



Civil Service

Identity guidelines

Creating consistent and effective communications

2012

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Introduction

The Civil Service helps the government of the day develop and deliver its policies as effectively as possible. The Civil Service identity is the unifying mark for the organisation that represents Civil Servants.

These guidelines detail how the Civil Service visual identity should be used to create consistent and engaging communications in line with the Government Identity System.

Related guidance and resources are available online at <http://communication.cabinetoffice.gov.uk/hmg>

You can request access to the brand portal by emailing branding@cabinet-office.gsi.gov.uk

Government Identity System

The Government identity System provides a cost effective and cohesive approach to branding government organisations and services. By placing the Royal Coat of Arms (or department-specific crests) at the heart of all government identities it provides clarity for the citizen.



Cabinet Office



HM Treasury



Home Office



Foreign & Commonwealth Office



Ministry of Defence



Ministry of Justice



Wales Office



Department for Business Innovation & Skills



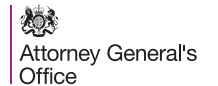
Department of Health



Department of Energy & Climate Change



Department for International Development



Attorney General's Office



Scotland Office



Department for Work & Pensions



Department for Education



Department for Culture Media & Sport



Department for Environment Food & Rural Affairs



Office of the Advocate General for Scotland



Northern Ireland Office



Department for Communities & Local Government



Government Equalities Office



Department for Transport

Using the Royal Coat of Arms

The government identity system places the Royal Coat of Arms at the heart of HM Government's visual identity.

The Queen is Head of State, and the United Kingdom is governed by Her Majesty's Government in the name of the Queen. The Royal Coat of Arms is personal to the Queen and, because of the constitutional relationship between the Sovereign and government, central government departments and their executive agencies and arm's-length bodies (ALBs) are permitted to use the approved versions of the Royal Coat of Arms.

They must, however, adhere to the principles specified by the College of Arms:

- Government departments, and their clearly associated executive agencies and ALBs, have a general discretion to use the Royal Coat of Arms for official purposes as illustrated in these guidelines. This discretion may not be extended to associated bodies (eg advisory groups or government department clubs and associations, nor other clubs and associations of civil servants) which, although having a role in the processes of national government, are not government departments or part of them, and which accordingly operate to a greater or lesser extent independently of ministers.
- In some circumstances, if necessary and by agreement with the Cabinet Office, it may be possible to use the Royal Crown as a simpler alternative device to the government version of the Royal Coat of Arms.
- **The Royal Coat of Arms should not be used in isolation.** It should always be used in conjunction with the department or organisation name.
- HM Government identities using the Royal Coat of Arms must adhere to the **superior rule**. The superior rule ensures that identities using the Royal Coat of Arms have prominence and authority. To achieve this, identities must be placed at the top of any communications, adhering to the exclusion zone illustrated on page 9. In certain cases it may not be possible to adhere to the superior rule, for example online or when co-branding, in which case the identity must have equal prominence to that of its partners.
- The Royal Coat of Arms should be reproduced in black only, for consistency. In specific instances it is possible to reproduce the Royal Coat of Arms in a single colour; however, it should never be a metallic colour (silver, etc), as such colours have a Royal association.
- The Royal Coat of Arms should not be used as a watermark or overprinted.
- The official versions of the Royal Coat of Arms are not to be altered, distorted or modified in any way.
- Care should be taken to ensure that the Royal Coat of Arms within a department/organisation visual identity is given due respect.



Civil Service

Identity elements

The building blocks for consistent and effective communications

The identity

The way in which the three elements (coloured line, symbol and name) work in practice is illustrated below.

Figure A shows the portrait lock-up for use on traditional media, for example print, stationery and banners.

Figure B shows the landscape lock-up for use online.

The configurations shown below must never be altered; always use the identity artwork provided.

The identity should never be used with a strapline to ensure consistency and clarity.

Identity artwork is available from <http://communication.cabinetoffice.gov.uk/hmg>

A.



B.



Identity artwork and minimum sizes

To ensure consistent legibility and clarity of the identity including the Royal Coat of Arms, there are several versions of each identity. In each version, the symbol has been refined to enhance its usage with certain media or at its stated size.

Maximum and minimum sizes refer to the width or height of the Royal Coat of Arms, not the identity as a whole.

The identity's application will dictate which version of the artwork should be used:

- A. Detailed artwork in which the large version of the Royal Coat of Arms is used for media that need the highest standards of reproduction. Minimum width of 20mm.
- B. Small artwork in which the reduced version of the Royal Coat of Arms is used for small printed items such, as business cards or for larger digital use. Minimum width of 5mm or 60 pixels.
- C. Digital artwork in which the small version of the Royal Coat of Arms is used online or with mobile devices. For use at 30 to 50 pixels high.



Identity exclusion zone

For maximum impact, the identity should always be used prominently and legibly, as illustrated in 'Placing the identity' on page 10. The exclusion zone ensures that the identity is not compromised by other elements.

The exclusion zone is a distance equivalent to the width of the Royal Coat of Arms around the identity (x in the figure below). This is the minimum clearance; whenever possible, leave more space around the identity than the exclusion zone.

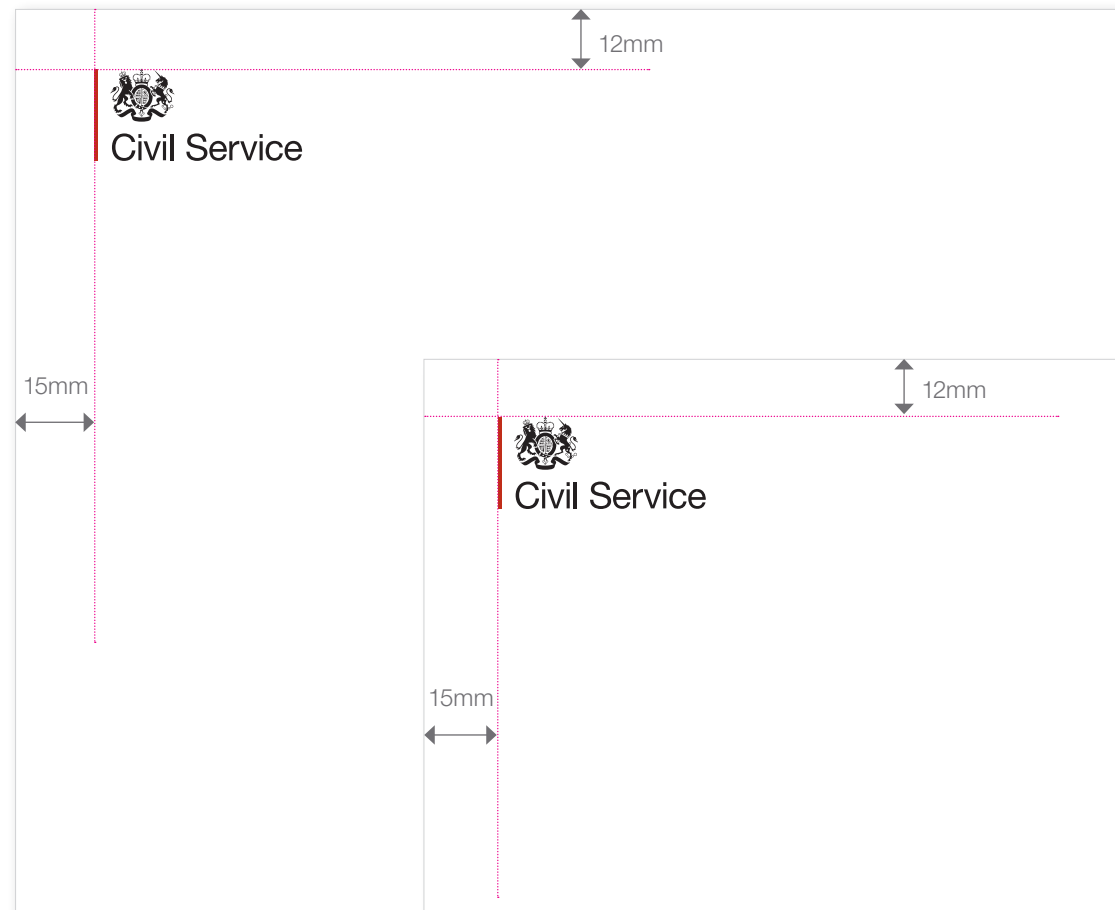


Placing the identity

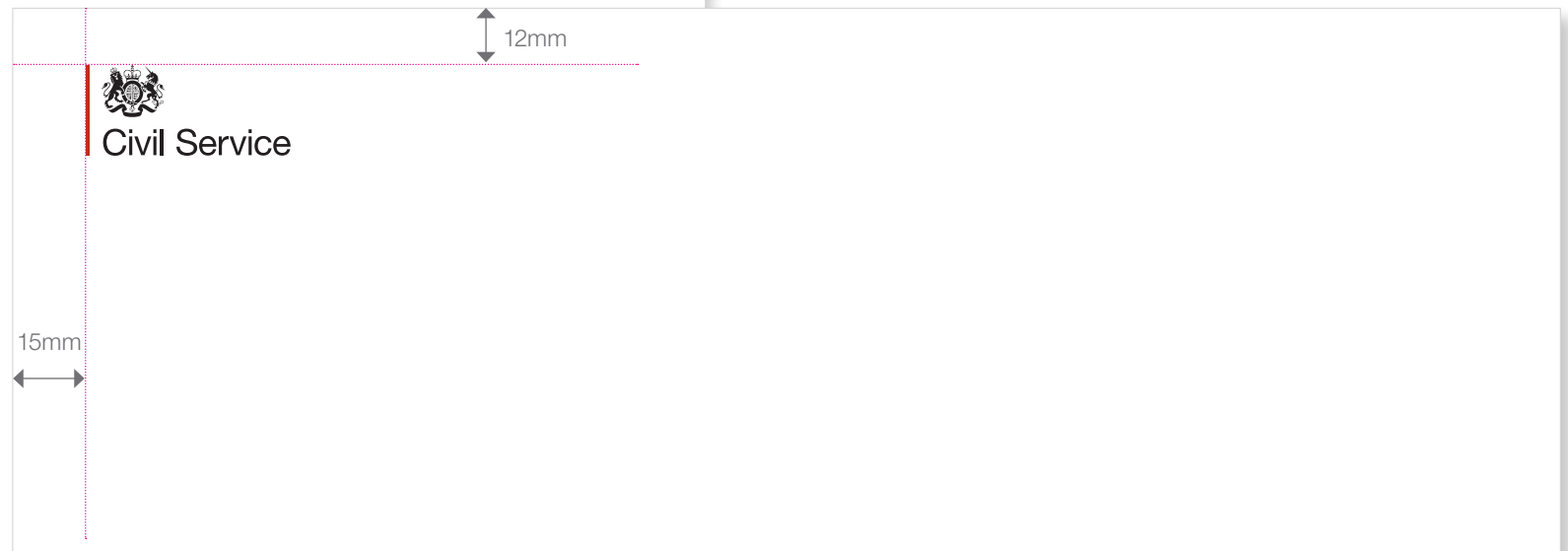
For consistent application of the identity, wherever possible place it in the top left of communications. This will ensure its prominence, while adhering to the 'superior rule' and exclusion zone guidelines.

These placement rules apply to both landscape and portrait format communications. For documents with a spine, we recommend that you leave an extra 5mm of space to the left of the identity, to ensure that it is clear of the binding.

Portrait



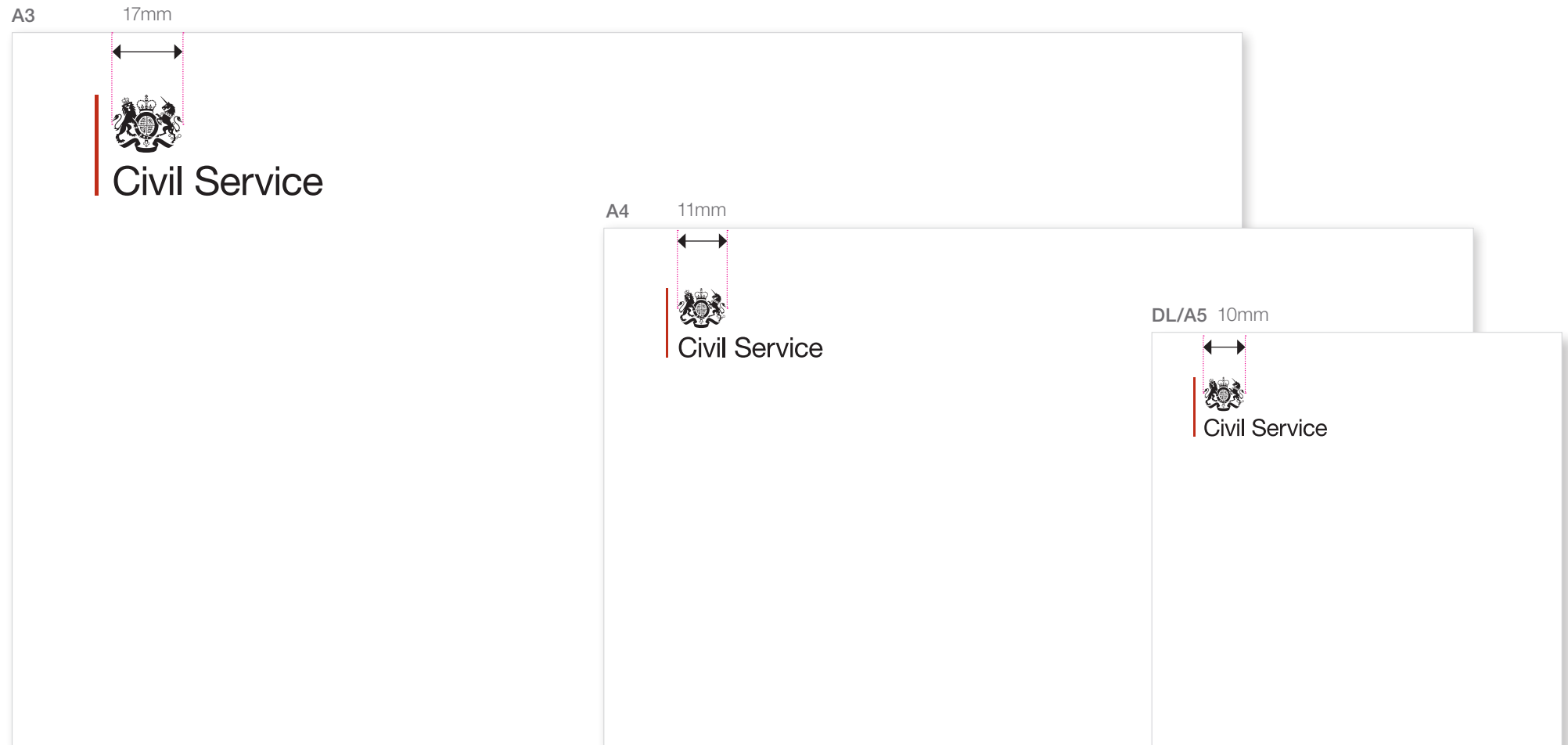
Landscape



Identity sizes

The recommended usage sizes for common formats are illustrated below. The width of the Royal Coat of Arms is used as the reference point, as it is consistent across the Civil Service family of identities.

All the formats illustrated use the small artwork.



Colour palette

A classic and broad colour palette supports the identity. Our primary colour is PMS 1805c.

When using the palette, it is recommended that two complementary colours are selected for use with the primary colour as the foundation for a design. This can be enhanced with the use of other colours or tints from the palette in graphics, charts, tables, graphs, illustrations and photography.

Ensure that you use the most cost-effective production process for any printed items.

Always use the correct Pantone® colour references or their CMYK, RGB or web hex equivalents shown below. CMYK, RGB and web hex breakdowns are taken from Adobe Photoshop (Pantone® solid coated).



PMS 1805c
C22 M97 Y89 K13
R175 G41 B46
#af292e



PMS 481c
C16 M24 Y31 K0
R214 G189 B170
#d6bdaa



PMS 876c
Gold metallic ink



PMS 197c
C4 M48 Y17 K0
R235 G153 B169
#eb99a9



PMS 443c
C46 M31 Y34 K1
R146 G157 B158
#929d9e



PMS 477c
C41 M74 Y79 K49
R96 G53 B38
#603526



PMS 159c
C15 M76 Y100 K4
R205 G90 B19
#cd5a13



PMS 659c
C57 M32 Y0 K0
R110 G153 B212
#6e99d4



PMS Cool Gray 3c
C20 M16 Y18 K0
R202 G202 B200
#cacac8



PMS Cool Gray 11c
C67 M59 Y53 K34
R77 G78 B83
#4d4e53

Typeface

The typeface is Helvetica Neue. Selected for accessibility, it provides a contemporary balance to the heraldic values of the Royal Coat of Arms, reflecting a progressive organisation steeped in a rich heritage. The Helvetica Neue family is flexible with a wide range of weights which is essential when creating large, text-heavy documents.

Alignment

Type alignment should be ranged left.

Character settings

Kerning must be set to optical, tracking at Opt.

Support typefaces

For all digitally produced applications, such as websites or PowerPoint presentations, use Arial if Helvetica Neue is not available.

Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ()!@£\$%&

Helvetica Neue 25 Ultra Light

Helvetica Neue 35 Thin

Helvetica Neue 45 Light*

Helvetica Neue 55 Roman*

Helvetica Neue 65 Medium*

Helvetica Neue 75 Bold*

Helvetica Neue 85 Heavy

Helvetica Neue 95 Black

* Key weights for most applications

Typography

Consistent application of our type style and hierarchy reinforces clarity and professionalism. Illustrated below are the most common type styles used.

Whenever possible keep to these style sheets to ensure that the identity is used consistently.

1. **Title**
 2. **Subtitle**
 3. **A heading**
 4. **B heading/introductory copy**
 5. **C heading**
 6. Body copy
 7.
 - **Bullet point text should have a hanging indent, as shown here.**
 8.
 1. **Numbered text should have a hanging indent whenever spacing permits.**
 9. **Title for charts, graphs, figures or tables**
 10. Captions and source information
 11.

¹ Footnotes
1. Document title set at 38/42pt Helvetica Neue 45 Light.
 2. Document subtitle set at 22/26pt Helvetica Neue 45 Light.
 3. A heading set at 25/27pt Helvetica Neue 45 Light.
 4. B heading/introductory copy set at 16/19pt Helvetica Neue 45 Light.
 5. C heading set at 12/14pt Helvetica Neue 65 Medium.
 6. Body copy set at 12/14pt Helvetica Neue 45 Light.
 7. Bullet points set at 12/14pt with a 7mm indent in Helvetica Neue 45 Light.
 8. Numbered text set at 12/14pt with a 7mm indent in Helvetica Neue 45 Light.
 9. Chart and graph titles set at 8/10pt Helvetica Neue 55 Roman.
 10. Captions and source information set at 8/10pt Helvetica Neue 55 Roman.
 11. Footnotes set at 10/12pt Helvetica Neue 45 Light.

Writing and tone of voice

Tone of voice defines how the organisation sounds. It isn't just about the words you use – though this is part of it – but it's the way you write or talk. Is it formal? Is it chatty? Reassuring or firm?

It's important that tone of voice is applied consistently and that everyone who writes or talks about the Civil Service is clear about the three key principles behind its tone of voice.

These principles are set out below.

Professional

Transparent

Authoritative

Writing and tone of voice

The table below offers some more guidance on what each principle means and explains how to apply them in practice.

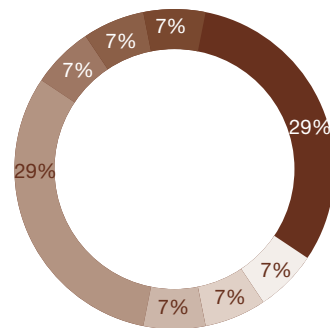
	What this means	How this might look or sound
Professional	Formal, articulate, clear, unambiguous	High-quality communication; error-free. Well constructed arguments; evidence-based reporting. <i>'The recommendations in this report are based on findings from interviews with specialists, commercial sector experts and feedback from the general public.'</i>
Transparent	Clear, unambiguous, jargon-free, open, direct	Unbiased, non-judgemental. Presents both sides of an argument. Provides facts and figures to support recommendations or theories. <i>'Our website provides additional information on how these figures have been calculated, including a page (www.xxx.gov.uk) that allows you to input your own figures to check the calculations.'</i>
Authoritative	Direct, clear, unambiguous	Demonstrates leadership. Provides clear and compelling arguments. Uses definite rather than vague language. <i>'The role of the steering group is to:</i> <ul style="list-style-type: none"> • <i>make clear recommendations on the strategic direction of the new agency</i> • <i>build effective relationships with third sector providers</i> • <i>set objectives for the coming year</i> • <i>evaluate performance of the agency on an ongoing basis.'</i>

Graphs, charts and tables

Styling graphs and charts

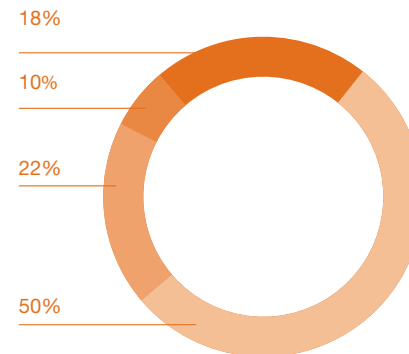
The presentation of facts, figures and graphical information should be in a clear, simple and (whenever possible) engaging way. Complex information should be presented in a format in which it can be easily understood.

The pie charts and bar chart below illustrate how circles or bars filled with tints from the colour palette express key information in a direct, concise and professional way.



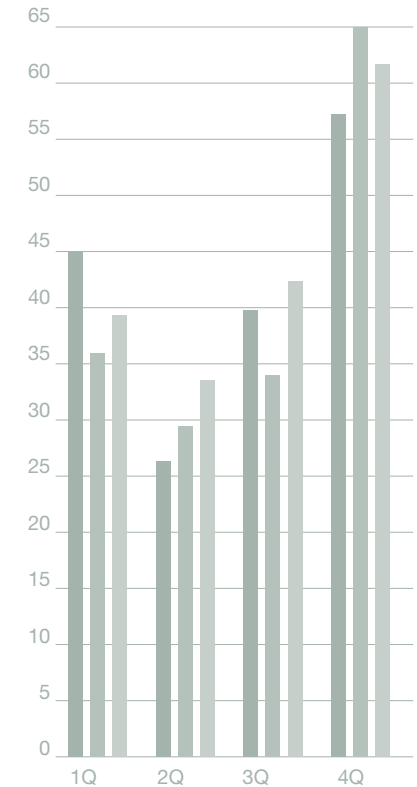
Private Sector Growth 2013

- London
- South East
- North East
- East Midlands
- West Midlands
- South West
- North West
- Scotland



Public Sector Growth 2013

- North East
- North West
- South East
- South West



Civil Service employment 2013

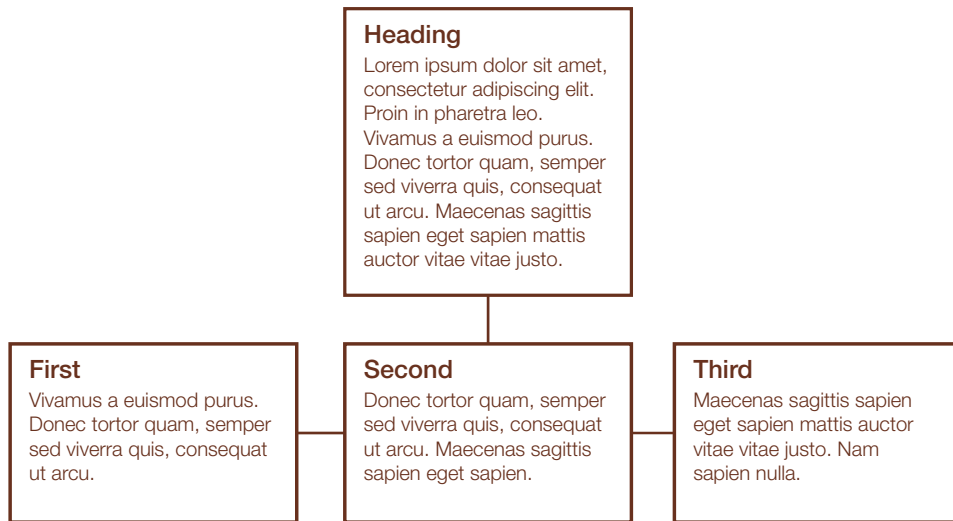
- England
- Scotland
- Wales

Graphs, charts and tables

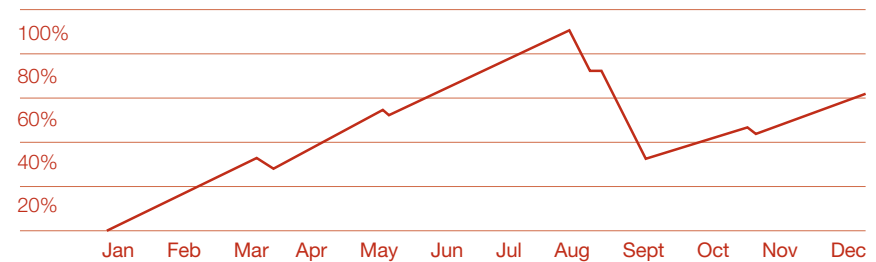
Designing graphs and charts

Always place the title of the graphic under a 1pt key line at the base of the chart/graph. The title should be set at 8/10pt Helvetica Neue Medium, and all other information should be set at 8pt Helvetica Neue Light, Roman or Medium depending on its emphasis.

As illustrated by the flow chart, line graph and table below, all graphics should (whenever possible) be created using tints of one colour from the colour palette.



Flow chart title



Predicted growth in manufacturing 2016

	UK	France	Germany	Sweden	Holland
Meeting customer demands	36%	44%	24%	24%	25%
Regulatory compliance	30%	28%	6%	9%	18%
Environmental benefit	22%	33%	33%	26%	30%
Production/design efficiency	18%	21%	26%	9%	27%
Competitiveness	18%	9%	35%	27%	15%

Why sustainability is important for European countries

Photography

Photography should always be selected carefully and illustrate the themes of the document. Images should reflect real life.

- Avoid using shots that appear posed, clichéd or staged.
- Reflect our diversity, by showing people from a mix of ethnic backgrounds and ages, including a cross-section of occupations.

- Use images where the subject is clear and the background uncluttered.
- Ensure that you have the licensing and rights for all photography used.
- Photography must be of high resolution (300dpi minimum at actual size of use) for printed material.
- Photography can be reproduced in full colour or duotone, using the lead colour from the document and black.





Civil Service

Applying the identity

Creating professional and engaging communications
across a range of applications

Documents

Whenever possible, documents should be published digitally. This guidance is for both online and traditional publishing.

Cover grid

A simple grid has been created for ease of use and cost-effective creation of documents, reports and papers.

The grid has been created to emphasise a document's content clearly. The key dimensions are specified below.

All documents have a white border around them to allow for clear printing on office and home printers.



Documents

Cover typography

The structure of a document cover highlights content while retaining consistency. Recommended font sizes and weights are specified below.

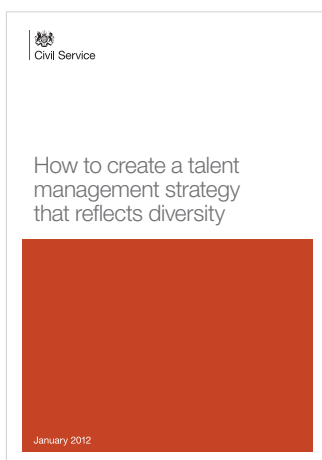
The key elements to each cover are:

- the Civil Service identity
- the document title

- the document subtitle and/or date/# tag
- colour, image or graphic box.

The title can be placed on a plain cover (A) or above a text/image/graphic box (B).

B.



A.

Civil Service_
1805_SML_AW

Document title
40/60pt Helvetica
Neue 45 Light

Document subtitle
14/26pt Helvetica
Neue 45 Light

Date or # tag set at
12/18pt Helvetica
Neue 45 Light/Roman



Documents

Layout grid

This grid provides an overall system for consistency while still allowing for flexibility. Professionally designed and typeset A4 documents will use two columns for body copy (A). It is also possible to use one column for ease of internal publishing or on smaller formats such as A5 (B) or DL.

The grid is divided into six columns for flexibility and ease of use when placing graphics, charts and photography in layouts.

Recommended grid dimensions and text hanging lines are specified below.

B.



A.



Documents

Typographic layout and hierarchy

To help to organise the content effectively and consistently, we have a hierarchy of headings and subheadings, as shown here.

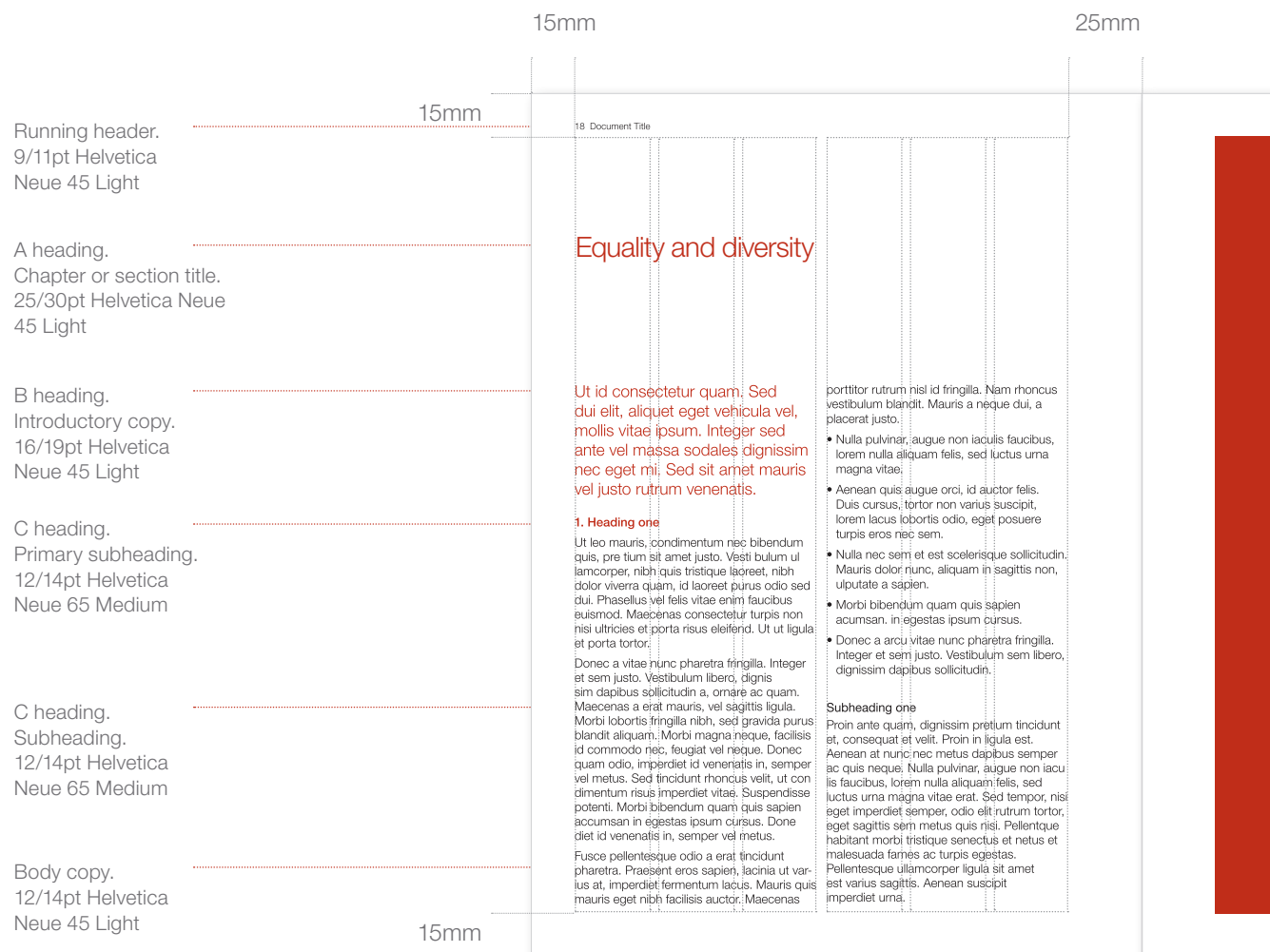
A heading – a chapter or section title; this is not required on every page but must work within the two-column grid if used.

B heading/introductory copy – to highlight a starting paragraph.

C heading – for primary subheadings in colour.

C heading – for subheadings in black.

Body copy – for the majority of content.



Copyright and open access

Copyright statement

The copyright statement should be included in all documents on the reverse of the title page.

The copyright statement supports the Government's commitment to opening up access to information created and held by the public sector and enabling its free re-use. Through an easy-to-use process, a new licensing arrangement for re-using Crown copyright material has been introduced. This is known as the Open Government Licence and replaces the former Click-Use Licence arrangements used for Crown copyright material. You must use the following statement on all Crown copyright publications.



Copy, paste and edit the template below.

© Crown copyright [insert year of publication]

You may re-use this information (not including logos) free of charge in any format or medium, under the terms of the Open Government Licence.

To view this licence, visit www.nationalarchives.gov.uk/doc/open-government-licence/ or write to the Information Policy Team, The National Archives, Kew, London TW9 4DU, or email: psi@nationalarchives.gsi.gov.uk.

Any enquiries regarding this publication should be sent to us at [insert contact].

This publication is available for download at www.official-documents.gov.uk.

AND/OR

This document is also available from our website at [insert web address].*

*Delete as applicable

Accessibility

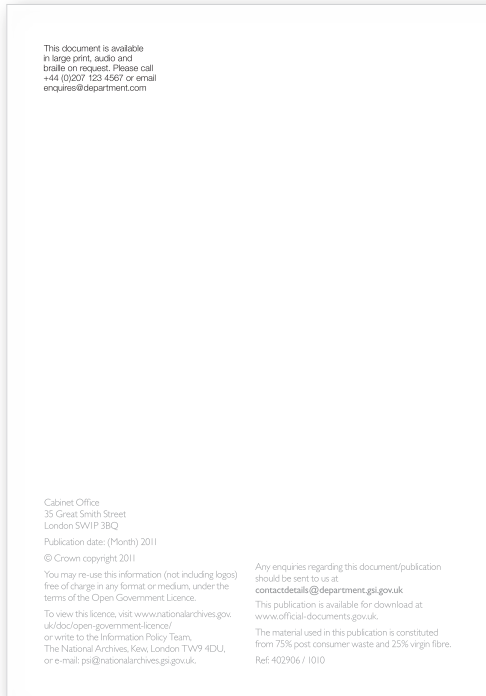
Accessibility statement

To accommodate partially sighted readers, any printed material must feature an accessibility statement, which explains how to obtain a large-print, audio or braille version of the document.

This should be included in all documents on the reverse of the title page.

Copy, paste and edit the template below.

This document is available in large print, audio and braille on request. Please call +44 (0)207 000 0000 or email enquiries@department.gsi.gov.uk



Stationery

Templates

Word templates for stationery are available from <http://communication.cabinetoffice.gov.uk/hmg>



 Civil Service

Service/Team
First Address Line
Second Address Line
Town/City Postcode

T +44 (0)20 7000 1234
F +44 (0)20 7000 1234
www.hm-government.gov.uk

Recipient's name
Position, company
Street name
Town
County/Country
Postcode

11 November 2011

Dear Recipient

Use this line to title your letter in Helvetica or Arial Bold (if required)

Ensure that you take care to lay your letter out as shown here. The letter style is to type in 10-12pt Arial regular, with 12-14pt line spacing, aligned left and unjustified.

The left-hand side of the letter should align with the first letter of the department/organisation name at the head of the paper. The left-hand margin is 30mm; the right-hand margin is 16mm.

Yours sincerely

Author's name
Position/title
D +44 (0)20 7000 1234
E employee.email@urlname.gov.uk



INVESTOR IN PEOPLE



 Civil Service

First Address Line
Second Address Line
Town City Postcode

T +44 (0)20 7000 1234
F +44 (0)20 7000 1234
www.hm-government.gov.uk

With Compliments

Presentations

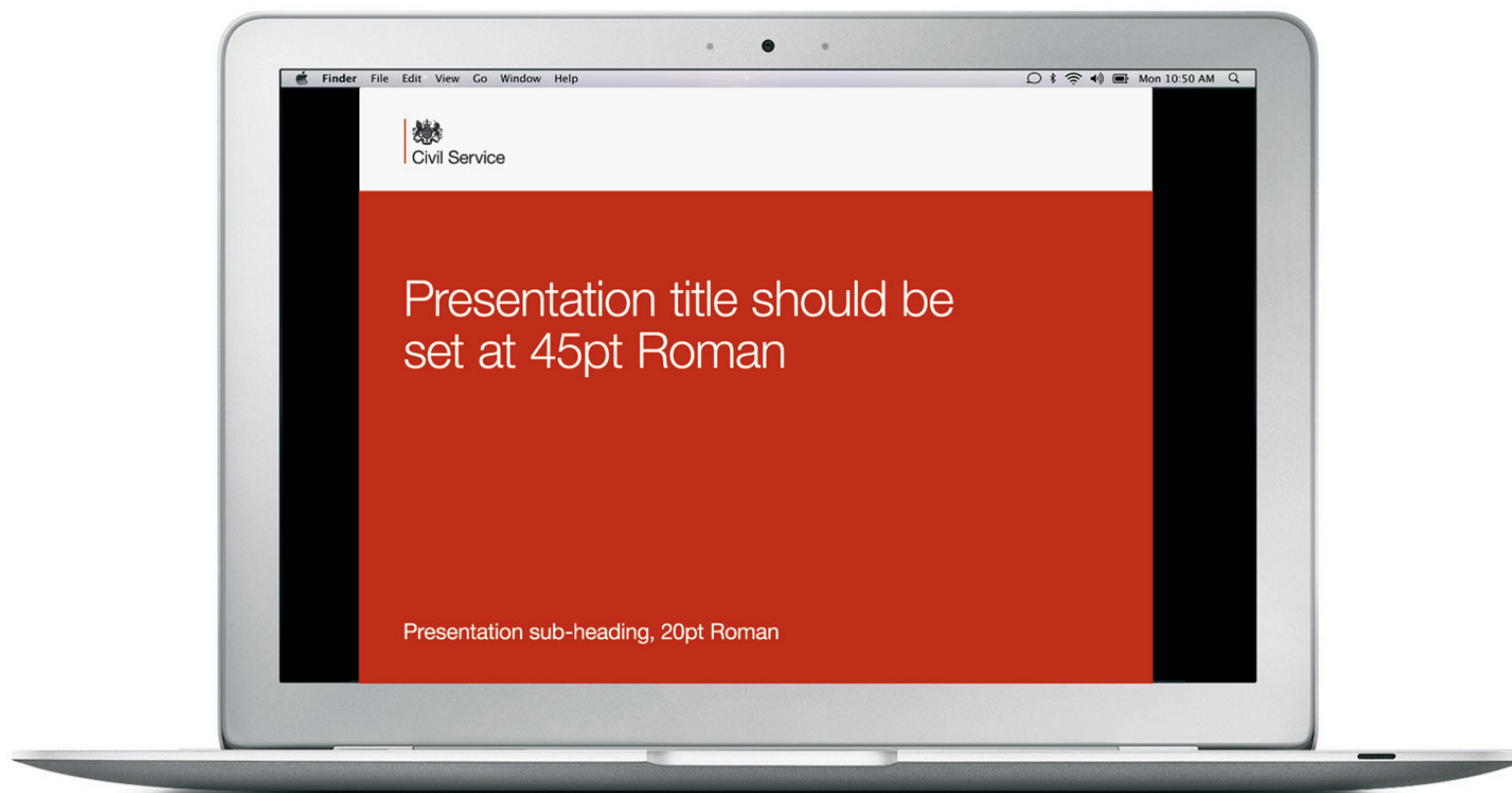
PowerPoint

It is important that we are consistent across all materials, including our presentations. There are PowerPoint templates for you to use.

When creating slides, use minimal text, adding colour and imagery to engage the audience. Text should always be aligned left, including headings.

An example of a title slide is shown below. The PowerPoint template is available from <http://communication.cabinetoffice.gov.uk/hmg>

Internal colour printing resources are available from Reprographics.

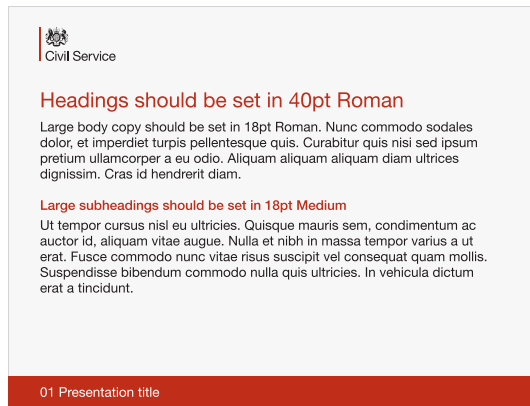


Presentations

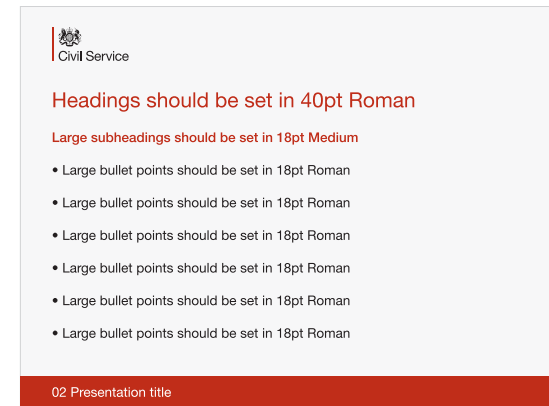
PowerPoint

Presentations should be clear and easy to follow. To ensure that we all communicate consistently, use the templates provided. There are four slides for you to use:

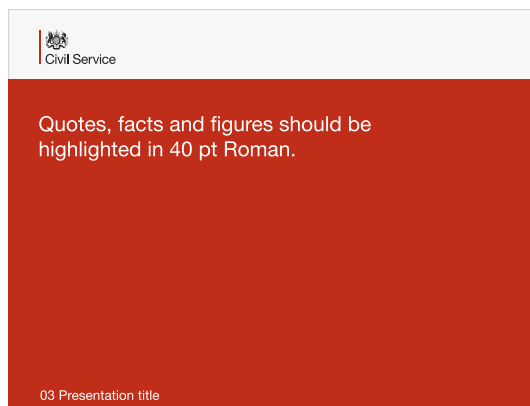
- A. Text-heavy slide
- B. Text/bullet slide
- C. Divider/highlight slide: acts as a section break or highlights quotes or figures
- D. Image slide: allows you to include images or charts with or without accompanying text



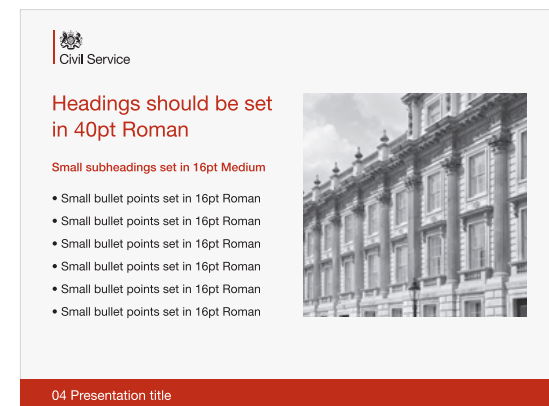
A.



B.



C.



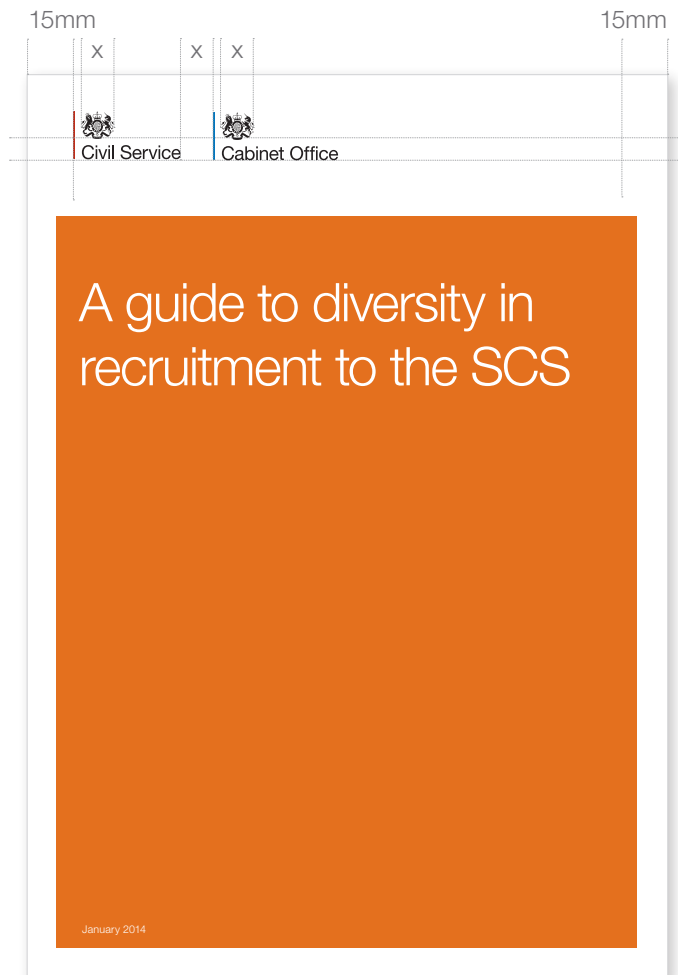
D.

Co-branding

Using the identity with our partners logos

Work produced with government departments or agencies should always follow the approach illustrated below left.

However, when co-branding with a number of non-governmental organisations, the logos can be placed in a band on the bottom of the page, as shown below. Please ensure equal sizing for all of the partner logos used.



Endorsing and co-branding

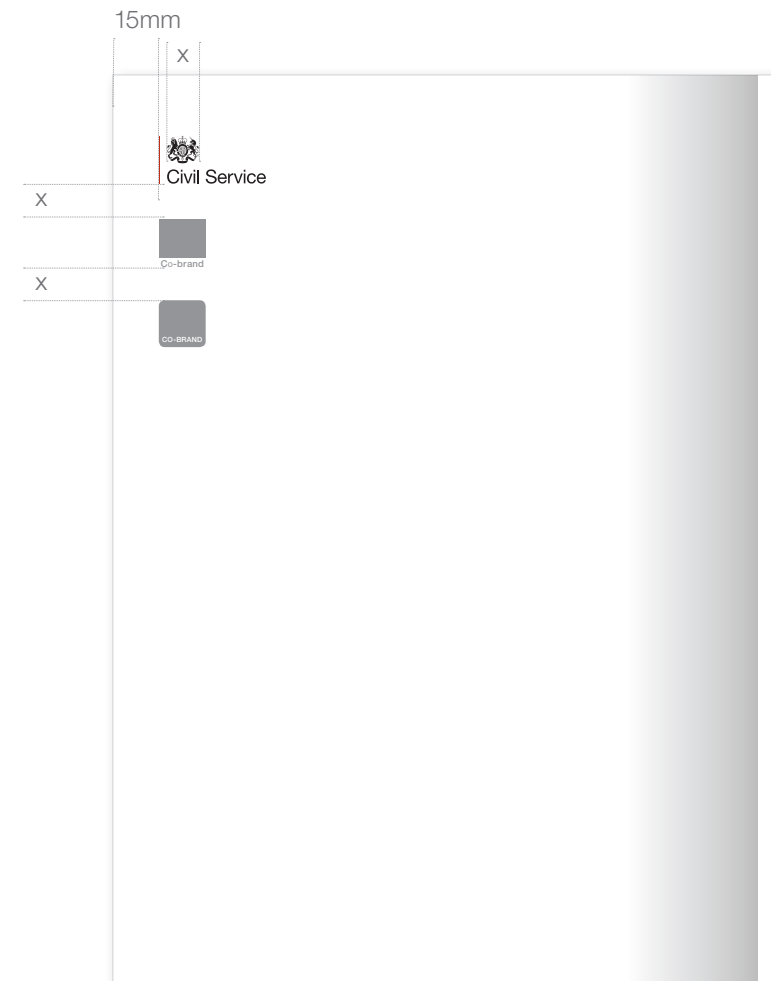
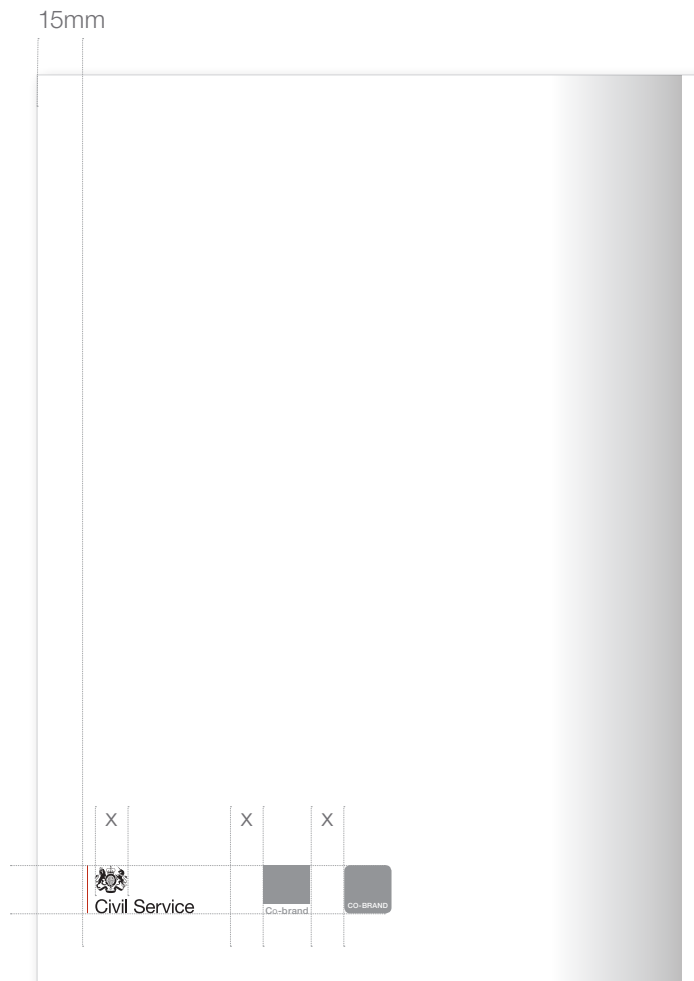
Endorsing and co-branding items

The identity can be used alongside, or as an endorsement to, the identity of a distinct organisation, service or campaign.

When co-branding or endorsing a project, place the logo as illustrated below.

If endorsing a campaign, service or organisation we should either be providing content, funding or supporting their service, campaign or organisation.

The Civil Service identity should have prominence whenever possible if co-branding is being applied.



Contacts and artwork

The artwork and templates specified are available from <http://communication.cabinetoffice.gov.uk/hmg>

For advice on the application of the HM Government identity, contact branding@cabinet-office.gsi.gov.uk

Advice on how to use the identity online is available from digital.cabinetoffice.gov.uk/contact