

OUR LOGOS

The Council logo is our badge and primary identifier. It can appear on all our assets and must be visible on all Council communications to residents and businesses. We also work with a number of strategic partners and suppliers who deliver services on our behalf. There are three different corporate logos to reflect the Council's level of involvement with various initiatives.

All variations of the Council's corporate logos **can only** be used in one of three colours: corporate green, black or reversed out white. The logos have a pre-defined size for standard ISO paper including clearance areas. When creating documents in non-standard sizes, partners can resize using the same spacing principles shown on page two. Alternatively please contact Modinat Adekunle at modinat.adekunle@hackney.gov.uk for further advice.

The logo **cannot** be used in any other way and must not be altered, stretched or manipulated to suit.

Standard Corporate Logo, appropriate for most uses.



There will be circumstances when the Council is involved in an event or service in which it is not the sole or main provider or participant. In these instances it is appropriate for the Council to be recognised, but not appropriate to utilise the Council's full corporate identity as described in this guide.

Two further logos have been developed for the different relationships the Council may develop with external organisations. *Please see below.*



The “**In partnership with**” logo should be used when there is a formal and strategic partnership with another organisation, which provides or delivers services on behalf of the Council and has been agreed at a senior level. All strategic partners must use “working in partnership” when using our logo.



The “**Supported by**” logo should be used where the Council offers some support and/or resource to another organisation. This may include officer time, funding, the use of land or facilities, or potentially where a Councillor has been involved with a partner in their capacity as a representative of the Council.



Placement and minimum clearance

The Hackney logo should always be placed alone or with other logos using the spacing information shown to the right. Each paper size has its own logo with clearance areas. Where these sizes do not apply exactly, for example on vehicle livery, the logo can be sized up in proportion to fit, but the same surrounding spacing principles must be used.

For final approval or to get further advice please contact
modinat.adekunle@hackney.gov.uk

The logo **cannot** be used in any other way and must not be altered, stretched or manipulated to suit. Additionally, do not use the logo over images or patterns under any circumstance.



A1
Width 127mm
Minimum clearance area 27mm



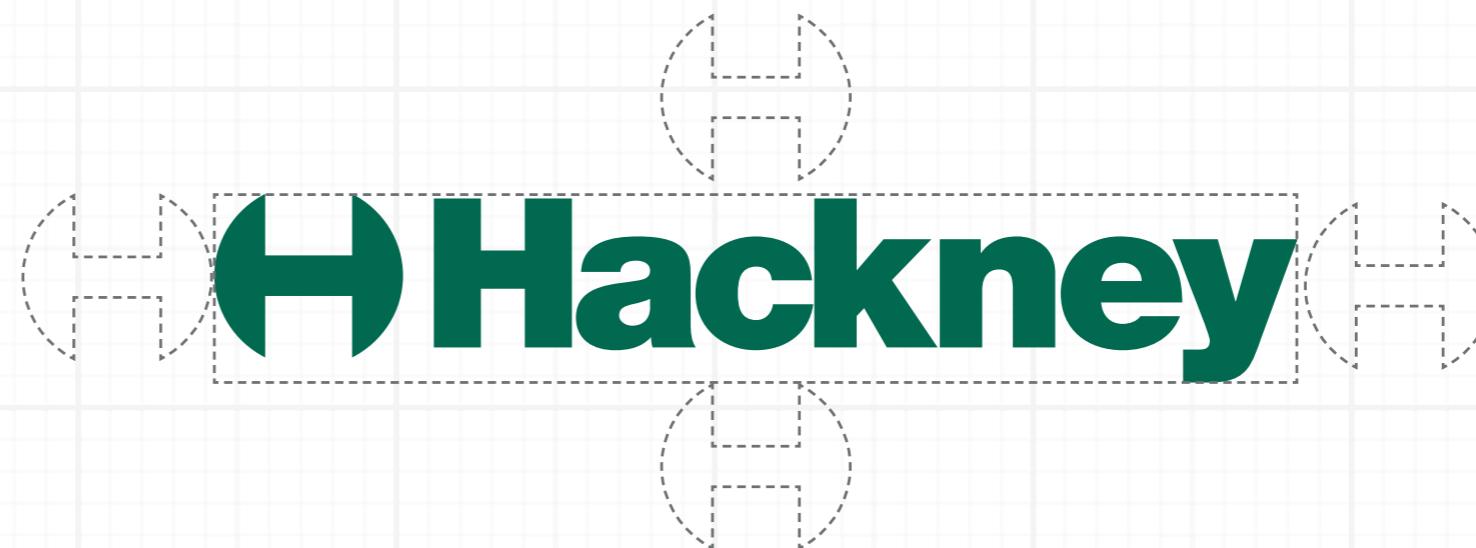
A2
Width 98.5mm
Minimum clearance area 21mm



A3
Width 70mm
Minimum clearance area 15mm



Placement
The Hackney logo can be placed in any of the four corners. Preferred location is lower right, but all are permissible.



A0
Width 145.5mm
Minimum clearance area 33mm

Clearance zone
Minimum clearance is equal to the distance of the size of the **H** icon. The idea is to avoid crowding the logo and allowing it to have the most prominence it can have.



A4
Width 50mm
Minimum clearance area 11mm



A5 and DL
Width 35mm
Minimum clearance area 8mm



A6, A7 or smaller
Width 20mm this is the smallest size the logo may be used
Minimum clearance area 5mm

Co-branding and working with partners

There will be many occasions when we need to produce work with other organisations. There should be clarity at the beginning of a project on which corporate guidelines take precedence in the joint piece of work. If the Council has statutory or lead responsibility in delivering a piece of work, our brand takes precedence, and partners provide their logos only. Where the reverse is true the Council provides either our partnership or supported by logos

The organisations we most commonly work with are *Metropolitan Police*, *Young Hackney*, *Zero Emissions Network (ZEN)*, *Clinical Commissioning Group [CCG]*, other councils and the NHS.

The *Hackney Learning Trust* delivers education in Hackney and is part of the Council. It also provides commercial services to other organisations.



Working together for a safer London



City and Hackney
Clinical Commissioning Group

The collage includes:

- Discover Young Hackney Youth Arts Festival poster:** A colorful poster for the 'Discover Young Hackney Youth Arts Festival' from 30 Jan - 28 Feb '15. It features three young men standing in front of a graffiti wall with the text 'STRUCTURE SHOUTER HOUSE' and 'Don't miss Alter Ego with Mondem on the Wall Friday 30 January 2015'. Logos for 'Discover Young Hackney' and 'Hackney' are present.
- NHS Stop Smoking Service poster:** A purple poster with white text reading 'Want to quit smoking? We can help'. It includes a blue stick figure icon of a person with arms raised, the text 'Use Hackney's Stop Smoking Service and you're up to four times more likely to succeed.', and a phone number '0800 046 9946 or 020 3316 1085'. Logos for 'SMOKEFREE' and 'Hackney' are included.
- ZEN in Numbers infographic:** A blue infographic titled 'ZERO EMISSIONS NETWORK' under 'ZEN in Numbers'. It lists various statistics: 700+ members with pool of 21,000 employees; 3 boroughs working together to combat air pollution across the City Fringe; 265 pollution reducing measures undertaken; 300+ bikes fixed; 54 sign-ups to car clubs; 28 businesses swapped polluting taxis for zero emissions electric taxis; 8 businesses now using cargo bikes instead of motorcycles and vans; 29 energy and waste audits undertaken; and £42,000 awarded in small (up to £2,000) grants to 36 businesses to improve green travel. Logos for 'ISLINGTON TOWER HAMLETS', 'Hackney', 'ARTS COUNCIL ENGLAND', and 'MAYOR OF LONDON' are at the bottom.
- Discover the Arts in Hackney poster:** A blue poster for 'Discover the Arts in Hackney' with a map of Hackney. It says 'FREE TIMETABLE AND GUIDE', 'AGED 6-12', 'Saturdays 2pm - 4pm 10 January - 28 March 2015', and 'At Dalston CLR James and Hackney Central Libraries'. It includes the text 'Find out more at www.hackney.gov.uk/libraries-whats-on' and the 'Hackney' logo.
- Soar into Summer with Kites! poster:** A teal poster with a photo of two people flying kites. It says 'LIBRARIES FOR LIFE', 'Soar into Summer with Kites!', 'London Sport ACTIVE PEOPLE ACTIVE PARK', and the 'Hackney' logo.