The Highways Agency’s visual identity specifications

What you need to know
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Our visual identity

Graham Dalton
Chief Executive, Highways Agency.

Our visual identity is important to us. It enables our customers and stakeholders to identify the Highways Agency with its role as England’s strategic road operator, responsible for providing safe roads, reliable journeys and informed travellers.

To help ensure we create the right impression it is more important than ever that we present the Agency and its work with clarity and authority. This helps avoid confusion and misunderstanding amongst our many stakeholders about who we are, what we do, and why we do it. More importantly it helps build recognition and, through the correct presentation of our corporate identity in the form of our logo, is the first step towards building a strong and resilient visual identity.

These specifications will help you to do just that. They bring together, in one place, all the information staff and colleagues working within the Agency and across our supply chain need to know, when using our logo on equipment, products and presentation materials – including new and emerging communications channels.

Our communications and media services teams are at the forefront of presenting our visual identity. To help them, each and every one of us – whether a team member, project manager or divisional director within the Agency, or a site manager, public liaison officer or technical engineer working for our supply chain – has a role to play in guarding and protecting the integrity of our visual identity.

So take time to familiarise yourself with these specifications to help ensure we always present the Highways Agency in a professional and consistent manner. The following pages set out what you need to know.
Why do we need these specifications?

These specifications place a clear, consistent Highways Agency visual identity as central to all communication and publicity activity.

This means that while our supply chain delivers the service on the ground, the Highways Agency will remain as the public face and have control over the wording, design and presentation of all communications, publicity and materials related to the operation and maintenance of England's strategic road network.

The Highways Agency media services teams are responsible for design issues. As a member of Highways Agency staff, or as a supply chain colleague, you must follow and implement this advice.

For further information on using our visual identity contact your local Highways Agency media services team or the communications business partner who will be able to advise.

To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk  graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
Our logo is protected by crown copyright and is based upon the internationally recognised motorway sign, designed to be clean, simple and memorable.

The quality and consistency of our visual identity is a vital component in presenting the Highways Agency.
1.0 Highways Agency visual identity

1.1 Our logo Basic elements

The logo has two elements.

The symbol
The wording

The two elements always appear together and must not be used separately.

The logo uses process black plus two colours from the Pantone® colour matching system.

Pantone 284
Pantone 287

The colours always appear as illustrated below and must not be changed or used in any other format other than those shown on pages 7-8. For detailed specifications see page 25.

* Master vector, eps, tiff or jpg files are available on request from your local Highways Agency media services team.

Pantone® is a registered trademark of Pantone® Inc.

To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk graphics-birmingham@highways.gsi.gov.uk graphics-bristol@highways.gsi.gov.uk graphics-dorking@highways.gsi.gov.uk graphics-leeds@highways.gsi.gov.uk graphics-manchester@highways.gsi.gov.uk
to contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
1.1 Our logo How to use

Size and space
There is always a clear space around the Highways Agency logo. This is important to ensure it's clear, immediately recognisable and consistent.

Exclusion zone Fig 1.0[1]
The ‘X’ height determines the minimum clear space you need to leave around the logo.

‘X’ is equivalent to the height of the word ‘HIGHWAYS’ in the logo.

Fig 1.0[1]

Minimum size Fig 1.0[2]
The minimum size of the logo for all applications is 25mm wide.

Fig 1.0[2]

Usage
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 recreate the logo in the corporate colours. In this case you will need to reproduce it in mono (black) or reversed out (white).

True form

Mono (black)

Reversed out (white)

* Master vector, eps, tiff or jpg files are available on request from your local Highways Agency media services team.
1.1 Our logo How to use

Exceptions – square format
The square logo should only be used in exceptional circumstances where the true form (see page 7) cannot be used, such as on hard hats, and in some instances for vehicle livery.

The logo is shown below in order of preference of colour use – most preferred on the left.

Fig 1.0[3]*

Fig 1.0[4]*

Fig 1.0[5]*

* Master vector, eps, tiff or jpg files are available on request from your local Highways Agency media services team.

To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
1.1 Our logo Getting it right

Wherever possible, try to use the Highways Agency logo in its true form on a white background. Fig 1.0[6]

Fig 1.0[6]

If you need to ‘reverse out’ the logo, only use dark backgrounds. If you're using a lighter background, always use the logo in its true form. Fig 1.0[7] and Fig 1.0[8]

Fig 1.0[7]

Fig 1.0[8]

Placing our logo on images

You may want to use the logo over a photographic background or coloured image. You can do this as long as it's clear. Only use the logo on a background image that provides sufficient contrast and has a good even tone.

Fig 1.0[9] shows the reversed-out logo on a dark and even toned background image.

Fig 1.0[10] shows the true form logo on a light and even toned background image.

Fig 1.0[9]

Fig 1.0[10]

To contact your local Highways Agency media services team email:

graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:

copyunit-bedford@highways.gsi.gov.uk
1.1 Our logo Getting it wrong

The Highways Agency logo is the key part of our identity. As such, it's essential we use it correctly and consistently across all applications. Always treat the logo with respect. If you use it incorrectly, you could compromise or weaken the Highways Agency’s visual identity and what it stands for.

The most common way people use the logo incorrectly is by separating or altering it from its true form. Make sure you never alter the logo in this way. Our logo is unique, so it's important you never leave out any of its elements or use them separately. Figs 1.0[11 - 13]

Never:

- Stretch or distort the logo in any way. Fig 1.0[14]
- Change the colours of the logo. The corporate colours are unique to the Highways Agency and an integral part of our identity. Fig 1.0[15]
- Display the logo at an angle. It always appears in the horizontal position. Fig 1.0[16]
- Use another typeface or additional text within the logo. Fig 1.0[17]
- Use the logo on any background image or graphic that makes it unclear. Fig 1.0[18]
- Reverse the logo out of any light colours or light background images where there isn’t enough contrast. Fig 1.0[19]
- Incorporate the logo with other elements to form a new logo.
1.1 Our logo Using the strapline

Our strapline – ‘Safe roads, reliable journeys, informed travellers’ – is an integral part of our branding for corporate stationery, documents, and electronic publications. It can also be extended to other materials subject to discussion and approval from the head of media services and communications business partner.

Examples of using the strapline with our logo includes stationery (see pages 16, 17, 18) and presentations (see page 20).

Never:
• Reposition, redraw, distort or change the colour of any of the logo elements.

| Master vector, eps, tiff or jpg files are available on request from your local Highways Agency media services team. |

To contact your local Highways Agency media services team email:
 graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk  graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
 copyunit-bedford@highways.gsi.gov.uk
1.2 Corporate typefaces Usage

The Highways Agency corporate typeface is Helvetica. Wherever Helvetica is not available, the typeface Arial must be used.

To comply with government diversity guidelines, body copy should be set at 12pt on 15pt leading. There is a minimum size set at 10.5pt on 13.5pt leading.

When using Microsoft Office applications, body copy should be set at 12pt on single line spacing in Arial.

You can find more information on making communication accessible to disabled people can be found on the Office of Disability Issues websites.
1.2 Corporate typefaces Helvetica

Helvetica Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&!?$%@~#<>+-=(){}[]''.,

Helvetica Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&!?$%@~#<>+-=(){}[]''.,

Helvetica Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&!?$%@~#<>+-=(){}[]''.,

Helvetica Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&!?$%@~#<>+-=(){}[]''.,

Helvetica Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&!?$%@~#<>+-=(){}[]''.,

Helvetica Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&!?$%@~#<>+-=(){}[]''.,

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&!?$%@~#<>+-=(){}[]''.,

Helvetica Bold Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&!?$%@~#<>+-=(){}[]''.,

Helvetica Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&!?$%@~#<>+-=(){}[]''.,

Never:
- Use stretched, angled or WordArt versions of Helvetica.
1.2 Corporate typefaces Arial

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&!?£$%@~#<>+=_-(){}[]:;',.

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&!?£$%@~#<>+=_-(){}[]:;',.

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&!?£$%@~#<>+=_-(){}[]:;',.

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&!?£$%@~#<>+=_-(){}[]:;',.

Arial Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&!?£$%@~#<>+=_-(){}[]:;',.

Arial Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&!?£$%@~#<>+=_-(){}[]:;',.

Never:
• Use stretched, angled or WordArt versions of Arial.
1.3 Diversity and accessibility Be inclusive

Diversity is about making the most of difference. Each of us has a unique perspective and the potential to make a positive contribution. Making our communications accessible enables us to maximise our impact and reach.

For example, when creating publications or web pages consider how you use our typefaces and fonts to maximise legibility and readability. Make sure the size, density and complexity of information, is appropriate to the medium and layout you are using. Avoid italics, underlining, simulated handwriting, unusual shaped letters and decorative typefaces unless it is necessary and positively enhances presentation of the information.

Remember to make good use of the available space. Where possible keep to between 60 and 70 characters, roughly 12 to 18 words, per line, except for columns. Avoid using hyphens to split words between lines.

If necessary test your communication for accessibility with the intended audience.

You can find more information on making communications accessible to disabled people on the Office of Disability Issues websites.
1.4 Stationery Letterheads and letters

Stationery plays an important role in communicating a coherent visual identity. In some cases, an item of stationery or email will be the first thing someone receives featuring the Highways Agency identity.

A4 letterhead* (210 x 297 mm)

* Highways Agency staff can access colour and black and white templates and macros from the Microsoft Word toolbar

Letters*

Always:
• Use Helvetica or Arial typefaces for the body of the letter.

Never:
• Reposition, redraw, or distort any of the letterhead elements.

* To contact your local Highways Agency media services team email:
  graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk  graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
1.4  Stationery Compliment slips

Compliment slip* (210 x 99 mm)

Never:
• Reposition, redraw, or distort any of the compliment slip elements.

* Highways Agency staff can access colour and black and white templates and macros from the Microsoft Word toolbar

To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
1.4 Stationery Business cards / ordering

Business card (85 x 55 mm)

A N Other
Job Title  
first line of address Direct Line: 012 3456 7890
Second line of address GTN: 3456 7890
Town or city Mobile: 012345 567 890
Post code Fax: 012 3456 7881
an.other@highways.gsi.gov.uk

Never:
- Reposition, redraw, or distort any of the business card elements.

Ordering

The Highways Agency business cards are produced in-house. To order staff business cards use the following link:

http://share/Share/llisapi.dll/overview/2508381

Business card artwork generator pdf and follow the instructions on the form. Fig 1.0[21]

Fig 1.0[21]
1.5 Emails Signature format

Emails play an important role in communicating a coherent visual identity. In some cases, an email will be the only contact a person may have with the Highways Agency. The quality and consistency of our email signature is vitally important.

Email signatures **must** be in the following format:

**Name Surname, Job Title**
Highways Agency | Building Name | Address | Town / City | Postcode
Tel: +44 01234 555 666 | Fax: +44 01234 666 777 | Mobile: 07123 456 789
Web: www.highways.gov.uk
GTN: 1234 5678

Safe roads, reliable journeys, informed travellers
Highways Agency, an executive agency of the Department for Transport.

**Always**
Include your full national and GTN telephone numbers which **must** be in the following formats:

- For 6 digits – area code followed by 000 000 (eg 01306 878 192)
- For 7 digits – area followed by 000 0000 (eg 0121 878 1924)
- For 8 digits – area code then 0000 0000 (eg 020 7154 1234)

**Never:**
- Place graphics in the signature.
- Use any colour, novelty fonts or personalised signature.
- Add your own strapline.
- Add any clipart, photographs or animated graphics.

---

To contact your local Highways Agency media services team email:
- graphics-bedford@highways.gsi.gov.uk
- graphics-birmingham@highways.gsi.gov.uk
- graphics-dorking@highways.gsi.gov.uk
- graphics-leeds@highways.gsi.gov.uk
- graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
1.6 Presentations

There are two slide template options* to choose from.
Figs 1.0[22 and 23]

When using images within slides they must be low resolution.
For further advice on how to use images contact your local media services team.

Figs 1.0[22]
Black text on grey tint background.

Black rule

Fig 1.0[23]
White text out of corporate dark blue (RGB 0 83 155) background.

Never:
- Resize, distort or move the Highways Agency logo and strapline
- Change the colour or font within the template
- Use clip art or animation for external presentations

* Highways Agency staff can access colour and black and white templates and macros from the Microsoft PowerPoint toolbar

To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
## 2.0 Partner logos

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<td>2.2 Third party</td>
<td>23</td>
</tr>
</tbody>
</table>

In certain situations, other logos can be used with the Highways Agency logo. You can get more information and advice from the Highways Agency media services teams or from the communications business partner.
2.1 Partner logos Department for Transport (DfT)

The DfT is the parent department for the Highways Agency and must be publicly recognised on all external documents.

On all scheme specific exhibition panels (see pages 77-78) and signage (see page 87) the DfT logo must take precedence. Fig 2.0[1]

Fig 2.0[1]*

Department for Transport

Where the Department for Transport is referenced as the Agency’s parent department on our publications and literature, a text only format is used ‘An executive agency of the Department for Transport’. Fig 2.0[2]

Fig 2.0[2]
An executive agency of the Department for Transport

For position, styles and size see pages 29-43

* Master vector, eps, tiff or jpg files are available on request from your local Highways Agency media services team.

All publicity material relating to road safety must be referred to the Department for Transport publicity team and incorporate appropriate “THINK!” branding. Fig 2.0[3]

Fig 2.0[3]*

All public information leaflets must include the ‘GOV.UK’ logo. Fig 2.0[4] (back cover)

Fig 2.0[4]*

GOV.UK

For position, styles and size see pages 29-43

To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
2.1 Partner logos Third party

Logos can be included on documents if they represent a true partnership.

**What is a true partnership?**

A project or situation where all recognised participants contribute skills, materials or services.

If it is not a true partnership, then other organisations will be referred to by name only (**not logo**) on the inside of the publication where applicable.

Third party logos **must** always be proportionally the same size or smaller than the Highways Agency logo. Fig 2.0[5]

**Minimum size and exclusion area specifications must be applied to Highways Agency** (see page 7) and partners’ logos.
3.0 Design specifications

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The specifications provided on the following pages give the values required to complete your design and layout.
3.1 Colour palette Primary

It's crucial we use colours consistently across all our communications. The Highways Agency identity uses process black plus three colours from the Pantone® matching system. To check the colours, always match to the relevant Pantone® swatch.

**Pantone 284**
Used for all corporate, general and internal literature.

- Pantone 284: 108C 174M 223Y 0K
- 108R 174G 223B

**Pantone 287**
Used for all literature specifically relating to motorways.

- Pantone 287: 100C 68M 0Y 12K
- 0R 83G 155B

**Pantone 349**
Used for all literature specifically relating to all-purpose trunk roads.

- Pantone 349: 92C 0M 88Y 50K
- 0R 103G 55B

**Process black**
Used for body copy.

- Process black: 0C 0M 0Y 100K
- 0R 0G 100B

**Notes:**
- It's crucial we use colours consistently across all our communications.
- The Highways Agency identity uses process black plus three colours from the Pantone® matching system. To check the colours, always match to the relevant Pantone® swatch.

Pantone® is a registered trademark of Pantone® Inc.
3.1 Colour palette Secondary

For greater flexibility of colour in our publications we have created a second palette. These colours are to work alongside the corporate colours and to complement their usage.

For printed literature you should not use colours below a tint value of 15 per cent. Fig 3.0[1]

To check the colours, always match to the relevant Pantone® swatch.

Fig 3.0[1]

<table>
<thead>
<tr>
<th>Pantone</th>
<th>Name</th>
<th>Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>2622</td>
<td>Purple</td>
<td>57C 98M 0Y 46K</td>
</tr>
<tr>
<td></td>
<td></td>
<td>84R 7G 91B</td>
</tr>
<tr>
<td>1797</td>
<td>Magenta</td>
<td>0C 100M 99Y 4K</td>
</tr>
<tr>
<td></td>
<td></td>
<td>227R 27G 35B</td>
</tr>
<tr>
<td>354</td>
<td>Dark Green</td>
<td>80C 0M 90Y 0K</td>
</tr>
<tr>
<td></td>
<td></td>
<td>178G 90B</td>
</tr>
<tr>
<td>4985</td>
<td>Brown</td>
<td>0C 59M 48Y 48K</td>
</tr>
<tr>
<td></td>
<td></td>
<td>147R 79G 70B</td>
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<tr>
<td>240</td>
<td>Dark Purple</td>
<td>18C 94M 0Y 0K</td>
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<tr>
<td></td>
<td></td>
<td>201R 48G 146B</td>
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<tr>
<td>2573</td>
<td>Lilac</td>
<td>35C 58M 0Y 0K</td>
</tr>
<tr>
<td></td>
<td></td>
<td>169R 123G 182B</td>
</tr>
<tr>
<td>144</td>
<td>Dark Cyan</td>
<td>0C 48M 100Y 0K</td>
</tr>
<tr>
<td></td>
<td></td>
<td>248R 151G 29B</td>
</tr>
<tr>
<td>354</td>
<td>Dark Green</td>
<td>87C 0M 38Y 0K</td>
</tr>
<tr>
<td></td>
<td></td>
<td>177G 176B</td>
</tr>
<tr>
<td>299</td>
<td>Dark Blue</td>
<td>10C 0M 6Y 27K</td>
</tr>
<tr>
<td></td>
<td></td>
<td>147R 187G 186B</td>
</tr>
</tbody>
</table>

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3.2 Publications

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The best design for corporate publications is simple and uncluttered. Tints can be helpful to break up a document and make it easier on the eye, particularly for statistical material, graphs and charts. Make sure there is a strong contrast between text and tint. Ideally when laying out publications, line lengths should be no more than 70 characters including spaces.

Making our communications as accessible as possible enables us to maximise our impact and reach with a wider range of audiences. Where possible keep paragraphs short and use line spacing between paragraphs. There should be a consistent use of headings and sub-headings and layout should enable the reader to follow and understand the information clearly and easily.

Of course consideration should always focus on who the intended recipient will be. Where a publication is being used to promote a service to an individual with a disability there should be representation of disabled people within the narrative or graphics. However, the assumption from the outset should be that disabled people are included by all areas of content. You can find further guidance on writing for the Highways Agency and the correct use of our tone of voice in Writing with style: the Highways Agency’s tone of voice and style guide. You can find further guidance on designing and producing documents with regard to diversity and accessibility at section 1.3. Page 15
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Highways Agency media services Xxxxxxx. Job number Xxxxxxx

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3.2 Publications A4

A4 corporate covers

- 12pt Helvetica Bold and Light on 15pt leading range left centred top and bottom
- Background colour Pantone 284 (55C 19M 0Y 0K)
- (108R 174G 223B)
- Statement: 7pt Helvetica Bold and Roman on 9pt leading range left (see page 28)

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3.2 Publications A4

**A4 motorway covers**

12pt Helvetica Bold and Light on 15pt leading range left centred top and bottom

Background colour Pantone 287 (100C 68M 0Y 12K) (0R 83G 155B)

Statement: 7pt Helvetica Bold and Roman on 9pt leading range left (see page 28)

Top band white

Bottom band white

24pt Helvetica Bold and Light on 30pt leading range right

23mm

10mm

12pt Helvetica Roman

18mm

75mm

110mm

4mm

18mm

38mm

Minimum of 22mm

Minimum of 72mm

*Height of ‘M’ cap height as indicated above*

**M25**

First line of title

Second line of title

Third line of title

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3.2 Publications A4

A4 all-purpose trunk road covers

- 12pt Helvetica Bold and Light on 15pt leading range left centred top and bottom
- Background colour: Pantone 349 (92C 0M 88Y 50K) (0R 103G 55B)
- Statement: 7pt Helvetica Bold and Roman on 9pt leading range left (see page 28)
- Top band white
- Bottom band white
- 24pt Helvetica Bold and Light on 30pt leading range right
- First line of title: A21
- Second line of title
- Third line of title

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3.2 Publications A4

A4 inside pages

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Main heading:
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Introduction paragraph:
15pt Helvetica Light
on 18pt leading range left

Cross headings: 12pt Helvetica Bold
on 15pt leading range left

Body copy:
12pt Helvetica Light
on 15pt leading range left

Page number:
12pt Helvetica Bold

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3.2 Publications A5

A5 corporate covers

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An executive agency of the Department for Transport

Safe roads, reliable journeys, informed travelers

First line of title
Second line of title

16pt Helvetica
Bold and Light on
20pt leading
range right

12pt Helvetica
Bold and Light on
15pt leading
range left centred

top and bottom

Background colour
Pantone 284
(55C  19M  0Y  0K)
(108 R  174G  223B)

Statement:
7pt Helvetica
Bold and Roman
on 9pt leading
range left
(see page 28)

Bottom band white
12pt Helvetica
Roman

Top band white
12pt Helvetica
Bold and Light on
15pt leading
range left}

Minimum of 13mm
Minimum of 40mm

Minimum of 40mm

26mm

14mm

12mm

23mm

12mm

12mm

12mm

12mm

52mm

12mm

3.2 Publications A5

A5 motorway covers

- **12pt Helvetica Bold and Light on 15pt leading range left centred top and bottom**
- **Background colour Pantone 287 (100C 68M 0Y 12K) (0R 83G 155B)**
- **Statement: 7pt Helvetica Bold and Roman on 9pt leading range left (see page 28)**

First line of title: M25
Second line of title: Safe roads, reliable journeys, informed travellers
Third line of title: An executive agency of the Department for Transport

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3.2 Publications A5

A5 all-purpose trunk road covers

12pt Helvetica Bold and Light on 15pt leading range left centred top and bottom

Background colour Pantone 349 (92C 0M 88Y 50K) (52R 103G 55B)

Statement: 7pt Helvetica Bold and Roman on 9pt leading range left (see page 28)

16pt Helvetica Bold and Light on 20pt leading range right

Helvetica Bold (white) cap height as indicated above*

Top band white

Minimum of 13mm

Minimum of 45mm

First line of title

Second line of title

Third line of title

A421

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3.2 Publications A5

A5 inside pages

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Square corporate covers

- 12pt Helvetica Bold and Light on 15pt leading range left centred top and bottom
- Background colour: Pantone 284 (55C 19M 0Y 0K) (108R 174G 223B)
- Statement: 7pt Helvetica Bold and Roman on 9pt leading range left (see page 28)
- Top band white
- 18mm
- 75mm
- 18mm
- 110mm
- 38mm
- Minimum of 17mm
- Minimum of 54mm

18pt Helvetica Bold and Light on 21pt leading range right

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Square motorway covers

- 12pt Helvetica Bold and Light on 15pt leading range left centred top and bottom
- Background colour: Pantone 287 (100C 68M 0Y 12K) (0R 83G 155B)
- Statement: 7pt Helvetica Bold and Roman on 9pt leading range left (see page 28)

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3.2 Publications 210mm square

Square all-purpose trunk road covers

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First line of title
Second line of title
Third line of title

18pt Helvetica Bold and Light on 21pt leading range right

Background colour Pantone 349 (92C 0M 88Y 50K) (0R 103G 55B)

Statement: 7pt Helvetica Bold and Roman on 9pt leading range left (see page 28)

12pt Helvetica Bold and Light on 15pt leading range left centred top and bottom

Top band white

Minimum of 54mm

Minimum of 17mm

*Height of ‘A’

Helvetica Bold (white) cap height as indicated above*

18mm

10mm

Bottom band white

14mm

Helmet 75mm

Minimum 17mm

10mm

12pt Helvetica Roman

10mm

10mm

23mm

18mm

4mm

110mm

38mm
3.2 Publications 210mm square

Square inside pages

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<td>Introduction paragraph:</td>
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3.2 Publications DL

DL corporate front and back

Top band white

12pt Helvetica Bold and Light on 15pt leading range left centred top and bottom

First line of title
Second line of title

Minimum of 12mm
Minimum of 41.5mm

16pt Helvetica Bold and Light on 20pt leading range right

Background colour
Pantone 284
(55C  19M  0Y  0K)
(108R  174G  223B)

Statement:
7pt Helvetica Bold and Roman on 9pt leading range left
(see page 28)

Bottom band white

10pt Helvetica Roman

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3.2 Publications DL

DL all-purpose trunk road front and back

- Top band white
- 12pt Helvetica Bold and Light on 15pt leading range left
- Background colour Pantone 349 (92C 0M 88Y 50K) (0R 103G 55B)
- Statement: 7pt Helvetica Bold and Roman on 9pt leading range left (see page 28)

First line of title: A421
Second line of title: Minimum of 12mm
Third line of title: Minimum of 41.5mm

- 16pt Helvetica Bold and Light on 20pt leading range right
- Helvetica Bold (white) cap height as indicated above*
- Background colour Pantone 349 (92C 0M 88Y 50K) (0R 103G 55B)
- Statement: 7pt Helvetica Bold and Roman on 9pt leading range left (see page 28)

- Top band white
- 12pt Helvetica Bold and Light on 15pt leading range left

To contact your local Highways Agency media services team email: graphics-bedford@highways.gsi.gov.uk graphics-birmingham@highways.gsi.gov.uk graphics-bristol@highways.gsi.gov.uk graphics-dorking@highways.gsi.gov.uk graphics-leeds@highways.gsi.gov.uk graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email: copyunit-bedford@highways.gsi.gov.uk
3.2 Publications DL

DL inside

Main heading:
20pt Helvetica Light

Introduction paragraph:
14pt Helvetica Light
on 17pt leading range left

Cross headings:
12pt Helvetica Bold
on 15pt leading range left

Body copy:
12pt Helvetica Light
on 15pt leading range left

DL six-page fold options

Z fold
C fold
3.3 Reports Standards

It is important that reports produced for the Highways Agency present a consistent and professional image.

When laying out the contents keep paragraphs short and use spacing between. There should be a consistent use of headings and sub-heading; the layout must enable the reader to follow and understand the information easily.

Consideration should also be given to the diverse needs of the intended audience. For more information on designing and producing documents with regard to diversity and accessibility see section 1.3. Page 15

* Highways Agency staff can access colour and black and white templates and macros from the Microsoft Word toolbar
3.4 Newsletters

The quality and consistency of Highways Agency newsletters are important in communicating a coherent visual identity. Newsletters must be designed primarily for electronic distribution. If small numbers of printed copies are required the page layouts are designed to be imposed for print with the stitch edge at the top. Fig 3.0[2]

Tags
Electronic files will be viewed as portable document format (pdf) files using software such as Adobe Acrobat Reader.
Documents must be tagged so there is a consistent flow through the publication; additional tags must be applied for reading with screen reader software for blind and partially sighted people in compliance with the Office for Disability Issues guidance.
An additional navigation bar is included across the bottom of the page. Fig 3.0[2]

Always:
• Use the newsletter templates shown on the following pages.
• To comply with Government diversity guidelines, body copy should be 12pt on 15pt leading. There is a minimum size set of 10.5pt on 13.5pt leading.
• Ensure that HAIL and web addresses are on the back page of the publication.

Never:
• Design your own external newsletter, this also applies to suppliers and contractors.
3.4 Newsletters Grid (297 x 210mm)

The Highways Agency logo is always positioned at the top left of the masthead. The text area is based on a 4-column grid using a 6mm gutter with a combination of three master pages; front page Fig 3.0[3], below inside pages Fig 3.0[4] (page 48) and back page Fig 3.0[5] (page 49).

Front page Fig 3.0[3]
3.4 Newsletters Grid (297 x 210mm)

Inside pages Fig 3.0[4]

Band area for page header

3.0 Design specifications

To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk  graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
3.0 Design specifications

3.4 Newsletters Grid (297 x 210mm)

Back page Fig 3.0[5]

Statement:
7pt Helvetica Bold and Light on 9pt leading range left
(see page 28)

To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

to contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk

to contact the Highways Agency print unit email:
3.4 Newsletters Column options

There are column options within the grid allowing flexibility to the page layout. Fig 3.0[6] Ideally when laying out newsletters, line lengths should be no more than 70 characters including spaces. (See page 15) Images can bleed but ensure any critical information is within the grid margins to prevent cropping if sent to print.

Fig 3.0[6]
3.5 Displays  

Roll up system

Creating a consistent look and feel to our displays is vital if we are to present a coherent and professional image of the Agency. Display panels can be used to convey simple messages or much more detailed information.

Corporate templates can be found on the following page. For information on displays for start of works and opening ceremonies see ‘Working for us (suppliers and contractors), section 9.2. Pages 77-78
3.5 Displays Roll up system

- **First line of title**
- **Second line of title**
- **Third line of title**

- **Corporate Background colour**
Pantone 284
55C 19M 0Y 0K

- **Motorway Background colour**
Pantone 287
100C 68M 0Y 12K

- **All-purpose trunk roads Background colour**
Pantone 349
92C 0M 88Y 50K

- **Minimum of 510mm**
- **Top band white**
- **Bottom band white**

140mm

40pt Helvetica Roman ranged right

- **Maximum 150pt Helvetica Light on 160pt leading range right**

- **Height of ‘A’**

- **Corporate Background colour**
Pantone 284
55C 19M 0Y 0K

- **Motorway Background colour**
Pantone 287
100C 68M 0Y 12K

- **All-purpose trunk roads Background colour**
Pantone 349
92C 0M 88Y 50K

To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk
graphics-birmingham@highways.gsi.gov.uk
graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk
graphics-leeds@highways.gsi.gov.uk
graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
Careful consideration must be given to style and content when taking or choosing photographs for Highways Agency design material.

Images can be illustrative or decorative, but must fully support the corresponding text and should not distract from its message.

Before proceeding with any photography on behalf of the Highways Agency please contact the internal photography team.

photography@highways.gsi.gov.uk
4.1 General guidance

**General guidance**

**All photography must be:**
- High resolution (minimum of 300dpi)
- Full colour, never monotone
- Bold with an obvious subject

Uniforms, equipment and procedures must be current and shown in the correct context.

Wherever possible use natural light rather than flash or staged lighting.

Follow the correct Health and Safety procedures by completing a job record form and / or wearing PPE where necessary.

Ensure content throughout a publication complies with the Agency’s equality and diversity policy.

Photographs taken on Highways Agency business should be sent to photography@highways.gsi.gov.uk for consideration and possible addition to the corporate collection.

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4.2 Film

**Film**

Please contact the Highways Agency’s visual media editor photography@highways.gsi.gov.uk with any requests for film projects.

These can be produced and edited with assistance from media services, for use in all the Agency’s social media communication channels.
4.3 Use of Highways Agency images

Highways Agency on Flickr

Images relating to the Highways Agency can be downloaded from the online photo-sharing site, Flickr, to view our collection visit [www.flickr.com/photos/highwaysagency](http://www.flickr.com/photos/highwaysagency).

All images are high resolution and free to use by our staff, supply chain and the public.

If you would like assistance with searching for a particular image, access to the photography archive, or need to commission a photo shoot, please contact photography@highways.gsi.gov.uk

Permissions and model release

A model release form must be signed by any individual that can be recognised in a photograph, giving their consent for the image to be freely distributed and published.

Model release forms can be downloaded at: [http://www.professionalphotographer.co.uk/Magazine/Downloads/Model-Release-Form](http://www.professionalphotographer.co.uk/Magazine/Downloads/Model-Release-Form)

or email: photography@highways.gsi.gov.uk

Where applicable images supplied to the Agency’s visual media editor must be accompanied by the appropriate model release form.

Crown copyright

Highways Agency images are covered by crown copyright and must not be copied, reproduced or directly linked to third party materials without the express permission of the Highways Agency. Where images are used the following credit should be used: **Image courtesy of the Highways Agency. Fig 4.1[1]**

![Image courtesy of the Highways Agency](http://www.highways.gov.uk)
4.3 Use of Highways Agency images

Examples

To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk  graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
5.0 Maps and mapping

5.1 Getting it right 58
5.2 Watermarks 59

Maps must have a consistent style when used across Highways Agency information materials. This section shows what you need to know to get it right.

For more detailed information please contact your local Highways Agency media service team.
5.1 Maps and mapping

**Getting it right**

In most cases a schematic or diagram map will be suitable – it gives all the information without going into detail. All maps must show the north point and copyright statement; the statement must be no smaller than 7pt. Fig 5.0[1]

**Never:**

- Use technical drawing or engineering software to produce public facing maps and illustrations. Members of the public may find these difficult to interpret. Fig 5.0[2]
5.2 Maps and mapping Watermarks

A background watermark to identify the source of the licensed data must be included on any electronic copies (including publication on the internet) of 1:10,000 Scale Raster, OS MasterMap Integrated Transport Network Layer, OS MasterMap Topography Layer, OS VectorMap Local, Land-Line, OSCAR and the Addressing Datasets. The watermark must appear at least once and cover at least 10 per cent of the map image reproduced. Where the Agency has a statutory obligation to publish planning applications on the internet, the Agency may, in its discretion, elect not to include such background watermark on any mapping extracts which form part of any such planning application.

To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
The digital revolution has had a significant impact on how people and groups within society interact with each other. Digital channels have also affected how they interact with the wider community and those organisations that affect their lives.

For the Highways Agency these digital channels present new opportunities to promote our visual identity and extend the range of media available to deliver our messages.
6.1 Website External

Our corporate website is at [www.highways.gov.uk](http://www.highways.gov.uk). We use this to publish information for external audiences. We also publish information on the single government domain GOV.UK.

The visual style for the Highways Agency website complements that of our print materials and uses the same photographic and writing style. You can find more information in [Writing with style: the Highways Agency’s tone of voice and style guide](#).

Publishing content online has some rules of its own. These help ensure our wider stakeholders and members of the public can easily navigate their way around the site and understand the content. It also ensures that users with disabilities or literacy issues can access our content.

All new content must be agreed with the online services team before publication and will be subject to the web publishing editorial policy.

If you require further information, please contact the online services team at [online_services@highways.gsi.gov.uk](mailto:online_services@highways.gsi.gov.uk)

**Preparing files for web use**

Documents must be published in web optimised, accessible PDF (portable document format) files. They must comply with the Highways Agency design specifications. These can be created by your local Highways Agency media services team. [Page 24](#)

Documents should be less than 4MB in size. If larger, please consult the online services team. Technical drawings, such as CAD files, are not acceptable for online publication. Web-friendly plans and mapping can be commissioned from your local Highways Agency media services team.

Images must be clear, ideally no more than 440 pixels, and must comply with the photography guidelines. [Page 53-56](#)

Flash and video can be provided online. Please contact online services before commissioning any multimedia for web publication.

Those who want to link to our corporate website should use the Highways Agency logo or reference in the text to do this.

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To contact your local Highways Agency media services team email:

- graphics-bedford@highways.gsi.gov.uk
- graphics-birmingham@highways.gsi.gov.uk
- graphics-bristol@highways.gsi.gov.uk
- graphics-dorking@highways.gsi.gov.uk
- graphics-leeds@highways.gsi.gov.uk
- graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:

- copyunit-bedford@highways.gsi.gov.uk
6.2 Website Internal

The Highways Agency’s corporate intranet – the Portal – contains corporate information for use by staff. The visual style for the Portal complements that of our publications and print materials and uses the same photographic and writing style. You can find more information in Writing with style: the Highways Agency’s tone of voice and style guide.

Publishing content online has some rules of its own. These help ensure the user can easily navigate around the site and find the content they need. It also ensures that users with disabilities or literacy issues can access content too. All new and existing content must be agreed with the internal communications team before publication if it has front page prominence, or the relevant community manager if it’s for your team’s area.

Preparing files for intranet use

Documents must be published in web optimised, accessible PDF (portable document format) files. They must comply with the Highways Agency design specifications. These can be created by your local Highways Agency media services team (below).

Documents should be less than 4MB in size. If larger, please consult portal_team@highways.gsi.gov.uk. Technical drawings, such as CAD files, are not acceptable for online publication. Web-friendly plans and mapping can be commissioned from your local Highways Agency media services team. Images must be clear, ideally no more than 440 pixels, and must comply with the photography guidelines. Page 54 - 56

It is possible for some Flash and video to be provided online. Please contact the portal team before commissioning any multimedia projects. If you require further information, or need access to the Portal, please contact the portal team at portal_team@highways.gsi.gov.uk

Supply chain portal (formerly PartnerNET)

The supply chain portal contains corporate information for use by our supply chain and contractors and is a collaboration website.

The visual style is complimentary to that of the highways Agency's own Portal website. In preparing and presenting information on the supply chain portal the same approach should be followed as for the Agency’s own portal when publishing HTML-based material.

For further information about publishing on the supply chain portal or for information on obtaining access please contact the online services team. online_services@highways.gsi.gov.uk

To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk  graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
6.3 Social media

The Highways Agency has agreed the use of publicly available social media channels for providing information about our business and travel information to help road users plan their journeys.

All new content must be agreed with communications group before publication. Examples are shown below illustrating the application of our visual identity to social media channels.

For further information and advice on the use of social media channels please contact your communications business partner or regional press officer.

Flickr

www.flickr.com/photos/highwaysagency

YouTube

www.youtube.com/highwaysagency

Twitter

www.twitter.com/highwaysagency

To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk graphics-birmingham@highways.gsi.gov.uk graphics-bristol@highways.gsi.gov.uk graphics-dorking@highways.gsi.gov.uk graphics-leeds@highways.gsi.gov.uk graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
Traffic officers have been helping to keep traffic moving on our network since 2004 and their distinctive yellow and black liveried vehicles are now a familiar sight on England’s motorway network.

This puts the Traffic Officer Service at the forefront of presenting our visual identity when engaging with our customers and stakeholders, as part of their work in managing our network.
7.1 Traffic officer service PPE

Since November 2003 the Highways Agency has engaged in a partnership contract for the supply of high visibility and personal protective clothing for its front-line traffic officers. We aim to ensure that they are instantly recognisable while projecting an image of authority and competence. More importantly, we want to enhance safe working.

Shown here are the specifications for the storm coat and lightweight summer jacket.

For further information on applying our visual identity to other items of traffic officer uniform, see Highways Agency uniforms user guide (P100288). This covers the following items:

- Storm coat
- Bomber jacket
- Lightweight summer coat
- Bib
- Fleece
- Tie
- Ice cap

To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk  graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
7.2 Traffic officer service Vehicle livery

The Traffic Officer vehicle is a dedicated operational vehicle and 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 ‘HIGHWAYS AGENCY 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 where any dedicated operational vehicle carries any information in addition to our logo.

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

To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
### 8.0 Miscellaneous

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This section covers additional items where the quality and consistency in communicating and presenting a coherent Highways Agency visual identity is important. This includes our advertisements for information, services or recruitment, or where we have a statutory obligation to keep stakeholders or the public informed.

Equally important is the application of our visual identity to items such as personal protective clothing, which are an essential part of our health and safety.
Public notices are needed by law to inform the public about changes that may affect them.

While there are legal restrictions on the wording, the look and feel must remain consistent.

### Statutory

**Public notice**

**Public**

**Fig 8.0[1]**

**Public notice**

IGHWAYS AGENCY
GIAT ACIPIS NPLAN ET, QUI BLAN VELEN ALIGRMMZA FACCUM DUE RLACING ESE UD TONUM INCILIST IN ESTRD ULLAOR PEROUS NOS NISIBIT EUM IP ER SIS MOLORE VE AR MING PLLLUM.

**Notice is herby given** that the Secretary of State for Transport intends to make an Order on the M621 Motorway, to enable duction works to be carried out in safety.

The Order comes into force on 2 May 2011 and has a maximum duration of eighteen months.

**Where there is more than one advert in the same newspaper on the same day we are combining the notices into one composite advert Fig 8.0[1]. This reduces advert sizes and costs and looks more professional than having several adverts placed around the newspaper.**

To contact your local Highways Agency media services team email:
- graphics-bedford@highways.gsi.gov.uk
- graphics-birmingham@highways.gsi.gov.uk
- graphics-bristol@highways.gsi.gov.uk
- graphics-dorking@highways.gsi.gov.uk
- graphics-leeds@highways.gsi.gov.uk
- graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
8.1 Notices Recruitment

Advert sizes differ according to the publication in which they appear.

Always:

- Remember that advertising must always position the Highways Agency in the best light.
- Check the tone of voice.

Never:

- Resize, distort or move any of the logos.
- Change the colour or font within the template.
- Alter or add to the text.

For advice on the look and production of advertisements please contact your local media services team.

To contact your local Highways Agency media services team email:

- graphics-bedford@highways.gsi.gov.uk
- graphics-birmingham@highways.gsi.gov.uk
- graphics-dorking@highways.gsi.gov.uk
- graphics-leeds@highways.gsi.gov.uk
- graphics-bristol@highways.gsi.gov.uk
- graphics-merseyside@highways.gsi.gov.uk
- graphics-bedford@highways.gsi.gov.uk
- graphics-birmingham@highways.gsi.gov.uk
- graphics-dorking@highways.gsi.gov.uk
- graphics-leeds@highways.gsi.gov.uk
- graphics-bristol@highways.gsi.gov.uk
- graphics-merseyside@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
8.2 Miscellaneous Highways Agency – PPE

The health and safety of our staff is paramount. We aim to ensure that, where required, our staff are provided with the correct protective clothing to undertake their work safely and that, in those instances, they are instantly recognisable.

**Hard hats**
The standard hard hat uses the square format of our logo – it is one of those rare occasions when the standard logo is inappropriate. The aiming for zero logo must be positioned on the back as indicated. No other logos are permitted.

**High visibility jackets**
High visibility jackets should only feature the standard format of the Highways Agency logo on the front left breast pocket as indicated. The aiming for zero logo must be positioned on the back within the top section as indicated. To ensure maximum visibility no other logos are permitted.

For information on applying the Highways Agency visual identity to PPE for contractors please refer to section 9.5 Working for us: PPE. Pages 92-93
Our suppliers and contractors must ensure that they conform to the Highways Agency visual identity specifications set out in this publication. This includes the preparation and production of all information and communications materials including signs, vehicle livery and personal protective equipment as detailed on the following pages.

These specifications also apply to sub-contractors; where they are a dedicated resource, then by extension, they would be required to comply with our requirements and specifications. The lead contractor will be responsible for ensuring this where appropriate.

This section provides additional information for our suppliers and contractors, and should be read in conjunction with the rest of these specifications.
9.1 Introduction

Where applicable, all services and communications must be clearly positioned as being delivered by the contractor, working on behalf of the Highways Agency, which is an executive agency of the Department for Transport (DfT).

All works funded by the Highways Agency on our network must be referred to as ‘XXX, a Highways Agency scheme.’ For example: ‘Works on the A47 Thorney bypass, a Highways Agency scheme, will be completed in month year’.

When making the relationship between your company and the Highways Agency explicit, a clear explanation must be given. For example: ‘The M25 widening scheme is being carried out by XXX, working on behalf of the Highways Agency’.

By inserting the name of the authorised supplier into this statement, it can be made ready for use in other material, for example, within the introduction of a scheme information leaflet or information on your own external website.

These specifications clearly set out where our supplier can use their logo. Please note that only one logo, that of the lead contractor or consortium, must be used.

For further information and advice contact your local media services team or the communications business partner.

Rules concerning the use of Highways Agency and DfT visual identity must be observed as specified within this section.
9.2 Using your logo

Major project schemes

Your logo will only be permitted on materials outlined in this section. Your logo may appear on the reverse of some multipage publications or at the bottom of single-sided material whenever the Highways Agency visual identity is used.

Use of logos at the early stages of a road building scheme

This covers: route options identification phase, public consultation process and preferred route announcements.

The Highways Agency logo and DfT footer logo must be present on scheme-related communications at all times. See page 76

At the public consultation stage, supplier logos will only be permitted on some leaflets and display boards for public exhibitions. See pages 76-78

Use of logos at the mid-stage of a road building scheme

This covers: draft orders, environmental statement publication through to public inquiry, secretary of state decision letter and making orders.

Supplier logos must NOT appear on any publicity materials at this stage this includes any communications that involve the following:

- Preferred route announcement
- Non-technical summaries
- Public and statutory notices
- Draft orders
- Draft orders public exhibition
- Public inquiry
- Order schedules
- Order plans
- Orders

Use of logos at construction stage of a road building scheme

All supplier logos will be permitted on one board at start of works and road opening exhibitions. See page 78

The DfT logo must take prominence on materials from start of works onwards except on widening and maintenance schemes. See pages 87-90

Lead contractor logo will be permitted at the construction stage of a project or on maintenance projects. However this will only be permitted on materials outlined on page 78.

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
9.2 Using your logo DBFOs

Design, build, finance and operate (DBFO) schemes are required to comply with the rules set out in this section.

Dependant on the type of contract, suppliers will be required to follow requirements for maintenance contracts or major project contracts.

For new DBFO contracts, where information boards are used, these must give prominence to the Department for Transport and Highways Agency logos.

Where costs involved are approved, existing DBFOs must be made to comply with the requirements.

Electronic pricing tags

Electronic pricing tags operated by the Agency’s suppliers may have individual names (to be agreed with the Highways Agency customer relations group) but it must be made clear that they are run on behalf of the Highways Agency in all publicity materials.

Highways Agency will be the lead logo but a small provision will be made for managing agent logos.

It is unlawful for any other logos to be used on information boards on any part of our road network.

To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
9.2 Using your logo Maintenance schemes

The maintaining contractor’s logo will be permitted on maintenance projects, but only on materials outlined on page 76.

On other contracts, only the lead contractor’s logo will be permitted on materials outlined on page 76. However, it should be noted that it is only in instances where the public has a requirement to contact the supplier or contractor that the use of a logo can be permitted.
9.2 Using your logo
Construction and maintenance schemes

### Where a supplier’s logo may be used

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<tr>
<th>Traffic sign 7008, subject to authorisation*</th>
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*The Traffic Signs Regulations and General Directions 2002 (Statutory Instruments 2002 No. 3113).*

To contact your local Highways Agency media services team email:
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- graphics-dorking@highways.gsi.gov.uk
- graphics-leeds@highways.gsi.gov.uk
- graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
9.2 Using your logo

**Scheme exhibitions**

All public displays and exhibitions must clearly show that the Highways Agency is responsible for the scheme. This includes once work has started (except on widening or maintenance schemes) and clearly show that the DfT provides funding to the Highway Agency.

Widening or maintenance schemes must only use the Highways Agency logo on display and exhibition materials.

**Public consultation exhibitions**

It must be clear at public consultation exhibitions that design work is being carried out by the supplier, ‘working on behalf of the Highways Agency’. Designer logos can be included on one information panel at the end of the set of publicity boards.

**Pre-draft orders exhibitions**

At this stage, if a contractor is involved, both contractor and designer logos can be included on one information panel at the end of the set of publicity boards.

**Draft orders exhibitions**

The Highways Agency must be seen to be clearly in the lead at draft orders exhibitions.

If a contractor is involved, both contractor and designer logos can be included on one information panel at the end of the set of publicity boards.

**No other supplier logos are permitted.**

**Start of works exhibitions**

Start of works exhibitions must clearly show that the Highways Agency is responsible for the scheme and that the DfT provides funding.

It must also be clear that construction work is being carried out by the lead contractor ‘working on behalf of the Highways Agency’.

All supplier logos are permitted on one information panel at the end of the set of publicity boards. See page 78 fig 9.0[1]

**No other supplier logos are permitted.**

**Road openings**

It must be clear that construction work has been carried out by the lead contractor, ‘working on behalf of the Highways Agency’.

All supplier logos are permitted on one information panel at the end of the set of publicity boards. See page 78 fig 9.0[1]

**No other supplier logos are permitted.**

All Highways Agency scheme exhibition panels must conform to the Highways Agency corporate specifications. See pages 51-52
9.2 Using your logo  

Scheme exhibitions

All Highways Agency scheme exhibition panels must conform to the Highways Agency corporate specifications. See pages 51-52.

All contractor logos must be no greater than 40mm maximum height or no more than the width of the Highways Agency logo.

The examples given show how the proportions for a 1.8m high panel and any variation should be scaled accordingly, to retain the relative proportions for displaying contractor logos. The ‘Department for Transport’ and ‘funding roads through the Highways Agency’ logos must always be shown as illustrated.

Fig 9.0[1]

A master vector, eps, tiff or jpg file is available on request from your local Highways Agency media services team.

All contractor’s logos: maximum cap height of 40mm

To contact your local Highways Agency media services team email:

graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk
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To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
9.3 Communications Requirement

Staff working on Highways Agency schemes must identify themselves as a representative from the contractor, working on behalf of the Highways Agency.

This rule also applies to:

- Telephone calls
- Emails See page 84
- Meetings
- Interviews.

The ‘Working on behalf of the’ Highways Agency logo and contact details must be present on scheme-related communications at all times. Fig 9.0[2]

The logo contains the following four elements:

1. ‘Working on behalf of the’
2. Highways Agency logo
3. Highways Agency Information Line
   0300 123 5000
4. www.highways.gov.uk

* Master vector eps, tiff or jpg files are available from your local Highways Agency media services team below.

To contact your local Highways Agency media services team email:
 graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk  graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
 copyunit-bedford@highways.gsi.gov.uk
9.3 Communications Stationery

* Master vector eps, tiff or jpg files are available from your local Highways Agency media service team.

To contact your local Highways Agency media services team email:
- graphics-bedford@highways.gsi.gov.uk
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- graphics-leeds@highways.gsi.gov.uk
- graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
9.3 Communications Stationery

Business cards (size determined by contractor)
Business cards are double sided – the ‘Working of behalf of the’ Highways Agency logo and contact details on side one, and the contractors business card on side two.

Always centre the ‘Working on behalf of’ Highways Agency logo and contact details. Fig 9.0[5]

Fig 9.0[5]

Side one

Working on behalf of the

Highways Agency

Highways Agency Information Line
0300 123 5000
www.highways.gov.uk

* Master vector eps, tiff or jpg files are available from your local Highways Agency media service team.

Side two

RoadLink

A N Other
Job Title

RoadLink
Maintenance
Depot
Acacia Avenue
Skinthorpe
Avon

Mobile: 07725 351111
an.other@roadlink.co.uk
T: 07725 351111
F: 07725 351112

To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-brisol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
9.3 Communications Stationery

DL Compliment slips (210mm x 99mm)

The ‘Working on behalf of the’ Highways Agency logo and contact details* must always appear top right and the contractor’s logo top left. Size and positioning are as shown. Fig 9.0[4]

Contractor name, site address and contact details (excluding web address and all logos) must always be at the bottom of the page below the blue rule. The position of the blue rule can be adjusted in accordance with the number of lines of information required. Sizes and positioning are as shown. Fig 9.0[4]

* Master vector eps, tiff or jpg files are available from your local Highways Agency media service team below.

To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk  graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
9.3 Communications Email

To ensure the respective **client** (Highways Agency) - **contractor** (supplier) - **customer**, is managed properly, staff working on Highways Agency schemes **must** identify themselves in emails as a representative from the contractor, working on behalf of the Highways Agency.

The wording **‘Working on behalf of the Highways Agency’** must be included within the body copy of the email; in addition the following information must be added after the contractor’s email signature. Fig 9.0[7]

Fig 9.0[7]

**Working on behalf of the Highways Agency**

Highways Agency Information Line
0300 123 5000

www.highways.gov.uk
9.3 Communications Reports standards

It is important that reports produced on behalf of the Highways Agency present a consistent and professional image. The following specifications enable a clear and simple approach.

When laying out the contents keep paragraphs short and use spacing between. There should be a consistent use of headings and sub-heading; the layout must enable the reader to follow and understand the information easily.

Consideration should also be given to the diverse needs of the intended audience. For more information on designing and producing documents with regard to diversity and accessibility see section 1.3.

* Master vector eps, tiff or jpg files are available from your local Highways Agency media service team.

Fig 9.0[6]

Report title goes here
Subtitle goes here (delete this row if no subtitle)

Additional information
eg date and/or issue number (delete if unused)

RoadLink
An executive agency of the Department for Transport

29pt Arial
Bold
range right

12pt Arial
Bold
range right

17pt Arial
Bold
range right

8pt Arial Bold
range left

Maximum height of contractors logo 6mm

12pt Arial
range right

To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
9.3 Communications
Slides and audio-visual presentations

Contractors making presentations on Highways Agency schemes must identify they are undertaking the work on behalf of the agency.

To ensure consistency the ‘Working on behalf of the’ Highways Agency logo must always appear bottom right below the black rule, within the white band and the contractors logo bottom left in proportion to the Highways Agency logo. Size, style and positioning are as shown. Fig 9.0[8] and Fig 9.0[9]

Fig 9.0[8]
Black text on grey tint background.

Fig 9.0[9]
White text out of corporate dark blue (RGB 0 83 155) background.

*Master vector eps, tiff or jpg files are available from your local Highways Agency media service team.

To contact your local Highways Agency media services team email:
 graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk  graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
9.3 Communications Publications

All publications relating to Highways Agency schemes must conform to the Agency’s corporate specifications.

See pages 27 - 44

If the documents are going out to members of the public then the Highways Agency and DfT logos must only be present on the front cover. Fig 9.0[10]

Contractor logos may be placed on the back page of newsletters or leaflets going out to members of the public including the wording ‘Working on behalf of the Highways Agency’. Fig 9.0[11]

Internal newsletters going out to project teams may carry supplier logos at the bottom of the front page including the wording ‘Working on behalf of the Highways Agency’. Fig 9.0[12]

The size of the suppliers logo must be no bigger than 6.5mm in depth and the wording ‘Working on behalf of the Highways Agency’ in 10pt Helvetica Bold. Fig 9.0[13] and Fig 9.0[14]
9.4 Signage Main entrance

All projects must have a prominent site sign at the main entrance to the compound.

The lead construction contractor or maintenance contractors for each scheme is responsible for the provision and maintenance of all site signs, hoardings and other signs. It is the responsibility of the lead or maintenance contractor to ensure that site signs conform to Department for Transport visual identity requirements and are maintained to a good, clean standard. Fig 9.0[15] and Fig 9.0[16]

Main entrance to contractors’ compound

For capital build projects, the sign will have three elements:
1. Project title
2. DfT logo* with ‘funding roads through’ strapline followed by the Highways Agency logo*
3. Main construction contractor logo.

* Master vector eps, tiff or jpg files are available from your local Highways Agency media service team.

To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk  graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
9.4 Signage Other site signs

Works access or any other delivery point
Works access signs can only use lead or maintenance contractor logos (in conjunction with ‘DfT’ and ‘funding roads through Highways Agency’ logos*) when placed on closed or uncompleted carriageway or attached to a building or hoarding. Fig 9.0[17]

It is the responsibility of the lead or maintenance contractor to ensure that these are incorporated into one single site sign (not at the main entrance) and not in a series of separate signs for each contractor. For further information see box right.

Works access signs must not carry any contractor logos if they are placed on a live carriageway.

In cases where signs are placed on live carriageways they must conform to diagrams 7301 to 7307 in chapter 8 of traffic signs manual Traffic Signs Regulations and General Directions 2002 (Statutory Instruments 2002 No. 3113). Fig 9.0[18]

It is unlawful to use contractor logos on any other signs except for traffic sign 7008.

It is the responsibility of the lead or maintenance contractor to ensure that signs adhere to legal requirements.

* Master vector eps, tiff or jpg files are available from your local Highways Agency media service team.

To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk  graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
9.4 Signage Hoardings

Where considered appropriate by contractors, painted hoardings around a DfT capital build site must display the DfT logo. Vinyl logos, or logos made from other suitable material, must be produced using an original graphics file.

The DfT logo on hoardings must never be smaller than 10 per cent of the height of the hoardings. Fig 9.0[19]

Fig 9.0[19]

Hoardings must be regularly checked and maintained. Any evidence of vandalism must be removed. The hoarding must be clean, in good condition and graffiti and poster free at all times. Contractors’ logos are not incorporated as part of these hoardings.

To contact your local Highways Agency media services team email:
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To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
### 9.4 Signage Perimeter fencing

Perimeter fence signs, if considered appropriate, can be erected at the discretion of the project managers.

Any wire mesh or other material perimeter where in use around a capital build site, but **NOT** trunk road boundary fencing, must clearly display the *Department for Transport and *Highways Agency logos.

The signage **must not** be placed on trunk road boundary fencing.

The *Department for Transport logo **must not** be smaller than 350mm in height when used on perimeter fencing and the *Highways Agency logo equal in width to the *Department for Transport logo. 9.0[20]

Project managers must ensure that boards are securely attached and placed in the centre of each section of fencing.

**Supplier logos are not permitted on perimeter fencing.**

---

**Fig 9.0[20]**

The minimum clear space (x) is a distance equivalent to the width of the Royal Coat of Arms

Highways Agency logo equal in width to the Department for Transport logo

* Master vector eps, tiff or jpg files are available from your local Highways Agency media services team.
9.4 Signage Compounds, depots and site offices

1050mm x 750mm

Signage for compounds, depots or site offices that are located near to motorways and all-purpose trunk roads should follow the following format and specifications. Fig 9.0[21]

These signs should not be situated on the carriageway in accordance with the traffic signs manual 'The Traffic Signs Regulations and General Directions 2002 (Statutory Instrument 2002 No. 3113).'

Fig 9.0[21]

To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk  graphics-brighton@highways.gsi.gov.uk  graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk


9.5 PPE High visibility jackets

It must be clear that work is being carried out by the supplier, ‘Working on behalf of the Highways Agency’.

Front

The *‘Working on behalf of the Highways Agency logo’ must be placed on the breast (left hand side). Fig 9.0[22]
No supplier’s logos are permitted on the front of jackets.

Back

The supplier’s logo must be positioned within the top section only. The middle area is for contractor’s own safety strategy (this is optional and only one logo is permitted). Fig 9.0[23]

* Master vector eps, tiff or jpg files are available from your local Highways Agency media services team.

To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
9.5 PPE Safety hats

It must be clear that work is being carried out by the supplier, ‘working on behalf of the Highways Agency’.

Maintenance contracts and small maintenance DBFO work

The ‘Working on behalf of Highways Agency logo’* must be centred on the front of the safety hat. Fig 9.0[24]

No other logos are permitted.

Fig 9.0[24]

Large and major contractor works

In the case of large and major (multi-contractor works) – including large-scale DBFO works – only the joint venture (lead contractor) logo can be placed on the front of the hat. Fig 9.0[25]

Fig 9.0[25]

The wording ‘Working on behalf of the Highways Agency’ must be centred below the supplier’s logo across the width in two lines. Fig 9.0[26]

No other logos are permitted.

Fig 9.0[26]

* Master vector eps, tiff or jpg files are available from your local Highways Agency media services team.

To contact your local Highways Agency media services team email:
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- graphics-leeds@highways.gsi.gov.uk
- graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
9.6 Vehicle Livery

All dedicated operational vehicles must only use the Highways Agency’s logo, applied in the correct format, as set out below.

**Vehicle artwork**

Always use master artwork files for this and never change the direction of the artwork. To obtain these files contact your local media services team (see below). When specifying colour always include the relevant Pantone® colour matching system reference as detailed in section 1.1. Pages 6 and 25.

The full colour logo is preferred and must be used, where practicable, on white or light backgrounds. Fig 9.0[27]

Alternative logos are shown, in order of preference of colour use – most preferred on the left.

Fig 9.0[27]  Fig 9.0[28]  Fig 9.0[29]

The ‘square’ logo must only be used in exceptional circumstances. The rule for preferred colour usage applies.

Fig 9.0[30]  Fig 9.0[31]  Fig 9.0[32]

The black logo **must** be used on winter service spreading and maintenance vehicles that have a yellow or orange background. Fig 9.0[28] and Fig 9.0[31]

A reversed out logo (white out of black panel) must be used on difficult backgrounds such as reflective stripes. Fig 9.0[33] and Fig 9.0[34]

Fig 9.0[33]  Fig 9.0[34]

Logos should be applied to door panels wherever possible.

**No other logos are permitted.**

* Master vector eps, tiff or jpg files are available from your local Highways Agency media services team.

Pantone® is a registered trademark of Pantone® Inc.

---

To contact your local Highways Agency media services team email:

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- graphics-leeds@highways.gsi.gov.uk
- graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:

copyunit-bedford@highways.gsi.gov.uk
9.6 Vehicle Livery

Any vehicles which can be described as a dedicated operational vehicle for the Highways Agency road network must be liveried using the Highways Agency logo. **No other logos will be permitted.**

This applies to:
- Salt spreaders, snow ploughs and snow blowers.
- Traffic officer vehicles.
- Any other dedicated operational vehicles.

For vehicle livery specifications and logos contact your local media services team.

To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk  graphics-birmingham@highways.gsi.gov.uk  graphics-brisol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk  graphics-leeds@highways.gsi.gov.uk  graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:
copyunit-bedford@highways.gsi.gov.uk
Further information

The Highways Agency’s visual identity specifications: What you need to know was produced by the Highways Agency’s communications group and media services team.

Writing with style: the Highways Agency’s tone of voice and style guide

You should use this guide for all of your formal writing on behalf of the Highways Agency. It covers the use of everyday active language, capitalisation, acronyms and abbreviations, as well as detailed specifications for how we write things such as dates, times, numbers and bulleted lists.

Contact us:

Communications Business Partner
Ian Bickley
ian.bickley@highways.gsi.gov.uk

Head of Media Services
Stuart Parr
stuart.parr@highways.gsi.gov.uk

Media Services - Bedford including print unit
Woodlands, 2nd Floor, Manton Lane, Manton Industrial Estate, Bedford, MK41 7LW
graphics-bedford@highways.gsi.gov.uk

To contact the print unit email:
copyunit-bedford@highways.gsi.gov.uk

Media Services - Birmingham
The Cube, Floor 10, 199 Wharfside Street, Birmingham, B1 1RN
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Temple Quay House, Floor 2, 2 The Square, Temple Quay, Bristol, BS1 6HA.
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Media Services - Dorking
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graphics-dorking@highways.gsi.gov.uk

Media Services - Leeds
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graphics-leeds@highways.gsi.gov.uk

Media Services - Manchester
Piccadilly Gate, Floor 9, Store Street, Manchester, M1 2WD
graphics-manchester@highways.gsi.gov.uk