

# Brand identity guidelines

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# Welcome to Radioactive Waste Management

The visual identity of Radioactive Waste Management is designed to reflect our mission and the challenges we face now and in the future. Our brand informs how we see the outside world and how the outside world sees us. For this reason, it is important that we apply our brand consistently. These guidelines are targeting a wide audience and will help us do just that.

# We are Radioactive Waste Management

We refer to our organisation as Radioactive Waste Management. We only use Radioactive Waste Management Limited in an official capacity. We should avoid referring to ourselves as a company, instead using organisation. When we do need to use Limited it should always appear in full and never 'Ltd'.

Awareness of our organisation is low therefore we should refer to Radioactive Waste Management in full wherever possible and practical. As a rule, you should always refer to Radioactive Waste Management in full the first time it is referenced with the acronym (RWM) in brackets for written material. Also to avoid any ambiguity with the general term you should refer to the management of radioactive waste, rather than radioactive waste management.

If you have any questions about how to apply the brand, please contact the marketing and communications team:  
[rwmbrand@nda.gov.uk](mailto:rwmbrand@nda.gov.uk)

# 1 Brand

The brand vision explains why we are doing what we are doing and what we want to achieve through our success. Our values underpin our brand and vision. They define the behaviours we need to adopt internally in order to project our brand externally. Our values will shape and inform the way we work. They will help guide our decision making, and ultimately will be how we assess our individual and organisational success.

# Brand

## 1.01 Our vision and values

A safer future by managing radioactive waste effectively, to protect people and the environment.

### Professional

We are experts in our field, acting with integrity and efficiency to deliver the best solutions.

### Responsible

We are committed to achieving the highest standards of safety and environmental protection.

### Accessible

We are open and communicate in a straight-forward way that enhances understanding and encourages engagement.

### Learning

We continuously learn, share knowledge and build strong mutually beneficial relationships.

## 2 Brand mark

The brand mark is the most visible asset of the corporate identity. It is crucial to reproduce the brand mark correctly and consistently whenever it is used.

The idea behind the mark references a geological cross section showing surface, sub-surface and disposal space containing the inner block of waste. The underlying theme is containment.

If you need to use the logo please approach the communications team for guidance and then forward to the team once used for approval.



# Brand mark

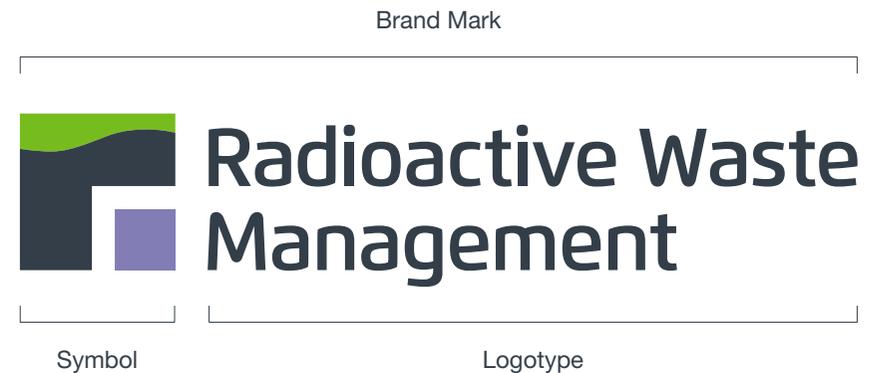
## 2.01 Components

The Radioactive Waste Management brand mark is made up of two graphic elements, the symbol and the logotype (the typographic element of the logo).

The symbol and logotype must always be used as a combined logo, unless there are exceptional circumstances.

The logotype is a special typeface (Flexo) and must never be recreated or typeset in an alternative font.

The symbol and the logotype are always placed in a fixed relationship and should never be altered, modified or reproduced in any way.



# Brand mark

## 2.02 Configurations

There are two brand mark configurations: primary and secondary. The primary configuration should be used whenever possible.

In exceptional circumstances, the secondary configuration (symbol only) or tertiary configuration (limited space) can be used.

The internal usage brand mark can only be used with approval from the communications team.

Primary configuration



Secondary configuration



Tertiary configuration



Internal usage



# Brand mark

## 2.03 Minimum size usage

To ensure maximum impact, the brand mark should always be prominent.

It can be scaled to a variety of sizes. However, to ensure legibility, it should never be reproduced smaller than 10mm or 28 pixels in height. The measurement is always specified across the height of the symbol.

When resizing the brand mark, please use the original master artwork and scale diagonally to ensure that the brand mark is in proportion.

If unsure on usage and sizing please go to the communications team for guidance.

Minimum size



Scaling proportionally



# Brand mark

## 2.04 Clear space

The logo requires space around it in order to maximise its visual presence. A 'safe area' around the logo should be clear of any other information.



# Brand mark

## 2.05 Clear space example

A 'safe area' around the logo should be clear of any other information.

		x	
x		Radioactive Waste Management	x
	x	x	

[NAME]  
[DESCRIPTION]

Building 587  
Curie Avenue  
Harwell Oxford  
Didcot, Oxon  
OX11 9RH

T +44 (0)[TELEPHONE No.]  
F +44 (0)[FAX No.]  
[EMAIL ADDRESS]  
www.nda.gov.uk/rwm

"Recipients Name"  
"Recipients Job Title"

"Recipients Address Line 1"  
"Recipients Address Line 2"  
"Recipients Address Line 2"  
"Recipients Address Line 2"

Our Ref: "000000"  
Your Ref:

05 November 2014

Dear "Recipients Name"

Re: "enter subject of letter here"

"enter content of letter here"

Yours sincerely/faithfully

"Name"  
"Job Title"

Radioactive Waste Management Limited is a limited company registered in England and Wales with registered number 8920190. Registered office: Herodus House, Westlakes Science & Technology Park, Moor Row, Cumbria, CA24 3HU

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# Brand mark

## 2.06 Primary colour palette

The brand mark should only ever appear as shown on this page, unless there are exceptional circumstances. The standard colour is the preferred version and should be used wherever possible.

The other versions are only used when practicality or colour restrictions dictate.



Pantone 368 C  
C65 M0 Y100 K0  
R120 G190 B32  
#78be20



Pantone 432 C  
C65 M43 Y26 K78  
R51 G63 B72  
#333f48



Pantone 2094 C  
C53 M52 Y3 K0  
R142 G127 B174  
#8e7fae

### Standard colour

This is the preferred version and should be used wherever possible.



### Halftone B+W



### Reversed out



# Brand mark

## 2.07 Secondary colour palette

The secondary colour palette is for use in Powerpoint presentations and graphs and diagrams in technical guidance reports.

Please note the consistent appearance of all our colours is dependent on:

- how the document is printed, eg litho or digital
- if special printing finishes are used, eg laminate or coating
- if the document is printed in four colour process (CMYK) or with pantone colours used
- the paper stock
- whether the document is printed internally
- the document being viewed online

Please ensure that all external facing publications are printed professionally, this is to ensure the colours are not compromised.



Pantone 7688 C  
C69 M19 Y4 K0  
R70 G152 B203  
#4698cb



Pantone 7618 C  
C12 M63 Y72 K0  
R198 G110 B78  
#c66e4e



Pantone 2006 C  
C0 M22 Y77 K0  
R235 G188 B78  
#ebbc4e



Pantone Warm  
Grey 11 C  
C26 M36 Y38 K68  
R110 G98 B89  
#6e6259



Pantone 2109 C  
C74 M51 Y22 K8  
R103 G109 B153  
#676d99



Pantone 2237 C  
C86 M16 Y44 K21  
R5 G134 B142  
#05868e

# Brand mark

## 2.08 Tertiary colour palette

The tertiary colour palette consists of tints of the primary and secondary palette. These will be used for information design pieces ranging from graphs, to diagrams. These tertiary tints can also be used for illustration but must not overpower the primary or secondary palette.

Please note the consistent appearance of all our colours is dependent on:

- how the document is printed, eg litho or digital
- if special printing finishes are used, eg laminate or coating
- if the document is printed in four colour process (CMYK) or with pantone colours used
- the paper stock
- whether the document is printed internally
- the document being viewed online

Please ensure that all external facing publications are printed professionally, this is to ensure the colours are not compromised.

50%



R192 G221 B152  
#c0dd98

50%



R147 G152 B157  
#93989d

50%



R184 G181 B213  
#b8b5d5

20%



R231 G241 B213  
#e7f1d5

20%



R212 G213 B215  
#d4d5d7

20%



R223 G221 B236  
#dfddec

50%



R171 G202 B227  
#abcae3

50%



R234 G181 B164  
#eab5a4

50%



R255 G225 B171  
#ffe1ab

50%



R181 G173 B168  
#b5ada8

50%



R155 G167 B189  
#9ba7bd

50%



R133 G178 B179  
#85b2b3

20%



R223 G233 B243  
#85b2b3

20%



R249 G225 B217  
#f9e1d9

20%



R255 G241 B218  
#fff1da

20%



R226 G221 B219  
#e2dddb

20%



R209 G213 B223  
#d1d5df

20%



R200 G217 B218  
#c8d9da

# Brand mark

## 2.09 Misuse

Consistent and correct use of the brand mark is essential in maintaining the strength of the corporate identity.

The brand mark must always be reproduced from master artwork.



Do not use another typeface to create the namestyle.



Do not reposition the icon in relation to the namestyle.



Do not distort the brand mark.



Do not change the colour specifications.



Do not enclose the brand mark inside shapes.



Do not use JPEG or GIF file formats in printed publications.

# 3 Typography

As with the brand mark, the consistent and correct use of typography is an essential component of the Radioactive Waste Management corporate identity.

The chosen typefaces are intentionally distinct from the brand mark typeface.

A typeface sets the tone of voice in the mind of our readers, in this case, serious and business-like but accessible. It is easy to read in a style that supports our brand.

# Typography

## 3.01 Primary typeface

For printed communications, desktop PCs and internal communications, Arial should be used.

The minimum typesize is 11pt for Word documents.

# Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Arial Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

# 4 Applications – stationery

# Applications – stationery

## 4.01 Letterhead preprinted

The example opposite shows the layout for Radioactive Waste Management preprinted letterheads. Please use the preprinted letterhead sheet for all printed correspondence especially for external use.

A 'safe area' around the logo should be clear of any other information.

Print specification:

Colour: Pantone 2094C  
Pantone 368C  
Pantone 432C

Letterhead size: 210 x 297mm

Brand mark size: 14mm (height)

**Radioactive Waste Management**

[NAME]  
[DESCRIPTION]

Building 587  
Curie Avenue  
Harwell Oxford  
Didcot, Oxon  
OX11 0RH

T +44 (0)[TELEPHONE No.]  
F +44 (0)[FAX No.]  
[EMAIL ADDRESS]  
www.nda.gov.uk/rwm

"Recipients Name"  
"Recipients Job Title"

"Recipients Address Line 1"  
"Recipients Address Line 2"  
"Recipients Address Line 2"  
"Recipients Address Line 2"

Our Ref: "000000"  
Your Ref:

05 November 2014

Dear "Recipients Name"

**Re: "enter subject of letter here"**

"enter content of letter here"

Yours sincerely/faithfully

"Name"  
"Job Title"

Radioactive Waste Management Limited is a limited company registered in England and Wales with registered number 8920190. Registered office: Herdus House, Westlakes Science & Technology Park, Moor Row, Cumbria, CA24 3HU

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# Applications – stationery

## 4.02 Letterhead template (with logo)

The example opposite shows the formatted letterhead template with sample letter copy printed onto the preprinted letterhead sheet.

This template is primarily used for emails only and should not be printed for external use.

A 'safe area' around the logo should be clear of any other information.

Print specification:

Colour: Pantone 2094C  
Pantone 368C  
Pantone 432C

Letterhead size: 210 x 297mm

Brand mark size: 14mm (height)

The image shows a letterhead template for Radioactive Waste Management. The logo is at the top left. The template includes fields for recipient name, address, and contact details. The text is formatted according to the specifications listed on the left. The footer contains legal information and the page number.

**Radioactive Waste Management**

[NAME]  
[DESCRIPTION]

Building 587  
Curie Avenue  
Harwell Oxford  
Didcot, Oxon  
OX11 0RH

T +44 (0)[TELEPHONE No.]  
F +44 (0)[FAX No.]  
[EMAIL ADDRESS]  
www.nda.gov.uk/rwm

"Recipients Name"  
"Recipients Job Title"

"Recipients Address Line 1"  
"Recipients Address Line 2"  
"Recipients Address Line 2"  
"Recipients Address Line 2"

Our Ref: "000000"  
Your Ref:

05 November 2014

Dear "Recipients Name"

Re: "enter subject of letter here"

"enter content of letter here"

Yours sincerely/faithfully

"Name"  
"Job Title"

Radioactive Waste Management Limited is a limited company registered in England and Wales with registered number 8920190. Registered office: Herdus House, Westlakes Science & Technology Park, Moor Row, Cumbria, CA24 3HU

Page 1 of 1

**Headings**  
Arial Bold  
11pt  
Aligned left

**Body copy**  
Arial Regular  
11/13pt  
Aligned left

**Name/Job title**  
Arial Bold  
11/11pt  
Aligned left

**Legal**  
Arial Regular  
8/8pt  
Aligned left

**Address/Contact details**  
Arial Regular  
8/8pt  
Aligned left

**Field Headings**  
Arial Regular  
11/11pt  
Aligned left

# Applications – stationery

## 4.03 Minutes template

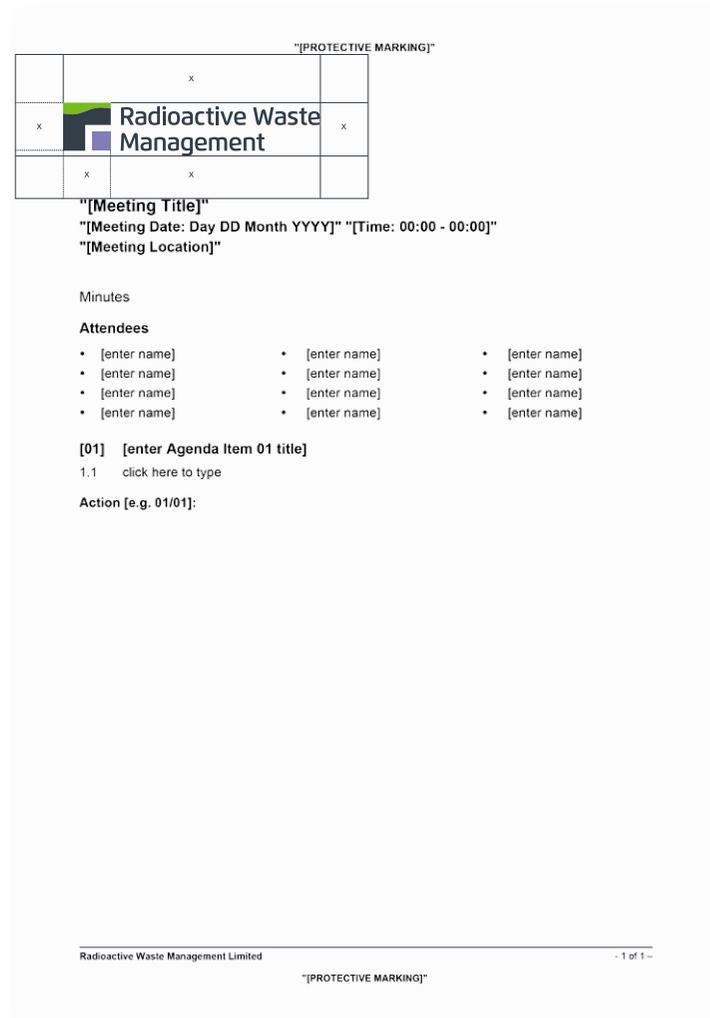
The example opposite shows the formatted Minutes template.

The logo at this size is primarily used for templates such as Minutes and Memos and should not be printed for external use.

A 'safe area' around the logo should be clear of any other information.

Template size: 210 x 297mm

Brand mark size: 14mm (height)



# Applications – stationery

## 4.04 Management System template

The example opposite shows the formatted Management System template.

The logo at this size is primarily used for templates such as Management System and Vendor Request Forms and should not be printed for external use.

A 'safe area' around the logo should be clear of any other information.

Template size: 210 x 297mm

Brand mark size: 10mm (height)


Allocate a Security Classification according to document content (i.e.: OFFICIAL, OFFICIAL SENSITIVE, etc.)

**OFFICIAL**  
RWM Management System

RWPRxx  
Rev 0

**Choose an item.**  
**(Click here and add title)**

<b>Status</b>	Choose an item.
<b>Last Review</b>	(Date)
<b>Review period</b>	Choose an item.

**Revision record**

Policies are approved by the Board. Procedures by appropriate Director. Instructions by Functional Lead

Rev	Date	Description	Owner	Approver

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Page 1 of 5  
**OFFICIAL**

# 5 Applications – publications

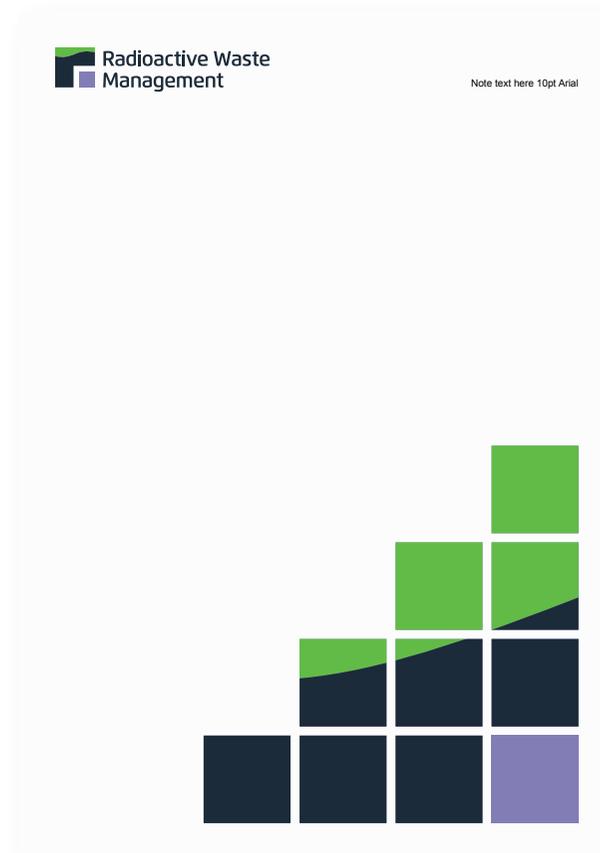
# Applications – reports

## 5.01 Report design templates

The example opposite shows the layout for Radioactive Waste Management report design templates.

Brand mark size: 14mm (height)

Typeface: Main heading: Arial 36pt  
Sub-heading: Arial 26/30pt  
Date: Arial Bold



# 6 Applications – digital

# Applications – digital

## 6.01 PowerPoint template

The example opposite shows the layout for Radioactive Waste Management PowerPoint. When creating a presentation please use the template which has been developed.

Specification:

Colour: Primary and secondary colour palette

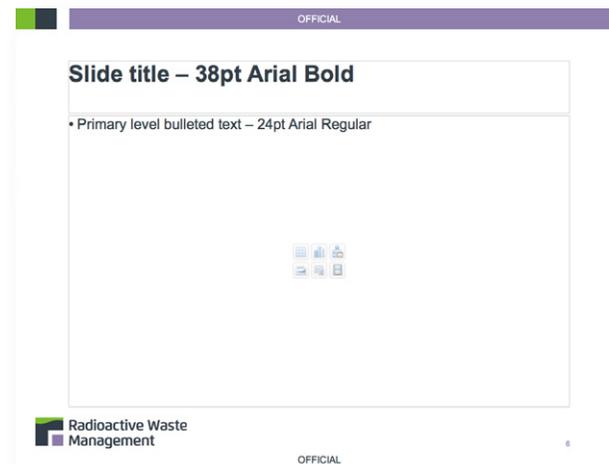
Type: Arial font family

No variation in the design of this item is permitted.

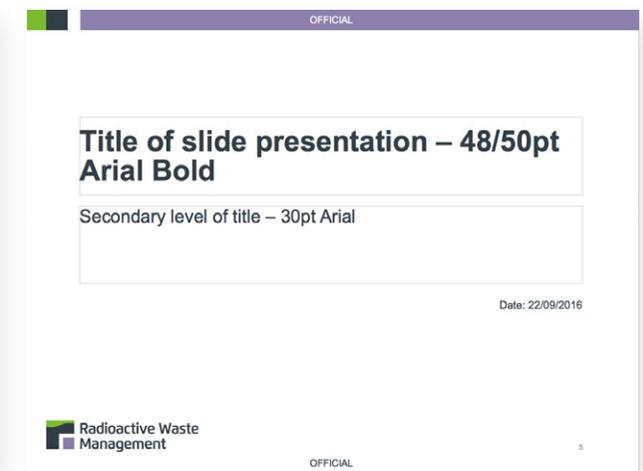
When creating presentations, try not to place too many words onto one slide, also avoid using low quality or inappropriate imagery.



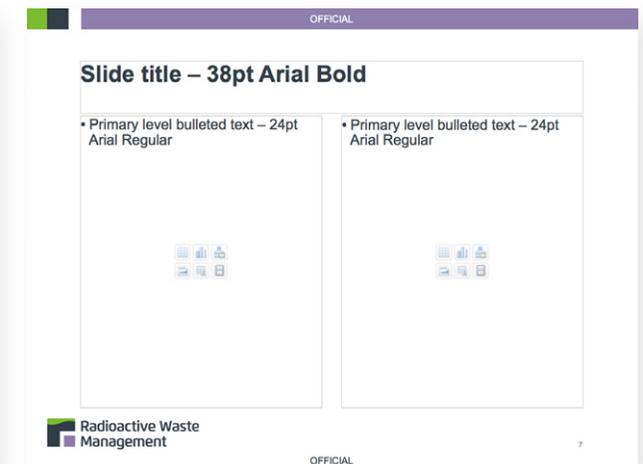
Welcome slide



Title and content



Section header

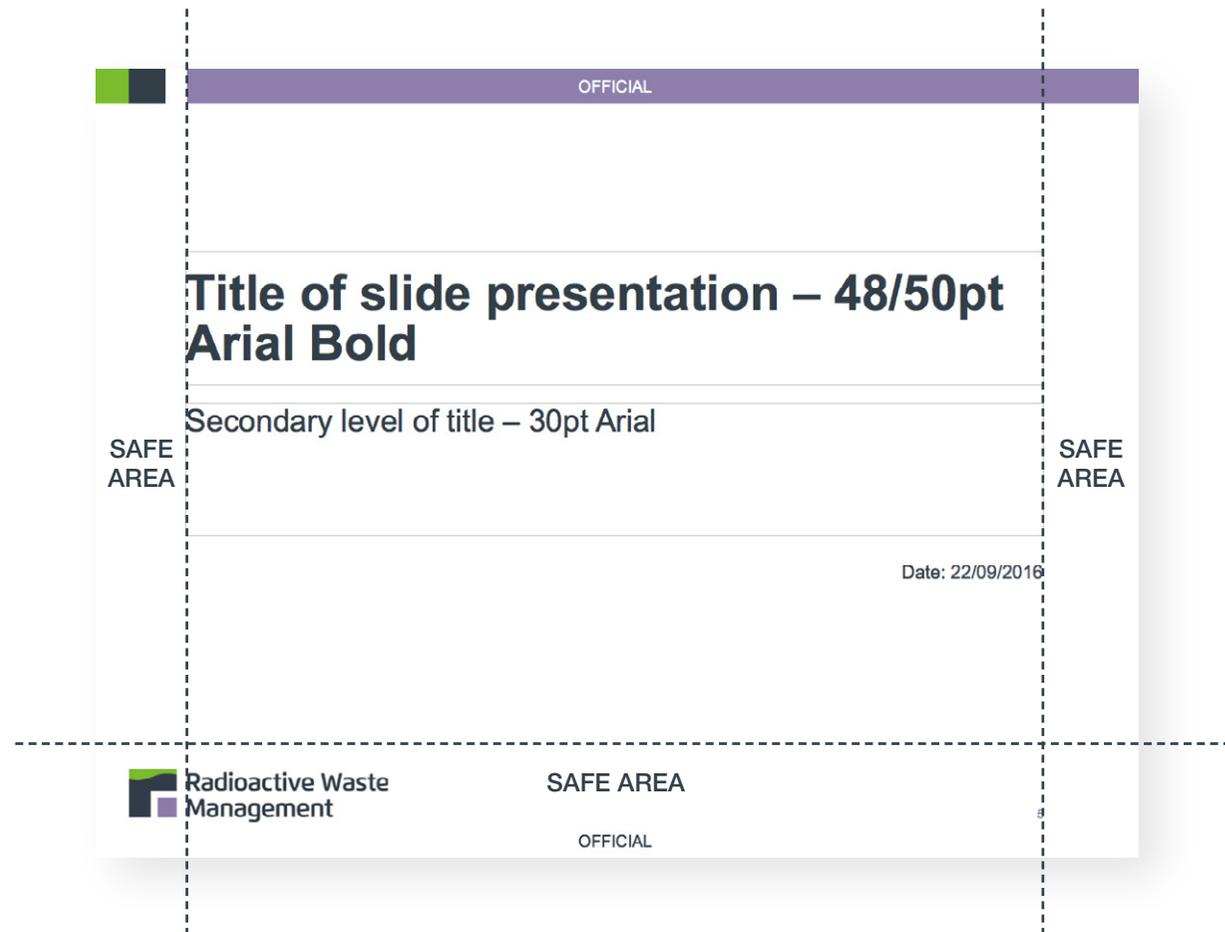


Two content

# Applications – digital

## 6.02 PowerPoint template guidance

1. Choose your layout at 'New Slide' stage
2. If date appears when not required, simply delete it.
3. Each slide requires clear space around the edge in order to maximise its visual impact. A 'safe area' as illustrated opposite should be clear of any information.
4. To reset the layout to the master, click:
  - Slides
  - Layout
  - Reset layout to Default Settings.
5. To switch on guides for Mac:
  - View
  - Guides
  - Static GuidesTo switch on guides for PC:
  - View Tab
  - Tick guides

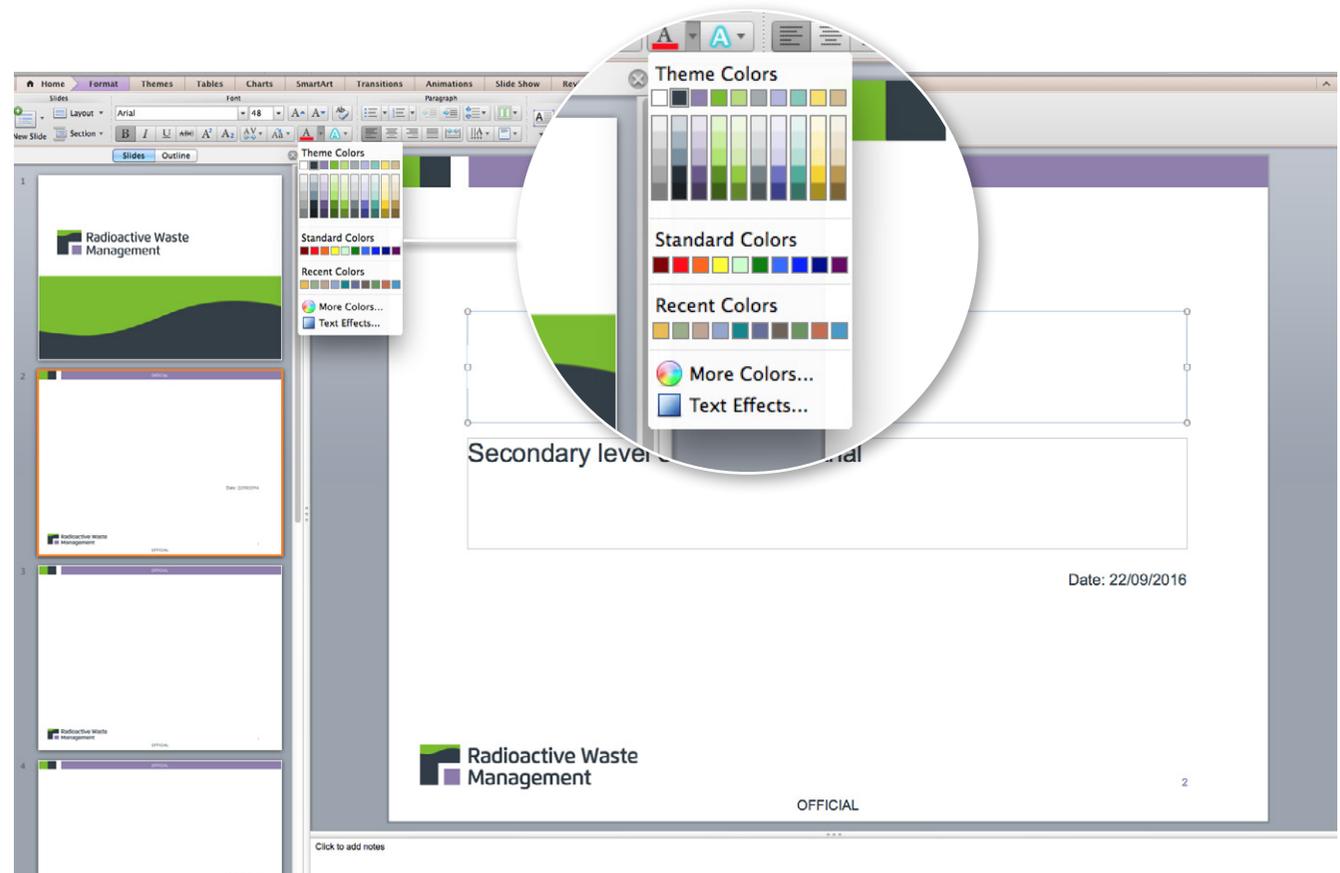


# Applications – digital

## 6.03 Using the secondary colour palette in PowerPoint

The image opposite demonstrates how to access the secondary colour palette in Powerpoint.

Selecting the paint bucket tool will reveal the secondary colour palette under the 'Theme Colours' heading and the 'Recent Colours' heading.



# Applications – digital

## 6.04 Email signature

All emails must be signed-off in a consistent format as shown opposite. You can do this by setting up a signature which you will find by clicking insert, followed by signature.

For further information on email signature please click on the link on the RWM home page, and copy and paste into email signature.

All email correspondence should be formatted in Arial in black. You should also not 'sign' your name in script. The email signature must be included on every external and internal email sent.

<b>Your name</b> <b>Your job title</b>		<b>Name/Job title</b> Arial Bold 11pt
Radioactive Waste Management Building 587 Curie Avenue Harwell Oxford Didcot OX11 0RH		<b>Address/Contact details</b> Arial Regular 10pt
T: 01925 80*** M: ***** W: <a href="http://www.gov.uk/rwm">http://www.gov.uk/rwm</a>		RWM logo should be added here
		
To keep up to date with what is happening subscribe, using your email address, at the following link: <a href="http://www.gov.uk/rwm/subscribe">http://www.gov.uk/rwm/subscribe</a>		Arial Regular 10pt
This message and any attachment are intended solely for the addressee and may contain confidential or legally privileged information. If you have received this message in error, please send it back to us, and immediately and permanently delete it. Do not use, copy or disclose the information contained in this message or in any attachment.		
Radioactive Waste Management Limited is a limited company registered in England and Wales with registered number 8920190. Registered office: Herdus House, Westlakes Science and Technology Park, Moor Row, Cumbria, CA24 3HU		Arial Regular 9pt
Please consider the environment before printing this email.		

# 7 Language and editing conventions

# Language and editing conventions

## 7.01 Language

We use two guiding principles: accessibility and clarity. We need to use a consistent tone of voice, open to all, which helps us to establish a rapport with our audiences, be they technical or non-technical. Language helps us to convey a sense of who we are. It helps us to establish our brand credentials and should reflect our brand personality.

Hint: Try to adopt a concise style. This will be far more effective to get your message across. When referring to Radioactive Waste Management, use 'we' and 'us'. Try to avoid technical jargon. Keep in mind the target audience you are addressing. They are relying on you as the expert and

will often use different words and language which reflects their level of understanding. Try to pick up these cues in your communication and use the language they use. This will not only enhance your expert credentials but also help to build trust.

Wherever possible: try to avoid using formal language. This can be off-putting and makes us look aloof.

# Language and editing conventions

## 7.02 Abbreviations

Avoid abbreviations unless there is no room to spell the word out in full (February not Feb, Tuesday not Tues). Road, Street, Crescent, etc must always appear in full, and never abbreviated.

Use lowercase for most abbreviated measurements (kg, cm, mm, and km). Some exceptions are TWh (terawatt hours) and mSv (millisieverts).

## 7.03 Acronyms and initials

When using acronyms or names comprising initials, use the full wording when they first appear. Radioactive Waste Management (RWM), and then the shortened form is acceptable. DECC should appear as Department for Energy and Climate Change (DECC) before using the acronym. You should adopt this when communicating externally. As a rule of thumb the same convention should be adopted internally, but use your own judgement here. Will the acronym you are using be understood?

## 7.04 Bullet points

You should end the sentence immediately before the bullet points are used with a colon, like this:

- then write each bullet point out
- you don't need any other punctuation at the end
- and you don't need a capital letter at the start
- unless the word is normally capitalised
- London for example

If there is a second set of bullets leading from an initial bullet point, tab them across once and use a dash

– like this

and if a third, tab across and use an arrow

> like this

## 7.05 Capital letters

Often there is uncertainty about where we use capital letters. To keep it simple we use a general rule and only use capitals when they are absolutely required.

## 7.06 Captions

A caption is a phrase, sentence, or short paragraph describing the contents of an illustration, charts or photographs. Captions should appear directly below, or to the side of, the pictures they describe. If the caption is a sentence then you should use a full-stop, if not, then a full-stop is not required.

## 7.07 Dates

We write 31 March 2016, not March 31 2016 or 31st March 2008. The day always comes before the month. There is no comma between the day of the week and the date. Only use the day of the week when necessary if it helps for clarity.

## 7.08 Eg and etc

The use of eg and etc should be avoided wherever possible. Try to write for example in full.

# Language and editing conventions

## 7.09 Emphasis

For emphasis use bold text rather than underlining and use sparingly.

## 7.10 Headings and titles

For the main titles of reports or chapter headings use capitals on the key words and lowercase in the rest.

For subtitles use an initial capital for the first word only. Small words (in, at, of, the, end, and, on) are never capitalised even in titles.

## 7.11 Hyphens

Nouns that comprise two words have no hyphen, whereas adjectives which refer to nouns do: distance learning, full-time.

## 7.12 -ise or -ize

We always use the British: nationalise.

## 7.13 Job titles

Use professional title (if appropriate), first name, surname, job title, Radioactive Waste Management (if required).

## 7.14 Numbers

The numbers from zero to nine should be spelt out and those from 10 onwards written as figures. Exceptions are:

- when the numbers have technical significance or need to stand out for easy understanding – in tables, when referring to percentages, currency, time of day and so on
- when the number begins a sentence, in which case it should be written out in full. Rewording the sentence is often a better option
- when there is a range of two or more numbers where at least one is higher than nine; for example, the accommodation sleeps 8-12 people

Fractions which stand alone should be spelled out and hyphenated. For example, two-thirds of the stakeholders, one-twentieth of the population. Those attached to a whole number should be written in figures; for example, 2½, 5¾.

## 7.15 Money

Within text, million and billion should be spelt out in full; for example, £3.4 billion, £74 million. No plural is used.

Use £m at the head of a column in a table.

When writing about thousands, use £100,000 or £100k. Only use the 'k' when the figure is in whole thousands.

Commas should be used in thousands, for example, 5,000.

## 7.16 Passive language

Avoid using passive verbs and the third person. Use: 'We will present our findings...' not 'Radioactive Waste Management will present its findings...' or 'Findings will be presented...'

Passive language has the effect of making the reader feel that we are distanced from what it is we are talking about. It is important that our stakeholders and consumers understand that we are taking responsibility for our actions and they feel that we are accessible.

# Language and editing conventions

## 7.17 Quotation marks

Double speech marks are only used around speech, single quotes elsewhere. For example: John Smith said, “Good afternoon.”

Note the colon before opening the speech marks and the full stop comes inside the quotes.

The full stop comes inside the quote only when the paragraph itself is in quotes; for example: “The document will be published in November.”

Do not use single quotation marks. Italics can often be better.

## 7.18 Radioactive Waste Management

Always spell out our name in full the first time you use it, then follow the acronym convention. Also to avoid any ambiguity with the general term you should refer to the management of radioactive waste, rather than the radioactive waste management.

## 7.19 Symbols

Some symbols can stand out unnecessarily in large blocks of text, so for example try to avoid using ampersands (&), and write out ‘and’ instead.

## 7.20 Times

Where the 24-hour clock is used there are no full stops in the time; for example 1600, 0800.

Examples of other times: 8am, 10pm

Note there is no space between the times.

