

General enquiries:

www.hackney.gov.uk/parks

OUR ICONS

Providing further information links is a key component to offering users, residents or visitors a choice of communications channels to get in touch, or find out more information. All our branding use these indicators to better provide good customer service.

Icons

We have a set of icons which are always used to highlight additional or special information within an item of publicity.


These should be used as described below and can be set using any group of colours from our palette.

Whichever set of colours you choose for the supergraphic should also be used for any icons as long as the thicker line is the darkest of these and the thinnest line is the lightest.

Information

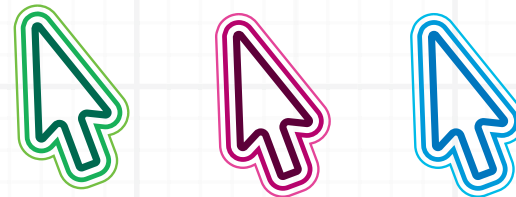
Use this icon when *marking a source of information*, e.g. where to go for more information.




 Please complete the questionnaire enclosed and return it using the self-addressed envelope provided. This does not need a stamp. The deadline for responses is **Friday 16 December 2017**.

Cursor

Use this icon to *highlight web addresses*.




 Please complete the questionnaire online at **consultation.hackney.gov.uk**. The deadline for responses is **16 December 2017**.

Exclamation

Use this icon to *highlight specific or important pieces of information*, e.g. a key fact in a report.




 The deadline for responses is **16 December 2017**.

Speech bubble

Use this icon to *communicate a point of view, opinion or announcement*, e.g. a direct quote.




 The Christmas lights will be switched on this year by a well-known Hackney based singer.

Addition

Use this icon to identify information *in addition to the content provided*, e.g. partner websites.



 Please refer to the NHS website highlighted earlier in this report.

Consultation icons

We use two specific icons when publishing material for a public consultation – see opposite. These must **only** appear in the formats shown.

There are some examples shown over the next two pages of how these icons are used.

Pre-consultation

Always use the *Have Your Say* icon.



CMYK on a white background



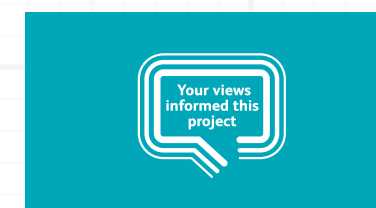
White on a solid colour background

Post-consultation

Always use the *Your Views* icon which tells the public that their views were central to a decision.



CMYK on a white background



White on a solid colour background

Size

Whichever version of the corporate logo you are using, the *Have Your Say* or the *Your Views* icons should be twice this height, as shown on the right.



Hackney

x

2x



Hackney

x

2x

Positioning

The corporate logo should **always** be bottom right with the *Have Your Say* icon or *Your Views* icon positioned bottom left. See pages 17-18. It should then be aligned central-vertically with the corporate logo.

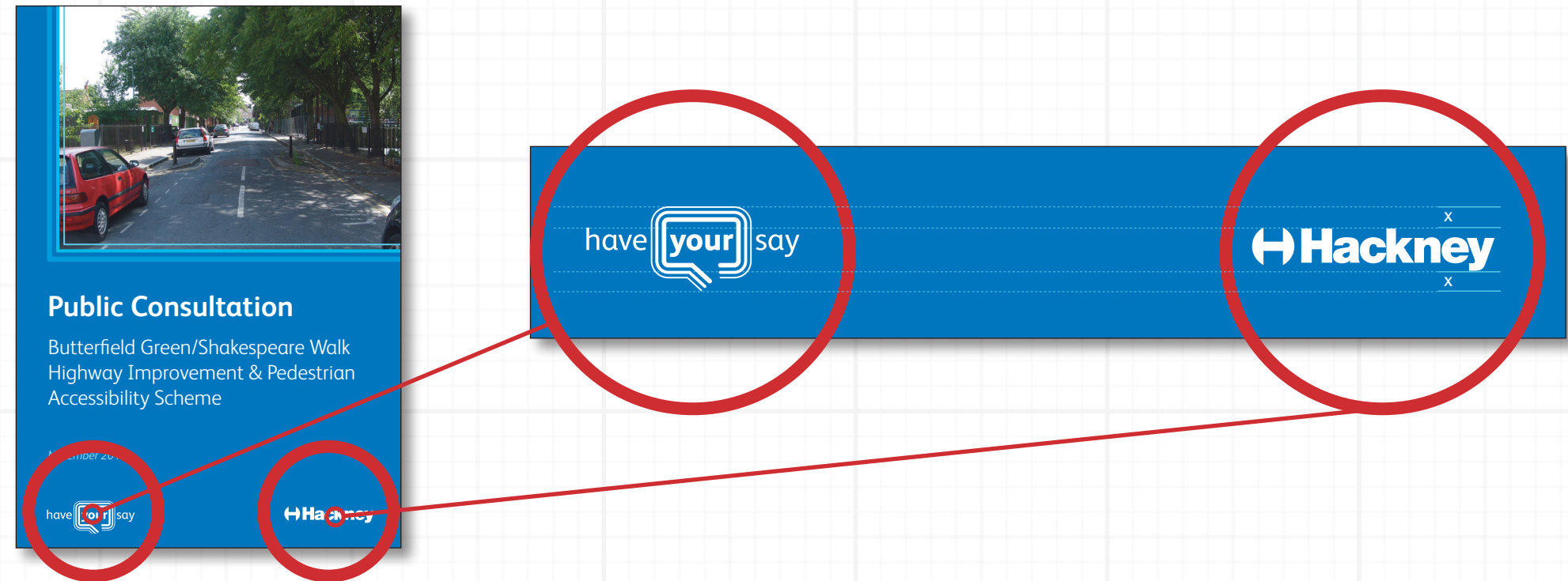


Hackney

x

x

Pre-consultation material



Post-consultation material

