



National Offender  
Management Service

# Community Rehabilitation Companies

## Brand guidance

April 2014



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## Foreword

This presentation provides instruction on the use of the new logos for the 21 Community Rehabilitation Companies (CRCs).

The CRC logos have been designed to provide brand continuation and aid public recognition of probation services following structural changes from 1 June 2014 when the new organisations come into effect.

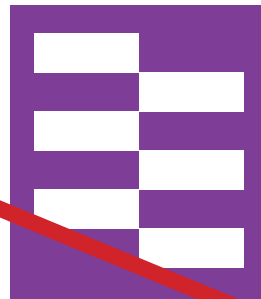
The logos within this document are mandated to be used by all CRCs both during the transition phase and following share sale and handover to new providers.

In most cases, the new logos should be introduced to products on a needs basis to replace old or worn items to avoid unnecessary expenditure.



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~~Cheshire  
Probation Trust~~



The old Probation Trust logos will be decommissioned on 1 June 2014 and should not be used in any new products or materials from that date onwards.

Cumbria  
& Lancashire  
Community Rehabilitation Company



This is an example of a new Community Rehabilitation Company logo.



# Community Rehabilitation Company logos – positive and reversed version

It is recommended that the positive version (1.) be used where possible. The reversed version can be used for a dark background colour as illustrated right (2.).

Do not place the logo over a busy background image.

### Positioning

See pages 7.

### Do not

- Change the logo or try to create your own version
- Distort or stretch the logo
- Place the logo anywhere else on the page other than the top right corner

1.



2.





## Exclusion zone and minimum size

In order to maximise its visual presence space is required around the logo. This is called an exclusion zone and serves the purpose of preventing any graphic element from interfering with the integrity of the logo.

### Exclusion zone

The dimensions of the exclusion zones are constructed as shown here. Any graphic element, including type, is only allowed to bleed up to the edge of the exclusion zone.

### Minimum size

The minimum size at which the landscape version can appear is 15mm (90pixels for online use).



Print



On-line



### X = Exclusion zone

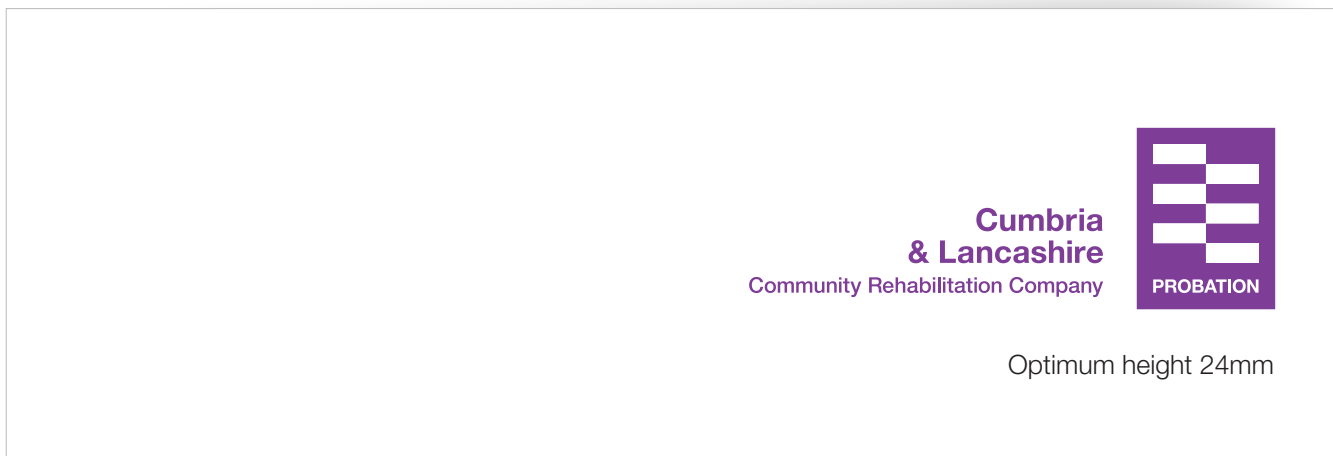
At any scale, in order to calculate the exclusion zone, measure half the WIDTH of the ladder graphic as shown here.



## Positioning of the logo

A clear corporate identity relies on the consistent positioning of the logo.

On all CRC literature templates and information, the logo should be positioned top right as shown below. The logo can be positioned elsewhere should joint promotional materials be produced with other agencies (see page 9)



Take care to follow the exclusion zone guidelines.

The optimum logo size on an A4 sheet should be 24mm high.

Letterheads and other corporate templates have been provided to the CRCs and are also available from NOMS Communications (see page 10)

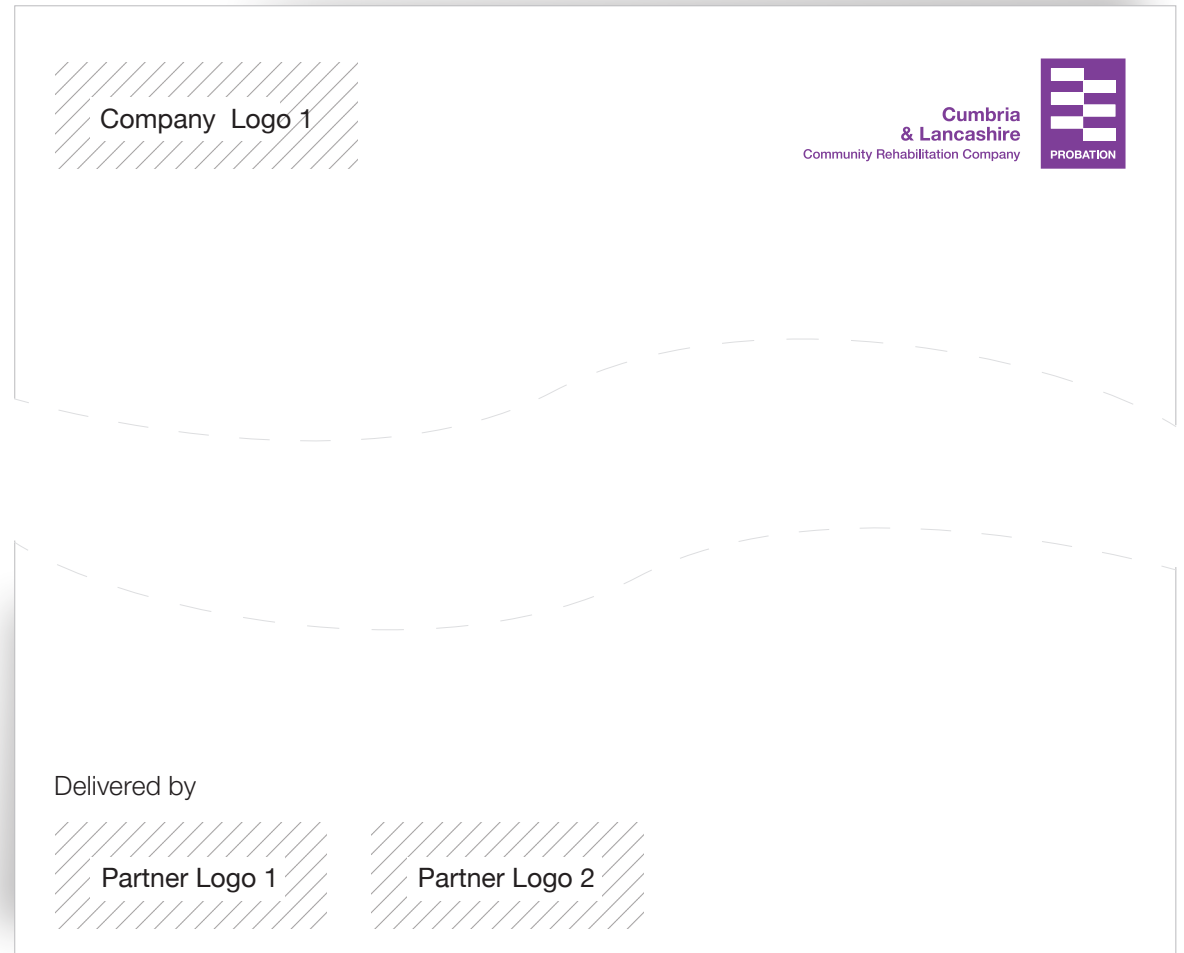


## Use of branding in partnership materials

It is important that the Community Rehabilitation Company logo is always the primary identity in any co-branded materials it produces. This helps the public to recognise the brand.

Companies wishing to co-brand with the identity must adhere to the following guidelines:

1. The CRC logo should always be placed at the top right of any branded materials.
2. The logo of the company delivering services may be placed ranged left of the CRC logo but never above or to the right. Exclusion zones should be adhered to.
3. The CRC logo should not be changed to include the name of any other company.
4. If there are a number of companies delivering the service, it is suggested that their logos or names are displayed at the bottom of materials with the phrase 'Delivered by' introducing the companies.







## Typefaces and colour

We recommend the use of two primary typefaces, Arial for PC and Helvetica for Apple Mac, for text, headings in corporate documents and straplines. The recommended minimum type size for text is 10pt with 14pt leading.

The Pantone colour reference for the Community Rehabilitation Company logos is PMS 2592 C.

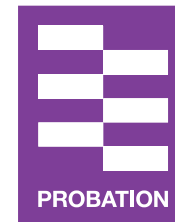
# Helvetica

Helvetica Roman  
*Helvetica Italic*  
**Helvetica Bold**  
***Helvetica Bold Italic***

# Arial

Arial Regular  
*Arial Italic*  
**Arial Bold**  
***Arial Bold Italic***

**Cumbria  
& Lancashire**  
Community Rehabilitation Company





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## Contact

These templates are available to use:  
Word, PowerPoint, InDesign.

For further guidance please contact  
NOMS Communications:  
Email: [communications@noms.gsi.gov.uk](mailto:communications@noms.gsi.gov.uk)