

Professional Standards Authority

Corporate Brand Guidelines: Professional Standards Authority

For use by designers, printers and others who work on behalf of the Authority
to produce external communications materials



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Introduction

This document provides guidance on the Authority's corporate brand.

The brand is important as it creates an easily identifiable 'look' for the things we produce. It also serves as a visual representation of who we are. The Authority has a clear set of values and objectives and aims to be accessible in everything it does. By following the brand guidelines and the accompanying house style guide, we ensure that these values are reflected consistently in the way we present ourselves.

Who should use the guidelines?

The guidelines are for use by external suppliers - designers and others who work on our behalf to ensure that the Authority's brand is represented correctly and consistently across all our external communications materials.

What do the guidelines cover?

The guidelines contain information on the use of the Authority's logo, its corporate colours and typeface fonts. The document also contains advice on the required format for different types of documents. The guidelines apply to external communications (this includes publications, electronic communications, marketing and merchandising materials).

For guidance on language use and the layout of internal documents, see the Authority's house style guide.

The logo

Master logo

This version is to be used unless indicated otherwise by directions mentioned later in these guidelines.



Exclusion zone



The logo should always have a comfortable amount of space around it. The minimum amount of space should be at least the size of one 'sphere'.

Minimum logo size

The logo should not be less than 30mm wide.



Logo colour

Wherever possible the logo should be reproduced in the Authority's purple.

However in some cases it may be necessary to use the logo as a black and white version, to reverse it out of black or the Authority's purple.

Designers and others working on the Authority's behalf should check with

the External Relations Manager before using the master logos in any format other than the recommended stand-alone versions below.

One colour logo



Black and white logo



Reversed logo



The reversed logo should only be used when there is no practical alternative. For example where the design of the document requires a band of purple covering the logo position. When using the reversed logo, the base colour (the Authority's purple) can be extended to cover the page or product. In any case, Designers should check with the External Relations Manager about placement of the logo.

General rules for use of the logo

Do not change the proportions of the logo.



Do not apply effects to the logo.



Do not place the logo over a colour or image unless using the reversed logo.



How to use the logo

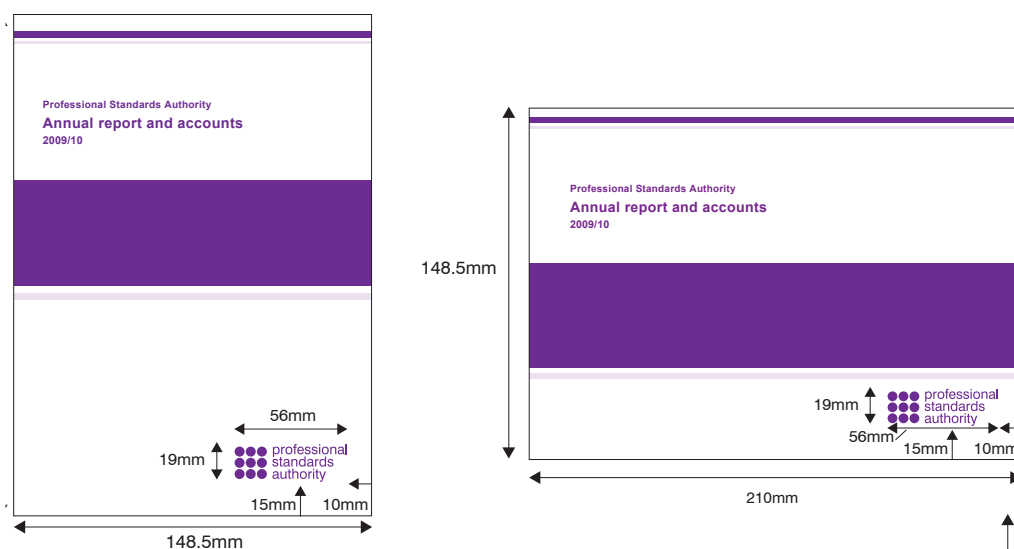
Reports, publications, summaries and other document covers

The logo should always appear at the bottom right of the page. The correct proportions for usage are shown below.

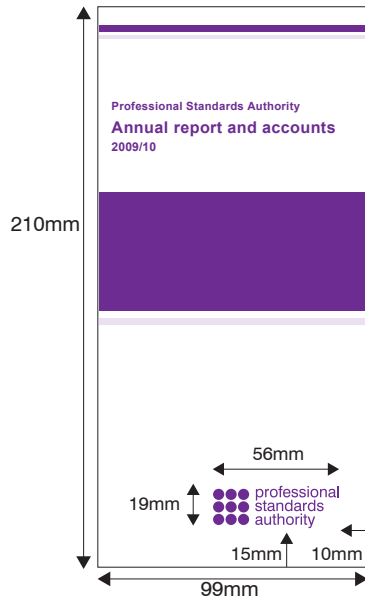
A4 document cover: Portrait / Landscape



A5 document cover: Portrait / Landscape



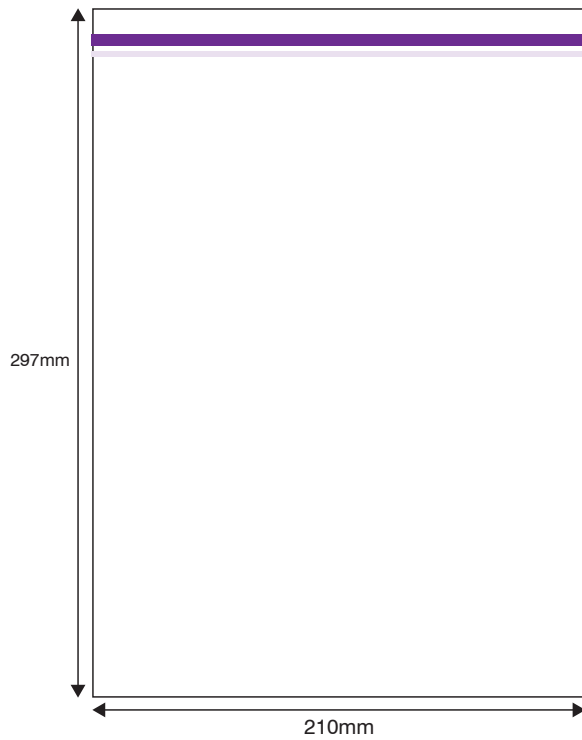
1/3 A4 document cover



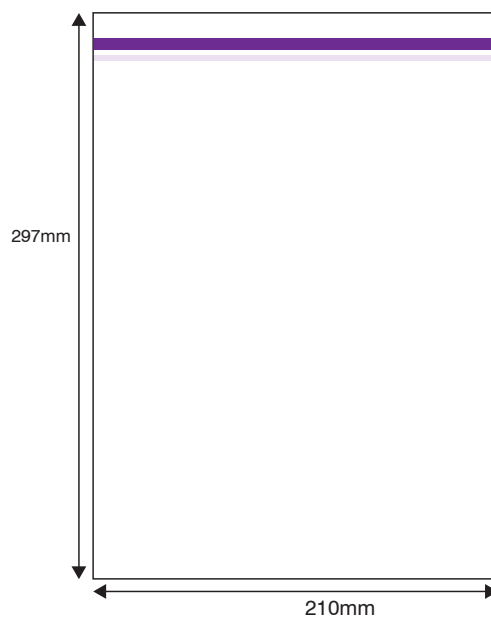
On a document inside page (eg a contents page)

The logo should always appear on the bottom right of the page.

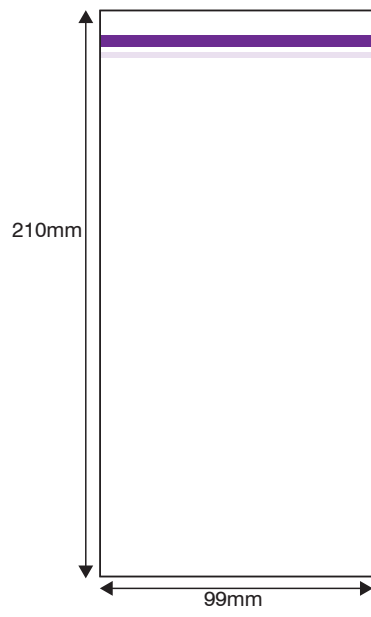
A4 page



A5 page



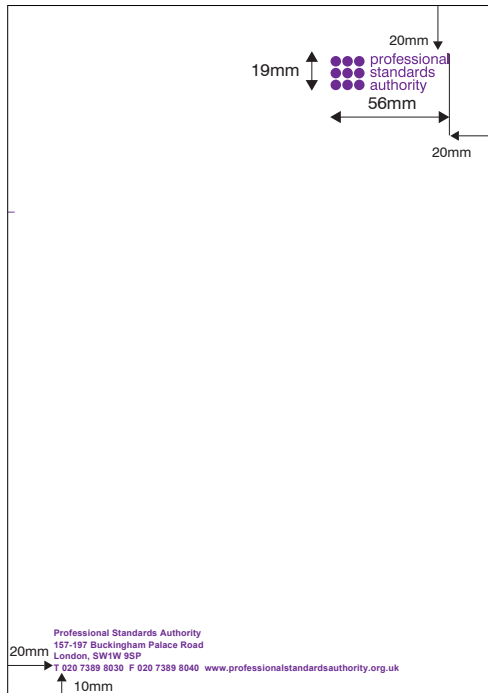
1/3 A4 page



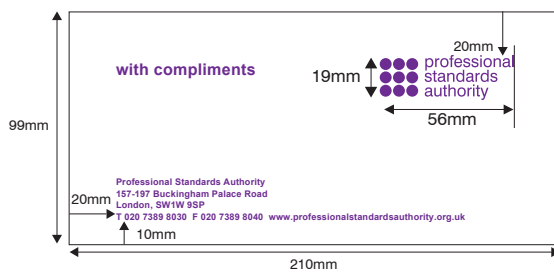
On stationery

The logo should always appear on the top right of any stationery. The correct proportions are shown below.

A4 letterhead



1/3 A4 comp slip



Business card



Co-branded documents:

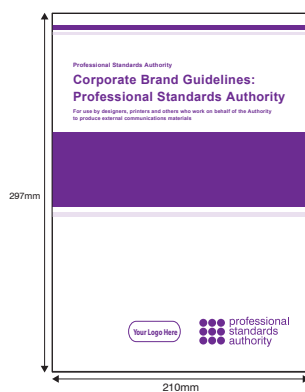
Where documents are co-branded with an external partner organisation and the Authority acts as the lead partner, the other partner should supply their logo in EPS (if the document is to be designed and printed externally) or in jpeg if the document is produced in a word. Similarly, if the Authority is cooperating with another lead partner in a joint marketing initiative, the Authority will supply its logo as an EPS or jpeg file.

Placement of logos:

Where the Authority is the lead partner, the Authority's logo should be placed in the bottom right corner in accordance with the logo placement guidelines on page 7 of this document.

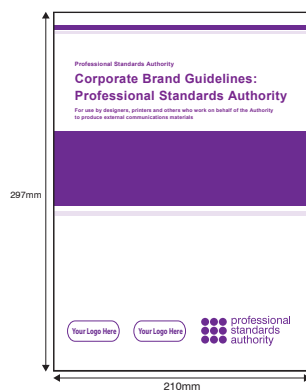
One partner:

When the Authority's logo is to be used in conjunction with a single partner logo, the partners logo should be resized and placed to the immediate left of the Authority's logo. The spacing between logos should be consistent with the exclusion zone described on page 4.



Multiple partners:

When the Authority's logo is to be used in conjunction with several partners, the partners' logos should be resized and evenly spaced across the bottom of the page, maintaining the minimum exclusion zone described on page 4.



Corporate colours

The Authority's purple

This is the Authority's colour to be used on all our external relations materials.



For the Authority's statutory documents, we send word files to be printed externally. To keep our costs down, covers are printed in two colour and text pages are in black and greyscale (10% of black).

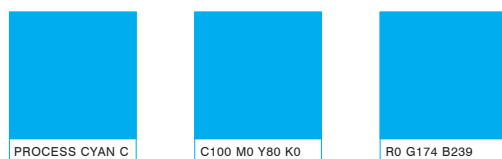
Lighter Purple



Secondary colour palette

Should a secondary colour be required in the future, we recommend that the Authority uses the Cyan palette below.

The secondary colour palette has been chosen to complement the primary colour. It can be used in conjunction with the Authority's purple in designed documents and individually in reports/guidance documents.



Corporate typeface

Typeface for designed printed literature

Arial family

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Use Arial Regular for standard body copy and Arial Italic where appropriate.

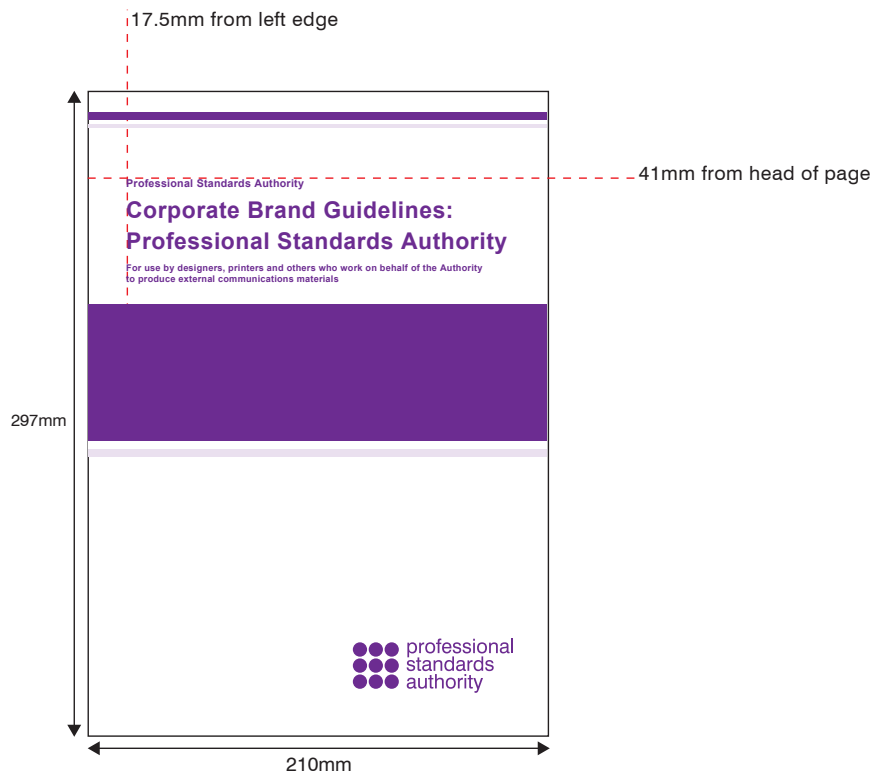
Use Arial Bold for headings and to add specific emphasis in text, use Arial Bold Italic where appropriate.

Statutory document templates

The following format is for the Authority's statutory documents (the documents we are required to print and lay before the parliaments/ assemblies in the four UK countries).

Statutory document covers

A4 statutory document front cover



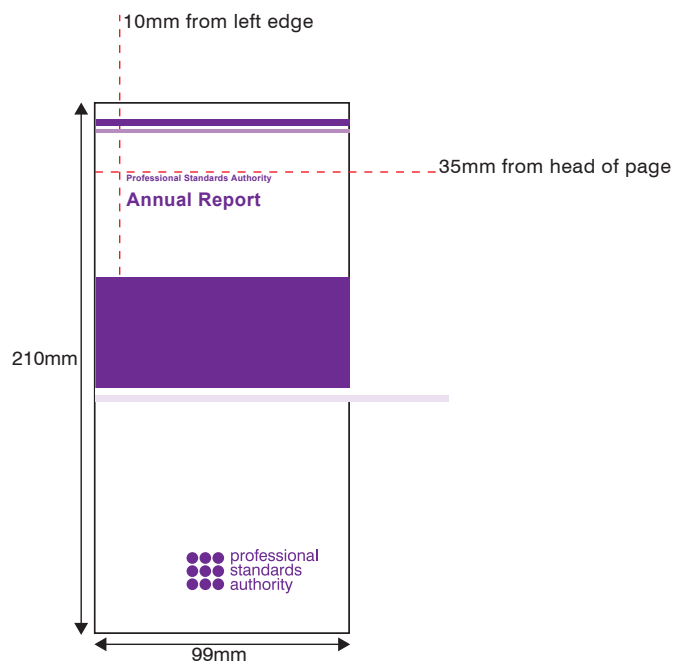
- Main heading: 42pt or 46pt Arial Bold
- Sub heading: 30pt or Arial Bold

A5 statutory document front cover



- Main heading: 30pt or 34pt Arial Bold
- Sub heading: 21pt or 24pt Arial Bold

1/3 A4 statutory document cover



- Main heading: 30pt or 34pt Arial Bold
- Sub heading: 21pt or 24pt Arial Bold

Statutory document contents page

The corporate coloured bands that run across the top of the page of all documents are provided as part of the template.

34mm for left and right margins

10mm from top of page

30mm from top of page

297mm

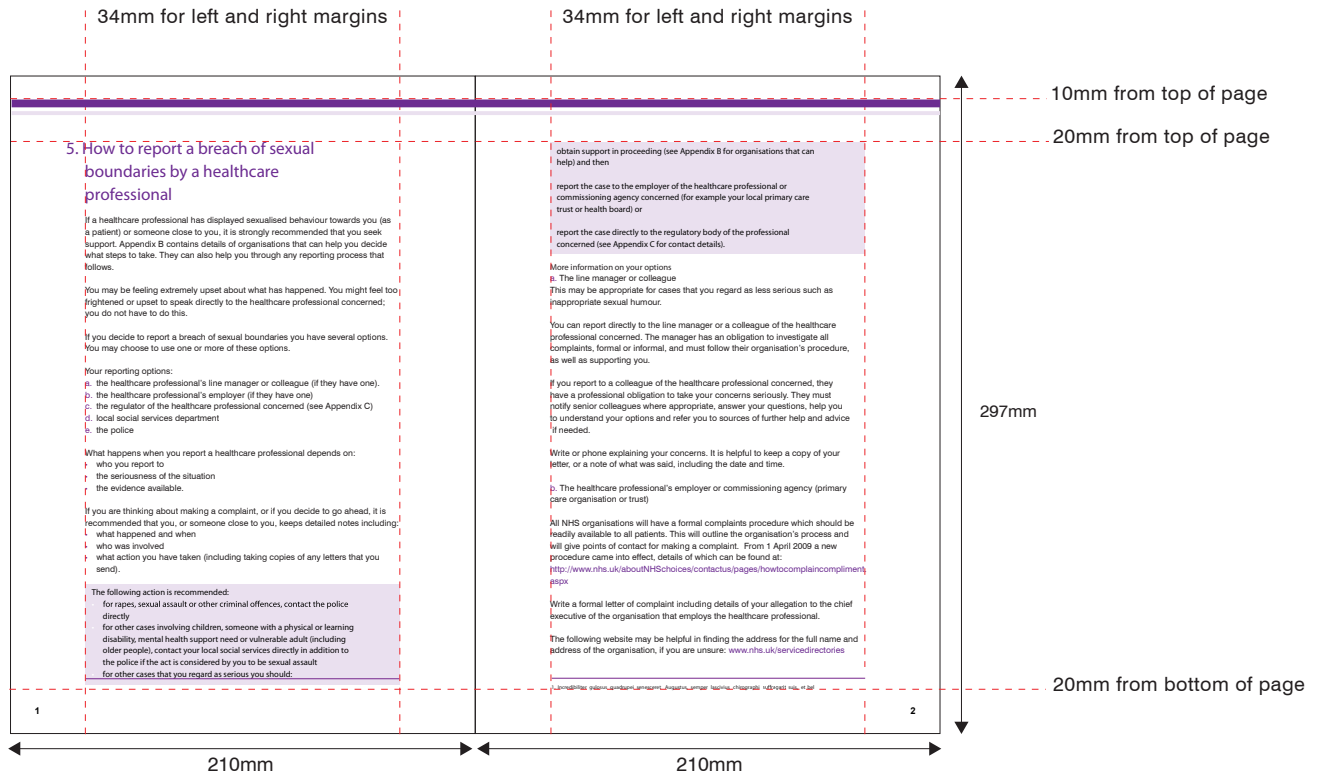
210mm

Contents	
1	Chair's introduction.....21
2	Council report.....41
	What we do.....41
	CHRE mission, values and vision.....41
	Organisational priorities.....41
	CHRE strategic and business plans.....41
	Partnership with social care regulators.....41
	Who we are.....41
	Council members.....41
	Committees and working groups of the council.....41
	Operations.....41
	Summary.....41
3	Management commentary.....91
	Fitness to practise.....91
	Performance review.....91
	White Paper.....10
	Health and Social Care Bill.....10
	Strengthening relationships across the four countries of the UK, in Europe and worldwide.....11
	CHRE operations.....11
	Financial summary.....13
	Staff.....14
	Contact details.....14
4	Remuneration report.....15
5	Statement of the Council.....20
	The Council's responsibilities.....20
	The Accounting Officer's responsibilities.....20
6	Statement on internal control.....21
	Scope of responsibility.....21
	The purpose of the system of internal control.....21

- Work to the templates as provided at all times.
- Use 12pt Arial on 14pt leading for body text, 22pt Arial Bold sentence case for the title and 12pt Arial bold on 14pt leading for section headings.
- All copy is set in a one column measure and is left aligned.
- All text is set to a pre-determined baseline grid and no alterations to this should be made.

Statutory document text pages

A4/A5/1/3 A4 document text pages



- Work to the Authority's templates as provided at all times.
- Use 12 pt Arial on 14 pt leading for body text, 22pt Arial Bold sentence case for titles and 12 pt Arial bold on 14 pt leading for sub headings. For image captions, use 10pt Arial Bold on 12 pt leading.
- Footnotes are set in 10 pt Arial Regular and should be separated from the body text by a single horizontal purple (or grey-scale at 10% of black for printed documents) rule with a thickness of 0.5 pt.
- All copy is set in a one column measure and is left aligned.
- All text is set to a pre-determined baseline grid and no alternations to this should be made.
- Text may be emphasised by reversing it out of a solid coloured box set to the full width of the measure, these boxes are provided within the template settings. The colour should be appropriate to the document type.
- Page numbers on electronic and printed documents are located in the bottom right hand corner of pages in black text.

Statutory document back cover

The logo should appear bottom right. Include the Authority's address and contact details on the bottom left as follows:

Professional Standards Authority
157-197 Buckingham Palace Road
London
SW1W 9SP

Telephone: **020 7389 8030**

Fax: **020 7389 8040**

Email: info@professionalstandards.org.uk

Website: www.professionalstandards.org.uk

Statutory document back cover example



Professional Standards Authority
157-197 Buckingham Palace Road
London, SW1W 9SP

Telephone: **020 7389 8030**
Fax: **020 7389 8040**
Email: info@professionalstandards.org.uk
Web: www.professionalstandards.org.uk
© Professional Standards Authority July 2012



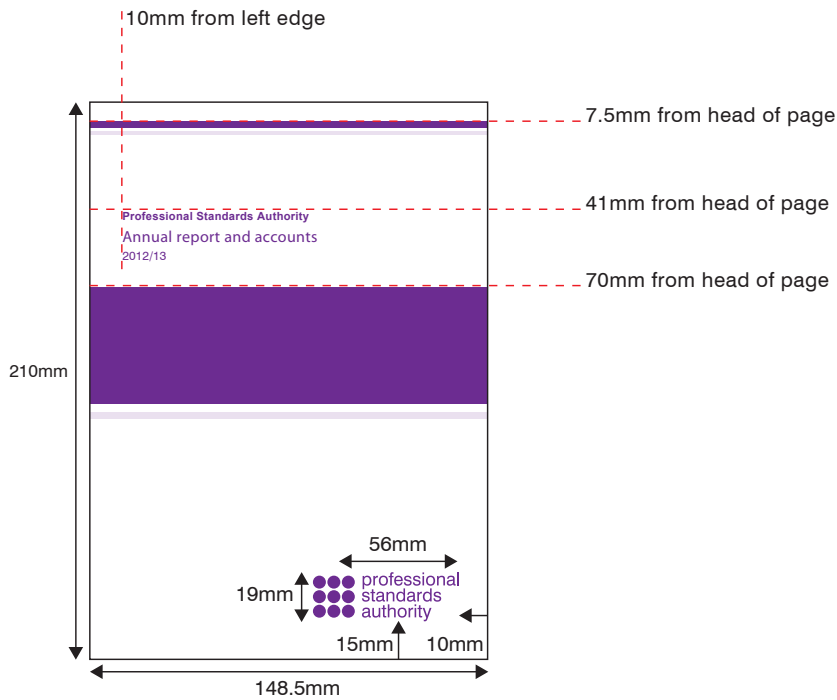
Reports, summaries and other document templates

A4 front cover



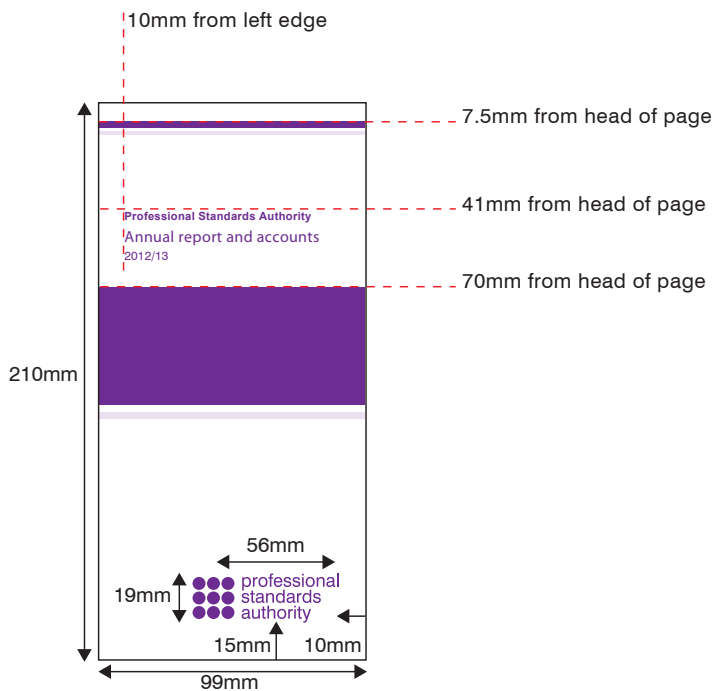
- Main heading: 30pt on 40pt with +10 Arial Bold
- Sub heading: 25pt on 30pt with +10 tracking Arial Regular

A5 front cover



- Main heading: 20pt on 28pt with +5 Arial Bold
- Sub heading: 15pt on 22pt with +5 tracking Arial Regular

1/3 A4 front cover



- Main heading: 20pt on 28pt with +5 Arial Bold
- Sub heading: 15pt on 22pt with +5 tracking Arial Regular

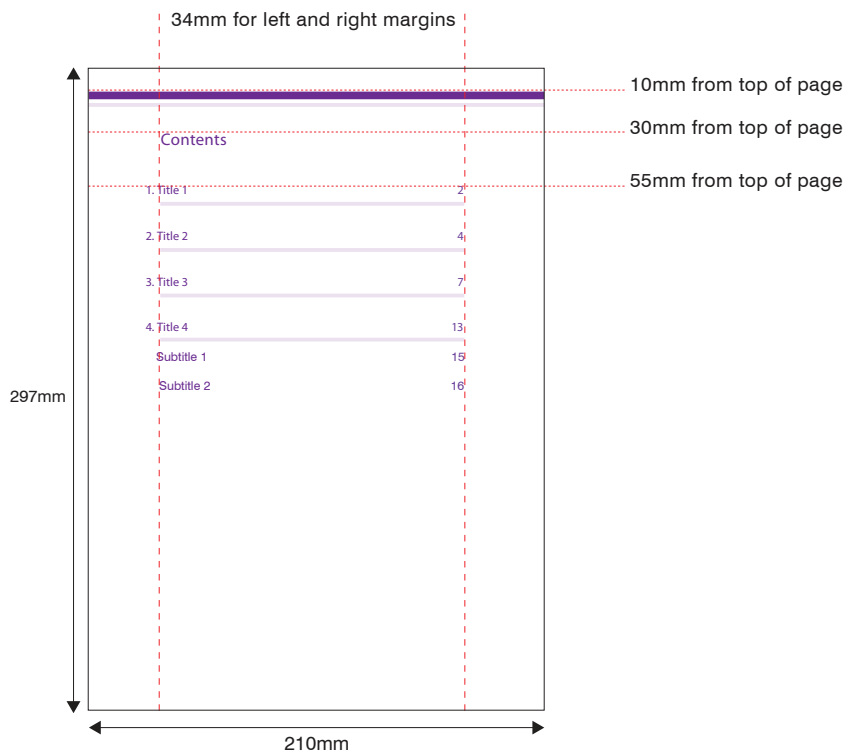
Inside front and back covers

The inside front and back of covers will bear the double bars (top bar is solid purple and the bottom bar is 15% of the primary purple colour). Both bars are located at the top of the page.

In printed documents, the inside covers have a top bar in black and the bottom bar in grey-scale (10% of black).

Contents page

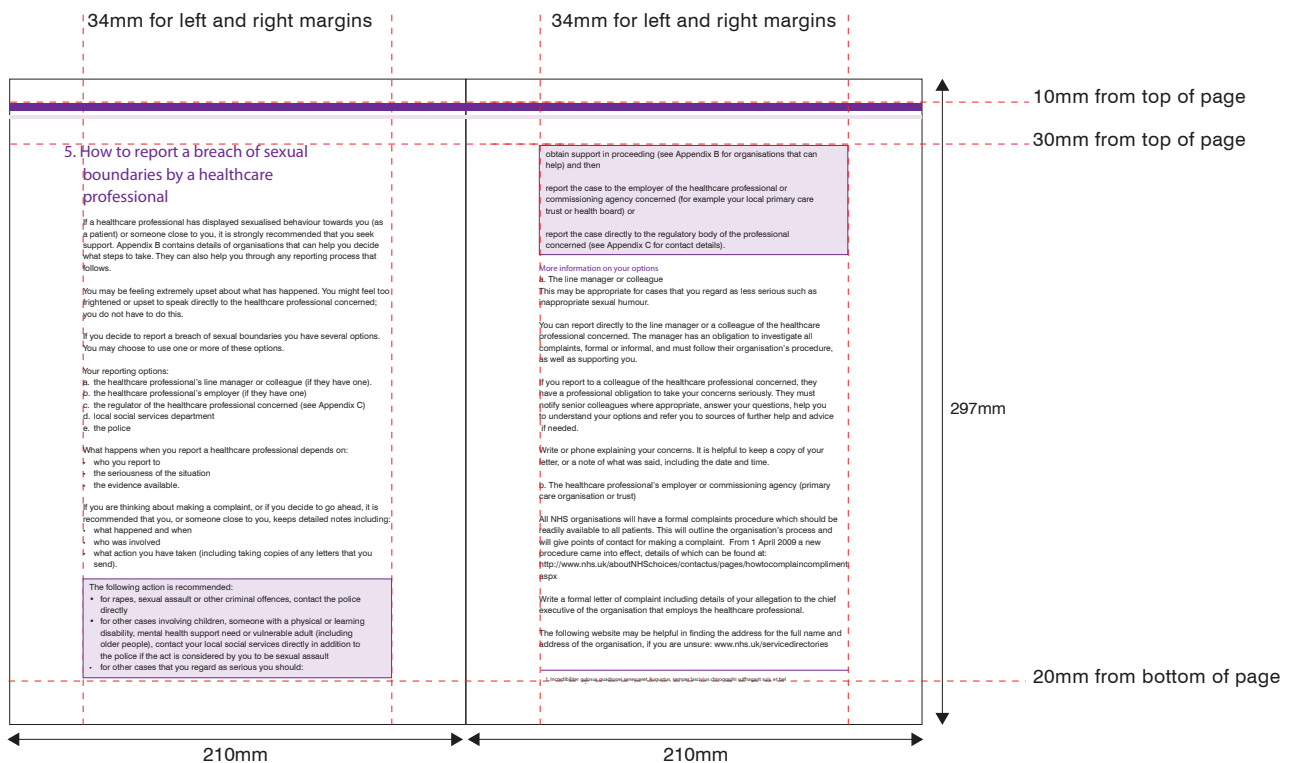
The corporate coloured bands that run across the top of the page of all documents are provided as part of the template.



Inside pages

Left and right hand inside pages follow the same template. The corporate coloured bands that run across the top of the page of all documents are provided as part of the template.

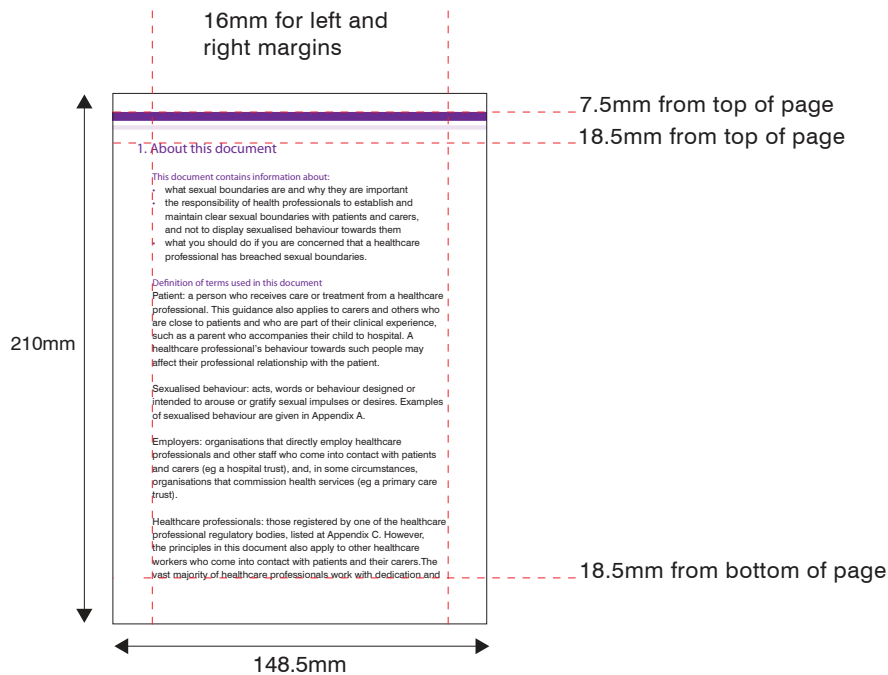
A4 inside page



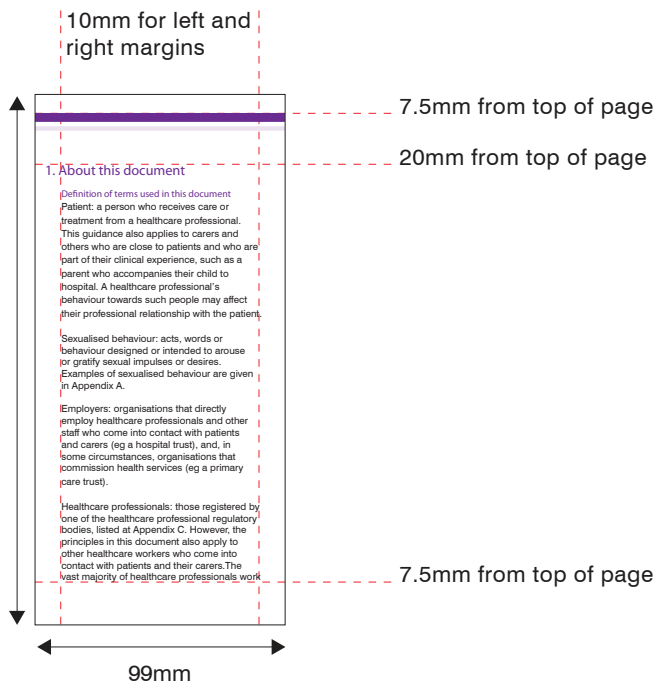
Setting text for an A4 page

- Work to the templates as provided at all times.
- Headings are set in 22pt Arial Bold.
- Body copy is set in 12pt Arial Regular.
- Footnotes are set in 10pt Arial Regular and should be separated from the body text by a single horizontal purple rule with a thickness of 0.5pt.
- All copy is set in a one column measure and is left aligned.
- All text is set to a pre-determined baseline grid and no alterations to this should be made.
- Text may be emphasised by reversing it out of a solid coloured box (to 15% of the primary purple or the RGB etc. references). This must be set to the full width of the measure. For printed documents, the highlight colour is 10% of black (grey-scale) and text will always be in black.
- Page numbers are in black text in the bottom right-hand corner of the page.

A5 inside page



1/3 A4 inside page

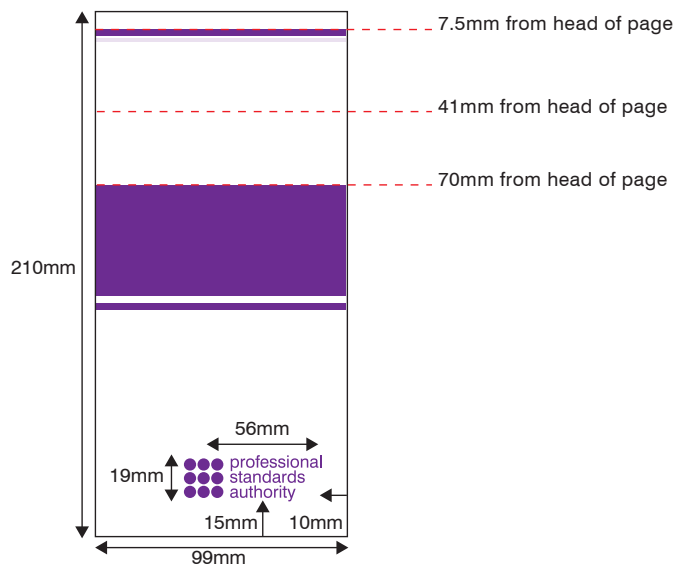


Setting of text for an A5 or 1/3 A4 page

The only difference from an A4 page is:

- Headings are set in 16pt Arial Bold.

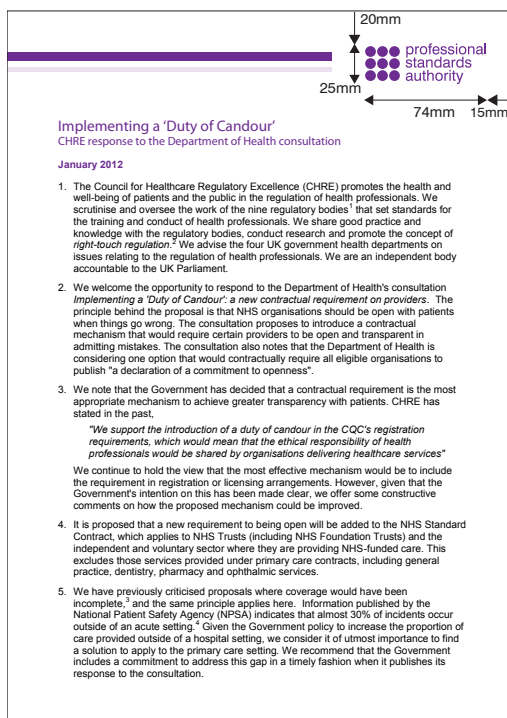
1/3 A4 back cover



A4 factsheet

For short reports and consultation responses, the Professional Standards Authority uses the following template.

Follow the guidelines for a standard A4 document page to set the type and insert the logo accordingly.

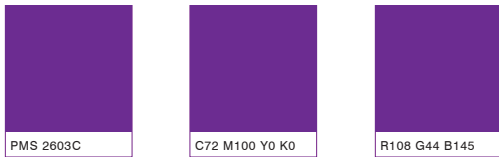


Accredited Register mark guidelines

In addition to the Authority's logo guidelines, the Accredited Register mark should be used as follows.

The Authority's purple

This is the Authority's colour (and the colour of the accreditation mark). The mark should always be printed in this colour, unless printing in black and white.



Accreditation mark



Exclusion zone



The mark should always have a comfortable amount of space around it. The minimum amount of space should be at least the size of the accreditation mark head'.

Placement



Your Logo Here

When placed next to other marks or logos, the accreditation mark should be sized proportionately so that it is approximately the same scale as any accompanying logos.

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