Aberdeen City Council Brand Guidelines

Current position

Currently Aberdeen City Council's identity is based around the use of the city crest which has gone through a number of alterations over the years. It is of historic importance to the city and is readily recognised as Aberdeen City Council by citizens

The current crest was developed by a local agency and adopted in 2008. Since then a number of opportunities for development have arisen through direct experience of the brand's application in practice. Following work with the marketing and design team there is an opportunity to adopt clearer brand values and unite the council under one corporate brand.

Our brand identity needs to improve its scope, flexibility and integrity, and needs to take account of new brand applications that have become apparent in the digital and partnership era.

With its lack of weight and variety of line the existing brand is considered out of date. A refreshed crest and brand will need to command integrity, authority and respect and will promote an integrated and corporate approach to our visual identity.

ACC crest
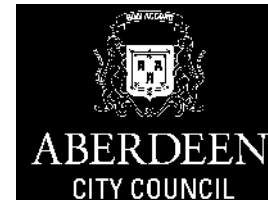
How to use the logo correctly

The crest is available in three versions as above. Full colour, Line Art (Mono) Black, Line Art (Mono) reversed.

It can be scaled up or down but the proportions cannot be altered in any way. Care must be taken to ensure that the logo is reproduced in a sharp, clean and legible manner with accurate reproduction of colours.

It is also available in conjunction with the Shaping Aberdeen brand. This is for use on all regeneration projects covered by the Strategic Infrastructure Plan.

Colour palette

The three colours that make up the crest are the corporate colours for Aberdeen City Council. On the Pantone Matching System these are -

Pantone 539C **Pantone 186C** **Pantone 153C**

Fonts

The primary font in all print should use the Univers font family in all corporate material. In more formal situations the Bembo font can be used.

Univers 45 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()<>{}?

Univers 67 Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()<>{}?

Bembo Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()<>{}?

Univers 65 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()<>{}?

Univers 67 Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()<>{}?

All screen-based collateral such as websites and powerpoint presentations should use Arial as a default font.

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()<>{}?

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()<>{}?

Aberdeen City Council Brand Guidelines

Updated brand - Phase 1

Proposed change to the crest

After internal discussions within the team we have over the summer developed three options of the crest to rectify the ongoing issues of legibility, strength of image and the lack of brand guidelines.

The options on the right provide a clarity and strength of image that provides integrity, authority and respect to the crest while also recognising the history behind its development.

The preferred option is to use the crest as a single colour with either a silver or full colour option for formal or civic functions.

The crest has been developed so that it clearly reproduces when reversed out of a dark background.

Subject to some minor ammendments, proposals will be put to the Chief Executive and Elected Members for selection. The final version of the crest will be submitted to the Lord Lyon for approval or further changes prior to subsequent adoption by the council.

Proposal 1

Proposal 2

Proposal 3

Phase 2

Will look at the broader spectrum of work involved in the corporate brand and involve development of a broad based contemporary brand image taking on board the current and future aspirations of the council.

The final brand guidelines will provide clear instructions on how and where the brand will be applied. Ths will cover all areas of communications activity within the council and how we interact with our internal and external customers. These are print, web, social media, vehicle livery, internal and external signage, staff identification, exhibitions, and merchandise.

Work on the brand has been started by the design team. The schedule for work is -
Initial ideas/design proposals available for discussion - Christmas 2015
Design development - end January 2016
Brand guidelines completed - April 2016
Submission to Finance, Policy and Resources committee - 19 April 2016
Subject to acceptance or further work the brand would be introduced in a phased manner as material was replaced or new initiatives come on stream.