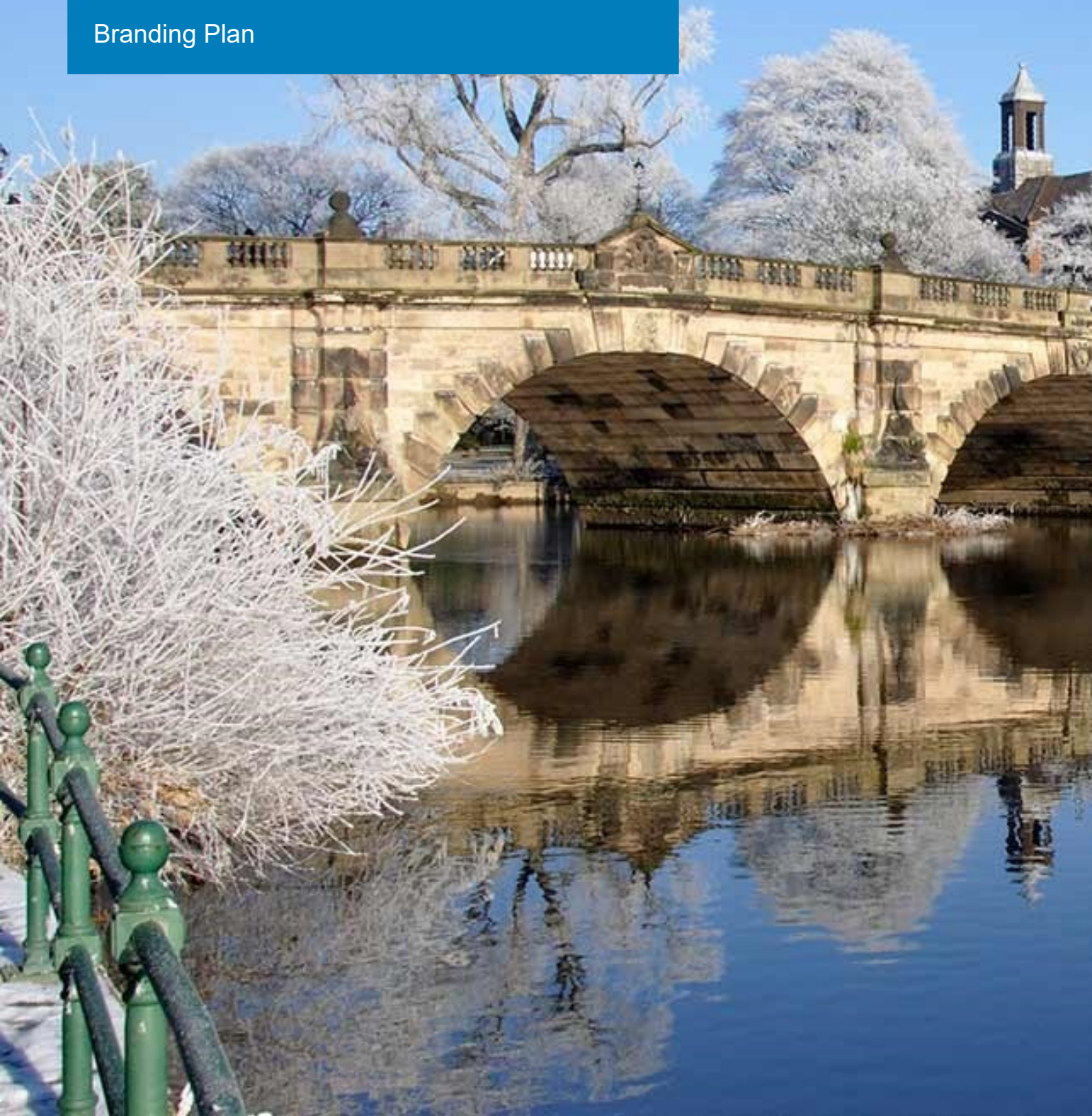


Shropshire Highways

Branding Plan



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Document Control

Contract Title	Shropshire Highways
Report Title	Branding Plan
Revision	1.0
Status	Active
Control Date	23 Feb 2018

Record of Issue

Issue	Status	Author	Date	Check	Date	Authorised	Date
0.1	Draft	David Short	23 Feb 18				
1.0	Active	David Short	4 June 18				

Distribution

Stored as a controlled document within Shropshire Highways RoadZone.

Copy to be published on Shropshire SupplyZone

Contents

1. Introduction	1
1.1 Vision and Values	1
2. PPE.....	2
3. Signage.....	3
4. Vehicles	4
5. Office and Digital	5
6. Design guidelines	6

1. Introduction

This branding plan sets out the visual identity for the Shropshire Highways Contract. Shropshire Highways is an Alliance between Kier, WSP and Shropshire Council to deliver highway maintenance and improvements along with streetscene. The contact commences on 1 April 2018 with a maximum term of 10 years.

The alliance will be known as “Shropshire Highways” with a brand that promotes the overall service whilst retaining the identity of the 3 alliance partners.

1.1 Vision and Values

To work together as an Alliance to create an environment where creativity and innovation flourish:

- Where everyone feels empowered to challenge
- Where safety of customers and staff is paramount
- Where we strive for win-win initiatives and solutions



Collaborative





Innovative



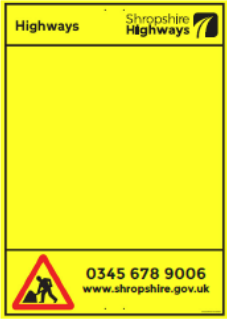


Positive










2. PPE

Item	Image	Notes
Hi- Vis Jacket and Jerkin		
Soft-Shell Jacket		
Hard Hat		
Polo-shirt		Kier standard Polo shirt.

3. Signage

Item	Image	Notes
Advanced Warning Sign		<p>Size-1050 x750 Corex</p> <p>This design, or the process for this has not yet been approved</p>
Permit Board		
General office or Depot Sign		<p>Note that SH logo is larger than Partner Logos to demonstrate the primacy of the alliance</p>

4. Vehicles

Item	Image	Notes
Small van		
Large Van		
Truck		
Supply Chain Panels	<div style="display: flex; justify-content: space-between;"> <div data-bbox="357 1429 624 1684" style="width: 45%;">  <p>www.shropshire.gov.uk 0345 678 9006</p>  </div> <div data-bbox="639 1429 1150 1684" style="width: 45%;">  <p>www.shropshire.gov.uk 0345 678 9006</p>  </div> </div>	

5. Office and Digital

Item	Image	Notes
E-mail signature	<p>Kind regards</p> <p>Name Here Job Title here</p> <p>Shropshire Highways Address Line 1, Town, County, Postcode M: XXXX XXXX E: 1name.2name@kier.co.uk www.xxxx.xx.uk</p> <p>Shropshire Highways is an Alliance between Shropshire Council, Kier and WSP.</p> <p>Connect with us follow us on LinkedIn like us on Facebook follow us on Twitter follow us on Google+ follow us on Instagram</p> <p>Kier Services Limited Registered in England No. 2651873 Registered Office: Tempsford Hall, Sandy, Bedfordshire, SG19 2BD</p>	<p>This is the standard Kier email signature with amendments to reflect alliance.</p> <p>Company or organisation details should be amended accordingly</p>
Presentation Template		
Public Information Pack (PIP)		
Feedback form		

6. Design guidelines

The design guidelines are based on the Kier Group guidelines for signage, presentation and email signature for Kier Employees. They have been amended for use with the new Shropshire Highways Identity but are still recognisably Kier branding.

The Shropshire Highways Logo was created by the Shropshire Council Design Team, part of the Shropshire Council Corporate Communications Team.

Contact- Gareth Proffitt Gareth.proffitt@shropshire.gov.uk

An alternative square version has also been developed.



Logo font

Montserrat Light for "Shropshire" and Montserrat Bold for "Highways". They are from google's font library so are free to download and use.

Colours

The two main colours are Grey Pantone 7544 CP and Blue Pantone 7461CP (R0-G125-B186)

General Font

For everyday use- Arial should be used.