Contents

The government identity system
4  The government identity system
5  Government coats of arms, insignia and symbols
6  Using the Royal Coat of Arms
7  HM Government family

Logos
9  Master logo
10 Secondary logos
11 Colour variations
12 Welsh translations
13 UK Government logo
14 UK Government: Scotland
15 UK Government: Wales
16 Dual language options: Welsh
17 UK Government: Northern Ireland
18 Overseas branding: UK Government
19 Overseas branding: UK aid
20 GREAT campaign
21 Northern Powerhouse
22 Logo don’ts
23 Logo exclusion zones

Identity elements
24 Logo minimum sizes
25 Logo positioning
26 Co-branding
27 Endorsements

Publications
28 Document logo sizes
29 Bright colour palette
30 Dark colour palette
31 Light colour palette
32 Colour palette text contrast
33 Main typeface
34 Alternative typeface
35 Type in use
36 Writing and tone of voice
37 Graphs, charts and tables
38 Flat icon style
39 Line icon style
40 Photography

HM Government identity system
41 Document cover typography
42 Typographic hierarchy
43 Document layout grid
44 Document layout examples
45 Parliamentary papers
46 Copyright and open access
47 Accessibility

Applying the identity
48 Powerpoint presentations
49 Stationery templates
50 Websites
51 Website examples
52 Social media avatars
53 Campaign examples
54 Video and animation logo placement and size
55 Video and animation logo placement with strapline
56 Video and animation co-branding
57 Building signage
58 Logo use on signage
59 Contacts and artwork
The HM Government identity is recognised and trusted by the public. As such it is the master brand for government communications and must be applied correctly and consistently.

The HM Government identity can and should be used:

- on all high-profile public-facing campaigns and communications across government
- for cross-departmental and agency activity, replacing multiple department and agency logos for greater clarity
- when a temporary service or body needs an identity but does not warrant the investment in creating one
- where a service or campaign may have greater credibility if it is seen to have the wider authority of government
- as an endorsement of part-funded UK programmes and initiatives
- unless there is a specific reason for using a different brand i.e. a department logo

Details of exceptions can be found in these guidelines.
Related guidance and resources are available at https://hmgbrand.gcs.civilservice.gov.uk/
You can request access to the brand portal by emailing hello@design102.co.uk
The government identity system
The government identity system

The government identity system gives uniformity to government departments and organisations, ensuring they are recognised as part of government and treated with seriousness. It has been designed to be a practical and cost-effective solution for consistent logo creation.

Its flexible approach allows logos to:
• work across different media platforms
• be tailored to specific audiences

All logos should be created by Design102 in both landscape and portrait format to work across a range of media.

All logos consist of three elements:
• a symbol (primarily the Royal Coat of Arms)
• the department or organisation name
• a colour line

The principles of lock-ups work are illustrated here. They have been designed to keep sizing, weight and spacing consistent.
Government 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 logos primarily used in Scotland which adopt the Royal Arms of Scotland
- for logos used overseas where the Royal Coat of Arms is not recognised by the desired audience
- for logos 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 the Cabinet Office.
Using the Royal Coat of Arms

The government identity system places the Royal Coat of Arms at the heart of the majority of government organisation logos. 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 are required to use the approved versions of the Royal Coat of Arms, and must adhere to the principles specified by the College 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 logos using the Royal Coat of Arms should, wherever possible, adhere to the superior rule.** The superior rule ensures that logos using the Royal Coat of Arms have prominence and authority. To achieve this, logos must be placed at the top of any communications, adhering to the exclusion zone illustrated on page 23. 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 logo must have equal prominence to that of its partners.

- For consistency, the Royal Coat of Arms should be reproduced in black or white only. 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 (e.g. silver or gold), 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 or organisation’s logo is given due respect.
HM Government family

The hierarchy of the HM Government and UK Government family is easy for government and its partners to apply and for the public to understand.

This diagram illustrates the principle brands in relation to HM Government as the master brand.

All HM Government family logos adhering to the government identity system should be created by Design102.
Logos
Master logo

Our logo is made up of three elements: the Royal Coat of Arms, the organisation name and the colour line.

A. Master logo (portrait)
This logo should be used wherever possible. Secondary logos (see page 10) will sometimes be more appropriate for layout or accessibility reasons.

All identity artwork, in a variety of file formats, is available from: https://hmgbrand.gcs.civilservice.gov.uk/
Secondary logos

B. Secondary logo (landscape)
This logo should be used in place of the master logo if it is more appropriate because of content or design considerations.

C. Large format logo
This version of the logo has more detail in the crest, which can only be seen at larger sizes. See page 24 for more information on logo sizing.
Colour variations

Never place the logo in a box of colour to make it stand out. Your background colour will dictate which version of the logo you use.

**White background**
When placing the logo on a white background, use the logo with the blue colour line. If using a one colour print use the black version of the logo.

**Colour background**
Always use the white version of the logo when placing it on dark colour backgrounds.
Welsh translations

A. Welsh dual language

A dual language version of the HM Government logo is available.

Communications that are published in both English and Welsh should lead with English in both content and the logo.

This approach has been designed to avoid the creation of further logo artwork and the repetition of the Royal Coat of Arms on items.

B. Welsh

Artwork for the Welsh version is available on request.

It can be used where the communication is coming from central government, but the content is published only in Welsh, rather than a dual translation.

It reflects the HM Government logo as closely as possible, to create continuity between the different language versions of the logo.

Landscape and large-format versions are also available.
UK Government logo

In certain circumstances the UK Government logo can be used instead of the HM Government master logo. Specifically it can be used for public-facing communications that apply to the whole of the UK, including its devolved administrations. Its use should be judged on a case-by-case basis by the departments or organisations involved.

A large format version of the logo is also available.
UK Government: Scotland

The UK Government Scotland logo should only be used if a central government organisation is communicating to an audience in Scotland. In these instances, it should be used instead of the HM Government master logo.

This logo adopts the Royal Coat of Arms Scotland. For advice on its use, contact The Court of the Lord Lyon at:

lyonoffice@scotland.gsi.gov.uk

When applying the UK Government Scotland logo, the same principles apply as for the HM Government master logo.

A large format version of the logo is also available.
The UK Government Wales logo should only be used if a central government organisation is communicating to an audience in Wales. In these instances, it should be used instead of the HM Government master logo.

The translated version of the UK Government Wales logo should be used where the content of the communication is in Welsh.

When applying the UK Government Wales logo, the same principles apply as for the HM Government master logo. Large format versions are also available.
Dual language options: Welsh

When using the dual language logo options, follow the principles illustrated here.

The dual language logos should only be used for audiences in Wales. This approach has been designed to ensure clarity and legibility of both languages and to avoid the repetition of the Royal Coat of Arms.

- **English leading**
  - UK Government Wales
  - Llywodraeth y DU Cymru
  - Master (portrait)

- **Welsh leading**
  - Llywodraeth y DU Cymru
  - UK Government Wales
  - Master (portrait)

- **English leading**
  - UK Government Wales
  - Llywodraeth y DU Cymru
  - Master (landscape)

- **Welsh leading**
  - Llywodraeth y DU Cymru
  - UK Government Wales
  - Master (landscape)
UK Government: Northern Ireland

The UK Government Northern Ireland logo should only be used if a central government organisation is communicating to an audience in Northern Ireland. In these instances, it should be used instead of the HM Government master logo.

When applying the UK Government Northern Ireland logo, the same principles apply as for the HM Government master logo.

A large format version of the logo is also available.
Overseas branding: UK Government

The overseas UK Government logo is for use on government communication projects outside the UK, where logos from the government identity system would be inappropriate or unrecognised.

A. Wherever possible use the primary version of the logo.

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

Always use the logo artwork provided.

See separate overseas branding guidance for further information.
Overseas branding: UK aid

Separate logos are available for branding specific overseas aid projects. In some cases, it will be appropriate to use the UK aid logo within the UK. Please refer to the UK aid branding guidance and email: HMG-aidrequest@dfid.gov.uk

UK aid full colour logo
GREAT campaign

The GREAT Britain brand showcases the very best our nation has to offer to encourage the world to visit, study and do business with the UK.

For more specific campaigns on trade and investment, the GREAT brand may be used.

For more information about appropriate usage of the brand please request use of the brand guidelines from: brand@trade.gov.uk

You can also visit: www.greatbritaincampaign.com

Example of GREAT campaign poster

Great Technology powers success

UK scientists have combined forces to create a cutting-edge, lightweight paddle for paracanoeist Emma Wiggs MBE. Just one example of how UK collaboration in technology optimises innovation in sport. Join us and see things differently.
Northern Powerhouse

The Northern Powerhouse is the government’s ambition to bring together the communities of the North of England and Wales to become a powerhouse for our economy.

In most instances the logo is overlaid on imagery. The words and border are cut away so the photography can show through. Imagery should reflect the confidence, optimism and warmth of the North.

For more information about appropriate usage of the brand please request the brand guidelines from: branding@cabinetoffice.gov.uk

Example of Northern Powerhouse poster
Logo don’ts

The configurations of the logos must never be altered. Always use the identity artwork provided. Please see pages 9 and 10 for details of appropriate logo use.

- Don’t squash or distort the logo
- Don’t place the logo at an angle
- Don’t add a strapline near the logo
- Don’t distort the proportion of the crest
- Don’t place the logo on images where it may get lost
- Don’t alter the colour of the logo
Logo exclusion zones

The exclusion zone ensures the logo is not compromised by other elements and helps it stand out.

This page shows the minimum clearance areas. Whenever possible, leave more space around the logo than the exclusion zone.

A. Exclusion zone for print
The height and width of the clear space is set by the width of the Royal Coat of Arms around the logo.

B. Exclusion zone for digital
However, digital applications (websites, apps, social media etc.) are often seen at smaller sizes that do not allow for such a large minimum exclusion area. For these applications, a smaller area equivalent to half the width of the Royal Coat of Arms is accepted.

The same rules apply to both the landscape and large format versions of the logo.
Logo minimum sizes

Maximum and minimum sizes refer to the width of the Royal Coat of Arms, rather than the logo as a whole.

Minimum size for print
To make sure the logo is clear and legible, the Royal Coat of Arms should never appear smaller than a width of 5mm in print.
The maximum width is 20mm. After that the large format logo should be used (see secondary logos on page 10).

Minimum size for digital
The Royal Coat of Arms should never appear smaller than a width of 26 pixel on screen.
Logo positioning

For maximum impact, the identity should always be used prominently and legibly, as illustrated in the examples shown on page 68.

Whenever possible, the logo should be placed at the top left of the page. Should the design not permit this, place it according to the guide shown here.
Co-branding

Using the logo alongside partner logos

A. Work produced by two or more government departments or agencies should always use the HM Government logo, as HM Government is the master brand. The preferred placement for the logo is in the top left corner of the page.

For clarity when using the HM Government logo, you can add a relationship statement at the bottom of the page outlining the organisations involved in the publication.

B. When co-branding with a number of non-governmental organisations, those logos can be placed in a band on the bottom of the page, as shown here. Please ensure equal sizing and spacing for all of the partner logos used.

A. Co-branding with two or more government departments or agencies. Relationship statement in bottom left corner

B. Co-branding with a number of non-governmental organisations
Endorsements

**Endorsing and co-branding**

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

When co-branding or endorsing a project, use the logo as illustrated here.

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

The HM Government logo should have prominence whenever possible.
Identity elements

The building blocks for consistent and effective communications
Bright colour palette

The colour palette is made up of six primary colours in bright, dark and light shades to allow for variation and to convey different tones.

This page shows the bright colour palette.

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).

- **Pantone 660 C**
  - C77 M46 Y0 K0
  - R61 G125 B202
  - #3d7dca

- **Pantone 7408 C**
  - C2 M27 Y96 K0
  - R248 G191 B0
  - #f8bf00

- **Pantone 1805 C**
  - C21 M94 Y80 K13
  - R178 G41 B46
  - #b2292e

- **Pantone 241 C**
  - C33 M97 Y0 K0
  - R180 G26 B131
  - #b41a83

- **Pantone 349 C**
  - C90 M32 Y93 K24
  - R0 G105 B56
  - #006938

- **Pantone 424 C**
  - C54 M42 Y43 K27
  - R112 G114 B113
  - #707271
Dark colour palette

All colours in the palette can be used in tints of 20%. Tints are used to create range for backgrounds, diagrams, charts and graphs.

Pantone 7693 C
C100 M69 Y29 K14
R0 G72 B119
#004877

Pantone 669 C
C85 M90 Y33 K31
R63 G43 B86
#3f2b56

Pantone 3435 C
C89 M44 Y77 K52
R18 G71 B52
#124734

Pantone 1385 C
C13 M59 Y100 K3
R216 G121 B0
#d87900

Pantone 1815 C
C31 M91 Y74 K39
R128 G38 B41
#802629

Pantone Black 7 C
C63 M57 Y58 K63
R61 G57 B53
#3d3935
Light colour palette

When applying text on top of a background tint, always check the colour contrast passes AAA accessibility standards.

More information about colours and accessibility is on page 32.
Colour palette text contrast

It is important that the background and font combinations meet AAA accessibility standards. This means that only certain colours can be used for text on muted colour backgrounds.

The examples shown here use black text.

### Pantone 3435 C

<table>
<thead>
<tr>
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- All fail
- Graphical objects only
- Large text only

### Pantone 349 C

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</table>

- Graphical objects only
- Large text only

### Pantone 7724 C

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</table>

- Large text only

All pass
Colour palette text contrast

Black text on bright colour palette
Here are examples of black text against the bright colour palette with a background tint of 60%.

Securing Britain in an age of uncertainty: The strategic defence and security review

Securing Britain in an age of uncertainty: The strategic defence and security review

Securing Britain in an age of uncertainty: The strategic defence and security review

Securing Britain in an age of uncertainty: The strategic defence and security review

Securing Britain in an age of uncertainty: The strategic defence and security review

Securing Britain in an age of uncertainty: The strategic defence and security review
Colour palette text contrast

White text on coloured backgrounds

The examples shown here use white text on a coloured background. White text should only be used for online or social media purposes and should never be used for PDFs.

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Contrast

White text on coloured backgrounds

The examples shown here use white text on a coloured background. White text should only be used for online or social media purposes and should never be used for PDFs.
Colour palette text contrast

Using dark palette colours for text on grey Pantone 427 C
The examples shown here use colours from the dark palette on various tints of the light grey background.

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<td>Pantone 1385 C</td>
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<tr>
<td>Pantone 1815 C</td>
<td>TEXT</td>
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</tbody>
</table>
Colour palette text contrast

Using dark palette text on grey Pantone 427 C cover examples
The examples shown here use text in the colours from the dark palette on the light grey.
Main typeface

Our main 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.

These are the key weights for most applications. Please see page 53 for type style and hierarchy guidance.

Alignment
Type alignment should be ranged left.

Character settings
Kerning must be set to optical, tracking at 0pt.

Helvetica Neue 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 (!@£$%&

Helvetica Neue 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 (!@£$%&

Helvetica Neue 65 Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 (!@£$%&

Helvetica Neue 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 (!@£$%&
Alternative typeface

If Helvetica Neue is not available, for example when producing PowerPoint presentations or reports in Word, you can use Arial.

The same guidance on usage throughout this section still applies. Simply substitute Helvetica Neue Light or Roman for Arial Regular, and Helvetica Neue Bold or Medium for Arial Bold.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ()!@£$%&

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ()!@£$%&
Type in use

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

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

See page 53 for examples of typographic hierarchy in publications.

1. **Title**
   38/42pt Helvetica Neue 45 Light

2. **Subtitle**
   22/26pt Helvetica Neue 55 Roman

3. **A heading**
   25/27pt Helvetica Neue 55 Roman

4. **B heading/introductory copy**
   16/19pt Helvetica Neue 55 Roman

5. **C heading**
   12/14pt Helvetica Neue 65 Medium

6. **Body copy**
   12/14pt Helvetica Neue 55 Roman

7. • Bullet point text should have a hanging indent, as shown here
   12/14pt with a 7mm indent in Helvetica Neue 55 Roman

8. 1. Numbered text should have a hanging indent whenever spacing permits
   12/14pt with a 7mm indent in Helvetica Neue 55 Roman

9. **Title for charts, graphs, figures or tables**
   12/14pt Helvetica Neue 55 Roman

10. Captions and source information
    12/14pt Helvetica Neue 55 Roman

11. **Footnotes**
    12/14pt Helvetica Neue 55 Roman
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.

Our tone of voice is professional, transparent and authoritative. It’s important that our tone of voice is applied consistently and that everyone who writes or talks about HM Government is clear about these three principles.

Professional
- formal
- accurate
- consistent

- avoid colloquialisms and be specific, informative and to the point
- use facts and figures to support points and recommendations
- ensure communications are fact checked and proofread

Transparent
- clear
- open
- accessible

- signpost important areas of the text e.g. calls to action
- present both sides of an argument and don’t be judgemental
- cut out jargon and difficult words, and break up longer sentences and paragraphs

Authoritative
- direct
- unambiguous
- confident

- use the active voice – ‘we decided’ rather than ‘a decision was made’
- use definite rather than vague language
- limit the use of tentative words like can’t, don’t and maybe
Graphs, charts and tables

Styling graphs and charts
The pie chart and bar chart here show how infographics can be used to present complex information in a clear and engaging way. Your infographics must always meet AAA accessibility standards. This means you may need to use patterns or textures (such as stripes) to differentiate the data, as well as colour.

Public Sector Growth
- North East
- North West
- South East
- South West

UK Growth (%)
- England
- Scotland
- Wales
Graphs, charts and tables

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 12/14pt Helvetica Neue Medium, and all other information should be set at 12pt Helvetica Neue Roman or Medium depending on its emphasis.

As illustrated by the flow chart, line graph and table, graphics should, wherever possible, be created using tints of one colour from the colour palette. Use darker colours on white backgrounds for accessibility.
Flat icon style

Wherever possible, icons should be created in this flat icon style using HM Government grey (Pantone 424c) paired with one other HM Government colour.
Line icon style

Line icons are simple, clear and functional and should be used as a secondary choice to the flat icon style shown on page 43. Choose your icon style depending on the tone of the message being conveyed.
Photography

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

Destinations, objects and activities
Taking photographs from unusual angles or by zooming in on detail can help to create interest.

Photography must be of high resolution (300dpi minimum at actual size of use) for printed material.

Ensure that you have the licensing and rights for all photography used.
Photography

People

Ensure images of people are emotive.

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.

Photography must be of high resolution (300dpi minimum at actual size of use) for printed material. Ensure that you have the licensing and rights for all photography used.
Publications

Creating clear and consistent communications
Document logo sizes

The recommended sizes for common document formats are illustrated here. The width of the Royal Coat of Arms is used as the reference point, as it is consistent across the HM Government family.
Document templates

A simple Word template has been created for use internally.

The template is available from:
Document cover design

The use of photography, illustration or graphics can be introduced into the design layout to reinforce key themes or create impact.
Document cover grid

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

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 here.

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

**A template is available from:**
Document cover typography

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

The key elements to each cover are:
- HM Government logo
- document title
- document subtitle and/or date/#tag
- image or graphic box

The title can be placed on a plain cover (A) or above an image or graphic colour (B).

A. May 2018

Quango reform:
Public bodies closed

Public bodies closed as of August 2011

HM Government master (portrait) logo

Document title 40/60pt Helvetica Neue 75 Bold/55 Roman

Document subtitle 14/26pt Helvetica Neue 65 Medium

Date or # tag set at 12/18pt Helvetica Neue 55 Roman

B. Securing Britain in an age of uncertainty: The strategic defence and security review

Securing Britain in an age of uncertainty: The strategic defence and security review

May 2018
Typographic hierarchy

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

A heading
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

D heading
for subheadings in black

Body copy
for the majority of content
A. 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.

B. It is also possible to use one column for ease of internal publishing or on smaller formats such as A5 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 here.
The following examples show how to approach common layouts. White space is an important element of any layout, as it allows for ease of reading while creating a clean and professional document. Body copy should be reproduced in black or dark grey.

Headings, quotes or subheadings should be reproduced in a colour from the dark palette at 100%.

A. Contents

B. Portrait, title and foreword

C. Text, pull-out copy, pie chart and boxed text

D. Plain divider page and chapter heading
Document layout examples

The following layouts show the alternative higher hanging line for body copy in text-heavy documents.

A. Pull-out quote set on a divider page
B. Full-page photography
C. Boxed text, multiple photography and pull-out quote
D. Pull-out body copy, footnotes and bar chart

When highlighting a quote, feature text or a statistic use this size of font. When highlighting a quote, feature text or a statistic use this size of font.
Parliamentary papers

Command papers, House of Commons papers and unnumbered papers

Simple Word templates have been created for parliamentary papers. They are available at:


For further guidance and support on producing and publishing command papers please contact the National Archives:

https://www.nationalarchives.gov.uk/information-management/producing-official-publications/
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.

You must use the following statement on all Crown copyright publications.

Copy, paste and edit the template below

© Crown copyright, [insert year published/created]

This information is licensed under the Open Government Licence v3.0. To view this licence, visit nationalarchives.gov.uk/doc/open-government-licence/version/3.

Any enquiries regarding this publication should be sent to: [insert contact details].

This publication is also available from our website at www.gov.uk/government/publications

[AND/OR]

This document is also available from our website at www.gov.uk/insert as appropriate

*Delete as applicable
Accessibility

Accessibility statement
The Equality Act 2010 states that all our communications should be accessible to the widest possible audience, including people with disabilities.

Consider the following guidelines for different groups that may want to read HM Government communications.

In order to ensure you are abiding by accessibility guidelines, always use the templates provided.

Users with learning and reading difficulties
The text needs to be simplified a little, using more symbols and pictures. Use audiotapes and videos. Consult support groups and individuals.

Users with hearing loss
Use written information for your communications. Additionally, consider working with carers or British Sign Language (BSL) interpreters. You can find more information about developing communications for BSL users by contacting:

RNID (Royal National Institute for Deaf People)
9 Bakewell Road., Orton Southgate, Peterborough, PE2 6XU
Phone: 0808 808 0123
Text: 07360 268 988
E-mail: information@rnid.org.uk

Users with visual impairment
Use large bold print, at least 14pt.
Use audiotapes, electronic text, the internet or Braille. Make sure text colours are accessible.

For more information on producing in alternative formats contact:
Royal National Institute of Blind People (RNIB) 105 Judd Street, London WC1H 9NE
Phone: 0303 123 9999
E-mail: helpline@rnib.org.uk

Users whose first language is not English
Use translated text from a guaranteed source where appropriate, for example local ethnic minority community groups. Certain languages are often spoken and not read, so it is important to check this. Where appropriate, use other media, for example audiotapes, videos and interpreters.

Please note that all publications produced through the publishing team are available upon request in different formats.
Applying the identity

Creating professional and engaging communications across a range of applications
PowerPoint presentations

It is important that we are consistent across all materials, including our presentations.

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

The presentation title should be set in 45pt 65 Roman.

The presentation sub-heading should be set in 20pt 55 Roman.

An example of a title slide is shown here.

The presentation template is available from:
PowerPoint presentations

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 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
Stationery templates

Word templates for stationery, including letterheads and business cards, are available from:
Websites

Logo placement
On our websites, the landscape logo is always used and is positioned top left in a bar.

The following shows how close the logo should sit to the absolute top of the site and the absolute left, for desktop, tablet and mobile screen sizes. The width of the black bar stays consistent across all three.
Websites

Logo sizing
Website designs using our logo should be responsive. We’ve provided recommended usage sizes for three typical digital formats below. The width of the Royal Coat of Arms is used as the reference point, as it is consistent across the HM Government family.

<table>
<thead>
<tr>
<th>Format</th>
<th>Crest width</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop</td>
<td>30px</td>
</tr>
<tr>
<td>Tablet</td>
<td>30px</td>
</tr>
<tr>
<td>Phone</td>
<td>24px</td>
</tr>
</tbody>
</table>
Website examples

Here are some examples of how the HM Government logo should be used on websites (positioned at the top left) of the page.

A. https://www.yourpension.gov.uk
B. https://firekills.campaign.gov.uk/
Social media avatars

For social media avatars the Royal Coat of Arms is used on its own, with the HM Government primary colour in the background. For consistency, every department and their agencies should follow this rule, using their crest, insignia or symbol from their logo and their primary colour as the background. This is because the organisation name will always be visible beside the avatar on profiles and posts.

The shapes and requirements for social media avatars regularly change. This is an example of how our identity can work in the most commonly used shapes.

Social media artwork can be created by Design102 on request.
Campaign examples

A. Example of HM Government co-branding and endorsement

B. Example of logo top left

C. Example of logo bottom left
IS WORK WEAR DEDUCTED FROM YOUR WAGES?  
IF SO, YOU COULD BE UNDERPAID.

By law, you’re entitled to the NATIONAL 
MINIMUM OR LIVING WAGE. If your 
employer deducts the cost of uniform 
from your wages, you might not be 
getting what you’re owed.

Check what you’re entitled to: 
gov.uk/checkyourpay

Share the joy

SHARED PARENTAL LEAVE

gov.uk/sharetheleave

Check what you’re entitled to: 
gov.uk/checkyourpay

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Check what you’re entitled to: 
gov.uk/checkyourpay
Video and animation logo placement and size

The last frame of any video or animation should always contain the portrait version of the logo on a white background. It can be used on its own or in conjunction with a strapline (see page 72). The logo should always be centred in the frame.

**HD video**

When creating HD video or animation, the crest of the logo should be 124px wide in size.

When creating a 4K video or animation, the crest of the logo should also be 124px wide in size.

An animated version of the logo can be requested from Design102.
Video and animation logo placement and size

The last frame of any video or animation should always contain the portrait version of the logo on a white background.
Video and animation logo placement with strapline

An animated logo with the call to action ‘For more information visit GOV.UK’ is available from Design102. This should be used as the end card of videos or animations. The logo should remain centred in the frame and text should be centred directly underneath.
Video and animation co-branding

For videos and animations produced by more than one government department or agency, the secondary departments should be added in text to the editable file provided by Design102.

Crest width 124px

For more information visit GOV.UK

Produced in association with [department name]
Building signage

For full guidance on external and internal signage, see separate HM Government building signage guidelines.

For shared occupancy buildings used by organisations from multiple departments:

- HM Government has the prominent position
- the organisations in the building are listed beneath, without their logos
- logos for each organisation can be shown at the entrance to their specific area within the building
Building signage

For shared occupancy buildings where there is a clear parent department:

- the parent department has the prominent position
- the names of the related organisations follow beneath without their logos

Please ensure consistent spacing.
Logo use on signage

The HM Government logo should be used on external signage for shared occupancy buildings and government hubs in England.

Exclusion zone
The exclusion zone ensures the logo is not compromised by other elements and helps it stand out.

The height and width of the clear space is set by the width of the Royal Coast of Arms around the logo.

Whenever possible, leave more space around the logo than the exclusion zone.

Hubs
The first line of the hub address should be placed beneath the logo at a distance equal to one-quarter of the height of the crest. The typeface used is Helvetica Neue 55 Roman.

Hub signage with first line of address (for example, building name)
Logo usage on signage

This is an example of how hub signage can be used in situation.
Logo usage on signage

The UK Government logo may sometimes be more appropriate than the HM Government logo.

It is used for shared occupancy buildings in Wales, Scotland and Northern Ireland that house central government organisations – so where the remit of at least one of the organisations in the building covers the whole of the UK (not just the country the building is located in).

This decision should be made on a case-by-case basis by the departments or organisations involved.

Shared occupancy buildings in England should use the HM Government logo. For more information, see page 72.
The templates specified are available from https://hmgbrand.gcs.civilservice.gov.uk/

For the logo artwork specified in these guidelines or details and advice on the practical application of the government identity system, contact Design102 at hello@design102.co.uk

For guidance on creating new logos, exemptions or broader advice on the strategic role of the government identity system within government communications, contact the Cabinet Office campaigns team at branding@cabinetoffice.gov.uk

Agency, arm’s length body and non-departmental public body 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 Arms of Scotland, contact The Court of the Lord Lyon at lyonoffice@scotland.gsi.gov.uk

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