

Corporate Identity Specification

Our guidelines

Sept 2007

These guidelines are designed to help both staff and outside agencies to apply the VOSA identity correctly.

Following these guidelines will enable VOSA to present a consistent look across all materials and publications.

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Vehicle & Operator Services Agency

The Logo

The VOSA logo should appear on all external VOSA publications. It can also be used for internal hard copy publications. However, due to capacity restrictions the logo should not be used for general internal e-mail material.

The logo consists of the VOSA initials and our name in full. Alongside the initials are the MOT three triangles which is a well recognised image symbolising checks on standards and road safety.

Unacceptable uses

The logo should be treated as one unit. The proportion, spacing and typeface must not be changed in any way. The logo should always appear in a horizontal format. Here are some examples of incorrect uses (X):



Figure 1



Figure 2



Figure 3



Figure 4



Figure 5



Figure 6

- Do not stretch the proportions of the logo (figure 1 & 2)
- Do not add extra wording to the logo (figure 3)
- Do not reproduce the logo inside a distinctive box or other shape (figure 4)
- Do not rotate or place on an angle. The logo should always appear in a horizontal format (figure 5)
- The logo must not be cropped, trimmed or bled off the page (figure 6)

Logo colour

Two colour

The VOSA logo has been designed with two special colours, BLUE PANTONE 654 and GREEN PANTONE 3298.

Four colour process

When printing four colour process use this four colour breakdown.

Blue: C:100 M:69 Y:0 K:38

Green: C:100 M:0 Y:60 K:38

Single colour black

For use when PANTONE 3298 and 654 are not available.

Reversal

Use for reproducing logotype on dark backgrounds where it would otherwise be difficult to read.

Websafe

A websafe version has been produced for use on electronic publishing.

The websafe colours are

Blue R0 G0 B102 #000066 and

Green R0 G102 B102 #006666.

Unacceptable use

The logo must not be reproduced in any other colour or tint than those detailed here.

The VOSA logo has been hand-drawn and coloured with the Agency title and size fixed in this position. The proportion and arrangement of these elements must not change.



Vehicle & Operator Services Agency

BLUE PANTONE 654 and GREEN PANTONE 3298



Vehicle & Operator Services Agency

CMYK



Vehicle & Operator Services Agency

Blue Pantone 654



Vehicle & Operator Services Agency

Black



Vehicle & Operator Services Agency

Reversed out

Minimum size and clear space

Size

For A4 publications the logo should be 70mm wide.

For smaller items of print and to ensure visibility, readability and accessibility, the VOSA logo must never be used smaller than the size used on business cards (50mm), shown below right.

On larger posters, backdrops etc. the A4 logo should be increased in a sensible proportion.

Web minimum size is 150 x 42 pixels.



Size for A4 format



Minimum size

Clear space

The clear space is the area around the logo in which nothing else should appear. It helps to ensure clarity and improve the impact of the logo.

The clear space is defined as the height and width of the 'O' in 'VOSA' and should increase in proportion as the logo increases in size.



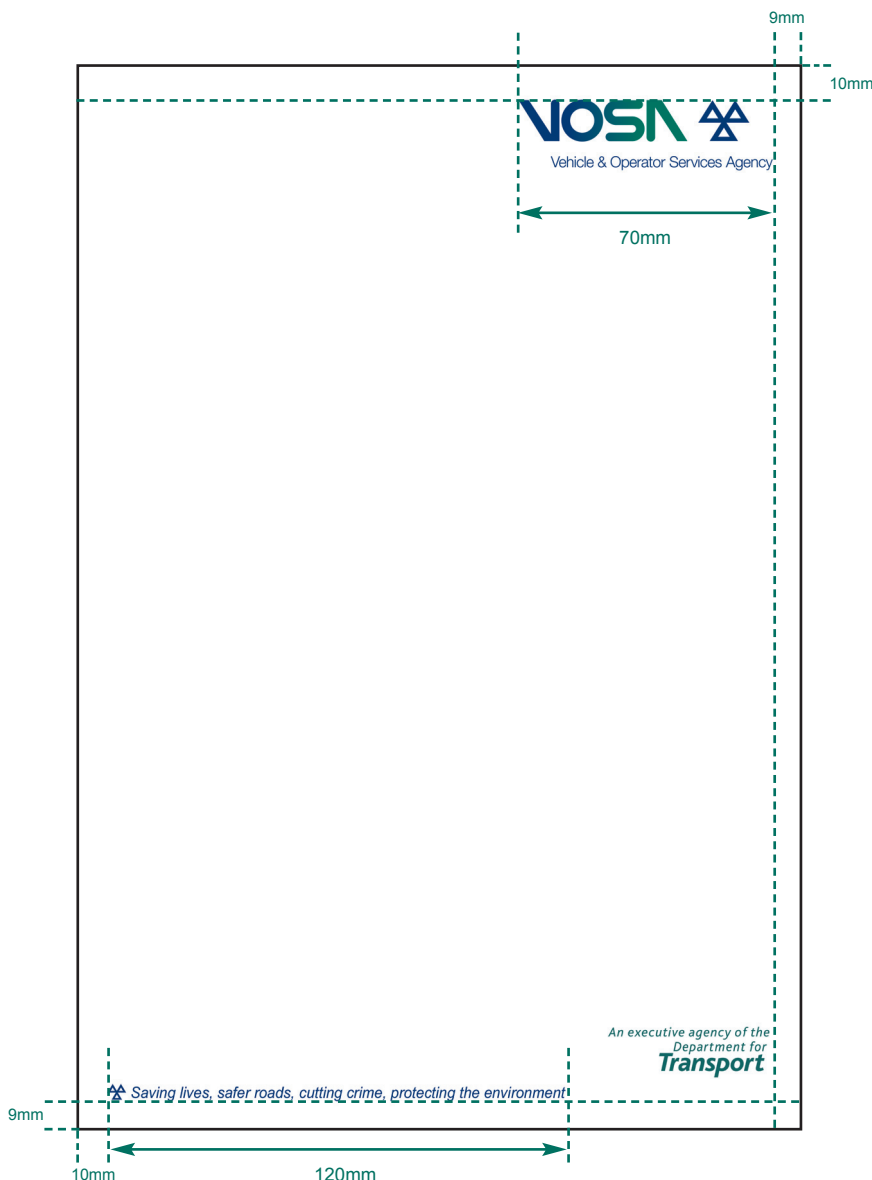
Positioning on covers

For A4 publications the logo should be 70mm wide and positioned in the top right hand corner. The logo should be 8mm from the page edge to the right, and the top of the logo should be 10mm from the top edge of the page.

Strapline

 *Saving lives, safer roads, cutting crime, protecting the environment*

The Strapline should appear at the bottom of the page, leaflet or front cover wherever possible. (Strapline not to be used on manual covers).



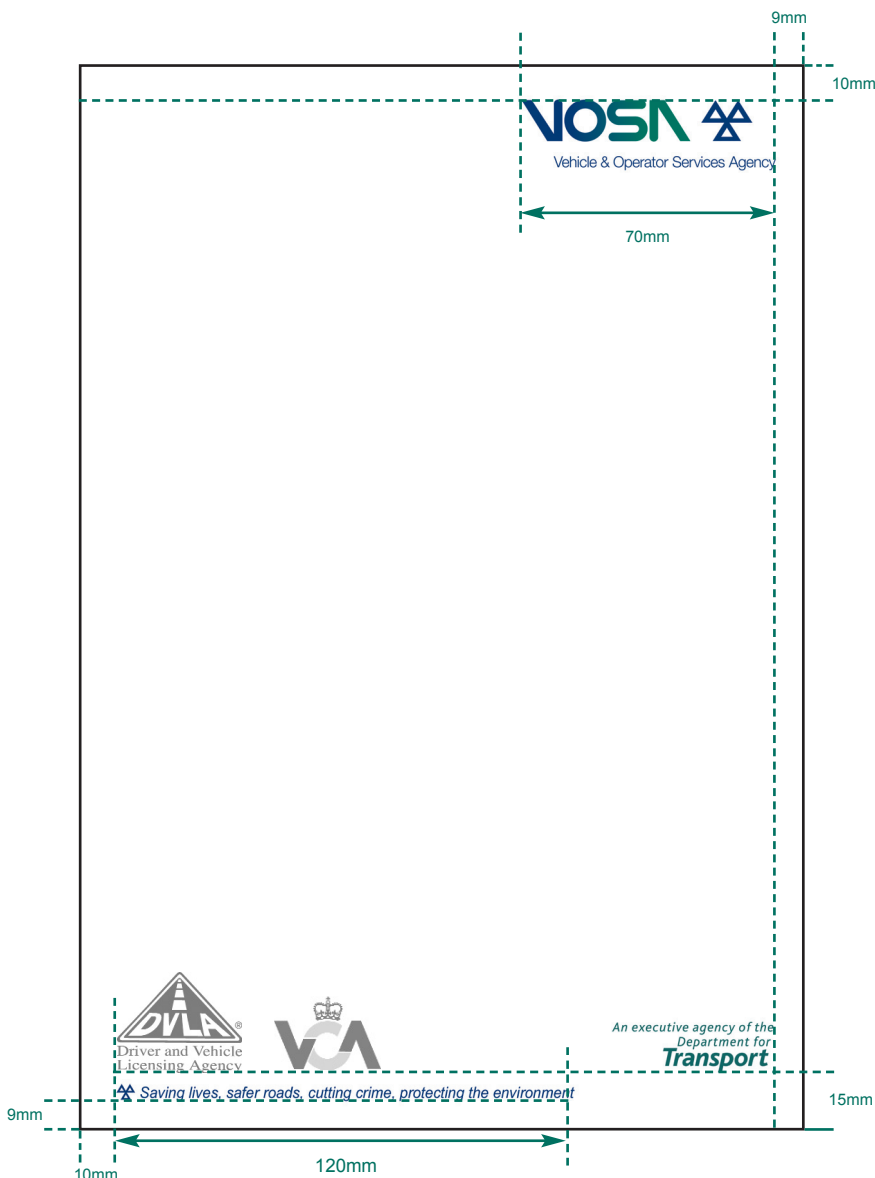
Positioning with other logos

The VOSA logo should appear in the top right hand corner in its standard position and with standard clear space. (See page 3.)

Any other logo, which needs to appear on the cover, should be ranged right in the bottom right hand corner below the Agency's logo. This applies to other departmental logos and to campaign logos. In the event of a third logo appearing on the cover, this should be positioned to the left of the second logo.

On A4 publications, logos should be positioned 15mm from the bottom of the page. Logos should have at least 10mm clearance between them.

Where the VOSA logo has been scaled down, any other logos should be reduced in proportion.



Typeface

The VOSA primary typeface is Arial (Microsoft Windows) and Helvetica (Mac). To comply with disability guidelines, 12pt is the minimum recommended size for text.

Arial / Helvetica

(Regular, Bold and Italic weights)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Stationery

Stationery is preprinted in the two colours of the logo and features the Investor In People and Positive About Disabled People logos.

The layout of letters has been carefully considered to accommodate the PC templates that are available to staff. Letters should use 12pt Arial auto leading throughout.

From: Michael McGrath
michael.j.mcgrath@vosa.gsi.gov.uk

John Citizen
Company Name
Road Name
Town Name
City Name
Postcode

Dear John,




Vehicle & Operator Services Agency

VI Division
Llandrindod Wells Test Station
Gun Park
Waterloo Road
Llandrindod Wells
Powys LD1 6DH

Tel: 0117 954 3267
Fax: 0117 954 3436
19 Feb 2007

With Compliments





Vehicle & Operator Services Agency


VI Division
Llandrindod Wells Test Station
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Powys, LD1 6DH

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www.vosa.gov.uk




Saving lives, safer roads, cutting crime, protecting the environment




INVESTOR IN PEOPLE

Saving lives, safer roads, cutting crime, protecting the environment



Vehicle & Operator Services Agency

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Good practice guide

To make our material as widely accessible as possible to people with visual impairments, designers must take the following criteria into account when producing work for the Agency.

Typeface

The Agency's standard typefaces are Arial/Helvetica and Times New Roman.

Type weight

Use a regular, medium or bold weight. Avoid light faces, especially with small text.

Type style

Avoid excessive use of italics and capital letters as these letterforms affect the outline of words and are therefore more difficult to read. Do not underline.

Reversing out

Only reverse type out of a background colour if the face is clear, bold enough and large enough not to break up or fill in. Ensure a good contrast between white lettering and the background colour.

Leading

Allow adequate leading. A minimum 3pt leading for 12pt, more for larger sizes.

Letter spacing

Ensure adequate, even spacing between letters. Letters should never appear to touch each other.

Word spacing

Keep word spacing even. Don't condense or stretch lines of type to fit a particular measure unless it is to avoid widows or orphans.

Justification

Range type left with a ragged right hand margin as it is easier to read than justified type.

Hyphenation

Avoid hyphenation – don't split words at the end of lines.

Layout

Keep layouts clean and logical. Provide a contents list where possible and plenty of clear headings to act as signposts for the reader. Break text into shortish paragraphs with adequate space between and around them.

Columns

Allow adequate space between columns.

Contrast/colour

Contrast between background and type is crucial for legibility. Always use dark colours on light. Remember colour blindness means that many people cannot distinguish between red and green.

Pictorial material

Unless there is a specific requirement for the target audience, do not run type over or around images. Use bold images where possible.

Disability Discrimination Act

Please make sure your publication follows Disability Discrimination Act guidelines. Publicity/communications staff can advise.

Contact

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