



**Authorised
Testing Facility**

Authorised Testing Facility

Brand identity guidelines

Rev April 2014

Contents

The ATF proposition	3	Example spreads	26
The ATF brand proposition	4	The arc	27
DVSA's vision	5	The gradient	29
The logo	6	Image placement	30
Primary logo	7	Application	31
Secondary/portrait logo	9	Co-branded letterhead	32
Exclusion zones	11	PowerPoint	33
Minimum sizes	12	ATF provider co-branded advertising	36
What not to do	13	Merchandise and clothing	37
Signage 14	14		
Mandatory signage for all ATFs	15		
Third Party Open Access ATFs			
mandatory signage	16		
Test lane signage	17		
Ambient branding	18		
The brand	19		
Colour palette	20		
Typeface	21		
Web usage	22		
Imagery	23		
A4 portrait cover	24		
A4 landscape cover	25		



**Authorised
Testing Facility**

The ATF proposition

The ATF brand proposition

“ATFs will transform the delivery of testing. They bring testing to the point of maintenance in a way that allows DVSA to uphold the highest standards of impartiality and independence.

“In doing so, they reduce cost and increase convenience for the ATF customer; create business opportunities for ATF owners; and have a positive impact on both the environment and road safety.”

DVSA's vision

Safety Standards Service

The Driver and Vehicle Standards Agency (DVSA) contributes to delivery of government initiatives as part of the Motoring and Freight Services Group of the Department for Transport.

As a group, we are working together to provide modern and efficient services to meet the needs of customers, while always remaining focused on keeping drivers and vehicles safe and secure.



**Authorised
Testing Facility**

The logo

Primary logo

This is the primary ATF logo showing the text positioned to the right of the mark.

It is the default logo.



**Authorised
Testing Facility**

Primary logo alternatives

ATF primary logo (reversed out of green)



ATF primary logo (reversed out of blue)



ATF primary logo (single colour black)



ATF primary logo (reversed out of black)



Secondary/ portrait logo

This is the secondary ATF logo, shown in its full colour version.

The text is always positioned below the mark.

In all instances, the primary logo should be the first option. However, the secondary logo can be used wherever physical space means the use of the primary logo is not possible.



**Authorised
Testing Facility**

Secondary/ portrait logo alternatives

ATF primary logo (reversed out of green)



ATF primary logo (reversed out of blue)



ATF primary logo (single colour black)



ATF primary logo (reversed out of black)

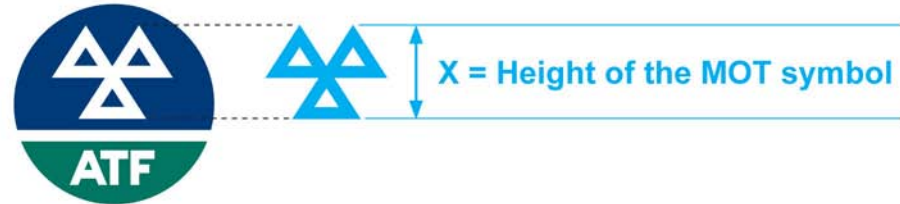


Exclusion zones

To maintain clarity and legibility, the logo mark should be positioned on the page with an area of clear space surrounding it – an 'exclusion zone'.

This 'exclusion zone' can be measured as the height of the MOT symbol, as shown.

The exclusion zone cannot contain any other graphic elements or typography.



Exclusion zones



Minimum sizes

Stationery and literature

The logo should always been shown as prominently as possible, However, in applications where small logos have to be used such as business cards, it must not be reproduced smaller than 26mm in width, and the secondary logo should not be reproduced smaller than 20mm in width.

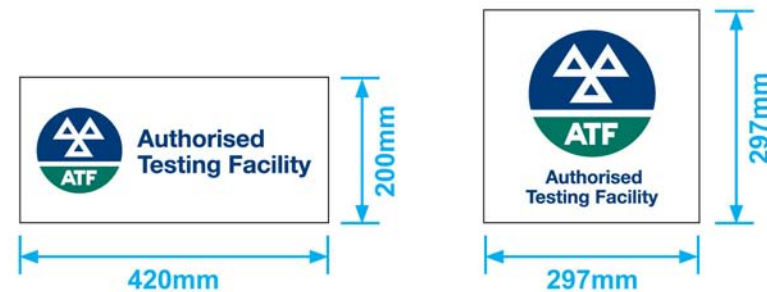
Co-branded signage

On signage, the primary logo must not be reproduced smaller than 420mm x 200mm, and the secondary logo should not be reproduced smaller than 297mm x 297mm

Printed material (stationery and literature)



Co-branded signage



For ATF signage refer to page 15

What not to do

To preserve its integrity and keep the brand consistent, the logo should be used in its original form at all times, and not redrawn, recoloured or altered in any way.



❌ Do not use any other colours



❌ Do not re-order elements
For stacked version use the secondary logo



❌ Do not change the scale of elements



❌ Do not alter or distort or stretch the logotype



❌ Do not alter the logotype in any way



❌ Do not place the logotype on unsuitable backgrounds or in a box



**Authorised
Testing Facility**

Signage

Mandatory signage for all ATFs

Primary sign

Signage must be displayed as shown, at a mandatory size of 1350mm x 625mm

Secondary sign

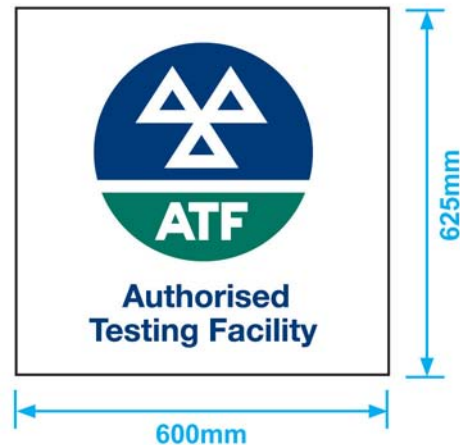
The secondary sign may only be used when there is not enough space to display the primary sign. Signage must be displayed as shown, at a minimum size of 600mm x 625mm.

Mandatory ATF sign – primary sign option



Mandatory size 1350mm x 625mm

Mandatory ATF sign – secondary sign option



Mandatory size 600mm x 625mm

All ATFs must display at least one sign, the primary option being the preferred sign.

All signage must be displayed on an exterior wall, in a prominent position adjacent to the approved test lane(s), no part higher than 4.5m and no part lower than 1m from the ground.

Third Party Open Access ATFs mandatory signage

*eg for boundary or
site entrance areas*

Guidelines for usage

It is mandatory for all ATFs offering testing to Third Party Open Access customers to have exterior signage in place at the boundary of the site, or at the site entrance, to clearly signal to customers that this site offers Third Party Open Access testing.

Every effort should be made to ensure it is clear, consistent and professionally produced.

Third Party Open Access ATF signs: examples

Horizontal sign



Vertical sign



Horizontal sign with services list



Vertical sign with
services list



Services listed on the exterior signs should be adapted to reflect types of test that the ATF is authorised to deliver.

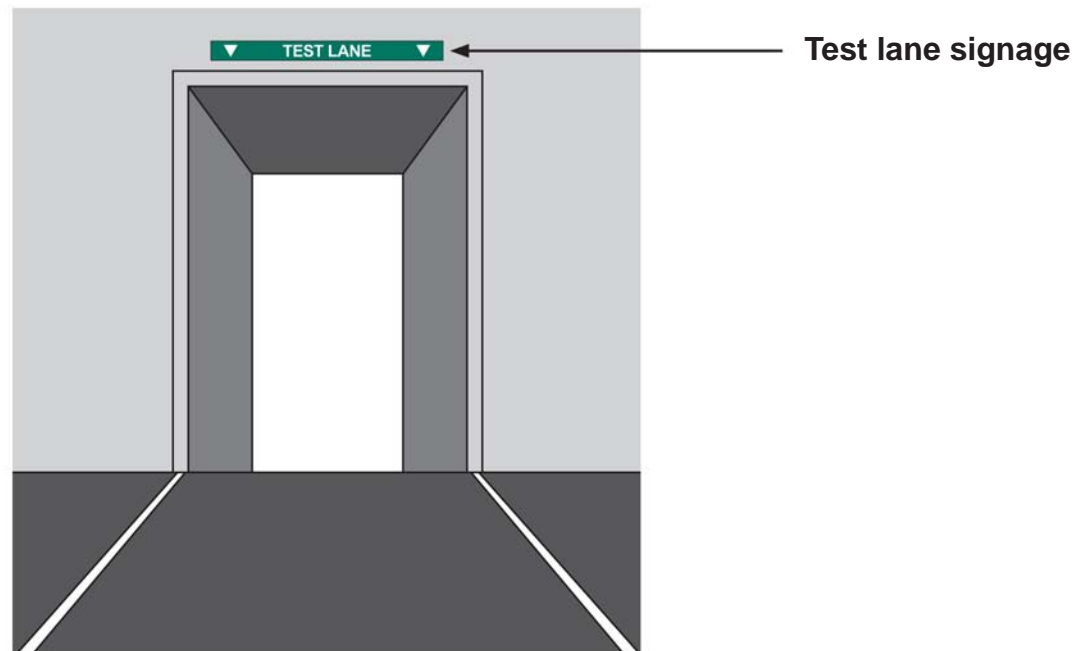
The ATF logo may be incorporated with the ATF's own signage, using the minimum logo sizes. Refer to page 12, co-branded signage for details.

Recommended test lane signage

Test lane signage



Minimum size 850mm x 75mm (proportions can be altered to suit)



Not to scale

Ambient branding

Creating an experience

Although there's no requirement to do so, the ATF brand and these guidelines can be used to create a fully rounded brand experience on site.

For more information,
please contact DVSA at
ATFEnquiry@vosa.gov.uk





**Authorised
Testing Facility**

The brand

Colour palette

Primary colours

The primary colours for the ATF brand are:

Green (Pantone 3298)

Blue (Pantone 654)



Spot colours

Pantone 3298

Four colour process

C: 100

M: 0

Y: 60

K: 38

Websafe

R: 0

G: 102

B: 102

Hex

006666

Spot colours

Pantone 654

Four colour process

C: 100

M: 69

Y: 0

K: 38

Websafe

R: 0

G: 0

B: 102

Hex

000066

Typeface

The ATF primary typeface
is Arial.

To ensure accessibility, 12pt
is the minimum recommended
size for text.

Arial (Regular, Bold and Italic weights)

Arial regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

Arial bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

Arial italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

Arial bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

Web usage

Primary colours

For documents that are viewed online through web browsers (websites) the following should be observed:

RGB or Hex colours:

Green

RGB = R0, G102, B102

Hex = 006666

Blue

RGB = R0, G0, B102

Hex = 000066

Minimum logo sizes:

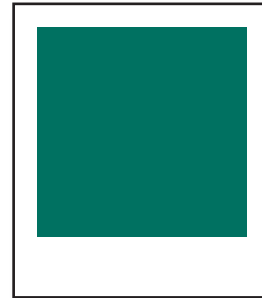
Primary logo: 147 pixels

Secondary: 85 pixels

Typeface

For all online communication Arial should be used.

Green



Websafe

R: 0

G: 102

B: 102

Hex

006666

Blue



Websafe

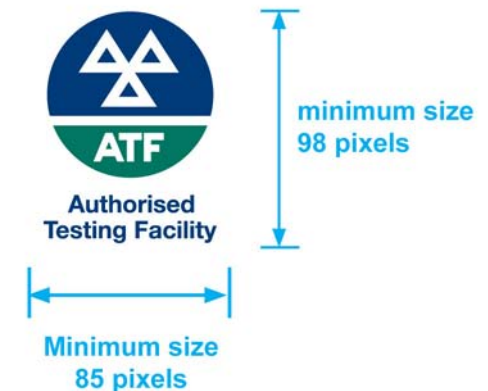
R: 0

G: 0

B: 102

Hex

000066



Online/web font is Arial

Arial regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

Arial bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

Imagery

All imagery should be relevant to the transport and logistics sector. It should be set in the 'real world', not staged and depict realistic situations.

Any vehicle-based photography should show vehicles in the UK and people-based imagery should always feature actual ATF or DVSA staff and customers, rather than models.

In DVSA publicity, third-party logos and vehicle registrations should be removed, correct workwear shown where applicable, and permission for usage should be requested from any DVSA staff featured in the photography.

Vehicle-based imagery



People-based imagery



A4 portrait cover



- 1 ATF Primary logo**
A4 portrait size of 85mm
- 2 Main heading**
Arial regular 28pt on 35pt leading. Blue or green heading.
- 3 Supporting picture**
These can be colour or duotone pictures (duotone image must match the colour of the circular frame)
- 4 Main picture**

A4 landscape cover



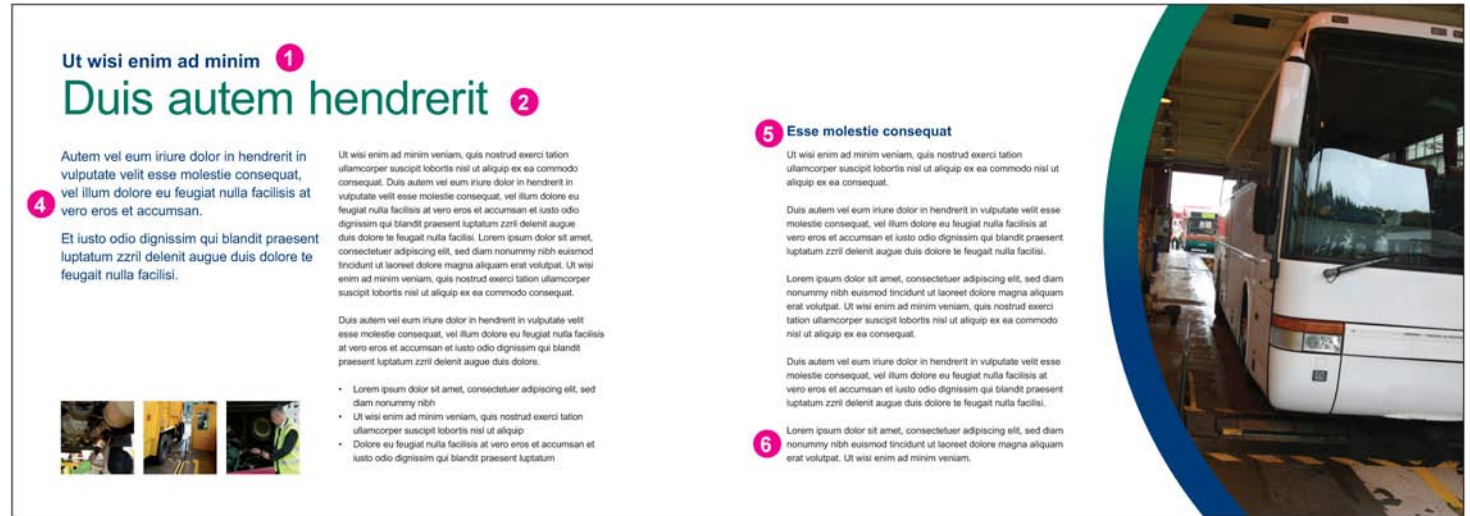
- ❶ **ATF Primary logo**
A4 landscape size of 100mm
- ❷ **Main heading**
Arial regular 28pt on 35pt leading

- ❸ **Supporting picture**
These can be colour or duotone pictures (duotone image must match the colour of the circular frame)

- ❹ **Main picture**

Example spreads

The example spreads shown give guidance on typography and font sizes in printed communications.



1 Section heading
Arial bold 22pt on 26pt leading

2 Single line heading
Arial regular 55pt

3 Double line heading
Arial regular 42pt on 50pt leading

4 Introduction copy
Arial regular 16pt on 21pt leading

5 Sub-heading
Arial bold 16pt on 21pt leading

6 Body copy
Arial regular 12pt on 16pt leading

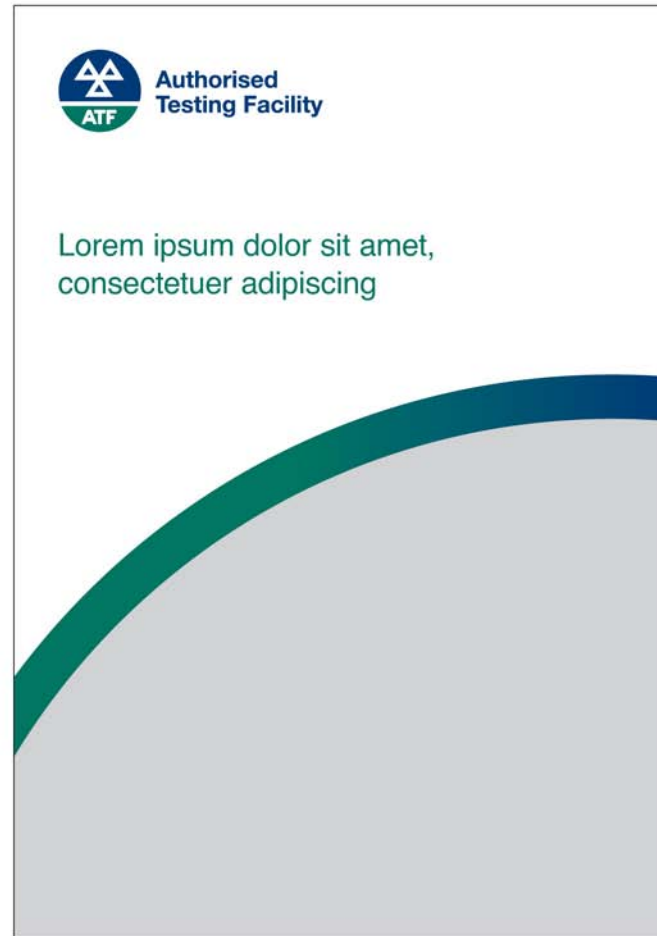
The arc

Alongside colour and imagery, the third element that gives the ATF its distinctive visual identity is the use of graphics.

As these non-prescriptive examples to the right illustrate, we have introduced the 'Arc'.

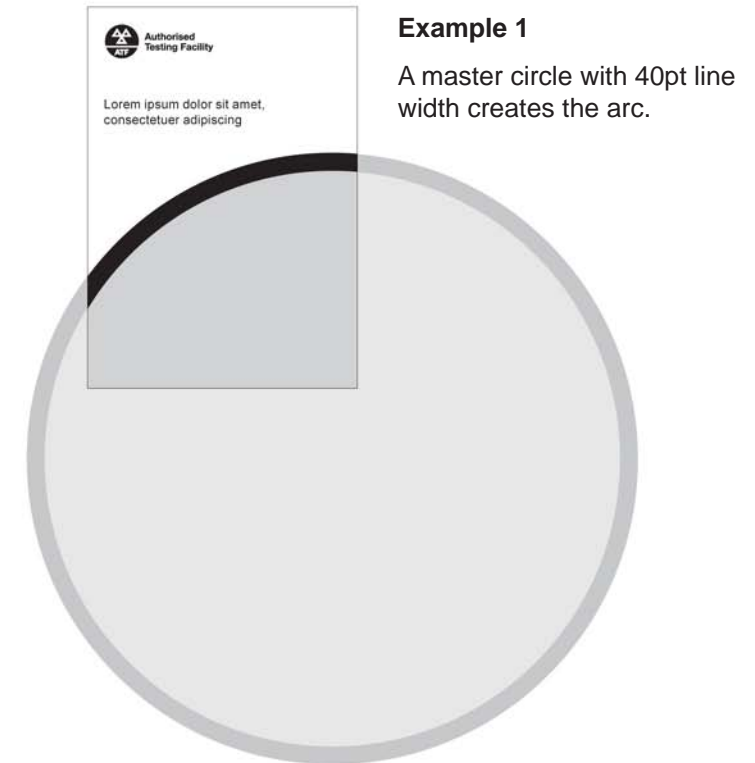
This graphic device is based on the circular ATF symbol. It is versatile, though most typically used to frame images and add emphasis to important information.

This element allows more creative interpretation of the visual identity, without sacrificing the ATF brand's authority and consistency.



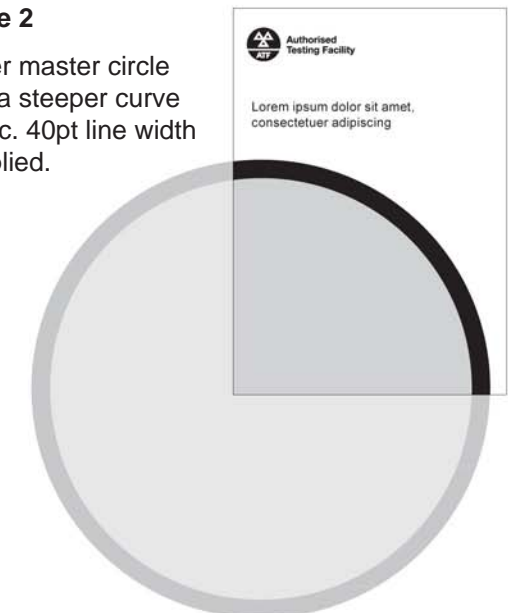
Arc can be positioned anywhere, but on an A4 sheet its line width should be 40pt. The two examples shown here depict how the arc is cropped from a master circle with line width of 40pt.

For documents of different dimensions see the following page for line width guidance.



Example 2

A smaller master circle creates a steeper curve in the arc. 40pt line width also applied.



The arc

Arc line weight

To maintain a consistent proportion between the size of the page and the line width of the arc, the following should be adhered to:

A2 page line width 80pt

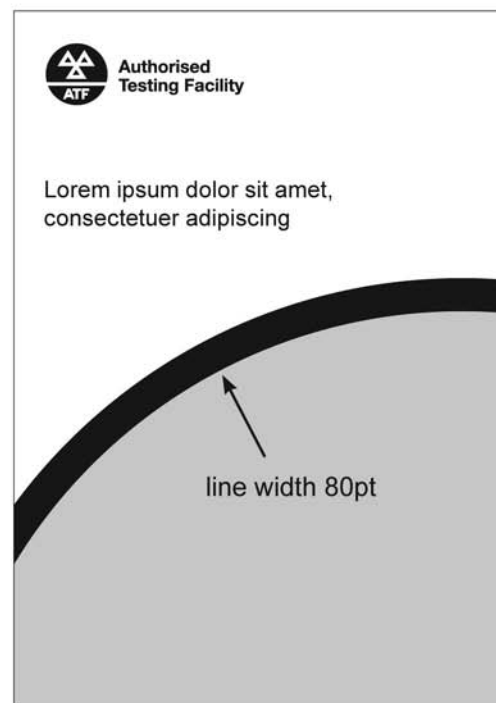
A3 page line width 56pt

A4 page line width 40pt

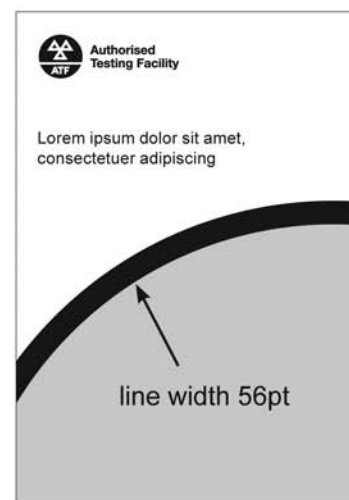
A5 page line width 28pt

A6 page line width 20pt

A2 page



A3 page



A4 page



A5 page



A6 page



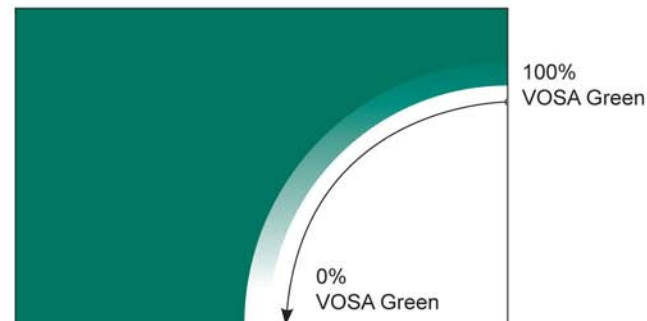
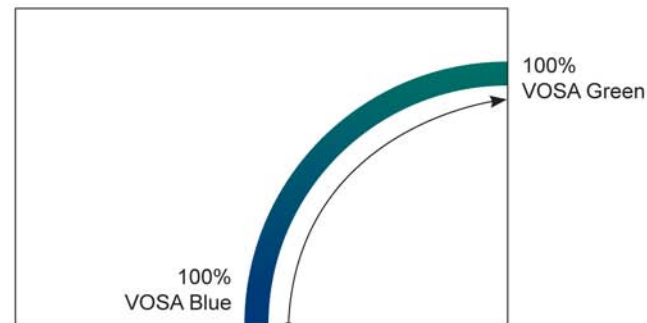
For guidance on the position of the arc see the previous page

The gradient

Whenever the arc graphic is used it should contain a graduated line as shown in the examples on this page.

3 types of gradient can be used depending on the layout background colours.

Against a white background only the blue to green gradient can be used.



Usable gradients

Blue to green



Green to blue



Green to white



White to green



Blue to white



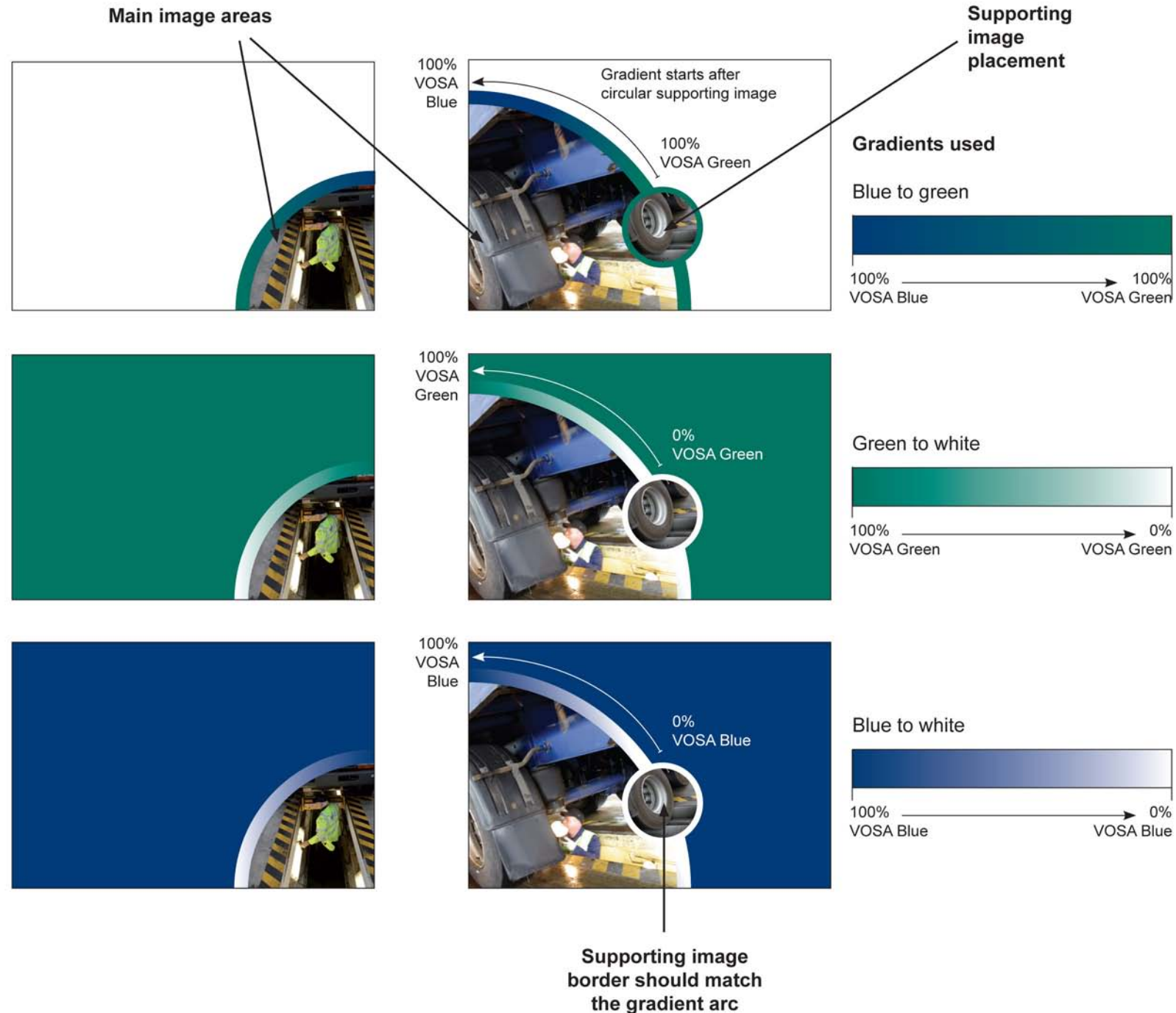
White to blue

Image placement

As shown in these non-prescriptive examples on the right, the arc can be used to frame main imagery. A supporting image can also be included using a circular image border placed on the arc.

The colour of the supporting image border is dependent on its position on the main arc.

The gradient on the main arc begins after the secondary image.





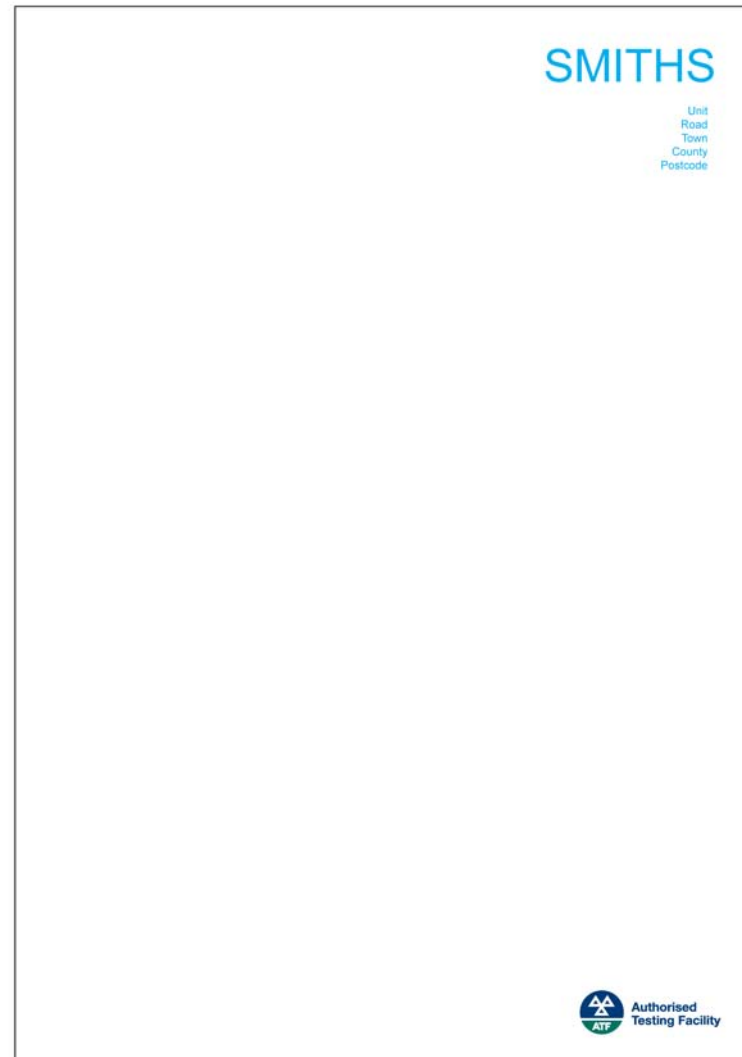
**Authorised
Testing Facility**

Application

Co-branded letterhead

The example shown indicates the positioning of the ATF logo in dual company documentation.

It should, if possible, sit bottom right but if third-party branding does not allow this, it can sit bottom left.



PowerPoint cover slide



Cover slide

PowerPoint content slide



Cover slide

PowerPoint colour palette and other pages

In certain instances, for example, where graphs are necessary, a secondary colour palette should be used.

These secondary PowerPoint colours allow you to create graphs with both a unified colour scheme or graphs featuring contrasting coloured data.

See the pie and bar charts on the right for examples.

Primary colours



R: 0	R: 0
G: 102	G: 0
B: 102	B: 102

Secondary PowerPoint Colours



R: 16	R: 138	R: 102	R: 201
G: 149	G: 184	G: 0	G: 169
B: 188	B: 93	B: 69	B: 32

Heading: Arial bold 32pt on 37pt leading



Pie chart example slide

Heading: Arial bold 32pt on 37pt leading

Body copy: Arial 20pt on 29pt leading, autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat. Molestie consequat, vel illum dolore eu feugiat.

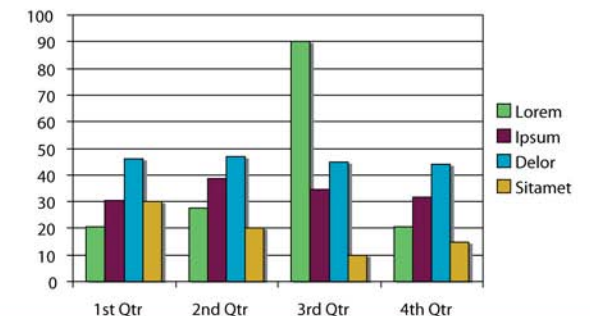
- Autem vel eum iriure dolor in hendrerit in vulputate
- Hendrerit in vulputate velit esse
- Molestie consequat

Body copy: Arial 20pt on 29pt leading, autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.



Text example slide

Heading: Arial bold 32pt on 37pt leading



Graph example slide

ATF provider co-branded advertising

It is not mandatory for ATF providers to display ATF branding on their advertising. However, where it is featured, the following logo guidance should apply.

For horizontal rectangular logo shapes, where possible the primary logo size should be 66% of the length of the partner logo. The secondary logo should be no more than 33% of the partner logo.

For logo shapes that occupy an area in a square or vertical rectangular shape, where possible the primary logo should be no more than 133% of the length of the partner logo. The secondary logo should be no more than 66% of the length of the partner logo.

In any case, the primary and secondary ATF logos should never be reproduced smaller than the minimum sizes outlined on page 12.

Horizontal provider company logo



Square or vertical provider company logo



- 1 The primary logo is set to 66% of the length of the partner logo.
- 2 In this example of limited space, the secondary logo would take up too much space, and so has defaulted to the minimum size allowed.

provider company logo

¹  **Authorised Testing Facility**

HGV & PSV testing

- Autem vel eum iriure dolor
- Duis autem vel eum
- Esse molestie consequat

Call today on
01234 567890
Visit www.xxxxxxxxxxxx.co.uk

EXAMPLE ADVERTISING

provider company logo

HGV & PSV testing

- Autem vel eum iriure dolor
- Duis autem vel eum
- Esse molestie consequat

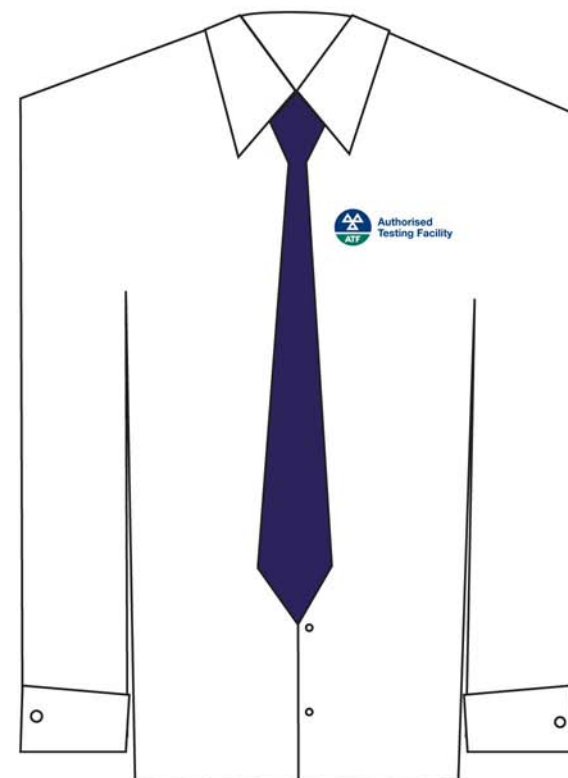
Call today on
01234 567890
Visit www.xxxxxxxxxxxx.co.uk

²  **Authorised Testing Facility**

EXAMPLE ADVERTISING

Merchandise and clothing

These are examples only and
are not actual merchandise
available.





**Authorised
Testing Facility**

DVSA Head Office

Berkeley House
Croydon St
Bristol, BS5 0DA

Telephone **0300 123 9000**
Email **ATFEnquiry@vosa.gov.uk**
www.gov.uk/ATF



**Driver & Vehicle
Standards
Agency**