



Department
for Business
Innovation & Skills

Department for Business Innovation and Skills Interim Identity Guidelines

Notice

These are an interim set of brand guidelines, a more complete set of guidelines will be published in due course. If you have any questions or queries please contact the BIS Strategic Marketing Team

Overview

Introduction

Correct BIS branding or appropriate co-branding must be applied to all uses of our logo and colour palette, our publications, advertising display materials and all other BIS imagery.

Where HM Government or other BIS owned brands are applicable, their brand guidelines must be applied.

For advice on how to adapt these guidelines to specific requirements, or for logo artwork in all standard file formats, please contact the BIS Strategic Marketing Team.

Government identity system

HM Government is the overarching identity for the family of ministerial departments as well as UK-wide public sector organisations and services. This relationship is reflected throughout government by placing the Royal Coat of Arms (or department-specific crests) at the heart of all public sector identities.



Identity elements

The building blocks for Consistent and effective communications

The Identity

The Portrait BIS logo is our primary logo and should be the first choice for most applications.

Please note the logo has been designed without the comma after 'Business'.

The configurations shown below must never be altered; always use the identity artwork provided.

A. Detailed artwork in which the large version of the Board of Trade crest is used for media that need the highest standards of reproduction. Minimum width of 20mm.

B. Small artwork in which the reduced version of the crest is used for small printed items such, as business cards or for larger digital use. Minimum width of 5mm or 60 pixels

C. Digital artwork in which the simplified version of the Royal Coat of Arms is used online or with mobile devices. For use at 30 to 50 pixels high.

Maximum and minimum sizes refer to the width or height of the Board of Trade crest.



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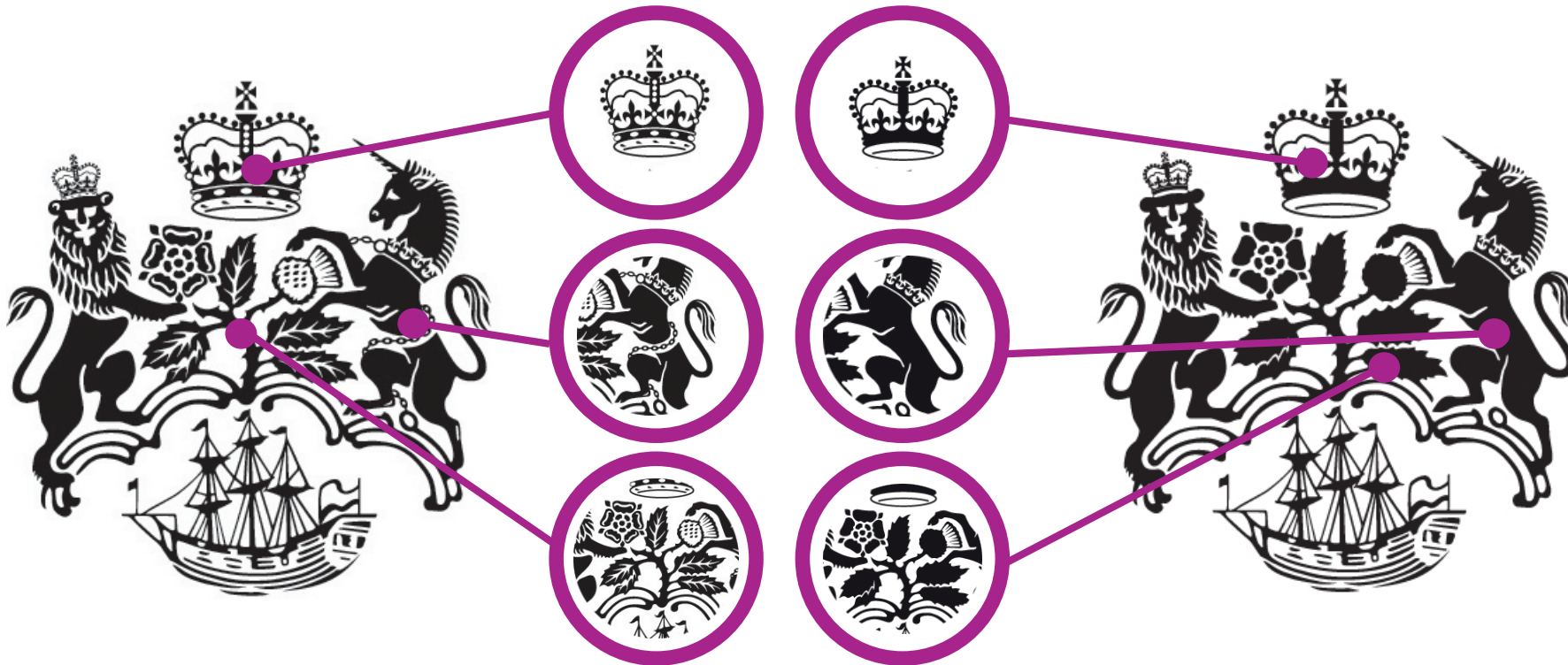
Department for Business, Innovation & Skills

Identity elements

The differences between the standard and digital/simplified version of the crest.

A Primary logo crest

Digital logo/ simplified crest



Identity elements

Always use original artwork; do not create your own. The logo can be scaled in size, in proportion, but otherwise do not alter it in any way.

C Incorrect proportions



Exclusion zone

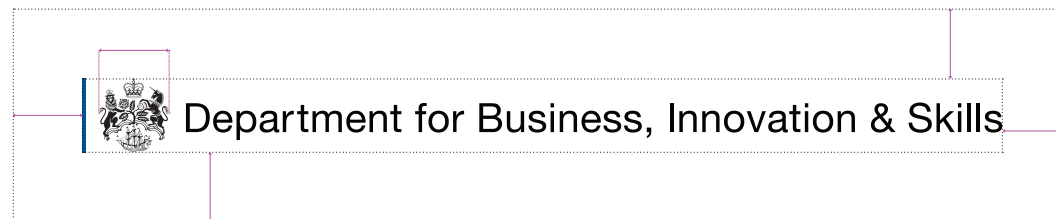
For maximum impact, the identity should always be used prominently and legibly, as illustrated in 'Placing the identity' on page 10. The exclusion zone ensures that the identity is not compromised by other elements.

The exclusion zone is a distance equivalent to the width of the Board of Trade crest (x in the figure below). This is the minimum clearance; whenever possible, leave more space around the identity than the exclusion zone.

A Primary logo: Proportional dimensions



B Digital logo: Proportional dimensions



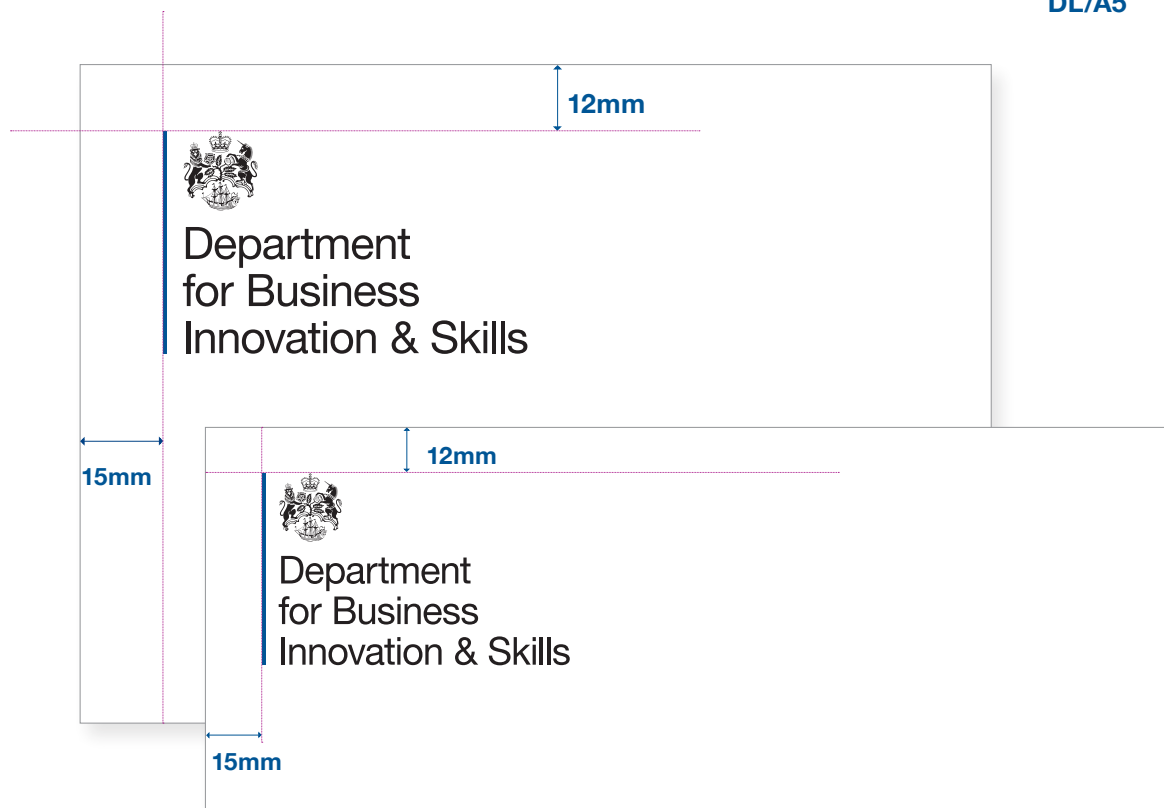
Placing the Identity

For consistent application of the identity, wherever possible place it in the top left of communications. This will ensure its prominence, while adhering to the 'superior rule' and exclusion zone guidelines. These placement rules apply to both landscape and portrait format communications.

For documents with a spine, we recommend that you leave an extra 5mm of space to the left of the identity, to ensure that it is clear of the binding.

Proportionate crest sizes

A3	17mm
A4	11mm
DL/A5	10mm



Colour palette

A classic and broad colour palette supports the identity. Our primary colour is PMS 264.

When using the palette, it is recommended that two complementary colours are selected for use with the primary colour as the foundation for a design. This can be enhanced with the use of other colours or tints from the palette in graphics, charts, tables, graphs, illustrations and photography.

Ensure that you use the most cost-effective production process for any printed items.

Always use the correct Pantone® colour references or their CMYK, RGB or web hex equivalents shown below. CMYK, RGB and web hex breakdowns are taken from Adobe Photoshop (Pantone® solid coated).

Primary colour: BIS blue



PMS 294
C:100 M:68 Y:7 K:30
R:0 G:52 B:120
#003366

Primary colour: BIS blue



PMS 5753
C:42 M:16 Y:80 K:62
R:68 G:85 B:17
#666633



PMS 632
C:93 M:2 Y:15 K:6
R:0 G:155 B:187
#009BBB



PMS 2405
C:38 M:100 Y:0 K:0
R:164 G:0 B:132
#A40084



PMS 193
C:2 M:100 Y:60 K:11
R:204 G:0 B:51
#CC0000



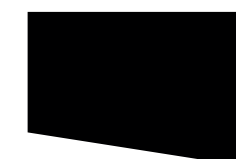
PMS 123
C:0 M:19 Y:89 K:0
R:255 G:204 B:17
#FFCC00



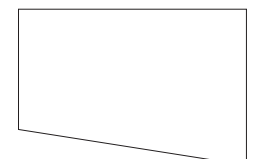
PMS 390
C:31 M:0 Y:100 K:3
R:187 G:238 B:0
#99CC00



PMS 363
C:80 M:3 Y:100 K:20
R:34 G:119 B:0
#336600



Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
#000000



White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
#FFFFFF

Colour Contrast

Colour contrast is vital to maintain legibility in all communications. This chart provides a quick reference to every approved colour combination.

All approved colour combinations are shown as OK. No others are permitted.

*Care must be taken with these

OK*		OK	OK
		OK*	OK
OK*			OK OK*
		OK*	OK
			OK
OK*	OK*	OK	
		OK	
		OK	
OK		OK	OK
OK	OK	OK*	OK OK
BIS	dark	light	purple red yellow bright black white

Text tints

10%
20%
30%
40%
50%
60%
70%
80%

Typography

Our typeface is Helvetica Neue Roman (A). This must be used across all BIS printed communications when produced with professional design software.

The Helvetica Neue family is flexible, with a wide range of weights, which is essential when creating large, text heavy documents.

The type alignment should be ranged left. Character settings. Kerning must be set to optical, tracking at 0pt.

The typeface for emails and standard work documents is Arial (B).

Our typeface for the internet and intranet is Verdana (C).

Our Department adheres to the The Royal National Institute for the Blind (RNIB) recommendations. A minimum of 12 point should be used at all times. This should be increased to 14 point for older people or people with visual impairments. Initial capitals and lower case letters should be used wherever possible. Capitals should be avoided for long continuous text.

A Logo typeface

Helvetica Neue Roman
abcdefghijklmnopqrstuvwxyz

B Standard work document typeface

Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

C Online typeface

Verdana
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Applying the identity

Create professional and engaging communications across a range of mediums

Publications

Whenever possible, documents should be published digitally. This guidance is for both online and traditional publishing.

The key elements to each cover are:

- the BIS identity
- the document panel
- colour, image or graphic box.

Imagery

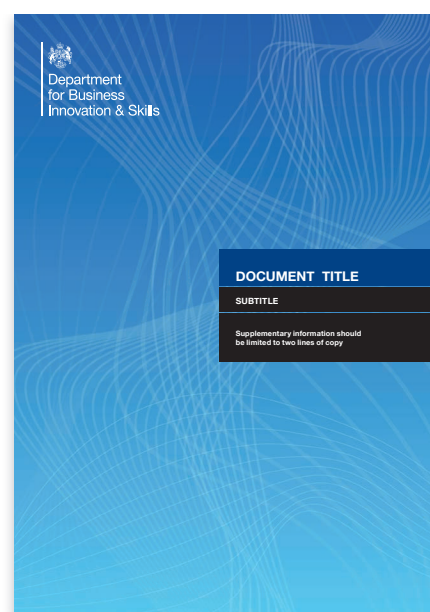
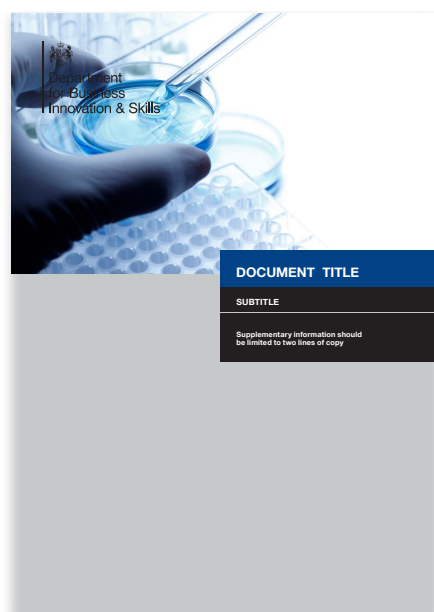
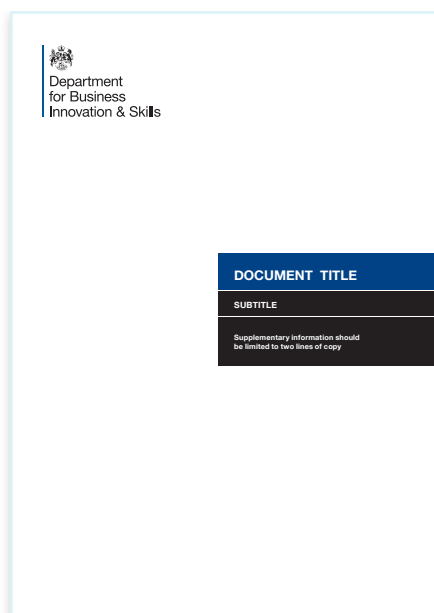
Cover: photographic, illustrative or plain BIS colour.

Inside: photography, illustration and/or graphic diagrams.

Weight of paper

- Cover: between 170 – 200gsm silk (not glossy)
- Inside: between 125 – 140gsm silk (not glossy)

Publications must be printed in the UK on recycled paper containing a minimum of 75% post-consumer waste.



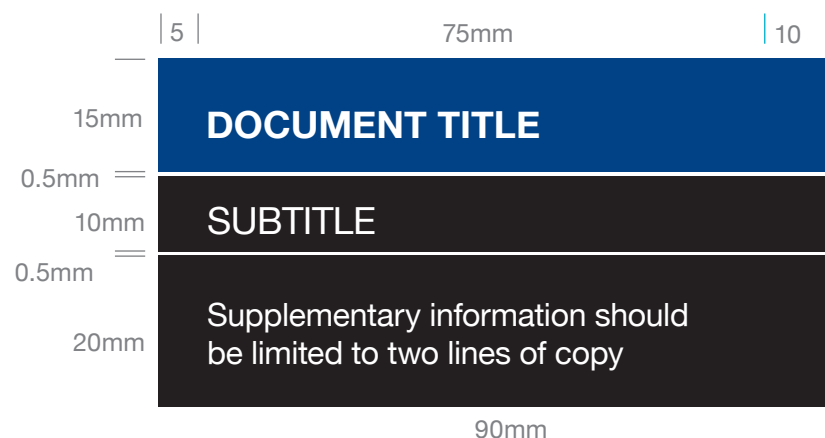
Publications and documents

The document panel (B) is 90mm wide and made up from 10mm blocks that are spaced 0.5mm apart. All text is centred vertically and inset 5mm from the sides of the panel.

The height of each block can be increased by 5mm increments to accommodate the text. The minimum height being 10mm.

Spaces between all blocks are 0.5mm. The panel must consist of a minimum of the document title panel and subtitle title.

Publication Panel text should be primarily produced in Helvetica Neue Roman. They typeface Arial can be in circumstances where this typeface is unavailable.



Labelling panel text:

Document title

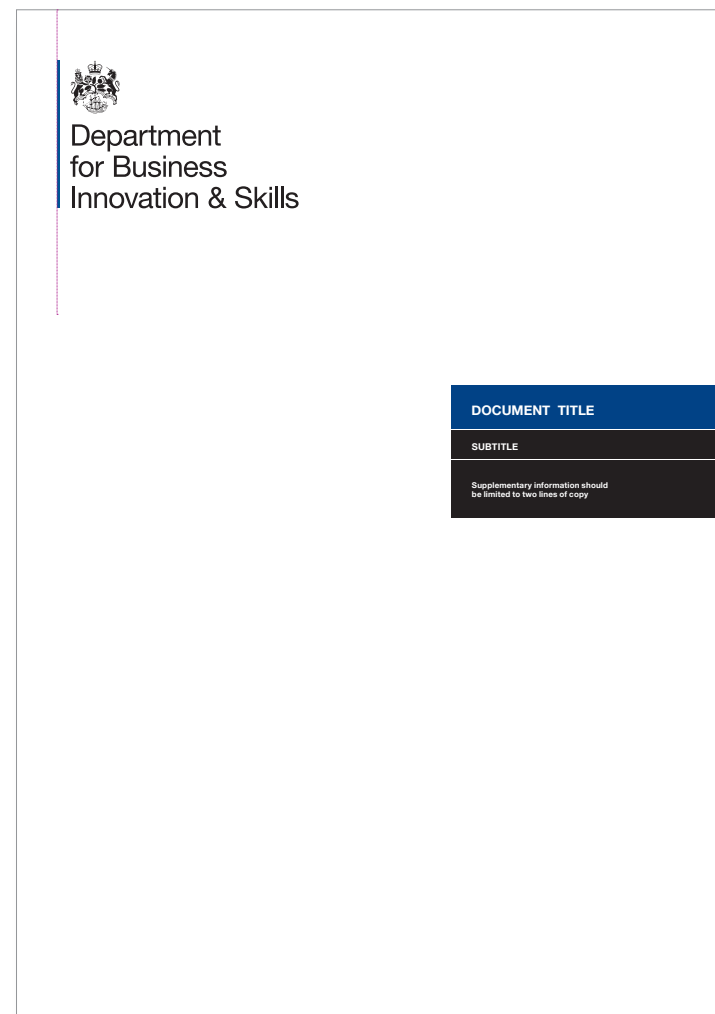
- Caps
- Helvetica Neue Roman
- 14pt on 18pt leading

Subtitle

- Upper and lower case
- Helvetica Neue Roman
- 12pt on 14pt leading

Supplementary information

- Caps
- Helvetica Neue Roman
- 12pt on 14pt leading



Co-branding

BIS often works alongside, and in partnership with, other organisations. In these instances BIS and participating agencies must be credited fairly and appropriately.

Some form of BIS credit must be included when BIS is involved, with the exception of cross-departmental communications which should be HM Government branded, even when BIS is the lead department.



Co-branding: BIS as lead organisation

The publication uses a BIS design template (basic, standard or special) including our logo and labelling panel.

Three or less supporting organisations

These logos should be placed in the lower left corner and be aligned with the edge of the BIS logo.

Between three and sixteen supporting organisations

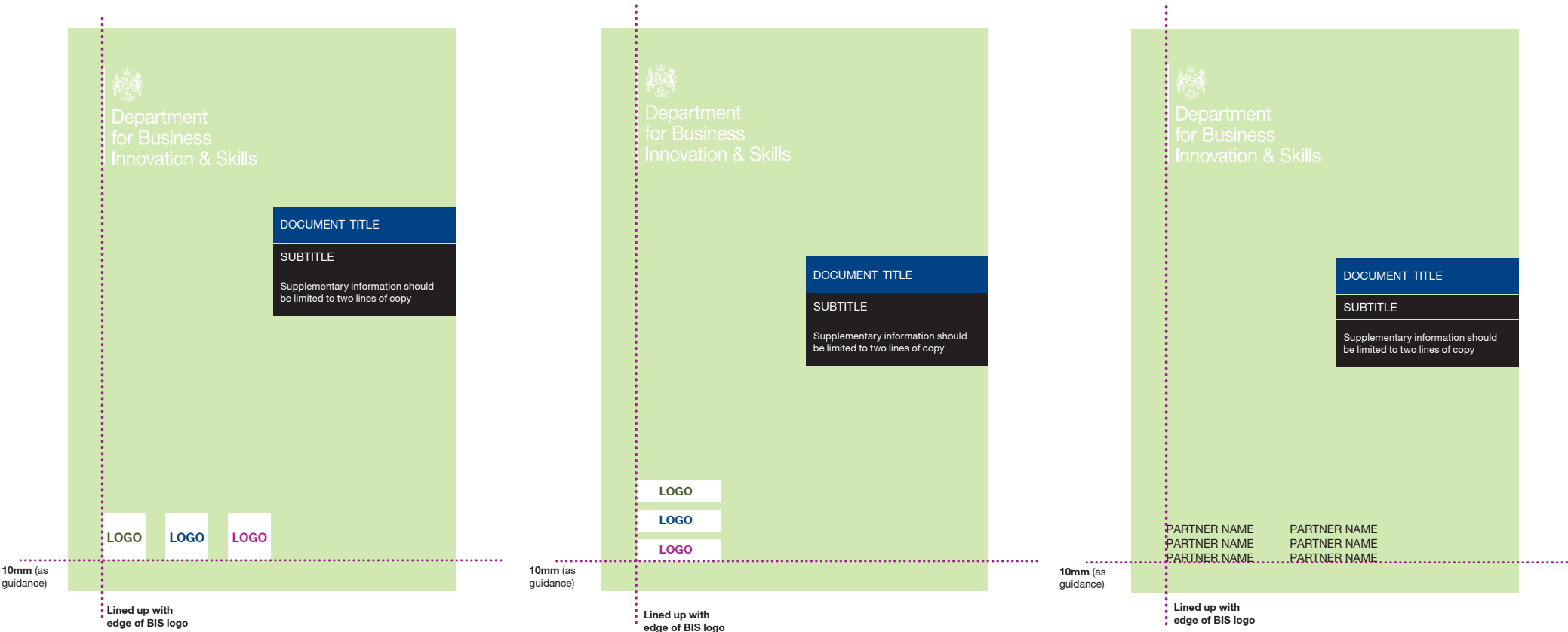
These organisations should appear as listed names.

Over 16 supporting organisations

All organisations need to be listed on the inside front cover.

Usability

If your publication does not match these specifications, then guidance is available from the Strategic Marketing Team



Co-branding: BIS initiatives

You must follow the agency brand rules. The BIS endorsement panel sits with the BIS logo is to be placed prominently on the front cover – where appropriate with appropriate relationship wording.

If BIS's role falls into one of the following categories then an endorsement panel should be used.

- A BIS SERVICE
- A BIS PRODUCT
- A BIS INITIATIVE
- FUNDED BY BIS



Department
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Innovation & Skills

A BIS Initiative

Co-branding: With other departments

The four basic scenarios

1. HM Government publications

Three or more government departments are involved, regardless of which department is in the lead. Further guidance on HM Government branding is available: <http://communication.cabinetoffice.gov.uk/hmg>

If the other organisation is not a government department, there are three scenarios.

2. BIS is the lead organisation

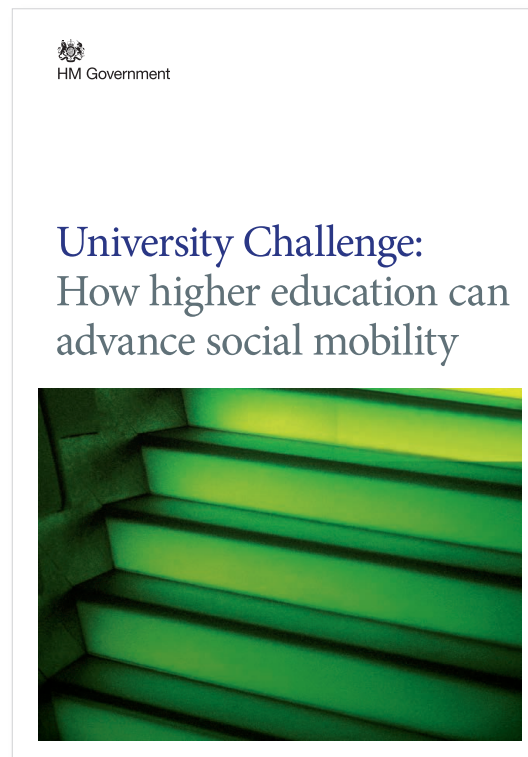
A project involving BIS with (non-departmental) support from other organisations.

3. A joint publication

A project resulting from an equal partnership between BIS and one or more organisations (non-departmental).

4. Another organisation takes the lead

An external organisation (non-departmental) project involving support from BIS. This section sets out the basis for deciding which of these four co-branding situations applies, and details how the BIS branding should be applied.

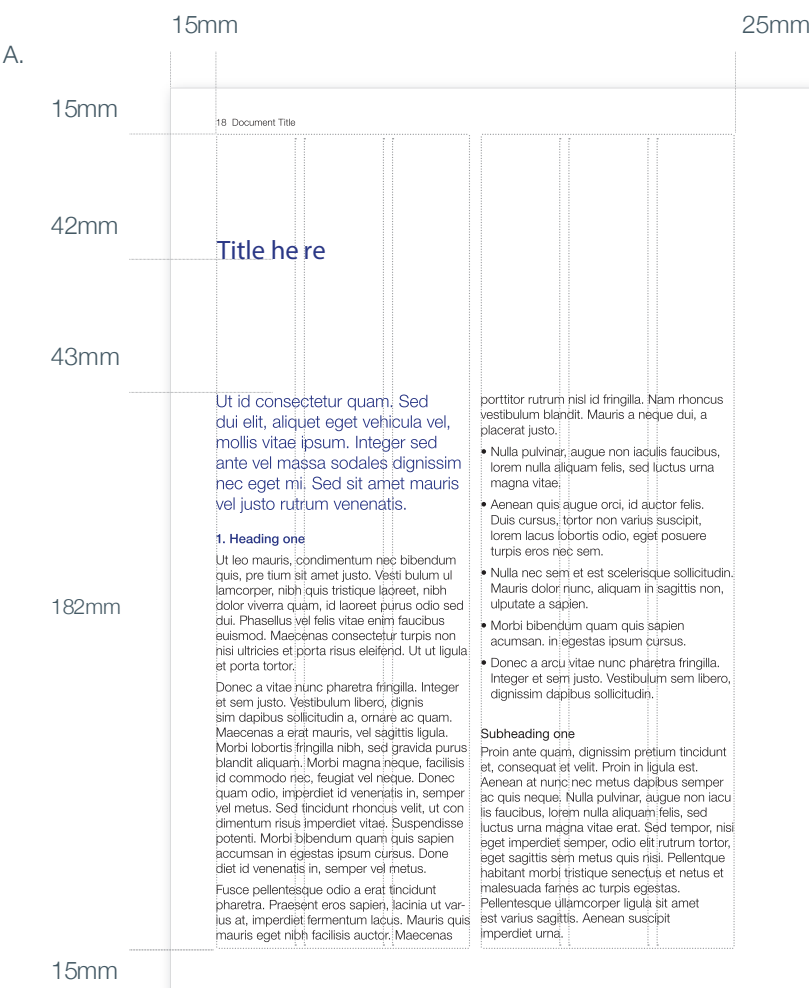
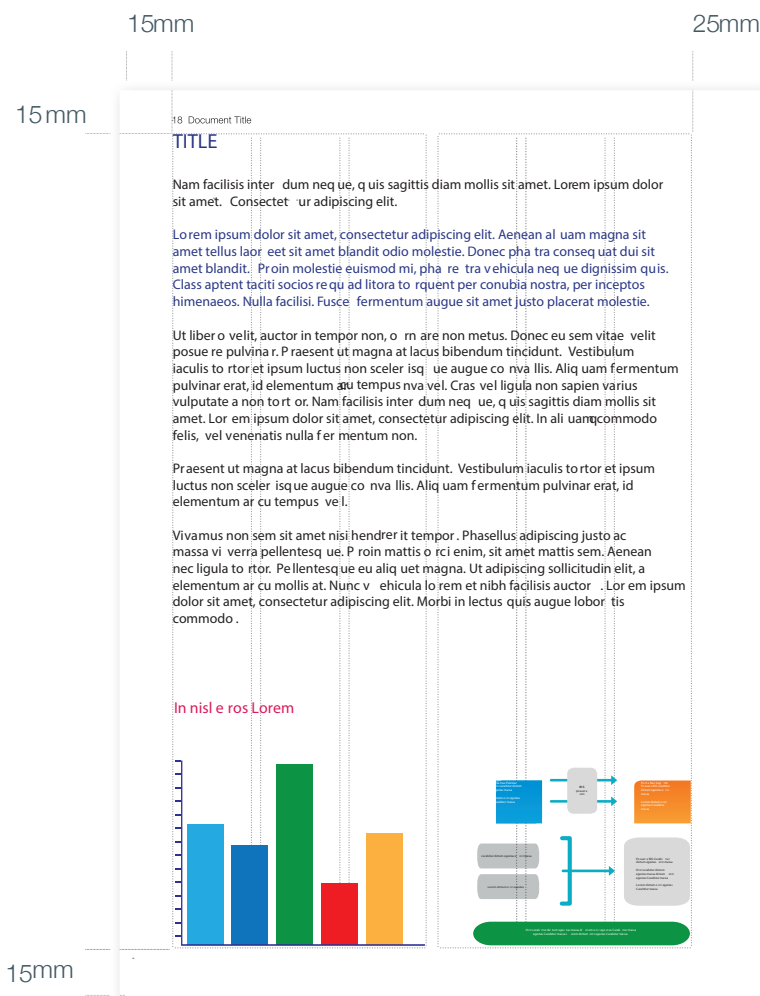


Document grid

All BIS literature is produced using the same underlying grid structure to ensure that all communications retain a common feel.

Our grids enable the placement of text anywhere within the whole grid structure.

Under normal circumstances we prefer single column, but double-column can be used in certain circumstances.



Document layout

A. Basic template (no photographs).



B. Co-branding (BIS and stakeholder's logo).



B. Standard template (with photographs).



D. Joint Government Template (more than two government departments).



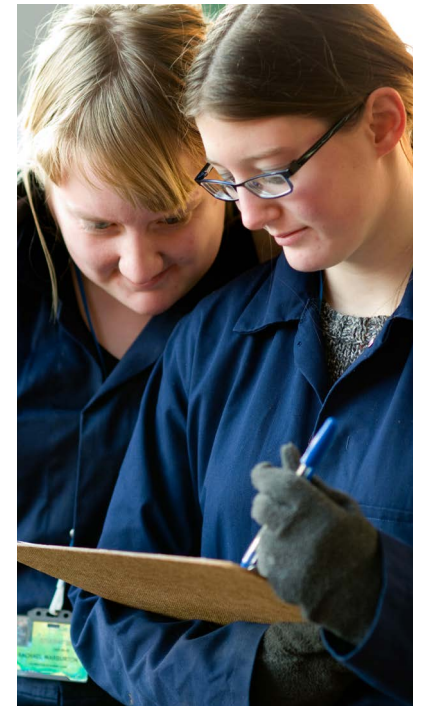
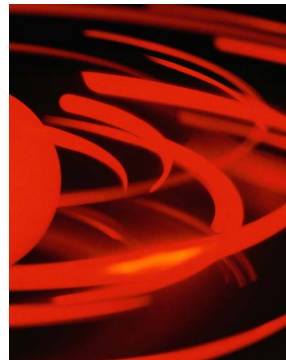
Imagery

Photography should always be selected carefully and illustrate the themes of the document.

Images should reflect real life.

- Avoid using shots that appear posed, clichéd or staged.
- Reflect our diversity, by showing people from a mix of ethnic backgrounds abilities and ages, including a cross-section of occupations.

- Use images where the subject is clear and the background uncluttered.
- Ensure that you have the licensing and rights for all images used (see next page).
- Images must be of high resolution (300dpi minimum at actual size of use) for printed material.
- Photography can be reproduced in full colour or duotone, using the lead colour from the document and black.



Imagery: File types and copyright

Our image library must be searched before using imagery from an outside source or image library.

It is essential that all images used by BIS are copyrighted or covered by Creative Commons.

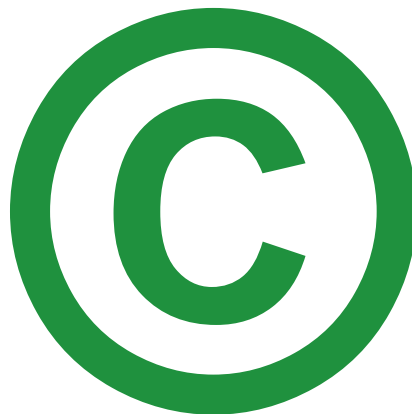
Copyright

Copyrighted images are normally a property right of the owner. The owner has exclusive rights and must give permission for their work to be used. Visit www.ipo.gov.uk/copy.htm for further information.

Creative Commons

Creative Commons licensed images can be an affordable [FREE] alternative, whereby the author has stated that they allow use of their image on the premise that they are clearly attributed with their work. For further information, visit www.creativecommons.org.

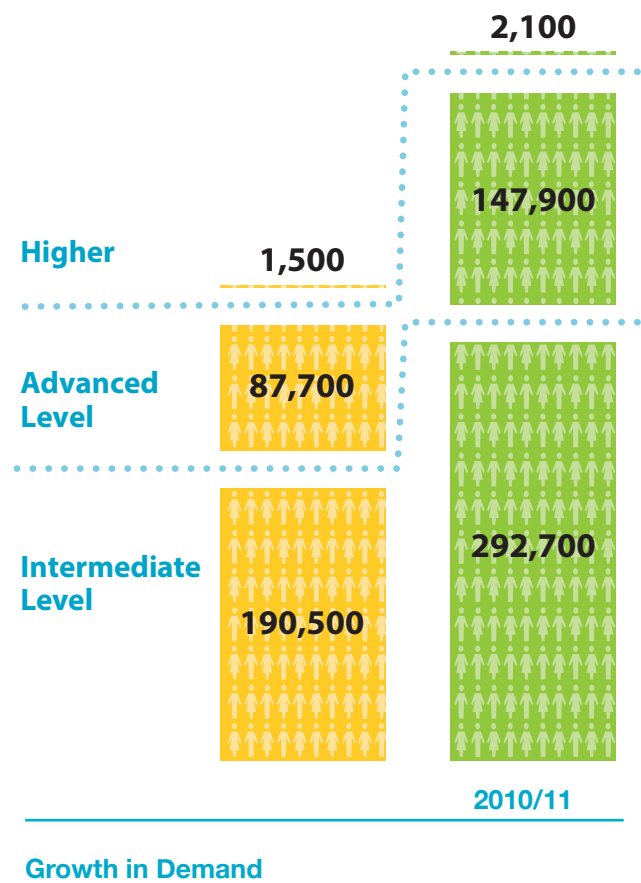
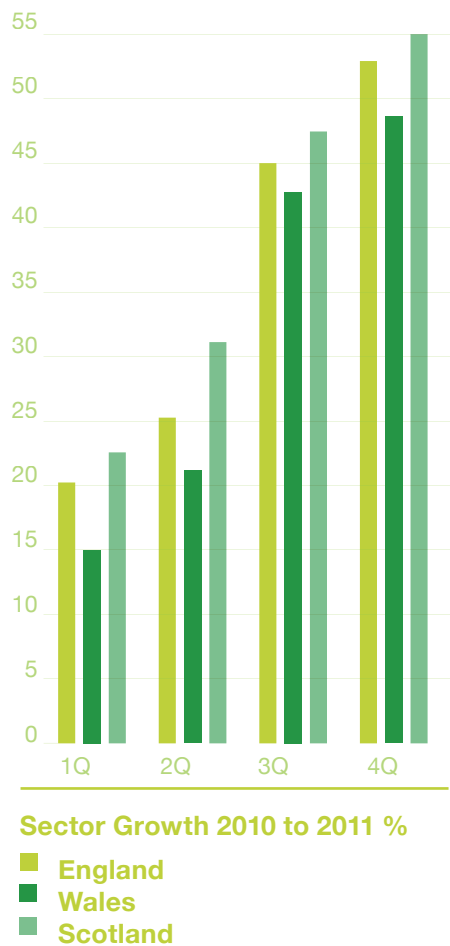
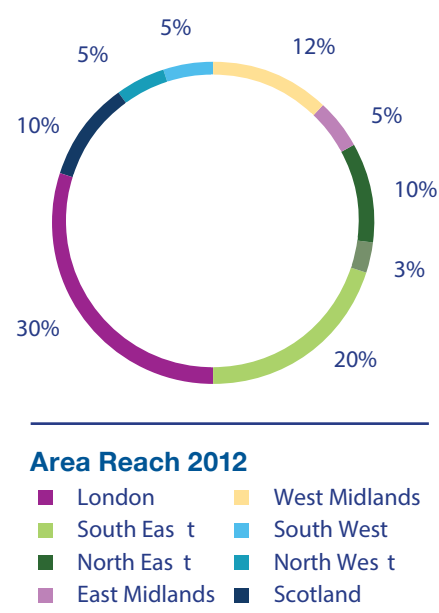
- **EPS. Encapsulated PostScript**
EPS is considered the best choice for logos, and other graphics, for print. This format requires specialist software.
- **JPEG. Joint Photographic Experts Group**
A bitmap file format used specifically for photos. 300 dpi is the preferred size for use in print. 72 dpi is recommended for the web.
- **GIF. Graphics Interchange Format**
GIF is a low resolution graphics format used primarily on the internet. Not to be used for print.
- **PNG. Portable Network Graphics**
PNG is supported by most web browsers and is similar to GIF. Can save transparencies Discouraged for print.
- **TIFF. Tagged Image File Format**
A bitmap file format used as an alternative for high resolution printing



Graphs, charts and tables

The presentation of facts, figures and graphical information should be designed so they engage the readers in a clear and comprehensible way. The designers need to work from the full data to recreate the table or graph. For this, they need information as early as possible in the process.

Only colours with the greatest contrast against their background should be used (please refer to page 9 for what colours work best together).



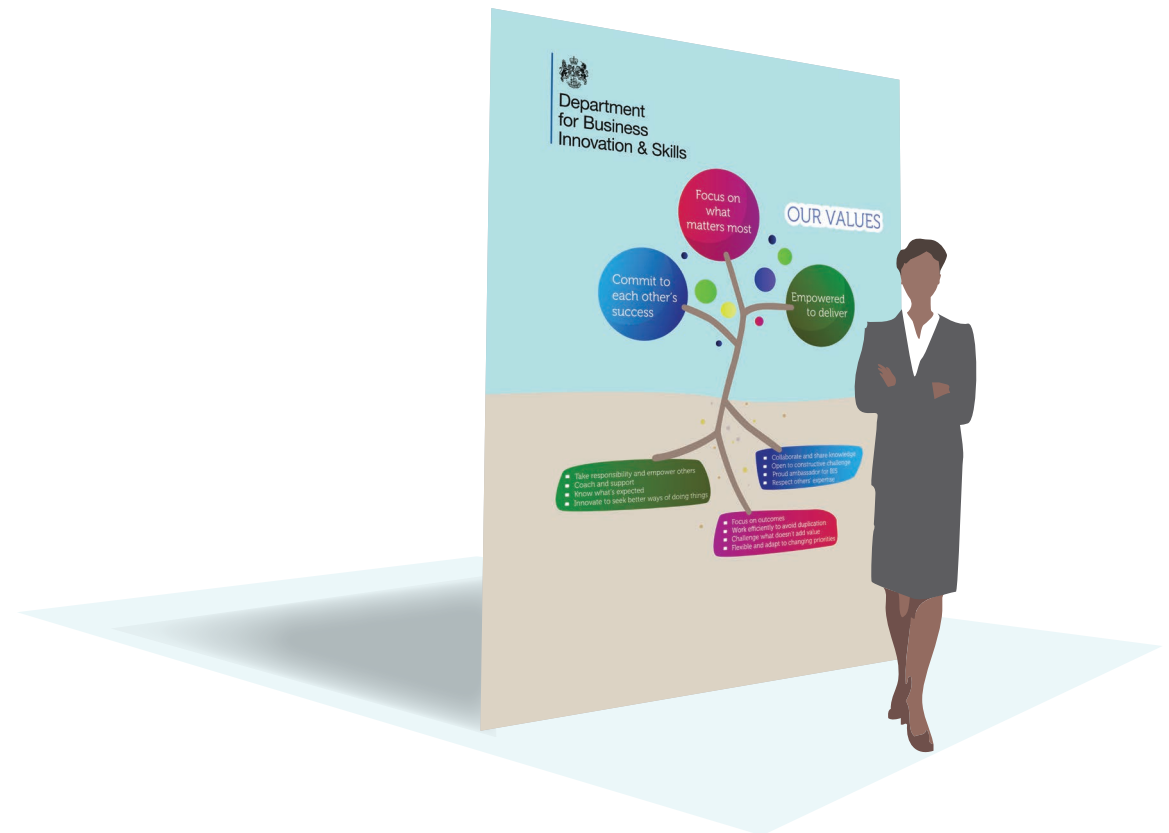
Exhibitions

Our exhibition panels should conform to the basic BIS brand rules, paying particular attention to the imagery and colour sections. The stand must be eye-catching and its core message should be conveyed immediately and simply to its audience.

Careful consideration must be made of the space available and the average eyeline of the viewer. BIS branding should be situated within the top 2/3 of the vertical plane of the exhibition stand. This ensures that the branding is placed in the most visible area of the stand.

The bottom 1/3 of the stand should feature non-essential imagery or background colour as this is often obscured by people or other items around the exhibition area.

Use the A4 grid as a base and adapt to size for positioning of logo and other elements.



Stationery

Word templates for stationery are available from Reprographics



Department
for Business
Innovation & Skills

Service/team
First Address Line
Second Address Line
Town/city Postcode

T +44 (0)20 7000 1234
F +44 (0)20 7000 1234
www.gov.uk/bis

Recipient's name
Position, company
Street name
Town
County/Country
Postcode

11 November 2011

Dear Recipient

Use this line to title your letter in Helvetica or Arial Bold (if required)

Ensure that you take care to lay your letter out as shown here. The letter style is to type in 10-12pt Arial regular, with 12-14pt line spacing, aligned left and unjustified.


The left-hand side of the letter should align with the first letter of the department/organisation name at the head of the paper. The left-hand margin is 30mm; the right-hand margin is 16mm.

Yours sincerely

Author's name
Position/title
D +44 (0)20 7000 1234
E employee.email@urfname.gov.uk



INVESTOR IN PEOPLE



Department
for Business
Innovation & Skills

First Address Line
Second Address Line
Town City Postcode

T +44 (0)20 7000 1234
F +44 (0)20 7000 1234
www.gov.uk/bis

With Compliments

Accessibility

The Disability Discrimination Act 1995 requires BIS to take reasonable steps to ensure that all printed material and marketing activities are accessible to people with disabilities.

Discrimination is defined in the Act as broadly including:

- Failing to make reasonable adjustments to a service or facility which makes it impossible, or unreasonably difficult, for a disabled person to use; and
- offering a disabled person a lower standard of service or service on less favourable terms.

Discrimination may, therefore, occur if a disabled person is denied access to information which is available to a non-disabled person.

Over 1.5 million people cannot read standard print, but 75% of partially sighted people can read large print. Alternative formats may be more practical for these people and there are alternative formats you should consider.

Main Alternative Formats

All BIS publications are available on our website and all must be in the form of an Accessible PDF, allowing the user to have the text read out to them by their computer text reader, or accessed by their magnifiers. To ensure access to this information, documents must be saved as a PDF text file, and appropriately tagged, especially when graphics contain text.

Other accessible formats may be necessary for specific publications with audiences who have particular needs, or if an individual requests a publication in a particular alternative format.

Large print

Anything over 16 point is considered large. 36% of blind people and 75% of partially sighted people can read large print.

Braille

Braille is a system of raised dots which enable blind and partially sighted people to read.

There are two forms of Braille, Grade One and Grade Two. Grade One is used for labelling, signage and other basic functions. Grade Two consists of contractions and is used in all types of publication.

Audio tapes

Many blind and partially sighted people and people with learning disabilities will access publications via audio tapes. If properly produced, they can be an invaluable source of information.

Free postage

Braille, disk and tape can all be posted free of charge under the Articles for the Blind postage scheme. Contact Royal Mail for details.

Accessibility

Continued

Check list

- Is the publication readable?
- Would the text be clearer if it was set larger?
- Would more leading (height between lines of text) make the publication more readable?
- Do the colours make it difficult to read or difficult for those who are colour-blind?
- Is there enough contrast between the colours?
- What paper are you printing on? (BIS paper specifications for publications meet accessibility needs. For other printing, avoid glossy papers because they reflect too much light, and ensure the paper is thick enough to avoid print on the reverse showing through.)

Internet

The use of the internet is an essential means of communicating the Department's information, news and messages. Screen readers, screen magnification and print options make the internet increasingly attractive to blind and partially sighted people.

All BIS websites must be designed with accessibility in mind to make sure users of access technology, such as screen readers, can read information. BIS websites must conform to the Guidelines for UK Government Websites (www.cabinetoffice.gov.uk/government_it/web_guidelines.aspx) and should meet Level AA, Priority 2 of the Web Content Accessibility Guidelines v. 2.0 of the Web Accessibility Initiative (www.w3.org/WAI/). Following these WCAG guidelines will make websites accessible and usable for everyone, including people with disabilities. All new BIS and executive agency websites must be approved by, and discussed with, the BIS Digital Communications Team.

Video

Signed and subtitled videos are particularly useful. For many deaf people, British Sign Language is their first language. Apart from deaf people and people with a hearing impairment, video is used by people with learning disabilities, low educational standards

and, surprisingly, blind and partially sighted people. A significant number of people have low levels of literacy and, therefore, you should not assume printed materials are sufficient.

Advertising

On-the-page advertising can be made accessible to both blind and partially sighted people by using a sufficiently large point size. TV advertising can be signed and subtitled (accessed via Teletext). Radio is suitable for a blind or partially sighted audience. Also, there is an ever-increasing number of journals, magazines and newspapers available in Braille, large print and electronic format.

Direct marketing

It is important that response and distribution arrangements meet the needs of disabled people. Response mechanisms should include coupon, telephone and textphone to cover all needs. No disabled person should incur extra expense due to their disability. For example, if the coupon has the postage pre-paid but a blind or partially sighted person has to use the telephone, this should be a freephone number.