



HM Government

Branding

2015

Government

Clarity and efficiency for the Citizen and Civil Service

Contents

- 3 Introduction
- 4 The Government brand family

HM Government brand

- 6 Introduction
- 7 The identity
- 8 Key design principles
- 9 Examples

The UK Government brand

- 12 Introduction
- 13 UK Government
- 14 Funded by the UK Government
- 15 Key design principles
- 16 Examples

The Government Identity System

- 19 Introduction
 - 20 Adoption and exemption
 - 21 Identity creation
 - 22 Coats of arms, insignia and symbols
 - 23 Key design principles
 - 24 Examples
-
- 26 Contacts and artwork

Introduction

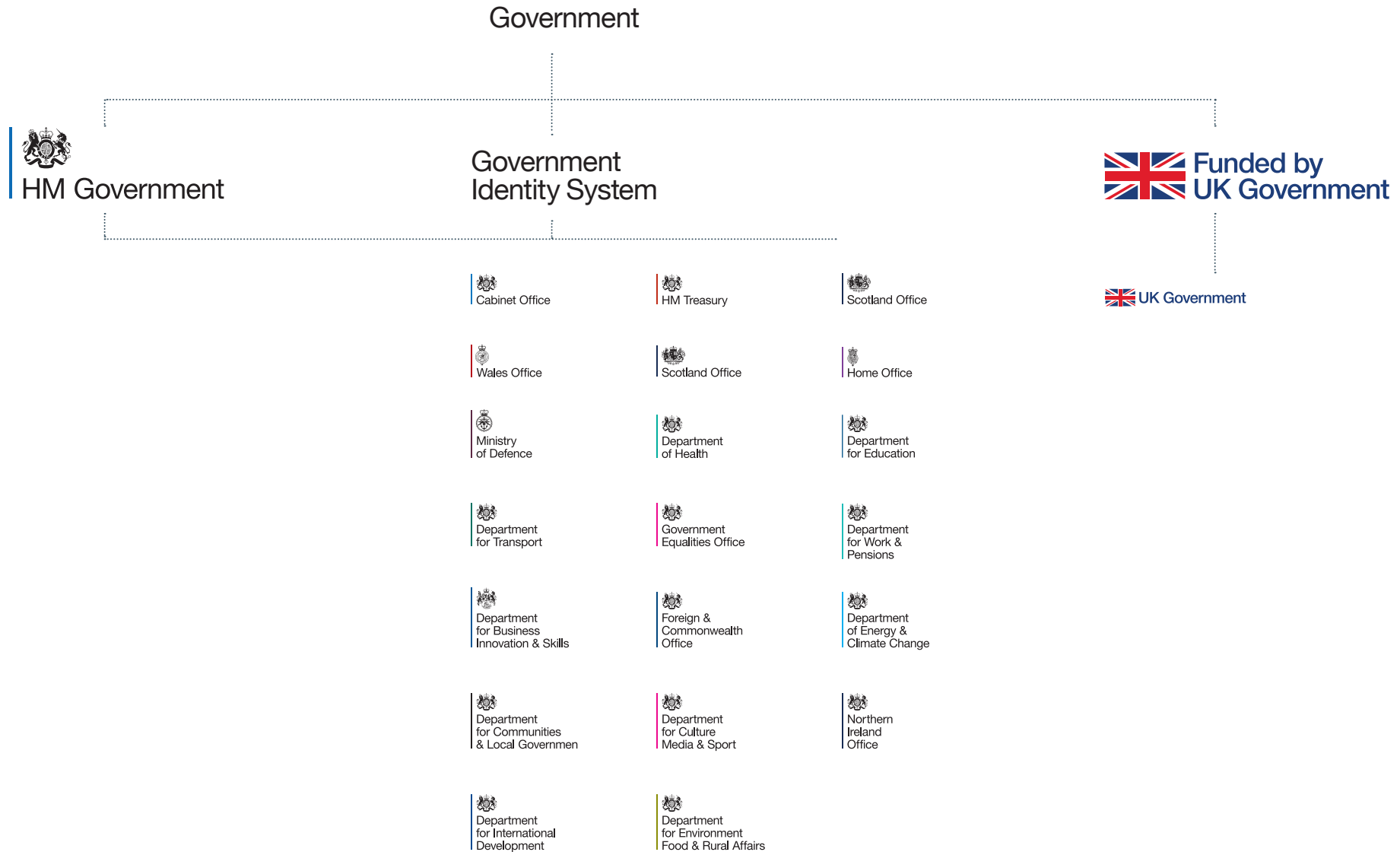
Our government can be referred to in several different ways depending on the audience, context and location. As a result of this the way government visually expresses itself through branding can differ.

This guidance has been designed to provide a clear and concise overview of central government identities and branding. It illustrates the different ways we brand government, when and how to use these brands.

To support this overview there are more detailed brand guidelines, templates and artwork files available online at communication.cabinetoffice.gov.uk/hmg

The Government brand family

The UK Government family of brands has been designed to give the citizen clarity whilst allowing for ease of application by government and their partners. Below illustrates the principle brands and their relationship.





HM Government

HM Government identity

The building blocks for consistent and effective communications

Introduction

HM Government is the overarching identity for the family of ministerial departments as well as UK-wide public sector organisations and services. This relationship is reflected throughout government by placing the Royal Coat of Arms (or department-specific crests) at the heart of many public sector identities.

It should be used for cross-departmental and agency activity, replacing the use of multiple department and agency logos, creating greater clarity.

When a temporary service, product or body needs an identity but does not warrant the investment in creating one, the HM Government identity may be used. It can also be used where a service or campaign may have greater credibility if it is seen to have the wider authority of government, and as an endorsement of part-funded programmes and initiatives.

This concise guidance relates to the identity (logo) only further guidance and resources are available online at

communication.cabinetoffice.gov.uk/hmg

The identity

The HM Government identity has two versions.

Figure A shows the primary artwork which should be used whenever possible.

Figure B shows the landscape lock-up for use online or when there is limited space.

There are variants for use in Scotland (C) and Wales (D) and dual language (E).

Each version has three pieces of artwork

- Colour
- Black
- White

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

Identity artwork is available from communication.cabinetoffice.gov.uk/hmg



Key design principles

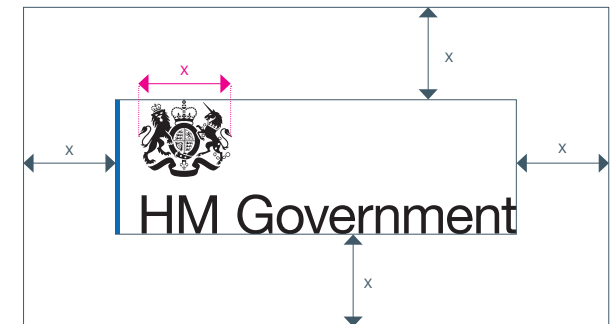
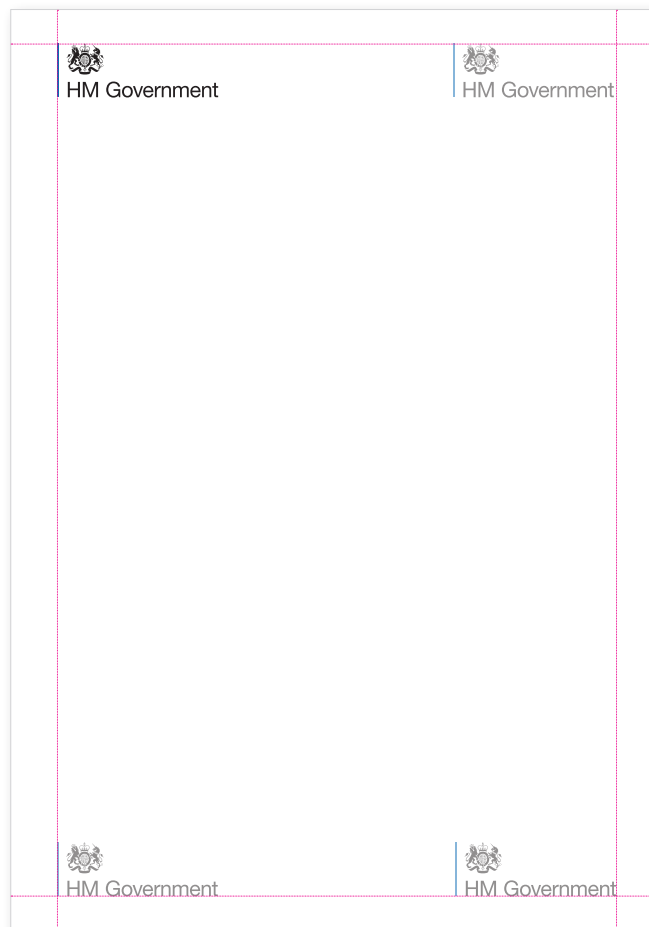
For maximum impact, the identity should always be used prominently and legibly, as illustrated in the examples shown overleaf

Whenever possible the identity should be placed at the top of the page. Should the design not permit this, place according to the guide below.

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.

For minimum size and further principles please refer to the branding website.

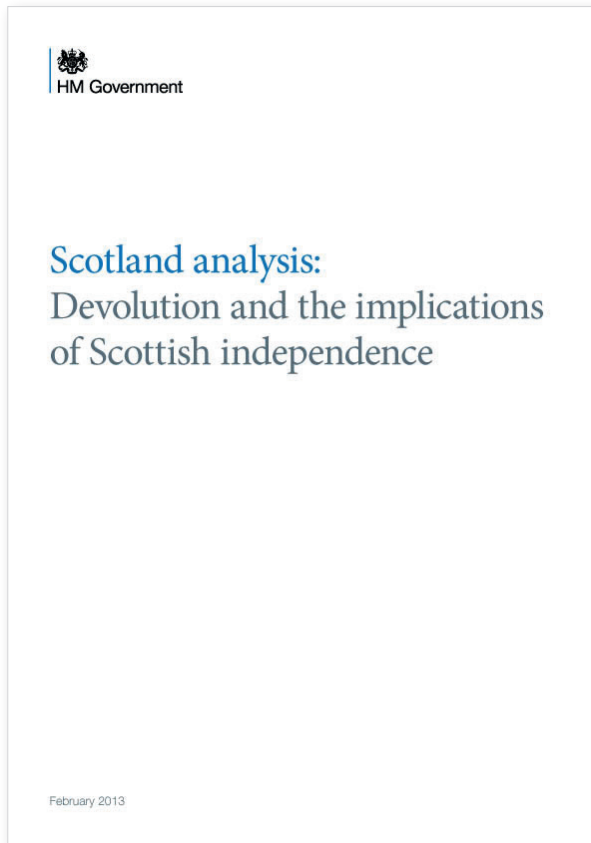


Examples

The HM Government identity can be used in a variety of ways. To show the government position or work on topics and policy (A).

Or as an endorsement for programs (B) and campaign funded by government and/or with partners.

A



B

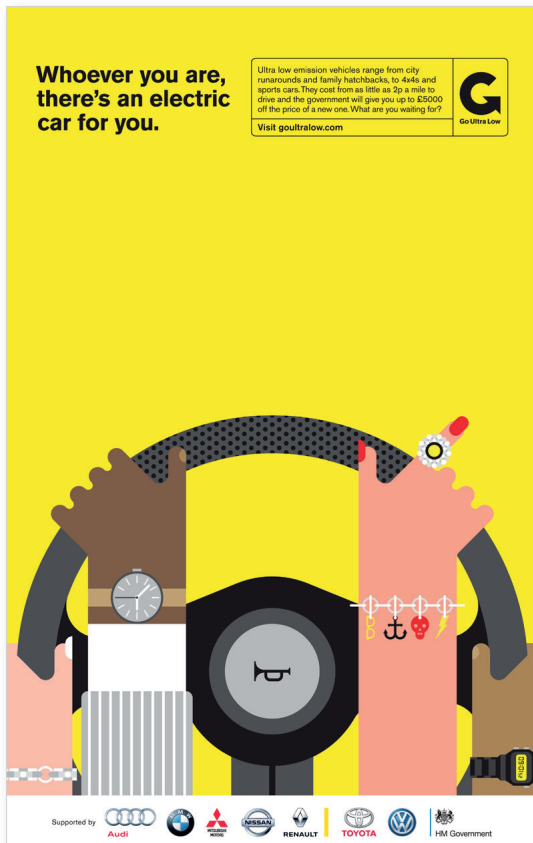


Examples

The HM Government identity can also be used as an endorsement alongside partners logo (A).

It is also permitted to use it for branding cross department events as well as government announcements (B).

A



B



UK Government identity

How and when to use the Funded by UK Government and UK Government logos

Introduction

The 'Funded by UK Government' and 'UK Government' logos detailed in this guidance have been designed to help the citizen quickly identify government backed work.

The 'Funded by UK Government' logo is for use by third party organisations in receipt of UK government funds.

The 'UK Government' logo is for use on UK Government communications projects outside the UK, where logos from the Government Identity System would be inappropriate or unrecognised.

This guide details how the logos should be used consistently to provide effective and efficient communications.

UK Government

The 'UK Government' logo is for use on UK Government communications projects outside the UK, where logos from the Government Identity System would be inappropriate or unrecognised.

Whenever possible use the primary version (A) of the logo.

Where there is limited space and it is not possible to use the primary version a secondary version (B) is available. This has been design to be more compact.

Each version of the logo is available in colour (CMYK), black and white.

Always use the logo artwork provided.

A



B



Funded by UK Government

The 'Funded by UK Government' logo is for use by third party organisations in receipt of UK government funds.

Whenever possible use the primary version (A) of the logo. Where there is limited space and it is not possible to use the primary version a secondary version (B) is available.

This has been design to be more compact. There are also Welsh (C) and dual (D) language versions of the logo.

Each version of the logo is available in colour (CMYK), black and white.

Always use the logo artwork provided.

A



B



C



D



Key design principles

To ensure the integrity of our logos at all times please ensure the exclusion zone and minimum size are adhered to.

The exclusion zone allows for a clear area around the logo at all times ensuring its clarity. This area is defined consistently by leaving an area the height (x) of the Union flag, around the logo. This is the minimum clear area needed

around the logo and usually there would be a larger clear area around the logo.

To protect the legibility of the logo the minimum size it should be used at is 10mm high (y). Whenever possible use the logo larger than the minimum size.

The principles above are for use with the UK Government logo as well.



Examples

The Funded by UK Government logo can be used to communicate government funding for projects (A).

It may also be used as an endorsement on partners communications to reinforce the role of government on projects (B).

A

A purple poster for 'My Community' with the 'locality' logo in a teal speech bubble. The text reads: 'My Community You can change your community for the better We can help you to make a difference in your area'. Below the text is a cartoon illustration of a diverse group of people, including a man with a beard and turban, a woman with a shopping cart, and a man with a cane. At the bottom, it says 'Visit mycommunity.org.uk for information, resources, advice and grants. Connect with other people and find out about learning opportunities - join the My Community Network @mycommunityhelp #mycommunityhelp'. The 'Just Act' logo and the 'Funded by UK Government' logo are in the bottom right corner.

B

A laptop screen displaying the Birmingham New Street website. The page features a navigation menu with links like 'Home', 'About the development', 'Construction progress', 'Plan my journey', 'Living & working', 'Visiting Birmingham', 'Our partners', and 'Contact us'. The main content area includes a search bar, a 'Latest news' section with articles about Birmingham New Street development, and a large featured article titled 'Transforming Birmingham New Street'. The footer contains logos for NetworkRail, Birmingham City Council, centro, and the 'Funded by UK Government' logo. The background of the website is a rendering of the new Birmingham New Street station.

Examples

The Funded by UK Government logo should be used to communicate the governments funding for large infrastructure projects (A, B & C).

When using the logo please ensure it is prominent and legible on the designs.

A



B



C





HM Government

Government identity system

Creating a cohesive and effective family of identities

Introduction

These guidelines outline how government organisations can adopt the government identity system and how it should be applied. The system has been designed to provide a cohesive, cost-effective and consistent approach to branding government departments, their agencies and their arm's-length bodies (ALBs).

Placed at the heart of the identity system is the Royal Coat of Arms, designed by Reynolds Stone and approved by Her Majesty The Queen in 1956. The Royal Coat of Arms provides a clear and distinguishable visual reference for HM Government, allowing citizens to easily identify when they are communicating with a government organisation.

For specific advice on creating identity artwork that adheres to the HM Government family of identities and its broader application, contact DESIGN102 at design102@justice.gsi.gov.uk

Adoption and exemption

The government identity system has been designed to provide government organisations with a consistent, unified and cost-effective approach to the creation of identities and branding.

The system should be used only by HM Government and its organisations. This includes all ministerial departments and, where appropriate, non-ministerial departments, executive agencies or non-departmental public bodies (NDPBs). Agencies, NDPBs and ALBs that use the identity system must be clearly perceived as organisations with a direct relationship to government.

Teams, units and services within departments must not adapt the system for their use. They should always use their department's identity, clearly stating their team/unit or service name on communications.

Specific agencies, NDPBs or ALBs can apply for an exemption on the grounds that it would be detrimental to the delivery of their objectives to adhere to such a system.

Identity creation

The government identity system has been designed to be a practical and cost-effective solution for consistent identity creation. Its flexible approach allows identities to:

- work across different media platforms
- be tailored to specific audiences.

All identities can be created in both landscape and portrait format to work across a range of media.

All identities consist of three elements:

- a colour line
- a symbol (primarily the Royal Coat of Arms)
- the department or organisation name.

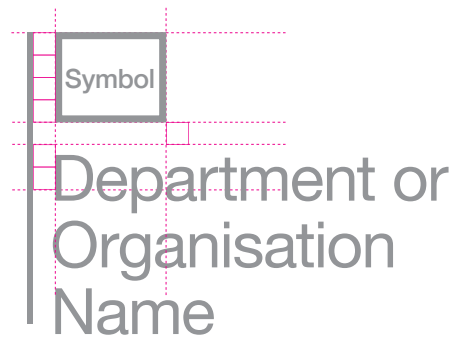
The principles of how the two lock-ups work are illustrated below. They have been designed to keep the sizing, weight and spacing of the three elements consistent.

Figure A shows the lock-up for use on traditional media.

Figure B shows the lock-up for use online.

All identities must be created from the master template held by Design102.

A



B



Coats of arms, insignia and symbols

The primary symbol for use with the government identity system is the Royal Coat of Arms.

In specific cases the Royal Coat of Arms will not be appropriate, for example:

- for departments that have been issued with coats of arms, badges or insignia by the College of Arms
- for identities primarily used in Scotland which adopt the Royal Coat of Arms Scotland

- for identities used overseas where the Royal Coat of Arms is not recognised by the desired audience
- for identities where use of the Royal Coat of Arms is too restrictive, or to avoid duplication of the Royal Coat of Arms on a single piece of communication.

The primary symbol may only be replaced by a department's coat of arms, badge, insignia or symbol by agreement with Cabinet Office.

Primary symbol



Primary symbol – Scotland



Departmental insignia



Symbols

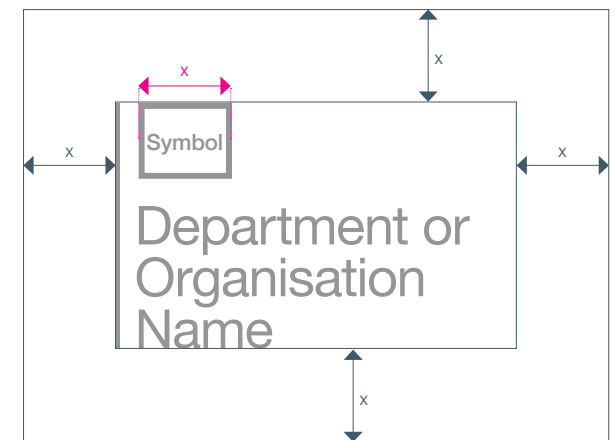
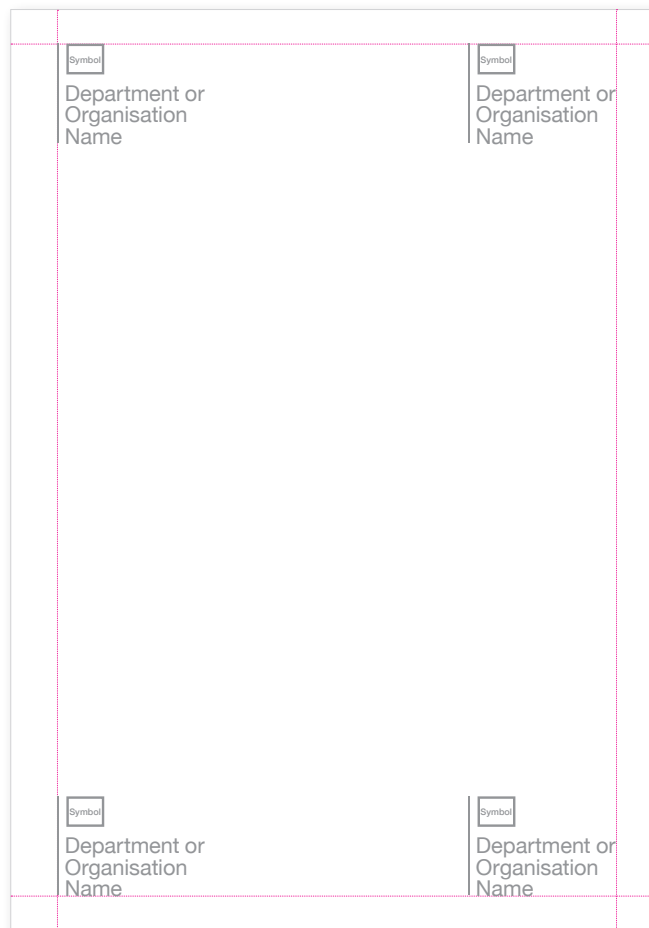


Key design principles

For maximum impact, the identity should always be used prominently and legibly, as illustrated below. 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.

For minimum size and further principles please refer to the branding website.



Examples

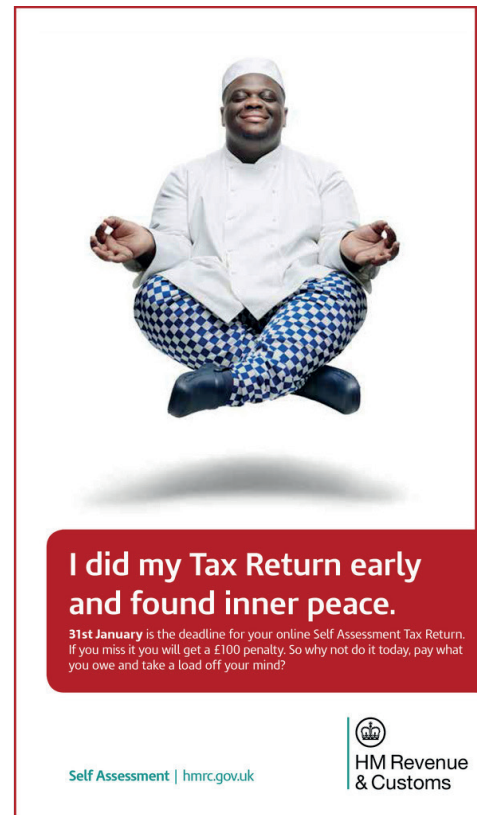
Due to the scope of organisations within the Government Identity System the logos are used across a broad range of items.

From signage (A) to press adverts (B) to high profile government reports (C) and policy papers.

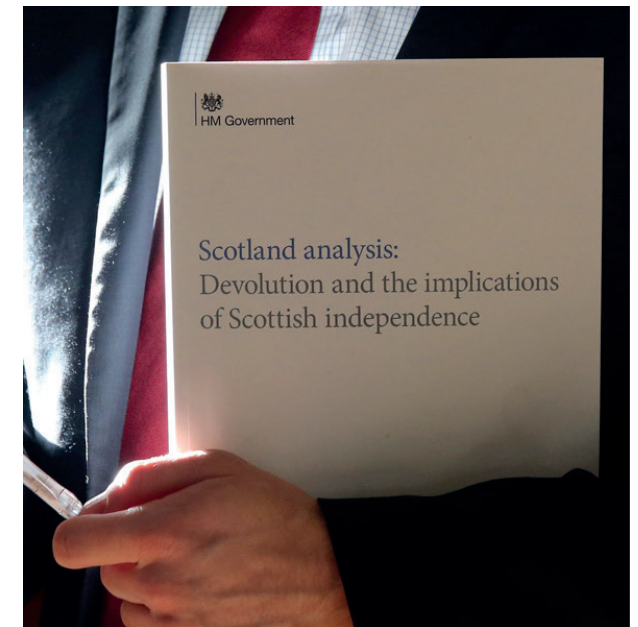
A



B



C



Examples

Due to the scope of organisations within the Government Identity System the logos are used across a broad range of items.

From national advertising campaigns (A) to billboard adverts (B) to digital reports, microsites and apps (C).

A



B



C



Contacts and artwork

The artwork and templates specified are available from communication.cabinetoffice.gov.uk/hmg

For the artwork specified in these guidelines or details and advice on the practical application of the government identity system, contact DESIGN102, design102@justice.gsi.gov.uk

For broader advice on the strategic role of the government identity system within government communications, contact Sofia Lyen in the No10/Cabinet Office Campaigns team at sofia.lyen@cabinetoffice.gov.uk

Agency, ALB and NDPB exemptions can be applied for through your departmental director of communications.

For advice on the Royal Coat of Arms and heraldry, contact the [College of Arms](#) on 020 7248 2762.

For advice on the Royal Coat of Arms Scotland, contact The Court of the Lord Lyon at lyonoffice@scotland.gsi.gov.uk

For advice on how to use the identity online, contact Government Digital Service at digital.cabinetoffice.gov.uk/contact