CIVICA
Transforming the way you work

This is our brand
A guide to what, when and why

How to use this interactive document

To navigate your way around this interactive document, buttons and identifiers are provided in key areas for ease of use.

Main navigation
You can select the section you require using the section navigation buttons.
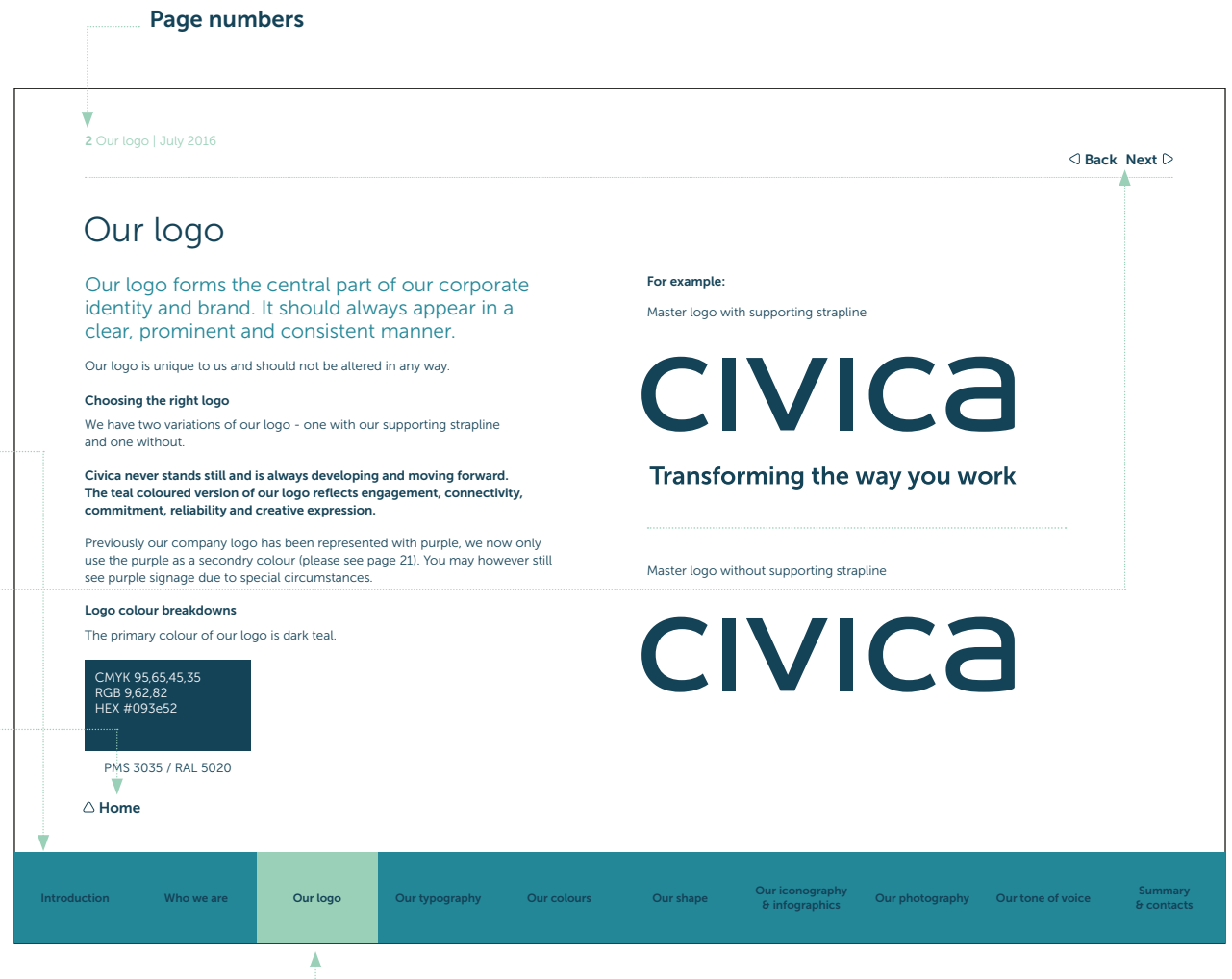
Sub navigation
Click the Back or Next buttons to move backwards or forwards one page.

Home button
This will take you back to the start of this interactive document.

Section identification
Each section is highlighted so you know where you are in the document.

Page numbers

◁ **Back** **Next** ▷

Our logo

Our logo forms the central part of our corporate identity and brand. It should always appear in a clear, prominent and consistent manner.

Our logo is unique to us and should not be altered in any way.

Choosing the right logo
We have two variations of our logo - one with our supporting strapline and one without.

Civica never stands still and is always developing and moving forward. The teal coloured version of our logo reflects engagement, connectivity, commitment, reliability and creative expression.

Previously our company logo has been represented with purple, we now only use the purple as a secondry colour (please see page 21). You may however still see purple signage due to special circumstances.

Logo colour breakdowns
The primary colour of our logo is dark teal.

CMYK 95,65,45,35
RGB 9,62,82
HEX #093e52

PMS 3035 / RAL 5020

△ **Home**

For example:

Master logo with supporting strapline

CIVICa
Transforming the way you work

Master logo without supporting strapline

CIVICa

| Introduction | Who we are | Our logo | Our typography | Our colours | Our shape | Our iconography & infographics | Our photography | Our tone of voice | Summary & contacts |

This is our brand

As we continue to grow, many things influence the way people think about Civica. Everything we say or do either enhances or diminishes the perception of Civica. So, whether you are an employee, customer, partner or supplier, by following these guidelines you will help us to build and preserve a single, distinctive, powerful and engaging brand that is recognised and respected across all of the markets we serve throughout the world.

This document is designed to help you use our identity correctly but not restrict your creativity. It introduces the basic principles of Civica's corporate identity system and provides guidance on its use. **For any non-standard use, please liaise with your local marketing contact.**

Contents

People & values

We encourage our people to develop their full potential in an open and supportive environment, guided by our three core values of Knowledge, Integrity and Action (KIA).

Knowledge

Developing and applying knowledge and expertise to translate business needs into outcomes.

Integrity

Based on trust and openness, relationships are established for the long term.

Action

Committed to delivering timely results, ambitious in finding better ways of working.

Our brand essence

Ideas into action

Our strapline is underpinned by our brand essence, **ideas into action**, which positions us as a highly innovative organisation with the creative and technical capability to turn our client's challenges into transformational solutions.

(Please note: This is not a campaign or strapline but it can be used to support either of these).

Our strapline

Transforming the way you work

We recognise that our customers are professionals under pressure to make a difference to people and places. They want a partner who understands their business and their ethos, who is capable of delivering on their promise and introducing new ideas, enabling them to **transform the way they work.**

# The thinking behind our Trimark

Our graphic device is a clear and simple shape that can be used as a dynamic element that influences our creative. It can be used in a variety of ways and in doing so stops our creative becoming repetitive and predictable, whilst still maintaining a clear and consistent brand.
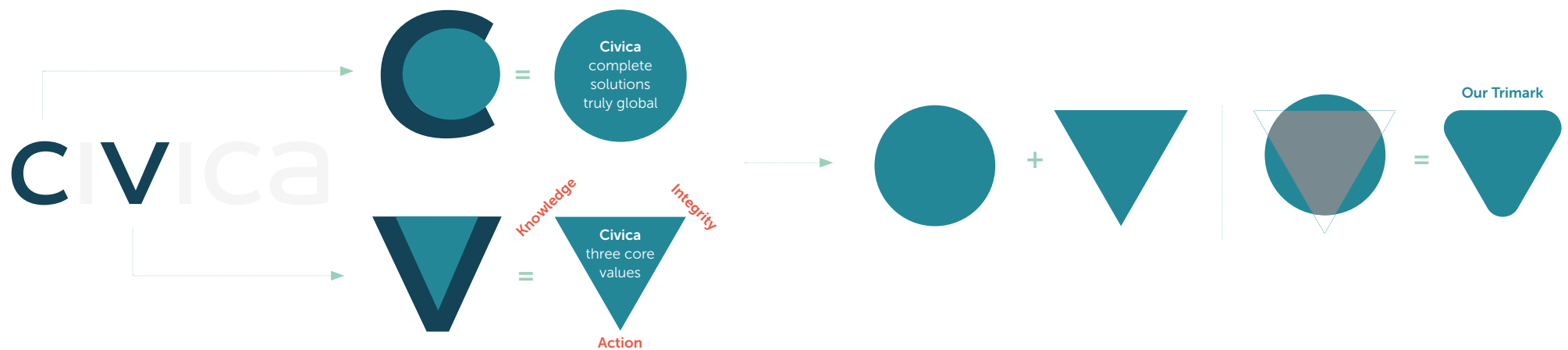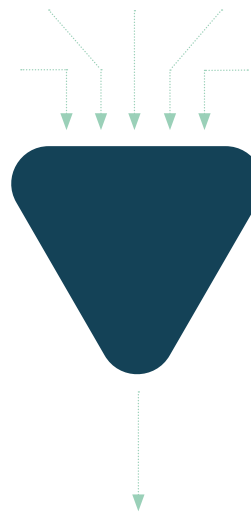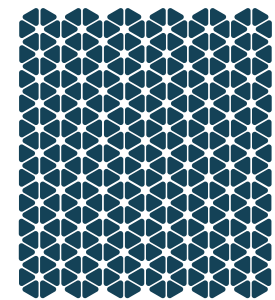
What our Trimark stands for

Knowledge   Integrity

Action
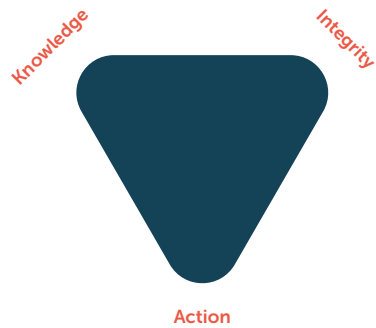
Our three core values
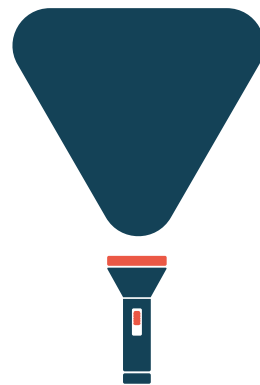
Clear vision

Simplified solutions

Growth

Connectivity

Our logo

Our logo forms the central part of our corporate identity and brand. It should always appear in a clear, prominent and consistent manner.

Our logo is unique to us and should not be altered in any way.

Choosing the right logo

We have two variations of our logo - one with our supporting strapline and one without.

Civica never stands still and is always developing and moving forwards. The teal coloured version of our logo reflects engagement, connectivity, commitment, reliability and creative expression.

To date, our logo has been purple. However, to support our brand's evolution, moving forwards, all new creative should be produced using our dark teal logo. Existing creative that includes the purple logo is nonetheless still considered to be on brand.

Logo colour breakdowns

The primary colour of our logo is dark teal.

CMYK 95,65,45,35
RGB 9,62,82
HEX #093e52

PMS 3035 / RAL 5020

For example:

Master logo with supporting strapline

civica

Transforming the way you work

Master logo without supporting strapline

civica

Using our logo

To maintain consistency across all of our creative, only the following variations of our logo can be used.

Full colour version

The full colour version should be the first choice of logo on all full colour materials. Where possible, it should always appear on a white, pale coloured background or positioned within the clear space of an image.

Mono version

The mono (black) version should only be used where colour printing is not an option, i.e. mono colour press advertisements. This version must not be used instead of the colour version on any full colour materials.

White-out version

A third version of our logo is available in the form of a white-out format. This must only be used if clarity of the colour version is not possible, i.e. on dark or contrasting coloured backgrounds. This can be reversed out of any of our primary or secondary colours, or imagery as long as the maximum clarity is maintained.

For example:

Full colour version + strapline

CIVICA
Transforming the way you work

Full colour version no strapline

CIVICA

Mono version + strapline

CIVICA
Transforming the way you work

Mono version no strapline

CIVICA

White out version + strapline

CIVICA
Transforming the way you work

White out version no strapline

CIVICA

Logo exclusion zone

To ensure that our logo has maximum impact, we recommend that it is surrounded by an 'exclusion zone'. The exclusion zone is shown here by the outer dashed line and should be left clear of copy or other graphical elements where possible.

The distance of the exclusion zone has been calculated using the full height of the letter 'c'. The exclusion zone will expand or contract depending on the size of the logo being used. This zone should never fall outside of the page.

NB: Where it is not practical or possible to include the full exclusion zone, for example in social media, advertisements or email campaigns, please use common sense to find the most visually appealing solution.

Example exception:
Civica Twitter page.

For example:

Master logo with supporting strapline:

Full 'C' height

Master logo without supporting strapline:

Full 'C' height

Misuse of our logo

It is important that the appearance of our logo remains consistent. It should never be misinterpreted, modified or added to.

Please ensure that master files are used when reproducing our logo on any materials.

DO NOT:
Distort the shape of the logo*

DO NOT:
Outline the logo

DO NOT:
Rotate the logo

DO NOT:
Use the logo as a watermark

DO NOT:
Add letters or text to the logo

DO NOT:
Change the colour of the logo

DO NOT:
Re-typeset the logo in any other font

DO NOT:
Add any extra elements to the logo

DO NOT:
Place the logo over an image or background where the clarity or ledgibiltiy is affected

DO NOT:
Place an image within the logo

* To avoid distorting our logo, when increasing or decreasing its size, simply hold the shift key and click on one of the corners and drag accordingly.

Positioning & sizing
our logo

It is important that we are consistent in how we position our logo on all materials. Where possible, we recommend that our logo sits top left or bottom left of the page.

NB: Where this is not possible, please position our logo to best suit the creative.

As a guide, our logo should always sit at a distance of double the height of the letter 'c' from the edge of the pages. (See example opposite).

The minimum size that our logo should ever appear with the strapline is 30mm in width. When it is necessary for this to appear smaller, please remove the strapline.

← 30mm →

CIVICa
Transforming the way you work

Recommended position:
Example created for visual reference showing the double 'c' space.
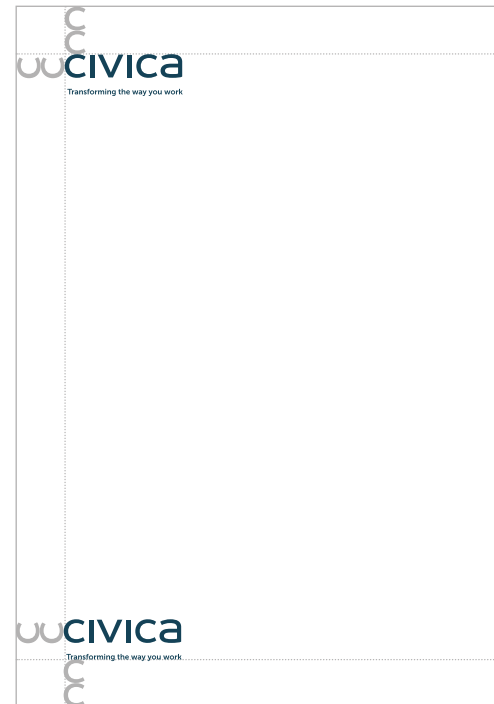
Exception example:
Taken from the 'Invigorating the public sector revolution' summary.

Presenting a Civica division or service

The Civica logo should never be used alongside a division, service, solution or product.

When creating a piece for a specific Civica division or service, the copy, imagery and general look and feel should be the main consideration to demonstrate the message. There is no need to directly reference the Civica division or service you are promoting, as it should be represented through a strong headline where possible and its general look and feel, whilst maintaining the Civica identity.

DO NOT:
Add the division or service to the logo

Example cover:
Taken from 'The next generation in housing management solutions' brochure.

The Civica logo should be placed in accordance with the guidelines.

Please note that the positioning of the header is dictated by the layout of the creative, but it should be distinctly separate from the Civica logo. For more examples of headline layouts, see page 15.

Strong imagery identifies the Civica division and corresponding target audience.

Presenting solution/product sub-branding is referenced on the next page.

Sub-branding convention for solutions or products

A style has been set for use when specifically promoting business unit solutions or products. Please use the format below but not alongside the Civica logo.

This is the layout for a description of the solution or product. It tells the reader what the product/solution does and which division it belongs to.

For Housing the 'mustard' colour has been chosen to represent their solutions. (CMYK 0,35,85,0).

Any division of Civica which offers solutions or products of this nature can select one of the four Civica accent colours (See page 20). However, once a division has selected a colour, we recommend that the same colour is used for all of their solutions or products.

The Civica logo should be placed in accordance with the guidelines.

Engaging imagery summarises key messaging.

Please note that the positioning of the sub-brand is dictated by the layout of the creative, but it should be distinctly separate from the Civica logo.

Example cover:
Taken from the 'Cx, Civica housing management solutions' brochure.

Emotive headline used to reinforce the division/service.

Iconography used here to identify the relevant Civica division.

Our primary font

Our font is called Museo Sans. It is clean, modern and complements our brand look and feel.

Museo Sans should be used on all typographic applications including body copy, sub headlines and main headlines. Please only use the weights and styles of Museo Sans specified to the right.

Please note: Our primary font is not to be confused with any other style of Museo.

Museo Sans 300
Museo Sans 300 italic
Museo Sans 700
Museo Sans 700 italic

Our secondary font

When Museo Sans is not available, then Arial must be used as an alternative.

Arial must not be replaced with any other typeface and should only be used across all internal documents where Museo Sans is not available. Please only use the weights and styles of Arial specified to the right.

Arial Regular
Arial Italic
Arial Bold

Our typographic styles

The way we use type is very important to our brand because it gives us a distinctive look and feel.

The following are examples of how we treat type in specific cases like headlines, subheadlines and quotations, as well as how we emphasise certain points within the body copy.

Headlines

Our headlines should be clear and legible. They should be set in lower case apart from the first letter of the first word which should be upper case.

We have a distinctive style when it comes to setting headlines and where possible we mix Museo Sans 300 and 700 together. They can appear in the same colour or a mix of two colours, either two primary or one primary and one accent colour. (See 'Our colour palette' on Page 21).

The Museo 700 part of the header is the part that accentuates the most important part of the sentence. This may appear on either line.

Typesetting a headline

As a rule, whatever the point size of the heading, then the leading should be set at 3 points more, i.e. 27 point text with 30 point leading.

See examples opposite and on the following page.

For example:

Single colour, Museo Sans 300 and 700

Responding to the **changing citizen**

Two colour, Museo Sans 300 and 700

Characteristics of the **new future model**

One primary and one accent colour, Museo Sans 300 and 700

Invigorating **the public sector revolution**

Subheadlines

We should use subheadlines to help clarify parts of copy from within larger sections of text. These are done in two ways, one is larger and set in Museo Sans 300 (but never as large as the main header), and the other is the same size as the body copy and set in Museo Sans 700.

Typesetting a subheadline

As a rule, whatever the point size of the heading, then the leading should be set 3 points more, i.e. 20 point text with 23 point leading.

Example spread:
Taken from '2015 Annual review'.

For example:

Single colour, Museo Sans 300

Connected, mobile, independent and self-serving

Two colour, Museo Sans 300

Politically disengaged but locally engaged

Subheader for body copy, Museo Sans 700

Hull City Council

Civica is delivering outsourced revenues and benefits services for Hull City Council in a 7-year partnership designed to drive service performance and efficiency, sustain local employment and save the council £5 million. The company's specialist partnership model has allowed Hull to achieve significant savings from day one while safeguarding more than 200 local jobs. Civica has also created a transactional processing centre in the city which blends private and public sector expertise to provide flexible and scalable services for other local authorities.

Here are some examples of how you can use fonts to draw attention to key copy.

Body copy

Where possible, standard body copy should be set in Museo Sans 300 at a size of 9 point with 12 point leading.

Highlighting key information

There are times when we need to emphasise copy and there are various ways that this can be done. In the example, the key information is set in Museo Sans 700.

Where statistical information and infographics are shown, the supporting copy is set in Museo Sans 700 to pull out the key information.

Example: Single page landscape

Taken from the 'Invigorating the public sector revolution' report.

Constant evolution

To create a revolution we need a different working environment. The Leadership Forum cited a need for cultural shift to drive a new positive and adaptive environment – one that is flexible and constantly learning. This cultural shift will need to be driven by new values, new structures, new ways of collaborating and new mind-sets about what doing a good job means.

The public sector has spent decades working in professional silos. So, how do you break down the barriers and create teams that work together across agencies to deliver seamless right-sized services to citizens? People tend to fall into their natural comfort zones – we like to call them tribes. We all take comfort in our tribe, choosing to associate personally and professionally with those who are similar to us, come from the same background, work in the same role, level and capacity. **With just 21% of public sector middle managers and below describing their working environment as collaborative, this tribal nature also forces the workforce into unproductive silos.**

Positive change and an adaptive environment

As the first Changing Landscape report discussed, people are now working past the traditional retirement age and digital-natives are growing into their first management roles. The workforce is becoming increasingly diverse and complex. If handled correctly this is certainly a positive force, and our research indicates that respondents are up for this change...

36% want public sector leaders to invest in creating a more flexible and adaptive working environment and take advantage of current tools and technology

27% believe that their leaders need to embrace modern working practices to aid change

As mentioned previously, due to these factors, a worrying percentage of our future rebels have become disenchanted within their role.

33% cite the public sector as bureaucratic

7% view the public sector as an empowering environment

This means that they will stop being a force for change and revolution. We need to encourage the rebels to take action, to drive ongoing learning and improvements, for everyone to see that their role is constantly evolving.

Our leaders agreed that further steps are needed to be able to pre-empt and facilitate cultural requirements, and not wait to be told. This will take time and determination, but it is possible.

"There are examples where silos are breaking down. I have set up multi-agency roles, bringing together seven different agencies under a single management, where they all had different terms and conditions, etc. But it didn't matter as they came together to focus on delivering the best job." Kim Ryley, Former Chief Executive Officer and Chair, Solace in Business

"It's not enough to set a new objective in the distance and think our work is done once we get there. The world we operate in will continue to evolve and we must be prepared to adapt alongside it." John Hood, Chief Technology Officer, Civica

6 Solace | Civica | Constant evolution

Quotations

Quotations are very important and should not be missed by the reader. When we have quotations, we should pull these away from the main body copy where space allows.

Here are some examples of how you can use fonts to draw attention to key copy.

Example: Portrait double page spread
Taken from the 'Civica cloud solutions' brochure.

Dividing and breaking content up

Using dotted lines to break up text allows the reader's eyes to breathe and draws their attention to certain information. You can use these in a variety of ways, including horizontally and vertically over multiple or single columns.

Diagrams

The use of diagrams and infographics is always encouraged. They catch the reader's attention and encourage engagement. Diagrams and infographics should simplify the content and make it more digestible for the reader.
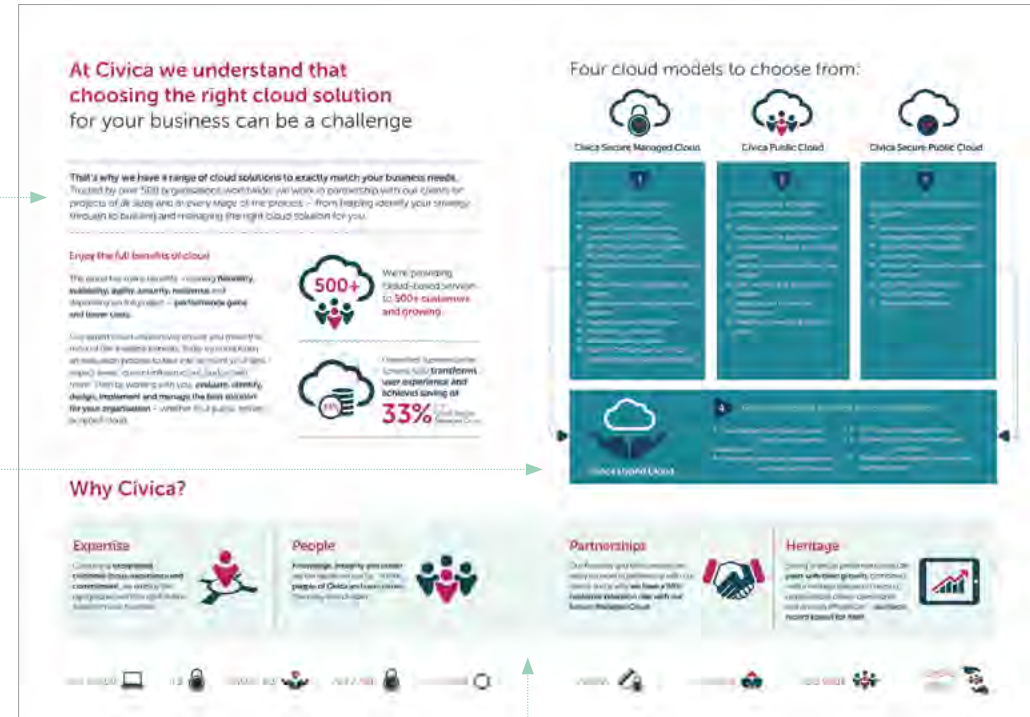
Backgrounds

A coloured background can be used to highlight information. This again draws the reader's attention to key areas of content and makes the document and its contents more engaging.
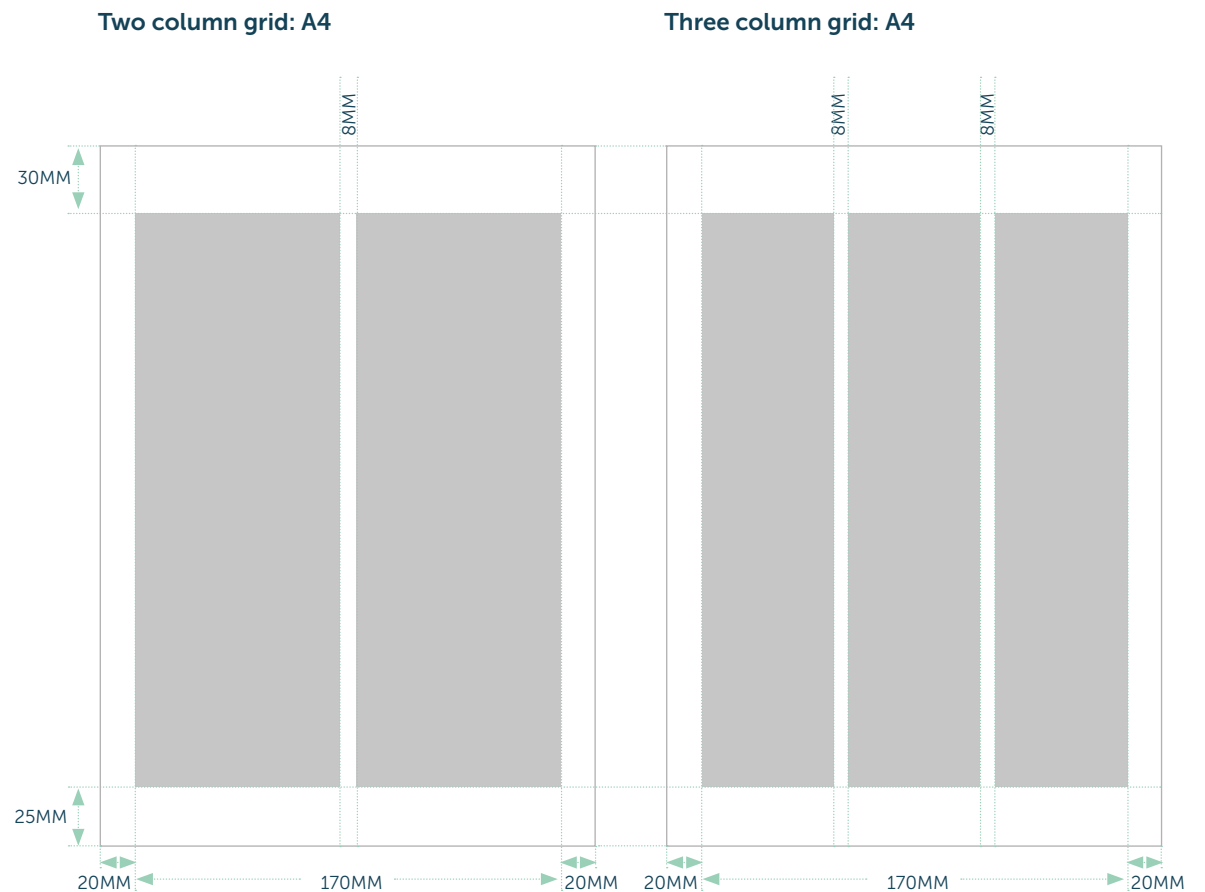
Using column grids on a portrait page

It is important that we are consistent when setting column grids for page layouts.

We have two grid systems to follow. One is a two column grid and the second is a three column grid. Variations of the two can be used to give more flexibility in your creative.

NB: Spine widths may need adjusting to accommodate.

Example spread:
Two column portrait grid example taken from the '2015 Annual review'.

Two column grid: A4

Three column grid: A4

8MM

30MM

8MM

8MM

25MM

20MM

170MM

20MM

20MM

170MM

20MM

Using column grids
on a landscape page

The same rule applies when setting up column grids on a landscape page.

We have two grid systems to follow. One is a two column grid and the second is a three column grid. Variations of the two can be used to give more flexibility.
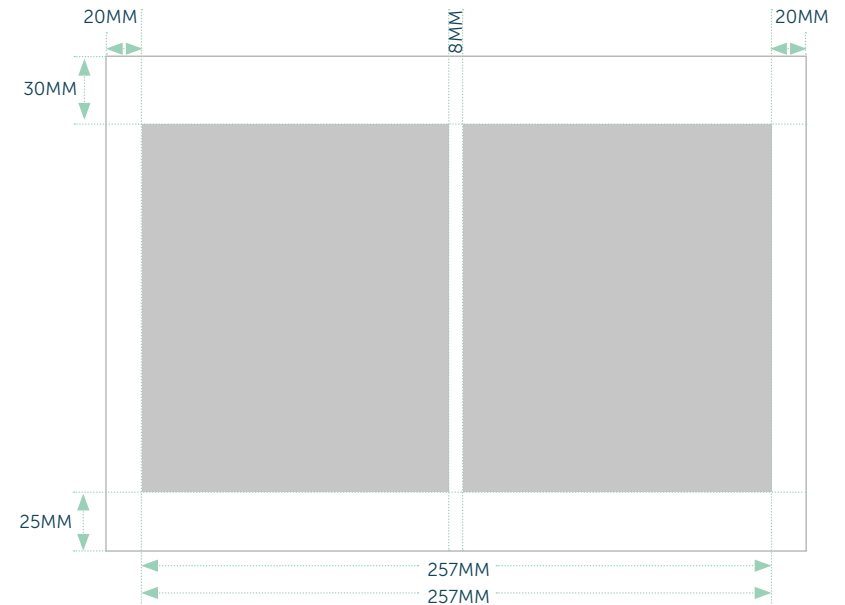
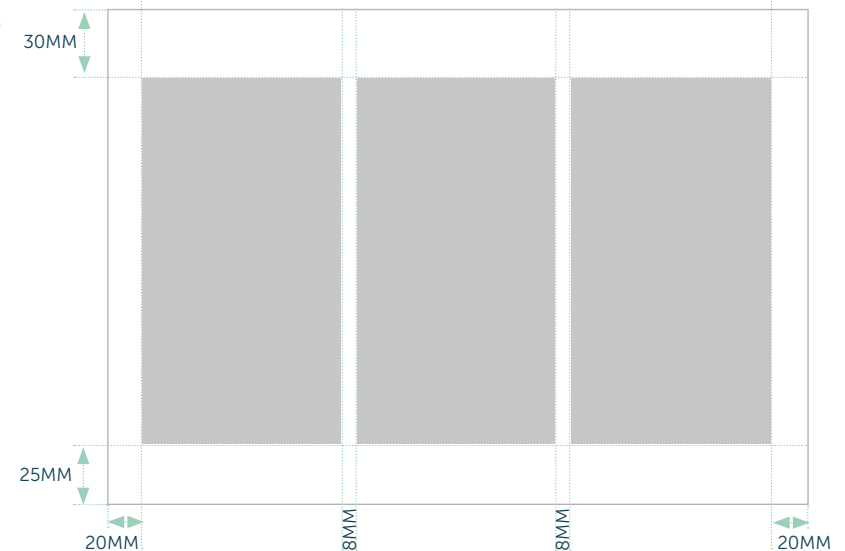NB: Spine widths may need adjusting to accommodate.

Example spread:

Two and three column landscape grid examples taken from the 'Enabling a new world of public service delivery' report.

Two column grid: A4

20MM   8MM   20MM

30MM

25MM

257MM
257MM

Three column grid: A4

30MM

25MM

20MM   8MM   8MM   20MM

Our colour palette

Our colour palette is a key part of our visual identity and ensures that we have a consistent and distinctive look and feel. Our colours represent Civica as a whole rather than specific areas of our business, giving us more flexibility and consistency in our designs.

We have a set of three primary colours **which should** be used as the dominant colours in all creative.

There is also a set of four accent colours which are used in a 'supporting role' to the primary colours.

To get the proportion of colours right, we suggest that at least two primary colours and one accent colour are used together. More accent colours can be added, but ideally they should never overpower the primary colours. Where possible, all creative should be made up of **70% of our primary palette and 30% of our accent palette.**

By following this simple rule our colour palette can be flexible whilst still maintaining corporate consistency.

Primary colours:

CMYK 95,65,45,35 RGB 9,62,82 HEX #093e52	CMYK 80,30,35,5 RGB 59,136,150 HEX #3b8896	CMYK 45,0,35,0 RGB 140,207,183 HEX #8ccfb7
PMS 3035 / RAL 5020	PMS 3135 / RAL 5021	PMS 338 / RAL 6027

Primary colour tints:

20%	50%	80%	20%	50%	80%	20%	50%	80%

Please Note: To maintain consistency, only use the CMYK when setting up print files and RGB when setting up digital files. **The Pantone and RAL references are for guidance only.**

Accent colours:

CMYK 20,95,40,10 RGB 182,43,96 HEX #b62b60	CMYK 0,77,71,0 RGB 241,97,78 HEX #f1614e	CMYK 0,35,85,0 RGB 251,176,64 HEX #fbb040	CMYK 82,100,0,12 RGB 79,38,131 HEX #4f2683
PMS 215 / RAL 4010	PMS 171 / RAL 3024	PMS 1365 / RAL 1017	PMS 268 / RAL 5022

Primary colour tints:

20%	50%	80%	20%	50%	80%	20%	50%	80%	20%	50%	80%

Please Note: To maintain consistency, only use the CMYK when setting up print files and RGB when setting up digital files. **The Pantone and RAL references are for guidance only.**

Using our Trimark

This is a clear and simple shape which can be used as a dynamic element to support and influence our creative. **This is not our logo and it should not appear on every piece of collateral. It should always have a purpose and be used sparingly. Above all, love our Trimark and feel free to get creative with it!**
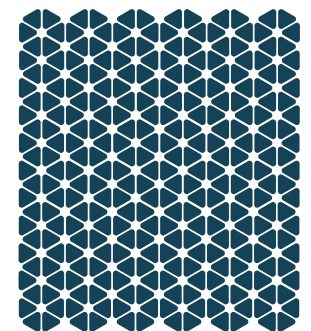
Single:

Duplicate:

Multiple: (uniform)

Multiple: (non-uniform)

Grid:

Using our Trimark

Our Trimark can be used in a variety of ways, i.e. as part of a diagram, to frame images, overlaid over images, or just as a simple shape.

The following examples should give you guidance, but they are by no means restrictive:

Frame imagery within the shape:

Taken from the 'Invigorating the public sector revolution' report.

Imagery in the grid:

Taken from the 'Civica IT Managed Service' brochure.

Overlay on images:

Taken from the 'Civica Expo 2016, Financial Times' publication wrap.

Using our Trimark

Use to create a pattern:

Taken from the 'Civica banners'.

Use as part of a diagram:

Taken from the 'OnDemand' interactive pdf.

Break out from the grid:

Taken from the Bristol South West Hub wall graphics.

Our iconography

Our iconography should be simple and clear in style. They should only be used to illustrate or emphasise certain facts or points within the narrative. They should be used sparingly and should never overpower the page layout or creative.

New iconography will be developed as required, but this must follow the approved style.

Remember, our iconography can only be reproduced in either two colours (one primary colour and one accent colour), or a single colour (either primary or accent).

For example:

Two colour version: One primary and one accent.
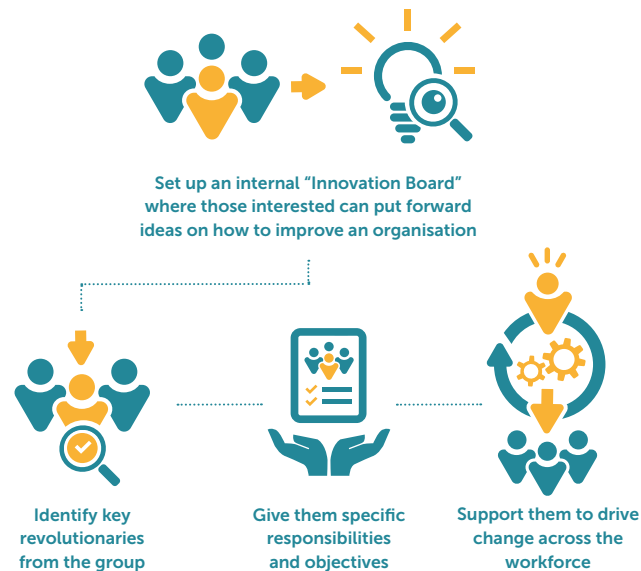
Single colour version.

Our infographics

When communicating statistical information, infographics are a creative way of making the data more memorable and easier to digest. We can incorporate our Trimark and iconography into the design of our infographics, but should remember not to over complicate, or over use them.
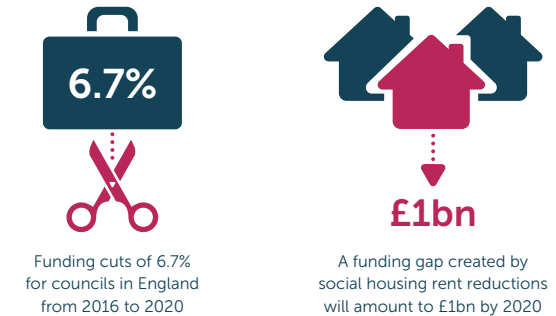
Example one:

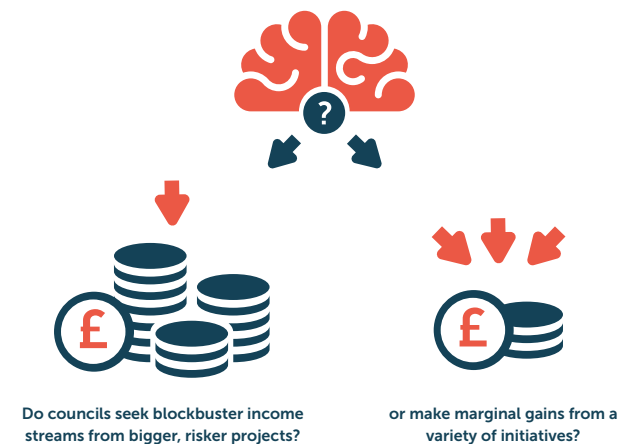*Taken from the 'Invigorating the public sector revolution' report.*

Set up an internal "Innovation Board" where those interested can put forward ideas on how to improve an organisation

Identify key revolutionaries from the group

Give them specific responsibilities and objectives

Support them to drive change across the workforce

Example two:

Taken from the 'Commercial imperative for local government' report.

6.7%

Funding cuts of 6.7% for councils in England from 2016 to 2020

£1bn

A funding gap created by social housing rent reductions will amount to £1bn by 2020

Example three:

Taken from the 'Commercial imperative for local government' report.

Do councils seek blockbuster income streams from bigger, risker projects?

or make marginal gains from a variety of initiatives?

Our photography

Choosing a style of photography that is relevant for Civica is very important. Not only does it set the tone of the creative, but it suggests understanding and authenticity. All of our photography should be genuine, realistic and unposed.

Hero shots

People images should be the primary choice for any piece of creative.
People are important to the Civica brand story and therefore they should form the theme/basis of the majority of our images.

Our photography

Up close and personal

These images should be used as cameo shots to support the narrative. People are still important in this style of shot, but sometimes the detail can be lost when a shot is reproduced at a smaller scale. This style of photography uses tight crops of the people in the shot to perhaps represent a service or market area.

Our photography

Abstract images

This style of shot should only be used in a supporting role. These images are abstract in nature and do not include people, but they do still relate to the markets or subject referred to in the narrative. This style of imagery should only be used if an appropriate up-close detail shot is unavailable.

Transforming the way we communicate

Written communications are important brand tools.

They provide a direct way to deliver our brand messages, and, delivered correctly and consistently, they are a powerful way to build relationships with our audiences.

In the same way that our business is about making sense of complex processes, our communications should work in a way that best expresses our brand.

To ensure our communications deliver the maximum effect, the tone of voice we use is governed by our three core values: KNOWLEDGE, INTEGRITY and ACTION.

The following guidelines show us how our values help us to create efficient, on-brand communications.

Knowledge

Demonstrate KNOWLEDGE by applying SENSE and ORDER

Organise and scrutinise your communications for optimum clarity:

— Ensure facts, spelling and grammar are correct.

— Ensure terms and phrases are consistent.

— Avoid repetition.

— Bring the essential message to the fore.

— Ensure information follows the most rational order.

— Bring questions and ideas to a satisfying conclusion.

Integrity

Demonstrate INTEGRITY by applying DEPTH and WARMTH

Craft your language to engage your audiences and inspire trust:

— Create inspiring headlines that encapsulate the essence of
  the message.

— Introduce questions and thought-provoking statements that make
  the reader think.

— Highlight the benefit to the customer in each point made.

— Refer to Civica in the first person; use 'we', 'our' and 'us'.

— Use emotive concepts and analogies to bring ideas to life.

— Inject a conversational tone; use phrases and contractions used in
  everyday speech.

— Talk to your audience directly; use the second person, ('you', 'your')
  and imperative verbs.

Action

Demonstrate ACTION by applying PACE and SIMPLICITY

Streamline your words for maximum impact and efficiency:

— Break up dense text into separate paragraphs.

— Use subheadings as text landmarks.

— Break up long sentences to improve readability.

— Use sentences of just a few words to make a strong point.

— Use short headlines to grab attention.

— Use a pithy point for a large-scale message.

— Edit with absolute brevity in mind.

— Avoid long words and technical jargon, where possible.

Tone of voice example

This short extract of copy will act as our 'guinea pig', as we apply our 3 core values to achieve the right tone of voice.

Existing:

The provision of IT-based services in areas where the company has specialist expertise is fundamental to our strategy in order to help customers reduce the cost and risk of service delivery. Differentiated by the combination of service capability, market sector specialism and technology expertise under one roof, the company provides the technology, process and operational expertise to liberate professionals and managers from traditional constraints in order to achieve resilient lower cost services.

Avoid repetition (underlined).

Break up long sentences to improve readability.

Revised:

Create inspiring headlines that encapsulate the essence of the message.

Escape the shackles of cost and risk

Use emotive concepts and analogies to bring ideas to life.

Professionals and managers can often be held back by the high cost of service delivery or by resource gaps. Our services are designed to free you from these traditional constraints in order to achieve operational resilience and cost savings. We have the relevant service capability, deep market sector specialism and underlying technology expertise under one roof. It's our difference and our strength.

Use sentences of just a few words to make a strong point.

Use phrases and abbreviations used in everyday speech.

Talk to your audience directly; use the second person (underlined).

Refer to the company in the first person (underlined).

About Civica

Civica is a market-leading specialist in digital solutions, critical software and outsourcing services that help teams and organisations around the world to transform the way they work.

We deliver mission-critical applications and digital solutions together with business process services to improve the provision of efficient high quality services for our customers and help them respond to increasing change and expectation.

Above all in the markets we serve, people matter. Combining exceptional customer focus, experience and commitment, it is the people of Civica and our culture that sets us apart.

Our vision

Our vision is to help organisations transform their services, achieving better outcomes through more connected and efficient ways of working enabled by the use of digital technology and automation.

We aim to be the leading IT-based services partner in our chosen markets, putting ideas into action alongside our customers based on deep sector knowledge and a successful track record.

The people of Civica are a differentiator for our business. We continue to build lasting relationships informed by a clear vision and guided by our core values.

What are you waiting for?
It's time to get creative!

A Design Agency Briefing Form should be completed for all creative projects.

Questions or queries? Contact:

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