



HM Government

Identity Guidelines

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 Scottish logos
- 13 Welsh logos
- 14 Overseas branding – UK Government
- 15 Overseas branding – UK aid
- 16 GREAT campaign
- 17 Northern Powerhouse
- 18 Logo don'ts
- 19 Logo exclusion zones
- 20 Logo minimum sizes
- 21 Logo positioning
- 22 Co-branding
- 23 Endorsements

[Click to jump to section](#)

Identity elements

- 25 Colour palette
- 26 Main typeface
- 27 Alternative typeface
- 28 Type in use
- 29 Writing and tone of voice
- 30 Graphs, charts and tables
- 32 Icon style
- 33 Photography – destinations and objects
- 34 Photography – people

Publications

- 36 Documents – logo sizes
- 37 Documents – templates
- 38 Documents – cover design
- 39 Documents – cover grid
- 40 Documents – cover typography
- 41 Documents – typographic hierarchy
- 42 Documents – layout grid
- 43 Documents – layout examples
- 45 Command papers
- 46 Copyright and open access
- 47 Accessibility

Applying the identity

- 49 PowerPoint presentations
- 51 Stationery templates
- 52 Websites
- 54 Website examples
- 55 Social media avatars
- 56 Campaign examples
- 58 Great campaign examples
- 59 Video and animation – logo placement and size
- 61 Video and animation – logo placement with strapline
- 62 Video and animation – co-branding
- 63 Building signage
- 65 Hub signage
- 66 Hub signage example
- 67 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.

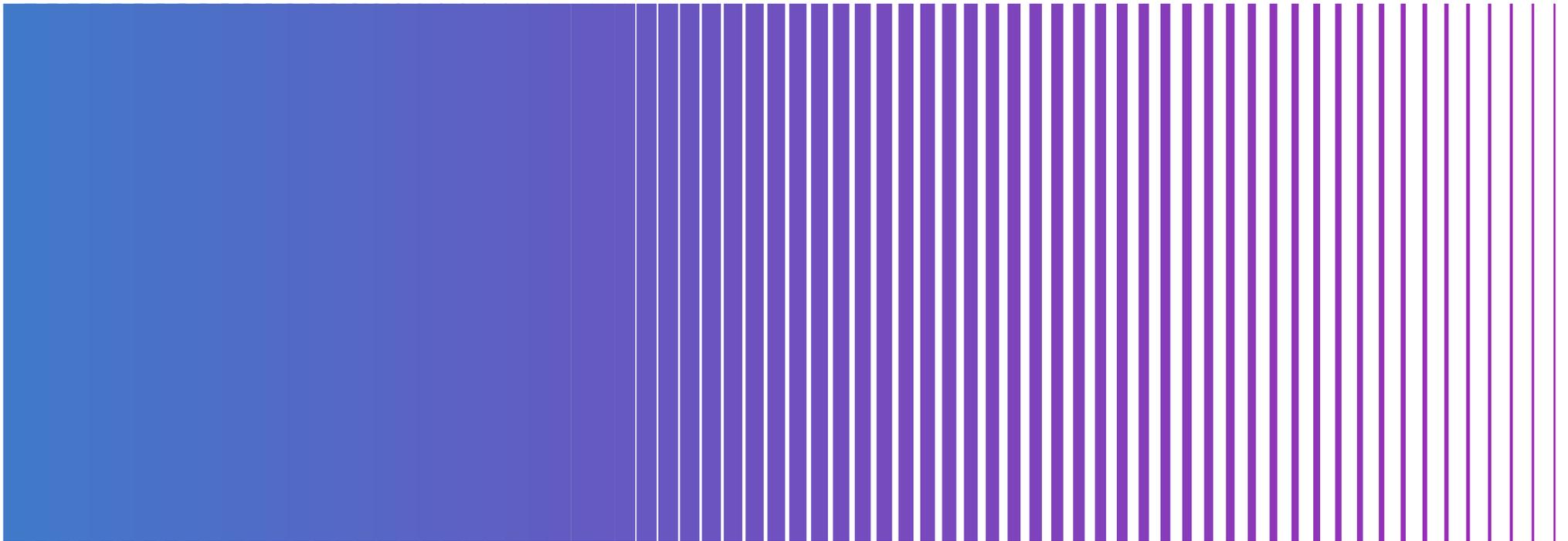
Related guidance and resources are available at <http://communication.cabinetoffice.gov.uk/hmg>

You can request access to the brand portal by emailing hello@design102.co.uk



HM Government

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.

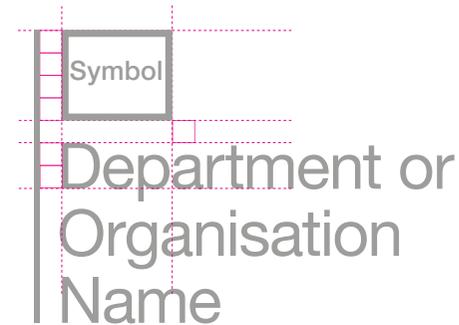
All logos consist of three elements:

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

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

A. shows the portrait lock-up

B. shows the landscape lock-up



A. Master (portrait)



B. Secondary (landscape)

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 Coat of Arms 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.



Primary symbol



Primary symbol – Scotland



Departmental insignia



Symbols

Using the Royal Coat of Arms

The government identity system places the Royal Coat of Arms at the heart of all government 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 19](#). 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's/organisation's logo is given due respect.

HM Government family

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

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

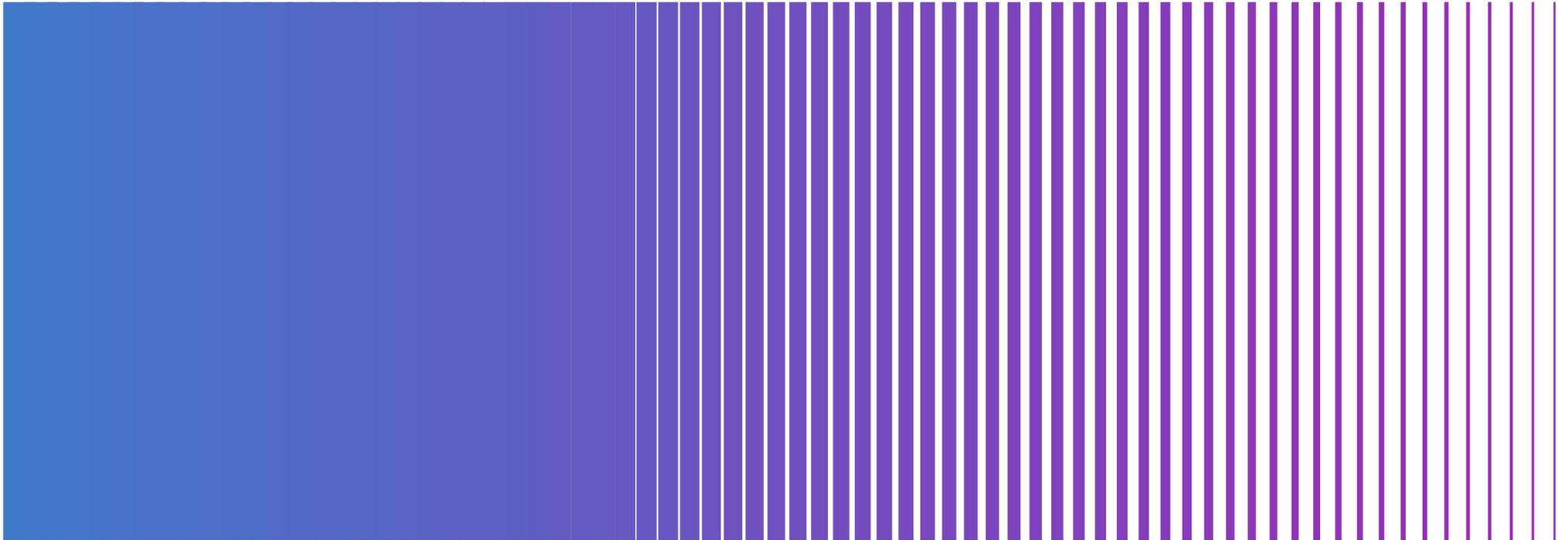
All HM Government family logos adhering to the government identity system should be created by Design102.





HM Government

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

<http://communication.cabinetoffice.gov.uk/hmg>



A. Master (portrait)

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. It should only be used at sizes larger than A2 (see [page 20](#) for sizing information).



B. Secondary (landscape)



C. Large format

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 coloured backgrounds.

On a white background



On a colour background



One colour print on a white background



On a black background



Scottish logos

A. Scottish artwork

There are also logo variants for use in Scotland. Figure A. adopts the Royal Coat of Arms Scotland.

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

B. Scotland Office

Scotland also has its own Scotland Office logo.



HM Government

A. Scotland



UK
Government

B. Scotland Office

Welsh logos

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 identity.

If items are created for a predominantly Welsh audience, then Welsh should be the lead language and identity.

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

Artwork for the Welsh identity version is available on request.

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

A landscape version of the logo is also available.



HM Government
Llywodraeth EM

A. Wales dual language



Llywodraeth EM

B. Wales (portrait)

Overseas branding: UK Government

The 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.



A. Primary (landscape)



A. Secondary (portrait)

Overseas branding: UK aid

Separate logos are available for branding specific overseas aid projects. In some cases, it will be appropriate 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

or visit www.greatbritaincampaign.com



A. Example of GREAT campaign poster

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 with the words and border cutaway so the image behind shows 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



A. Example of Northern Powerhouse poster

Logo don'ts

The configurations of the logo must never be altered; always use the identity artwork provided. Please see [pages 9 and 10](#) for details of appropriate logo use.



Logo exclusion zones

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

The following are both minimum clearance areas. Whenever possible, leave more space around the logo than the exclusion zone.

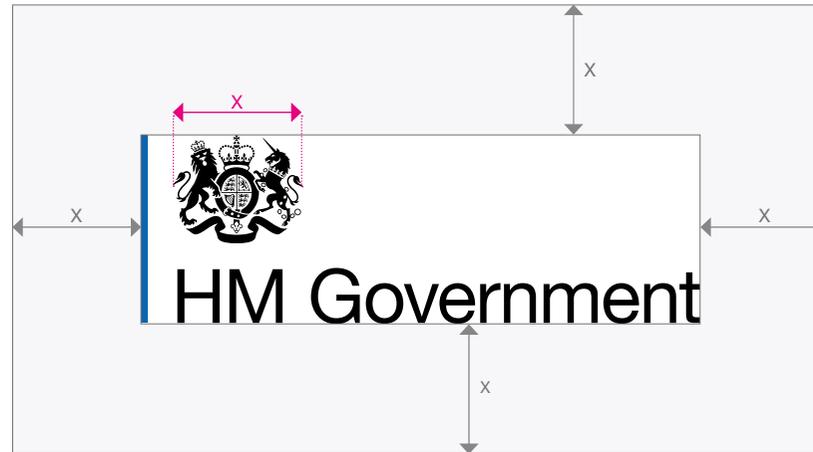
A. Exclusion zone for print

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

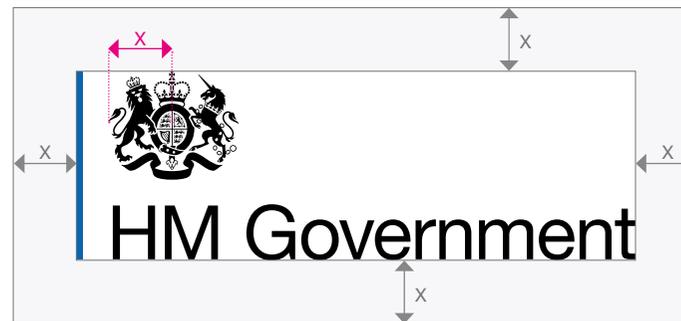
B. Exclusion zone for digital

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.



A. Minimum exclusion zone for print formats



B. Minimum exclusion zone for digital formats

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 26pixel on screen.

5mm (Print)
15px (Digital)
(not to scale)



HM Government

Minimum size for portrait logo

5mm (Print)
15px (Digital)
(not to scale)



HM Government

Minimum size for landscape version of logo

20mm (Print)
55px (Digital)
(not to scale)



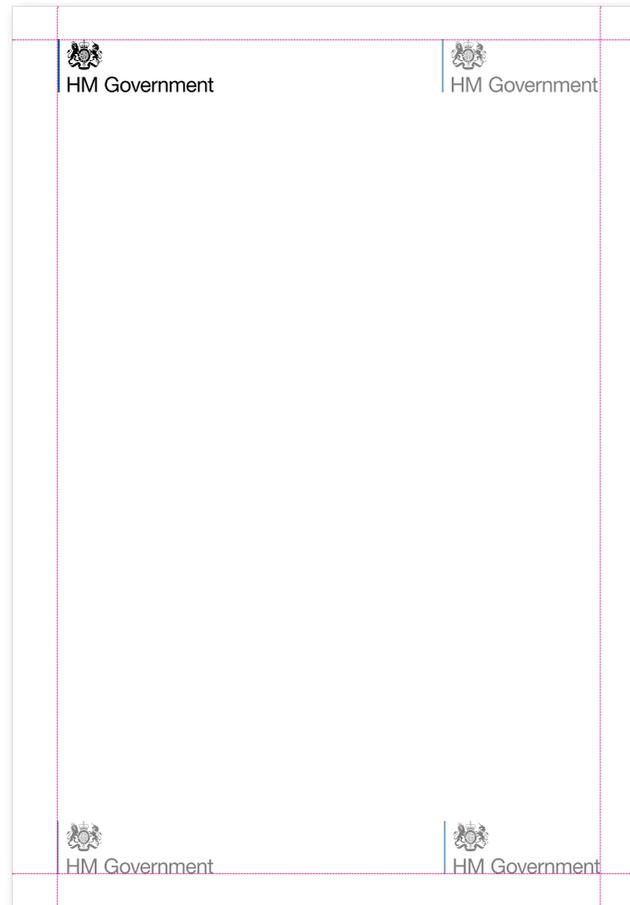
HM Government

Minimum size for large format logo

Logo positioning

For maximum impact, the identity should always be used prominently and legibly, as illustrated in the examples shown on [page 56](#).

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



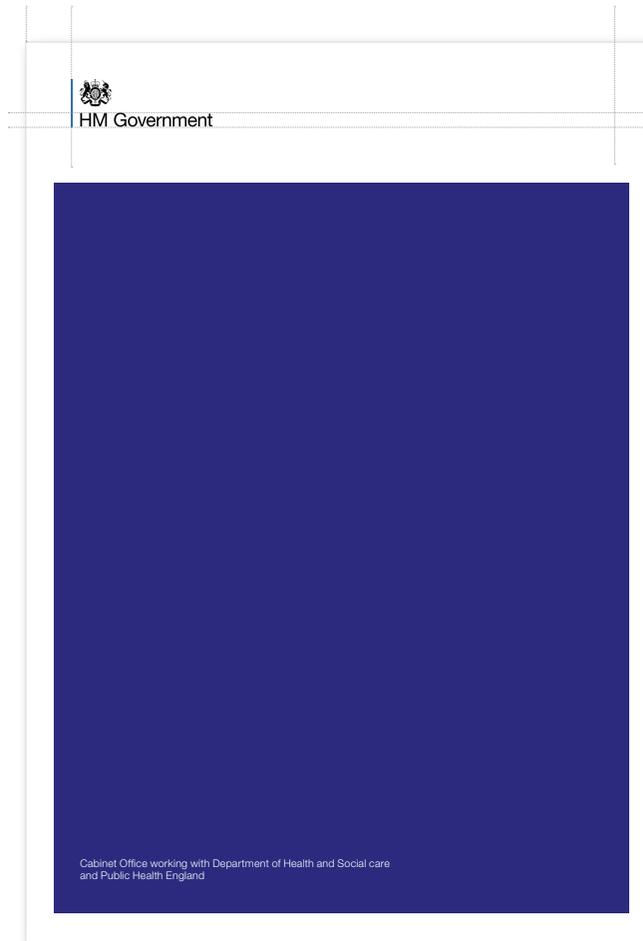
Co-branding

Using the logo alongside partner logos

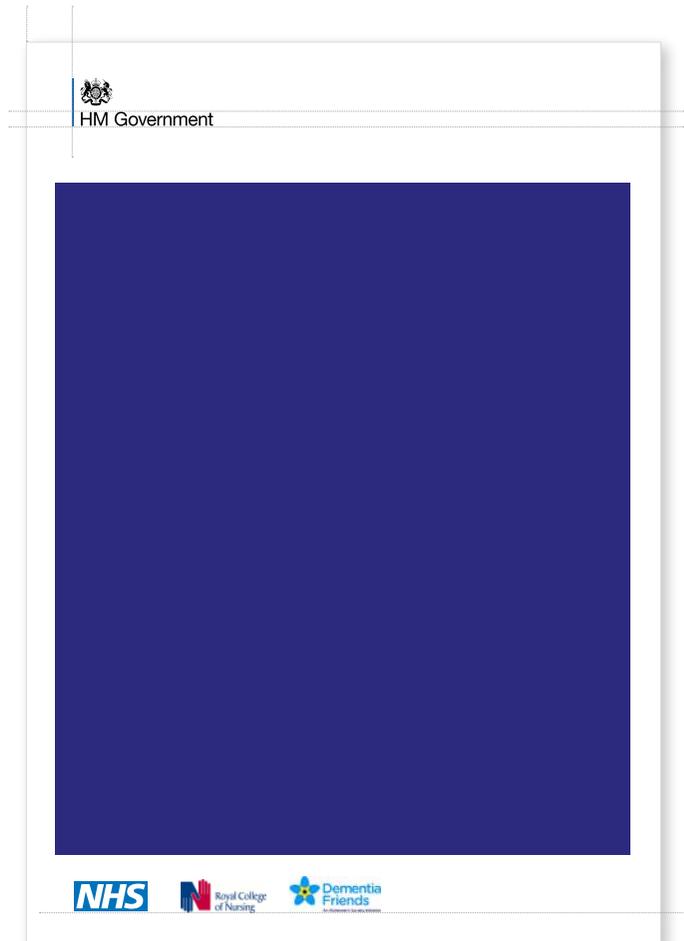
A. Work produced by two or more government departments or agencies should always use the HM Government logo, as HM Government is the master brand. The preferred placement for the logo is in the top left corner of the page.

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

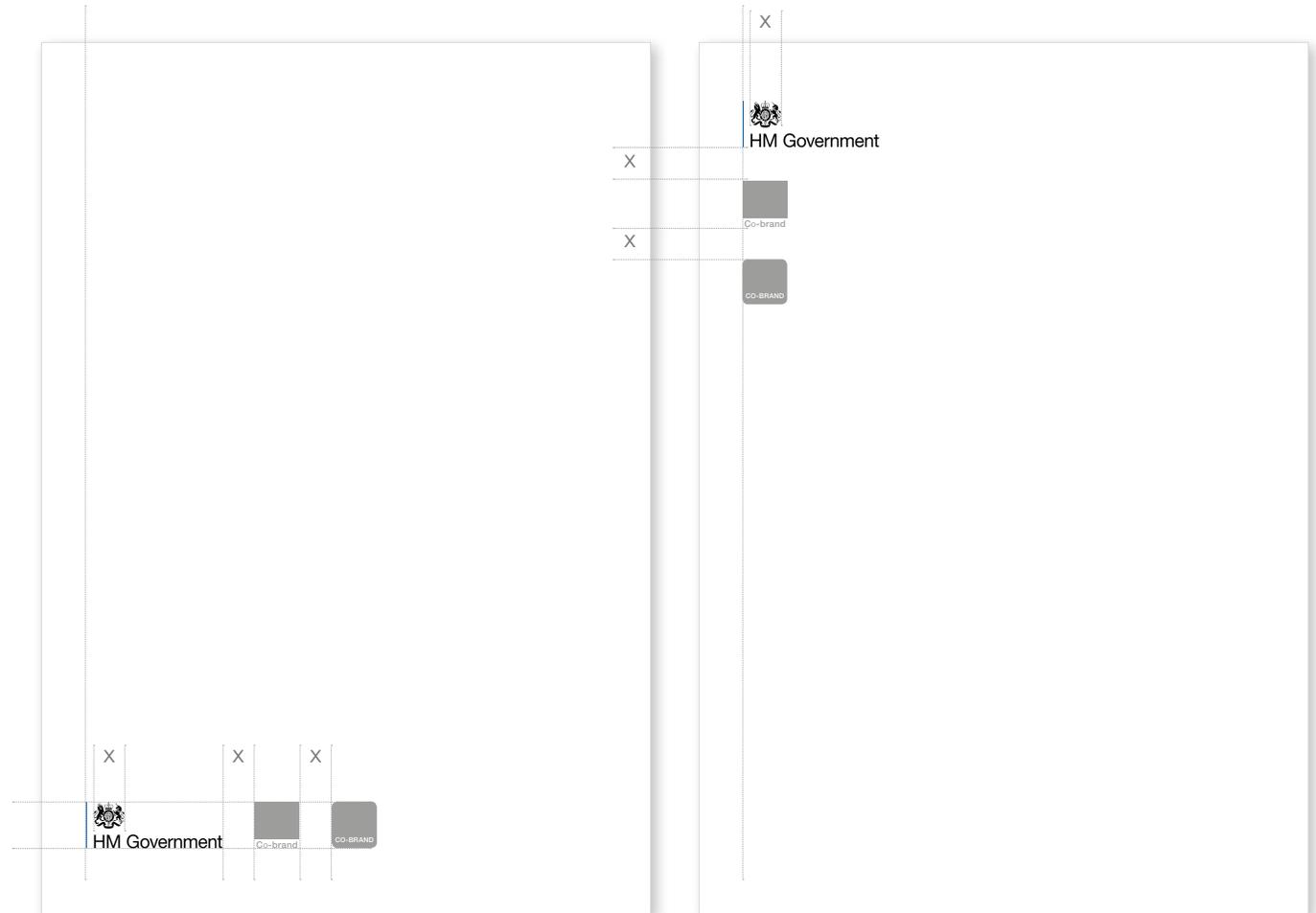
Endorsing and co-branding items

The identity can be used alongside, or as an endorsement to, the identity 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 identity should have prominence whenever possible.





HM Government

Identity elements

The building blocks for consistent and effective communications

Colour palette

A classic and broad colour palette supports the identity.

Our primary colour is Pantone 660c.

Each colour can also be used in tints of 20%.

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).



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 41](#) for type style and hierarchy guidance.

Alignment

Type alignment should be ranged left.

Character settings

Kerning must be set to optical, tracking at Opt.

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 41](#) for typographic hierarchy in publications example.

1. **Title**
38/42pt Helvetica Neue 45 Light
2. **Subtitle**
22/26pt Helvetica Neue 45 Light
3. **A heading**
25/27pt Helvetica Neue 45 Light
4. **B heading/introductory copy**
16/19pt Helvetica Neue 45 Light
5. **C heading**
12/14pt Helvetica Neue 65 Medium
6. **Body copy**
12/14pt Helvetica Neue 45 Light
7.
 - Bullet point text should have a hanging indent, as shown here
12/14pt with a 7mm indent in Helvetica Neue 45 Light
8.
 1. Numbered text should have a hanging indent whenever spacing permits
12/14pt with a 7mm indent in Helvetica Neue 45 Light
9. **Title for charts, graphs, figures or tables**
8/10pt Helvetica Neue 55 Roman
10. **Captions and source information**
8/10pt Helvetica Neue 55 Roman
11.

Footnotes
10/12pt Helvetica Neue 45 Light

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. Is it formal? Is it chatty? Reassuring or firm?

It's important that tone of voice is applied consistently and that everyone who writes or talks about HM Government is clear about the three key principles behind its tone of voice.

These principles are set out here.

Professional

formal

avoid colloquialisms; be specific, informative and to the point

accurate

use facts and figures to support recommendations

consistent

ensure communications are fact checked and proofread

Transparent

clear

signpost important areas of the text e.g. calls to action

open

present both sides of an argument and don't be judgemental

accessible

cut out jargon and difficult words; break up longer sentences and paragraphs

Authoritative

direct

use the active voice

unambiguous

use definite rather than vague language

confident

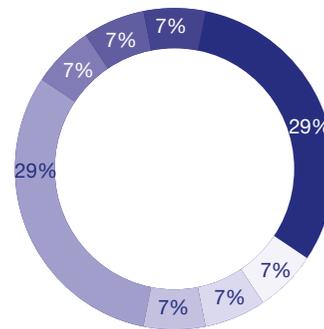
limit the use of tentative words like can't, don't and maybe

Graphs, charts and tables

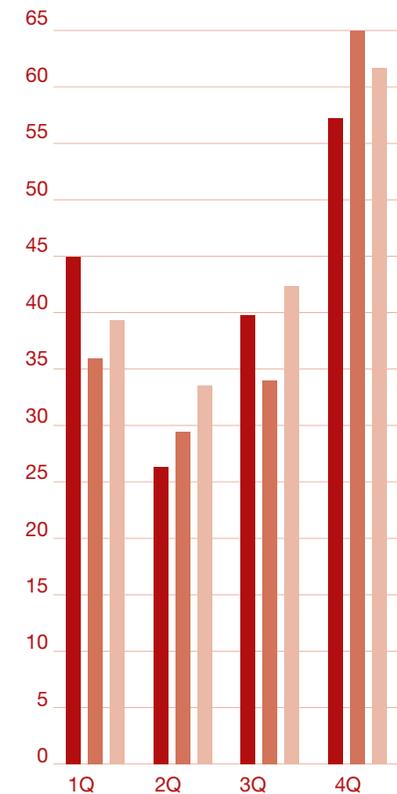
Styling graphs and charts

The presentation of facts, figures and graphical information should be in a clear, simple and (whenever possible) engaging way. Complex information should be presented in a format in which it can be easily understood.

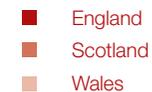
The pie chart and bar chart here illustrate how circles or bars filled with tints from the colour palette express key information in a direct, concise and professional way.



Private Sector Growth 2009



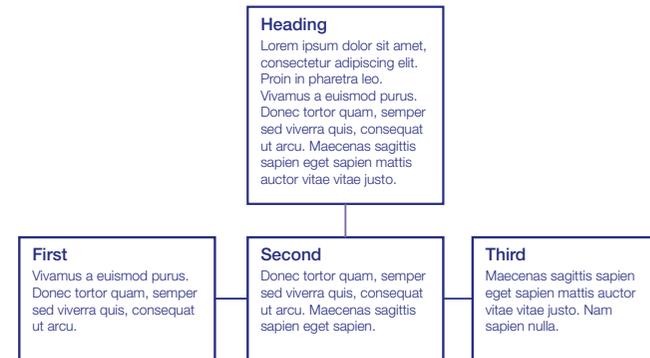
UK Growth 2010 to 2011 %



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 8/10pt Helvetica Neue Medium, and all other information should be set at 8pt Helvetica Neue Light, Roman or Medium depending on its emphasis.

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



Flow chart title



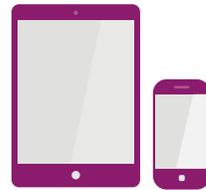
Predicted growth in manufacturing 2011

| | UK | France | Germany | Sweden | Holland |
|------------------------------|-----|--------|---------|--------|---------|
| Meeting customer demands | 36% | 44% | 24% | 24% | 25% |
| Regulatory compliance | 30% | 28% | 6% | 9% | 18% |
| Environmental benefit | 22% | 33% | 33% | 26% | 30% |
| Production/design efficiency | 18% | 21% | 26% | 9% | 27% |
| Competitiveness | 18% | 9% | 35% | 27% | 15% |

Why sustainability is important for European countries

Icon style

Wherever possible icons should be created in a flat icon style using HM Government Cool Grey (Pantone 3c) paired with one other HM Government colour.



Photography

Destinations, objects and activities

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

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

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

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.

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





HM Government

Publications

Creating clear and consistent communications

Document logo sizes

The recommended usage sizes for common 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.

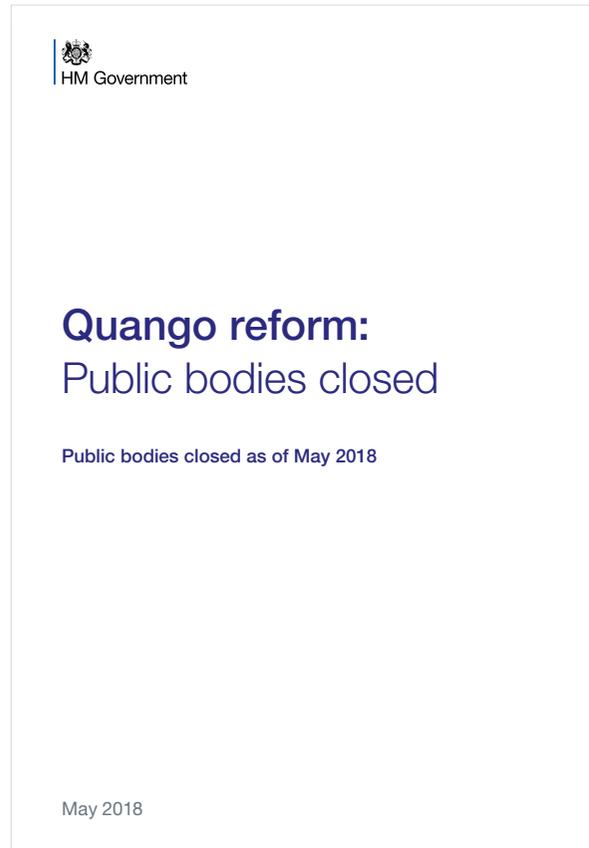


Document templates

A simple Word template has been created for use internally. It provides two cover options to choose from and type styles for the document's content.

The template is available from

<http://communication.cabinetoffice.gov.uk/hmg>



Document cover design

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

For cover photos, please follow brand guidance on Photography. Cover photos should not include the organisation name.



House of Lords Reform



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



Document cover grid

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

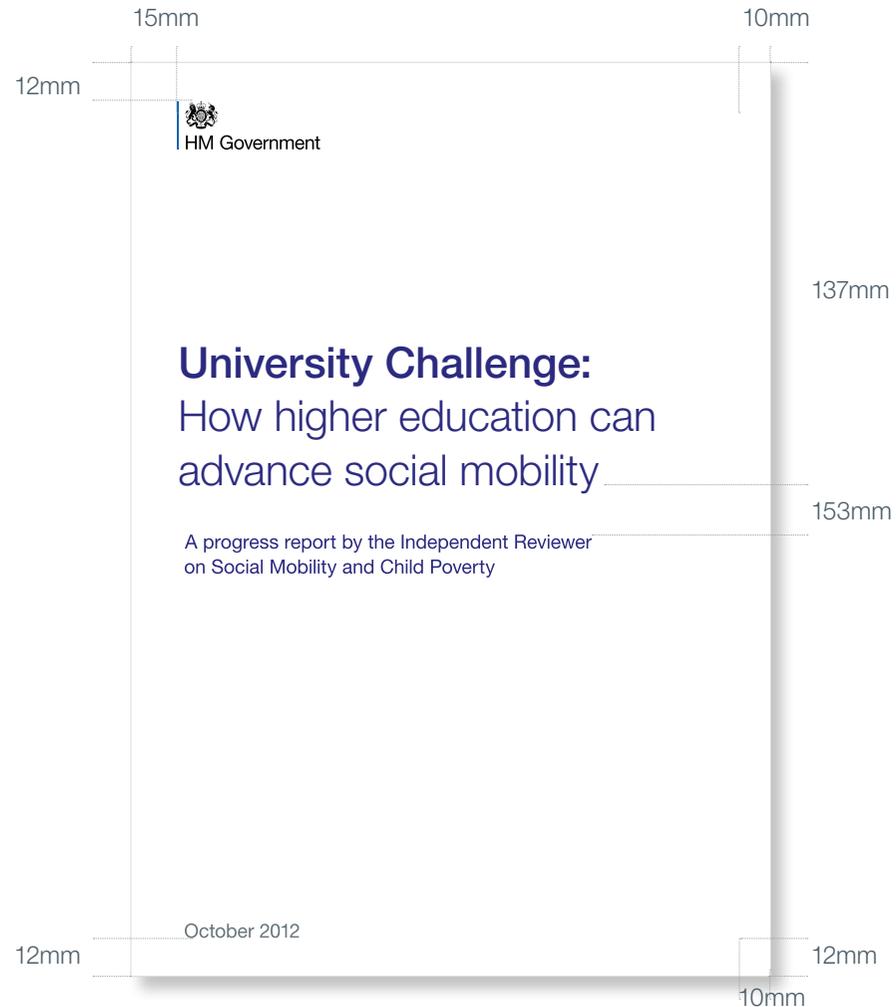
A simple grid has been created for ease of use and cost-effective creation of documents, reports and papers.

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

<http://communication.cabinetoffice.gov.uk/hmg>



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
- colour, image or graphic box

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

HM Government portrait logo



Document title
40/60pt Helvetica
Neue 65 Medium/
45 Light

Quango reform: Public bodies closed

Document subtitle
14/26pt Helvetica
Neue 65 Medium

Public bodies closed as of August 2011

Date or # tag set at
12/18pt Helvetica
Neue 45 Light/Roman

May 2018

A.



Shaping our future:
Implementation plan for
government commitments

May 2018

B.

Typographic hierarchy

To help to organise the 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

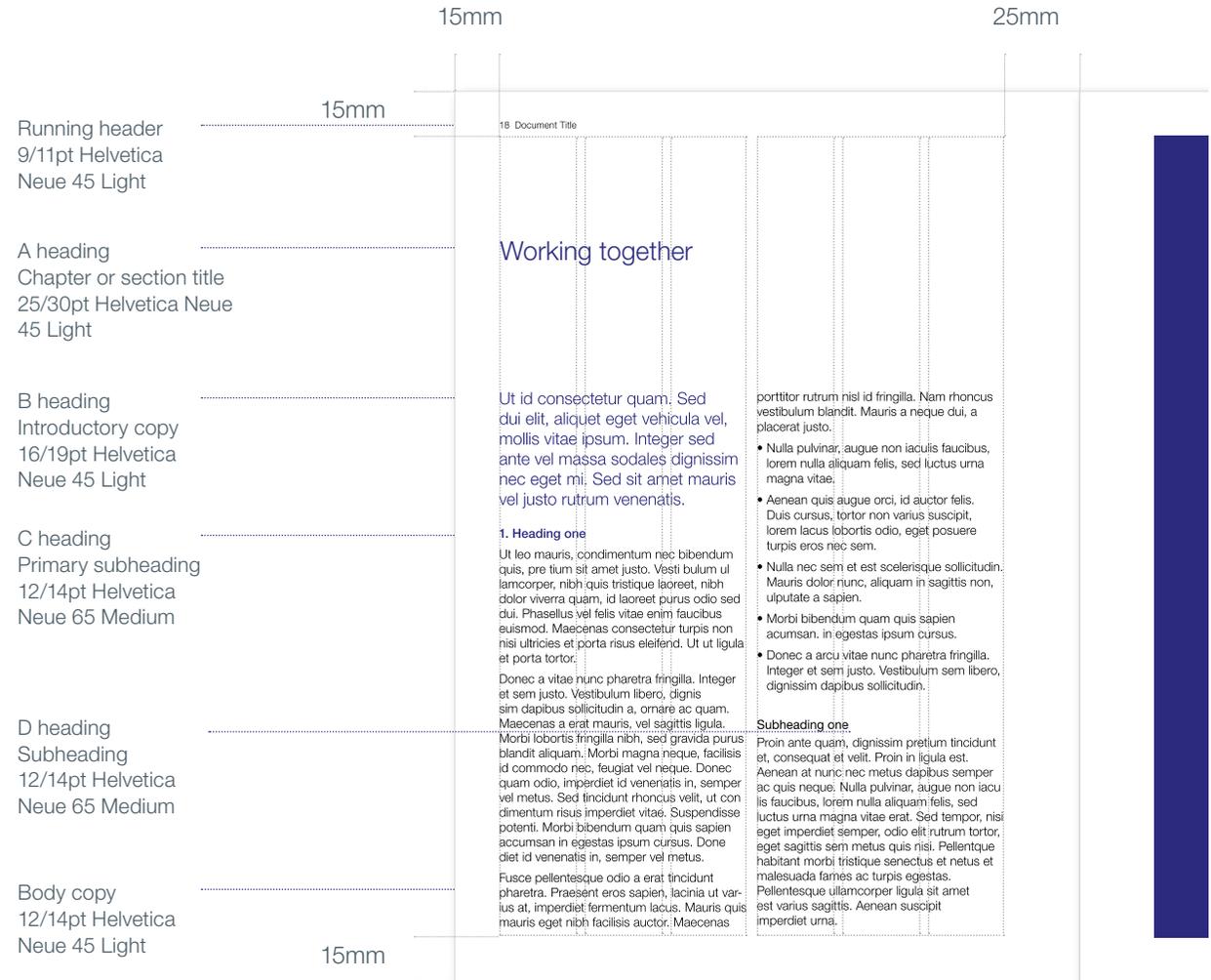
for primary subheadings in colour

D heading

for subheadings in black

Body copy

for the majority of content



Document layout grid

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.

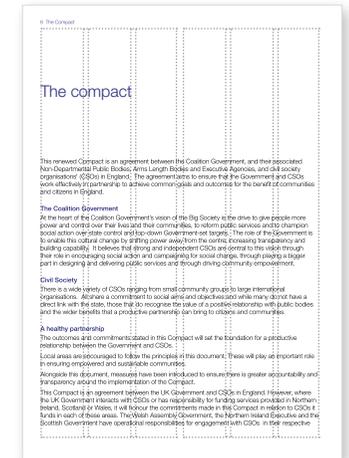
B. It is also possible to use one column for ease of internal publishing or on smaller formats such as A5 or DL.

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.



A.



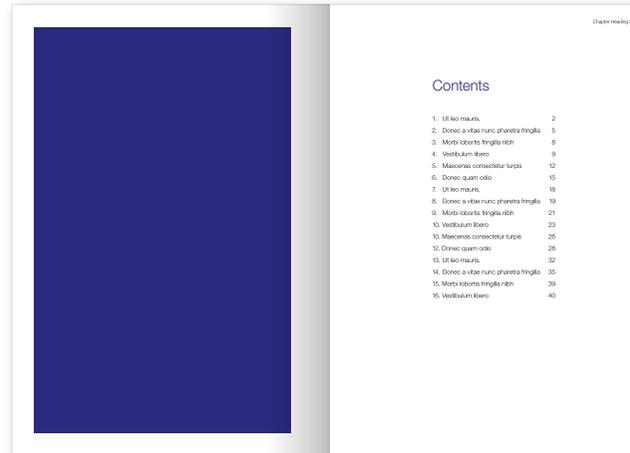
B.

Document layout examples

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 palette at 100%.

A. Contents



A.

B. Portrait, title and foreword



B.

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



C.

D. Plain divider page and chapter heading



D.

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

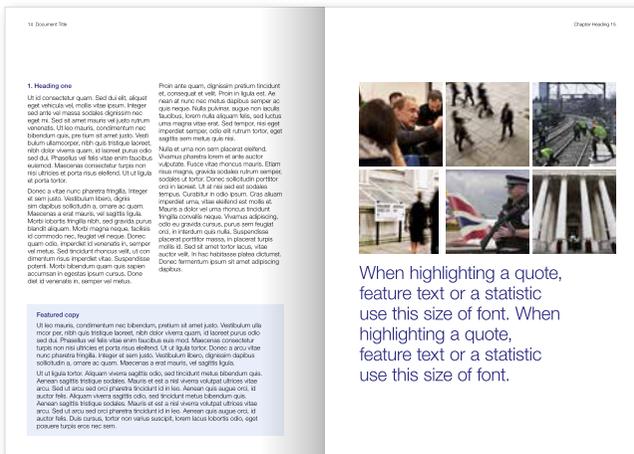
D. Pull-out body copy, footnotes and bar chart



A.



B.



C.



D.

Command papers

Production of command papers

B and D. When producing Command papers, the first right-hand page must be to the specification, illustrated here.

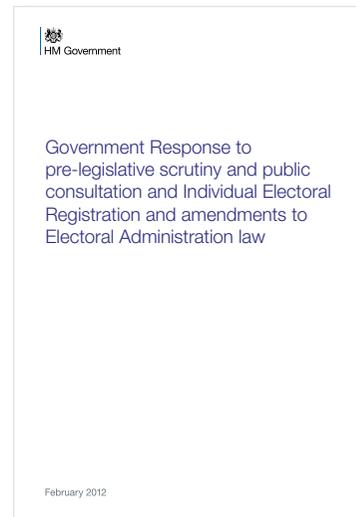
A and C. This should reflect the design of the front cover in black and white, placing the Royal Coat of Arms in the top right corner while omitting the department identity. It must also include the document title, author's title, date of publication, command paper number and price.

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

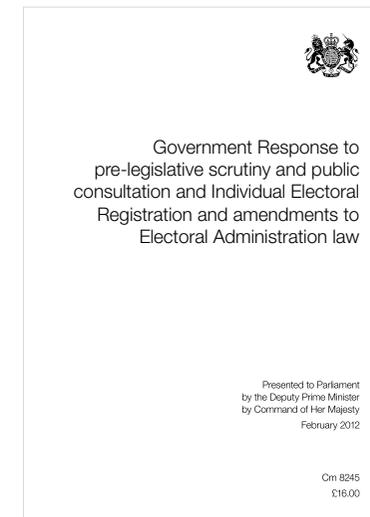
E: official.publishing@nationalarchives.gsi.gov.uk

T: 020 8392 5218

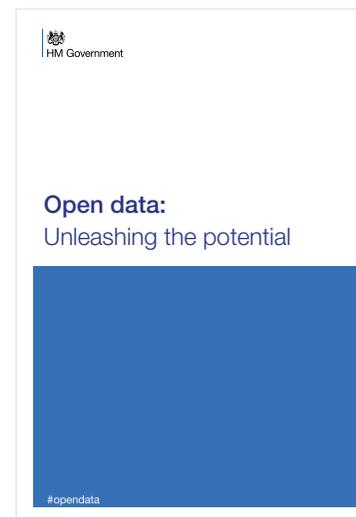
A.



B.



C.



D.



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.

Through an easy-to-use process, a new licensing arrangement for re-using Crown copyright material has been introduced. This is known as the Open Government Licence and replaces the former Click-Use Licence arrangements used for Crown copyright material. You must use the following statement on all Crown copyright publications.

Copy, paste and edit the template below

© Crown copyright [insert year of publication]

This publication is licensed under the terms of the Open Government Licence v3.0 except where otherwise stated.

To view this licence, visit nationalarchives.gov.uk/doc/open-government-licence/version/3

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

Any enquiries regarding this publication should be sent to us at [insert contact details]

[AND/OR]

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

*Delete as applicable

Accessibility

Accessibility statement

The 1995 Disability Discrimination Act (DDA) 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 publications and communications.

In order to ensure you are abiding by accessibility guidelines always start your documents in the templates provided on the intranet.

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:

Action on Hearing Loss

19-23 Featherstone Street
London EC1Y 8SL
Tel: 020 7296 8000
Textphone: 020 7296 8001
Fax: 020 7296 8199
E-mail: informationline@rnid.org.uk

Users with visual impairment

Use large bold print, at least 14pt.

Use audiotapes, electronic text, the internet or Braille. Do not use a lot of reversed-out text and make sure the contrast between text colour and background colour is easy to read.

For more information on producing in alternative formats contact:

The Public Policy Unit
Royal National Institute of Blind People (RNIB)
105 Judd St
London WC1H 9NE
Tel: 01733 375370 – The Public Policy Unit
General: 020 7388 1266

The Public Policy Unit can provide independent advice about options available for developing new communications.

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

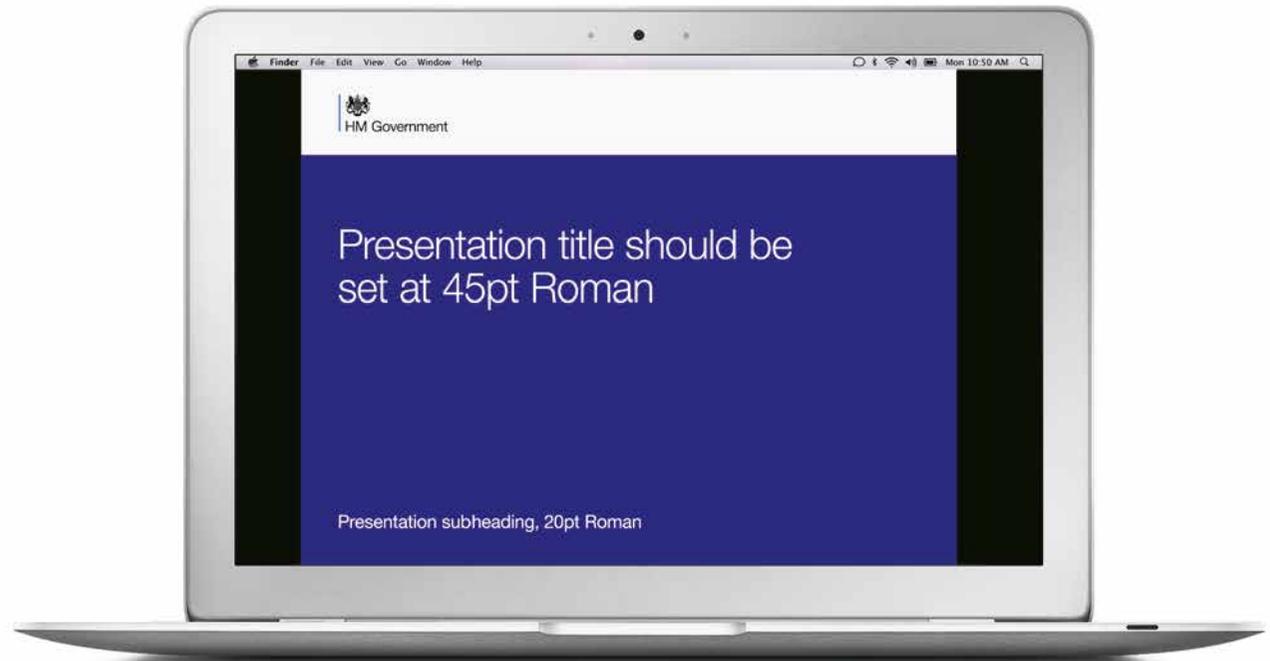
It is important that we are consistent across all materials, including our presentations.

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

An example of a title slide is shown here.

The presentation template is available from

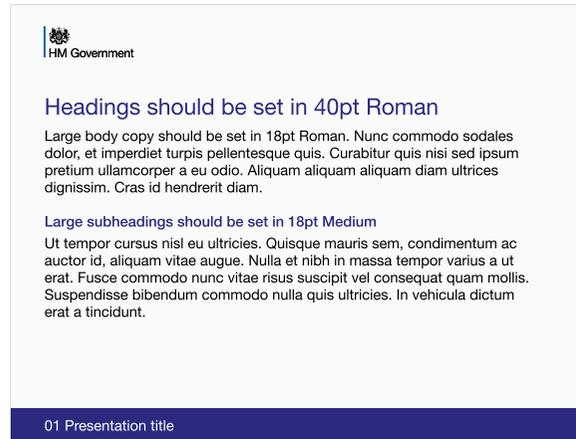
<http://communication.cabinetoffice.gov.uk/hmg>



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-heavy 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



HM Government

Headings should be set in 40pt Roman

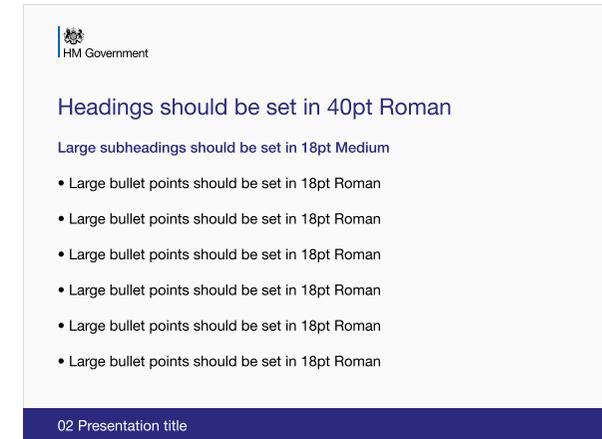
Large body copy should be set in 18pt Roman. Nunc commodo sodales dolor, et imperdiet turpis pellentesque quis. Curabitur quis nisi sed ipsum pretium ullamcorper a eu odio. Aliquam aliquam aliquam diam ultrices dignissim. Cras id hendrerit diam.

Large subheadings should be set in 18pt Medium

Ut tempor cursus nisl eu ultricies. Quisque mauris sem, condimentum ac auctor id, aliquam vitae augue. Nulla et nibh in massa tempor varius a ut erat. Fusce commodo nunc vitae risus suscipit vel consequat quam mollis. Suspendisse bibendum commodo nulla quis ultricies. In vehicula dictum erat a tincidunt.

01 Presentation title

A.



HM Government

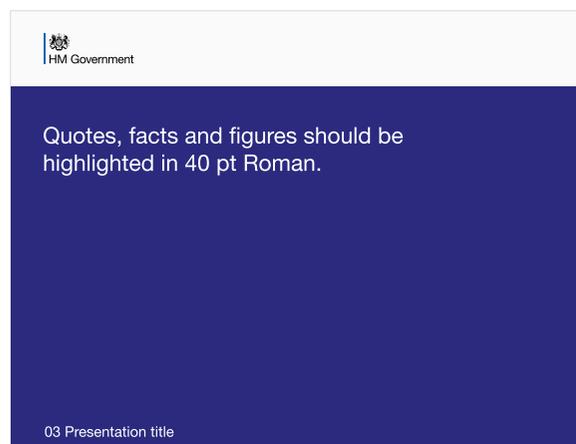
Headings should be set in 40pt Roman

Large subheadings should be set in 18pt Medium

- Large bullet points should be set in 18pt Roman
- Large bullet points should be set in 18pt Roman
- Large bullet points should be set in 18pt Roman
- Large bullet points should be set in 18pt Roman
- Large bullet points should be set in 18pt Roman

02 Presentation title

B.

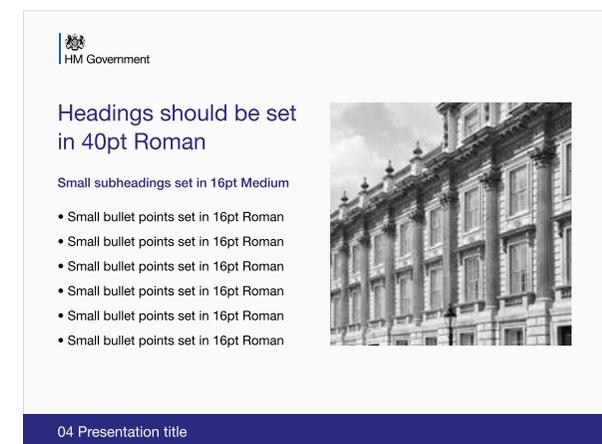


HM Government

Quotes, facts and figures should be highlighted in 40 pt Roman.

03 Presentation title

C.



HM Government

Headings should be set in 40pt Roman

Small subheadings set in 16pt Medium

- Small bullet points set in 16pt Roman



04 Presentation title

D.

Stationery templates

Word templates for stationery are available from

<http://communication.cabinetoffice.gov.uk/hmg>

 HM Government

Service team
First Address Line
Second Address Line
Town/City Postcode
T +44 (0)20 7000 1234
F +44 (0)20 7000 1234
www.hm-government.gov.uk

Recipient's name
Position, company
Street name
Town
County/Country
Postcode

11 November 2011

Dear Recipient

Use this line to title your letter in Helvetica or Arial Bold (if required)

Ensure that you take care to lay your letter out as shown here. The letter style is to type in 10-12pt Arial regular, with 12-14pt line spacing, aligned left and unjustified.

The left-hand side of the letter should align with the first letter of the department/organisation name at the head of the paper. The left-hand margin is 30mm; the right-hand margin is 16mm.

Yours sincerely

Author's name
Position/Title
D +44 (0)20 7000 1234
E employee.email@urlname.gov.uk

 INVESTMENT IN PEOPLE

 HM Government

First Address Line
Second Address Line
Town/City Postcode

T +44 (0)20 7000 1234
F +44 (0)20 7000 1234
www.hm-government.gov.uk

With Compliments

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, table and mobile screen sizes. The width of the black bar stays consistent across all three.

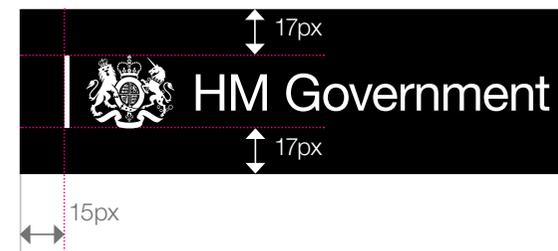
Desktop



Tablet



Phone



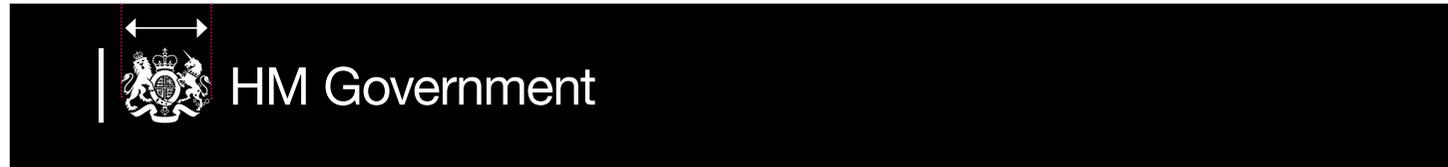
Websites

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.

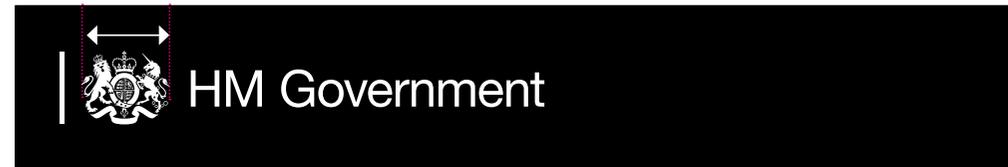
Desktop 30px



Tablet 30px



Phone 24px

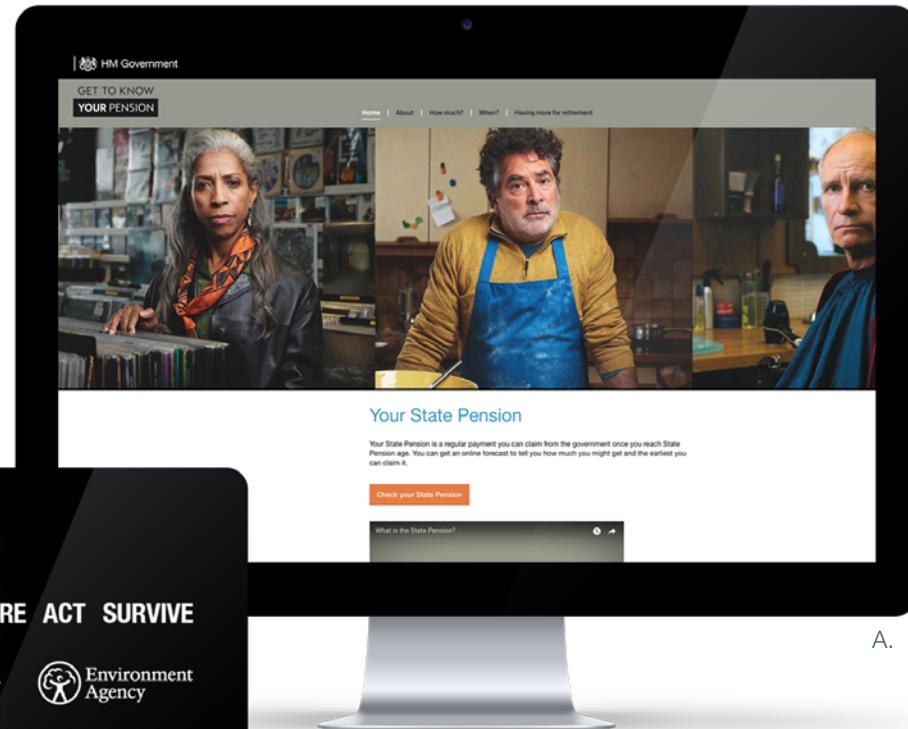


Website examples

Here are some examples of how the HM Government logo should be used on websites.

A. <https://www.yourpension.gov.uk>

B. <https://floodsdestroy.campaign.gov.uk>



A.



B.

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

A.



B.



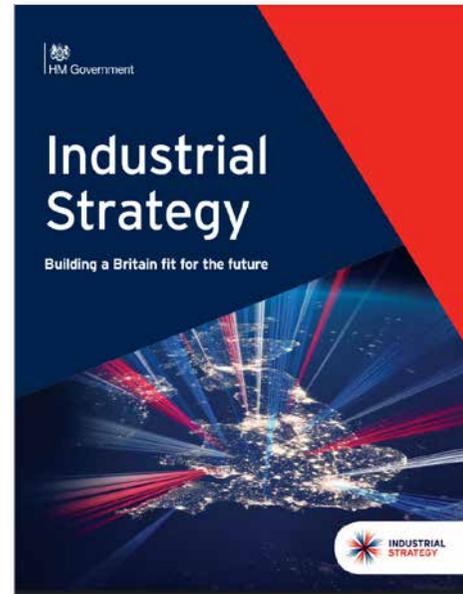
C.

Campaign examples

D. Example of portrait logo top left

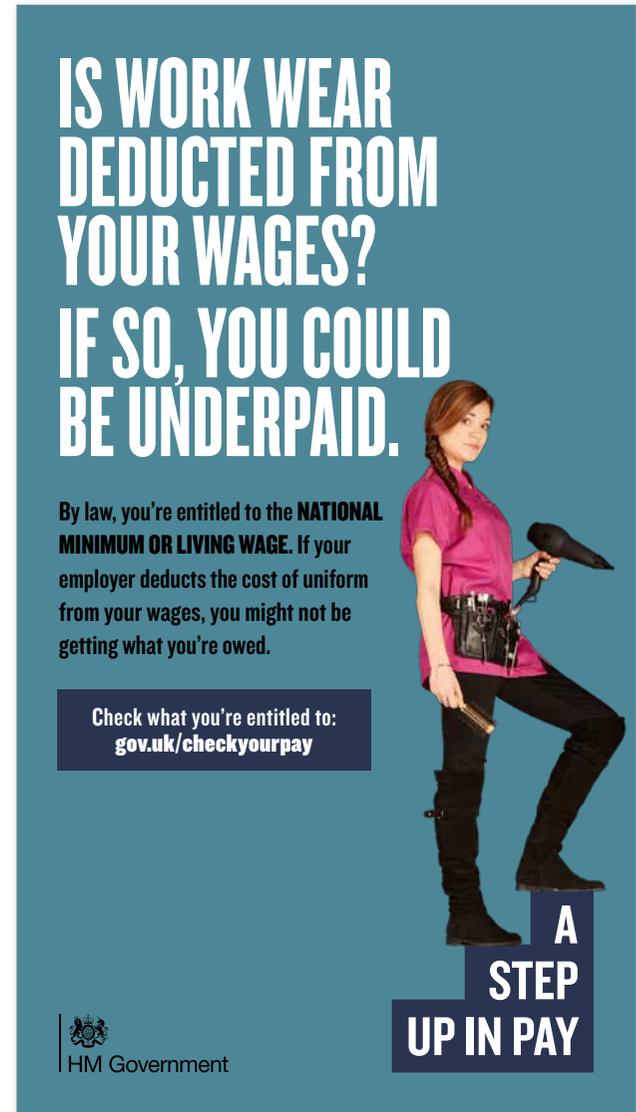
E. Example of logo top left on document

F. Example of logo bottom left



E.

D.



F.

GREAT campaign examples

Examples of an internally-focused GREAT campaign endorsed by HM Government.



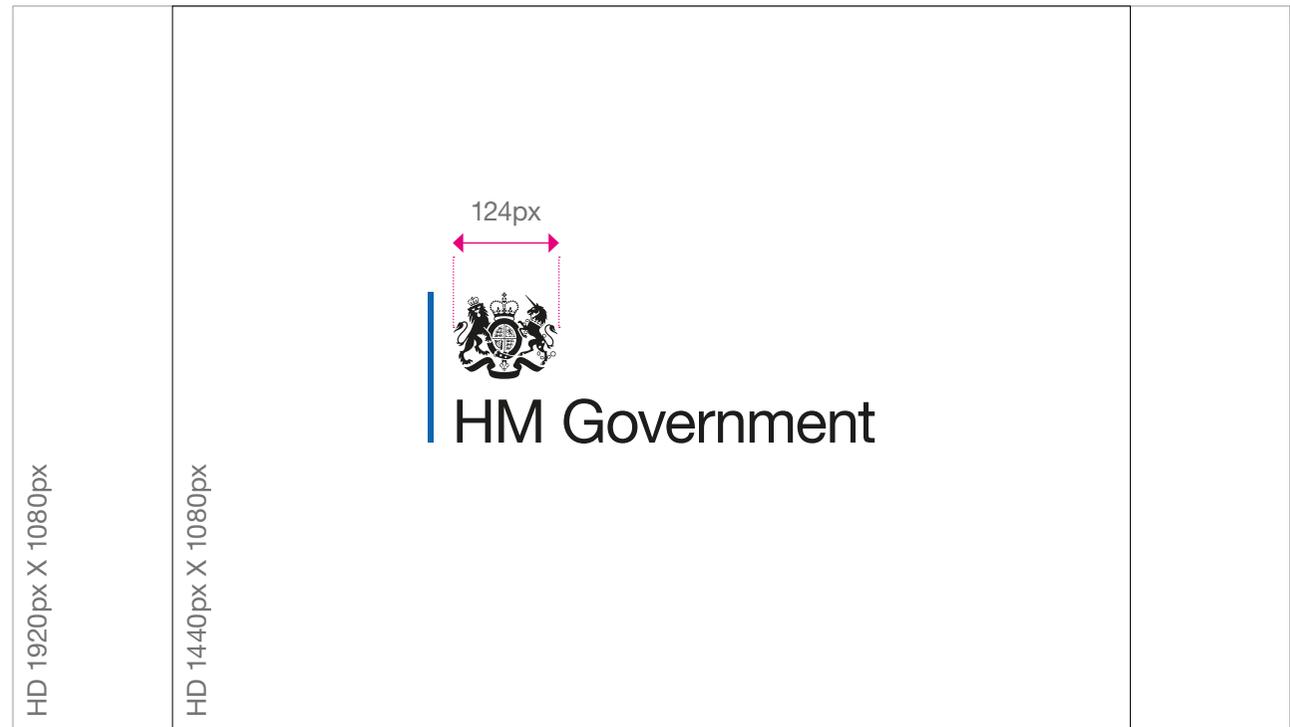
Video and animation logo placement and size

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 61](#)). An animated version of the logo can be requested from Design102.

HD video

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

The logo should always be centred in the frame.



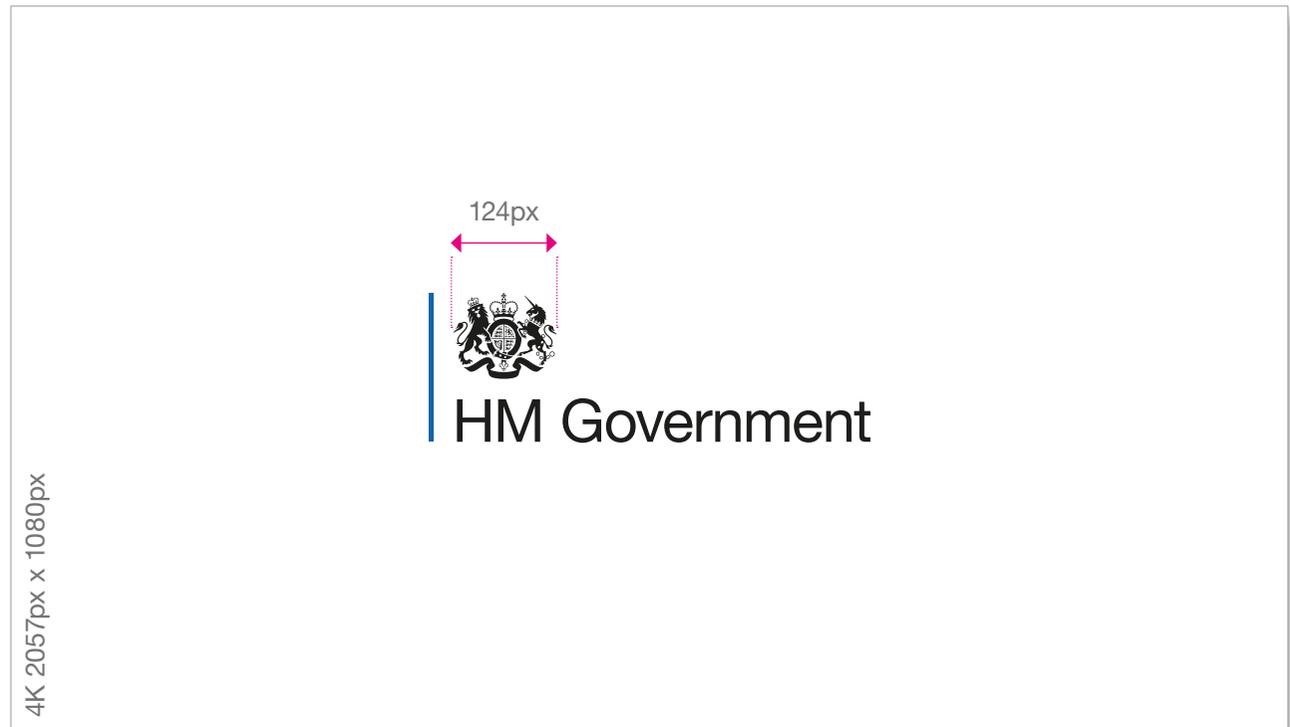
Video and animation logo placement and size

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

4K video

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

The logo should always be centred in the frame.



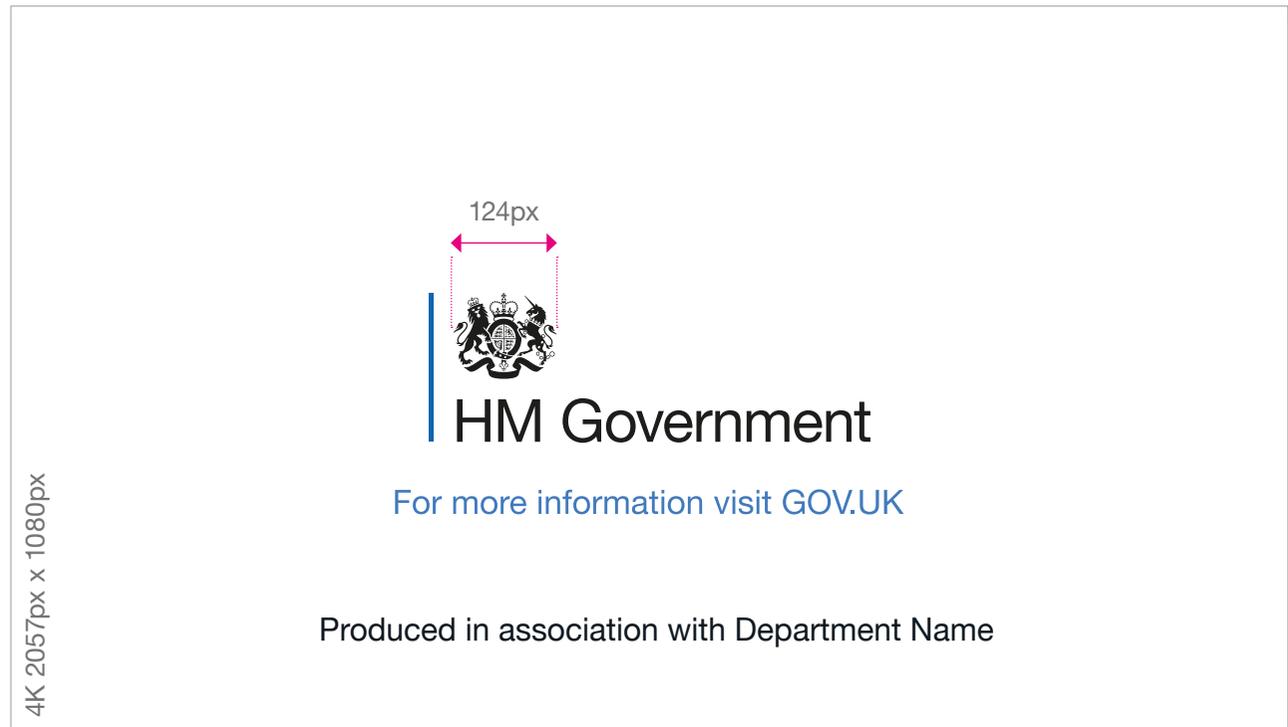
Video and animation logo placement with strapline

An animated logo with the 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.



Building signage

For multi-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

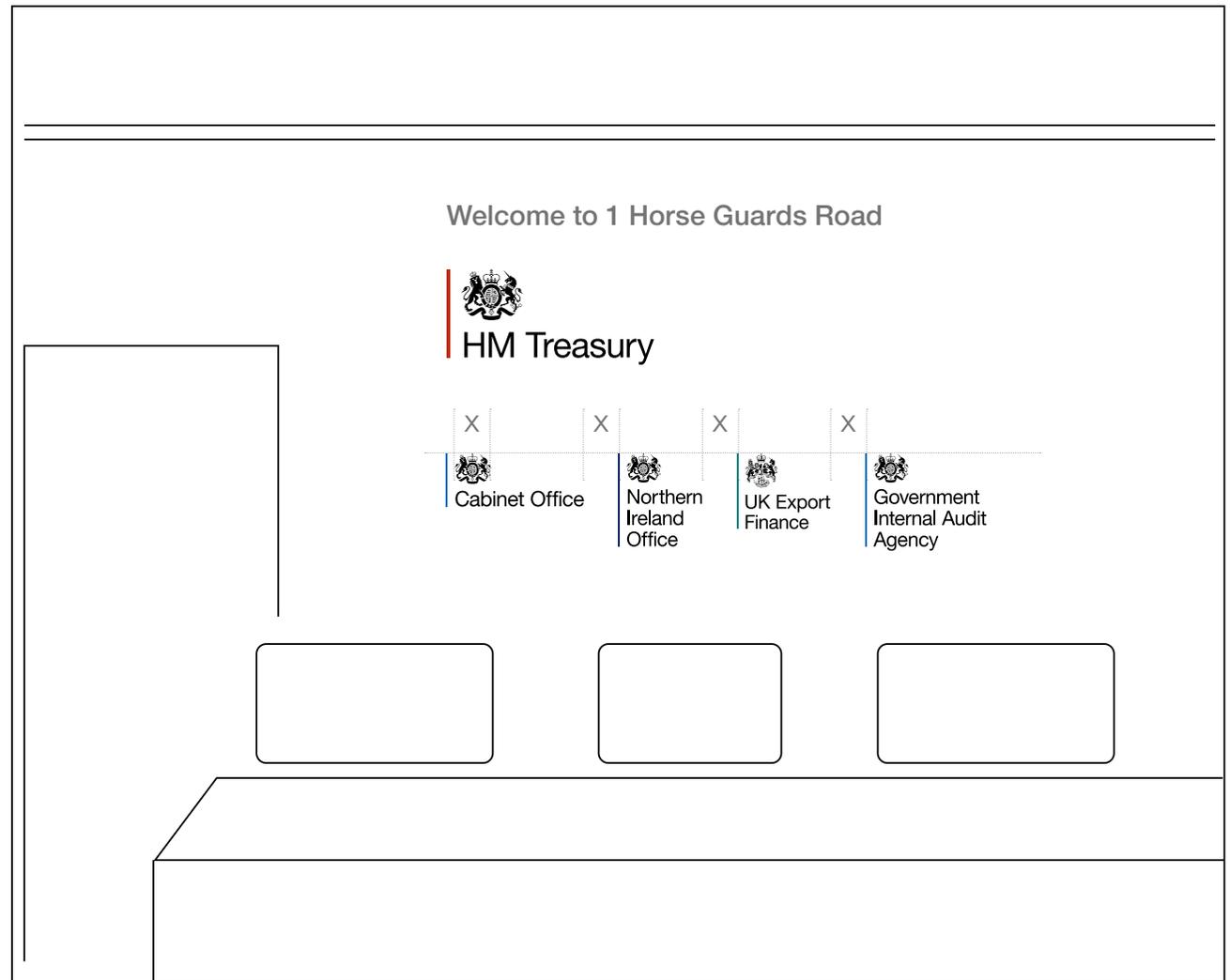
| |
|---|
|  HM Government Temple Quay House |
| The Planning Inspectorate |
| The Department for Environment Food & Rural Affairs |
| Natural England |
| The Highways Agency |
| The Department for Communities & Local Government |
| Advisory, Conciliation & Arbitration Service |
| The Crown Prosecution Service |
| Valuation Office Agency |
| |
| |
| |

Building signage

For multi-occupancy buildings where there is a clear parent department:

- the parent department has the prominent position
- the logos of related agencies in the same building follow underneath

Please ensure consistent spacing.



Hub signage

When creating government hub signage, use the HM Government large format logo lockup.

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 hub address should use Helvetica Neue 55 Roman.



Hub signage example

Example of how hub signage can be used in situation.



Contacts and artwork

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

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, ALB and NDPB exemptions can be applied for through your departmental Director of Communications.

For advice on the Royal Coat of Arms and heraldry, contact the College of Arms on 020 7248 2762

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

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