

Design Council Design Guidelines





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Minnie Moll
Chief Executive
of the Design Council



It is a great privilege to work for a brand with the legacy and reputation of the Design Council. Our branding needs to show a wonderful combination of trusted heritage that spans back to 1944, and a sense of modernity and vibrancy as we look towards the future.

It goes without saying that the Design Council needs to use great design. It's so important that our brand is clear and that we are consistent in how we present ourselves. This will help us create compelling and inspiring communications.

The Design Council is a human, dynamic and relevant voice within the design conversation. Our simplistic visual approach gives space to showcase and celebrate the creativity of others. With this guide you have all the tools you need to confidently apply powerful branding to your work. We each carry the torch for the brand, across projects big and small, so we must take pride in holding it to the highest quality.

Over to you now to carry that torch.

Minnie Moll
Chief Executive of the Design Council



Our purpose, vision, values and mission

Purpose

Our purpose is to make life better by design.

Vision

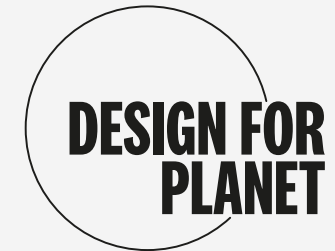
Our vision is for a regenerative world for all.

Values

Our values are Powerful Together, Boundless Curiosity and Inspire Possibility.

Mission

Our mission is Design for Planet.



Lombard Wharf
by Peter Cook



Tone of voice

It's important that we are clear and consistent in our language to create a tone that engages and inspires.

If the Design Council was a person, it might be David Attenborough. A trusted and authoritative expert with a natural, engaging and relevant tone.

Our voice is:

- Accessible and Inclusive
- Creative and Celebratory
- Warm and Human
- Provocative and Inspiring
- Factual and Emotive
- Clear and Confident
- Modern and Dynamic

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Maya Angelou

Poet and civil rights activist.



PlayDisrupt Creative High Streets by Jack Offord.



The Design Council logo

At the core of our visual identity is our logo. It is a valuable asset for our organisation, providing a legal trademark and guarantee of the quality of all our work. It should be used with care.

Please follow the instructions detailed in this section to guide you on which logos/avatars are appropriate to use and how to use them.



CMYK	RGB	HEX
C 0	R 227	E30513
M 100	G 6	
Y 100	B 19	
K 0		



Minimum size
19mm
A4 portrait and stationery

The Design Council Red logo should be used in most instances. Our logo should only ever appear in the Design Council Red or white out, however black and white versions can be used for a more sustainable alternative when printing.



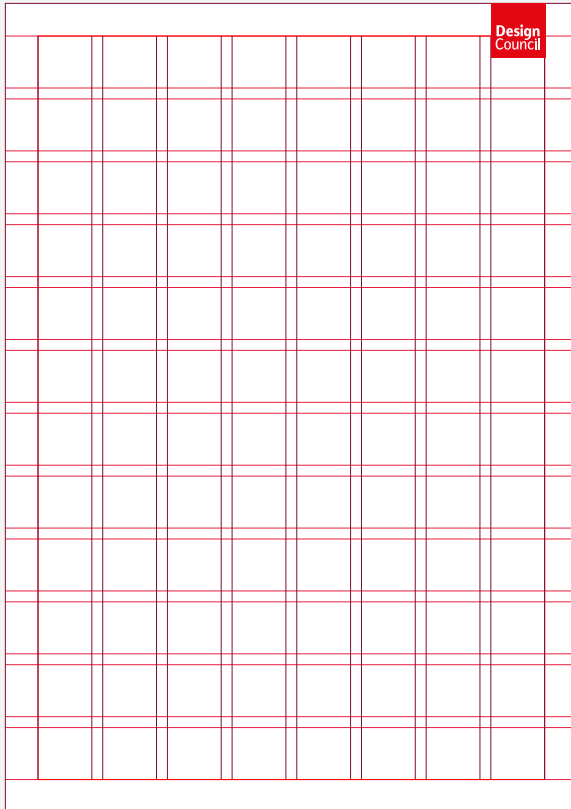
Minimum size
19mm
A4 reports and stationery

Note

Always use the master logo artwork when reproducing our logo. Logo artworks should not be recreated or altered.



Design Council logo



Note

Always use the master logo artwork when reproducing our logo. Logo artworks should not be recreated or altered.

Clear space

Clear space must be maintained around the Design Council logo to ensure it is clearly visible across all applications.

This space is equal to the width of the $\frac{1}{2}$ the width of the Design Council logo. Always ensure that no other text or graphic is placed within this space. If you are placing the Design Council logo on a photograph, ensure the area behind is clear.

Positioning

To maintain equal hierarchy the partner logo should be the same height as the Design Council logo.





Social avatar

The logo has heritage and legacy. We always use it in full across all social channels, it should not be altered or recoloured in any way.



RGB
R 227
G 6
B 19

HEX
E30513

Note

Always use the master logo artwork when reproducing our logo. Logo artworks should not be recreated or altered.



Design Council



Fashion



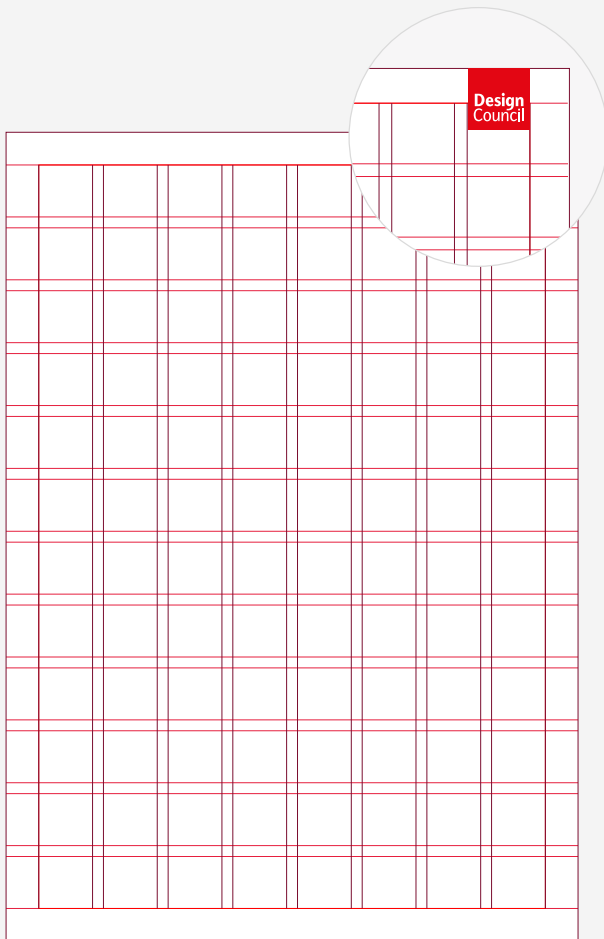
Design Council

**Creativity an
extraordinary
power.**

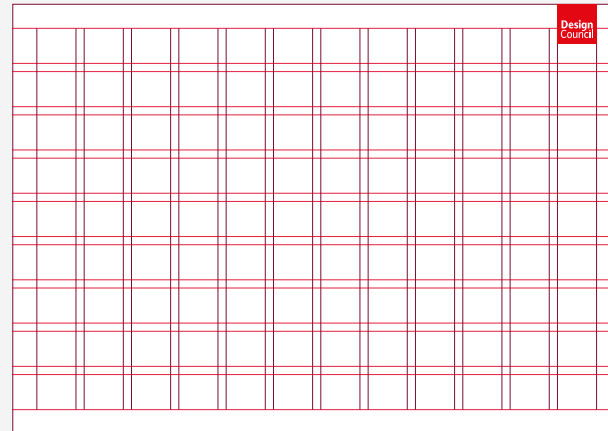




Logo positioning



General Use



Logo size

Our logo is always the width of one column. Here the logo is shown on an A4 format using our 8 column grid. For a more sustainable printing option the logo does not have to bleed off the edge to avoid the need for paper trimming.

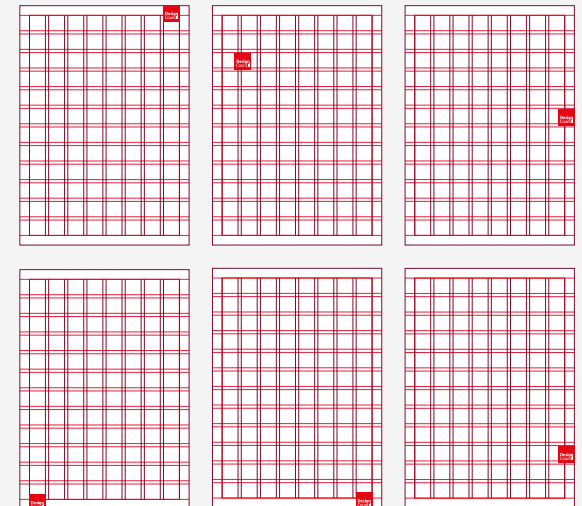
Portrait

For portrait formats, the logo is always positioned bleeding off the edge of the document. It can be positioned top right position, bottom left or right, or slide down the right hand edge of the document to align with content.

Landscape

For landscape formats the logo always sits in the top right hand corner and is always positioned bleeding off the edge of the document.

Design Use





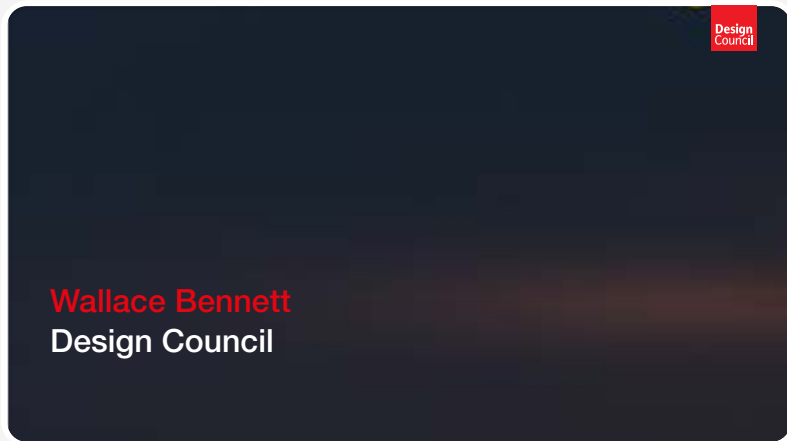
Video

Bug

On video we use the Design Council logo as a bug. It is set at full opacity at the beginning and end of each video and it is set to 50% opacity during the body to allow the footage to be viewed and not obscured. The bug should be 115px and be positioned at the top right.

Colour typography

Copy should only appear on solid backgrounds to ensure legibility.



Captioning

All spoken dialogue, names of speakers and their titles and any meaningful sound effects should appear in captions.

Bug

Red
100%
Opacity.

Bug

White
50%
Opacity.



Colour

Primary

We are a red and white brand. Using white space with structured use of red to create signature moments.

An off white has been provided as a more sustainable alternative as white is the most carbon emitting colour for digital formats.

Secondary

Three secondary colours are used to create variation between materials and allow flexibility. Only one secondary colour can be used per application.

Highlight

Used sparingly this acts as a highlight to surface or underline important information.

Primary

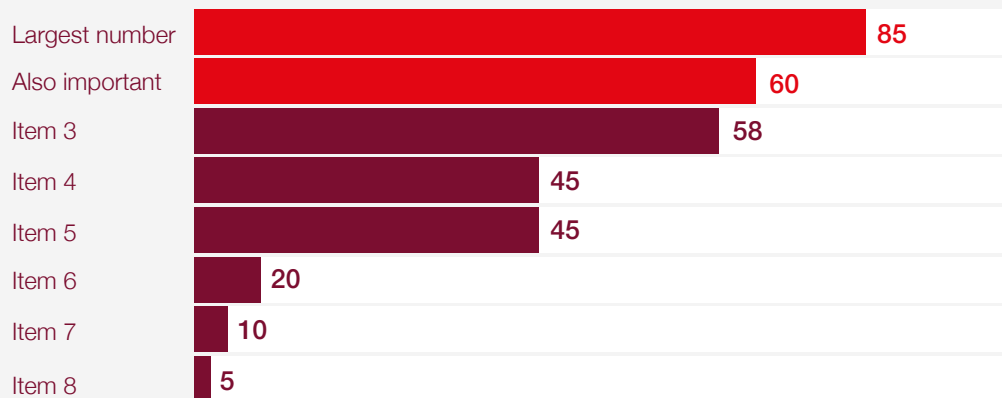
White	Design Council Red	Claret	Off White
RGB R 255 G 255 B 255	CMYK C 0 M 100 Y 100 K 0	CMYK C 20 M 100 Y 50 K 50	CMYK C 7 M 6 Y 7 K 0
	RGB R 227 G 6 B 19	RGB R 123 G 14 B 48	RGB R 239 G 237 B 237
	HEX E30513	HEX 7A0E30	HEX F0F0F0

Secondary

Raspberry	Pink
CMYK C 10 M 100 Y 70 K 20	CMYK C 0 M 65 Y 30 K 0
RGB R 182 G 16 B 50	RGB R 239 G 128 B 141
HEX B51032	HEX EF808D



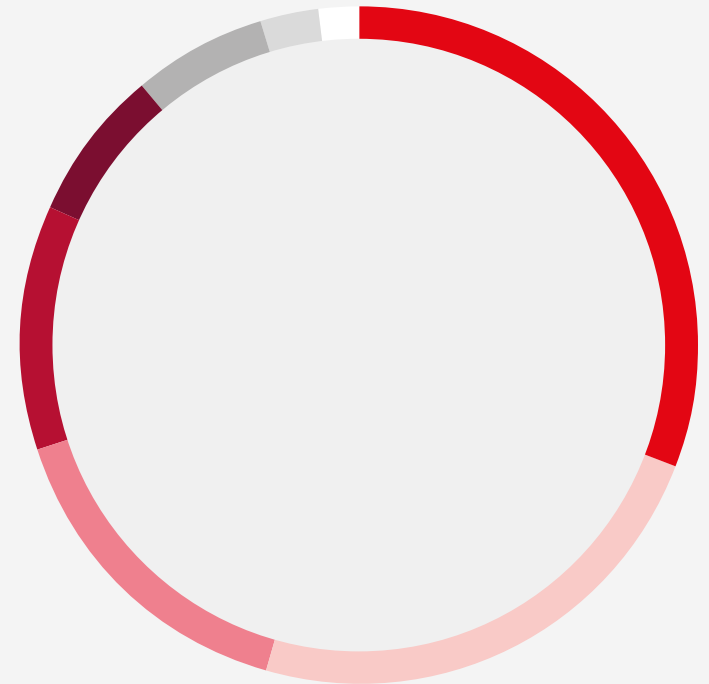
Colour



Functional

The functional colour palette is used for charts and diagrams and contains an extended set of colour tones for use in describing different levels of information.

- Annotation
- Annotation
- Annotation
- Annotation
- Annotation
- Annotation
- Annotation
- Annotation
- Annotation



Colour order for charts





Colour usage



About Design Council

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Diagram style

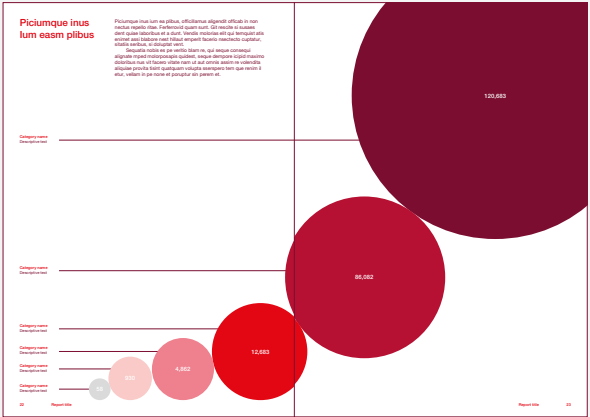


Image – Collective Works at Wentworth Nursery School by Francesco Russo.

White space

Our visual identity should feel open, clear and concise. We use white space to allow images and type to interact with each other. We use solid colour as a means to punctuate and create pace.

White space allows for better legibility and more sustainable printed materials.

Bringing design to new audiences

Subtle section

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Subtle section

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Our reach



Colour combination

Legibility

Whilst using the solid colours is encouraged, we need to be mindful of accessibility, as a general rule we would recommend using white type on the Design Council Red and claret. Below are best practice examples.

If using Design Council Red type on the claret background make sure the type is 18pt or above.

These colour combinations work for copy

“Design helps and shapes society, literally from the ground up.”

“Design helps and shapes society, literally from the ground up.”

“Design helps and shapes society, literally from the ground up.”

“Design helps and shapes society, literally from the ground up.”

“**Design** helps and shapes society, literally from the ground up.”



Typography

Helvetica Neue LT Pro

Helvetica Neue LT Pro is our signature typeface. It is used in the main building blocks of communications including titles, body copy and pull quotes.

MS Office

When Helvetica Neue Pro LT is not available, our default typeface on MS Office is Arial.

Helvetica Neue 65
Helvetica Neue 45

Helvetica Neue LT Pro 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT Pro 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Typographic hierarchies

Simple approach

We create stylistic distinction between the use of Helvetica Neue 65 for headings and Helvetica Neue 45 for other uses.

Reducing the typographic weights gives a lighter feel across all communications. Indented typography within body copy gives documents an authoritative and intelligent tone. A minimum point size of 12 should be used to ensure legibility.

Titles

Design made it possible
Make life better by design

Quotations

“Design helps and shapes society, literally from the ground up.”

Headings and body copy

Research & Insight

Our ground-breaking research provides evidence on the impact and value of design. We explore design's role in economic development, tackling societal challenges and delivering inclusive places, to help us better understand and use design across the UK.

Captions



OPX Studio interior
Shoreditch, London

Statistics

12,750

People addressed by
Design Council colleagues

450

Associations



Diagrams

Simplify

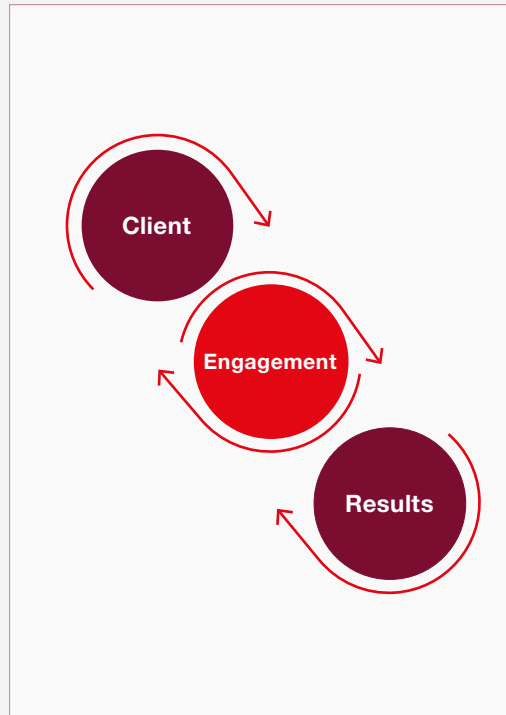
Our approach to diagrams is straight forward. Reduce them down to their simplest form, use shapes and directional arrows to help tell the story.

A reduced colour palette will help create consistency across all our diagrams and will encourage you to share them for presentations and other collateral.



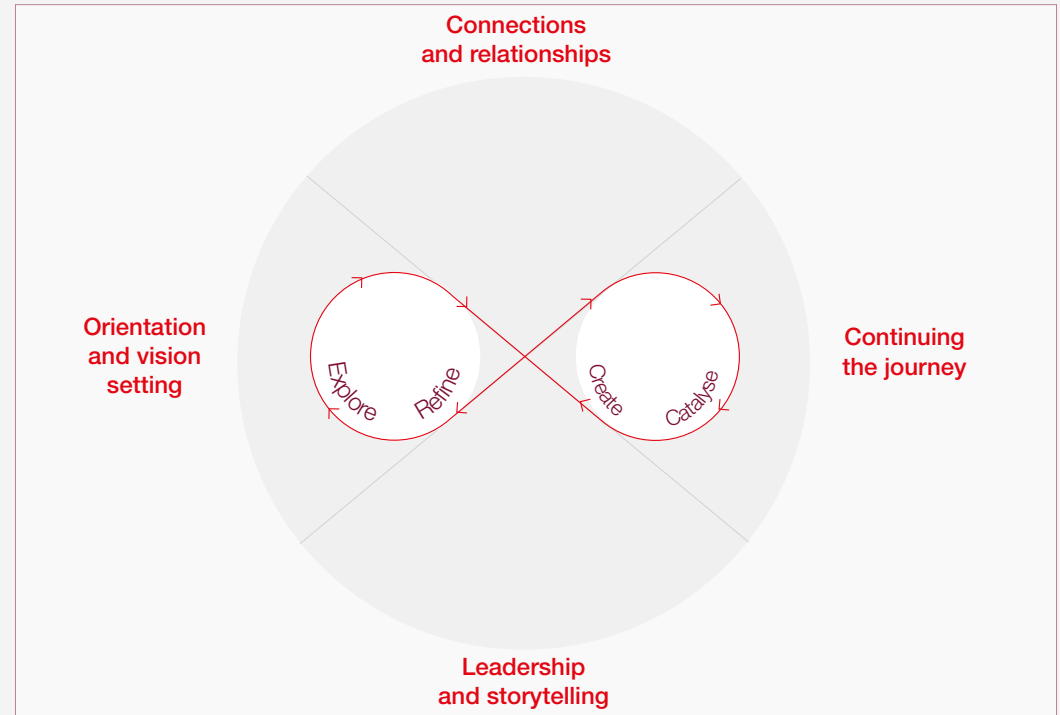
Maps

Use the solid colour to maintain the shape and accent with white highlight to retain maximum clarity.



Simple diagrams

Using arrows helps explain a process. Keep the copy to an absolute minimum.



Complex diagrams

Text will help the viewer understand the diagram, however keep copy to an absolute minimum where possible.



Imagery

Hero



Birmingham New Street
Station by Hanif Kara

Product hero



Our library

Our image library contains approved images that can be used in the Design Council communications. These reflect the following themes:

- Architecture and Built Environment
- Design (multidisciplinary)
- Advertising
- Craft
- Fashion
- Graphic design
- Digital design
- Industrial design

Hero imagery

Our hero imagery must represent all disciplines of the design industry as well as UK communities and industry. Used on flagship communications like reports and the website, they are a celebration of the Design Council.

Supporting imagery

Our supporting imagery encapsulates what the Design Council does and how we do it. This imagery shows details of our workshops, events and programmes.

They should be used inside documents and across social channels as they are from you and authentic. When using imagery, ensure that the images are not low quality or pixelated, and are not stretched.

Supporting



Images should be used sparingly to reduce carbon impact and Alt-text should be used to include any useful descriptions.



Imagery

Claret on Design Council Red



Step 1



Step 2



Step 3 – finished result

Decorative treatment

When creating the claret on Design Council Red treatment there are a few steps to adhere to.

- 1 Convert the image to black and white
- 2 Remove the black by swapping it to the claret
- 3 Add the Design Council Red to the background

Cropping

When you use imagery think about cropping it to remove an unwanted subject or irrelevant detail from an image, you can crop the image to change the aspect ratio of an image or to improve the overall composition.

SVG image files are recommended for digital use as they have a low carbon impact and can be used with screen readers.

Crop to remove irrelevant detail



Crop to change ratio





Printed reports

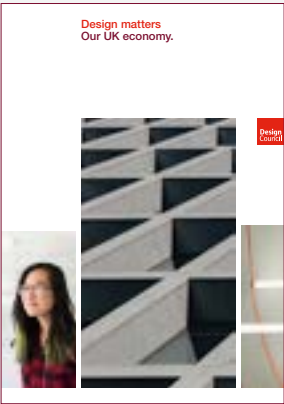
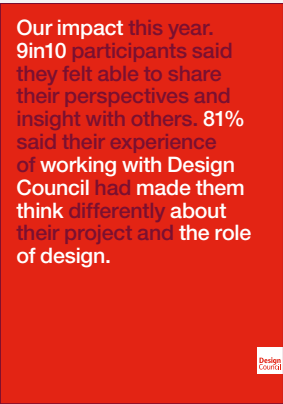
To make our reports visually engaging and generate interest, we use white space, typography, and imagery in a considered way.

This allows us to create rich and diverse options for each report. Covers can be a purely typographic, typography and imagery, or just a powerful statement. Consistent headings help user navigation and accessibility.

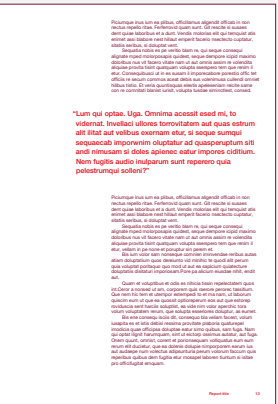
We would encourage creativity and flexibility in everything you create. In order to do this, there are a set of templates containing the correct colour values and typographic styling.

Remember to design with intent. Use white space effectively to ensure you deliver the communications with clarity.

A4 Report covers



Internal spreads





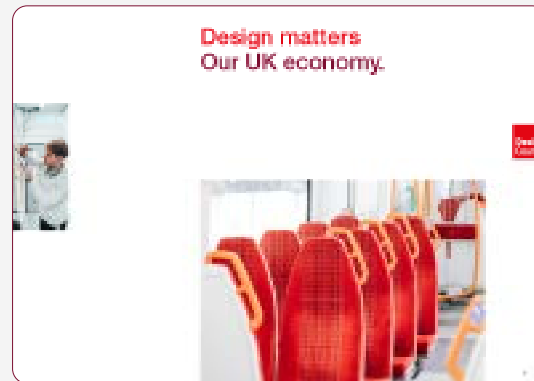
Interactive reports

Most reports are read and shared online, so we would encourage you to create an interactive report. Like the A4 printed communications, we use the same design principles but adding in the functionality of being interactive.

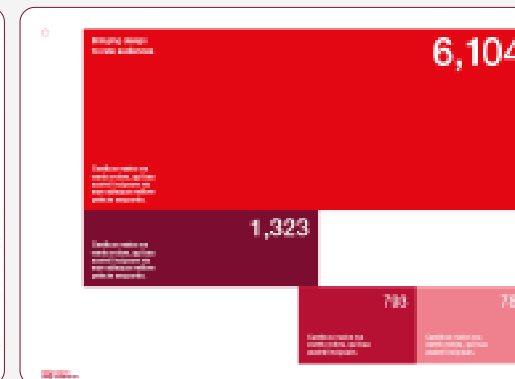
In order to do this there is an A4 landscape template, containing the correct typographic styling and colour values.

Simple HTML versions of all digital reports should be provided for accessibility purposes.

A4 interactive reports



Internal screens





Social

Creating social posts and stories encourages our followers to share and interact. Using simple animation and strong typography will enable us to deliver insightful and enjoyable posts.

Preferred backgrounds

There are 3 preferred backgrounds we use across social posts, when using the solid Design Council Red or claret, use white type as this will maintain maximum legibility.

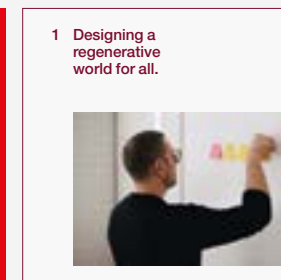
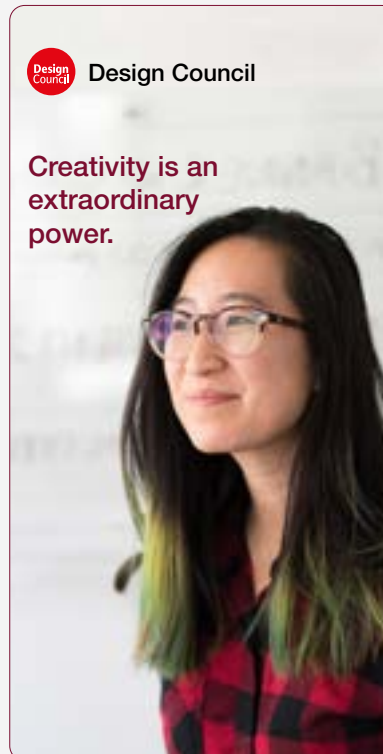
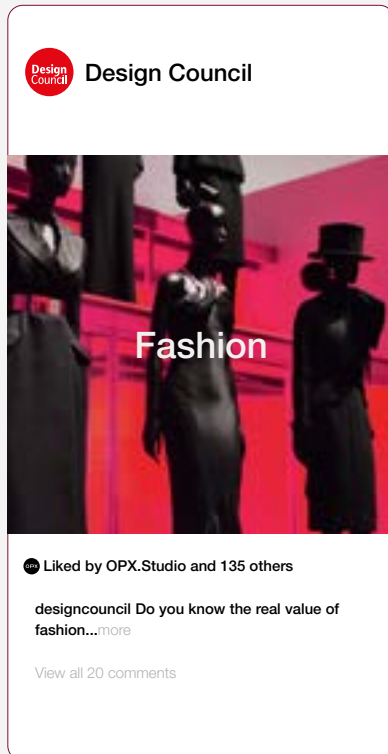
Full image

When using full imagery make sure the image is relevant and is a high quality, use white type only. There may be instances where the image will need an overlay to allow for legibility.

Alt-text should be used to provide descriptive copy.

Diagrams

Diagrams should be simple and clear with all the supporting copy to reinforce the key message. Diagrams or any form of text in images should be repeated in accompanying copy for increased accessibility.





PowerPoint

Less is more

When creating PowerPoint presentations a simple rule to adhere to is ‘less is more’, the templates include all correct styles and colours.

Consistent headings help user navigation and accessibility.

Typography

When Helvetica Neue is not available, our default typeface on MS Office is Arial.

Imagery

Alt-text should be provided for all images and designed diagrams.

Covers



Divider



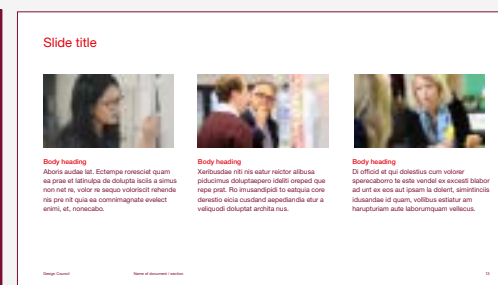
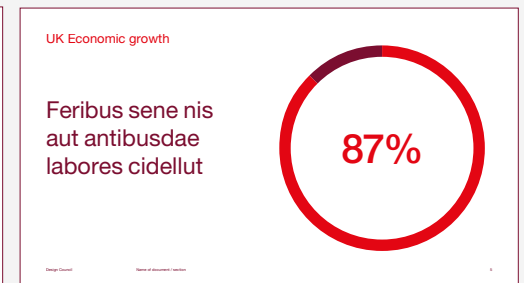
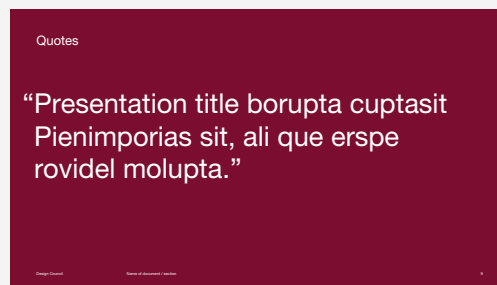
Text and image



Statistics



Quotes





Contact

For any questions on how to use the Design Council brand, please get in contact with the Marketing and Communications Team at digital@designcouncil.org.uk

