



National Highways **Our visual identity**



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1.1

Foreword

This visual identity document establishes what the National Highways logo is, the rules for its use and a high level view of the design language of the company. These rules, together with our writing style guide *Normal not formal*, form the backbone of our company brand. They are applicable to all National Highways products regardless of their format unless otherwise prescribed.

Whether you're an employee of National Highways, or someone working for or with us, it is our collective responsibility to ensure that the integrity of the National Highways brand is upheld at all times.

A strong brand is important to our customers. It helps them understand what we do. It allows them to identify trustworthy information. And, it lets them know who to contact if they have an issue.

By adhering to the brand we increase recognition of the company and build its reputation. Please familiarise yourself with the brand documents.

The National Highways visual identity is owned, developed and maintained by National Highways Creative team. Any planned departure from these specifications must be approved by the Head of Creative Services at the very start of any design process.

An additional document, specifically tailored **for contractors** delivering road schemes, explains how the National Highways logo should be used on their personal protective equipment, operational vehicles, site signage and other related products or buildings.

“

Everything we do and say influences perceptions that others have of us.

A strong brand and visual identity will help build and protect our reputation.

”

Peter Allen

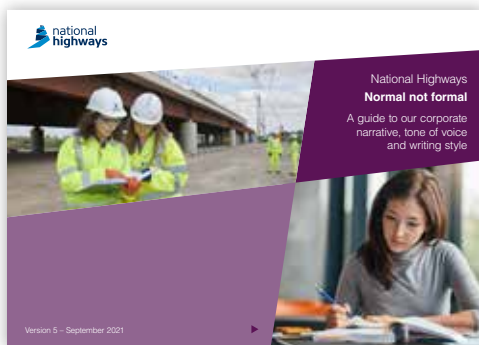
Executive Director of
Communications and
Corporate Affairs

1.2

Brand guidance documents

This document is part of a suite that form the brand guidelines of National Highways. They are separated into specific areas, offering guidance and information to ensure our brand is protected wherever it appears.

For the rest of these documents visit our page on the intranet or see the link included in the description of each.

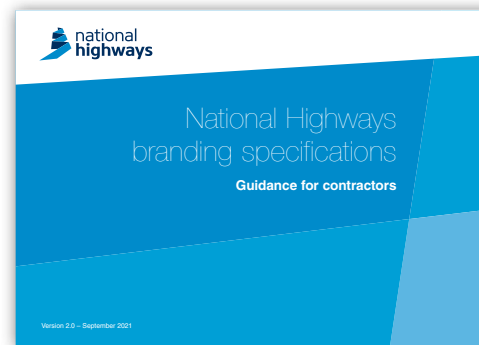


Normal not formal – our tone of voice

A comprehensive guide on how to write to best engage your audience(s).

Main sections covered are:

- Corporate narrative
- Tone of voice
- Style guide



Guidance for contractors

Specific guidance for our supply chain on how to apply our identity.

Main sections covered are:

- Logo
- Design system and its applications
- Site signage
- Additional information for our supply chain



Design style guide

This document is for professional designers commissioned to produce corporate material for National Highways. It is a supplement to this visual identity and outlines our broad design language.

The guide is available on request by contacting the Senior Design Manager or one of the regional Creative team managers listed at the back of this document.

2.1

Our logo

There is only one National Highways logo, with options for different use cases that are detailed on the following pages.

The logo is the combination of the graphic and the wordmark elements; **they must not be separated.**

The National Highways logo

The logo should be used wherever it is appropriate, for example – on corporate stationery, presentations, publications, exhibition material, advertising and digital media as well as vehicles and signage.



The logo uses two colours from the **Pantone®** colour matching system.



Logo arrangement for representatives

Third party individuals or companies, employed to provide expertise, advice or assistance on behalf of National Highways should display the 'representative' arrangement of the logo shown below. The representative logo may be used on clothing such as polo shirts, jackets, hard hats or on name badges and business cards.

Please contact the Creative team for appropriate artwork for identified end uses.

Working on behalf of



2.2

Using the logo

Logo spacing

There should always be clear space around the National Highways logo. This is important to ensure it is clear, immediately recognisable and consistent. The 'X' height determines the minimum clear space you need to leave around the logo.

When the logo is used on publications, 'X' is equivalent to the height of the letter 'h' in 'highways' in the logo. **Figure 2.2.1**

When the logo is used on signage or digital media 'X' is equivalent to half the height of the letter 'h'. **Figure 2.2.2**

Figure 2.2.1

Exclusion zone –
Publications



Figure 2.2.2

Exclusion zone –
Signage and digital media



Figure 2.2.3

Minimum size



2.2

Using the correct colourway of the logo

Wherever possible, use the logo in its true form on a white background. Never reproduce the logo in any other colour combinations, tints or tones.

There may be times when it isn't possible to reproduce the logo in the corporate colours. In such cases you will need to use the mono (black) or reversed out (white) option.

Choose the correct version that results in the greatest contrast. On light backgrounds use the black logo and on dark backgrounds use the white option.

When using the logo on photographic images, ensure that the logo appears over a part of the image that offers excellent visibility.

True form



Mono black



Reversed out (white)



Positioning

The primary position for the logo is top left on all National Highways communications. The secondary position is bottom right. A supplement that expands on our design style is available **on request** to professional designers.

Top left



Bottom right



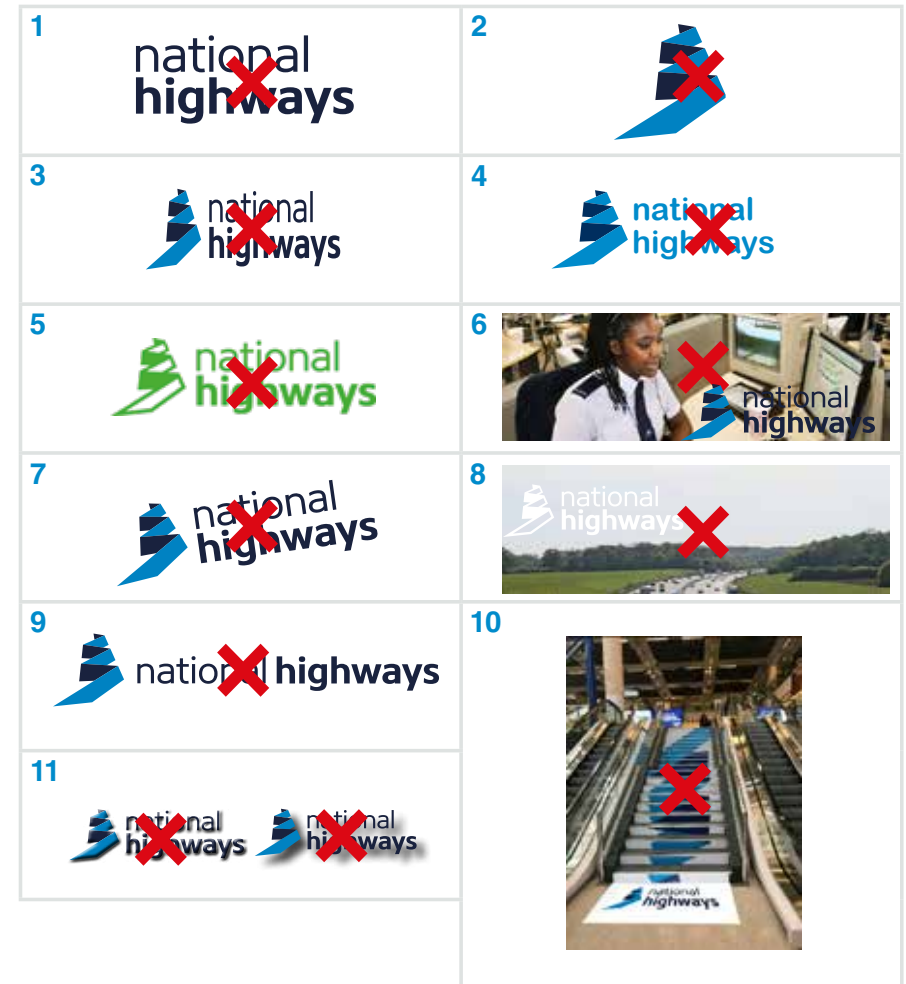
2.3

Logo no-nos

What not to do

The National Highways logo is the core of our visual identity. It is essential that we use it correctly. You must not:

1. use the words element separately
2. use the graphic element separately
3. stretch or distort the logo in any way
4. use another typeface or additional text within the logo
5. change the colours of the logo
6. use the logo on any background image or graphic that makes it unclear
7. display the logo at an angle – it must always appear in the horizontal position
8. use a colourway of the logo that doesn't provide enough contrast to make the logo very clear
9. rearrange any of the logo elements
10. use a part of the logo on a novelty or structural feature
11. apply any visual effects to the logo including drop shadows. A subtle drop shadow may be used on the mono or white logos in video productions where the logo is persistent over a moving image



2.4

Sub-brands and idents

Sub-brands

National Highways has one logo and one brand. Sub-brands undermine the corporate brand. Project teams or groups may wish to use an appropriate and consistent colour theme and treatment of text to build a repeatable and recognisable look and feel to their outputs. Only the colours and fonts listed in this document can be used in this way.

Only our marketing campaigns may include an over arching linking element, for example 'Don't be a Space Invader' used on a recent close-following campaign. These should not be used on anything other than the collateral produced as part of the marketing campaign itself. The development of all publicity material relating to road safety must be referred to the Communications directorate safety lead.

The development of any asset, that may be considered a sub-brand, must be approved by the Communications and Corporate Affairs directorate at Divisional Director level. Development may require a business case. Consideration will be given on a case by case basis.



For more information and advice please contact the **Creative team**.

2.4

Idents

We understand the need to communicate a series of outputs to colleagues in a way that ties them together. This might be a schedule of tightly related training courses or a collection of discussions, talks and seminars on a defined theme. You must not create a logo for occasions such as these, but you may create a consistent running treatment for the literature, collateral and advertisements. We refer to these as an ident or identity.

Under no circumstances should you develop an ident for a directorate, team, working group or collective.

A National Highways internal identity is limited to the corporate font family and the corporate colour palette and must have a defined lifecycle – usually no more than a year.

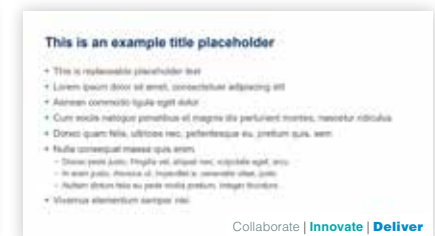
It's likely that your programme of events or collateral will have an overarching name, for this example let's call it 'Collaborate. Innovate. Deliver', a series of talks, workshops and SharePoint information pages. You may use the styles within the corporate font family and colour palette to treat the theme title to make it easily identifiable and to use across your outputs (see the examples). The colours used in your outputs might then follow the colours from the overarching name, tying it all together visually. **You must not incorporate the National Highways logo into your identity.**

This coherent approach to your family of events and assets creates its identity with the repeated treatment of the overarching name becoming the ident.

You may use your ident on internal platforms including Yammer, SharePoint and Sway. It may be used at the beginning or end of internally facing videos. It may be used in PowerPoint presentations - on the title page it must not encroach into the National Highways logo area or into the white header the logo sits in. And, on subsequent pages, you may replace the National Highways logo in the bottom right corner with your ident, or place it in the bottom left corner with the same prominence as the National Highways logo. The ident and the logo must not be grouped together.

The approach described here is the only one permitted without seeking the permissions outlined in the 'sub-brands' description.

Example of an ident: Collaborate | **Innovate** | **Deliver**



For more information and advice please contact the **Creative team**.

National Highways - home safe and well

National Highways' corporate safety campaign - home safe and well - has a wordmark logo in two arrangements, shown below. This identity is currently the only authorised exception to our rules on sub-brands.

This identity appears internally on health and safety communications and reports. Its only public-facing application is on the back of safety hats and hi-vis jackets.

home
safe
and well

home safe
and well

Please request the **home safe and well identity guidelines** for more details.

2.5

Working with other co-funding bodies

National Highways sometimes works alongside other public bodies to co-fund or collaborate on projects. Neither party is paid by the other. This is what we refer to as a ‘true partnership’.

When communicating a true partnership the National Highways logo must have greater or equal prominence to any logo appearing alongside it.

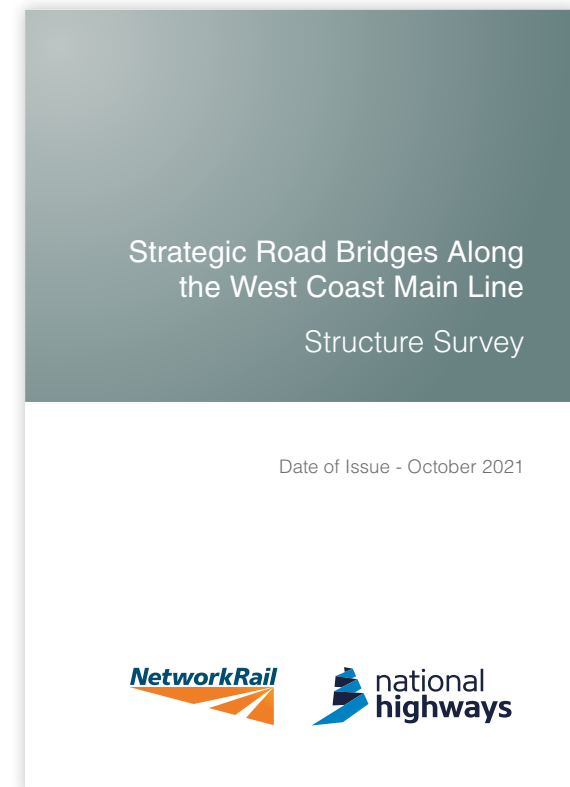
For example on reports or scheme billboards **Figure 2.5.1**.

Any organisation paid, or in any other way compensated, for their knowledge, skills or other resources is classed as a supplier and not as a partner.

We do not, as a rule, use supplier logos in our communications. These organisations may be referred to by name only on the inside of publications. Exception: suppliers’ logos may be used on a ‘suppliers list’ panel at public exhibitions, where appropriate.

True partnership use

Figure 2.5.1



3.1

Photography

High quality photography and film content is essential for telling our story at National Highways.

We use imagery to add context and to drive our communications. This might include demonstrating the magnitude of an engineering challenge, to feature staff in the variety of their professional roles, or by focusing on the detail of one of our environmental schemes. Visual communication is key in building trust, by connecting and engaging our audience.

All footage and stills must be correctly exposed, in focus and have a clear subject and composition. The quality of our visual output directly represents the quality of our output and achievements as a company.



For more information and advice please contact the **photography and film team**.



3.2

Film

Film branding assets

We have a set style for branding our corporate films. We have a set style for title frames, lower thirds, captions and a branded outro. To ensure you get the correct advice and templates, ahead of supplying assets and templates to a third party, please contact photography@highwaysengland.co.uk

Note: The corporate outro may only be edited, where appropriate, by Creative team.



nationalhighways.co.uk

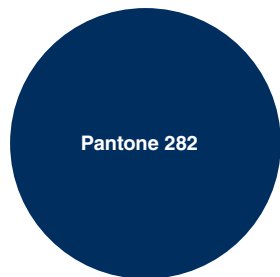


4.1

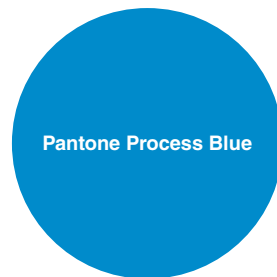
Our corporate colour palette

Primary palette

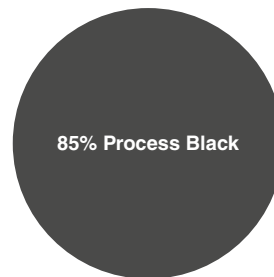
The National Highways visual identity uses two colours from the Pantone® matching system and an 85% tint of black.



Pantone 282
 CMYK: 100, 68, 0, 54
 RGB: 0, 46, 95
 #002E5F



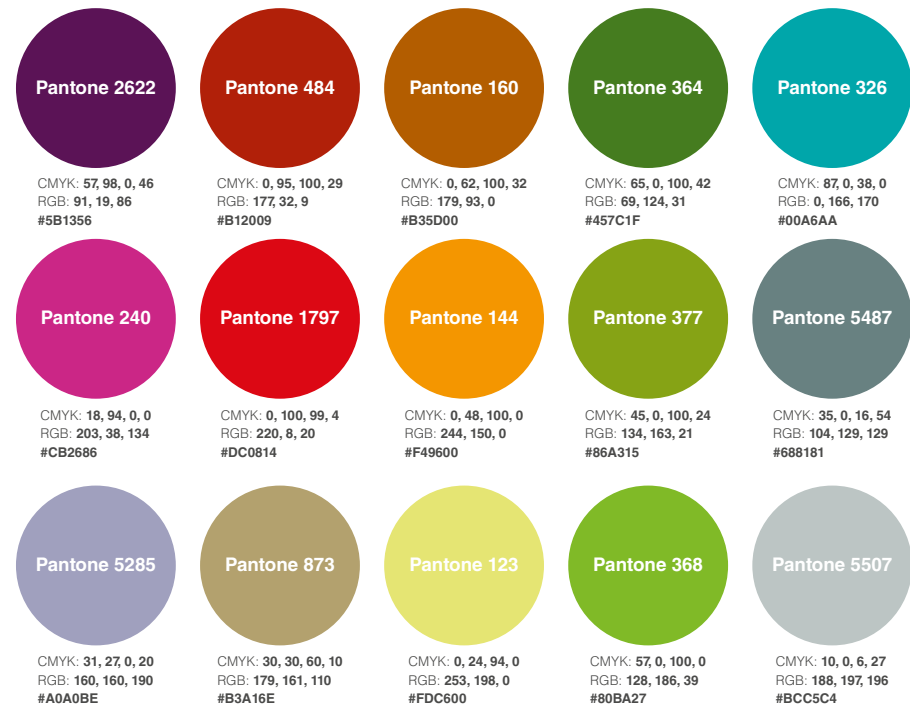
Pantone Process Blue
 CMYK: 100, 10, 0, 10
 RGB: 0, 139, 203
 #008BCB



85% Process Black
 CMYK: 0, 0, 0, 85
 RGB: 74, 74, 74
 #4A4A49

Secondary palette

For greater flexibility and depth, colours from our secondary palette may be used alongside the primary colours. For printed literature you should not use colours below a tint value of 15%.



4.2

Our corporate fonts

Fonts for use in business applications and fonts for designers

Employees and suppliers using business wide applications, such as Microsoft Word, should use Arial font. To ensure your documents are accessible 12pt (on single line spacing) should be used.

Professional designers producing corporate material for publication must use the Helvetica Neue Lt Pro font family. Body copy in corporate documents should be set at 11pt on 16pt leading wherever possible.

Some assets designed specifically for use online use the Proxima Nova font family. For more information about designing for our digital channels please refer to the [Social media visual identity](#).

For advice on creating accessible communications visit the government's [Office of Disability Issues](#) website.

Arial

Arial should be used when Helvetica is not available.

Arial***Arial Italic*****Arial Bold*****Arial Bold Italic*****Arial Narrow****Arial Black****Helvetica Neue Lt Pro**

The standard set of Helvetica fonts are listed here, although designers may wish to use additional weights available in the Helvetica Neue Lt Pro family.

Helvetica Light and *Light Oblique*

Helvetica Roman and *Oblique*

Helvetica Bold and ***Bold Oblique***

Helvetica Black and ***Oblique***

Helvetica Light Condensed and *Oblique*

Helvetica Condensed and *Oblique*

Helvetica Bold Condensed and ***Oblique***

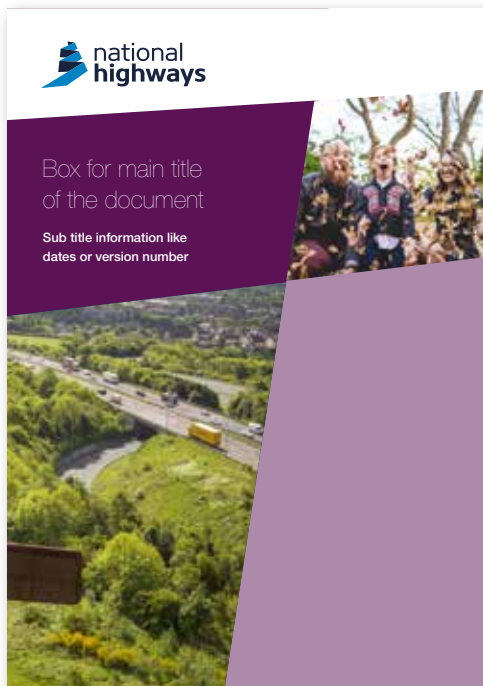
Helvetica Black Condensed and ***Oblique***

4.3

Our corporate design style

To complement the National Highways logo, our preferred design style for documents and other corporate collateral (not including marketing campaigns) uses a number of angular placeholders. There is a separate corporate design guide available on request to design professionals. The design assets will be supplied, in Adobe Illustrator format, along with the guide.

Document covers are particularly important. Permitted treatments are detailed on the next page. Documents created in Word and other office software must use the National Highways templates provided for those applications. A number of templates for the common applications can be found on the intranet on the [Communications and Corporate Affairs tools and resources page](#).



4.4

Document cover design options

Designers may choose from the treatments detailed below. Documents created by non-designers in Microsoft Word and other office software must use the National Highways templates provided for those applications. In some instances, designed covers can be supplied to be included in documents being created by colleagues in Word with the intention of publishing externally.

Covers utilising the variable asset

The variable asset option is the default cover layout for road scheme literature. They use either flat colours from the corporate palette or include one or two photographs. If two photographs are used, they must be in opposite frames. See **Figures 4.4.1, 4.4.2, 4.4.3** and **4.4.5**.

Figure 4.4.1



Figure 4.4.2



Figure 4.4.3



Figure 4.4.4



Figure 4.4.5

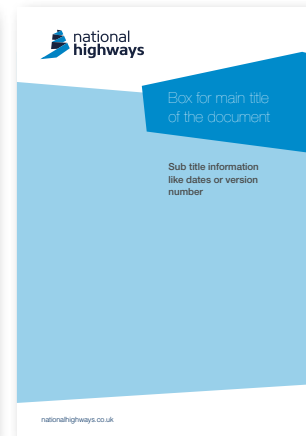
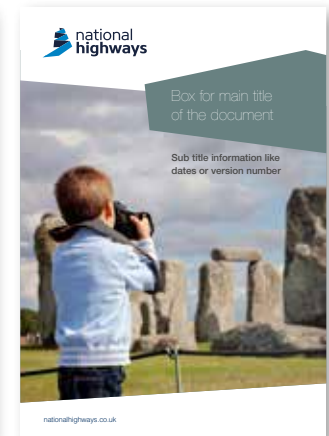


Figure 4.4.6



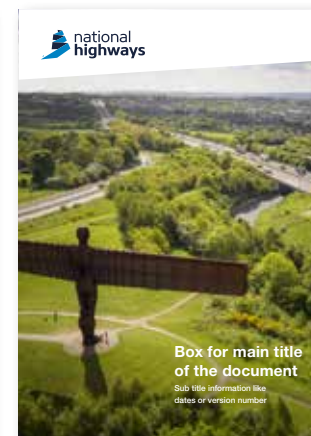
Covers using the title box

The title box option is the default cover layout for documents, reports and guides that are not road scheme related. They use either flat colours from the corporate palette or include a single photo. See **Figures 4.4.5** and **4.4.56**.

4.4

Covers using a single image

A document cover may use a single photograph, beneath the masthead, if the image meets the following criteria. The image must be high quality, impactful and relevant. The image must provide sufficient contrast for any text placed over it. The image must fill the whole space below the masthead. The image may wrap onto the reverse of the document, but the focus of the image must be on the front. The image must be a single image not a montage. The document designer will have the final say whether the image meets the required standard. Illustrations may be used if they have been created with the sole purpose of occupying the front cover space. 3D models and renders may be used but they must meet the same standard as set out for photographs outlined above. See **Figures 4.4.6** and **4.4.7**.

Figure 4.4.6**Figure 4.4.7****Covers for top-tier National Highways documents**

A select set of documents including the Annual Report and Accounts, Delivery Plan and Strategic Business Plan have their own design criteria. They use appropriate imagery for the topic and use a National Highways logo in the bottom right hand corner. Only documents within this defined set may follow this layout with approval from the Head of Creative Services.

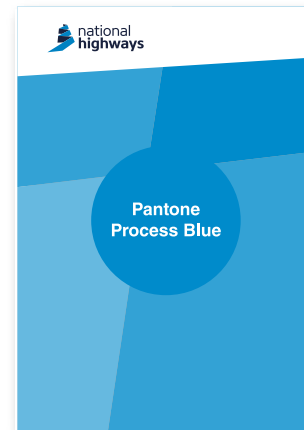
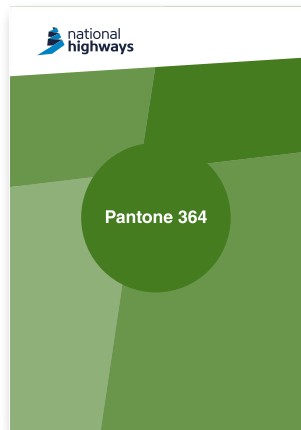
4.5

Design and the PCF process

Guidance for the preparation of materials for projects following the Project Control Framework (PCF) process

So that we present a consistent face to the public throughout our PCF road scheme stages, we must use the following colours on all our public facing communications. This applies to both physical and digital collateral.

As a rule we use green documentation for road schemes on A-roads and blue on documentation for motorways. This choice reflects the colour of road signage along these road types.

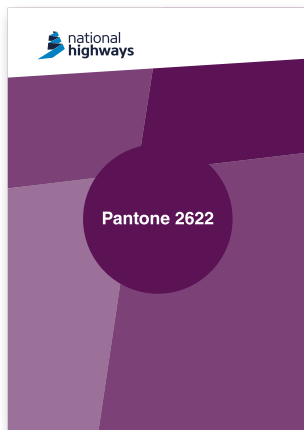


PCF Stage 2 materials (including any communication prior to this stage)

Material at this stage of consultation includes:

- Options selection
- Options consultation
- Preferred Route Announcement (PRA)
- Public Consultation Report and Summary
- All other associated communications

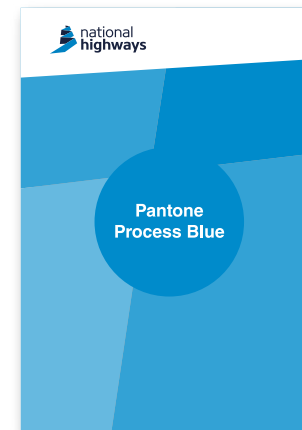
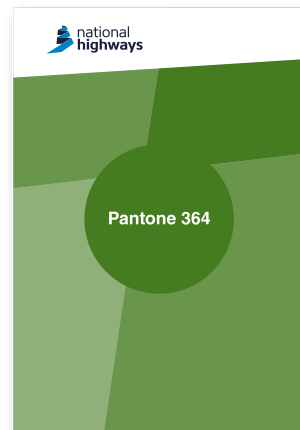
Continued from previous page



PCF Stage 3 and 4 materials

Material at this stage of consultation includes:

- Preliminary design
- Statutory procedures and powers
- Development Consent Order (DCO) consultation and application documents
- Highways Act documents



PCF Stage 5, 6, 7 materials

Material at this stage of consultation includes:

Stage 5

Construction preparation materials include: exhibitions, newsletters, digital content etc.

Stage 6

Construction, commissioning and handover materials include: exhibitions, newsletters, digital content etc.

Stage 7

Closeout materials include: opening ceremony products, social media and digital content, newsletter, brochure and more.

5.1

Letters

You should always:

- use **12pt** Arial typeface for the body of the letter.

You should not:

- reposition, redraw, or distort any of the letterhead elements.

Templates

National Highways colleagues can access the templates from the [Communications and Corporate Affairs tools and resources page](#) on our intranet. Contractors should contact their regional communications team. A sample National Highways letter is shown here.



Our ref: ref 1
Your ref: ref 1

Hugh Ways
House name
Street name
Town name
County
Post code

Sender's name
Sender's job title
Address line 1
Address line 2
Address line 3
Address line 4

Tel: 0300 470 1234
3 March 2019

Dear Hugh,

Subject title

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur.

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum lure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.

sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam.

Yours sincerely

Sender's name
Sender's job title
Email: @highwaysengland.co.uk

cc: copy person 1
copy person 2
copy person 3

5.2

Email signatures

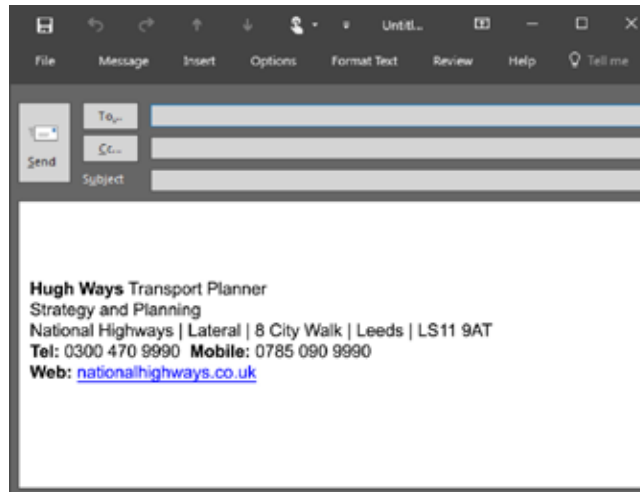
We all must use a standard signature template at National Highways. This ensures that we each project the same consistent, professional image in our emails, regardless of department or working level. We use the same layout for ease of understanding, legibility and image.

Following these rules will mean that people will know who you are, what your job is, and how to reach you. You should also add your contact details to all reply and forward emails.

Do not add the company logo to our signature blocks, it increases the digital size of our emails and takes up space on our screens. Do not add any other graphics as they dilute the company brand, and are often confusing and unnecessary to others. Full instructions on how to set up your email signature and details on exceptions including those for physical and mental first aiders can be found [here](#).

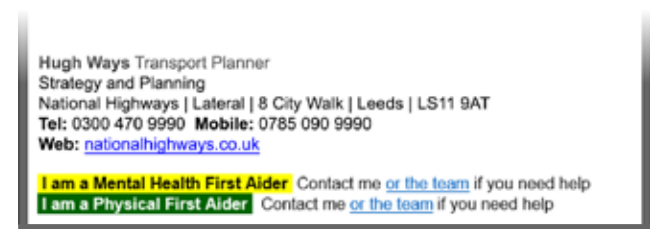
Please note that you must use Arial 12pt throughout your email signature. Only your **name**, **Tel:**, **Mobile:** and **Web:** should be Arial 12pt Bold. Telephone numbers should not include the international dialling code (+44 for example). Our corporate website address does not begin with 'www.'

Standard National Highways email signature

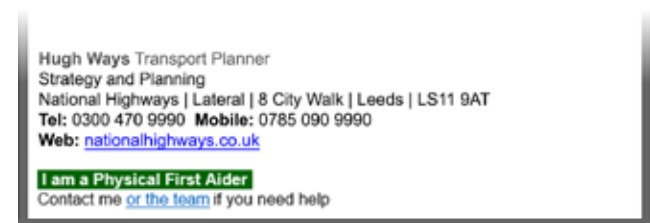


National Highways approved graphics

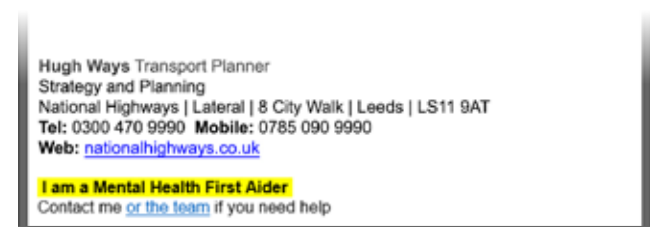
Dual role: Physical and Mental Health First Aider



Single role: Physical First Aider



Single role: Mental Health First Aider



6.1

Presentations

Templates

Templates

There are two types of template available, an **internal version** with a formatted title page and content pages; and a **template for presenting externally** which has an array of preformatted and editable content to assist you with delivering impactful presentations. Full guidance on how to make best use of the corporate Powerpoint template can be found [here](#).

You should always:

- select images of a high enough resolution (the Creative library is a good place to start)

You should not:

- re-size, distort, obscure or move the National Highways logo
- change the colour or font (use only the fonts listed within the template)
- use clip art or animation for external presentations

Internal template



External template



Support and top tips

7.1

Logo positioning on PPE

Safety hats

The standard hard hat uses our logo in square format – it is the only occasion when this logo style is appropriate. Home safe and well must be positioned on the back as indicated. No other logos are permitted.

National Highways employees safety hat

Front



Back



Site visitor's safety hat

Front



Back



High visibility jackets

High visibility jackets should feature the true form of the National Highways logo on both the front left breast and rear as indicated. Home safe and well must be positioned on the back within the centre section as indicated. To ensure maximum visibility no other logos are permitted.



8.1

Operational vehicles

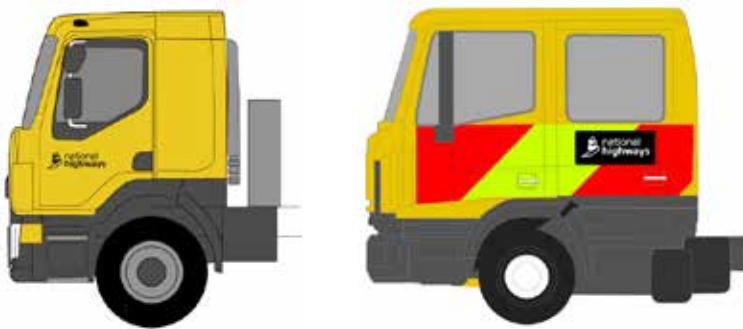
All dedicated operational vehicles for the National Highways road network, including those operated by our contractors, must be liveried using the standard National Highways corporate logo. No other logos are permitted.

For vehicle livery specifications and logos contact your regional National Highways communications team.

This applies to:

- salt spreaders, snow ploughs and snow blowers
- traffic officer vehicles
- on-site construction vehicles
- any other dedicated operational vehicles

All enquiries regarding vehicle livery, aside from the supply of appropriate logos, should be directed to chapter8@highwaysengland.co.uk



When all National Highways owned vehicles are sold, they must have all livery removed before the transaction takes place.

8.2

Traffic officer vehicles

Our traffic officer vehicles should display our logo on both the near and off-side front door panels as shown with 'TRAFFIC OFFICER' underneath. The bonnet should display the text for 'NATIONAL HIGHWAYS TRAFFIC OFFICER' as shown, so that it can be clearly read the right way around when viewed in a vehicle's rear-view mirror.



A traffic officer patrol vehicle is the only instance when a dedicated operational vehicle carries any information in addition to our logo.

Where traffic officer vehicles have rear side glass panels, they should feature the words 'TRAFFIC OFFICER' and our website address as shown, so long as this does not restrict or inhibit visibility for the driver.

Vehicle models may vary but positioning of the logo and addition elements remains consistent.



When all National Highways owned vehicles are sold, they must have all livery removed before the transaction takes place.

8.3

Traffic officer clothing

Our traffic officers are at the forefront of presenting our visual identity to customers and stakeholders. We aim to ensure they are instantly recognisable, while projecting an image of authority, competence and safety.

Uniforms

For more information about traffic officer uniforms, please email TUniforms&Technology@highwaysengland.co.uk



9

Contacts

Key people

Head of Creative Services

Jody Latham

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