Foreword –  
Chief Executive  
Ged Curran

_Merton’s visual identity has a clear aim, to achieve brand recognition for Merton Council with a professional edge._

Strong brands are instantly recognisable. Residents, visitors to the borough, partners and employees should be able to recognise Merton-related literature at a glance and so be able to concentrate on the message you are trying to convey.

It is our responsibility to ensure that the work we produce reflects Merton’s corporate identity.

This online guide to Merton’s visual identity gives you the information you need to ensure that your work meets corporate guidelines.

Our in-house design team are also available to help, advise and produce layouts for you that adhere to the corporate standard.

Best wishes

[Signature]
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This visual identity guide will help you present Merton council’s logo and corporate style in a consistent manner when producing printed literature and campaign material.

It is important that the Merton logo and corporate style are used in a consistent manner because it:

- ensures we present Merton Council as a united and professional organisation
- means all our publications and other design items are produced to the same high quality
- saves us time and money.

The Brand Strategy and Reputation Management project scope, clearly states we’re looking for a consistent and professional brand where anything the council produces is instantly identifiable as being from Merton Council.

Our logo and corporate style have been developed to provide us with a flexible but consistent image. We wish to provide clarity for all our customers with a more consistent identity across all Council services.

Every member of Merton staff and external design companies have a responsibility to adhere to the Merton corporate style. Please ensure you read this guide carefully and if you are unsure about anything contact the communications team. It is better to check first than to produce an item that does not meet the Council’s corporate style.

(All publications shown in this guide are sample documents.)

Guidance for staff requiring design

All graphic design work must be processed through the Panacea system. You can access Panacea by following the link https://app.panacea-software.com/merton

**Getting an account:**
Getting an account is easy. You only need to enter your Merton email and a password and then you have immediate access to the templates and design request form. If you need any assistance with getting started please speak to Abby Burford, Senior Communications Officerabby.burford@merton.gov.uk in communications.

**What is Panacea:**
Panacea is an online centralised system which has two purposes. Firstly it has on offer a selection of templates to create your own poster or flyer without any design costs and secondly a project management system which will help the communications team log, monitor and process design requests which don’t fit into a template and need a designer to work on it. The system allows the communications team to obtain a quote for the work, to keep a current and historic log of all the graphics work being requested and to share files easily online.
When to use the directorate

The external directorate is 'MERTON COUNCIL'.

The internal directorate is 'MERTON 2015'.

How to incorporate guidance from national publicity campaigns

Always contact the communications team for advice how to incorporate or use national campaign material.

It is essential that you understand
• the campaign message
• the corporate message
The two messages may be different.

Producing publicity in other languages, large print, Braille or audiotape

A language trigger can appear on all externally targeted publications. The trigger should offer the publication in the 10 commonest Merton languages, and in large print, Braille or on audiotape. You must supply the contact information from a member of your team.
The elements that make up the identity

The use of our logo, colours, typography and imagery are all important factors when it comes to creating a professional corporate style.
The logo – standard use version

This is the standard use version of the Merton logo. This version is normally used on stationery, alongside partner logos on literature back-covers.

Our logo consists of the word ‘Merton’ and both the ‘wave’ and ‘waterwheel’ graphics. These elements appear together in a fixed relationship.

The combination of these elements must not be altered, distorted or redrawn in any way.

In situations where the colour logo cannot be used, the Merton logo is available in mono or white out.

---

Partners logo – standard use version

Funded by

Supported by

Sponsored by
Standard use logo – protection

It is important that the standard use logo is always used correctly. These principles are to be followed at all times to ensure that the logo has maximum impact.

**Clear space**
A defined clear space around our logo, defined by the magenta frame, helps maintain its clarity and impact. The clear space is the equivalent of the width of the letter ‘m’ all round the logo. As you scale the logo, the protected area becomes proportionally larger. This is the minimum clearance area required and, where possible, more space should be given.

**Minimum size**
There is no maximum size restriction for our logo but it must never be smaller than 25mm in width. The logo can only appear less than 25mm on merchandise such as badges, pens and keyrings and **ONLY** when approved by the design team.
Standard use logo – unacceptable use

This page illustrates ways in which the Merton logo must never be used.

Do not distort the logo *

Do not use another typeface

Do not change the relationship of logo elements

Do not add straplines to the logo

Do not place the logo on an image or a pattern

Do not animate the logo

* If the logo becomes distorted it must be returned to a ratio of 100%
The logo – publications and posters

On publication covers, posters and campaign material, the Merton logo appears within a quarter circle device known as the ‘logo arc’.

**The combination of these elements must not be altered, distorted or redrawn in any way.**

This version must **always** appear white out of a Dark colour from the Merton Colour Palette on a four and two colour publication, and out of a Mid colour on a one colour publication. For more information on colour, please see page 16.

The logo arc must **always** appear in the bottom right of printed communications. The size of the logo arc depends on the size of the publication cover and is based on the 1/5th grid system. Please see pages 26 and 27 for more details.

The logo arc should be used on all publicity campaign material as identified in this publication.

The logo arc is **not** used on stationery

- letterhead paper
- vehicles
- uniforms and hi vis jackets
- market research

Colour version of the logo arc

Acceptable use of logo arc in colour and in black
Unacceptable use of the Merton logo arc

This page illustrates ways in which the Merton logo arc must **never** be used.

- Do not distort the logo
- Do not use another typeface
- Do not make the logo arc a light tint of a colour
- Do not change the relationship of logo elements
- Do not make the logo arc an image or pattern
- Do not add straplines to the logo
- Do not distort the logo arc
- Do not change the shape of the logo arc
- Do not use the logo arc in a position other than bottom right hand corner
The logo arc – bleed

As with any printed literature, any graphic, colour or image that butts up to the trim should have bleed (normally 3mm). The logo arc should sit in the bottom right hand corner and bleed off the page as shown below.

On DL, A5, A4, A3 size literature, the bleed should be 3mm. On A2 or larger, the bleed should be 5mm.
As with any printed literature, any graphic, colour or image that butts up to the trim should have bleed (normally 3mm). The logo arc should sit inside the margin area. For layouts and design specifications please refer page 24 onwards.
The Merton colour palette

There are seven colour families in the Merton colour palette. Each family has three colours: Dark, Mid and Light.

Lighter tints of the Light palette may also be used, but only inside printed literature and **NOT** on covers.

Tints of the Mid palette can be used on the covers of one colour publications, see page 46 for more details.

The colour families are not intended to represent different areas of the council, so obvious ‘colour coding’ should be avoided.

For further information on how the Merton colour palette should be used, please see page 28 and 45.

<table>
<thead>
<tr>
<th>Turquoise family</th>
<th>Lavender family</th>
<th>Ochre family</th>
<th>Blue family</th>
<th>Burgundy family</th>
<th>Green family</th>
<th>Steel family</th>
</tr>
</thead>
<tbody>
<tr>
<td>C92 M50</td>
<td>C50 M85</td>
<td>C44 M64</td>
<td>C100 M78</td>
<td>C92 M100</td>
<td>C82 M00</td>
<td>C00 M02</td>
</tr>
<tr>
<td>Y45 K40</td>
<td>Y40 K50</td>
<td>Y68 K64</td>
<td>Y41 K38</td>
<td>Y15 K60</td>
<td>Y64 K70</td>
<td>Y00 K68</td>
</tr>
<tr>
<td>R00 G76</td>
<td>R93 G40</td>
<td>R81 G53</td>
<td>R18 G50</td>
<td>R122 G00</td>
<td>R00 G74</td>
<td>R116 G114</td>
</tr>
<tr>
<td>B89</td>
<td>B64</td>
<td>B40</td>
<td>B80</td>
<td>B58</td>
<td>B54</td>
<td>B114</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mid</th>
</tr>
</thead>
<tbody>
<tr>
<td>C100 M00</td>
</tr>
<tr>
<td>Y55 K10</td>
</tr>
<tr>
<td>R00 G148</td>
</tr>
<tr>
<td>B133</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Light</th>
</tr>
</thead>
<tbody>
<tr>
<td>C25 M00</td>
</tr>
<tr>
<td>Y10 K00</td>
</tr>
<tr>
<td>B233</td>
</tr>
</tbody>
</table>

example on page 18, 39
example on page 18, 26
example on page 18, 36
example on page 18, 37
example on page 18, 35

Nb. Colours may not be accurately represented in this book. Please discuss with the designer.
Colour palette tint usage

Tints of the Light and Mid colour families may be used on the inside pages of printed literature. Tint panels maybe used to highlight boxed areas of text. Tints of Mid colour families may be used on the covers of literature printed in one colour only, see page 46 for more information.

![Colour palette tint usage diagram]

- **Turquoise**
  - Pantone 320 C
  - C100 M00 Y55 K05
  - 80%
- **Lavender**
  - Pantone 512 C
  - C60 M95 Y10 K10
  - 60%
- **Ochre**
  - Pantone 7511 C
  - C00 M54 Y88 K28
  - 40%
- **Blue**
  - Pantone 542 C
  - C62 M22 Y00 K3
  - 20%
- **Burgundy**
  - Pantone 221 C
  - C00 M100 Y15 K30
  - 80%
- **Green**
  - Pantone 3278 C
  - C100 M00 Y55 K05
  - 60%
- **Steel**
  - Pantone Cool Grey 8 C
  - C00 M01 Y00 K43
  - 40%

- **Light**
  - Pantone 7464 C
  - C25 M00 Y10 K00
  - 80%
  - Pantone 5225 C
  - C17 M25 Y15 K00
  - 60%
  - Pantone 7508 C
  - C00 M15 Y40 K04
  - 40%
  - Pantone 543 C
  - C38 M05 Y00 K05
  - 20%
  - Pantone 686 C
  - C00 M30 Y00 K05
  - 80%
  - Pantone 623 C
  - C32 M00 Y24 K10
  - 60%
  - Pantone Cool Grey 4 C
  - C00 M00 Y00 K24
  - 40%
The Merton colour palette

The campaign colours can only be used to promote very high profile awareness campaigns

There are seven colour families in the Merton campaign colour palette. Each family has three colours: Dark, Mid and Light.

The colour families are not intended to represent different areas of the council, so obvious ‘colour coding’ should be avoided. Lighter tints of the Light palette may also be used, but only inside printed literature and NOT on covers.

Tints of the Mid palette can be used on the covers of one colour publications, see page 25 for more details. For further information on how the Merton campaign colour palette should be used, please see page 25 and 54.

<table>
<thead>
<tr>
<th>Color Family</th>
<th>Pantone Code</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>340 C</td>
<td>C100 M00 Y66 K05</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purple</td>
<td>1797C</td>
<td>C00 M100 Y100 K05</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Red</td>
<td>2587 C</td>
<td>C59 M66 Y00 K00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blue</td>
<td>2915 C</td>
<td>C00 M35 Y70 K00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Orange</td>
<td>1785 C</td>
<td>C00 M67 Y50 K00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pink</td>
<td>2365 C</td>
<td>C00 M30 Y00 K00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yellow</td>
<td>1235 C</td>
<td>C00 M30 Y100 K00</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Nb. Colours may not be accurately represented in this book. Please discuss with the designer.
Colour palette tint usage

Tints of the Light and Mid colour families may be used on the inside pages of printed literature. Tint panels maybe used to highlight boxed areas of text.

<table>
<thead>
<tr>
<th>Colour</th>
<th>Tint Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>80%</td>
</tr>
<tr>
<td>Purple</td>
<td>80%</td>
</tr>
<tr>
<td>Red</td>
<td>80%</td>
</tr>
<tr>
<td>Blue</td>
<td>80%</td>
</tr>
<tr>
<td>Orange</td>
<td>80%</td>
</tr>
<tr>
<td>Pink</td>
<td>80%</td>
</tr>
<tr>
<td>Yellow</td>
<td>80%</td>
</tr>
</tbody>
</table>

Tints of Mid colour families may be used on the covers of literature printed in one colour only.

<table>
<thead>
<tr>
<th>Colour</th>
<th>Tint Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>80%</td>
</tr>
<tr>
<td>Purple</td>
<td>80%</td>
</tr>
<tr>
<td>Red</td>
<td>80%</td>
</tr>
<tr>
<td>Blue</td>
<td>80%</td>
</tr>
<tr>
<td>Orange</td>
<td>80%</td>
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<tr>
<td>Pink</td>
<td>80%</td>
</tr>
<tr>
<td>Yellow</td>
<td>80%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Colour</th>
<th>Tint Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>80%</td>
</tr>
<tr>
<td>Purple</td>
<td>80%</td>
</tr>
<tr>
<td>Red</td>
<td>80%</td>
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<tr>
<td>Blue</td>
<td>80%</td>
</tr>
<tr>
<td>Orange</td>
<td>80%</td>
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<tr>
<td>Pink</td>
<td>80%</td>
</tr>
<tr>
<td>Yellow</td>
<td>80%</td>
</tr>
</tbody>
</table>
A coloured logo can be used in designs where the logo arc is white. This particular style of design can be quite complex and has to be carried out by the design team.

A black or colour logo can be used in designs where the logo arc is very bright or the Merton logo is not highly visible e.g. yellow, light corporate colour pantones and the light campaign colour pantones.
The Merton under sixteen’s colour palette

There are bright versions of the seven colour families in the Merton colour palette. These are only for use in under sixteen’s publications.

The colour families are not intended to represent different areas of the council, so obvious ‘colour coding’ should be avoided.

There are no tints of the Bright palette.

For further information on how the Merton colour palette should be used, please see page 20.

* Yellow must only ever be used for large text on a dark colour background.
Typeface

The use of a corporate typeface helps to build consistency and recognisability across all forms of communication. Helvetica Neue has been chosen as the primary corporate typeface because of its general availability and contemporary and modern feel.

It should be used as the primary typeface on all publications and publicity material.

To ensure good legibility the recommended point size is 12pt. The Plain English standards recommends not using blocks of capitals in body copy.

RNIB advise it is preferable to use bold instead of italics for emphasis.

The web uses a web-friendly font, Arial.

Write letters and emails on a PC using Arial font.

Text must have strong colour contrast. Text should be coloured black or from the dark and mid palettes, or be white text on a dark or mid palette colour. Lay type on to tones from the light palette only.

Helvetica Neue Light and italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
&£?! 0123456789

Helvetica Neue Roman and italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
&£?! 0123456789

Helvetica Neue Medium and italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
&£?! 0123456789

Helvetica Neue Bold and italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
&£?! 0123456789
Photography, illustration and maps

Photography plays an important part in the success of communication materials.

Vibrant and relevant photography plays an important part in our visual identity adding colour and energy.

The content of photography must be representative of Merton people, places and diversity (inclusive of race, religion and sexual orientation), and it is vital that this is ‘realistic’, and expresses personality and spirit.

The crop of the photograph is also important in helping to create visual impact. Sometimes you will have no photographs to illustrate the content of your material. In this case, try to use a graphic or illustration that reflects the Merton brand. However, you should not use clipart.

You must ensure photographs all have written model consent for the intended use. A model consent form is available on the intranet in the corporate identity section (see back for link).

Using maps
Any map used in publications must be accompanied by copyright information available from Geographical Business Systems on ext 3941.
Always ensure that the images used are relevant to the subject matter for maximum impact.
2

Putting the elements together: *Publications and posters*

The Merton visual style has been created to provide consistency and clarity across a range of literature and marketing material. On the following pages we outline the guiding principles when designing printed publications.
Here is an example of a large Merton campaign that illustrates how all the elements work together to create our new visual identity.

**Posters**

*From 23 February...*

"...we will collect your recycling mixed together"

*Important: recycling and refuse changes*

Your new collection day

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
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<tbody>
<tr>
<td></td>
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</tbody>
</table>

**Leaflets**

*Important: recycling and refuse changes*

Your new collection day

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
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</tbody>
</table>

**Banners**

*Recycling and rubbish collection day for this area is Friday*

**Fridge magnets**

**Polish poster**

*Od 23 lutego...*

"...bo teraz zasobów do mówienia jestem już..."

**Posters**

*From 23 February...*

"...we will collect your recycling mixed together"

**Urdu poster**

*Your recycling and rubbish collection day from 23 February 2009 is:*

**Correx sign**

*Friday*
The grid

A simple grid system and structure has been designed for Merton publications.
This is called the **1/5 grid system**, and should be applied to all publication covers and posters.
The **basic structure** of the system involves dividing the depth of a publication cover or poster into 5 equal bands.

The depth of the lower band determines the size of the Merton logo arc.
Bands 1 and 2 will be a colour from either the Light or Mid colour palettes. These bands hold the Directorate and the document title.
The Directorate is in capitals to set it apart in the document.
Bands 3 and 4 will usually hold imagery (see page 27 for more information). Band 5 will be a colour from either the Light or Mid colour palettes and hold the logo arc and website address. In some cases, band 5 will also hold partner logos (see page 47 and 48 for more information).

The Directorate ‘MERTON COUNCIL’ is used on **external** documents, **internal** documents the Directorate is ‘MERTON 2015’.

---

BANDS 1 and 2
Holds the Directorate and document title

BANDS 3 and 4
Holds the imagery or additional text

BAND 5
Holds the logo arc, website address and partner logos (if required). A date or reference can appear here.
Position of the ‘logo arc’

The logo arc must always sit in the bottom right of all publications and posters including campaign posters.

The height of the logo arc is 1/5th of the page. The depth of this band determines the size of the Merton logo arc.
Using colour on four colour publications and posters

There are seven colour families in the Merton colour palette. Each family has three colours: Dark, Mid and Light. Please see page 16 for the full colour palette.

On four colour publications, the Merton logo must always appear white out of a ‘Dark’ colour from the Merton Colour Palette or out of black.

The coloured bands must be either the same Mid colour or the same Light colour. The colours must never be mixed. A Light and a Mid colour must never be used together.

The examples below are from the ‘green’ family and the ‘lavender’ family.

**Green Family**

Please Note:
Typeface colour on the Light band must be a Dark colour.
Typeface colour on the Mid band must be White. This is to maintain good contrast and legibility.

**Lavender Family**

Please Note:
Typeface colour on the Light band must be Dark colour.
Typeface colour on the Mid band must be White. This is to maintain good contrast and legibility.
Using the imagery area

Although using one image to convey a message is a simple way of creating impact, there may be occasions when use of multiple images is required. In these instances the image area can be divided.

For posters or document covers where additional copy is needed boxed up panels can be used to accommodate this extra information.

Illustrated below are various ways in which the image area can be used depending on the size of the document.

A4 formats

Boxed up panels can be used to accommodate extra information. However, large amounts of copy on the front cover should be avoided.

Landscape format

DL format
A4 cover and report covers

Here is an example of an A4 portrait cover. The height of a 1/5th on an A4 is 59.4mm.

A4 report covers follow the standard literature format. When photography is limited or not appropriate for the design, colour is used to fill the image area (see page 37).

# MERTON COUNCIL

**Early Years and Childcare Training**

*January to March 2011*

# www.merton.gov.uk

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**Directorate** is set in Helvetica Neue Light in caps at 12pt over 14.5pt leading.

**The document title** font is Helvetica Neue Light. Type size may vary depending on the length of the title. This example is 50pt over 60pt leading.

**Website address** is set in Helvetica Neue Medium at 14pt.
A4 spread

The internal pages for an A4 document are based on a two column layout. Tints or blocks of colour may be used to add interest to the page, hold images or quotes. Please ensure there is enough contrast for legibility.
VISUAL IDENTITY GUIDELINES

2. PUBLICATIONS AND POSTERS

A4 landscape cover

Here is an example of an A4 landscape cover. The height of a 1/5th on a landscape A4 is 42mm.

Directorate is set in Helvetica Neue Light in caps at 12pt over 14.5pt leading.

Document title is set in Helvetica Neue Bold. Type size may vary depending on the length of the title. This example is 40pt.

Website address is set in Helvetica Neue Medium at 14pt.
A4 landscape spread

The internal pages for an A4 landscape document are based on a four column layout.

In this example a pull quote has been used over the main image, this can only be done where there is sufficient image contrast for text to be legible.

Chapter 3

The Merton Partnership

The Merton Partnership – the Local Strategic Partnership was set up in January 2000. It co-ordinates the delivery of services and other activities in the borough to improve the quality of life for Merton residents. It works closely with the Executive Board and local voluntary sector organisations.

The Merton Partnership is a group of many organisations. The Merton Partnership (the Local Strategic Partnership) was set up in January 2000. It co-ordinates the delivery of services and other activities in the borough to improve the quality of life for Merton residents. It works closely with the Executive Board and local voluntary sector organisations.

The Merton Partnership:

- The Merton Partnership (the Local Strategic Partnership) was set up in January 2000. It co-ordinates the delivery of services and other activities in the borough to improve the quality of life for Merton residents. It works closely with the Executive Board and local voluntary sector organisations.

- The Executive Board:

  - This is the decision-making body for the Partnership. It is chaired by the Chief Executive of the Council. The Executive Board meets every two months and brings together the organisations with the most significant budgets in the borough. It receives reports and has the strategic overview of the borough. It also receives and considers the work of the Partnership

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A5 cover

Here is an example of an A5 cover. The height of a 1/5th on an A5 is 42mm.

Comments, compliments and complaints

www.merton.gov.uk

Website address is set in Helvetica Neue Medium at 12pt.
VISUAL IDENTITY GUIDELINES

1. THE IDENTITY

Markets and street trading

Anyone selling goods on or near the public highway may be a street trader and could need a licence. Examples are:

- Markets
- Tables and chairs outside pubs and restaurants
- Forecourt displays
- Food vans
- Ticket sales

If you believe someone to be trading illegally on the street, please let us know.

We work together with street traders to:

- Provide information and support to help them comply with the law
- Provide trading locations
- Help them develop through careful regulation
- Provide street trading licences
- Prevent illegal street trading

Please contact us if you would like advice.

Consumer education

We offer educational talks and interactive quizzes to local community groups, schools, charitable organisations and similar. We also provide educational material and displays at events.

How to contact us

Consumer advice

If you need consumer advice or want to let us know about a problem in any of the areas we cover, please contact our partners Consumer Direct on 08454 04 05 06 or visit www.consumerdirect.gov.uk

Educational talks

Please contact us using the details below.

Business advice

If you are a local business and would like advice or an educational talk, please contact us at:

Merton Trading Standards
Merton Civic Centre, London Road, Morden SM4 5DX
Telephone: 020 8545 4018
Email: trading.standards@merton.gov.uk

MERTON COUNCIL
PUTTING YOU FIRST

www.merton.gov.uk

Your guide to Merton’s Trading Standards Service

Directorate is set in Helvetica Neue Light in caps at 10pt over 12pt leading.

Document title font is Helvetica Neue Bold. Type size may vary depending on the length of the title. This example is 34pt over 37pt leading.

Website address is set in Helvetica Neue Medium at 12pt.
VISUAL IDENTITY GUIDELINES

2. PUBLICATIONS AND POSTERS

DL spread

The internal pages for a DL document are based on a one column layout.

Tints or blocks of colour may be used to add interest to the page or hold images or quotes. Please ensure there is enough contrast for legibility.
Oversize A4 folders

The examples shown below show how the 1/5th grid system can be used on an oversize A4 folder.

Design 1: follows the standard literature format.

Design 2: when photography is limited or not appropriate for the design, colour is used to fill the image area.

Below is an example of invitations using the 1/5th grid system.
A5 and A6 invite

Below is an example of an A5 invite using the 1/5th grid system.

A5 Portrait

You are invited to join us in celebrating the achievements of Looked After Children, aged 5-10 years old.

We will be having a special party on:

Tuesday 1 September 2009
The Hub, Imperial Fields
Bishopsford Road
Morden SM4 6BF
From 2.30pm – 4.30pm

MERTON COUNCIL
www.merton.gov.uk

A6 Landscape - back

You are invited to join us in celebrating the achievements of Looked After Children, aged 11-17 years old.

We will be having a special party on:

Friday 25 September 2009
The Antoinette Hotel
246 The Broadway
Wimbledon SW19 1SD
Time: 6.30pm - 10pm

RSVP: On the enclosed card by 11 September 2009

MERTON COUNCIL
www.merton.gov.uk

A6 Portrait
A4 poster

Here is an example of an A4 poster. The height of a 1/5th on an A4 is 59.4mm. Please note text in the bottom band must be kept to a minimum to allow enough clear space around the arc and the Merton website address.

Where additional copy is needed boxed up panels can be used to accommodate this extra information.
A4 poster - alternative layout

The example shown here demonstrates the flexibility of the 1/5th grid system when designing campaigns or posters that need more visual impact.

Here, the image fills the top four bands.

The title and additional copy sit within this area (please ensure text is legible over the image).

Additional body copy is placed in the bottom band along with the logo and the Merton website address.

As a rule, poster text should be kept to a minimum for legibility and to allow enough clear space around the Merton arc logo and the Merton website address.

**Directorate** is set in Helvetica Neue Light in caps at 12pt over 14.5pt leading.

The **Headline message** font is Helvetica Neue Light. Type size may vary depending on the length.

2-3 lines of additional text may be placed in the top half of the 5th band. Please ensure the legibility of the website address isn’t compromised.

**Website address** is set in Helvetica Neue Medium at 14pt.
A4 poster campaigns

For campaign posters, where greater flexibility or creativity is required, the coloured bands do not need to be used. The logo arc however must be used. The example below illustrates this flexibility. The Merton colour palette should be used wherever possible.

Please note that different typefaces may be used depending on the nature of the theme of the campaign. When unsure, please use the Merton typeface family, Helvetica Neue.

When the campaign is in partnership with other organisations, position their logo(s) bottom left replacing the Merton website address. (see page 49 for more information on joint branding). Web information should still appear on the poster.

1/5th

1/5th

1/5th

1/5th

1/5th

13mm

13mm

13mm

13mm

13mm

1/5th height = 59.4mm

Directorate is set in Helvetica Neue Light in caps at 12pt over 14.5pt leading.

The Headline message font is Helvetica Neue Light. Type size may vary depending on the length of the title.

Body copy is set in Helvetica Neue Light. Type size may vary depending on the length. Please ensure there is enough contrast between the text and the background.

Dual branding takes the Website address position. The website is incorporated into the poster message. See page 42 for more information.
A3 poster

Here is an example of an A3 poster. The height of the 1/5th on an A3 is 84mm. Please note text in the bottom band must be kept to a minimum to allow enough clear space around the arc and the website address.

Where additional copy is needed boxed up panels can be used to accommodate this extra information.

Let’s keep Merton cleaner and greener

There are a variety of ways to reduce waste and help keep Merton a cleaner and greener borough.

In the green box you can recycle paper and glass.
In the purple box you can recycle cans, card and plastic bottles.

Directorate is set in Helvetica Neue Light in caps at 16pt over 18.5pt leading.

The Headline message font is Helvetica Neue Light. Type size may vary depending on the length of the title. This example is 70pt over 73pt leading.

Boxed up panels can be used to accommodate extra information.

2-3 lines of additional text may be placed in the top half of the 5th band. Please ensure the legibility of the website address isn’t compromised.

Website address is set in Helvetica Neue Medium at 20pt.
A3 poster – alternative layout

The example shown here demonstrates the flexibility of the 1/5th grid system when designing campaigns or posters that need more visual impact.

The image fills the top four bands.

The title and additional copy sit within this area (please ensure text is legible over the image).

Additional body copy is placed in the bottom band along with the logo and the Merton website address.

As a rule, poster text should be kept to a minimum for legibility and to allow enough clear space around the Merton arc logo and the Merton website address.

---

**Directorate** is set in Helvetica Neue Light in caps at 16pt over 18.5pt leading.

**Fiesta of fun this summer in Merton**

The **Headline message** font is Helvetica Neue Light. Type size may vary depending on the length of the title.

2-3 lines of additional text may be placed in the top half of the 5th band. Please ensure the legibility of the website address isn’t compromised.

**Website address** is set in Helvetica Neue Medium at 20pt.
A3 poster campaigns

For campaign posters, where greater flexibility or creativity is required, the coloured bands do not need to be used. The logo arc however must be used. The example below illustrates this flexibility. The Merton colour palette should be used wherever possible.

Please note that different typefaces may be used depending on the nature of the campaign. When unsure, please use the recommended Merton typeface family, Helvetica Neue.

When the campaign is in partnership with other organisations, position their logo(s) bottom left replacing the Merton website address. (see page 49 for more information on joint branding). Web information should still appear on the poster.

**Directorate** is set in Helvetica Neue Light in caps at 16pt over 18.5pt leading.

The **headline message** font is Helvetica Neue Light. Type size may vary depending on the length of the title.

Additional descriptive text may be placed in the top half of the 5th band. Please ensure the legibility of the website address isn’t compromised.

**Website address** is set in Helvetica Neue Medium at 20pt.
Printing in two colours

There may be occasions when a piece of literature is printed in two colours. You should use the Dark and Light colours from one colour family.

Photographic images may not be effective in two colour.

This example shows the cover of an A5 leaflet using the Green family. The colours used are Pantone 567 (Dark) and Pantone 623 (Light).

All text and images should be in the Dark colour. Tints or blocks of the Light colour may be used to add interest to the page or hold images or quotes. Please ensure there is enough contrast for legibility.

**Directorate** is set in Helvetica Neue Light in caps at 10pt over 12pt leading. The colour should be from the Dark palette.

**Document title** font is Helvetica Neue Light. Type size may vary depending on the length of the title. This example is 34pt over 37pt leading. The colour should be from the Dark palette.

Image colour should be from the Dark palette.

**Website address** is set in Helvetica Neue Medium at 12pt. The colour should be from the Dark palette.

Merton logo should be white out of Dark colour logo arc.
Printing in one colour

There may be occasions when a piece of printed literature is printed in one colour. You should use the Mid colour from your chosen colour family.

Photographic images may not be effective in one colour.

This example shows the cover of a DL leaflet using the Mid colour from the Lavender family. The colour used is Pantone 512.

A 15-30% tint of the colour should be used on the cover (within bands 1, 2 and 5).

Tints or blocks of the colour may be used to add interest to the page or hold images or quotes. Please ensure there is enough contrast for legibility.
Joint branding

On joint branded communications where the partnership is equal between Merton and other organisations, the preferred arrangement is for the logo(s) to appear in a row across the bottom of the cover on a white background.

The Merton arc must remain bottom right with the partnership logos aligned bottom left.

For legibility the 5th band should be white.

Partnership logo(s) take the Merton website address position.

The Merton website address is repositioned at the top of the 5th band, 10mm down from the top in an A4 publication and 7mm down in an A5 publication.
Awards and accreditation

On communications where an award or accreditation needs to be displayed, the preferred arrangement is for the logo(s) to be placed directly below the web address on a white background.

The Merton arc must remain bottom right with the award logos aligned bottom left in a row if there are more than one. They take the position of the Merton website address.

For legibility the 5th band should be white.

The Merton website address is repositioned at the top of the 5th band, 10mm down from the top in an A4 publication and 7mm down in an A5 publication.

Investors in People logo (IiP)

The IiP logo can be used on all publicity and marketing targeted at staff, both current and prospective. For example, recruitment packs, recruitment adverts, induction packs, staff newsletters, staff certificates etc.
Translation trigger

The Merton Council translation trigger can be used on external publications where appropriate.
3

Other items

This section shows how the Merton visual identity is applied to other items such as banners, PowerPoint presentations and signage. This section is for guidance only and forms a brief overview on how to use the visual identity.
Here is an example of a small Merton campaign that illustrates how design elements work together to create our new visual identity.
Banners

The banners shown here demonstrate the flexibility of the 1/5th grid system when designing banners that need visual impact.

**Pull-up banners** uses illustrations which break out of the two middle bands and fills the bottom band.

**Civic building banners** follow the standard 1/5th grid system with the image housed in band 4.

All main copy should sit in the top 3 bands for legibility purposes.
Other Banners

The banners shown here demonstrate the flexibility of the 1/5th grid system when designing landscape banners. All the main copy must be legible.

0.6m (height) x 1.2m (width)

The Avenue
Children’s Centre
A Sure Start Children’s Centre
Tel: 020 8542 2471

0.5m (height) x 4m (width)

What are you playing at?
Free Mini Fun Day/Play Area Consultation for children, young people and families here this Saturday 12.00 - 3.00pm

1.5m (height) x 4m (width)

Building for a better future
PowerPoint

The slides shown here demonstrate the flexibility of the 1/5th grid system when producing PowerPoint slides. All screens must have the Merton arc logo positioned bottom right.

Arial is the font used in the PowerPoint templates.

The audience for the presentation determines the Directorate used.

The web address is displayed on presentations to an external audience.

Please refer to page 16 for RGB colour breakdown references.

Slide content can
• use ‘appear on click’
• use the corporate clip art library in mediastore
• use ‘fade through black - medium’ transitions
• not contain animations
• not use sound
Signage

Below are examples of Merton signage. All signage must be commissioned with the assistance of the Merton Design and Print Unit.

Directional sign

South Wimbledon Community Centre
Disabled entrance to the rear of the building →

Community sign

Care for your area
No messing

Internal directional sign

General notice / Out of order sign

Temporarily out of service
We apologise for any inconvenience
Identification

Below are examples of Merton identification. All forms of identification must be commissioned with the assistance of the Merton Design and Print Unit.

Sub contractors representing Merton require an identification card with their photo, name and employer. Uniforms and vehicles should be given identification whenever possible.
Consultations Documents

Creative consultations

- **A4 poster**
  - "Our plan our future - Have your say on shaping Merton’s future"
- **Newspaper advert**
  - "Our plan our future - Have your say on shaping Merton’s future"

Simple consultations

- Simple consultations designs can be produced using “Microsoft Word” and designed in black and white only.
A4 Internal/External Newsletters

Below is an example of an A4 Newsletter front cover using the 1/5th grid system.

This example shows how joint branding would be incorporated.

The 5th band accommodates the Merton website address and partnership logos.
Chief Executive style

The Chief Executive produces a series of posters throughout the year that work as a suite within the corporate visual identity.

The Chief Executive has the option to use alternative designs that stand apart from other corporate messages.
External Communication

**Mymerton magazine,**
On 29 September 2003, the Communications team launched a new council magazine called ‘My Merton’. My Merton is distributed to over 80,000 households across the borough every two months. My Merton meets the council’s overall vision, by communicating, listening and consulting with residents as part of strategic objective, Effective Merton.

To submit an idea for consideration you should contact the communications team. For further information [http://intranet/mymerton](http://intranet/mymerton).
Advertising

Advertising has to be designed inline with the Merton council visual identity guidelines. If you have an advertising need please contact the communications team on 0208 545 3827. Please refer to page 5 for advice on how to incorporate guidance from national publicity campaigns.

Guardian adverts

Clear Channel adverts

JC Decaux

MyMerton adverts

Guardian adverts
**Recruitment ads**

Below are examples of adverts using the 1/5th grid system. The top two bands accommodate the main message while the remaining three bands hold the supporting information.

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**London Borough of Merton and South West London and St. George’s Mental Health NHS Trust**

The London Borough of Merton delivers high quality care for service-users with mental health needs. We are leading the way in implementing new ways of working, such as personalisation and a recovery-focused approach. Our goal is for customers to be able to make informed choices about the services they use. We work in partnership with the South West London and St. George’s Mental Health Trust, and our vision is actively promoted by the senior management teams and locality managers.

We currently have the following four vacancies that offer exciting opportunities to help us provide a multi-disciplinary service, raise social work standards and promote social inclusion:

**Senior Practitioner/AMHP Ref: 4062**

**Merton Crisis and Home Treatment Team**

£39,228 - £40,932 per annum inclusive

You will be managed by the Trust but will be employed by, and have professional supervision from the Borough. You will carry out the full range of assessments that underpin comprehensive packages of care, including those relating to care co-ordination, mental capacity, best interests, child protection, safeguarding, carers’ needs and fair access to care. In addition, you will take part in the Borough’s AMHP service.

The three Senior Practitioners will also supervise the duty team, co-ordinating urgent statutory work and working with other agencies to provide a seamless service. You will support the management team, providing expert advice in relation to Mental Health Act assessments, taking a lead in safeguarding children and vulnerable adults, and promoting social work standards and values across the Borough.

You should be a qualified AMHP have excellent skills in communication and multi-disciplinary working and be keen to develop your career. For the senior practitioner role, you should be able to provide professional leadership.

**Senior Practitioner/AMHP Ref: 4061**

**Assertive Outreach Team**

£39,228 - £40,932 per annum inclusive

For an informal chat about any of these posts, please speak to either Deborah Wright, Associate Director of Social Work on 020 8682 6636, Anne Traynor on 020 8682 6155 or Alam Khan on 020 8682 8159.

Enhanced CRB checks are required for all roles.

Closing date for all posts: Friday 12 June 2009.

We encourage applications irrespective of age, disability, gender, race, religion and faith, sexual orientation and gender re-assignment. We are particularly keen to receive applications from the Asian community and from people with a disability, who are currently under-represented at all levels within the authority.

In the search for a rewarding career and an affordable and pleasant place to live, people increasingly come to Merton. Whatever you may be looking for, from a supportive, dedicated management team to a real commitment to your development and training opportunities, we’re confident we’ll have something to suit you.

The benefits of working for Merton include membership of the local government pension scheme, 36 days’ annual leave rising to 31, flexible working, excellent learning and development opportunities and access to subsidised leisure facilities.

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**www.merton.gov.uk/jobs**

Further information about these jobs can be found on our website at www.merton.gov.uk/jobs where you can apply online. Recruitment packs are also available in large print or braille.
Website style

The corporate website is managed by Merton’s Web Information Manager. The corporate visual identity has been adapted for the website.

All websites that form part of Merton must follow the branding of the master Merton website and be linked to the home page.

The creation of differently branded sites is only permitted after CMT has given approval.

Corporate email formatting standards

These standards set out how Merton staff should format emails. The guidelines apply to both internal and external emails.

They have been agreed by CMT, and aim to make our email communication more consistent and professional across the organisation.

For more information, please visit: http://intranet/emailstandards
Contacts

Communications team
0208 545 3827

Web Information Manager
020 8545 3781

Post and Print Room Manager
020 8545 3419

Intranet link:
http://intranet/visualidentity

Please ensure you check the Publications Procedure
Corporate stationery (letterhead paper, compliment slips and business cards) and paper supplies are supplied by Merton Print section, 020 8545 3411.

This is the fourth edition of the corporate identity, which includes updated guidelines and templates and has been approved by CMT following the first edition in January 2008.

This revised visual identity includes London 2012 guidelines, specific use Merton logos, new colour palette for high impact campaigns, campaign examples, revised document layouts, advert design and general advice and guidance.