Style Guide

Children's Hearings
Improvement Partnership

Corporate Style Guide – consistency in our communications

This style guide has been produced to help ensure the consistent use of the newly developed CHIP branding.

It contains templates for items including CHIP meeting agendas, minutes and briefing sheets. It also includes guidelines on how to use CHIP's logo and the fonts and size that should be used in communications.

These templates should not be altered in any way. This guide will be updated as communication tools are revised or created.

If you have any questions about the style guide, or if you are looking for assistance with formatting a document for the CHIP or need a different template, please email CHIP-partnership@gov.scot

Use of the CHIP Brand

Why does CHIP need a brand?

The CHIP brand is a powerful symbol of unity of purpose and intent – it signifies that all of the CHIP partners are signed up to and agree with approved actions – in a report, a guidance document, a piece of research or a briefing sheet. It is a signal that the CHIP has endorsed branded work and that there is a unity behind it – but also that there has been debate, discussion and good governance in deciding what carries the CHIP brand. It says to the outside world that we are trying to create a collective momentum that isn't available to any of us singularly.

It therefore has to be used carefully and with the endorsement of the partnership – otherwise there is a risk that it will be diluted or used inappropriately.

When is it appropriate to use the CHIP brand?

To design pieces of work that has the CHIP endorsement and where we want to signify this to the wider world. Where the agreed programme is in the ownership and governance of the CHIP (e.g. Digital Strategy). Where there is already explicit agreement that programmes of work are CHIP programmes and we want to create continuity of identity – e.g. the core work streams. Minutes and agendas of the CHIP and its sub committees. Spaces on public websites, information materials for CHIP events etc.

Logo

Click on the link to download the CHIP logo in full colour, once opened, click file, then save as and then save the jpeg.

The minimum size for use of CHIP's logo is 93 mm wide. As a general rule the logo should measure 93 mm wide on A4.

The logo should only be used on CHIP approved documents.

CHIP briefing sheet

This introductory briefing sheet has been prepared to raise awareness of the work of the CHIP.

CHIP strapline - see below

This has been developed to explain in brief about the ethos of the CHIP. Where appropriate it can be used on briefing materials etc.

"The Children's Hearings Improvement Partnership - working together, sharing ideas and co-ordinating our efforts to improve services for children and young people."

General templates

Meeting agenda template

This should be used when preparing agendas for all CHIP meetings.

Note of meeting template

This should be used to record minutes/actions from all CHIP meetings.

General briefing sheet template

This can be used for one off or themed communications.

CHIP font

The recommended font is Calibri or Arial, which should normally be used in font size 12 (minimum) or 14 (maximum).

Photographs

The images in this style guide are for illustrative purposes, however, depending on the type of document, they can be used on request. Depending on the content of the document, more suitable images will be sourced.

Presentations

A powerpoint template is available. Click here to access it.

To add additional new slides in the same format, simply insert a 'new slide' from the toolbar once you have saved the template