



TONYREFAIL & DISTRICT COMMUNITY COUNCIL

STYLE & BRAND GUIDELINES

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1. Purpose

To ensure a consistent and professional appearance across all council documentation and communications. These guidelines are designed to be straightforward, accessible and supportive whilst not being restrictive.

2. Typeface and Font

2.1 Primary font: Segoe UI

2.2 Font size: 12pt

2.3 Usage:

- Use Segoe UI 12pt for all documents, templates, forms, emails, agendas, minutes, external reports, meeting papers and letters – anything that gets published on the website or for external use.
- **Heading 1 = Segoe 16 Bold; Heading 2 = Segoe 14 Bold; Heading 3 = Segoe 12 Bold**
- Avoid using multiple fonts in one document.
- Italics should be used sparingly and only to emphasise a specific word or phrase - not for headings or entire paragraphs.

3. Colours

3.1 Primary colour: Black or very dark grey for text.

3.2 Highlight / accent (optional): Tonyrefail logo green / gold.

3.3 Avoid using bright colours, emojis or text effects (like shadow or glow).

3.4 Coloured text should be used only where necessary (e.g. hyperlinks or section headings if needed).

4. Logos and Headers

4.1 Logo:

- The official council **logo** must appear on all external-facing documents where the official letterhead has not been used (notices, reports).
- Position top centre of page unless there is an aesthetic reason to position elsewhere along the top edge. Allow no less than 1cm between the edge of the page and the outer edge of the logo.
- Ensure logo is high-resolution and not stretched/distorted.
- Do not reduce to smaller than 1.5cm x 1.5cm.



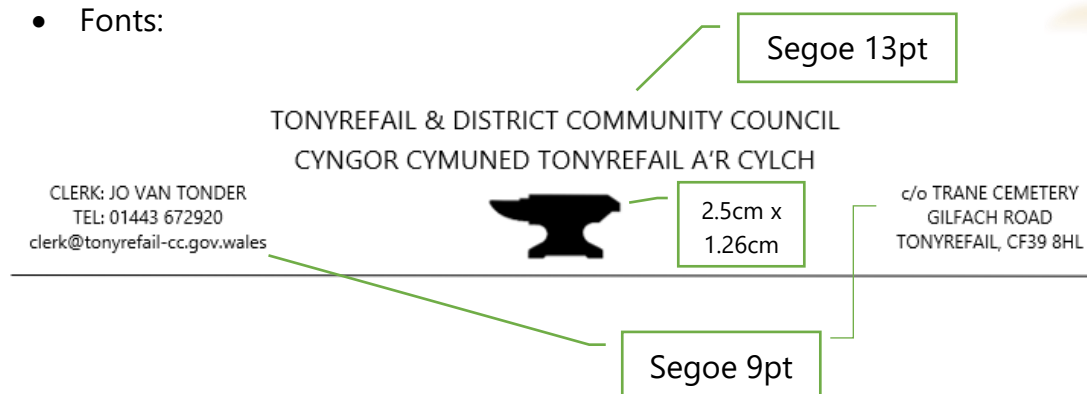
4.2 Anvil:

- The **anvil** should be used on all letterheads as part of the header on the first page only.
- Ensure logo is high-resolution and not stretched/distorted.
- Can be used stylistically in posters, promotional material, reports.

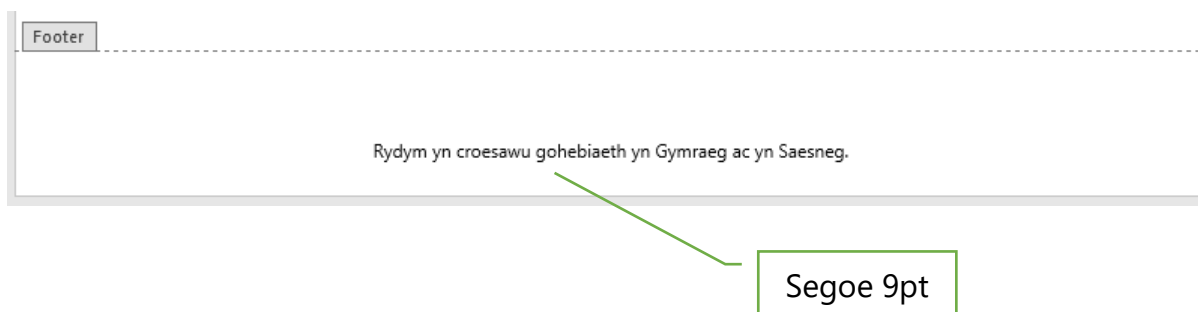


4.3 Letterhead layout (digital):

- Council name and address at the top of the first page only.
- Fonts:



- Welsh Policy statement in the footer of all pages:
 - Rydym yn croesawu gohebiaeth yn Gymraeg ac yn Saesneg.
("We welcome correspondence in Welsh and English.")



5. Physical Correspondence

- 5.1 All letters and other correspondence will be printed on white paper, one sided (as opposed to double sided).
- 5.2 When folding letters to fit an envelope, avoid making a fold line through text if possible.
- 5.3 Other important documentation such as Grants of Exclusive Right of Burial will be printed on cream paper of weight 100g/m².

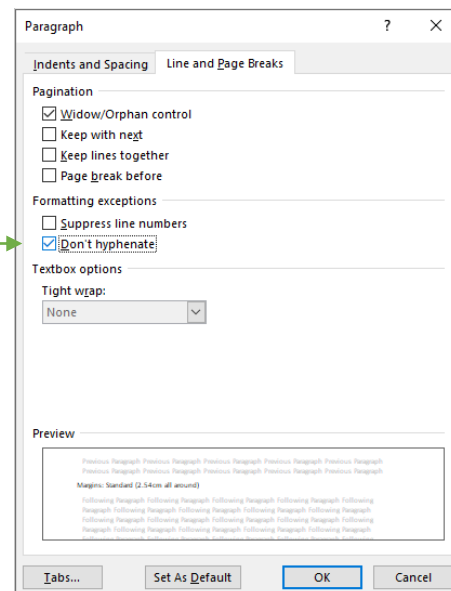
6. Page Layout

- 6.1 Margins: Standard (2.54cm all around)

6.2 Line spacing: 1.15 or 1.5 for accessibility

6.3 Paragraphs:

- Left aligned (not justified)
- One clear line between paragraphs
- Avoid **hyphenations** at the end of lines and use hyphens only if necessary (*to remove in a document, select text, right-click and go to Paragraph*)
- Avoid indenting the first line of paragraphs.



7. Tone of voice & Language

7.1 Plain English wherever possible – avoid jargon and long-winded phrases.

7.2 Use active voice ("We will send..." not "It will be sent...").

7.3 Use inclusive, gender-neutral language (e.g. "everyone" instead of "he or she").

7.4 All written material must be carefully proofread before being issued or published.

7.5 Welsh Language:

- Publications such as newsletters, information sheets or explanatory material, will wherever practical be bilingual or provided equally in English and Welsh.
- When published as separate documents, they will include a statement that it is available in the other language:
 - Mae'r ddogfen hon ar gael yn Gymraeg.
 - This document is available in English.
- Statutory notices will be published in both languages.

8. Email Signatures

Standard format for all staff:

[Your Name]

[Your Job Title]

Tonyrefail & District Community Council

Tel: 01443 673991

Email: [your email]@tonyrefail-cc.gov.uk

www.tonyrefail-cc.gov.uk

Working days: [Mon] – [Thurs] (am)

Please note I may not respond outside these hours.

Rydym yn croesawu gohebiaeth yn Gymraeg ac yn Saesneg.

This email and any attachments are confidential and intended only for the named recipient. If you are not the intended recipient, please notify the sender and delete it from your system. Any views or opinions expressed do not necessarily represent those of the council. Please consider the environment before printing this email.

9. Website content & Document naming

9.1 Document Naming & Uploading:

- Uniformity in document naming
- Use plain English and include the document type and date
- Examples:
 - Cemetery_Regulations_v2025.pdf
 - Full_Council_Minutes_2025-06-10.pdf
 - OAR_Committee_Agenda_2025-06-12.pdf
- Avoid spaces or inconsistent capitalisation; use underscores where needed.
- Always double-check that the correct and most recent version is uploaded.

9.2 Internal Linking (to other parts of the website):

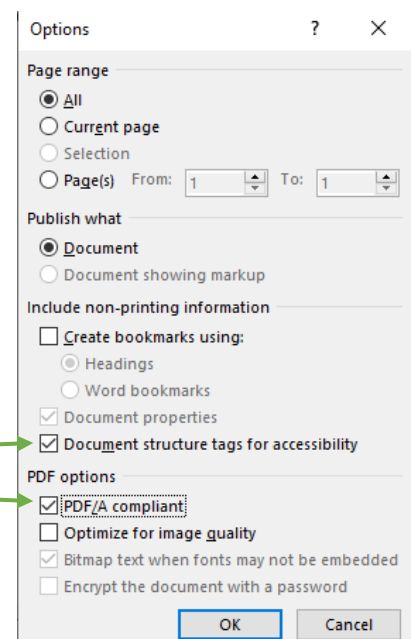
- Use descriptive, accessible link text rather than vague phrases.
-  ["Read our latest meeting minutes"](#)
-  "Click here"

9.3 External Links:

- Make it clear when a link goes to an external site.
- If possible, set external links to open in a new tab.

9.4 File Accessibility:

- **PDFs** and other uploads should be saved with accessibility in mind.
- When saving a word document as a pdf, select "options" and ensure the "*Document structure tags for accessibility*" and "*PDF/A compliant*" boxes are ticked
- Avoid scanned images of text unless absolutely necessary.



Options

Page range

☒ All

☐ Current page

☐ Selection

☐ Page(s) From: 1 To: 1

Publish what

☒ Document

☐ Document showing markup

Include non-printing information

☐ Create bookmarks using:

☒ Headings

☐ Word bookmarks

☒ Document properties

☒ Document structure tags for accessibility

PDF options

☒ PDF/A compliant

☐ Optimize for image quality

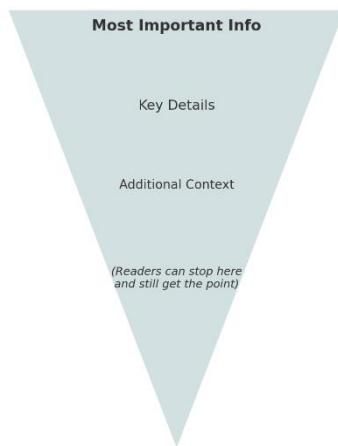
☒ Bitmap text when fonts may not be embedded

☐ Encrypt the document with a password

OK Cancel

9.5 Website & Social media text:

- Use short paragraphs, bullet points, and the **‘inverted pyramid’** for news.



The Inverted Pyramid Writing Style

- Examples:

- ☒ Inverted Pyramid version:

The High Street will be closed from 12–14 July due to resurfacing works. Access for residents will be maintained.

Diversions will be in place via Bryn Road and Llantrisant Road.

This work is part of ongoing infrastructure improvements funded by RCT Council.

- ☒ Bad version:

Resurfacing works funded by RCT Council will soon begin in our local area. As part of this project, several roads may be affected. The High Street, in particular, will be closed...

- Add image descriptions
 - Pick out key details in the photo or graphic to describe images, or use **alternative text**.

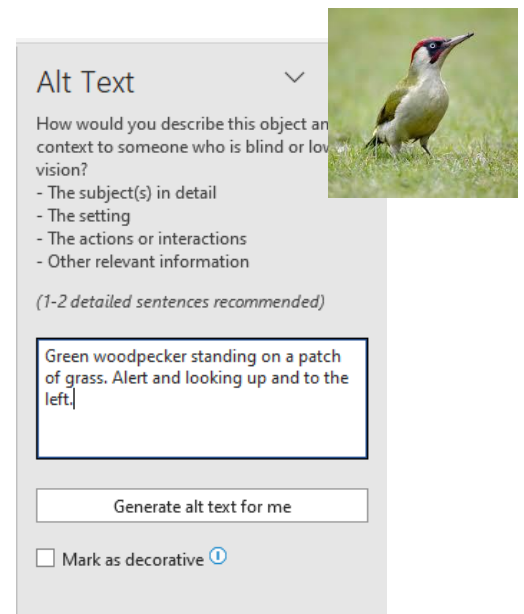
10. Exceptions

10.1 These guidelines apply to all outward-facing communications, including:

- Letters, forms, templates and documents to the public or external organisations,
- Notices, agendas, minutes, external reports and meeting papers,
- Website content and emails.

10.2 Some materials are exempt from full style compliance to allow for creativity and contextual needs. These include:

- Event posters and publicity material, where design flexibility is important for visual appeal.
- Social media posts, which may use different tones, fonts or formatting depending on platform norms.
- Pre-designed external templates (e.g. from funders or partner organisations) that require us to follow their branding.



- Community-facing visual content (e.g. signage or banners), where accessibility and clarity still matter, but font and/or colour may differ.

Even in these cases, you are encouraged to:

- Use plain English and a clear, friendly tone
 - Check spelling and grammar carefully
 - Avoid excessive fonts, clashing colours or overly crowded layouts.
- For internal notes, drafts or informal emails between staff, the style guide need not be followed rigidly—but all official correspondence should align with it where possible.

Annexure A: Sample fonts

The little green fox plays on the zebra's back.	Segoe 11
The little green fox plays on the zebra's back.	Calibri 11
The little green fox plays on the zebra's back.	Arial 12
The little green fox plays on the zebra's back.	Segoe 12
The little green fox plays on the zebra's back.	Segoe 13
The little green fox plays on the zebra's back.	Verdana 11
The little green fox plays on the zebra's back.	Microsoft Sans Serif 12
The little green fox plays on the zebra's back.	Calibri 13
The little green fox plays on the zebra's back.	Times New Roman 14
The little green fox plays on the zebra's back.	Tahoma 12
The little green fox plays on the zebra's back.	Cambria 13
The little green fox plays on the zebra's back.	Courier New 11

	Accessibility Gold Standard
	Acceptable
	Not accessible; not to be used