

Sure Start Children's Centres

**New Branding Guidelines
April 2009**



A guide for children's centre managers on how to use Sure Start, Kent County Council and their own logos on letterheads, compliments slips and business cards

**Sure Start
Children's Centres**

Sure Start logo

A Sure Start Children's Centre

Sure Start endorsement

This guide will demonstrate the two options for using the Sure Start brand at a Sure Start Children's Centre and some general advice if you are considering creating an individual logo for your children's centre.

The aim of Sure Start Children's Centres is to achieve better outcomes for children under five, their mothers and fathers and communities by:

- increasing the availability of childcare and early learning
- improving health, social and emotional development of children
- supporting parents as parents and in their aspirations towards employment.

The images you may require are available to download from

<http://www.dcsf.gov.uk/everychildmatters/resources-and-practice/IG00075/>

- Sure Start logo
- Sure Start endorsement

You will also need the KCC logo and Kent Trust Logo, please email charlotte.sales@kent.gov.uk to obtain this.

Using the Sure Start Logo

- When re-sizing, drag from the corners to retain the proportions
- The minimum size it can be reproduced is 28mm in length
- Do not split the logo
- Do not add anything to the logo such as borders, frames or additional text
- Sure Start is now **two** words
- Do not change the colours of the logo
- Do not distort and do not use on a photographic image that can affect the legibility of the logo.

Colours

- Blue – Pantone 285c, CMYK C85 M50 Y0 K0
- Orange – Pantone 144c, CMYK C0 M50 Y100 K0

Fonts

- The fonts are Futura Bold and Arial; chosen for their clarity and legibility
- Futura is not usually available on standard PCs, so will generally only be used when something is being professionally produced
- Arial is to be used for all materials produced in house and for body copy of letters

Sure Start Children's Centres
Name of Centre, Area

Name of Recipient
Address 1
Address 2
Town
County
Postcode

Name of Centre
Address 1
Town
County
Postcode

Tel: 01233 641156
Fax: 01233 643688
E-mail: willowcentre@kent.gov.uk

21 December 2009



Dear Recipient,

Sure Start Children's Centres
Name of Centre, Area

Name of Centre
Address 1
Town
County
Postcode

Tel: 01234 567890
Fax: 01234 567890
E-mail: email@kent.gov.uk



With Compliments



Sure Start Children's Centres
Name of Centre, Area

Centre Name
Address 1
Town
County
Postcode

T:
M:
F:
E:



Sure Start Children's Centres
Name of Centre, Area

Centre Name
Address 1
Town
County
Postcode

T:
M:
F:
E:

First Name Surname
Job Title



Option 1 - Using the Sure Start brand as the main identifier

The Sure Start logo is the main identifier, the place name is what makes it unique to your centre. Please check with the Children's Centre Team what you intend to use as the location to avoid any confusion with other children's centres in Kent.

The illustrated examples are scaled down, please use the measurements specified in the text

Letterhead

- Is A4 size, which is 210 x 297mm
- The Sure Start logo is 55mm wide
- The top and bottom margins are 10mm and 8mm respectively
- The left and right margins are 8mm and 15mm respectively
- The address and contact details are ranged right underneath the Sure Start Logo, font size 11pt, in Pantone 285C
- The KCC logo is in the bottom right corner 25mm high
- The Kent Children's Trust Logo is in the bottom left corner 30mm high

Business Card

- Dimensions are 85 x 55mm
- The Sure Start logo is 28.5mm wide
- The top and bottom margins are both 6mm
- The left and right margins are both 9mm
- The personal information starts 23mm down the page
- The contact information is font size 8pt, Pantone 285C
- The KCC Logo is in the bottom right hand corner 15mm high
- The Kent Children's Trust Logo is in the bottom left corner 20mm high

Compliments Slip

- Dimensions are 210 x 99mm
- The Sure Start logo is 55mm wide
- The top and bottom margins are both 10mm
- The left and right margins are both 15mm
- "With compliments" is font size 14pt, bold and Pantone 285C
- The KCC logo is in the bottom right corner 20mm high
- The Kent Children's Trust Logo is in the bottom left corner 25mm high

Your centre logo here

A Sure Start Children's Centre

Name of Centre
Address 1
Town
County
Postcode

Tel: 01233 641156
Fax: 01233 643688
E-mail: willowcentre@kent.gov.uk

21 December 2009

Name of Recipient
Address 1
Address 2
Town
County
Postcode

Dear Recipient,



Your centre logo goes here

A Sure Start Children's Centre

Centre Name
Address 1
Town
County
Postcode

Tel: 01234 567890
Fax: 01234 567890
E-mail: email@kent.gov.uk

With Compliments





Your centre logo to go here

A Sure Start Children's Centre

Centre Name
Address 1
Town
County
Postcode

T:
M:
F:
E:





Your centre logo to go here

A Sure Start Children's Centre

Centre Name
Address 1
Town
County
Postcode

T:
M:
F:
E:

First Name Surname
Job Title



Option 2 - Using your own logo and the Sure Start endorsement

If you have your own logo, you can use this to retain an individual identity, and use the brand endorsement "A Sure Start Children's Centre".

The illustrated examples are scaled down, please use the measurements specified in the text

When using a different shaped logo there are rules to follow.

- The Sure Start Children's Centre endorsement should be left aligned with the shaped logo and should not be used below the minimum size of 50mm
- The shaped logo should not be more than two thirds of the width of the Sure Start Children's Centre endorsement logo

Letterhead

- Is A4 size, which is 210 x 297 mm
- Sure Start endorsement is 55mm wide
- The top and bottom margins are 10mm and 8mm respectively
- The left and right margins are 8mm and 15mm respectively
- The address and contact details are ranged right underneath the Sure Start Logo, font size 11pt, in Pantone 285C
- The KCC logo is in the bottom right corner 25mm high
- The Kent Children's Trust Logo is in the bottom left corner 30mm high

Business Card

- Dimensions are 85 x 55mm
- The Sure Start endorsement is 35mm wide
- The top and bottom margins are both 6mm
- The left and right margins are both 9mm
- The personal information starts between 23 and 28mm down the page depending on the shape of your logo
- The contact information is font size 8pt, Pantone 285C
- The KCC logo is in the bottom right corner 15mm high
- The Kent Children's Trust Logo is in the bottom left corner 20mm high

Compliments slip

- Dimensions are 210 x 99 mm
- The Sure Start endorsement is 55mm wide
- The top and bottom margins are both 10mm
- The left and right margins are both 15mm
- "With compliments" is font size 14pt, bold and Pantone 632
- The KCC logo is in the bottom right corner 20mm high
- The Kent Children's Trust Logo is in the bottom left corner 25mm high

Creating a logo

If you decide your centre should have its own logo, rather than using Sure Start as the main logo, this guide will help you in the development of it.

Think of your logo as something to distinguish yourself from others, attract new customers, be instantly recognisable and a reflection of your centre; more than just an image to make stationery look better. The logo you choose for your centre will be used in a variety of ways, from on a pen or pencil to the sign outside and everything in between. This is why it is worth taking the time to create something versatile that will have longevity, and that you are really happy with. You may want to use the services of a professional designer who specialises in logos to help achieve this.

You may have considered asking local children who use the centre to design the logo; while this is a good way of involving the local community and making them feel part of the centre, it can have implications on the usability of the logo and the cost of reproducing it in the longer term. In one instance you will reduce the cost of having one professionally designed, but may incur costs each time you need to use it due to colours used, detail of the illustration, type of file you have and the ability to reduce or enlarge the image clearly.

**All potential logos will need to be checked before final production.
Please email charlotte.sales@kent.gov.uk for approval.**



Top tips for your logo

- Refer to pages 4 to 6 in this guide to make sure that the logo is of a shape that will fit in with the requirements for stationery
- Keep it simple, a complicated design is difficult to maintain, difficult to reproduce and can be difficult for your audience to recall and recognise
- A logo is a lasting symbol to represent an organisation; you should consider whether your logo will still be relevant in both the near and distant future
- Detailed illustrations, 3D effects and lots of colours do not create effective logos; however 2D images, using clean crisp lines and limited colours do create an effective logo
- A logo needs to be memorable, try to have one recognisable shape or element as the focus
- Make it unique, as well as needing to stand out you don't want your logo to be mistaken for someone else's. Creating something similar to another logo may be in breach of copyright or a trade mark
- Clipart is for personal use only and cannot be used for business use, do not use this when creating a logo.
- The logo should be recognisable whatever size it is reproduced in; as small as a pen or as large as roadside advertising. Obtain the artwork in the various file formats needed for printing and online use as well as reductions and enlargements
- The logo should look as effective in black and white as it does in colour; there may be occasions when a colour version can't be used. Using too many colours can also make production of the logo more expensive and more complicated.

Types of logo

Text

The logo you create can just be a word, generally the name of your organisation; the shape, size and colour of the font is what makes it a logo. Examples are Sure Start, Dell Computers, Google and the Virgin brand.



Sure Start
Children's Centres



DELL™



Google™
UK



Virgin

Symbol

A symbol can either literally or abstractly represent your business; this type of logo is generally only used when an organisation is well established and highly recognised. Examples are Nike, McDonalds, Mercedes and Apple.



Combination

This is a mixture of the two types explained above – the symbol and the text elements complement each other and are integrated to create the logo. Examples are Adidas, KCC, Yellow Pages and Costa Coffee.



Signage

Signs for all Sure Start Children's Centres are commissioned as part of the centre building programme. Very strict guidance exists for signs and this must be followed at all times.

The Children's Centre Team at Oakwood House will arrange signs to be installed on behalf of centres, so that all branding is consistent.

Centres must not arrange for any signs to be produced themselves.



Example External Sign



A guide for children's centre managers on how to use Sure Start, Kent County Council and their own logos on letterheads, compliments slips and business cards