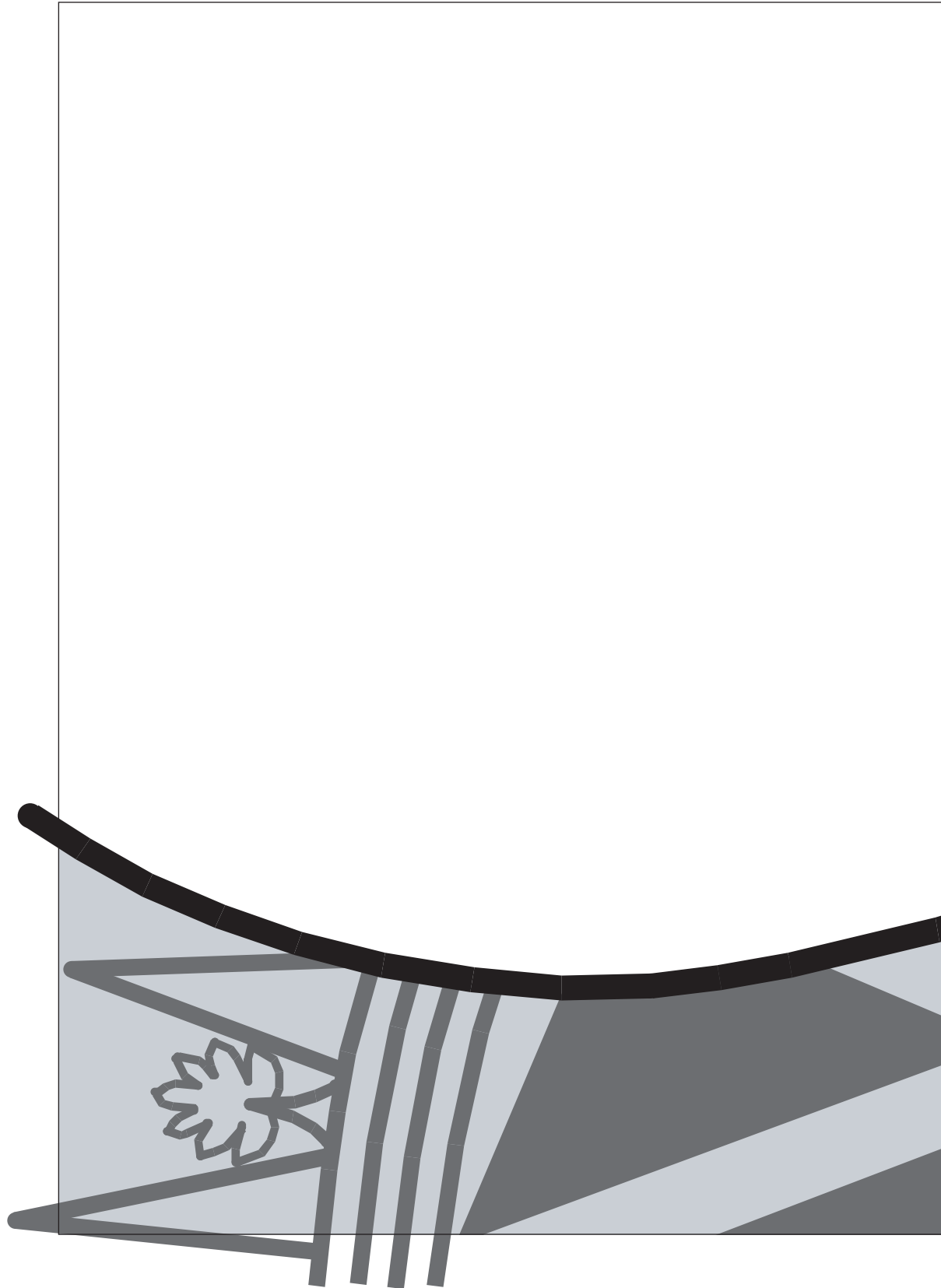
TYPE C

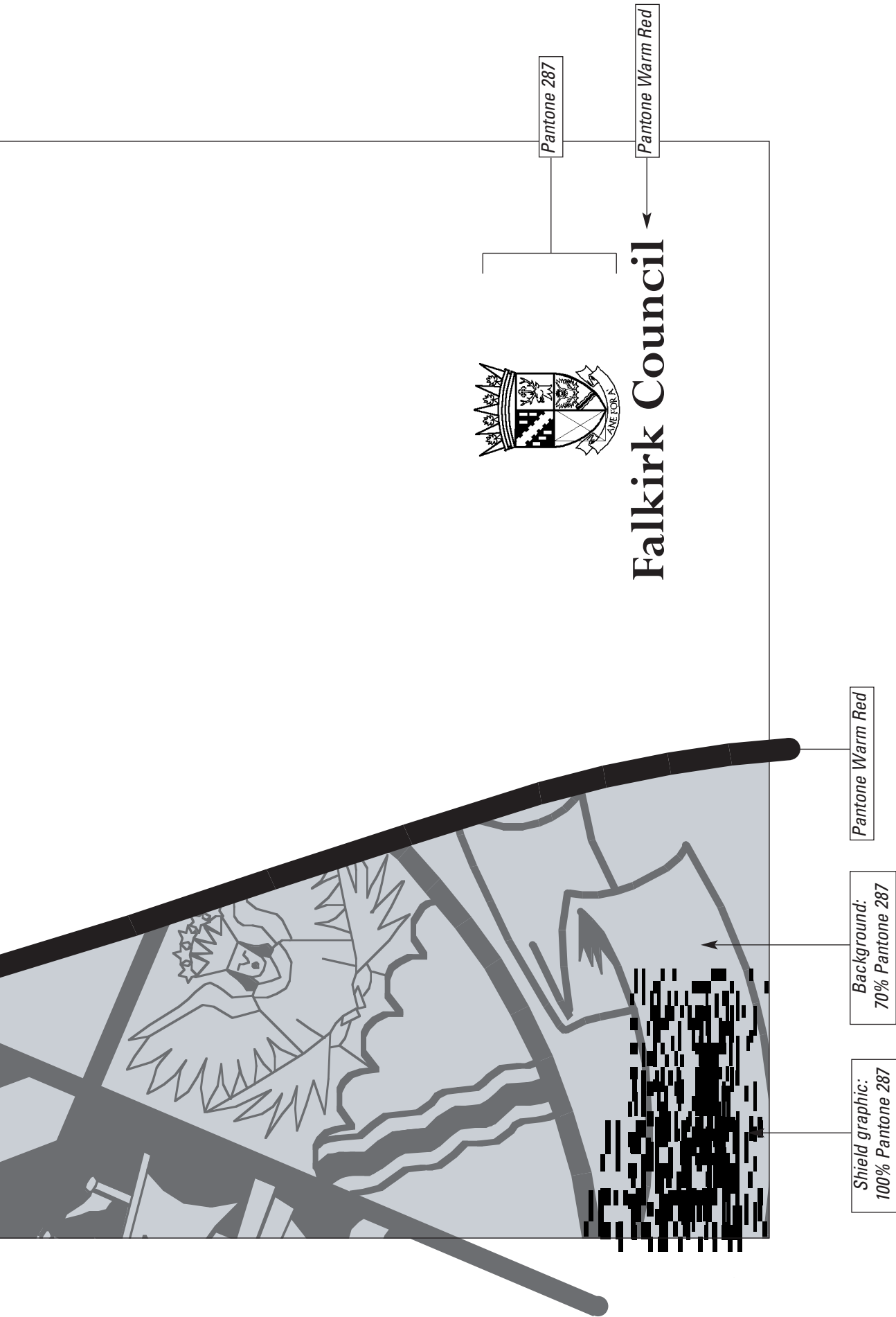
*Door panel
(shield only unless this is the
only shield on vehicle)*

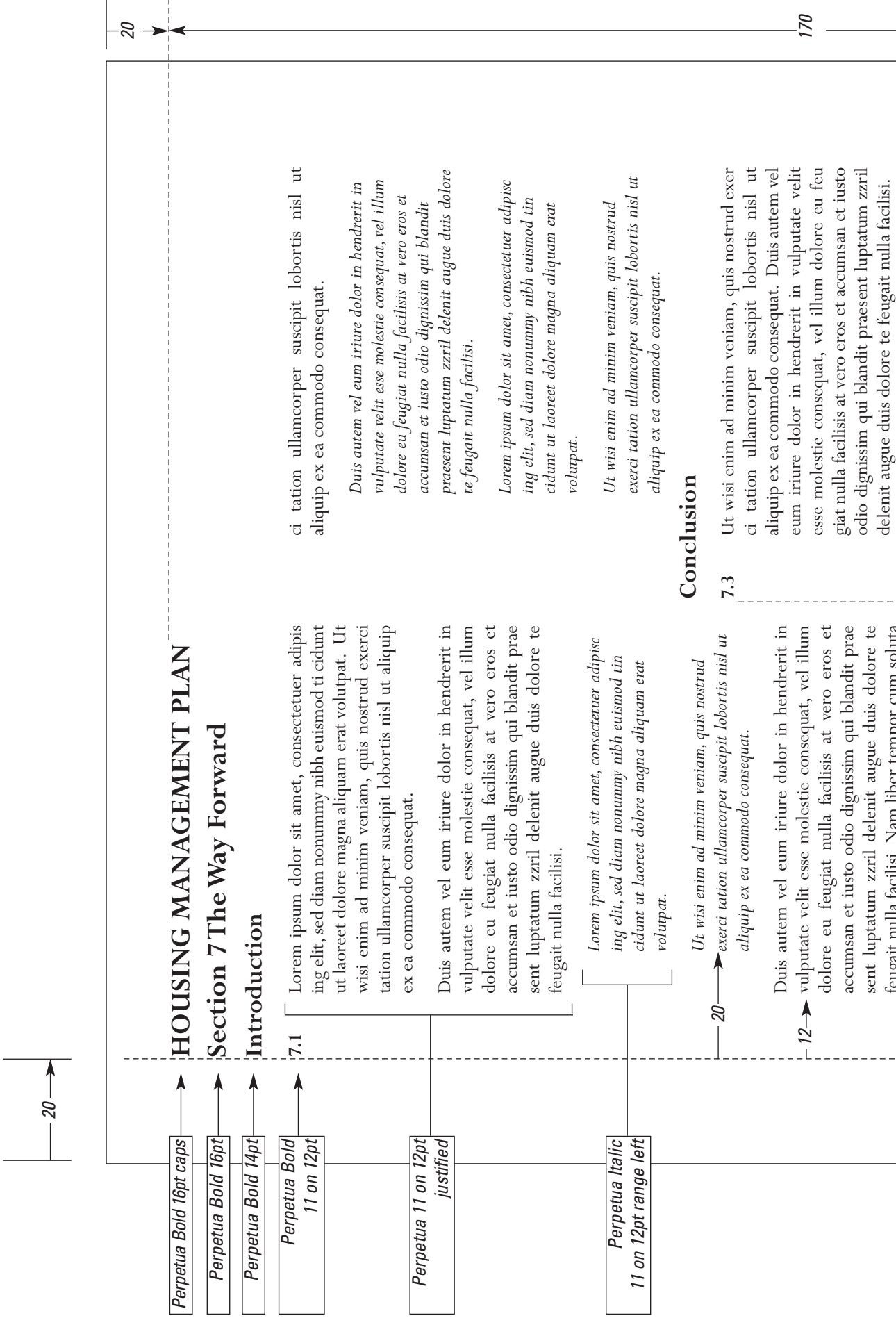


Falkirk Council

Publications
Report Cover
Specification







Tenants Consultation

7.2

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at.



Univers 57 12pt

9

20



Publications

Applications of shield & text

Example

Your local One Stop Shop

For access to all
Falkirk Council
Services

Carronbank House
One Stop Shop
Finance Services
Housing Services
Social Work Services
Registrar
Denny Health Centre
Carronbank Medical Practice
Car Park & Rear Entrance

Payment of rent, council tax,
rates and other accounts →

Falkirk Council One Stop Shop

Falkirk Council

Falkirk Council's visual identity should NOT be imposed in a manner which dominates or takes prominence over the main function or titles of a publication.

Provided that an approved version of the shield and text is used (see section 2), the size and position of the shield & text may vary. However, the example shown here is one of the most commonly used.