

MACCLESFIELD TOWN COUNCIL

BRANDING POLICY

DOCUMENT VERSION CONTROL

Document Title: BRANDING POLICY

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Macclesfield Town Council Branding Policy

1. Introduction

The purpose of this Branding Policy is to ensure that all communications from Macclesfield Town Council (MTC) are consistent, professional, and reflective of the Council's values and responsibilities. A strong and coherent brand enhances public trust, increases recognition, and reinforces our commitment to the local community.

2. Scope

This policy applies to:

- All MTC Councillors, Officers and Volunteers.
- Contractors and third parties producing materials on behalf of MTC
- All forms of communication, including digital, print, signage, and merchandise

3. Brand Identity

3.1 Logo

- The official Macclesfield Town Council logo is the primary visual symbol of the Council.
- The logo must not be altered, distorted, or redrawn in any way.
- Variants (e.g. mono, reversed, or coloured versions) may be used where appropriate with permission of the Clerk.

3.2 Use of Crest or Seal

- The Macclesfield crest/seal may only be used with prior approval from the Town Clerk and is reserved for formal or ceremonial purposes.

3.3 Branded clothing

- Branded clothing will be provided to staff where required and necessary for their role.
- A lanyard, t-shirt and hoody will be provided to Councillors

- An ID lanyard, t-shirt and hoody will be provided to volunteers who have helped at a minimum of 2 events
- Requests for replacement uniform will go through the Communications Officer
- Individuals or organisations are not permitted to produce or customise uniforms or apparel featuring the Macclesfield Town Council logo without prior written authorisation from the Communications Officer or Town Clerk.
- Upon cessation of their role, all staff members, volunteers, and Councillors are required to return any issued uniform or branded clothing to Macclesfield Town Council.
- These items remain the property of the Council and must not be retained for personal use.

4. Tone of Voice and Messaging

- Communication should reflect the Council's values: transparency, community service, respect, and responsibility.
- Language must be clear, inclusive, and accessible to a broad audience.
- Avoid jargon, acronyms, or complex language unless necessary and explained.

5. Digital Presence

5.1 Website

- The Council's website must use the official branding at all times.
- Content should be regularly reviewed to ensure clarity, consistency, and relevance.

5.2 Social Media

- All official social media accounts must use the Council's logo and colours.
- Posts should reflect the Council's tone of voice and be factual, non-political, and community-focused.

6. Use of Brand by Third Parties

- Permission is required before any third party may use the MTC brand, logo, or other brand assets.
- A formal request must be submitted to the Town Clerk or Communications Officer.

- Grant applicants will be asked to use the logo on relevant materials and will be provided with the correct logo.
- Misuse or unauthorised use of branding assets may result in legal action.

7. Printing and Production Standards

- All printed materials (e.g. leaflets, posters, banners) must be proofed and approved by the Communications Officer or delegated authority.
- Sustainable materials and environmentally friendly practices should be used where possible.

8. Training and Compliance

- Staff and councillors will be provided with guidance and, where necessary, training on brand usage.
- Breaches of this policy may result in corrective actions and, in serious cases, disciplinary measures.

9. Review and Updates

This policy will be reviewed as required to reflect changes in branding strategy, legislation, or council priorities.
