



Duke of Cornwall Community Safety Award

Brand Guide

January 2018

Introduction

The purpose of this guide is to set clear brand guidelines and instructions on the use of the Duke of Cornwall Community Safety Award logo and templates that are available.

Should you need any help or assistance with the artwork for the Duke of Cornwall Community Safety Award, email communitysafetyaward@cornwall.gov.uk

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The logo

The Duke of Cornwall Community Safety Award logo is the most important element of the visual identity and is what people recognise and will associate with the award.



Other uses of logo

The following award badges represent the three different levels of the award



Home Award



Neighbourhood Award



Community Award

Supporting logos

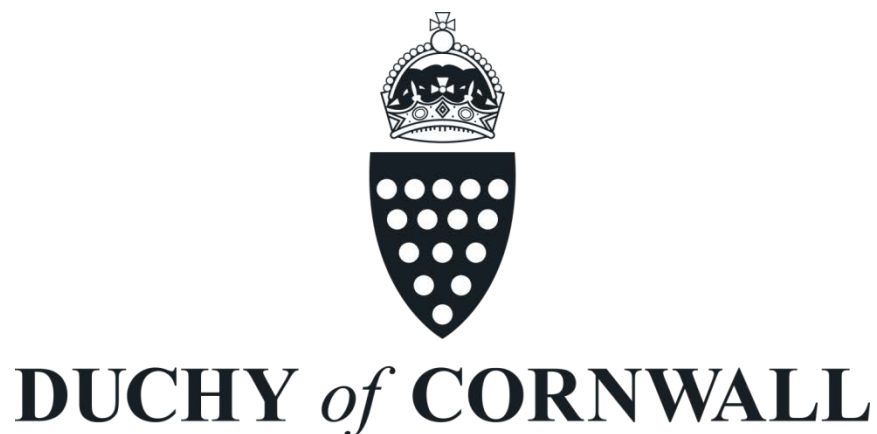
Throughout the Duke of Cornwall Community Safety Award resources and materials you will find two other logos appear in conjunction with the award.

These should never be removed from the material provided.

Cornwall Council



Duchy of Cornwall



Primary Band Colours

The full colour logo should be used whenever possible.

The logo should sit on a white background so that it is prominent and clear.

The colours in the logo are:

CMYK: 55, 45, 44, 32

RGB: 104, 104, 104

CMYK: 64, 95, 2, 0

RGB: 123, 43, 132

CMYK: 84, 45, 2, 0

RGB: 16, 119, 186

CMYK: 74, 0, 87, 0

RGB: 21, 184, 76

CMYK: 74, 0, 87, 0

RGB: 44, 51, 87

CMYK: 100

RGB: 0, 0, 0

Colour variations

Full colour logo

The full colour logo should be used whenever it is needed and always in the correct proportions. The logo should sit on a white background so that it is prominent and clear.



Mono logo

When printing in one or two colours the mono artwork may be used. The mono logo should always be printed in 100% black. This logo is used on items such as memos and any work which is to be printed in black and white only.



Greyscale logo

The greyscale logo will be rarely used but displays how the colour logo will appear when photocopied.



Font and typeface

Typography is a key part of our brand identity and using a typeface consistently will make it recognisable and distinct. For headlines – including sub headings – we use Source Sans Pro Bold or Black.

Headlines should be in sentence case.

For all other text – body, captions, page numbers, we use Source Sans Pro Regular.

All text should be in sentence case.

Source Sans Pro Bold

To be used in sentence case

Bold Black

Source Sans Pro Regular

To be used in sentence case

Regular Light

Other typefaces

Internal use exception

When it is not possible to use Source Sans Pro, the alternative system font is Calibri. This is the preferred font for Office applications such as Word or PowerPoint.

Calibri

Regular **Bold**

Adding your own logo

We have provided space on the Duke of Cornwall Community Safety Award brochure and award certificates for inclusion of your own logo should you want to include it.

Details can be found below on where you can insert your logo and electronic signature within the PDF file. You will need Adobe Acrobat Pro to edit the file.

Certificates

Below is one example of the editable certificate template

Editable fields

Duke of Cornwall - Community Safety
10/01/2019 14:07:21

If you have Adobe Acrobat Pro, you have the option to insert an electronic signature here or print and sign it by hand.

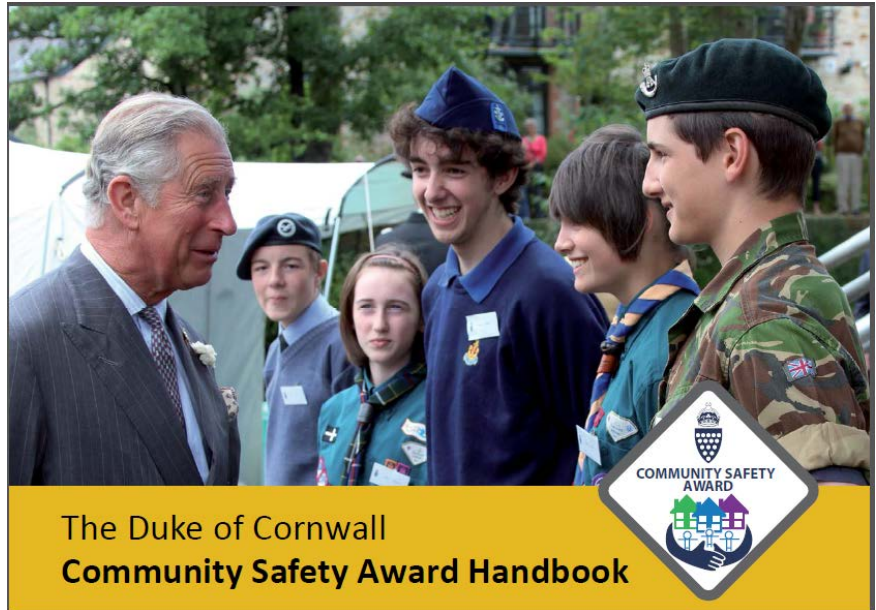
Duke of Cornwall - Community Safety
28/01/2019 10:00:52

If you have Adobe Acrobat Pro, you have the option to insert your business logo here as an image if required.

To add your logo and / or electronic signature to the certificate, open Adobe Acrobat Pro and go to Tools > Content Editing > Add Image. Locate your files and insert and resize accordingly.

Award handbook

We have provided artwork on the website for the Duke of Cornwall Community Safety Award Handbook, which contains all of the information about the award. At the back of the book we have provided an editable area where you can include your own contact details for your area should you wish.



An example has been shown below, which we use in Cornwall.

How to get involved

If you would like to adopt the scheme within your organisation, there is no need to register with anyone to start rolling out the training programme. Visit www.communitysafetyaward.org.uk to access the resources and information.

For further information and support about developing the scheme in the UK or specifically Cornwall, please contact:

Resilience and Emergency Management Team,
Cornwall Fire, Rescue and Community Safety Service Headquarters,
Tolvaddon, Camborne, TR14 0EQ

Tel: 01872 323752

Email: communitysafetyaward@cornwall.gov.uk

Twitter: [www.twitter.com/DofC_CSAward](https://twitter.com/DofC_CSAward)

Facebook: www.facebook.com/CommunitySafetyAward







Partners



Devon - Cornwall - Isles of Scilly



Example of the editable version of the handbook, which is available upon request by emailing communitysafetyaward@cornwall.gov.uk

<h2>How to get involved</h2> <p>If you would like to adopt the scheme within your organisation, there is no need to register with anyone to start rolling out the training programme.</p> <p>Visit the website at www.communitysafetyaward.org to access the resources and information.</p> <p>For further information and support about developing the scheme in your area, please contact:</p> <p>Organisation, Address, Street, Town, County, Postcode</p> <p>Tel: Email: Twitter: www.twitter.com/DofC_CSAward Facebook: www.facebook.com/CommunitySafetyAward</p> 	<h3>Partners</h3>    <p>15</p>
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