

# The Deal

Using the deal brand



# The Deal

The Deal is an informal agreement between the council and everyone who lives or works here to join together for a better borough.

The council has committed to a series of pledges as part of The Deal and in return want residents and businesses to play their part too.

Together we have saved around £100m; but there's still a long way to go. We believe our books can be balanced and we can continue to keep council tax bills down if you help by doing things like recycling more, volunteering in your communities and using online services.

The Deal has already been a success thanks to the hard work and commitment of residents and communities, but we all must keep doing more.

The Deal in Action programme is a great example of how communities are coming together to make The Deal work. You can join in too by simply signing up using the online form. It will only take a couple of minutes and you'll receive an email back with useful information relating to the different parts of The Deal and how you can get involved. Visit [www.wigan.gov.uk/thedeal](http://www.wigan.gov.uk/thedeal)

It's crucial that businesses also play their part. We have developed a new approach to increase inward investment and business success - we hope to help to create a 'working' borough. Find out more about Wigan Works at [www.wiganworks.com](http://www.wiganworks.com)

# The Deal

Wigan Council

## Our part

- Keep your Council Tax as one of the lowest
- Help communities to support each other
- Cut red tape and provide value for money
- Build services around you and your family
- Create opportunities for young people
- Support the local economy to grow
- Listen, be open, honest and friendly
- Believe in our borough

Signed

Lord Peter Smith of Leigh, Leader of Wigan Council

## Your part

- Recycle more, recycle right
- Get involved in your community
- Get online
- Be healthy and be active
- Help protect children and the vulnerable
- Support your local businesses
- Have your say and tell us if we get it wrong
- Believe in our borough

Signed



WiganCouncilOnline



wigancouncil



@wigancouncil



[wigan.gov.uk/thedeal](http://wigan.gov.uk/thedeal)

## Introduction

The following document covers the branding guidelines for any service, private or voluntary, using The Deal logo to show their commitment to working together for a better borough.

The guidelines covered by this document include:

- Logo usage
- Colours
- Example letterhead
- Example compliment slip
- Digital media
- Example name badges
- T-shirts and high vis
- Vehicle livery
- Example signage

As a minimum, services funded via The Deal for Communities Investment Fund must show The Deal logo on all digital and printed material for the duration of their funding.

Accompanied with this document should be:

- Supply of stickers for personalising existing printed materials
- Internal sticker for use on windows etc.

Not all of the above items will be applicable for your service. Services are not expected to re-print items that are already in place. However, future printed materials should adhere to these branding guidelines.

## Contact details

For enquiries relating to branding please call:  
Wigan Council, Public Relations Team  
01942 486749

## Logo

The Deal for Communities logo is shown below should be used on all printed materials that are associated with the service receiving investment.

## Sizes

The logo must not be used any smaller than 6cm (60mm) wide and must always be proportionately scaled. If the logo cannot be printed at this minimum size, please seek advice from Wigan Council, Public Relations Team.

The logo must be positioned top right or bottom left. The logo must be at least 1cm (10mm) away from other logos.

The logo can be printed in colour, black or white. It must not be printed in any other colours or altered in way. The hands symbol must not be used individually or separated from the logo.



## Colours

The colours used to create the logo are:



Blue (P313)



Green (P376)

# Example letterheads

Company name /  
logo

Proud to be part of  
**The Deal**  
in partnership with Wigan Council

Company contact  
details

Company name /  
logo

Proud to be part of  
**The Deal**  
in partnership with Wigan Council

Company contact  
details

# Example compliment slip

Company name /  
logo

Proud to be part of  
**The Deal**  
in partnership with Wigan Council

Company contact  
details

**With compliments**

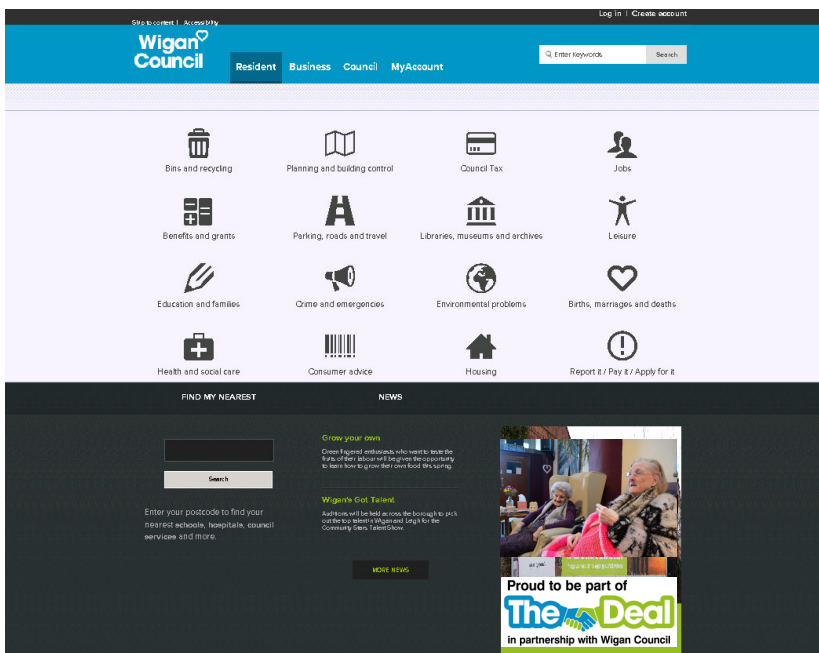
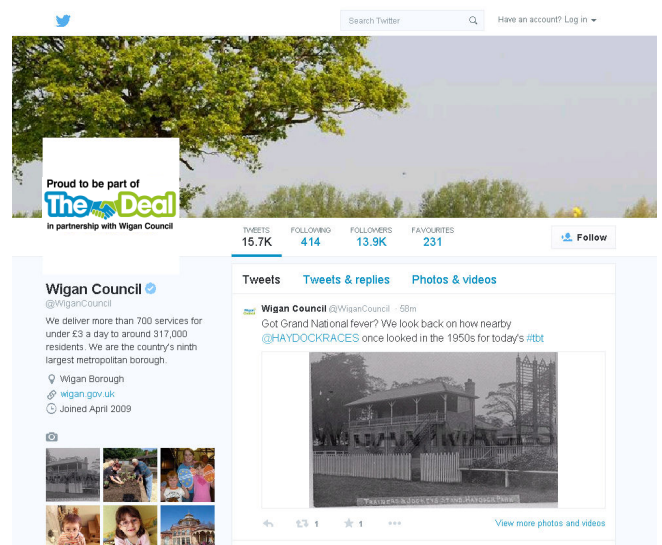
# Digital media

Proud to be part of

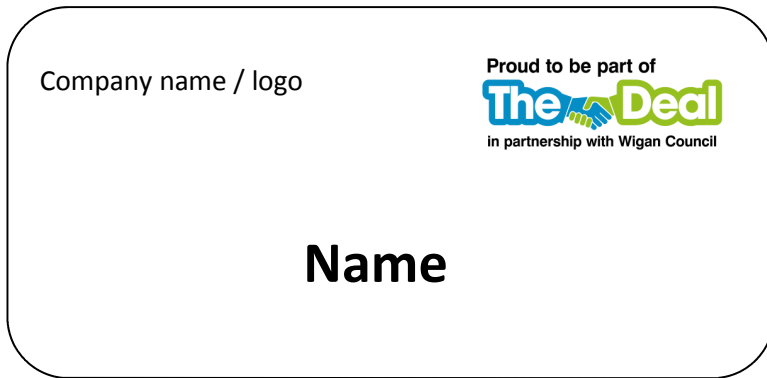


in partnership with Wigan Council

The Deal logo can be used on your digital media. Where possible, the logo must be a minimum of 100 pixels wide. Digital media covers websites, social media and apps. Examples of its use can be seen below.



# Example name badge



## T-shirts / high vis

Branding on clothing can be seen below. The position of logos must be as shown. The logo and text need to be printed in full colour.



# Vehicle livery

Branding on vehicles will be determined on a service basis.

If you have vehicles which require livery, please contact Wigan Council using the contact details at the front of this document.



# Signage / buildings

Branding on signage will be determined on a service basis.

If you have signage which requires branding, please contact Wigan Council using the contact details at the front of this document.

Internal window stickers are available on request.

