Communities
and Local Government

Brand Identity Guidelines
Section 1 – Logo Basics

Updated on 3 April 2007

Contents

1.1
The Communities and Local Government brand

Values, mission, purpose

Communities and Local Government is a department with a vision of prosperous and cohesive communities that offer a safe, healthy and sustainable environment for all. The Department is responsible for building communities' capacity to shape and protect their own future.

The results we want to see include:
- empowered and confident communities, with more democratic participation and citizen engagement
- more choice and quality in public services
- better cohesion and effective solutions to extremism
- defined approaches to the issues of climate change and anti-social behaviour
- strong and responsive local government drawing in all local partners to shape and deliver communities' visions for the future

We plan to achieve this by ensuring that we:
- offer a coherent set of opportunities for local and regional partners to promote innovation, spread best practice, build capacity and skills, and tackle poor performance
- secure better value for money through smarter investment, the simplification of delivery chains and high-quality partnering
- maintain our focus as a strategic organisation, concentrating resources at the front line

1.2
Our logo

For quality and consistency, our logo must never be redrawn in any way. Always use the approved digital artwork.

Two colour logo
This is the preferred version of our logo for colour reproduction and should sit on a white background wherever possible.

Black logo
To be used in mono reproduction.

Reversed-out logo
This version of our logo is to be used on dark backgrounds.

Strapline
The strapline is only used on communications from the Communities and Local Government department. In this case it should be placed bottom left on publications and top right on letterheads.

Communities and Local Government

Two colour logo

Communities and Local Government

Black logo

Communities and Local Government

Reversed-out logo

- Do not use the logo in any way other than is shown on this page
- Only use supplied logo artwork
- Never create your own logo artwork

www.communities.gov.uk
community, opportunity, prosperity

Two colour strapline

www.communities.gov.uk
community, opportunity, prosperity

Black strapline

www.communities.gov.uk
community, opportunity, prosperity

Reversed-out strapline

Minimum exclusion zone

An exclusion zone is an area around a logo which should be left clear so that other graphics do not encroach on its space. This space depends on the size of the logo and should not be less than the width of the double 'mm' in the word 'Communities' as shown opposite.

Sizing

The logo should always be used in the correct proportions. The table shows recommended sizes for different common formats.

The minimum size is 30mm width as shown below right.

Minimum exclusion zone

90mm (A2 format)

70mm (A3 format)

58mm (A4 format)

30mm (DL and A5 formats)

1.3
Our colour palettes

This section applies to all communications that use the Communities and Local Government brand. Colours cannot be added to either of these palettes. Make sure that colour combinations are of sufficient contrast for accessibility.

We have two colour palettes:

Primary colour palette
These are the only colours that our logo should appear in. This is because we are building recognition through repetition. All communications from the Department need to use these as the main accent colour. If you think an exception should be granted, email: logo@communities.gsi.gov.uk

Secondary colour palette
The secondary colour palette should be used to support the primary palette and create different levels of signposting and differentiation where needed.

Note: please do not use the colours in this PDF to match to; on-screen colours are rarely accurate. Instead, refer to the PANTONE® (PMS) references provided.

The PANTONE MATCHING SYSTEM® (PMS) is a worldwide printing, publishing and packaging colour language for the selection, marketing and control of colour. PANTONE® is a registered trademark of Pantone Inc.

Primary colour palette

PMS 3282
c100 m6 y45 k0
r0 g153 b153
hex #009999
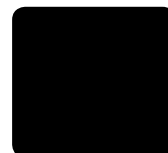
Black
c0 m0 y0 k100
r0 g0 b0
hex #000000

White
c0 m0 y0 k0
r255 g255 b255
hex #FFFFFF

Secondary colour palette

PMS 1795
c0 m94 y75 k0
r204 g51 b51
hex #CC3333

PMS 689
c22 m90 y0 k26
r153 g51 b102
hex #993366

PMS 717
c0 m73 y100 k1
r204 g102 b0
hex #CC6600

PMS 3135
c100 m0 y27 k0
r0 g153 b204
hex #0099CC

PMS 7495
c32 m0 y88 k45
r153 g153 b51
hex #999933

PMS 273
c95 m95 y0 k15
r51 g51 b102
hex #333366

PMS 2955
c100 m60 y0 k52
r0 g51 b102
hex #003366

PMS 329
c100 m0 y58 k47
r0 g102 b102
hex #006666

PMS 5753
c21 m0 y80 k69
r102 g102 b51
hex #666633

PMS 431
c15 m0 y0 k75
r102 g102 b102
hex #666666

Secondary colour palette tint usage

The secondary colour palette range can be extended by using the tints indicated below. These tints are suitable for use in charts and tables. For legibilty, white text should be used only on tints of 50% and above. For more information about charts and tables, see Section 5 – Publications.

	PMS 1795	PMS 689	PMS 717	PMS 3135	PMS 7495	PMS 273	PMS 2955	PMS 329	PMS 5753	PMS 431
100%										
75%										
50%										
25%										

1.4
Our corporate typeface

Corporate typeface
Frutiger is our corporate typeface. For consistency of presentation through all communications the weight variants here should be used.

PC applications and web
In instances where Frutiger is not available, use Arial instead.
For example:
• all PC applications
• PowerPoint® presentations
• web body text

Legibility
Aim to use between 10.5 and (preferably) 12 point body text.

Frutiger Light – used for regular body text and larger headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Frutiger Roman – used for emphasising copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Frutiger Bold – used for subheadings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Frutiger Black – used when further emphasis is needed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial – used for PC applications and web

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

1.5
Positioning

This section applies to communications using the Communities and Local Government brand rather than third parties. Third parties are organisations separate to Communities and Local Government that wish to use the Department's logo on their communications. Usually they are organisations that the Department is funding or supporting.

Communities and Local Government publications
The logo must be in a superior position (*ie* at the top and aligned left) in relation to any other elements of a design.

Joint publications
When a publication is published with another organisation but led by Communities and Local Government, the additional logo should appear at the top right and have equal prominence with our logo that is positioned at the top left.
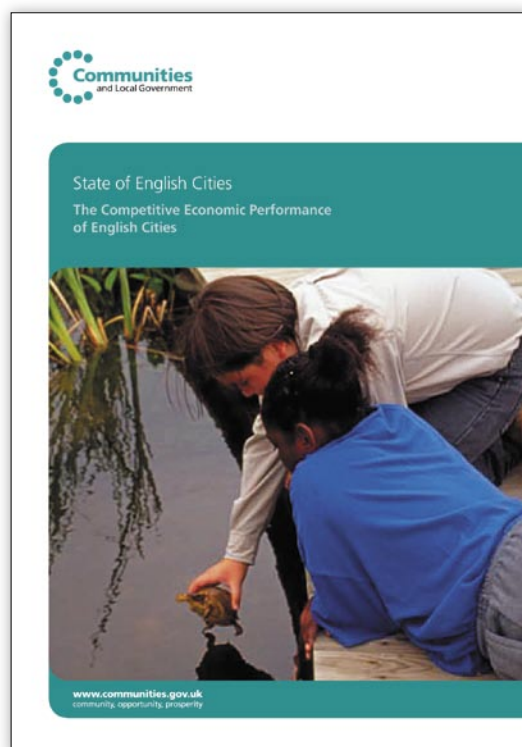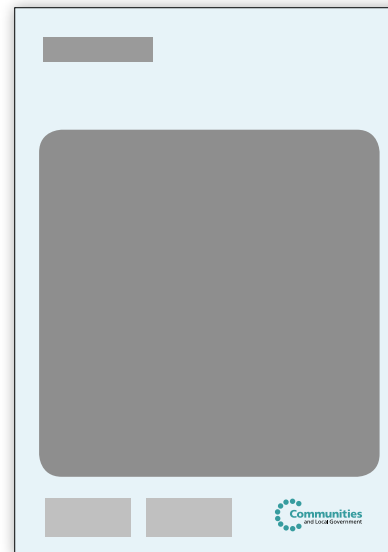
Department publication
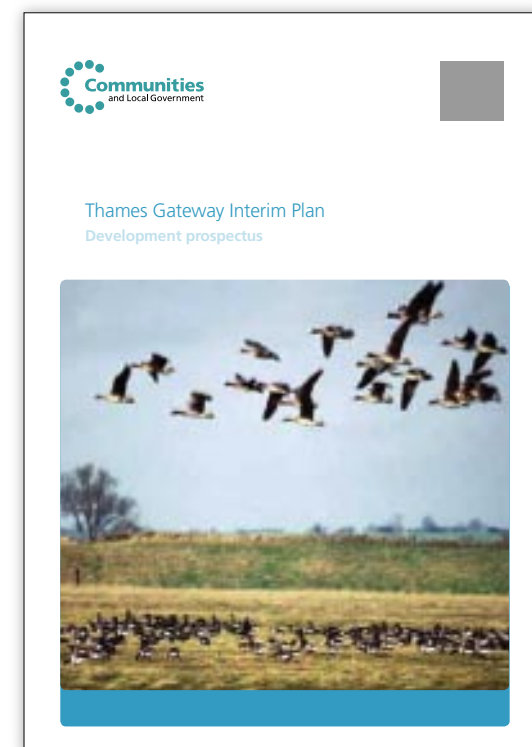
Joint publication
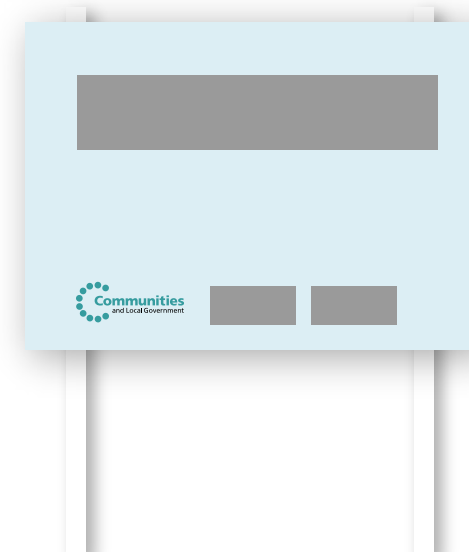
Endorsement of a third party

When a communication is led by a third party and endorsed by the Department, our logo should appear at the bottom and have less prominence than the main third party logo. Please see the examples below.

Third party website

Third party publication

Third party signage

1.6
Logo checklist

This checklist will help you ensure you are using the Communities and Local Government brand correctly. The first three bullets are the most relevant if you are a third party.

☐ Have you received approval to use the Communities and Local Governments logo?

☐ Has the logo got enough clear space around it (have you used the double 'mm' in the logo as your guide)?

☐ Have you used the logo at the correct size? Have you adhered to the minimum size (*ie* no smaller than 30mm across)?

☐ Have you positioned the logo correctly on the page?

☐ Have you used the supplied digital logo artwork?

☐ Have you used the corporate colour palette?

☐ Have you used the correct typeface and is the point size adequate for legibility purposes?

For further information please contact the brand manager email: logo@communities.gsi.gov.uk