

The Highways Agency's visual identity specifications

What you need to know

Foreword	3	5.0 Maps and mapping	57
Introduction	4	5.1 Getting it right	58
		5.2 Watermarks	59
1.0 Highways Agency visual identity	5	6.0 Digital	60
1.1 Our logo	6	6.1 Website external	61
1.2 Corporate typefaces	12	6.2 Website internal	62
1.3 Diversity and accessibility	15	6.3 Social media	63
1.4 Stationery	16		
1.5 Emails	19	7.0 Traffic Officer Service	64
1.6 Presentations	20	7.1 Personal protective equipment (PPE)	65
		7.2 Livery	66
2.0 Partner logos	21	8.0 Miscellaneous	67
2.1 Department for Transport	22	8.1 Notices	68
2.2 Third party	23	8.2 Highways Agency PPE	70
		9.0 Working for us (suppliers and contractors)	71
3.0 Design specifications	24	9.1 Introduction	72
3.1 Colour palette	25	9.2 Using your logo	73
3.2 Publications	27	9.3 Communications	79
3.3 Report standards	45	9.4 Signage	87
3.4 Newsletters	46	9.5 PPE	92
3.5 Displays	51	9.6 Vehicles	94
		Further information	96
4.0 Photography and images	53		
4.1 General guidance	54		
4.2 Film	55		
4.3 Use of Highways Agency images	55		

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

1.0 Highways Agency visual identity

1.1	Our logo	6-11
	Basic elements	6
	How to use	7-8
	Getting it right	9
	Getting it wrong	10
	Using the strapline	11
1.2	Corporate typefaces	12-14
	Usage	12
	Helvetica	13
	Arial	14
1.3	Diversity and accessibility	15
1.4	Stationery	16-18
	Letterheads and letters	16
	Compliment slips	17
	Business cards	18
1.5	Emails	19
	Signature format	19
1.6	Presentations	20

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.

1.1 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]



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

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)*



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

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.

Fig 1.0[11]



Fig 1.0[15]



Fig 1.0[12]



Fig 1.0[16]



Fig 1.0[17]



Fig 1.0[13]



Fig 1.0[18]



Fig 1.0[14]



Fig 1.0[19]



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 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.

Fig 1.0[20]*



* 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.

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 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.

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 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.

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

1.3 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.

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

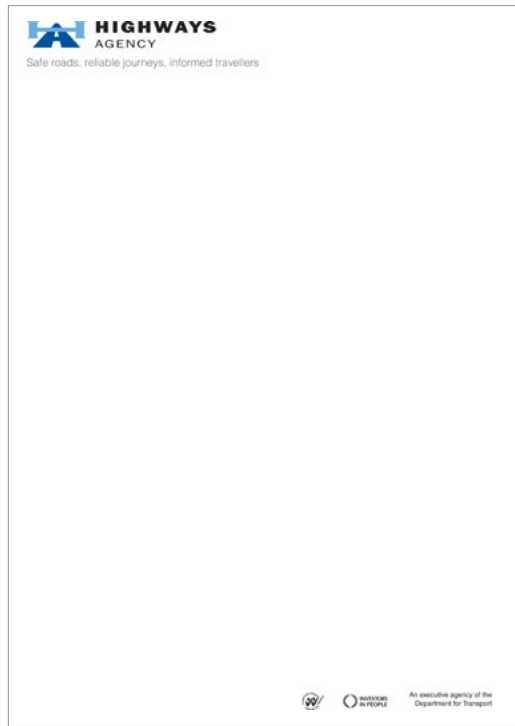
To contact the Highways Agency print unit email:

copyunit-bedford@highways.gsi.gov.uk

1.4 Stationery 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)



Letters*



Always:

- Use Helvetica or Arial typefaces for the body of the letter.

Never:

- Reposition, redraw, or distort any of the letterhead 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:

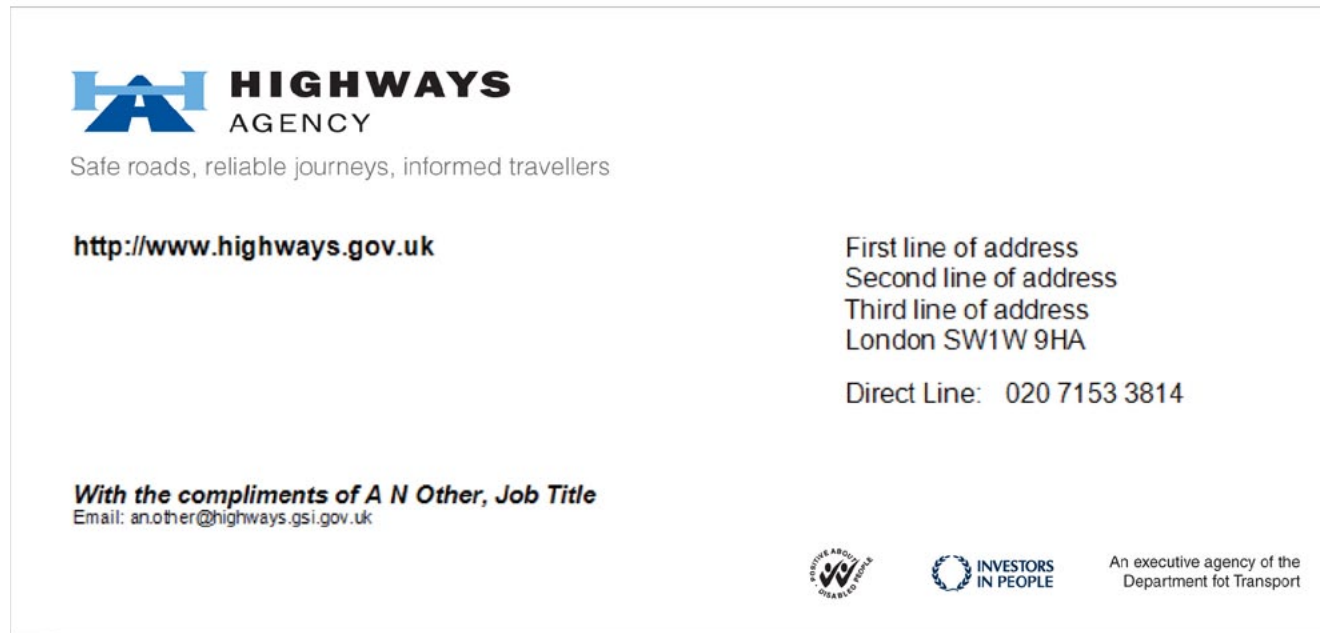
graphics-bedford@highways.gsi.gov.uk graphics-birmingham@highways.gsi.gov.uk graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk graphics-leeds@highways.gsi.gov.uk graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:

copyunit-bedford@highways.gsi.gov.uk

1.4 Stationery 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)



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>


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

Fig 1.0[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-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

1.5 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.

12pt Arial Bold and Regular (as shown)
ranged left in black

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-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

1.6 Presentations

There are two slide template options* to choose from.

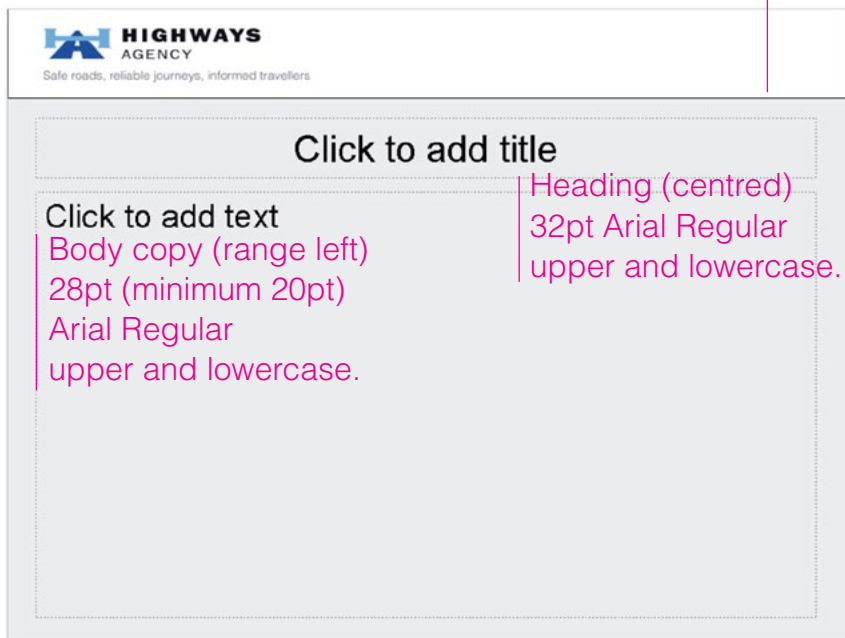
Figs 1.0[22 and 23]

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.

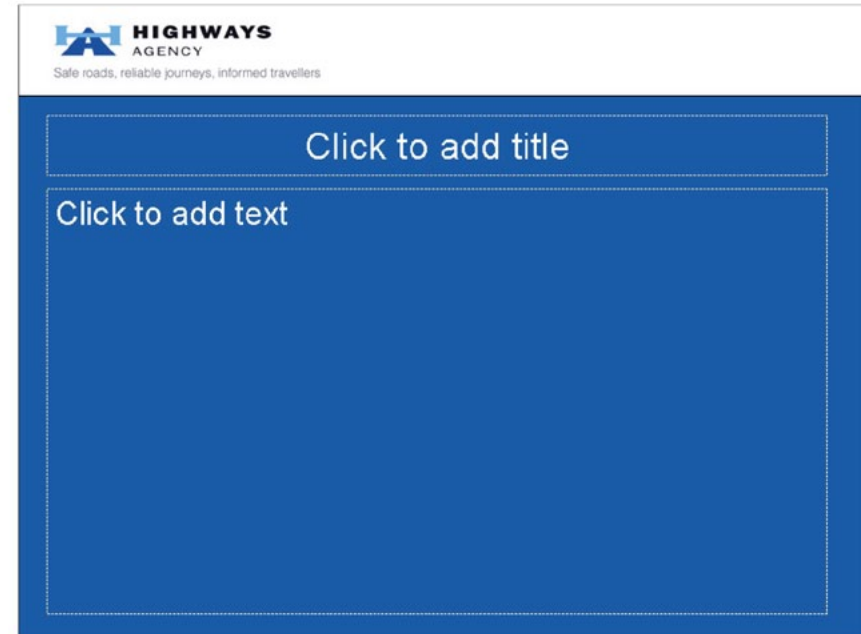
Black rule



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

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

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

2.1 Department for Transport 22

2.2 Third party 23

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

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]*



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.

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?

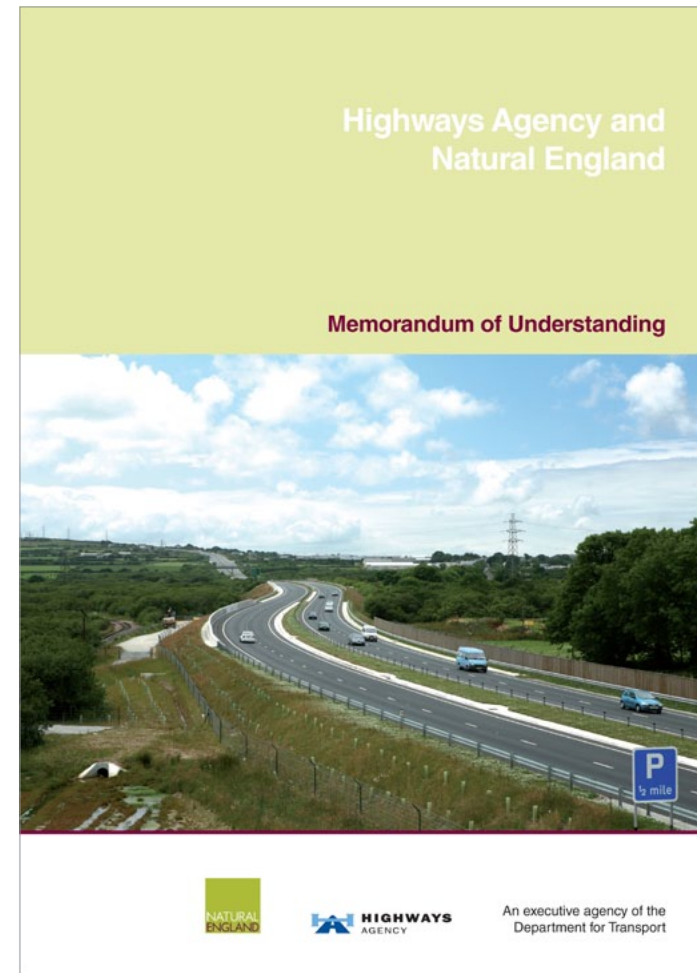
A project or situation where all recognised participants contribute skills, materials or services.

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.

Fig 2.0[5]



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

3.1	Colour palette	25-26
	Corporate	25
	Secondary	26
3.2	Publications	27-44
	Statements	28
	A4	29-32
	A5	33-36
	210mm square	37-40
	DL	41-44
3.3	Reports	45
	Standards	45
3.4	Newsletters	46-50
	Grid	47-49
	Column options	50
3.5	Displays	51-52
	Roll up system	51-52

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

55C 19M 0Y 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.

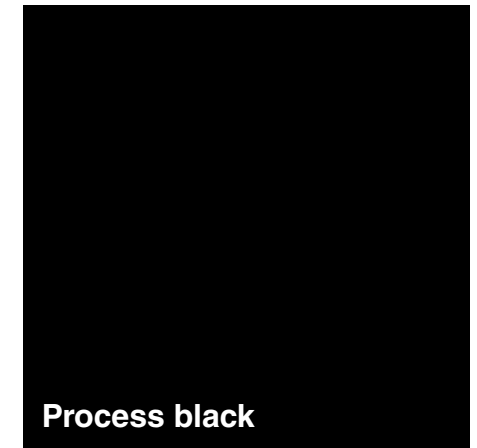


Pantone 349

92C 0M 88Y 50K
0R 103G 55B

Process black

Used for body copy.



Process black

0C 0M 0Y 100K
0R 0G 100B

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

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]



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

3.2 Publications

Creating a consistent look and feel to our printed materials is vital if we are to present a coherent and professional image of the Agency. The following specifications are designed to be clear and simple, to reflect an easily recognisable identity, and consistent with one organisation – the Highways Agency.

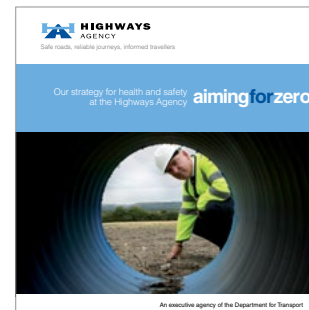
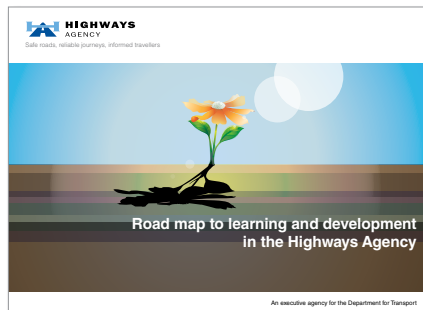
The best design for corporate publications is simple and uncluttered. Tints can be helpful to break up a document and make it easier on the eye, particularly for statistical material, graphs and charts. Make sure there is a strong contrast between text and tint. Ideally when laying out publications, 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](#)



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 Statements

As a legal requirement, all external Agency publications are required to carry a copyright statement. Details for electronic and printed formats are given as follows.

Electronic copies

The following crown copyright wording **must** appear on the back page of all **electronic** publications:

© Crown copyright (year of publication).

You may re-use this information (not including logos) free of charge in any format or medium, under the terms of the Open Government Licence. To view this licence: visit <http://www.nationalarchives.gov.uk/doc/open-government-licence/> write to the **Information Policy Team, The National Archives, Kew, London TW9 4DU**, or email psi@nationalarchives.gsi.gov.uk.

This document is also available on our website at www.highways.gov.uk

If you have any enquiries about this publication email ha_info@highways.gsi.gov.uk or call **0300 123 5000***.

Please quote the Highways Agency publications code **PRxxxxx**.

Highways Agency media services Xxxxxxx. Job number Xxxxxxx

* Calls to 03 numbers cost no more than a national rate call to an 01 or 02 number and must count towards any inclusive minutes in the same way as 01 and 02 calls. These rules apply to calls from any type of line including mobile, BT, other fixed line or payphone. Calls may be recorded or monitored.

Printed copies

Printed publications **must** be on paper from sustainable sources.

The following statement **must** appear on the back page of all **printed** publications:

© Crown copyright (year of publication).

You may re-use this information (not including logos) free of charge in any format or medium, under the terms of the Open Government Licence. To view this licence: visit <http://www.nationalarchives.gov.uk/doc/open-government-licence/> write to the **Information Policy Team, The National Archives, Kew, London TW9 4DU**, or email psi@nationalarchives.gsi.gov.uk.

This document is also available on our website at www.highways.gov.uk

If you have any enquiries about this publication email

ha_info@highways.gsi.gov.uk or call **0300 123 5000***.

Please quote the Highways Agency publications code **PRxxxxx**.

Highways Agency media services Xxxxxxx. Job number Xxxxxxx

* Calls to 03 numbers cost no more than a national rate call to an 01 or 02 number and must count towards any inclusive minutes in the same way as 01 and 02 calls. These rules apply to calls from any type of line including mobile, BT, other fixed line or payphone. Calls may be recorded or monitored.

Printed on paper from well-managed forests and other controlled sources.

To contact your local Highways Agency media services team email:

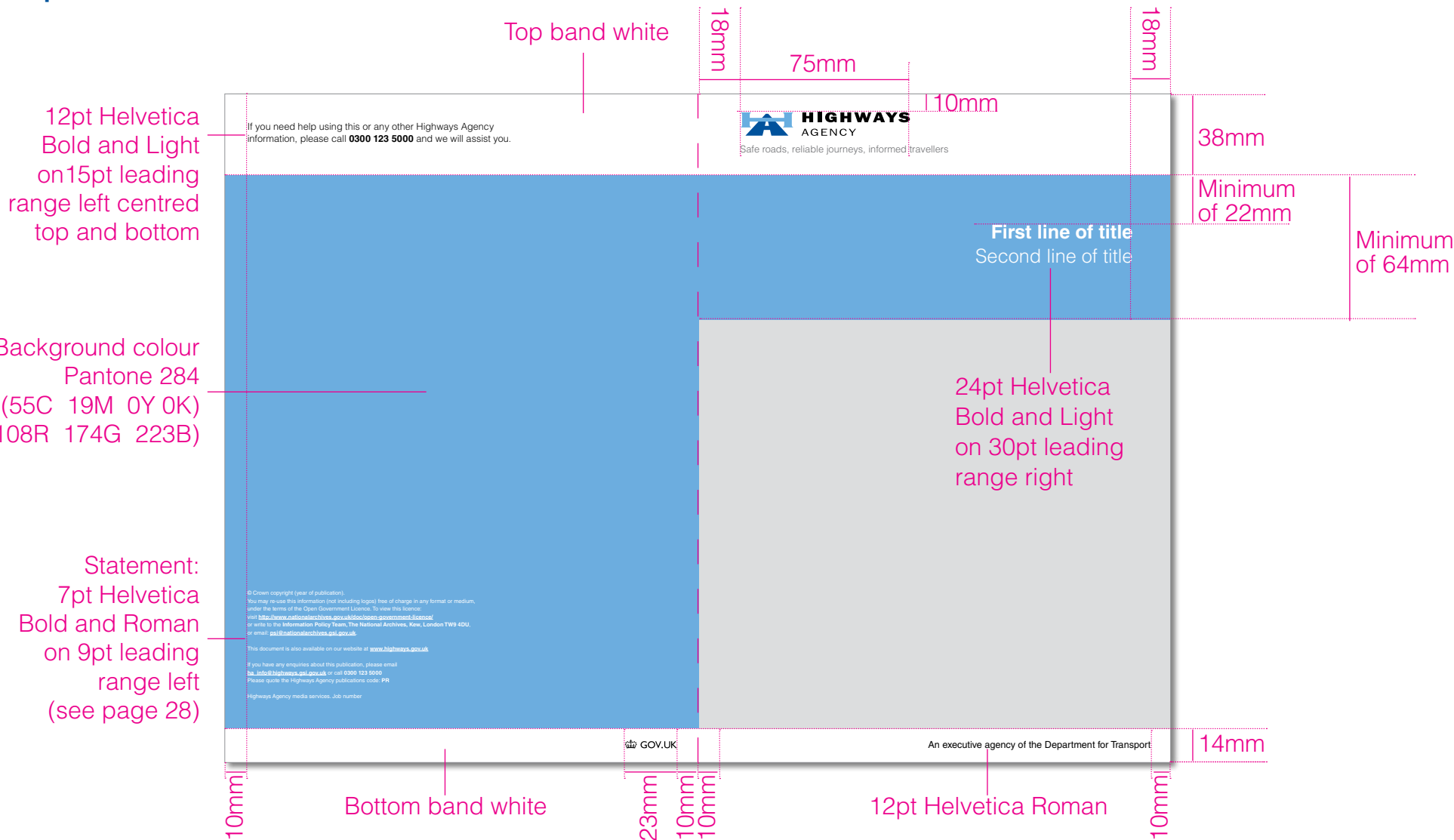
graphics-bedford@highways.gsi.gov.uk graphics-birmingham@highways.gsi.gov.uk graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk graphics-leeds@highways.gsi.gov.uk graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:

copyunit-bedford@highways.gsi.gov.uk

3.2 Publications A4

A4 corporate covers

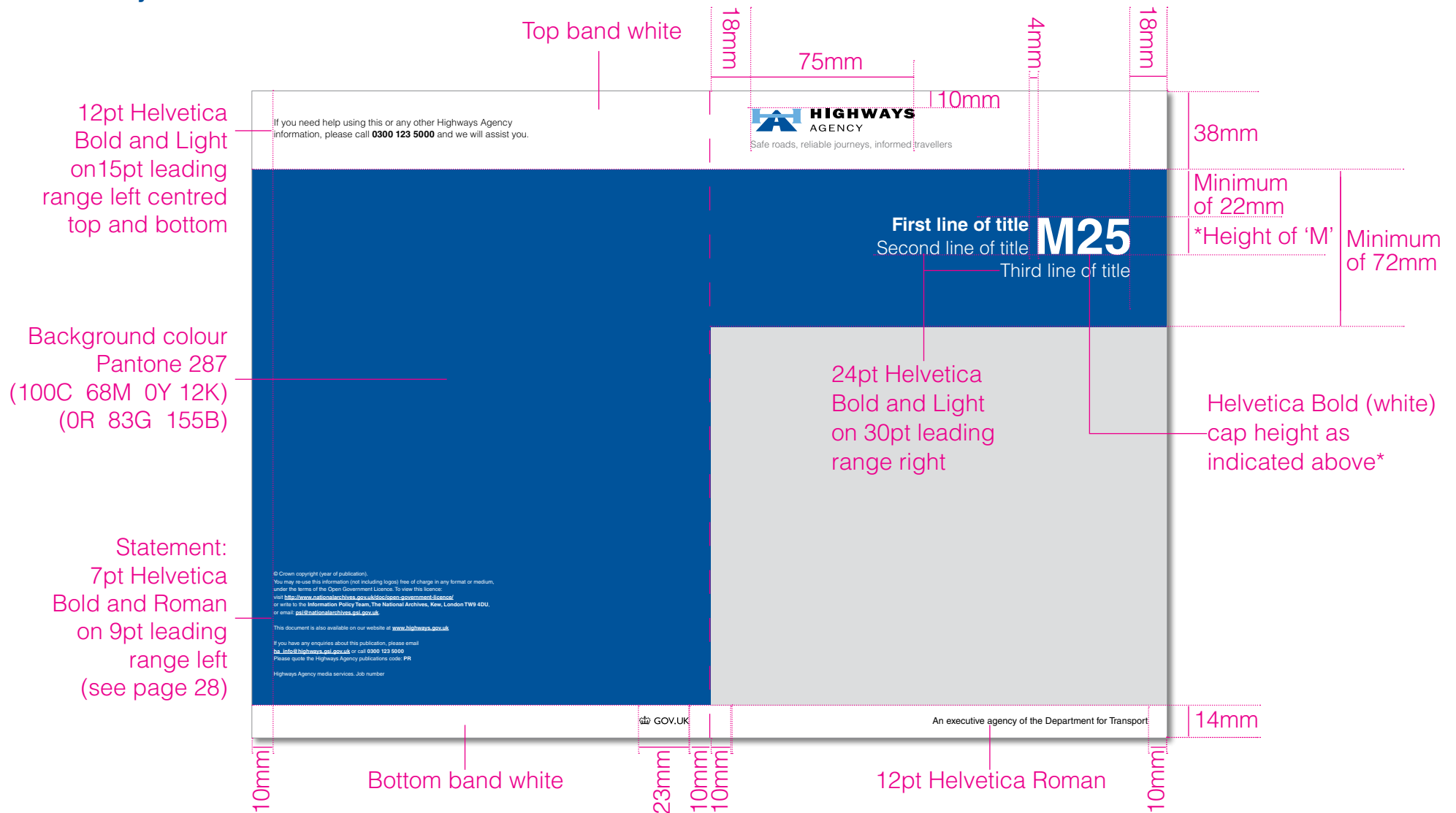


To contact your local Highways Agency media services team email:
graphics-bedford@highways.gsi.gov.uk graphics-birmingham@highways.gsi.gov.uk graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk graphics-leeds@highways.gsi.gov.uk graphics-manchester@highways.gsi.gov.uk

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

3.2 Publications A4

A4 motorway covers



To contact your local Highways Agency media services team email:

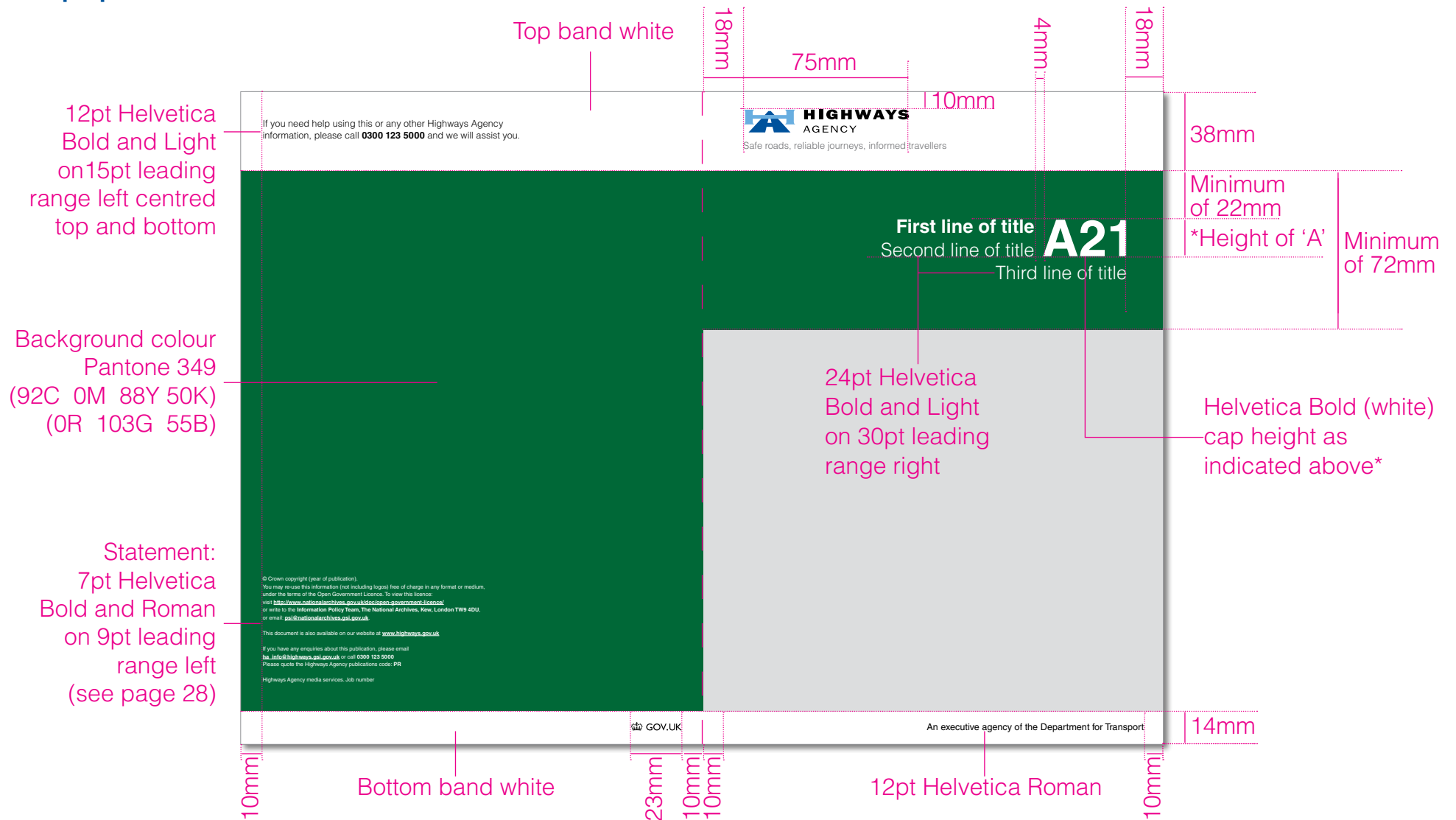
graphics-bedford@highways.gsi.gov.uk graphics-birmingham@highways.gsi.gov.uk graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk graphics-leeds@highways.gsi.gov.uk graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:

copyunit-bedford@highways.gsi.gov.uk

3.2 Publications A4

A4 all-purpose trunk road covers



To contact your local Highways Agency media services team email:

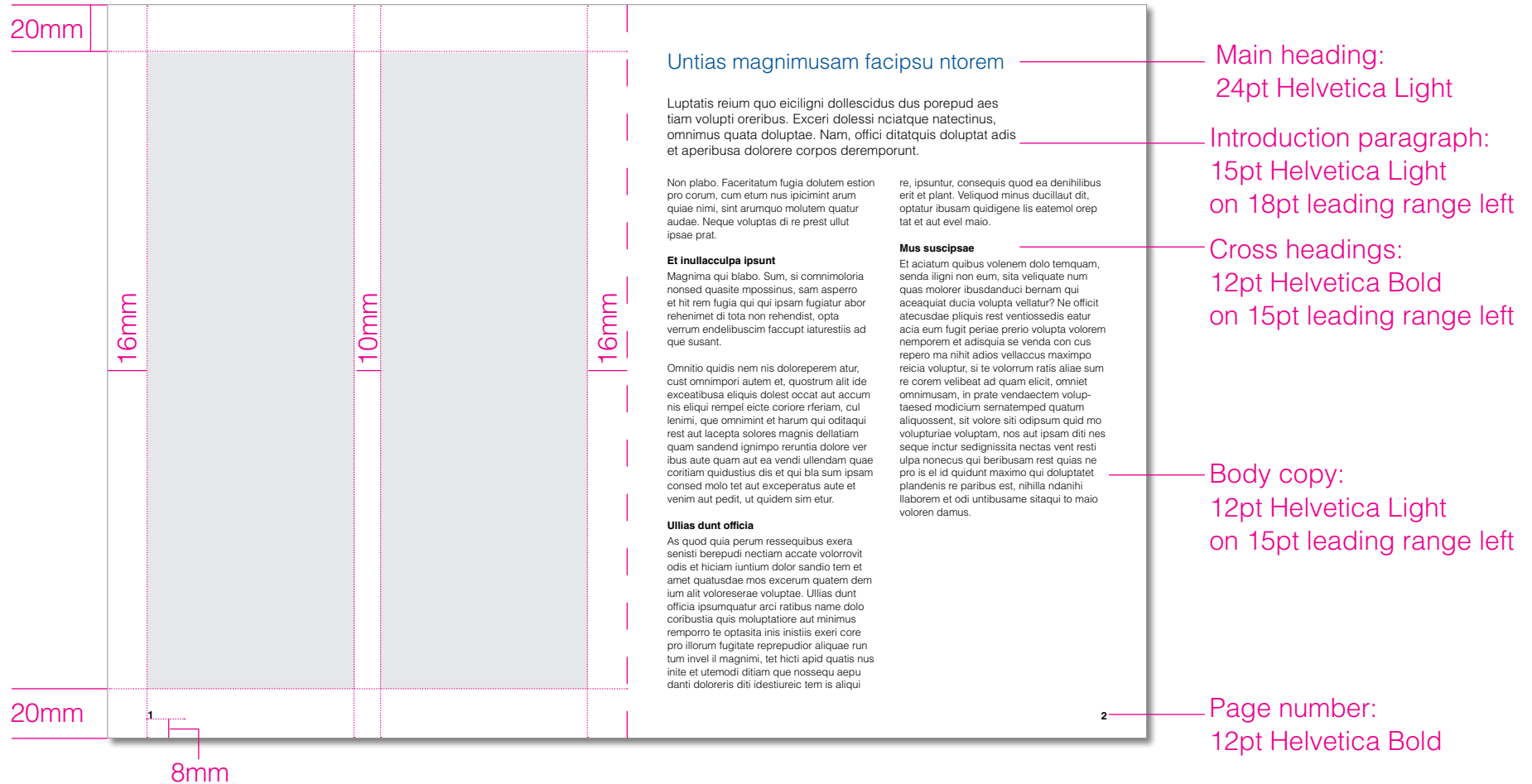
graphics-bedford@highways.gsi.gov.uk graphics-birmingham@highways.gsi.gov.uk graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk graphics-leeds@highways.gsi.gov.uk graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:

copyunit-bedford@highways.gsi.gov.uk

3.2 Publications A4

A4 inside pages



To contact your local Highways Agency media services team email:

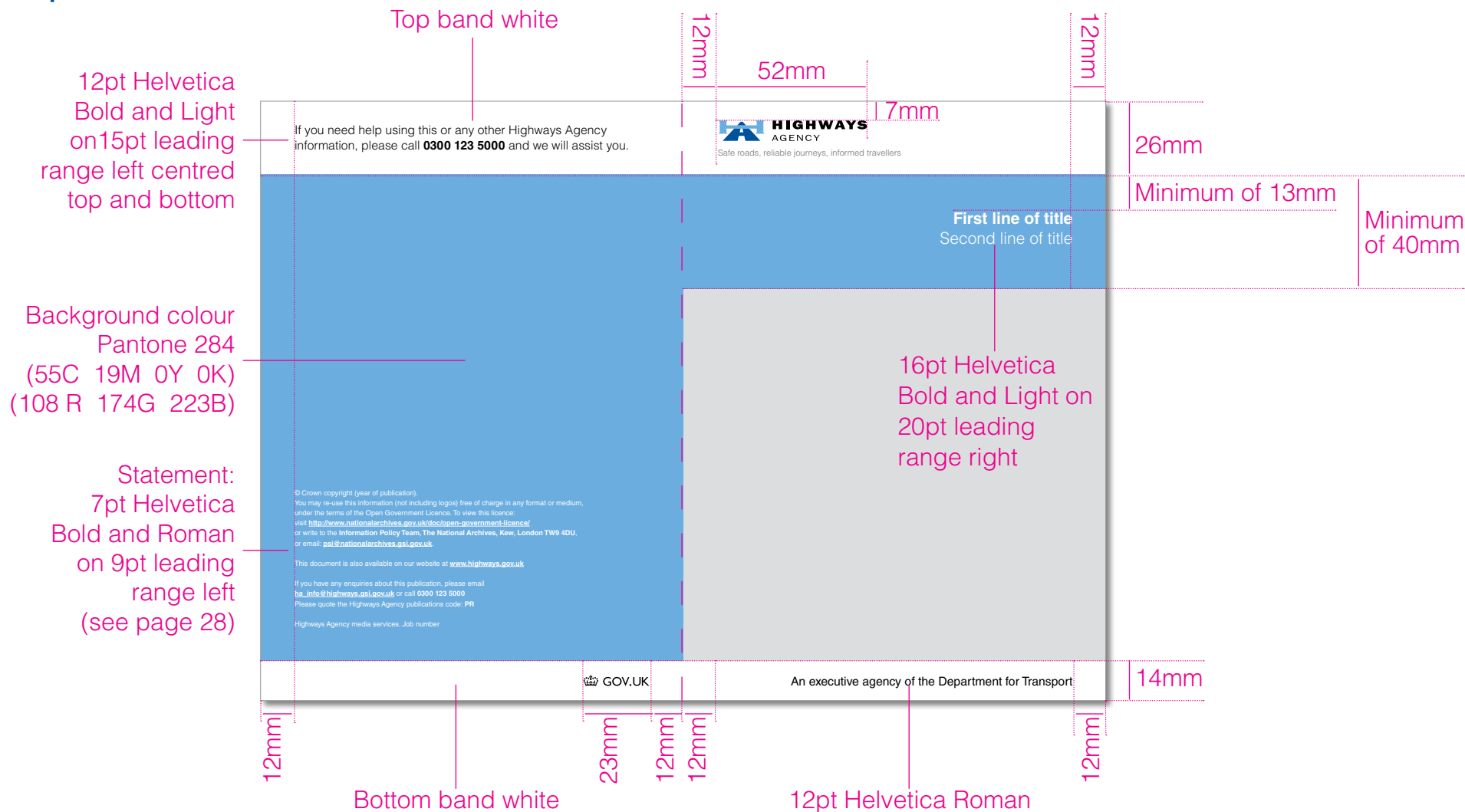
graphics-bedford@highways.gsi.gov.uk graphics-birmingham@highways.gsi.gov.uk graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk graphics-leeds@highways.gsi.gov.uk graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:

copyunit-bedford@highways.gsi.gov.uk

3.2 Publications A5

A5 corporate covers



To contact your local Highways Agency media services team email:

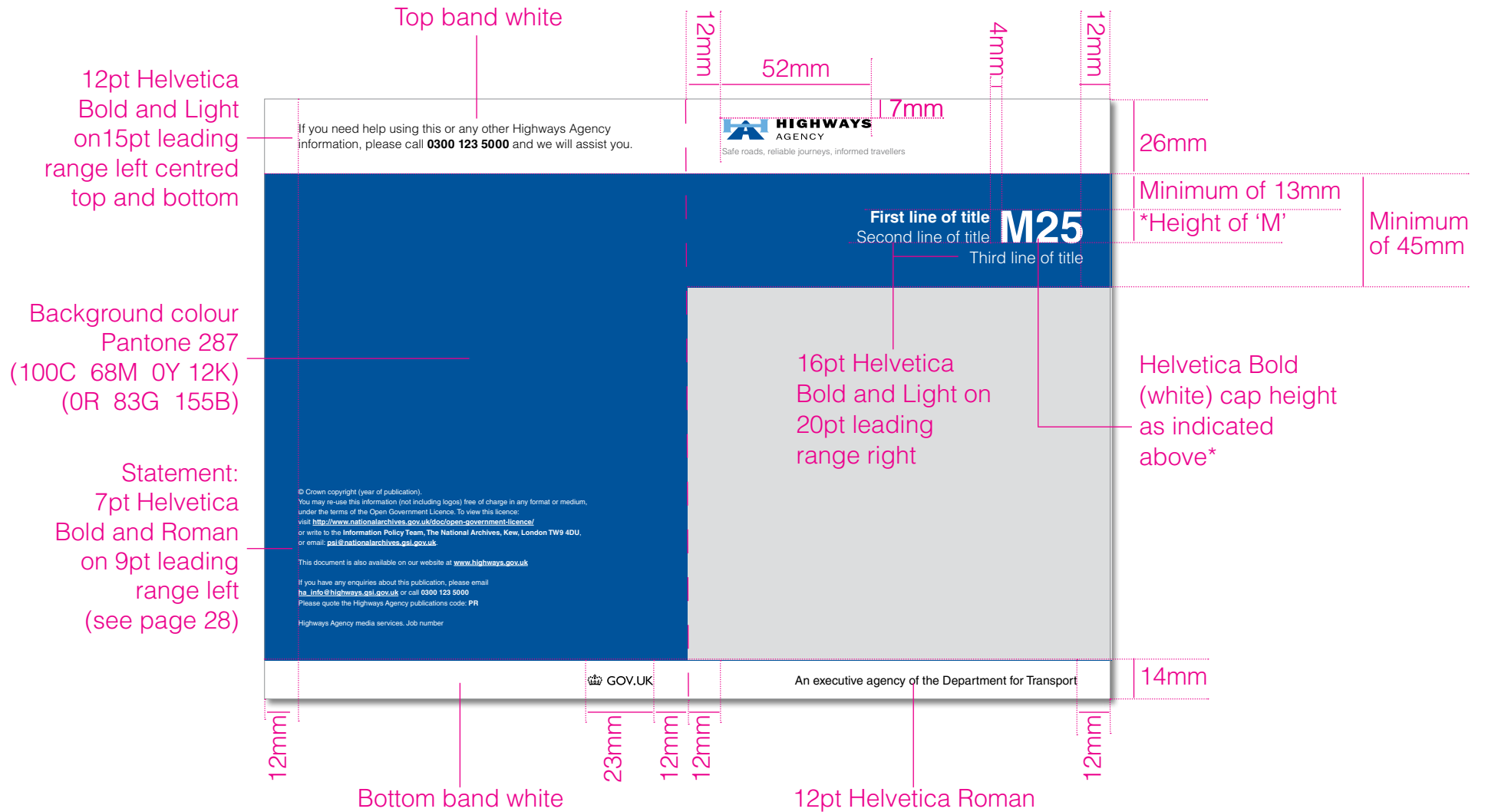
graphics-bedford@highways.gsi.gov.uk graphics-birmingham@highways.gsi.gov.uk graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk graphics-leeds@highways.gsi.gov.uk graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:

copyunit-bedford@highways.gsi.gov.uk

3.2 Publications A5

A5 motorway covers



To contact your local Highways Agency media services team email:

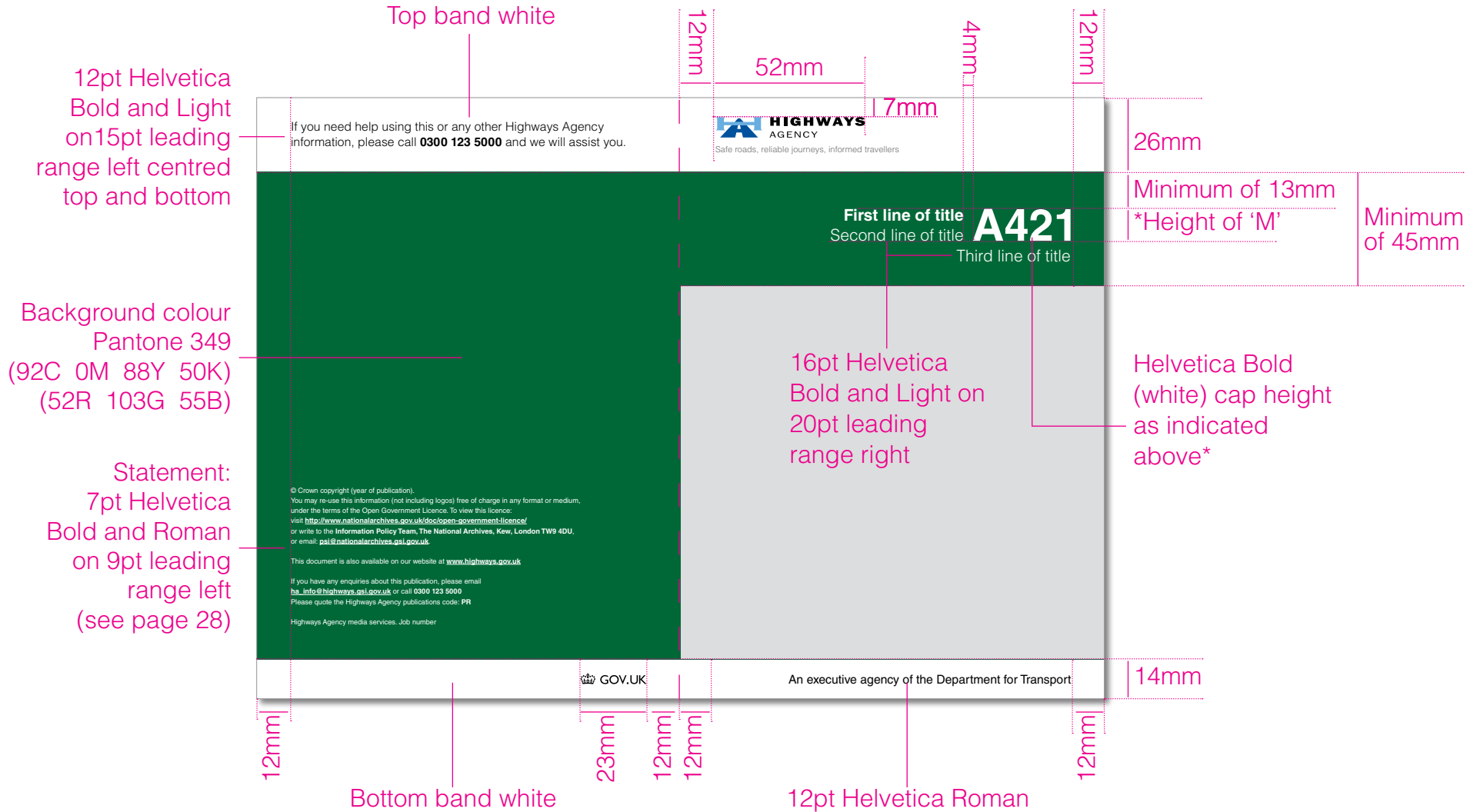
graphics-bedford@highways.gsi.gov.uk graphics-birmingham@highways.gsi.gov.uk graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk graphics-leeds@highways.gsi.gov.uk graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:

copyunit-bedford@highways.gsi.gov.uk

3.2 Publications A5

A5 all-purpose trunk road covers



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 A5

A5 inside pages

The diagram illustrates the layout of an A5 inside page with the following specifications:

- Top margin:** 18mm
- Left margin:** 20mm
- Right margin:** 20mm
- Bottom margin:** 20mm
- Text alignment:** Left-aligned
- Line spacing:** 17pt leading range left
- Font specifications:**
 - Main heading:** 20pt Helvetica Light
 - Introduction paragraph:** 14pt Helvetica Light
 - Cross headings:** 12pt Helvetica Bold
 - Body copy:** 12pt Helvetica Light
 - Page number:** 12pt Helvetica Bold

The page content includes the following text blocks:

- Main heading:** Untias magnimusam facipsu ntorem
- Introduction paragraph:** Luptatis reium quo eiciligni dollescibus dus porepud aestiam volupti oreribus. Exceri dolessi nciatque natectinus, omnimus quata doluptae.
- Text columns:**
 - Non plabo. Faceritatum fugia dolutem estion pro corum, cum etum nus ipicimint arum quiaie nimi, sint arumquo mo lu tem quatur audae. Neque volup tas di re prest ullut ipsae prat.
 - et harum qui oditaqui rest aut la cepta solores magnis dellatiam quam sandend ignimpo reruntia dolore ver ibus aute quam aut.
- Cross heading:** Ullias dunt officia
- Text columns:**
 - As quod quia perum resse quibus exera senisti berepudi nectiam accate volorrovit odis et hiciam iuntium dolor sandio tem et amet quatusdae mos excerum quatem dem ium alit voloreserae voluptae. Ullias dunt officia ipsumquatur arci ratibus name dolo coribustia qborem et odi untibusame sitaqui to maio voloren damus.
- Section heading:** Et inullaculpa ipsunt
- Text columns:**
 - Magnima qui blabo. Sum, si conimoloria nonsed quasite mpossinus, sam asperro et hit rem fugia qui qui ipsam fugia tur abor rehenimet di tota non rehendist, opta verrum endeli buscim faccupit iaturestis ad que susant.
- Text columns:**
 - Omnitio quidis nem nis dolorep erem atur, cust omnimpori autem et, quostrum alit ide execatibusa eliquis dolest occat aut accum nis eliqui rempel eicte coriore rferiam, cul lenimi, que omnimint
- Page number:** 2

To contact your local Highways Agency media services team email:

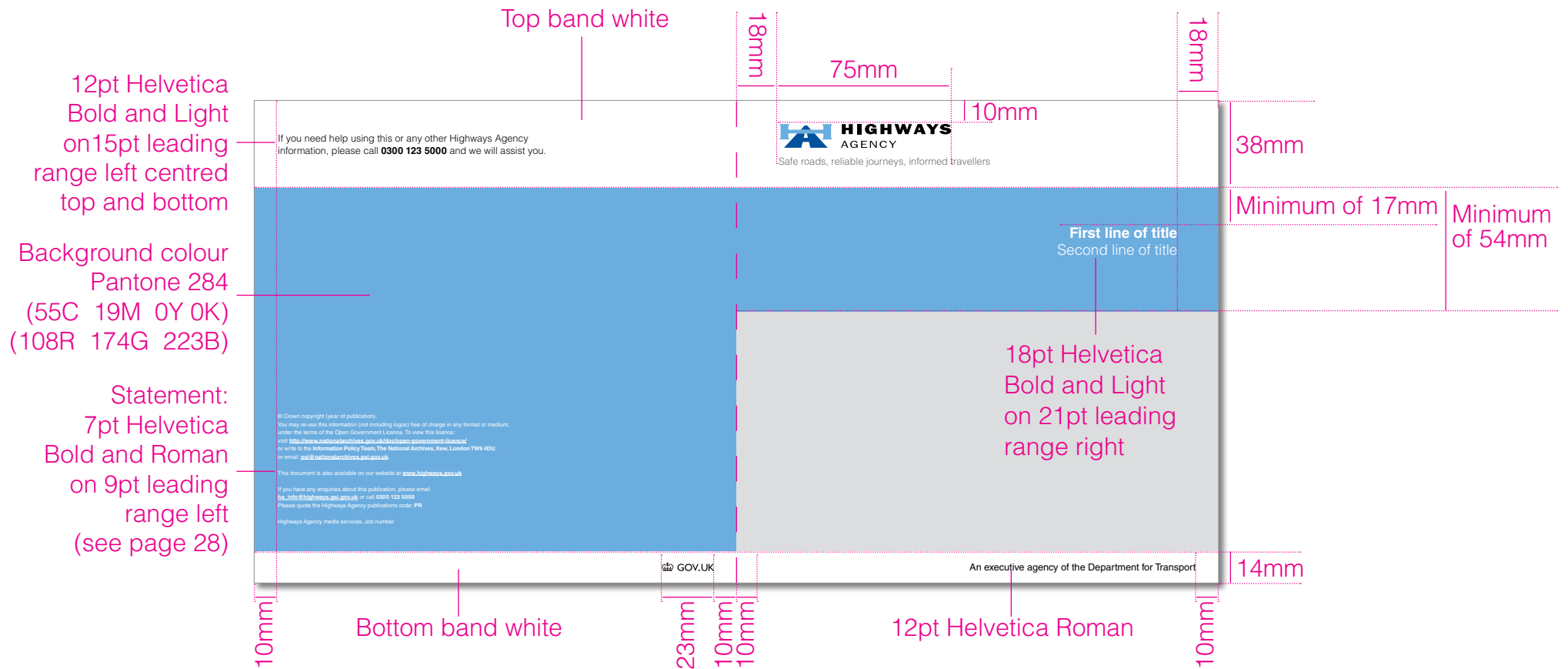
graphics-bedford@highways.gsi.gov.uk graphics-birmingham@highways.gsi.gov.uk graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk graphics-leeds@highways.gsi.gov.uk graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:

copyunit-bedford@highways.gsi.gov.uk

3.2 Publications 210mm square

Square corporate covers



To contact your local Highways Agency media services team email:

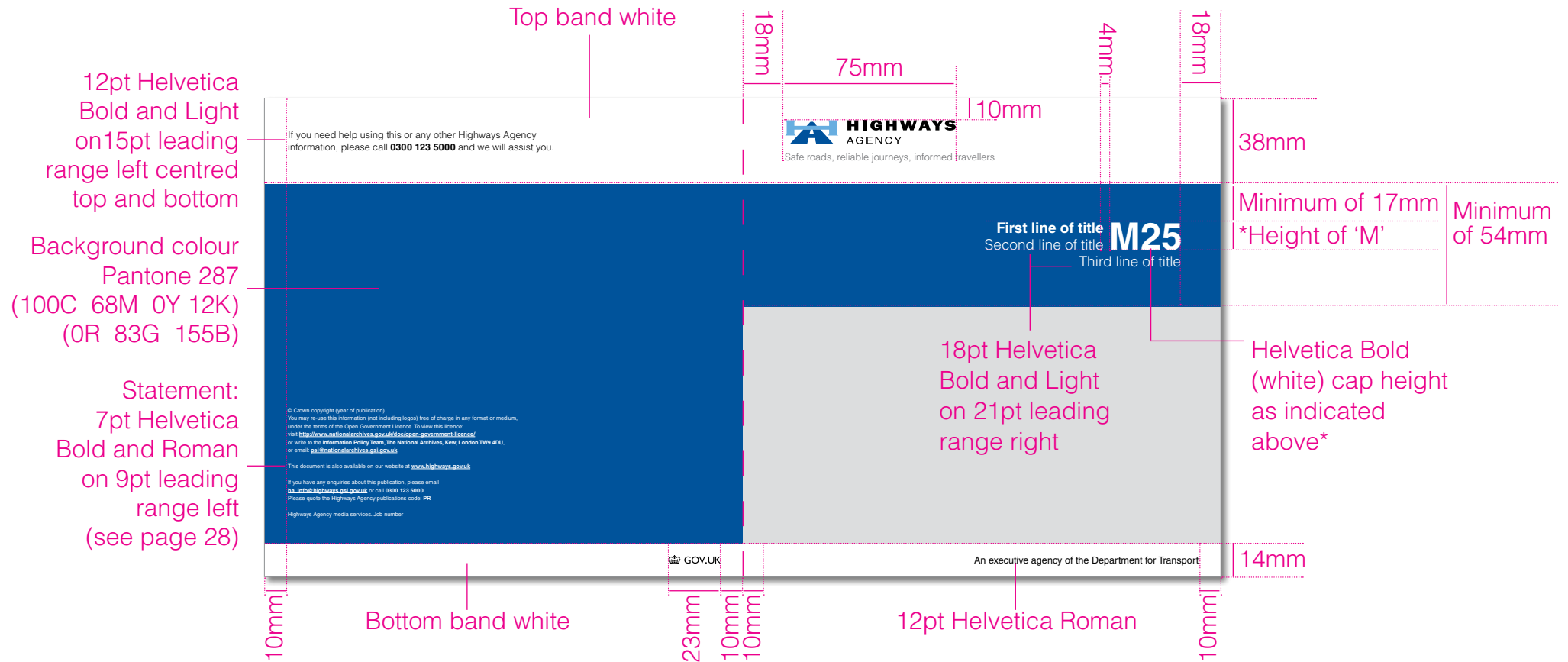
graphics-bedford@highways.gsi.gov.uk graphics-birmingham@highways.gsi.gov.uk graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk graphics-leeds@highways.gsi.gov.uk graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:

copyunit-bedford@highways.gsi.gov.uk

3.2 Publications 210mm square

Square motorway covers



To contact your local Highways Agency media services team email:

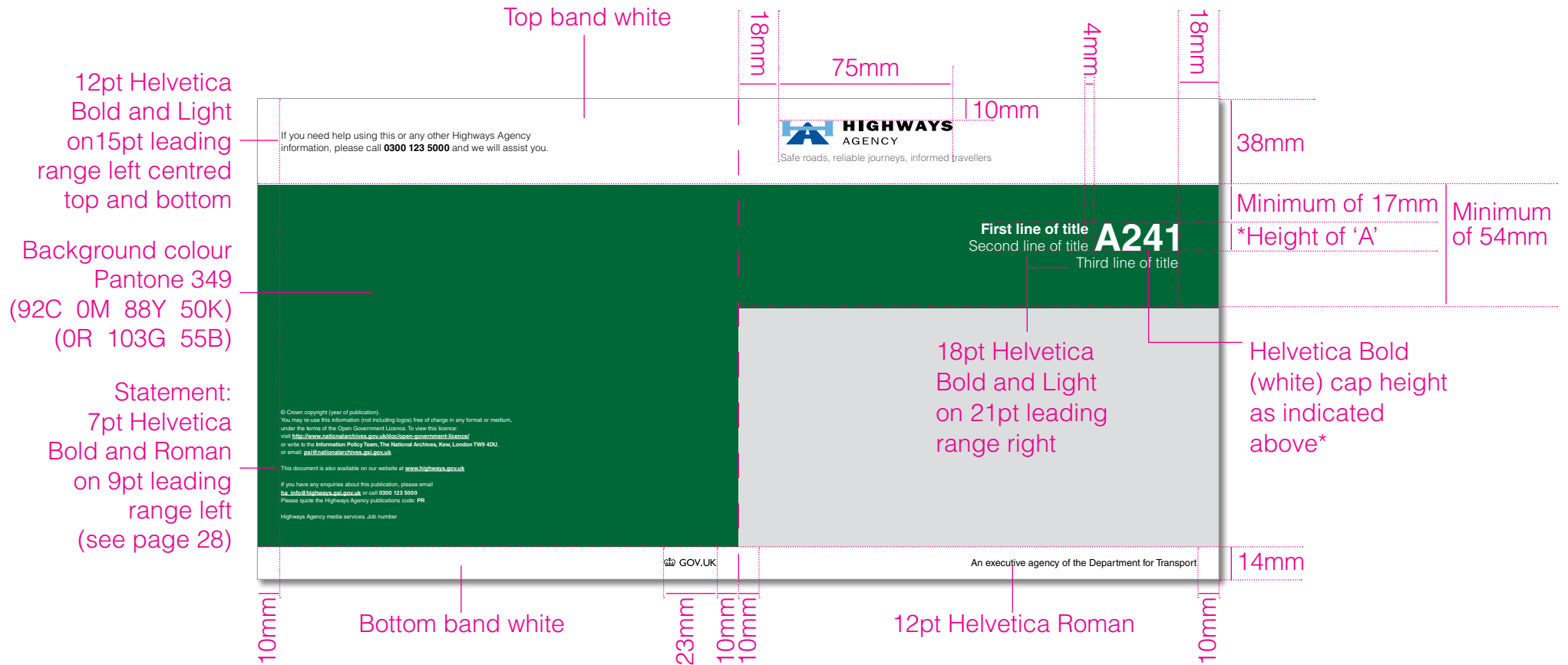
graphics-bedford@highways.gsi.gov.uk graphics-birmingham@highways.gsi.gov.uk graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk graphics-leeds@highways.gsi.gov.uk graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:

copyunit-bedford@highways.gsi.gov.uk

3.2 Publications 210mm square

Square all-purpose trunk road covers



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 210mm square

Square inside pages

The diagram shows a 210mm square page layout with the following dimensions and specifications:

- Top margin:** 16mm
- Left margin:** 16mm
- Right margin:** 16mm
- Bottom margin:** 20mm
- Text block width:** 10mm
- Text block height:** 16mm
- Page number:** 8mm (positioned at the bottom left of the page)

Text specifications:

- 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
- Page number:** 12pt Helvetica Bold

Text content (left column):

Untias magnimusam facipsu ntorem

Luptatis reium quo eiciligni dollescibus dus porepud aes tiam volupti oreribus. Exceri dolessi nciatque natectinus, omnimus quata doluptae. Nam, officii ditatquis doluptat adis et aperibusadolore corpore deremporunt.

Non plabo. Faceritatum fugia dolutem estion pro corum, cum etum nus ipicimint arum quiaenimi, sint arumquo molutem quatur audae. Neque voluptas di re prest ullut ipsae prat.

Et inullaculpa ipsunt

Magnima qui blabo. Sum, si conimimoloria nonsite mpossinus, sam asperro et hit rem fugia qui qui ipsam fugiatur abor rehenimet di tota non rehendist, opta verrum endelibuscim faccupit iaturestis ad que susant.

Omnitio quidis nem nis doloreperem atur, cust omnimpori autem et, quostrum allt ide exeatibusa eliquis dolest occat aut accum nis eliqui rempel eicte coriore rferiam, cul lenimi, que omnimint et harum qui oditaqui rest aut lacepta solores magnis dellatiam quam sandend ignimpo reruntia dolore veribus aute quam aut ea vendi ullendam quae coritiam quidustus dis et.

Text content (right column):

Ullias dunt officia

As quod quia perum ressequibus exera senisti berepudi nectiam accate volorovit odis et hiciam iuntium dolor sandio tem et amet quatusdae mos excerum quatem dem ium alit voloreserae voluptae. Ullias dunt officia ipsumquatur arci ratibus name dolo coribustia quis moluptatore aut minimus remporro te optasita inis inistis exer core pro illorum fugitate.

Mus suscipisae

Et aciatum quibus volenem dolo temquam, senda iligni non eum, sita velliquate num quas moloreribusdanduci bernam qui aceaquiad ducia volupta vellatur? Ne officit atecusdae pliquis rest ventiossedis eatur acia eum fugit periae prerio volupta volorem nemporem et adisquiat.

To contact your local Highways Agency media services team email:

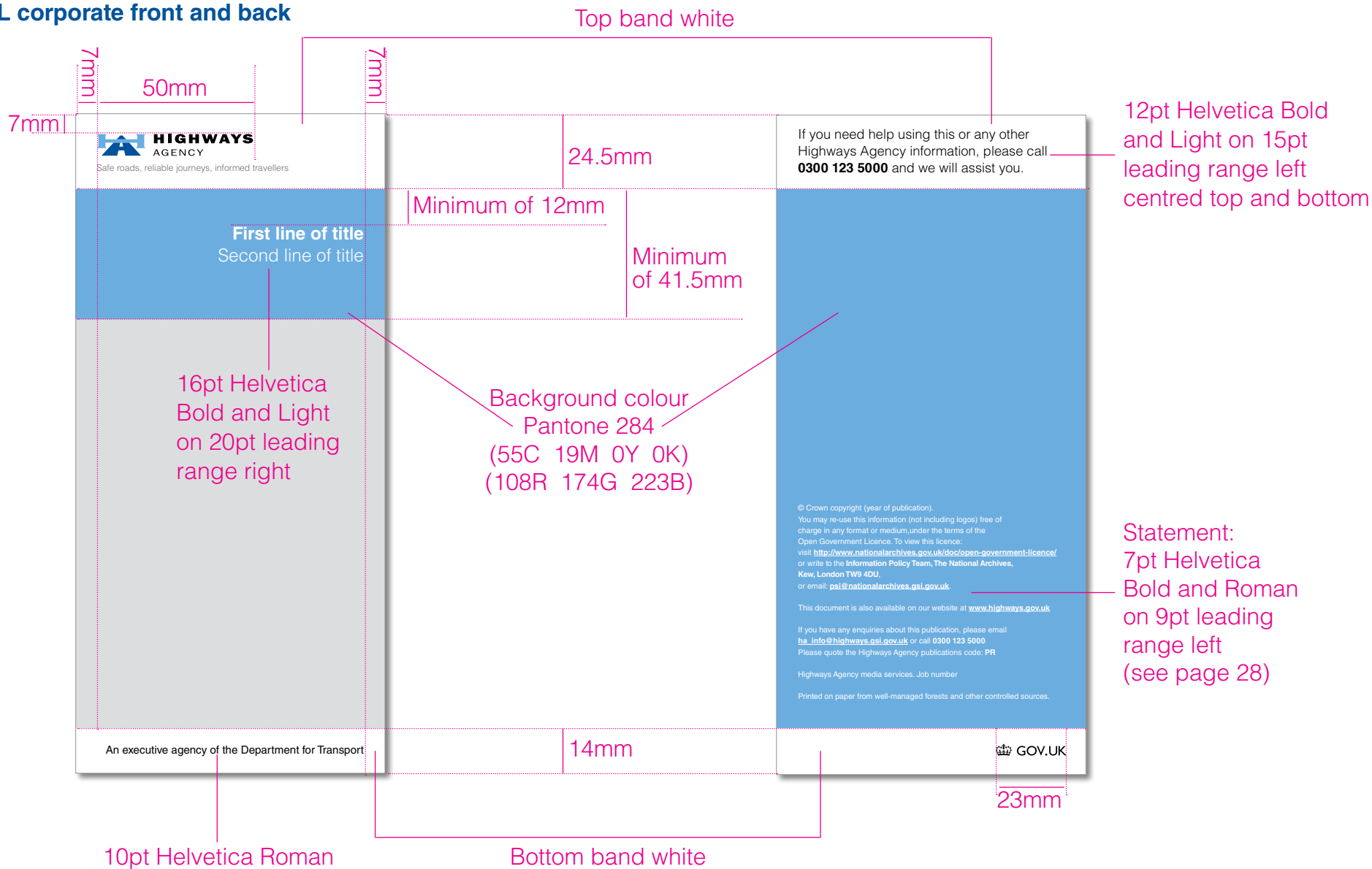
graphics-bedford@highways.gsi.gov.uk graphics-birmingham@highways.gsi.gov.uk graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk graphics-leeds@highways.gsi.gov.uk graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:

copyunit-bedford@highways.gsi.gov.uk

3.2 Publications DL

DL corporate front and back



To contact your local Highways Agency media services team email:

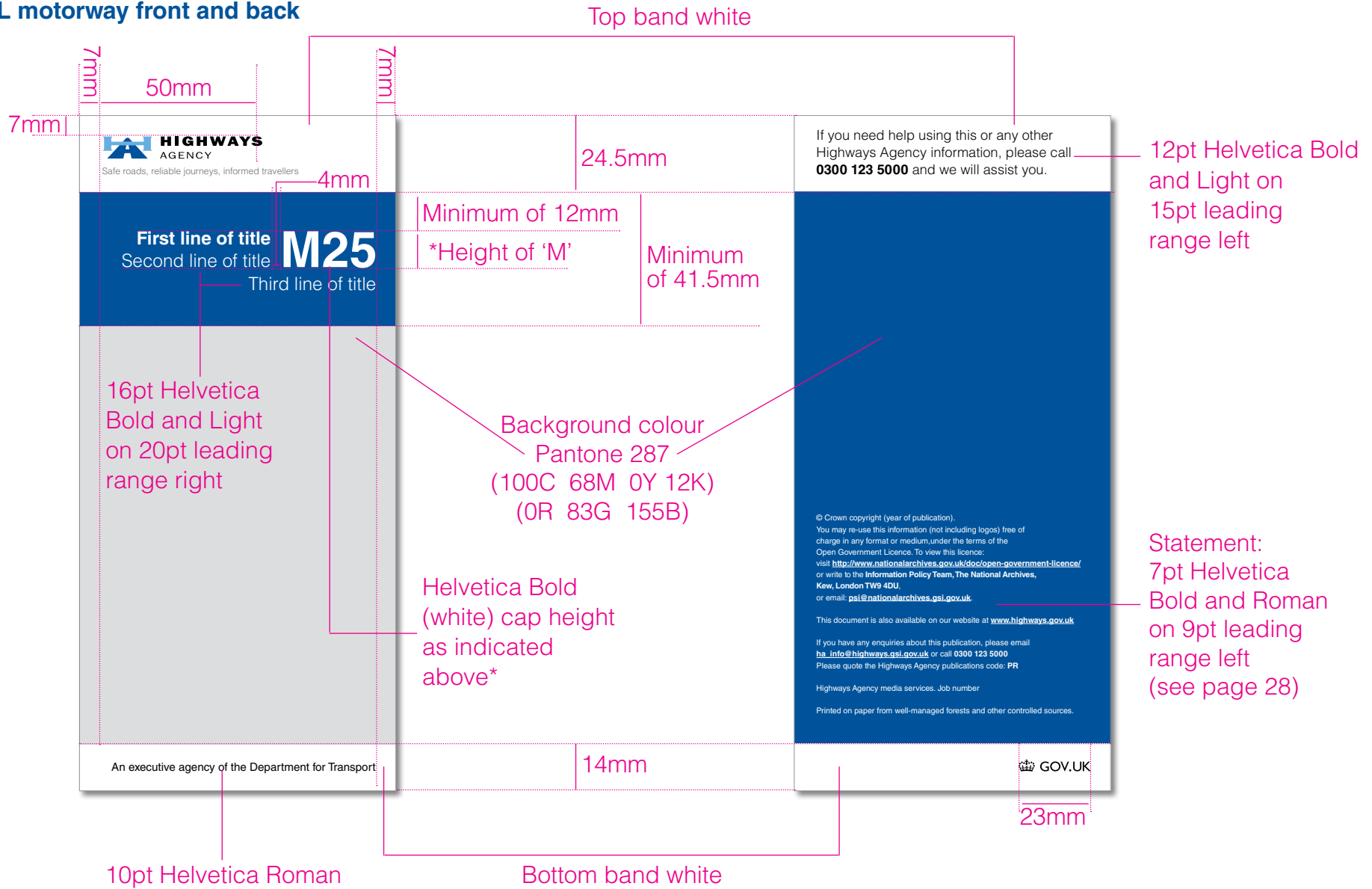
graphics-bedford@highways.gsi.gov.uk graphics-birmingham@highways.gsi.gov.uk graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk graphics-leeds@highways.gsi.gov.uk graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:

copyunit-bedford@highways.gsi.gov.uk

3.2 Publications DL

DL motorway front and back



To contact your local Highways Agency media services team email:

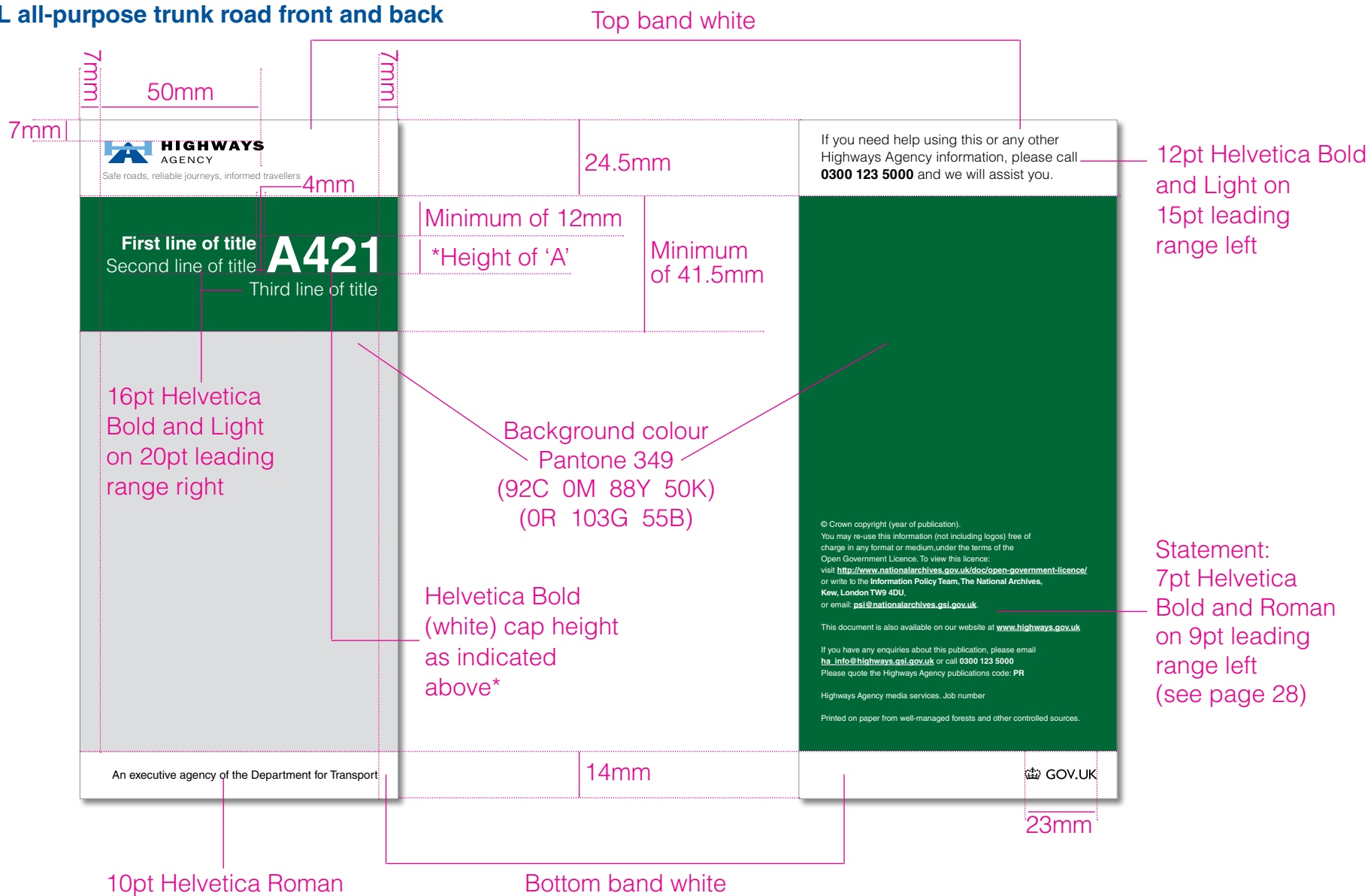
graphics-bedford@highways.gsi.gov.uk graphics-birmingham@highways.gsi.gov.uk graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk graphics-leeds@highways.gsi.gov.uk graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:

copyunit-bedford@highways.gsi.gov.uk

3.2 Publications DL

DL all-purpose trunk road front and back



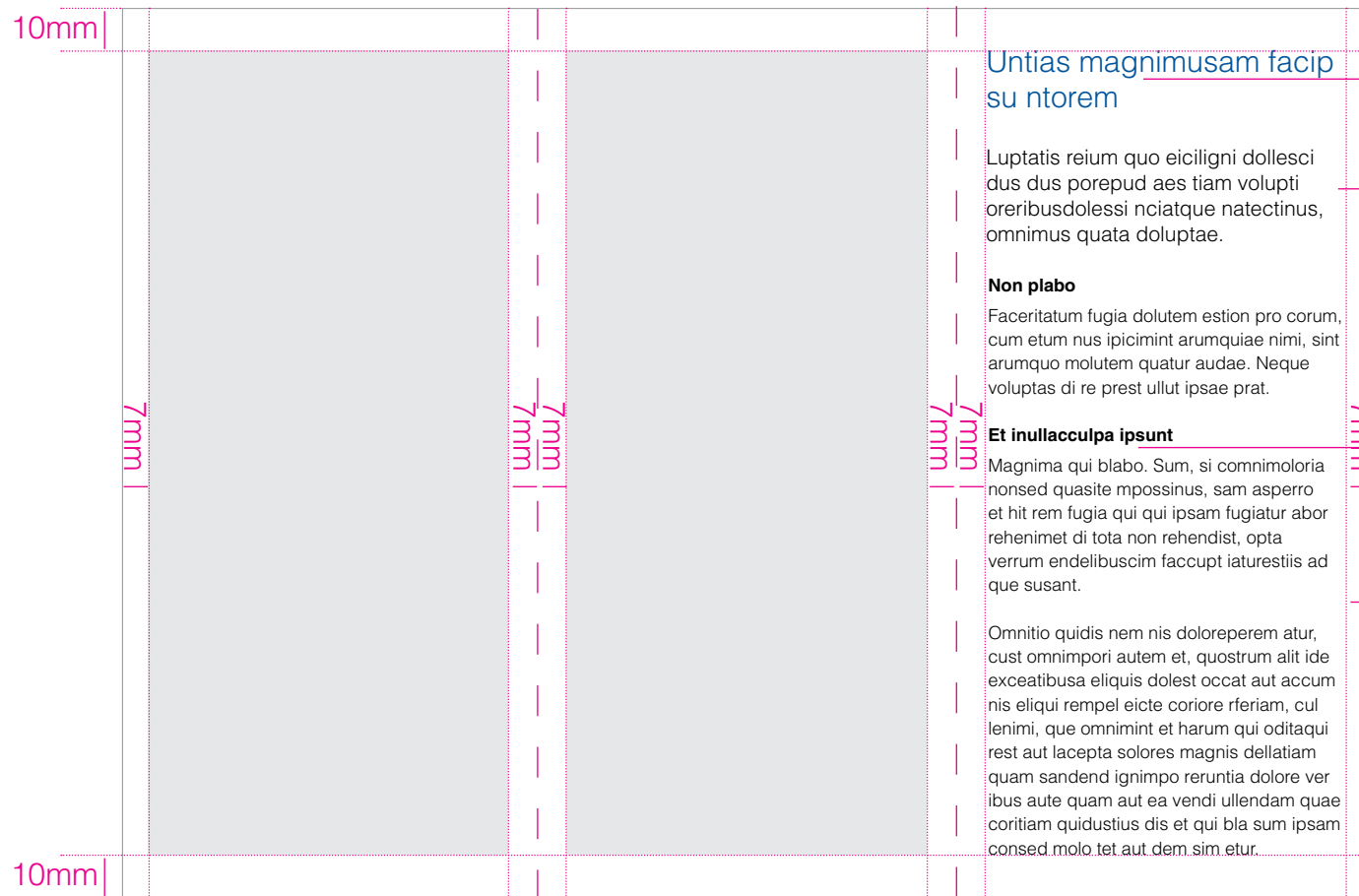
3.0 Design specifications

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

3.2 Publications DL

DL inside



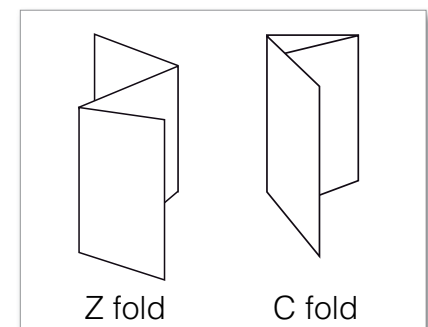
Main heading:
20pt Helvetica Light

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



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:

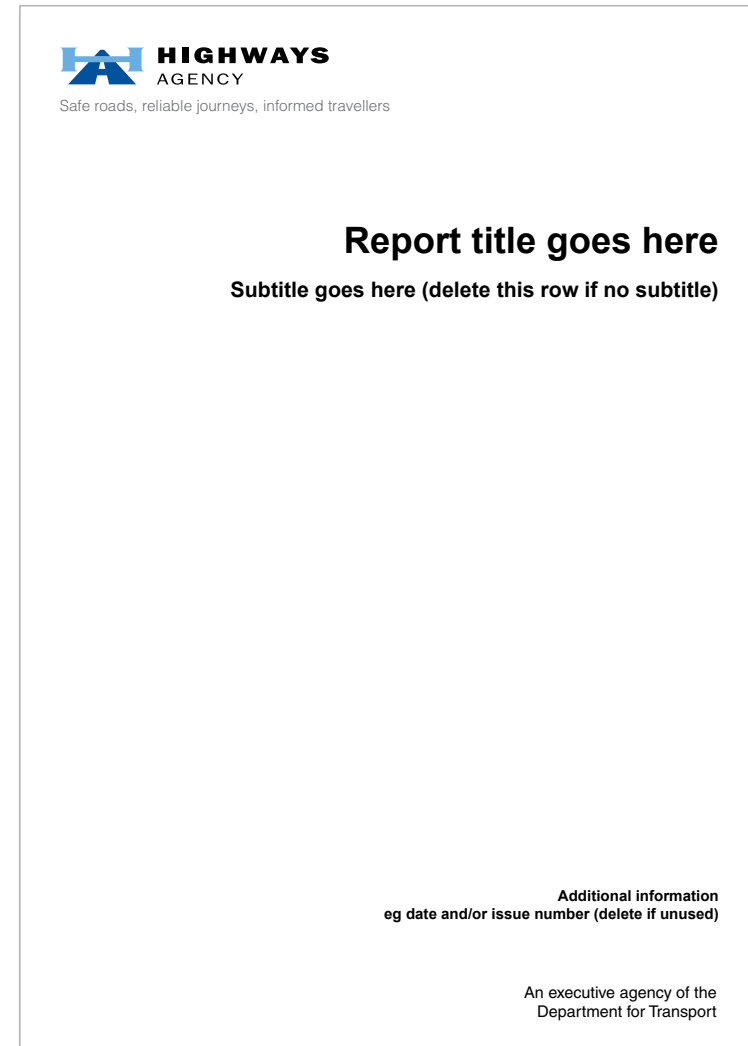
copyunit-bedford@highways.gsi.gov.uk

3.3 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

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

3.4 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\[2\]](#)

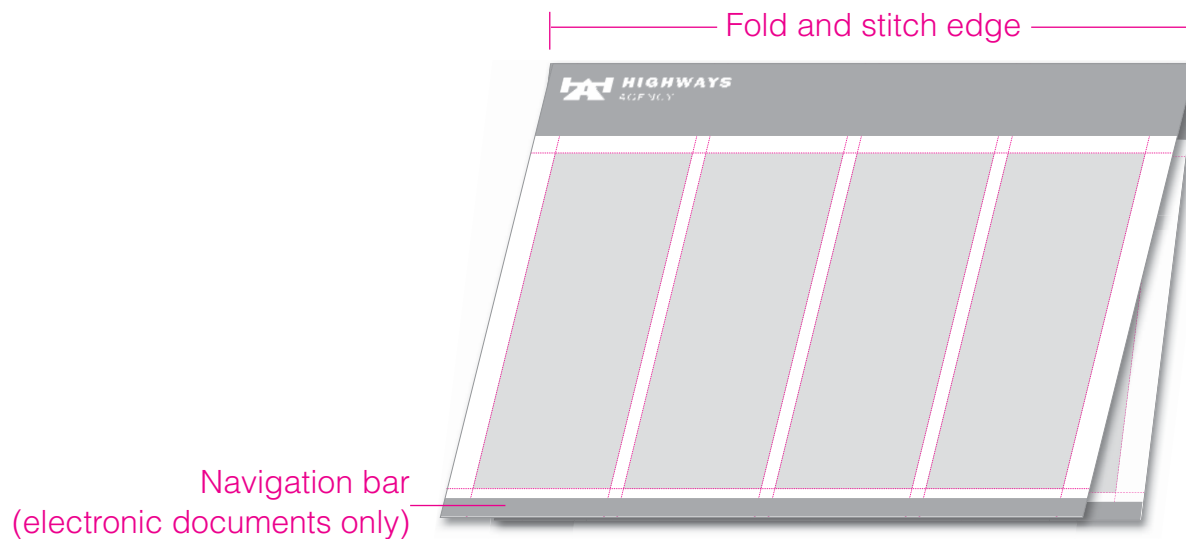
Always:

- 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.

[Fig 3.0\[2\]](#)



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:

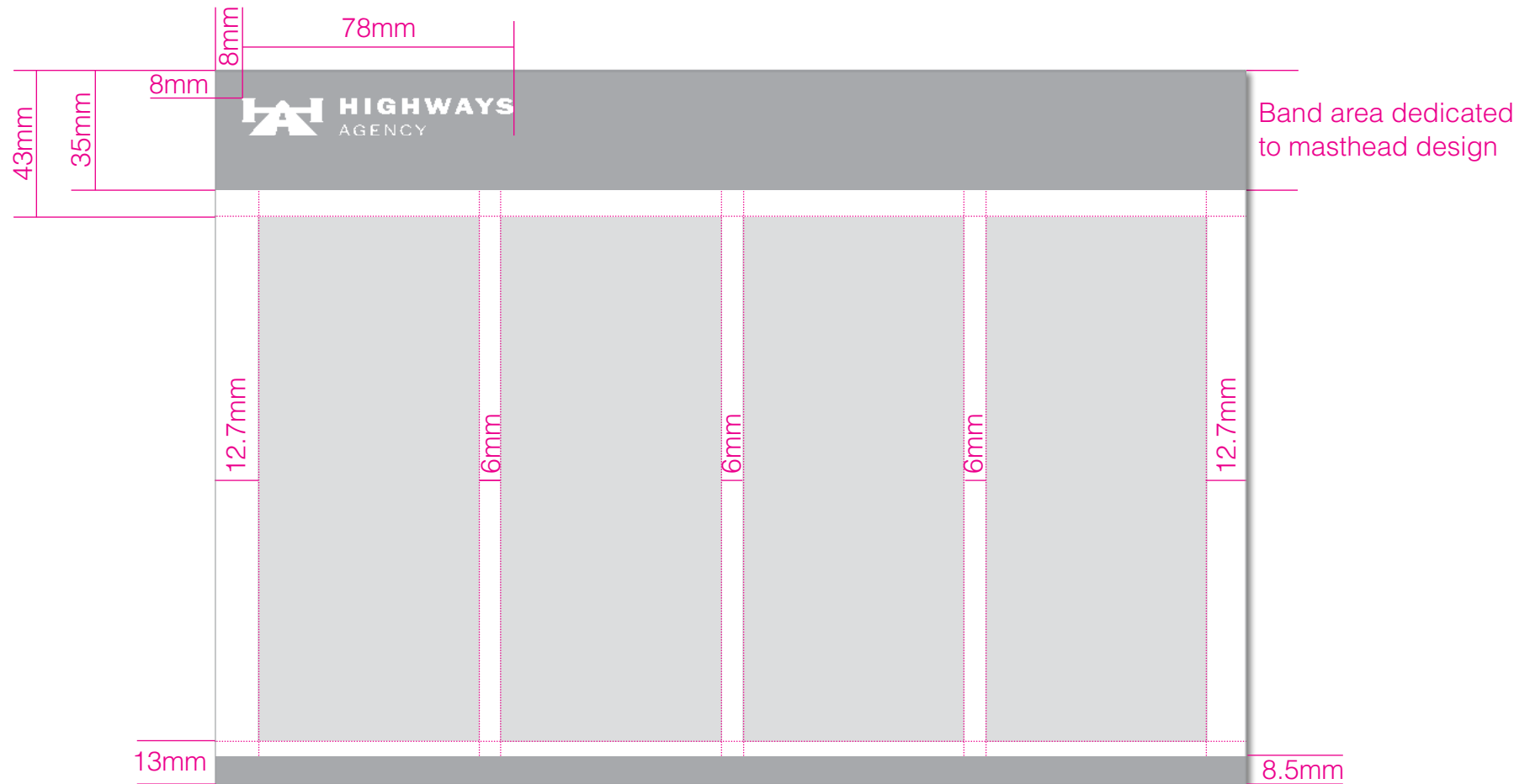
copyunit-bedford@highways.gsi.gov.uk

3.4 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\[3\]](#)



To contact your local Highways Agency media services team email:

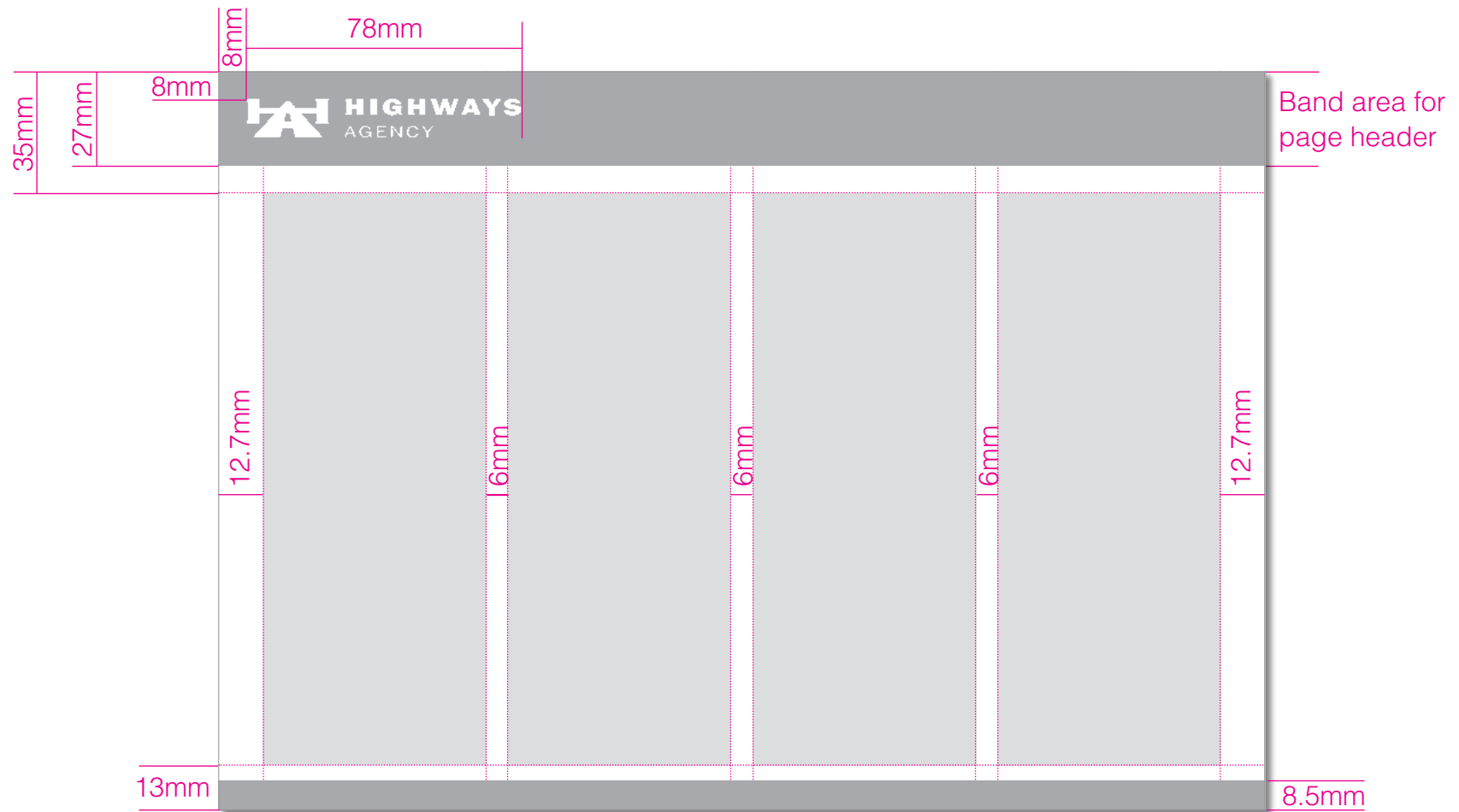
graphics-bedford@highways.gsi.gov.uk graphics-birmingham@highways.gsi.gov.uk graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk graphics-leeds@highways.gsi.gov.uk graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:

copyunit-bedford@highways.gsi.gov.uk

3.4 Newsletters Grid (297 x 210mm)

Inside pages Fig 3.0[4]



To contact your local Highways Agency media services team email:

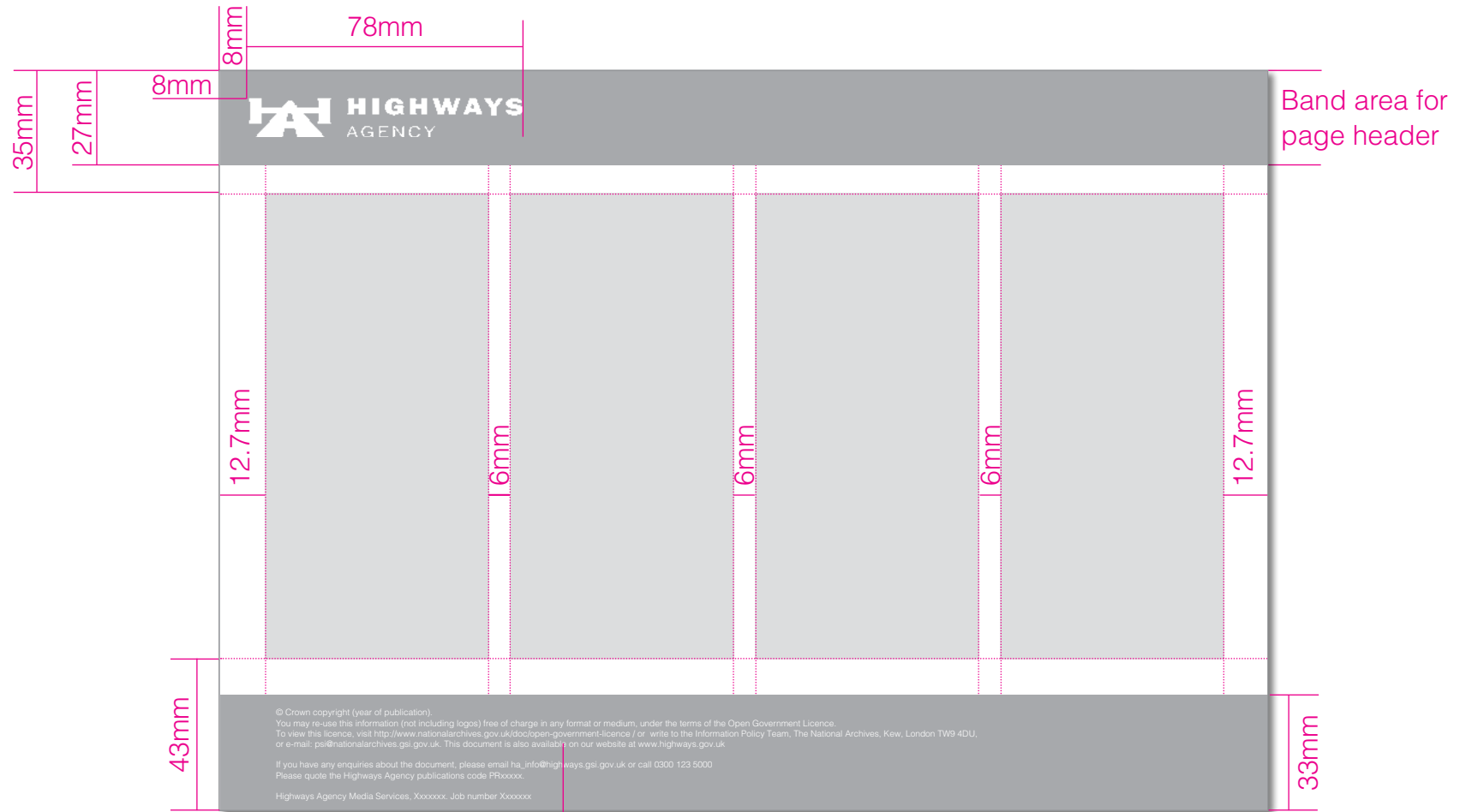
graphics-bedford@highways.gsi.gov.uk graphics-birmingham@highways.gsi.gov.uk graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk graphics-leeds@highways.gsi.gov.uk graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:

copyunit-bedford@highways.gsi.gov.uk

3.4 Newsletters Grid (297 x 210mm)

Back page Fig 3.0[5]



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:

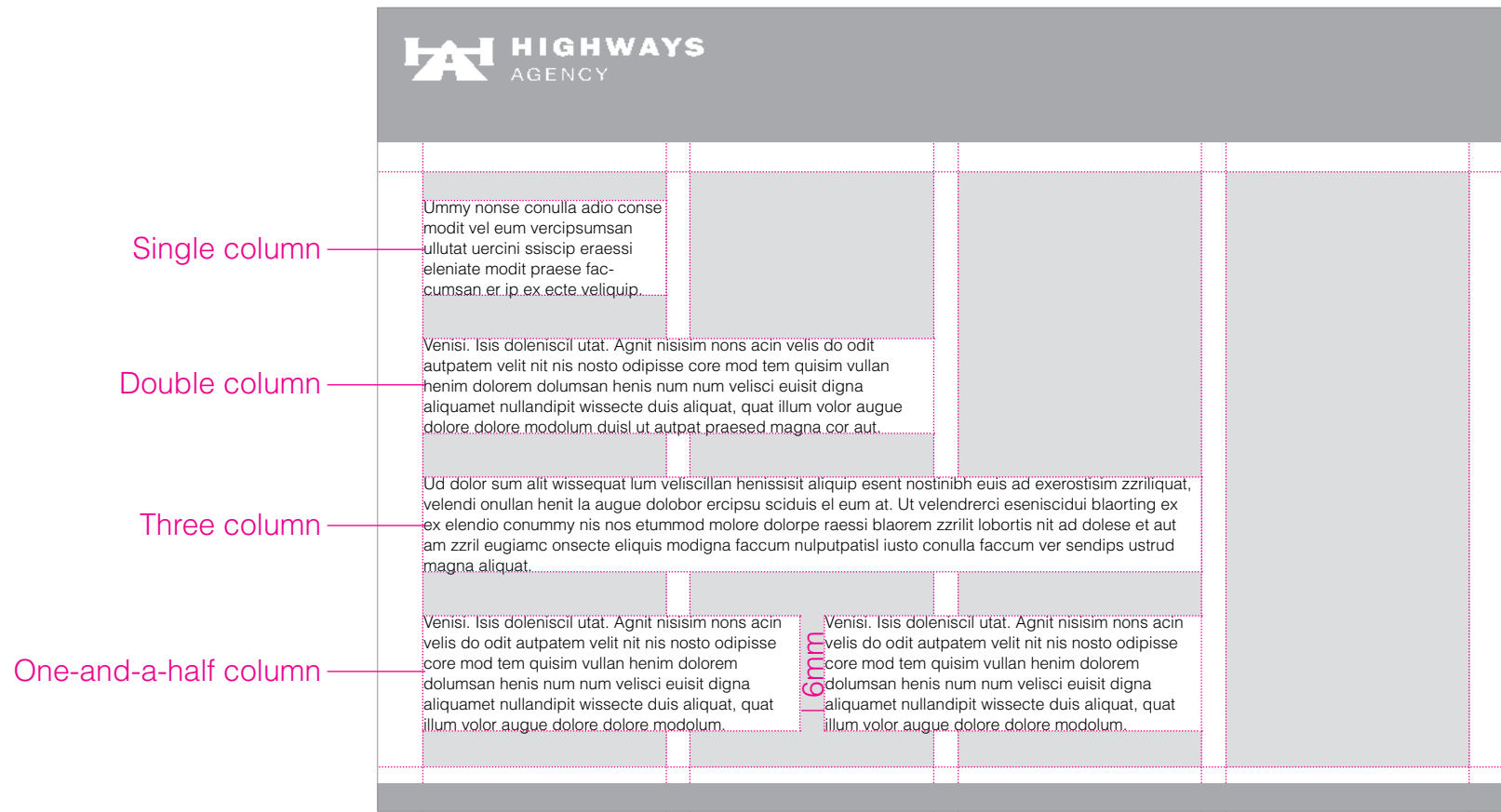
copyunit-bedford@highways.gsi.gov.uk

3.4 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]



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

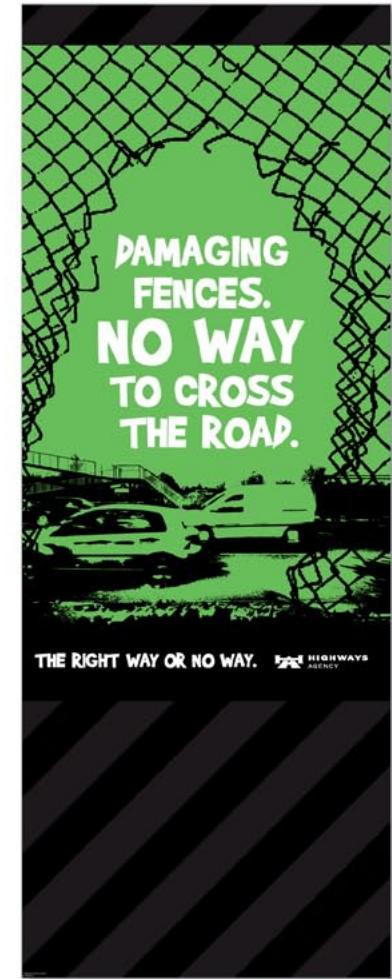
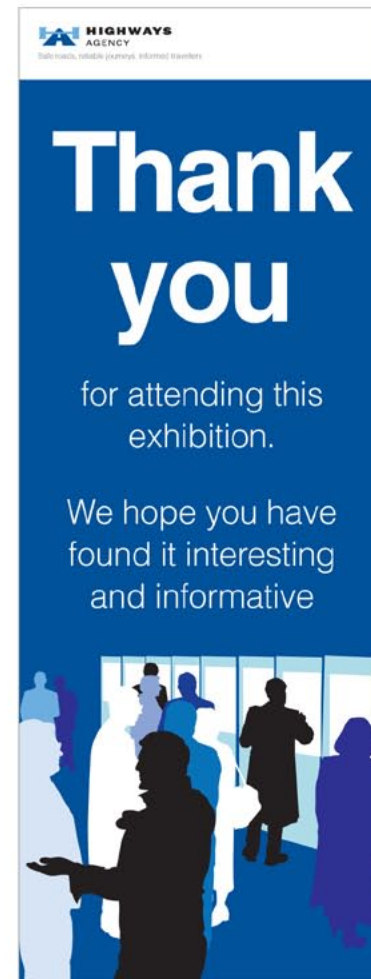
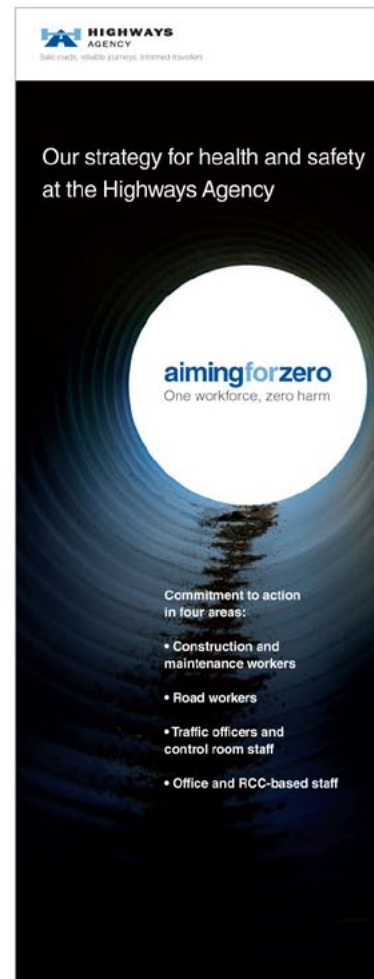
To contact the Highways Agency print unit email:

copyunit-bedford@highways.gsi.gov.uk

3.5 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



To contact your local Highways Agency media services team email:

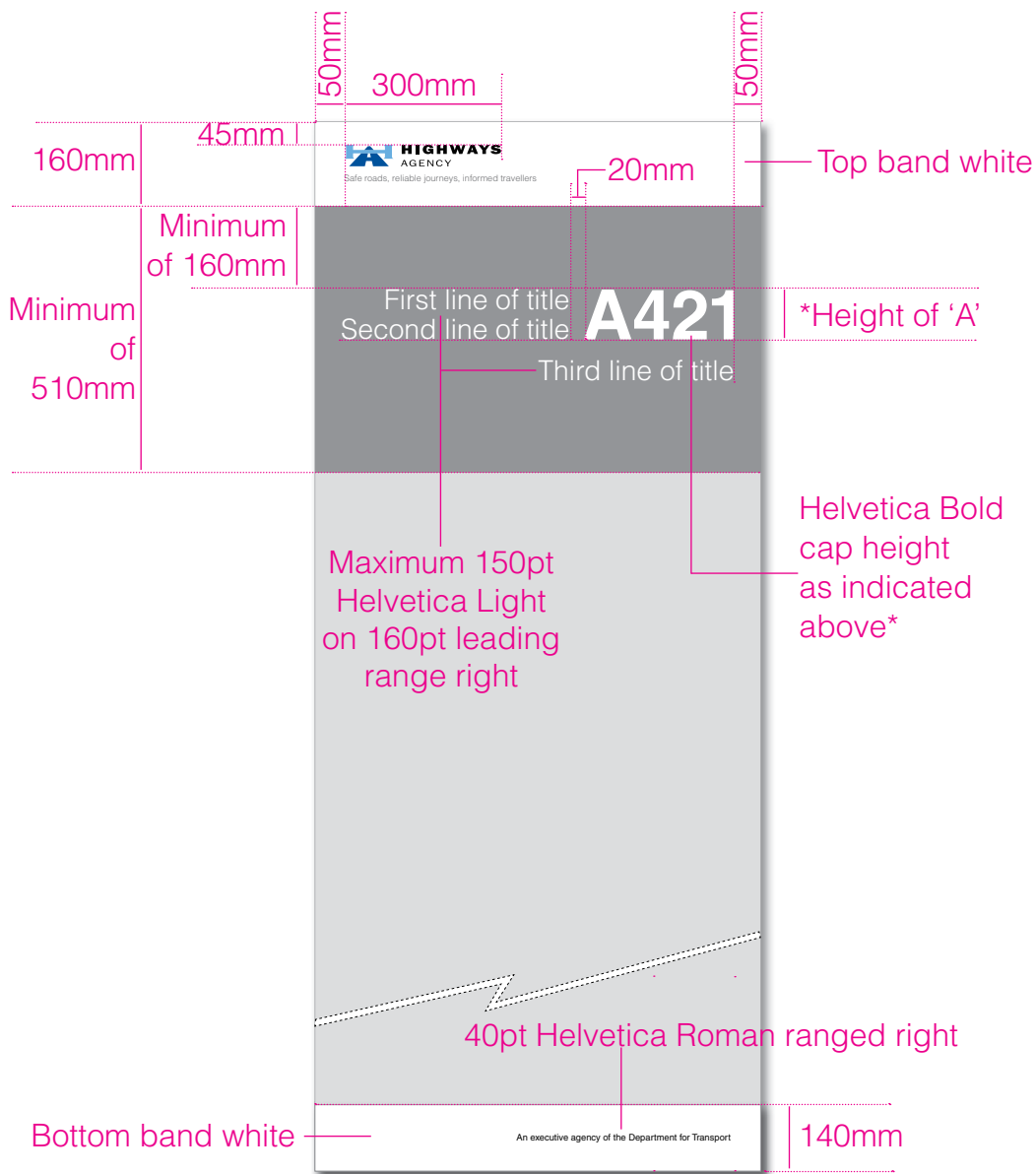
graphics-bedford@highways.gsi.gov.uk graphics-birmingham@highways.gsi.gov.uk graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk graphics-leeds@highways.gsi.gov.uk graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:

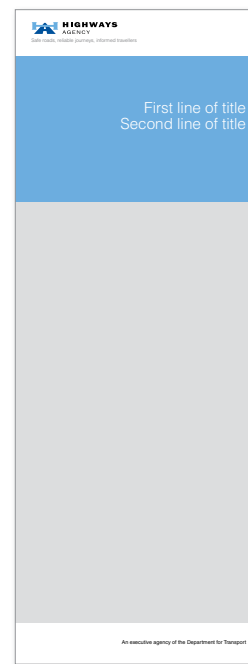
copyunit-bedford@highways.gsi.gov.uk

3.5 Displays Roll up system

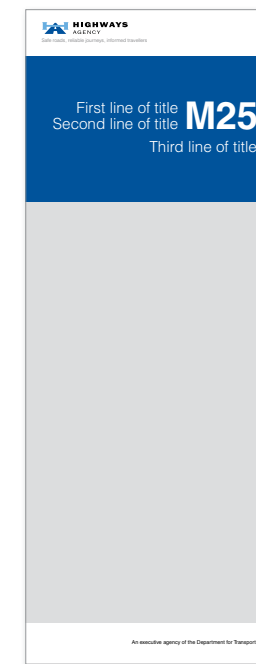
3.0 Design specifications



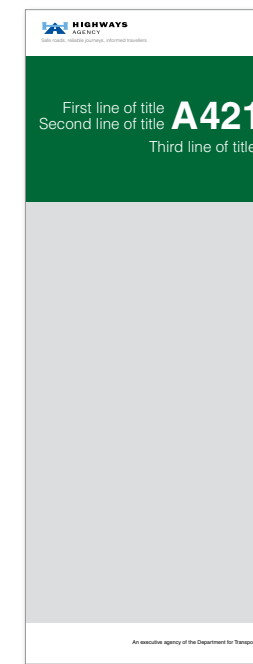
Corporate
Background colour
Pantone 284
55C 19M 0Y 0K



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

4.0 Photography and images

4.1	General guidance	54
4.2	Film	54
4.3	Use of Highways Agency images	55-56
	Highways Agency on Flickr	55
	Permissions and model release	55
	Crown copyright	55
	Examples	56

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

4.2 Film

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.

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.

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

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.

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>

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]**

Fig 4.1[1]



Image courtesy of the Highways Agency
www.highways.gov.uk

7pt Helvetica Roman

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

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]

Fig 5.0[1]



© Crown copyright and database rights [year of supply] Ordnance Survey 100030649

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]

Fig 5.0[2]



To contact your local Highways Agency media services team email:

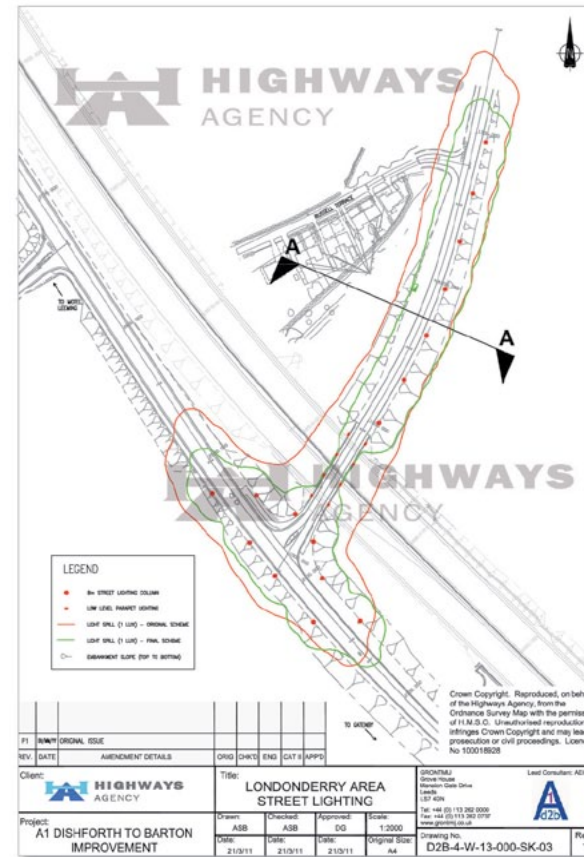
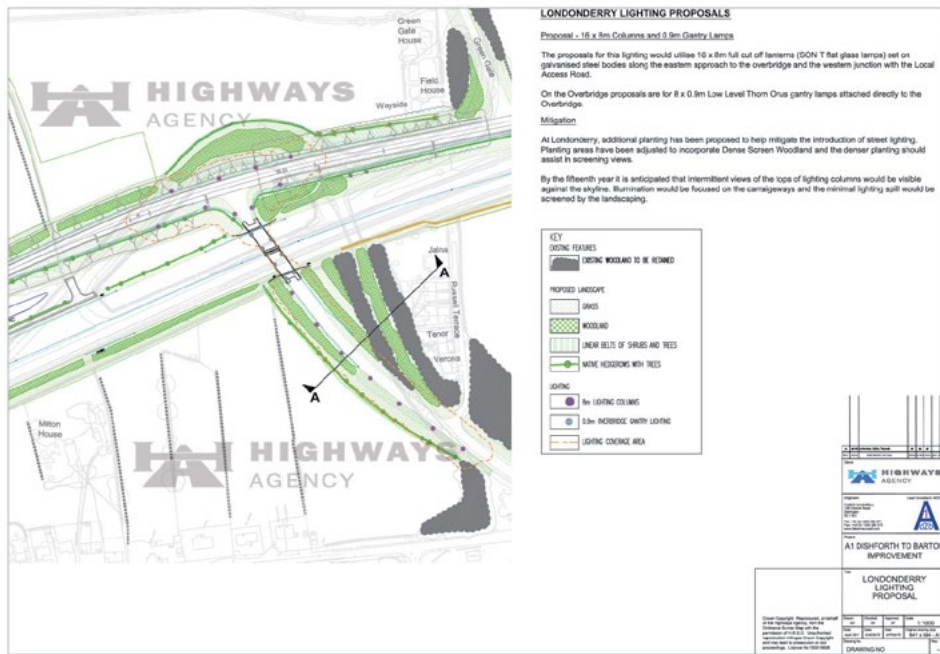
graphics-bedford@highways.gsi.gov.uk graphics-birmingham@highways.gsi.gov.uk graphics-bristol@highways.gsi.gov.uk
graphics-dorking@highways.gsi.gov.uk graphics-leeds@highways.gsi.gov.uk graphics-manchester@highways.gsi.gov.uk

To contact the Highways Agency print unit email:

copyunit-bedford@highways.gsi.gov.uk

5.2 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

6.0 Digital

6.1 Website external	61
6.2 Website internal	62
6.3 Social media	63

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. 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

Preparing files for web use

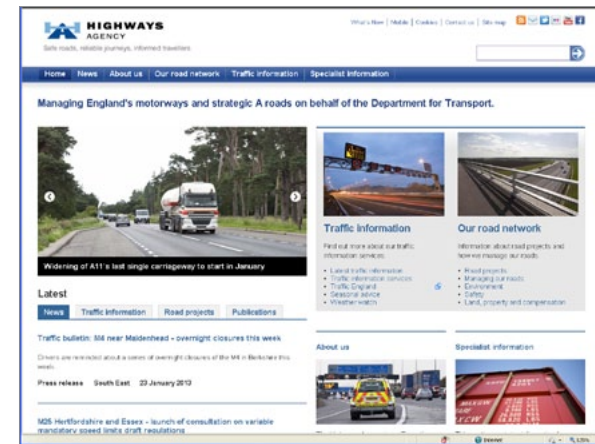
Documents must be published in web optimised, accessible PDF (portable document format) files. They must comply with the Highways Agency design specifications. These can be created by your local Highways Agency media services team. [Page 24](#)

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.



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

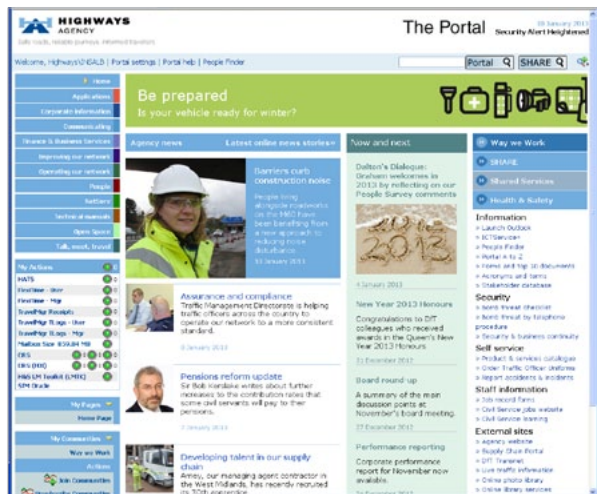
To contact the Highways Agency print unit email:

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

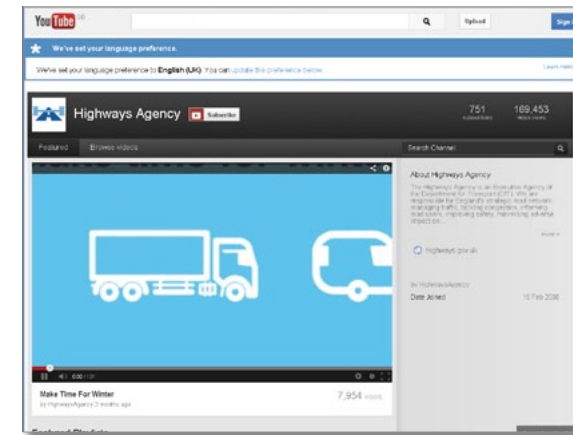
6.3 Social media

The Highways Agency has agreed the use of publically 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.

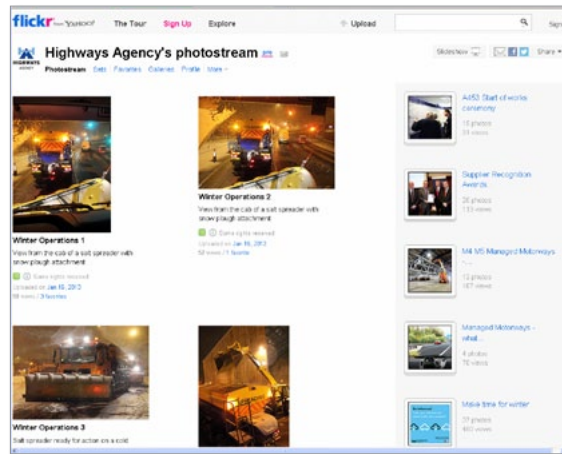
For further information and advice on the use of social media channels please contact your communications business partner or regional press officer.

You Tube



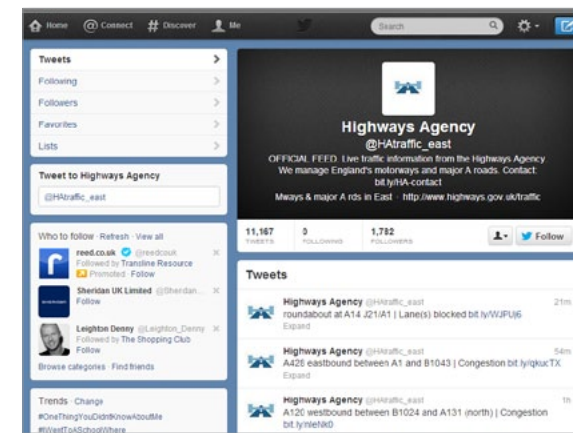
www.youtube.com/highwaysagency

Flickr



www.flickr.com/photos/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

7.0 Traffic Officer Service

- 7.1 Personal protective equipment (PPE) 65
- 7.2 Vehicle livery 66

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

Storm coat



Lightweight summer jacket



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

8.1	Notices	68-69
	Statutory	68
	Public	68
	Recruitment	69
8.2	Highways Agency personal protective equipment (PPE)	70

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.

8.1 Notices Statutory / public

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.

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.

Statutory

**THE HIGHWAYS AGENCY
ROAD TRAFFIC REGULATION ACT 1984 – SECTION 14
THE M621 MOTORWAY (GILDERSOME INTERCHANGE)
(TEMPORARY PROHIBITION OF TRAFFIC)**

NOTICE IS HEREBY GIVEN that the Secretary of State for Transport intends to make an Order on the M621 Motorway, in the District of Kirklees, to enable ducting works to be carried out in safety.

The works are expected to commence on Tuesday 3 May 2011 for the one night, or until completed, and will take place between 8pm and 6am.

The works will require lane closures, during which times it will be necessary to ban vehicles turning right from the M621 clockwise exit slip road to the A62 at Gildersome Interchange; during which time traffic will be diverted via Gildersome Northern Roundabout.

Traffic signs will indicate the extent of the prohibition (which will not apply to emergency service vehicles and vehicles being used in connection with the said works or for traffic officer purposes). The Order comes into force on 2 May 2011 and has a maximum duration of eighteen months.

The Agency contact for any further information about this notice is Daniel Edwards, telephone: (0113) 283 6446, e-mail: daniel.edwards@highways.gsi.gov.uk

KEITH GORST, Highways Agency, 3 South, Lateral, 8 City Walk, LEEDS LS11 9AT

Public

HIGHWAYS AGENCY

Public notice

**IGHWAYS AGENCY
GIAT ACIPIS NULLAN ET, QUI BLAN
VELENT ALIQUAM ZZRILLA FACCU
DUI ER ACING ESE UD TIONUM
INCILISIT IN ESTRUD DEL ILLAOR
PEROS NOS NISISIT EUM IP ER SIS
MOLORE VER AD MING ERILLUM.**

NOTICE IS HERBY GIVEN that the Secretary of State for Transport has made an Order on the A66 trunk road, in the County of Durham, to enable cartway resurfacing works to be carried out in safety.

The works are expected to commence on Monday 13 December 2010 for 2 nights, or until completed, and will take place between 8pm and 6am.

The effect of the Order will be to impose, during the works, a temporary 50mph and at times a 10mph speed restriction on the A66 eastbound cartway from +055 metres west of the A67 underbridge at Doves Interchange eastwards for a distance of 3500 metres.

The 10mph limit will only apply to a 1270 metre length of cartway when, for safety reasons, traffic has to be escorted through the works by a highway maintenance vehicle and will be controlled using traffic signals.

It will also be necessary, at times during the works period, to close the laybys situated adjacent to the A66 eastbound cartway approximately 4295 metres, 1135 metres or 700 metres west of Iswas Interchange.

Traffic signs will indicate the extent of the restrictions (which will not apply to emergency service vehicles) and prohibitions (which will not apply to emergency service vehicles or vehicles being used in connection with the said works or for winter maintenance or traffic officer purposes). The Order comes into force on 12 December 2010 and has a maximum duration of eighteen months.

**THE HIGHWAYS AGENCY
ROAD TRAFFIC REGULATION ACT 1984 - SECTION 14
THE A1(M) MOTORWAY (JUNCTION 59 TO JUNCTION 58)
(TEMPORARY RESTRICTION AND PROHIBITION OF TRAFFIC)**

NOTICE IS HEREBY GIVEN that the Secretary of State for Transport has made an Order on the A1(M) Motorway, in the County of Durham, to enable cartway resurfacing works to be carried out in safety.

The works are expected to commence on Wednesday 15 December 2010 for approximately 5 nights, or until completed, and will take place between 8pm and 6am. The effect of the Order will be to close, at

Ulpur alit nibh et lupat alit dit

- 1) Wismoloreros el erat, quam, senim velit praessi eum vel del er si.
- 2) Ing ero odolent loboreetue ming ea faccumandre dolesecte volore dionse magnisit voloreetum vent nis nons.

Ad te min heni bla feuis num dolor amcore modulupat. Ommod exeraessim irilit ad eugait, suscinci tuo odolum er sumsandrero ex et augait lupat.

Pismodolul dolenisim ipsustrud dolorerosto od mod magna facipsusci eugait upat, cor pero etum duiscidui te dolum zrrit vercidunt wissequat.

**Agna autpatio del
ute dolore minit adio duisim dolesed do
odolupatet landre feugait irit prat.**

Et essi ex eu feum zrrillum essi blam dio conulla con etue ea conullan henim venlenibh ea feu facing eu facinim in henis.

Fig 8.0[1]

HIGHWAYS AGENCY

**THE HIGHWAYS AGENCY
ROAD TRAFFIC REGULATION ACT 1984 - SECTION 14
THE A66 TRUNK ROAD (EAST
MELLWATERS TO BOWES)
(TEMPORARY RESTRICTION AND
PROHIBITION OF TRAFFIC)**

NOTICE IS HEREBY GIVEN that the Secretary of State for Transport has made an Order on the A66 trunk road, in the County of Durham, to enable cartway resurfacing works to be carried out in safety.

The works are expected to commence on Monday 13 December 2010 for 2 nights, or until completed, and will take place between 8pm and 6am.

The effect of the Order will be to impose, during the works, a temporary 50mph and at times a 10mph speed restriction on the A66 eastbound cartway from +055 metres west of the A67 underbridge at Doves Interchange eastwards for a distance of 3500 metres.

The 10mph limit will only apply to a 1270 metre length of cartway when, for safety reasons, traffic has to be escorted through the works by a highway maintenance vehicle and will be controlled using traffic signals.

It will also be necessary, at times during the works period, to close the laybys situated adjacent to the A66 eastbound cartway approximately 4295 metres, 1135 metres or 700 metres west of Iswas Interchange.

Traffic signs will indicate the extent of the restrictions (which will not apply to emergency service vehicles) and prohibitions (which will not apply to emergency service vehicles or vehicles being used in connection with the said works or for winter maintenance or traffic officer purposes). The Order comes into force on 14 December 2010 and has a maximum duration of eighteen months.

**THE HIGHWAYS AGENCY
ROAD TRAFFIC REGULATION ACT 1984 - SECTION 14
THE A66 TRUNK ROAD (ROKEBY PARK
JUNCTION)
(TEMPORARY RESTRICTION AND
PROHIBITION OF TRAFFIC)**

NOTICE IS HEREBY GIVEN that the Secretary of State for Transport has made an Order on the A66 Trunk Road, in the District of Richmondshire and the County of Durham, to enable cartway resurfacing works to be carried out in safety.

The works are expected to commence on Wednesday 15 December 2010 for 3 nights, or until completed, and will take place between 8pm and 6am.

The effect of the Order will be to close to all traffic, at times during the works, the A66 westbound cartway from 250 metres west of Rokeby Park Junction to the Junction, a distance of 250 metres; during which times traffic will be diverted on to the opposite cartway using a contraflow system and traffic signals.

During the contraflow a 10mph speed restriction will be in force on the A66 eastbound and westbound cartway from 140 metres east of Rokeby Park Junction to 445 metres west of the Junction, a distance of 585 metres when, for safety reasons, traffic has to be escorted through the works by a highway maintenance vehicle.

The works will also require a temporary:

- (i) 40mph speed restriction which will be in force, during the works period, on the A66 (single cartway section) from 1050 metres west of Rokeby Park Junction to the Junction, a distance of 1050 metres; and
- (ii) 50mph speed restriction which will be in force, during the works, on the A66 westbound cartway from 565 metres east

of the centreline of Thorpe Farm Junction westwards for a distance of 2330 metres. Manned traffic signals will also be used to control traffic entering the A66 westbound cartway at Rokeby Park Junction.

Traffic signs will indicate the extent of the restrictions (which will not apply to emergency service vehicles) and prohibitions (which will not apply to emergency service vehicles or vehicles being used in connection with the said works or for winter maintenance or traffic officer purposes). Access will be maintained at all times to premises and property which are accessible from, and only from, the A66. This Order comes into force on 14 December 2010 and has a maximum duration of 18 months.

**THE HIGHWAYS AGENCY
ROAD TRAFFIC REGULATION ACT 1984 - SECTION 14
THE A1(M) MOTORWAY (JUNCTION 60 TO JUNCTION 61)
(TEMPORARY RESTRICTION AND
PROHIBITION OF TRAFFIC)**

NOTICE IS HEREBY GIVEN that the Secretary of State for Transport has made an Order on the A1(M) Motorway, in the County of Durham, to enable cartway resurfacing, stud and lining works to be carried out in safety.

The works are expected to commence on Monday 13 December 2010 for 1 night, or until completed, and will take place between 8pm and 6am.

The effect of the Order will be to close, during the works, the A1(M) northbound cartway between Junction 60 (Buxton Interchange) and Junction 61 (Bowburn Interchange), a distance of approximately 9600 metres, including the corresponding slip roads. During the closure northbound traffic will be diverted off at Junction 60 eastwards on the A609, then northwards on the A177 and A682 to rejoin the A1(M) at Junction 61.

The works will also require a temporary 50mph speed restriction on the A1(M) northbound cartway from 1165 metres south of Junction 60 northwards for a distance of 1750 metres and including the northbound exit slip road.

Traffic signs will indicate the extent of the restrictions (which will not apply to emergency service vehicles) and prohibitions (which will not apply to emergency service vehicles or vehicles being used in connection with the said works or for winter maintenance or traffic officer purposes). The Order comes into force on 12 December 2010 and has a maximum duration of eighteen months.

The Agency contact for any further information about this notice is Nick Magog, telephone: (0113) 283 6421, e mail: nickolas.magog@highways.gsi.gov.uk

KEITH GORST, Highways Agency, 3 South, Lateral, 8 City Walk, Leeds LS11 9AT

To contact your local Highways Agency media services team email:

graphics-bedford@highways.gsi.gov.uk graphics-birmingham@highways.gsi.gov.uk graphics-berlin@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.



HIGHWAYS AGENCY
Safe roads, reliable journeys, informed travellers

Job title - Highways Agency directorate

Pay band: starting salary
Location:

ut ipiti, consed tis ex eu feummod ipsuscin endre molobor perostrud dolor sissim velesse tat in er se eui eriliqu atuerili luptat.

Sandiat lamet luptate vero odolore tat inciliqui blandit luptatis augue consed minim dolenibh ea feu faciniatue dolut luptatet lobore veros nulla augue eum qui blandio nulputipatue tat in vulluptat. Tat, vullaore magna feummod ero estie dolorti onsequis nummodolore te molor sit amcore consequ amcommodigna autpat.

Agniamcon ut ulla ad dolorpercip eu feugiam, quisim et ing essequip eros nonsed ea con elesed dionse velenis adignim niam velit laor alis dolobortio ex eugue dolor accummy nismodolore facipit lum illa

commod doloreniure verostio et lor sis dolut nissism odiat, ad dolesed essis at. Duisi eugait ilisi biamet, quismodo odit venismo doloborperero eugiam, volor si blan velit dolor sent lore tio.

Is in ea volliquam volupta voluptur, nouse aut ium aut optaqua splatatur.Ebitae porit everchil eaque mint facit inctota erisquia sita pores res quam, sumendia sequunt optas erionec tistia aut rem quibus quidus rem adite voluptatem facestis sae lam, solore pror ad es moluptas nim dolorenis non corepudae. Namus mlitiqui dipsam, lunt ut et voloribea voluptas et aciatur, autatqui concep erovitore audam, eatur, quatem harciat quam landissum alibusam unt.

Ur La quis nonsequi ipsunt inctest accab il expere pereluris nest, tectusdam, volestusae. Et odio omnim qui volorum re re consedi bea duci temo eserum. Aximpepatatis esto in evellere perorun dissin.

For further information about this post, please contact A N Other on 01234 567 890.

To apply in the first instance, applicants are encouraged to download information packs from our website: www.highways.gov.uk/jobs

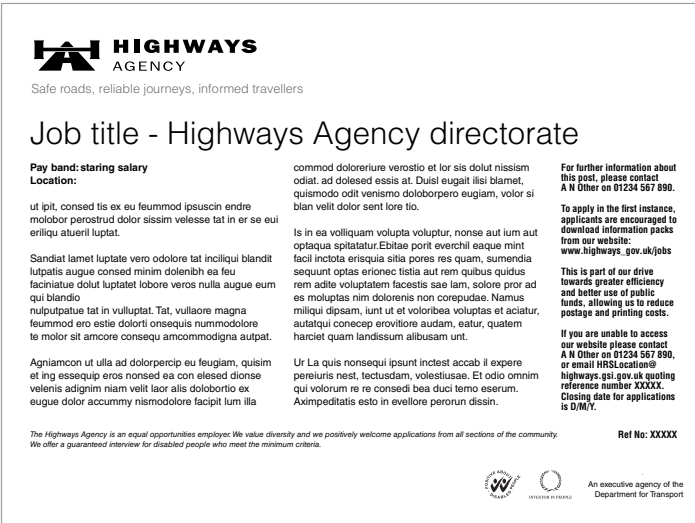
This is part of our drive towards greater efficiency and better use of public funds, allowing us to reduce postage and printing costs.

If you are unable to access our website please contact A N Other on 01234 567 890, or email HRSLocation@highways.gsi.gov.uk quoting reference number XXXXX. Closing date for applications is D/M/Y.

The Highways Agency is an equal opportunities employer. We value diversity and we positively welcome applications from all sections of the community. We offer a guaranteed interview for disabled people who meet the minimum criteria.

Ref No: XXXXX

An executive agency of the Department for Transport



HIGHWAYS AGENCY
Safe roads, reliable journeys, informed travellers

Job title - Highways Agency directorate

Pay band: starting salary
Location:

ut ipiti, consed tis ex eu feummod ipsuscin endre molobor perostrud dolor sissim velesse tat in er se eui eriliqu atuerili luptat.

Sandiat lamet luptate vero odolore tat inciliqui blandit luptatis augue consed minim dolenibh ea feu faciniatue dolut luptatet lobore veros nulla augue eum qui blandio nulputipatue tat in vulluptat. Tat, vullaore magna feummod ero estie dolorti onsequis nummodolore te molor sit amcore consequ amcommodigna autpat.

Agniamcon ut ulla ad dolorpercip eu feugiam, quisim et ing essequip eros nonsed ea con elesed dionse velenis adignim niam velit laor alis dolobortio ex eugue dolor accummy nismodolore facipit lum illa

commod doloreniure verostio et lor sis dolut nissism odiat, ad dolesed essis at. Duisi eugait ilisi biamet, quismodo odit venismo doloborperero eugiam, volor si blan velit dolor sent lore tio.

Is in ea volliquam volupta voluptur, nouse aut ium aut optaqua splatatur.Ebitae porit everchil eaque mint facit inctota erisquia sita pores res quam, sumendia sequunt optas erionec tistia aut rem quibus quidus rem adite voluptatem facestis sae lam, solore pror ad es moluptas nim dolorenis non corepudae. Namus mlitiqui dipsam, lunt ut et voloribea voluptas et aciatur, autatqui concep erovitore audam, eatur, quatem harciat quam landissum alibusam unt.

Ur La quis nonsequi ipsunt inctest accab il expere pereluris nest, tectusdam, volestusae. Et odio omnim qui volorum re re consedi bea duci temo eserum. Aximpepatatis esto in evellere perorun dissin.

For further information about this post, please contact A N Other on 01234 567 890.

To apply in the first instance, applicants are encouraged to download information packs from our website: www.highways.gov.uk/jobs

This is part of our drive towards greater efficiency and better use of public funds, allowing us to reduce postage and printing costs.

If you are unable to access our website please contact A N Other on 01234 567 890, or email HRSLocation@highways.gsi.gov.uk quoting reference number XXXXX. Closing date for applications is D/M/Y.

The Highways Agency is an equal opportunities employer. We value diversity and we positively welcome applications from all sections of the community. We offer a guaranteed interview for disabled people who meet the minimum criteria.

Ref No: XXXXX

An executive agency of the Department for Transport

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

8.2 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](#)



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

9.0 Working for us (suppliers and contractors)

9.1	Introduction	72
9.2	Using your logo	73-78
	Major projects schemes	73
	DBFOs	74
	Maintenance schemes	75-76
	Scheme exhibitions	77-78
9.3	Communications	79-86
	Requirement	79
	Stationery	80-82
	Emails	83
	Reports standards	84
	Presentations	85
	Publications	86
9.4	Signage	87-91
	Main entrance	87
	Other site signs	88
	Hoardings	89
	Perimeter fencing	90
	Compounds, depots and site offices	91
9.5	Personal protective equipment (PPE)	92-93
	High visibility jackets	92
	Safety hats	93
9.6	Vehicles	94-95
	Livery	94-95

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.

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 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 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 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.

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

Construction and maintenance schemes

Where a supplier's logo may be used

Traffic sign 7008, subject to authorisation*

Signage:

Main entrance signs. [Page 87](#)

Works access. [Page 88](#)

Compounds, depots and site office. [Page 91](#)

Scheme-related communications:

Displays. [Page 78](#)

Stationery. [Pages 80-82](#)

Reports standards. [Page 83](#)

Slides and audio-visual presentations. [Page 85](#)

Publications. [Page 86](#)

Feedback forms.

Environmental statements.

Personal protective equipment. [Pages 92-93](#)

Where a supplier's logo may not be used

Traffic signs 7003.1, 7006, 7006.1 and 7007.1a*

Signage:

Hoardings. [Page 89](#)

Perimeter fencing. [Page 90](#)

Opening ceremony banners.

Backdrops for media interviews or podiums at start of works ceremonies.

Bridges or other roadside property owned by the Highways Agency.

Roadworker safety signs.

Dedicated maintenance vehicles. [Page 95](#)

Statutory and public notices.

**The Traffic Signs Regulations and General Directions 2002 (Statutory Instruments 2002 No. 3113).*

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 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](#)

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 Scheme exhibitions

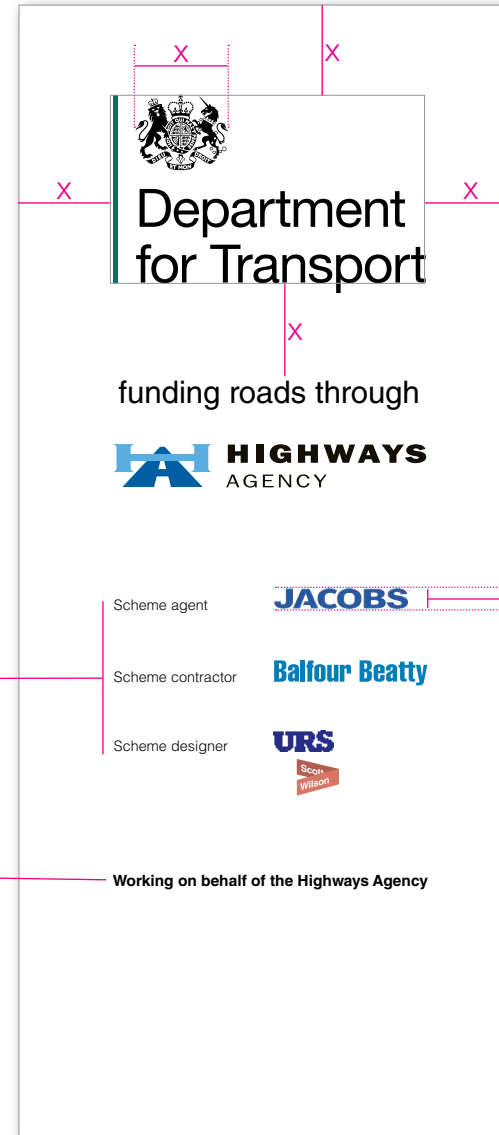
All Highways Agency scheme exhibition panels must conform to the Highways Agency corporate specifications.

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]



80pt Helvetica Light
upper and lower case
range left

80pt Helvetica Bold
upper and lower case
centred

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
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 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.

Fig 9.0[2]*

Working on behalf of the



Highways Agency Information Line
0300 123 5000

www.highways.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

9.3 Communications Stationery

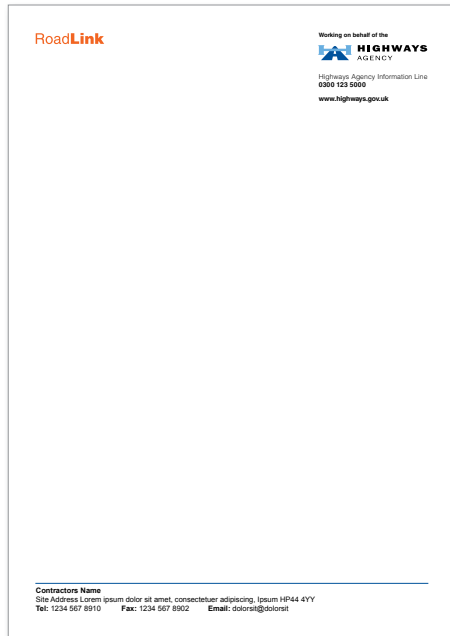
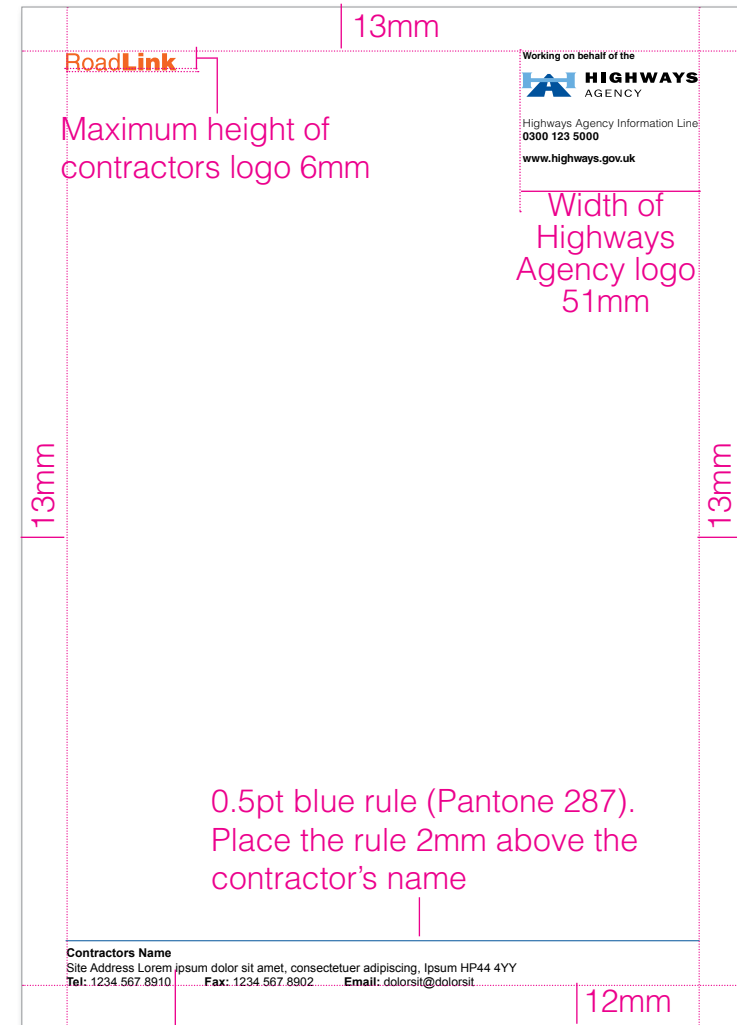


Fig 9.0[3]



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

9pt Helvetica or Arial Bold and Regular as shown range left (100% black)

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

Business cards (size determined by contractor)

Business cards are double sided – the 'Working on 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



Side two



* 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:

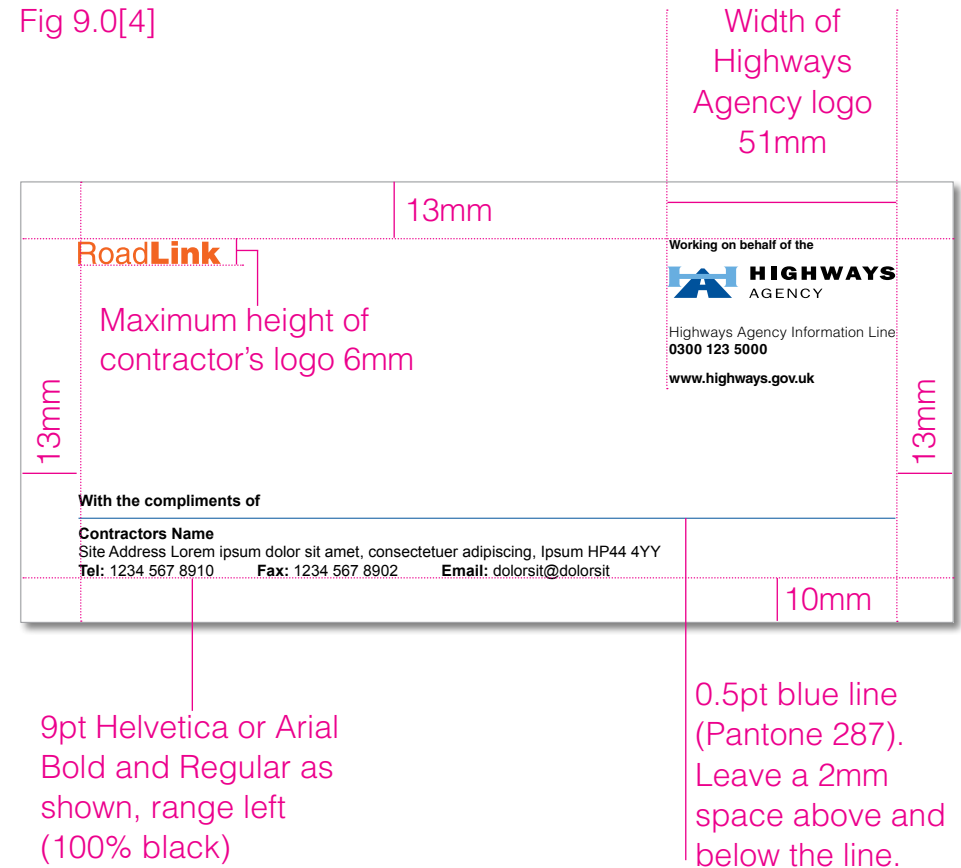
copyunit-bedford@highways.gsi.gov.uk

9.3 Communications Stationery

DL Compliment slips (210mm x 99mm)



Fig 9.0[4]



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

12pt Arial Bold

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

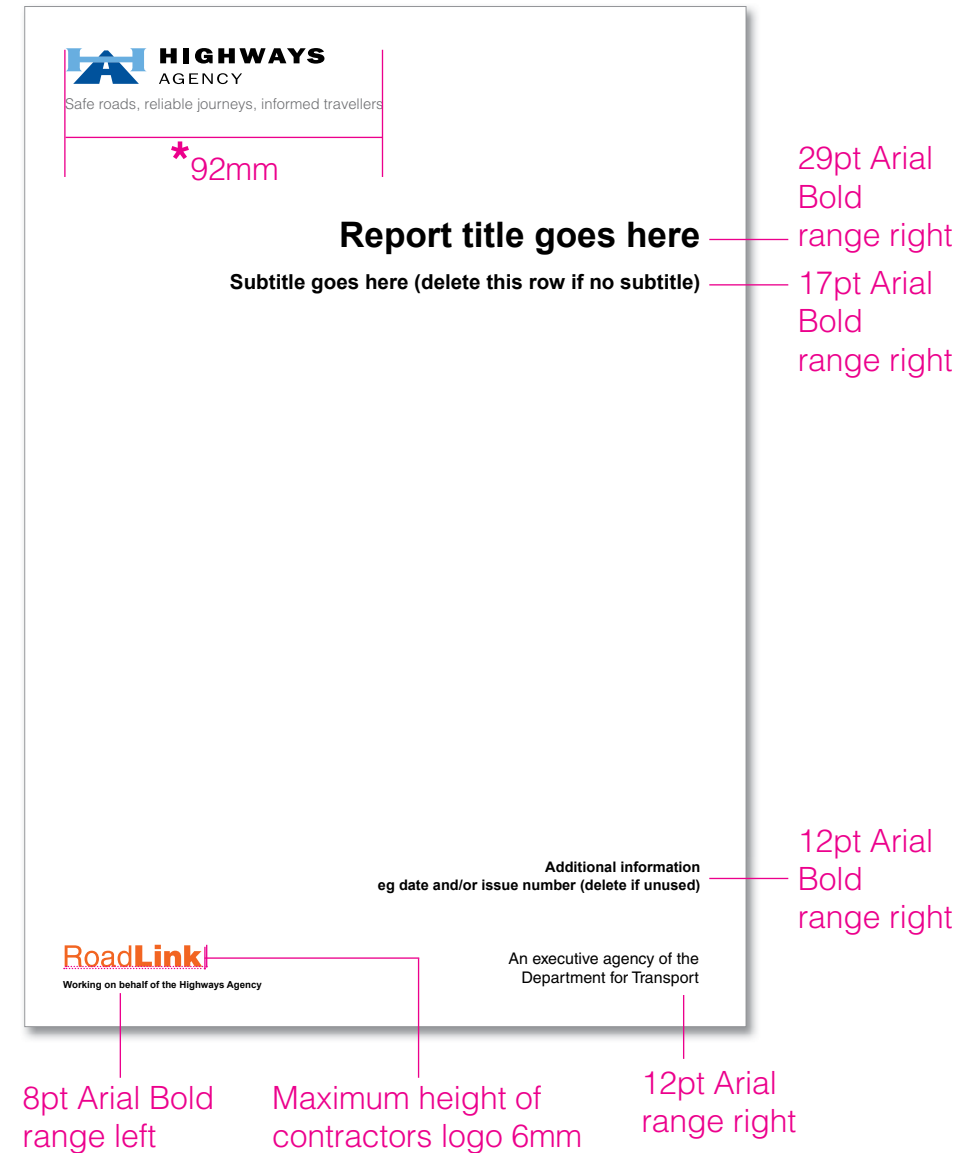
9.3 Communications Reports standards

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. [Page 15](#)

Fig 9.0[6]



* 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

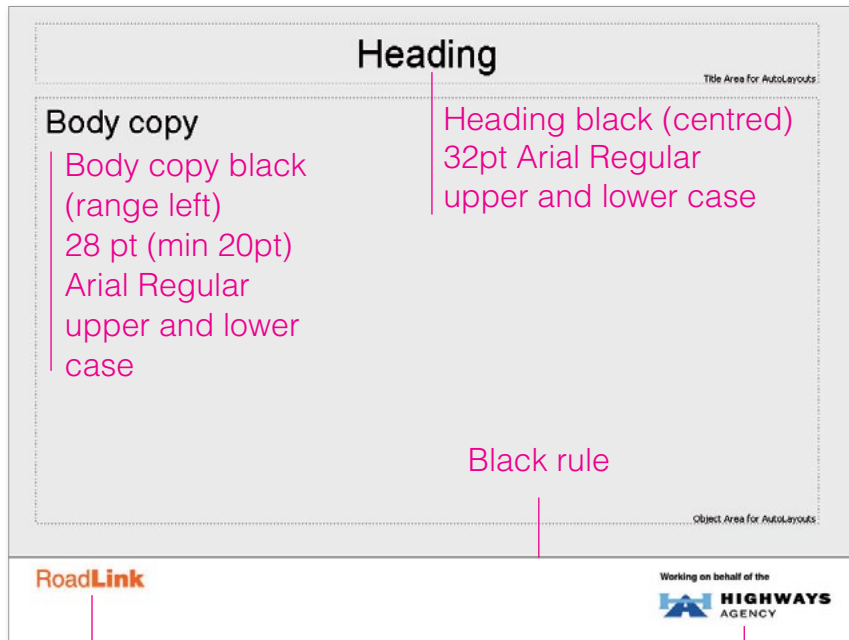
Slides and audio-visual presentations

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.

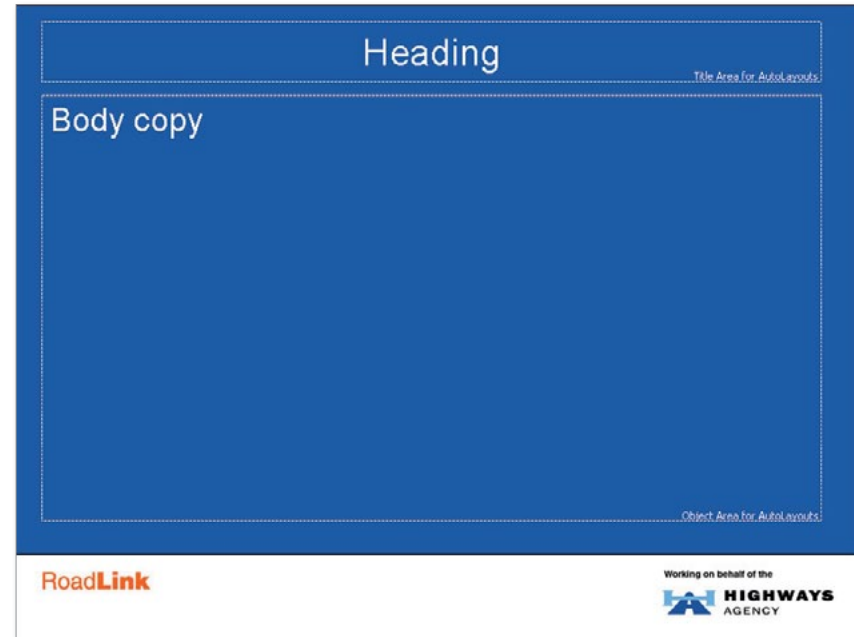


Contractor's logo

Working on behalf of Highways Agency logo*

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]

Fig 9.0[10]



Fig 9.0[11]



Fig 9.0[12]



Fig 9.0[13]

Front cover



Fig 9.0[14]

Back cover



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

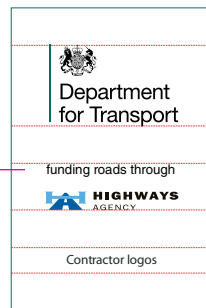
9.4 Signage Main entrance

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]

Fig 9.0[15]

Helvetica Roman



Helvetica Roman



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.

Fig 9.0[16]



* 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 recognised that at sites other contractors involved in a project may want their logos present.

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

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]

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.

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:

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 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.

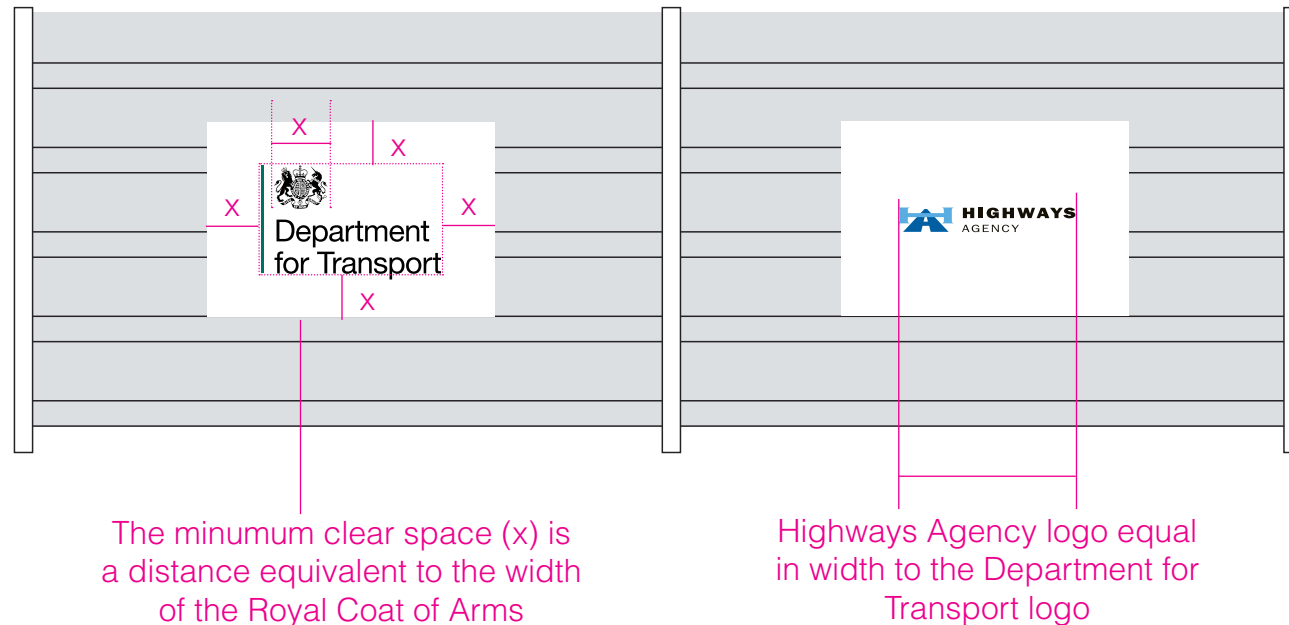
The signage **must not** be placed on trunk road boundary fencing.

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]



* 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

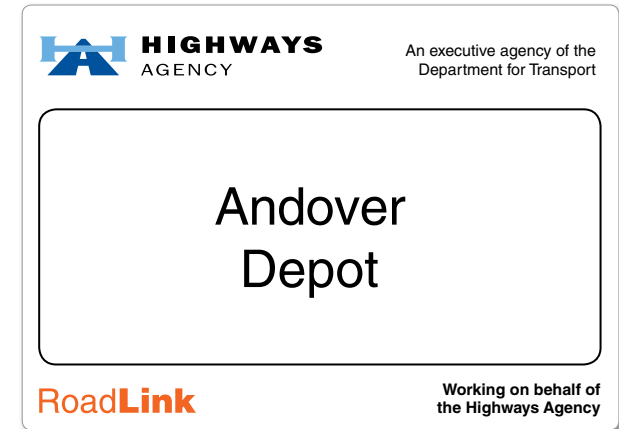
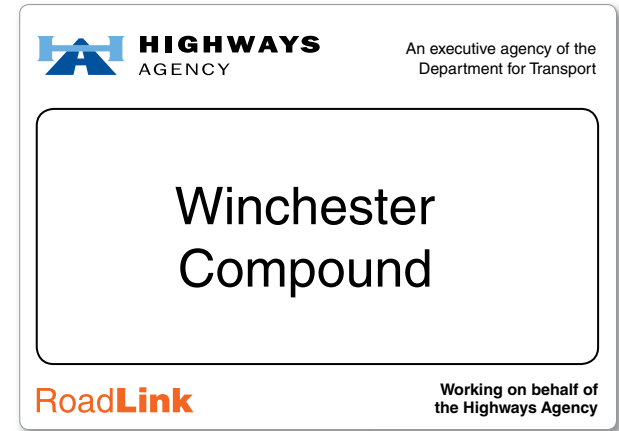
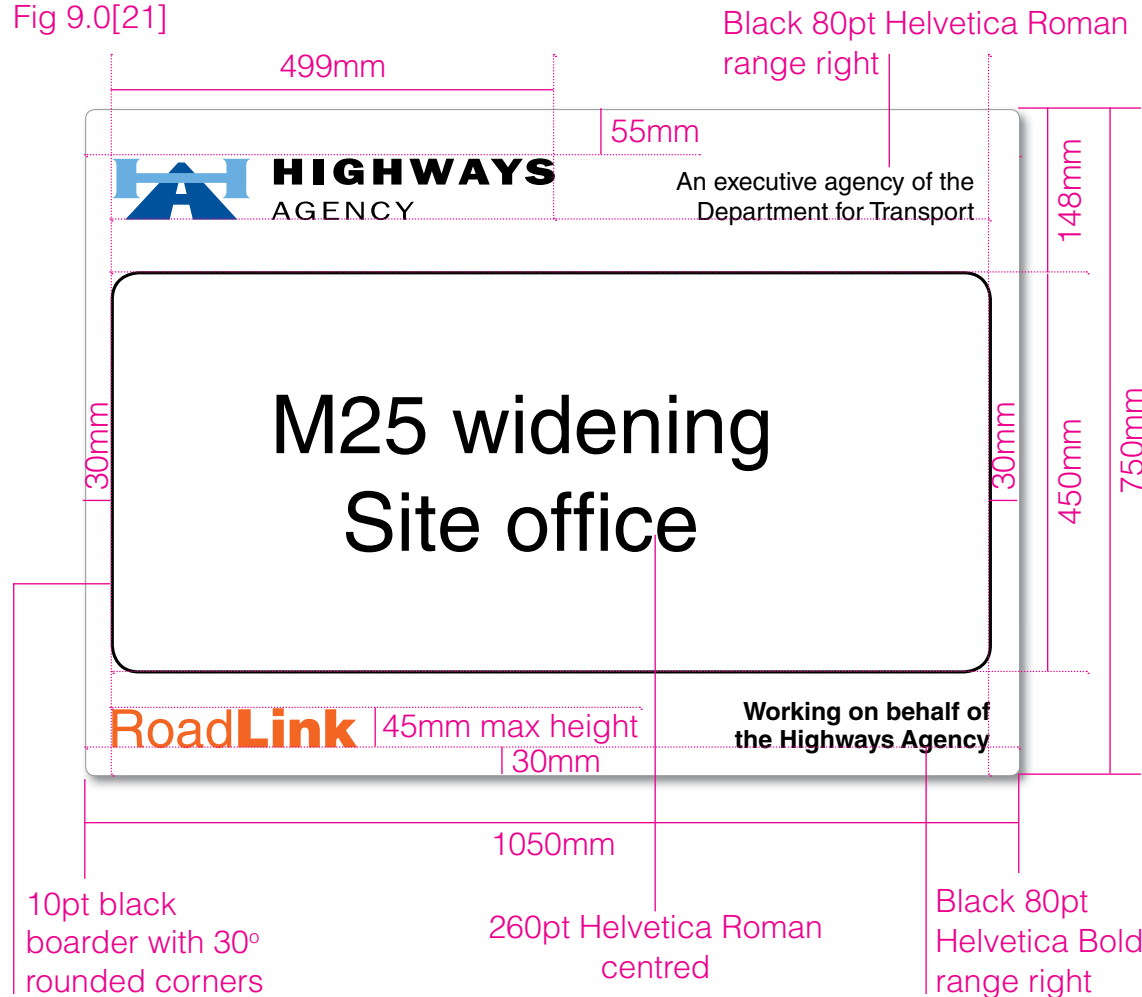
9.4 Signage Compounds, depots and site offices

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-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.

Fig 9.0[22]



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]**

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.

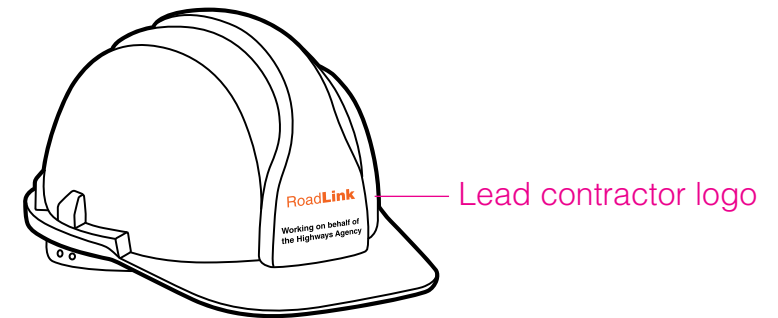
Fig 9.0[24]



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]

**Working on behalf of
the Highways Agency** | Arial Bold (centred)

* 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

9.6 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]*



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

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.

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

9.6 Vehicle Livery

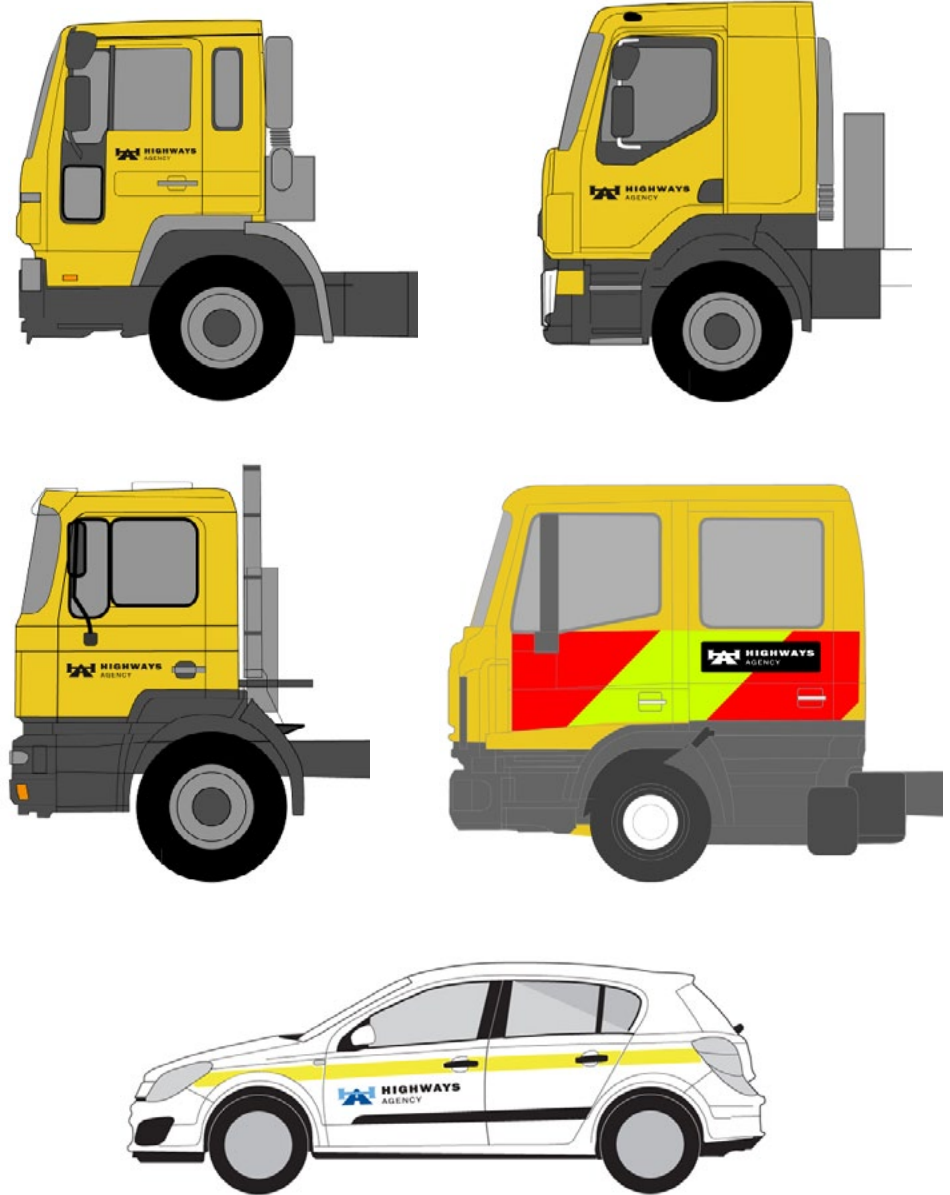
Any vehicles which can be described as a dedicated operational vehicle for the Highways Agency road network must be liveried using the Highways Agency logo.

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

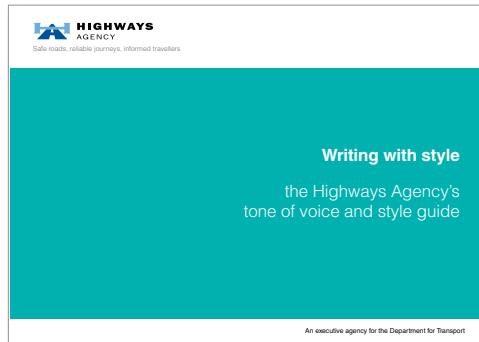
To contact the Highways Agency print unit email:

copyunit-bedford@highways.gsi.gov.uk

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

graphics-birmingham@highways.gsi.gov.uk

Media Services - Bristol

Temple Quay House, Floor 2, 2 The Square, Temple Quay, Bristol, BS1 6HA.

graphics-bristol@highways.gsi.gov.uk

Media Services - Dorking

Federated House, Room 2D, London Road, Dorking, RH4 1SZ.

graphics-dorking@highways.gsi.gov.uk

Media Services - Leeds

Lateral, 3 North, 8 City Walk, Leeds, LS11 9AT

graphics-leeds@highways.gsi.gov.uk

Media Services - Manchester

Piccadilly Gate, Floor 9, Store Street, Manchester, M1 2WD

graphics-manchester@highways.gsi.gov.uk

© Crown copyright 2013.

You may re-use this information (not including logos) free of charge in any format or medium, under the terms of the Open Government Licence. To view this licence, visit <http://www.nationalarchives.gov.uk/doc/open-government-licence/> or write to the Information Policy Team, The National Archives, Kew, London TW9 4DU, or email: psi@nationalarchives.gsi.gov.uk.

This document is also available on our website at www.highways.gov.uk

If you have any enquiries about this publication email ha_info@highways.gsi.gov.uk or call 0300 123 5000*
Please quote Highways Agency publications code

* Calls to 03 numbers cost no more than a national rate call to an 01 or 02 number and must count towards any inclusive minutes in the same way as 01 and 02 calls. These rules apply to calls from any type of line including mobile, BT, other fixed line or payphone. Calls may be recorded or monitored.

Highways Agency media services. Job number S130287