



Highways England
**Guidance for our
contractors**



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1

Foreword

To create the right impression it is more important than ever that we present our work clearly. This helps avoid confusion and misunderstanding among our many stakeholders about who we are, what we do, and why we do it.

Everything we do and say influences perceptions that others have of us. A strong brand and visual identity will help build and protect our reputation.

These guidelines bring together all the information that colleagues working within the company, and across our supply chain, need to know.

Our creative teams are at the forefront of implementing our visual identity. To help them, all of us – across Highways England and our supply chain – have a role to play in guarding and protecting the integrity of our brand and visual identity.

So please take time to familiarise yourself with these specifications to ensure we always present the company in a professional and consistent manner. The following pages set out what you need to know.

“

Everything we do and say influences perceptions that others have of us.

A strong brand and visual identity will help build and protect our reputation.

”



Peter Allen

Executive Director of Corporate Affairs and Communications

2

Logo

2

Logo

Corporate logo

The corporate logo should be used in all circumstances – on corporate stationery, presentations, publications, exhibition material, advertising and digital media as well as vehicles and signage.



Representative logo

The representative logo should feature on material used by contractors representing Highways England.

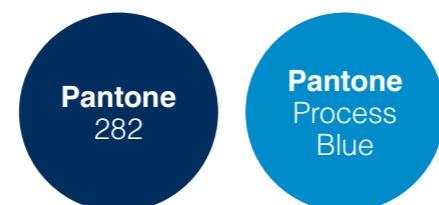


Aside from different colourways, there are two versions of our logo:

- Corporate logo
- Representative logo

The icon and 'highways england' legend must always appear together and must not be used separately.

The logo uses two colours from the **Pantone®** colour matching system.



Sub brands

Highways England has one logo and one brand. Sub-brands undermine the corporate brand. Project teams or groups may wish to use an appropriate and consistent colour theme and treatment of text to build a repeatable and recognisable look and feel to their outputs. Only the colours and fonts listed in this document can be used in this way.

Only high level and long term marketing campaigns may include an over arching linking element. These should not be used on Highways England branded material, although they may appear alongside the Highways England logo at the bottom of marketing/campaign materials. All publicity material relating to road safety must be referred to your regional Highways England communications team. They will consider the use of THINK! branding, in conjunction with the Department for Transport publicity team.

All other usage scenarios, such as alliances, must be considered and agreed with the Highways England communications division on a case-by-case basis. Where appropriate, this will include a formal business case and approval process.

For more information and advice please contact the **creative team**.

2.1

Logo

Logo spacing

There is always clear space around the Highways England logo. This is important to ensure it is clear, immediately recognisable and consistent. The 'X' height determines the minimum clear space you need to leave around the logo.

When the logo is used on publications, 'X' is equivalent to the height of the letter 'h' in 'highways' in the logo. **Figure 2.1.1**

When the logo is used on signage or digital media 'X' is equivalent to half the height of the letter 'h'. **Figure 2.1.2**

Figure 2.1.1
Exclusion zone – Publications



Figure 2.1.2
Exclusion zone – Signage and digital media



Figure 2.1.3
Minimum size



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).

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.

You may want to use the logo over a photographic background or coloured image. You can do this as long as it is clear. Only use the logo on a background image that provides sufficient contrast and has a good even tone.

True form



Reversed out (white)



Mono black



Positioning

The primary position of the logo is top left of all Highways England communication. The secondary position is bottom right. Refer to the design system for further guidance.

Top left



Bottom right



2.2












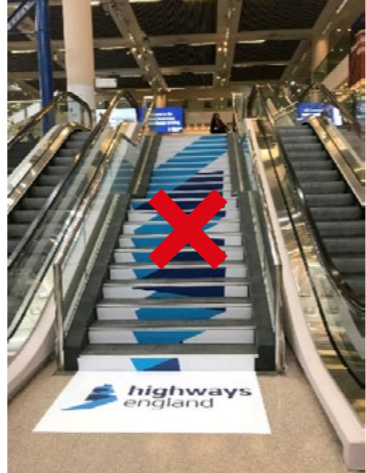
Logo

What not to do

The Highways England logo is the core of our visual identity. It is essential that we use it correctly.

Never:

1. Use the type logo element separated.
2. Use the icon element separated.
3. Stretch or distort the logo in any way.
4. Use another typeface or additional text within the logo.
5. Change the colours of the logo.
6. Use the logo on any background image or graphic that makes it unclear.
7. Display the logo at an angle – it always appears in the horizontal position.
8. Reverse the logo out of any light colours or light background images where there isn't enough contrast.
9. Move the elements around.
10. Incorporate the logo with other elements to form a new logo.
11. Re-create the logo in any textured or sketchy effect.
12. Add effects like drop shadows or bevelling to the logo.
13. Isolate the icon from the text and distort over surfaces.

<p>1</p> 	<p>2</p> 	<p>3</p> 
<p>4</p> 	<p>5</p> 	<p>6</p> 
<p>7</p> 	<p>8</p> 	<p>9</p> 
<p>10</p> 	<p>11</p> 	<p>12</p> 
<p>13</p> 		

 The logo guidance is applicable for digital and printed materials.

2.3

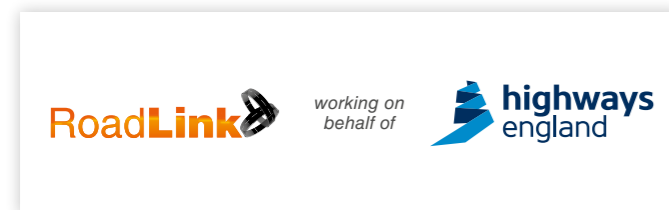
Using other logos

The Highways England logo must have greater or equal prominence to any logo appearing alongside it.

Where a single contractor logo is used with the Highways England logo, the logos should be of equal prominence with the relationship statement 'working on behalf of' clearly visible. **Figure 2.3.1**

Single contractor use

Figure 2.3.1

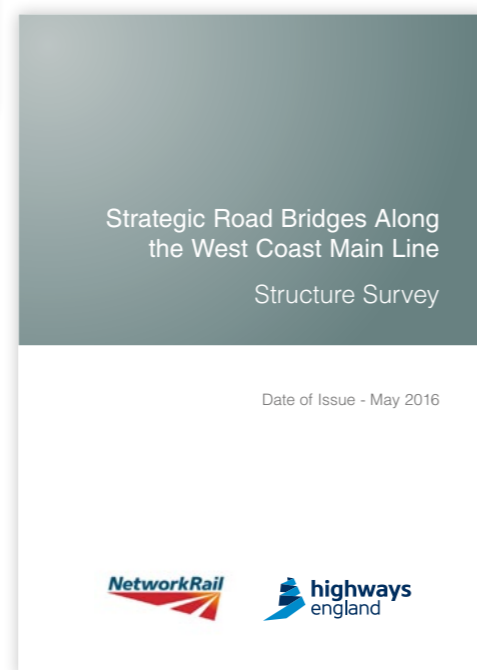


The logos of other organisations may appear alongside the Highways England logo on outputs representing a true partnership – for example on reports or scheme billboard. **Figure 2.3.2.** An organisation entering into a true partnership with Highways England will contribute to the cost of the endeavour, and/or provide knowledge, skills or other resources at no cost.

Any organisation paid, or in any other way compensated, for their knowledge, skills or other resources is classed as a supplier and not as a partner. These organisations may be referred to by name only on the inside of publications, or at public exhibitions, where appropriate.

True partnership use

Figure 2.3.2



Internal safety initiatives

We periodically have internal campaigns that focus on a particular message or theme. The current campaign is 'home safe and well' and its identity is shown below.

This identity appears internally on health and safety communications and reports. It's only public facing appearance is on the back of safety hats and hi-vis jackets.

home
safe
and well

home safe
and well

Please see the **home safe and well identity guidelines** for more details.

2.4

Contractor branding policy

Overview

Our suppliers and contractors must ensure that they conform to the Highways England 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 when they are a dedicated resource. The lead contractor will be responsible for ensuring compliance.

Staff working on Highways England schemes must identify themselves as a representative from the contractor, working on behalf of Highways England.

This rule also applies to:

- Telephone calls
- Emails – **See pages 50-51**
- Meetings
- Interviews

The representative version of the Highways England logo, as well as our contact details, must be present on scheme-related communications at all times. **Figure 2.4.1**

The logo contains the following four elements:

1. **Working on behalf of**
2. **Highways England logo**
3. **Highways England Customer Contact Centre 0300 123 5000**
4. **www.highwaysengland.co.uk**

Figure 2.4.1



Text is 12pt
Arial Bold

3

Photography and video

3


Photography and video

Photography

Images should be used in a way that **complements the visual identity and reflects our corporate narrative** of bringing people and places together. People and destination images are to be used throughout all visual communication and a balanced use of road scheme photography.

For more information and advice please contact the **photography team**.

Day time	Night time
Warmer, pastel tones	Use long exposure techniques where possible for night time shots
Use close-ups and images with a shallow depth of field (soft focus in background with sharp foreground or vice versa)	Capture light flares from headlights or flashing emergency vehicle lights where possible
Light flares	
Golden Hour (sunrise/sunset) photography is tonally pleasing	
Where possible avoid the middle of the day to photograph as these tend to be tonally flatter and grey	

 **The photography guidance is applicable for digital and printed materials.**



3.1

Photography and video

Video

This section provides guidance for motion graphics and video. We must ensure our brand is consistent across all media formats.

Scheme fly-throughs (Figure 3.1.2) and campaign videos are often produced by suppliers. Here we show how to create or commission materials that will be on-brand like our brand narrative video (Figure 3.1.1).

Note: All videos that include any spoken words must include sub-title captions. Contact your communications business partner to arrange this.

Campaign animations and short promotional videos



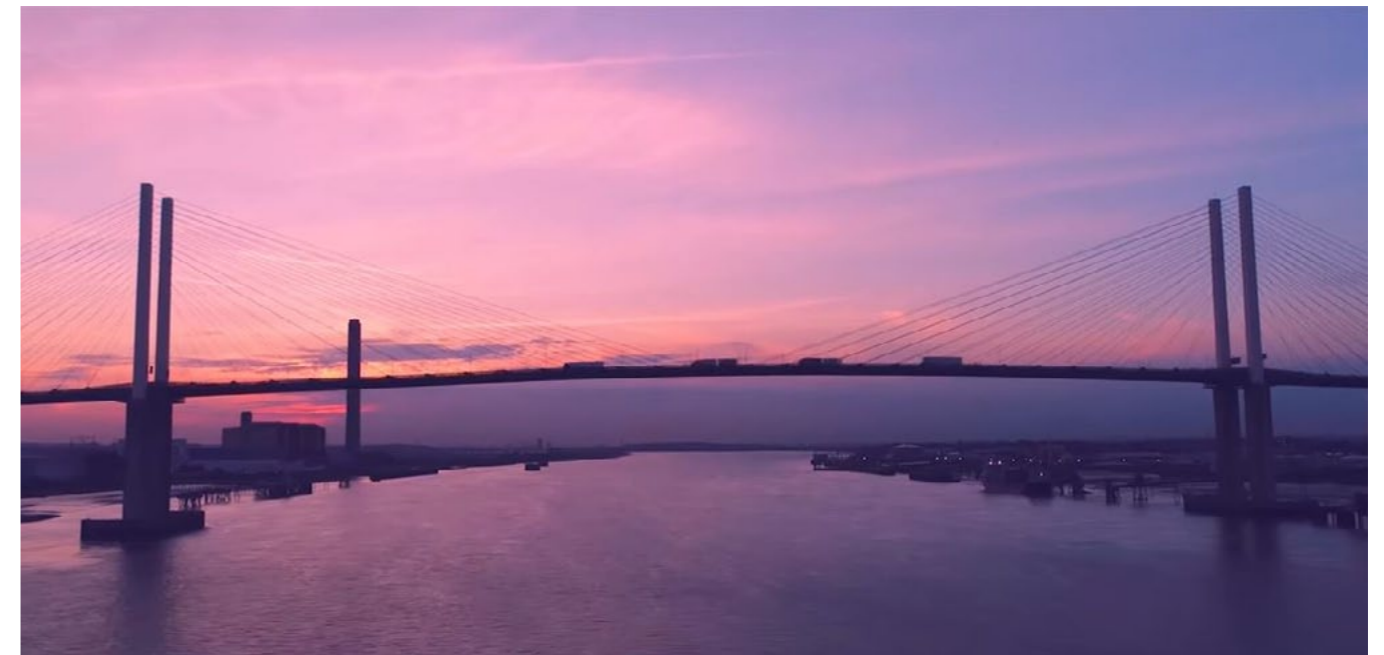
Campaigns and promotional material need to align stylistically to the photography guidance and incorporate the design system outlined in this document.

Branded element for beginning and end of videos



Where appropriate all videos should use a title page based on the visual identity, unless it's a campaign video/animation. All videos, animations and fly-throughs should have the same branded sign-off clip (pictured).

Highways England brand narrative video Figure 3.1.1



Scheme consultation fly-through animations Figure 3.1.2



Annotations should follow the relevant consultation booklet styling and align with the typography guidelines in this document. Avoid excess style and effects, it needs to match other materials.

Only Highways England branding to be displayed throughout the video.

4

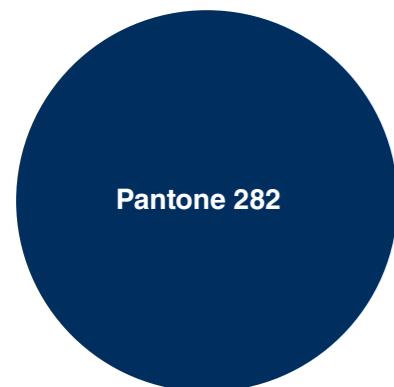
Colour palette

4

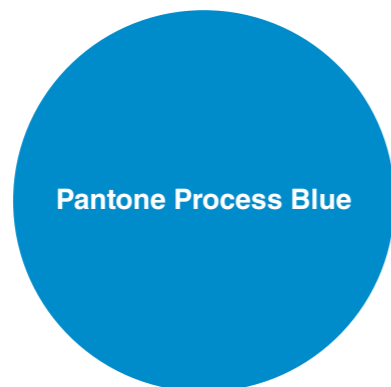
Colour palette

Primary palette

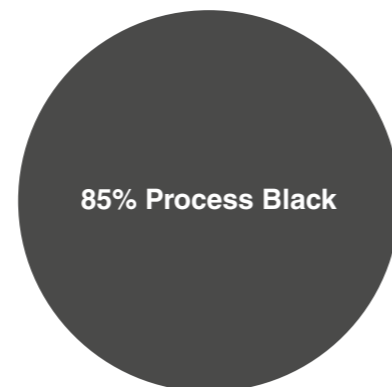
The Highways England visual identity uses 2 colours from the Pantone® matching system plus an 85% tint of black. To check the colours, always match to the relevant Pantone® swatch.



Pantone 282
 CMYK: 100, 68, 0, 54
 RGB: 0, 46, 95
#002E5F



Pantone Process Blue
 CMYK: 100, 10, 0, 10
 RGB: 0, 139, 203
#008BCB



85% Process Black
 CMYK: 0, 0, 0, 85
 RGB: 74, 74, 74
#4A4A49

Secondary palette

For greater flexibility and depth, colours from our secondary palette may be used alongside the primary colours. For printed literature you should not use colours below a tint value of 15%.

 Pantone 2622 CMYK: 57, 98, 0, 46 RGB: 91, 19, 86 #5B1356	 Pantone 484 CMYK: 0, 95, 100, 29 RGB: 177, 32, 9 #B12009	 Pantone 160 CMYK: 0, 62, 100, 32 RGB: 179, 93, 0 #B35D00	 Pantone 364 CMYK: 65, 0, 100, 42 RGB: 69, 124, 31 #457C1F	 Pantone 326 CMYK: 87, 0, 38, 0 RGB: 0, 166, 170 #00A6AA
 Pantone 240 CMYK: 18, 94, 0, 0 RGB: 203, 38, 134 #CB2686	 Pantone 1797 CMYK: 0, 100, 99, 4 RGB: 220, 8, 20 #DC0814	 Pantone 144 CMYK: 0, 48, 100, 0 RGB: 244, 150, 0 #F49600	 Pantone 377 CMYK: 45, 0, 100, 24 RGB: 134, 163, 21 #86A315	 Pantone 5487 CMYK: 35, 0, 16, 54 RGB: 104, 129, 129 #688181
 Pantone 5285 CMYK: 31, 27, 0, 20 RGB: 160, 160, 190 #A0A0BE	 Pantone 873 CMYK: 30, 30, 60, 10 RGB: 179, 161, 110 #B3A16E	 Pantone 123 CMYK: 0, 24, 94, 0 RGB: 253, 198, 0 #FDC600	 Pantone 368 CMYK: 57, 0, 100, 0 RGB: 128, 186, 39 #80BA27	 Pantone 5507 CMYK: 10, 0, 6, 27 RGB: 188, 197, 196 #BCC5C4

5

Design system

5

Design system

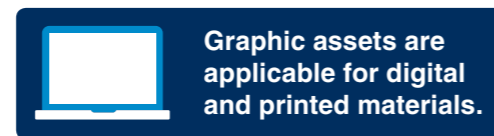
Graphic assets overview

The Highways England logo is part of a wider visual language that expresses our company values.

A set of supporting graphics are incorporated into the overall design system, and tailored for use on particular media. They should only be used in the ways shown on these pages.

Never

- Use the graphics out of their intended context.
- Add the graphics to a design template that isn't meant to have them.
- Use the graphics alongside additional, unrelated graphics that may clash.



Asset 1



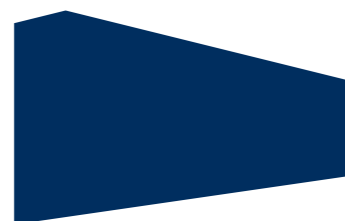
See section 5.1 for usage.

Asset 2



See section 5.2 for usage.

Asset 3



Asset 4 (For document page layouts only)



See section 5.3 for usage.

Asset 5



Asset 6 (Digital banners, document covers and document section breaks)

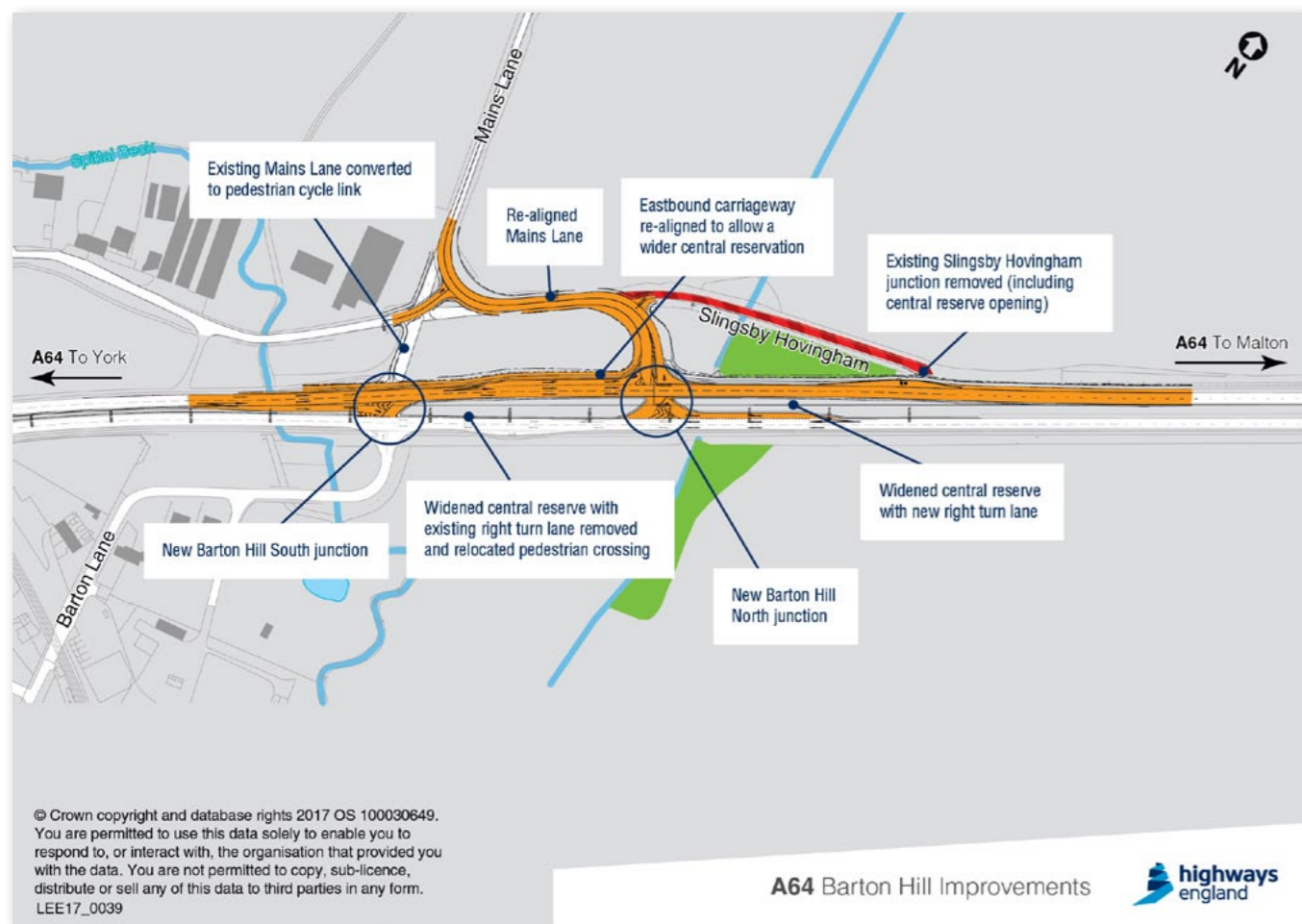


5.1

Design system

Asset 1

Poster footer (portrait and landscape).



Note: This asset **must** always be aligned to the bottom right corner of a page. Only one instance of this asset may be used per page. One instance of one other asset may be used alongside this one, but it must not overlap it.

Working with portable devices

We are now using more and more portable devices for our daily work including **smartphones, laptops** and **tablets** connecting us to the office at anytime and anywhere. Managing the risks for these devices is challenging. We all need to look after ourselves to prevent injuries or health problems.

- Laptops and tablets**
– when out of the office
- Observe general display screen equipment good practice such as avoiding glare and reflection etc.
 - Avoid working on soft surfaces such as chairs or sofas as fabric prevents air flow and causes the device to overheat which can cause fires.
 - Avoid working on your lap, always use a table and sit squarely to the screen.
 - Consider peripherals such as portable keyboard and mouse and laptop stands if used for a considerable amount of time.
 - Consider what can comfortably be done on the laptop and what can be done with a full sized screen, mouse and keyboard.
 - Take frequent breaks.

- Laptops and tablets**
– in the office
- Always use a port replicator with a monitor, keyboard and mouse.

- Smartphones and similar devices**
- Don't send long or unnecessary e-mails or texts, wait until you get back to use a full sized PC or pick up the phone.
 - Rest your thumbs regularly – they were not designed to operate sideways!
 - Adjust font sizes for visual comfort.
 - Get to understand and use keyboard short cuts to cut down on keying in.

Any repetitive strain injury symptoms – report them early.
AND REMEMBER! These devices all have an off button!!!!

5.2

Design system

Asset 2 and 3

Examples of asset 2 and 3 being used in banners and publications.

highways england

Box for main title of the document

Construction constraints

The construction period will last between 3 and 5 years. During this period we will seek to minimise disruption to both local communities and road users. The restrictions and constraints that will be considered as part of the construction work are:

- We will not close lanes of traffic on the A63 between 6am and 8pm Monday to Saturday
- Two lanes will be kept open to traffic on the A63 in both directions where practicable with a minimum of one traffic lane kept open in each direction at all times
- Full or partial road closures on the A63 will only be allowed overnight or at weekends for certain work
- Access to business and properties will be maintained wherever possible. Noise, vibration and disruption to adjacent properties will be kept to a minimum
- Alternative pedestrian footway and crossing facilities will be maintained at all times
- Where we need to close the road, either fully or partially, we will keep you up to date via a dedicated Public Liaison Officer

highways england

Regional and local benefits
The scheme has been designed with the following key objectives in mind:

Supporting economic growth

A safe and serviceable network

Improved environment

An accessible and integrated network
The proposed scheme will provide improved connectivity with the local road network. We are investigating ways to maintain or improve existing facilities for pedestrians, cyclists, horse riders and disabled users. We are working with Newcastle City Council and Metro to support transport improvements in and around Newcastle.

This asset is best used as a creative way to display images or stand out text. Be careful to balance the use of these assets throughout a document and don't apply them to every image.

highways england

A19 Norton to Wynyard improvement scheme

Every road user wants less congested roads to enable swift, safe, comfortable and informed travel. On behalf of the government and its Road Investment Strategy, Highways England is responsible for delivering the largest investment in a generation throughout England's motorways and major A roads. The A19 Norton to Wynyard improvement scheme is a key part of this investment.

People using the A19 between Norton and Wynyard already experience congestion and delays, particularly during peak hours, which can result in unreliable journey times. Traffic is expected to grow with new housing and employment developments planned for the area. Residents are also affected by noise from vehicles travelling over the existing concrete road surface.

In this brochure we explain our proposed improvements for the A19 between the Norton and Wynyard junctions and what's new since the public information events we held in October 2016.

highways england

A19 / A1058 Coast Road junction improvement scheme
Community newsletter: **October 2017**

Welcome to the October edition of Highways England Coast Road junction improvement scheme newsletter for local residents, businesses and road users.

Like you, every road user wants less congested roads to enable swift, safe, comfortable and informed travel. On behalf of the government and its Road Investment Strategy (RIS), Highways England is responsible for delivering the largest investment in a generation throughout England's motorways and major A roads and the A19 / A1058 Coast Road junction is a key part of this investment.

Since Highways England was established in 2015 we have made good progress in delivering the governments RIS and we remain focused on our three imperatives to support this work. The first of these is to make journeys safer for both our customers and our workforce. The second is to improve the network to minimise delays and congestion to provide our customers with the best possible experience. Our final priority is to deliver our work in an efficient and effective way that provides value for money and minimises disruption, as well as mitigating the impact on communities.

As part of our commitment to improving England's motorways and major A roads the A19 / A1058 Coast Road junction improvement scheme acknowledges our three imperatives and once complete aims to:

- Reduce congestion
- Increase capacity
- Improve journey times
- Improve road safety for both road users and the local community
- Support regeneration in Tyne and Wear and Northumberland
- Maintain or improve facilities for pedestrians, horse riders, disabled users and cyclists crossing and travelling along the route

Site update

Over the past year we have completed:

- Diversions onto temporary roundabout alignment to allow bridge construction
- Phase one piling works to bridge supports on A19 North, A19 South and A1058 Eastbound carriageways
- Bridge beams installed onto North and South roundabout bridges.
- Traffic switch to allow earthworks and drainage to be undertaken in verges
- Bridge beams installed on A1058 Eastbound carriageway
- Sheet piled retaining walls to Northbound on slip road
- Major statutory services diverted

Note: You **may** use more than one instance of this asset on a page. You may flip the asset horizontally or vertically. Never use more than one asset type on a page.

5.3

Design system

Asset 4 (for document page layouts only)

A flexible editorial asset for document introductions or section breaks.

This asset enables more flexibility in your editorial layouts for:

- document introductions
- section breaks (large reports or guidance documents)

This asset **should** be used as the primary option in consultation and public information booklets and corporate documents.

Examples of when using this asset isn't possible:

- If text, images and content aren't suited to the asset. For example: too much text or inappropriate images.
- If the concept or design brief leads toward a bespoke layout that doesn't fit with this asset.

Section break

Combinations for the colour blocks:

- 100% x2
- 30-50% tint and 100%
- 2 complimentary colours

Title section



Large section for text

Images or illustrations

Alternative examples of usage

Introduction page

Suitable for a scheme image or of people, depending on the publications content



5.4

Design system

Asset 5

For contact information or photography

A simple asset in our toolkit to offer alternative options for displaying contact information and photography.

Example of using it as a holder for contact information or any text you wish to highlight.

Example of using it for images to ensure it fits better in columns.

How to respond

All responses to this consultation must be received no later than **23:59 22 March 2018**. Responses received after this date may not be considered.

A copy of our consultation questionnaire is available as part of this brochure or alternatively a copy can be requested by contacting a member of the Project Team.

Online:
www.highways.gov.uk/a1birtleytoalhouse

Email:
a1birtleytoalhouse@highwaysengland.co.uk

In writing:
A1 Birtley to Coal House Project Team,
Freepost RSAS-ZGKK-CSUL,
Highways England, Lateral, 8 City Walk,
Leeds, LS11 9AT.

Telephone:
0300 470 4548

Further copies

There are a number of venues where you can find further copies of this brochure/questionnaire and Preliminary Environmental Information Report during the consultation period. These venues are as follows:

Location	Viewing Times
Gateshead Civic Centre , Regent Street, Gateshead, NE8 1HH Tel: 0191 433 3000	<ul style="list-style-type: none"> Monday – Friday 9am-5pm Saturday, Sunday –CLOSED
Birtley Library , Durham Road, Birtley, Chester-le-Street, DH3 1LE Tel: 0191 433 6101	<ul style="list-style-type: none"> Monday, Tuesday and Thursday 9am-5pm Wednesday and Friday 9am-3.45pm Saturday, Sunday –CLOSED
The Hub Resource Centre , Birtley Community Partnership, 16 Harraton Terrace, Durham Road, Birtley, DH3 2QG Tel: 0191 492 0434	<ul style="list-style-type: none"> Monday, Tuesday, Thursday and Friday 9.30am-3.30pm Wednesday 9.30am-12 noon Saturday, Sunday –CLOSED
Kibblesworth Millennium Centre , Grange Terrace, Kibblesworth, Gateshead, NE11 0XN Tel: 0191 411 1193	<ul style="list-style-type: none"> Monday and Friday 10am-3pm Tuesday and Wednesday 10-4pm Thursday 9am-5pm Saturday, Sunday –CLOSED
Highways England , Lateral, 8 City Walk, Leeds, LS11 9AT Tel: 0300 470 4548	<p>By prior arrangement:</p> <ul style="list-style-type: none"> Monday to Friday 9am-5pm Saturday, Sunday –CLOSED

We want to hear your views



Following feedback from our public and stakeholders during the consultation period held in autumn 2016 and further design development, a Preferred Route Announcement was made on 24 July 2017.

We aim to complete preparation of our Development Consent Order (DCO) application, with a target submission date of winter 2018/19. Before we can submit our application, we wish to consult further on our proposals and hear any further views people may have.

What are we consulting about?

We are now progressing our initial (preliminary) design of the preferred route and we need to understand the views of anyone who has an interest in our proposals.

Your input means a lot to us

One of the best ways to have your say is to come along to one of our public exhibitions. Here you'll be able to find out more information about the scheme and speak to members of the Project Team who will be on hand to answer any of your questions.

The consultation will run for six weeks, commencing on 08 February 2018 and closing at 23.59 on 22 March 2018. This is your opportunity to get

involved and share your views on our proposals. Your comments will help us make sure that we've fully understood any potential impacts on the community. We'll listen to everyone's feedback and consider these before submitting our DCO application.

Share your views at our consultation events

Friday 23 February – 1pm-8pm
Chowdene Children's Centre,
Waverley Road,
Harlow Green, NE9 7TU

Saturday 24 February – 10am-4pm
Washington Leisure Centre,
Town Centre,
Washington, NE38 7SS

Thursday 01 March – 10am-4pm
Kibblesworth Millennium Centre,
Grange Terrace, Kibblesworth,
Gateshead, NE11 0XN

Friday 02 March – 10am-1.30pm
Team Valley Trading Estate, Axis Building,
Maingate, Kingsway North,
Gateshead, NE11 0BE

Friday 02 March – 4pm-8pm
Metrocentre, into Metrocentre,
Gateshead, NE11 9YG

Saturday 03 March – 10am-4pm
Birtley East Primary School,
Highfield, DH3 1QQ

Wednesday 07 March – 4pm-8pm
The Hub Resource Centre,
Birtley Community Partnership,
16 Harraton Terrace, Durham Road,
Birtley, DH3 2QG

Alternative examples of usage



5.5

Design system

Asset 6

A flexible asset for digital banners, header images and publication covers.

This enables more flexibility in creating digital banners and document front covers and other additional imagery like posters or adverts.

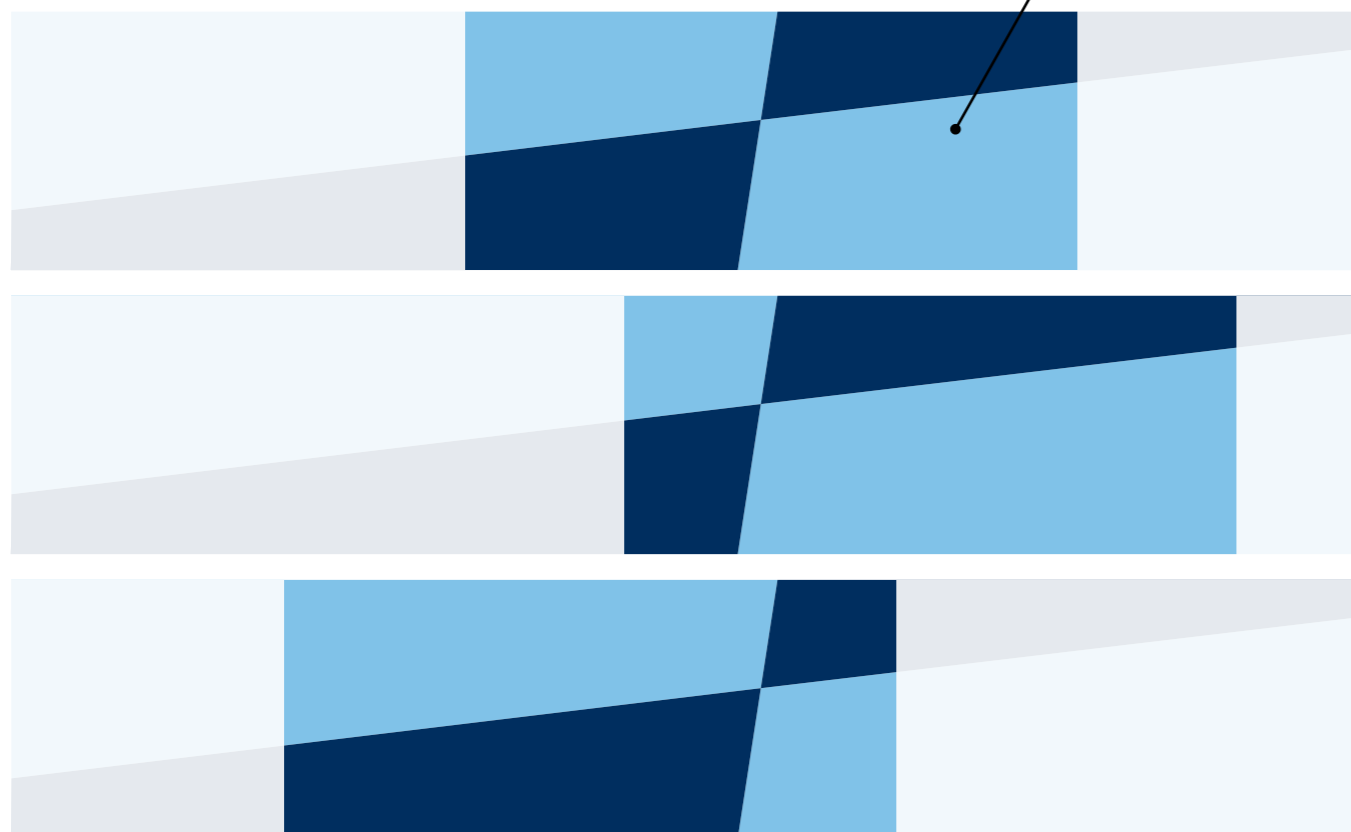
You can create multiple applications of how you display content within this asset – it enables the brand to continue through, whilst allowing variety.

Mandatory uses

- Digital banners/header images for our corporate public facing websites.
- All road scheme consultations and communication booklets (plus associated document covers for scheme reports and Development Consent Order (DCO) documents).

Move the crop area left or right to create your desired position.

Figure 5.5.1



Optional uses

- Internal or supply chain facing digital banners or header images.
- Other corporate documents and publications like strategies or policy guidance.
- Social media posts

For portrait items like covers, the crop area can move around vertically and horizontally, scale to find the crop that works for your content. **DO NOT ROTATE.**

Figure 5.5.2



5.6

Design system

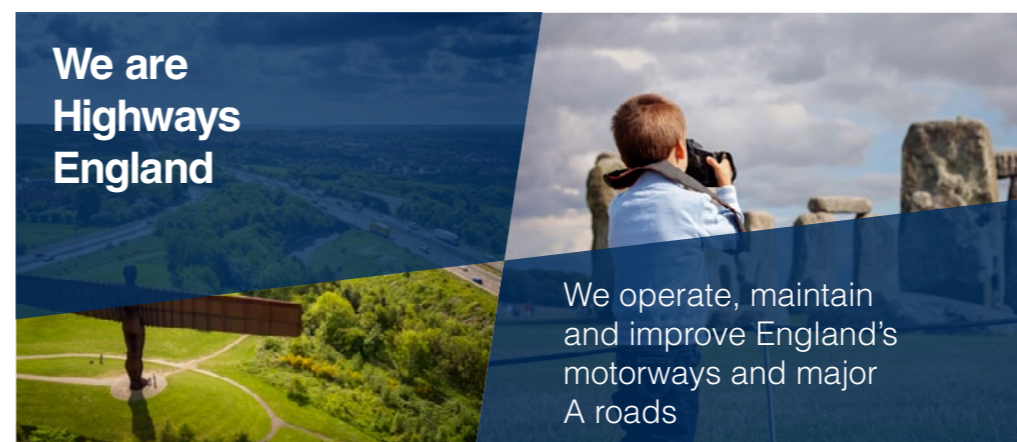
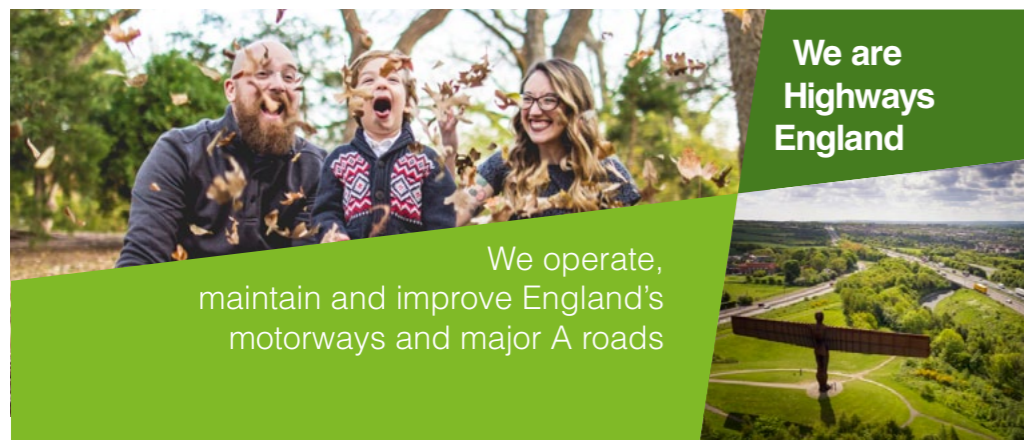
Asset 6

The arrangements below that **can** be used are:

- One or two images (if one image then use a 70-90% tint on one of the colour blocks).
- Single colour on both colour blocks
- Single colour on both blocks with one block as a tint
- Two colours (complimentary colours within the Highways England palette).
- Title text and/or short sentence for banner and document title for the covers.

Note: not all photography will be appropriate, work the asset around the image and crop to determine if it can be used.

The brand narrative which includes more imagery of people and destinations should be observed where possible. This is dependent of what the banner or document cover is being used for.



5.7

Design system

Brand graphics for publications

Below are examples of our more corporate cover which is advised for reports, or guidance documents **Figure 5.7.1 to Figure 5.7.4**. You can also use full bleed imagery documents and illustrations **Figure 5.7.5 and Figure 5.7.6** depending on the content matter. These covers are **not to be** used for road schemes.

Figure 5.7.3

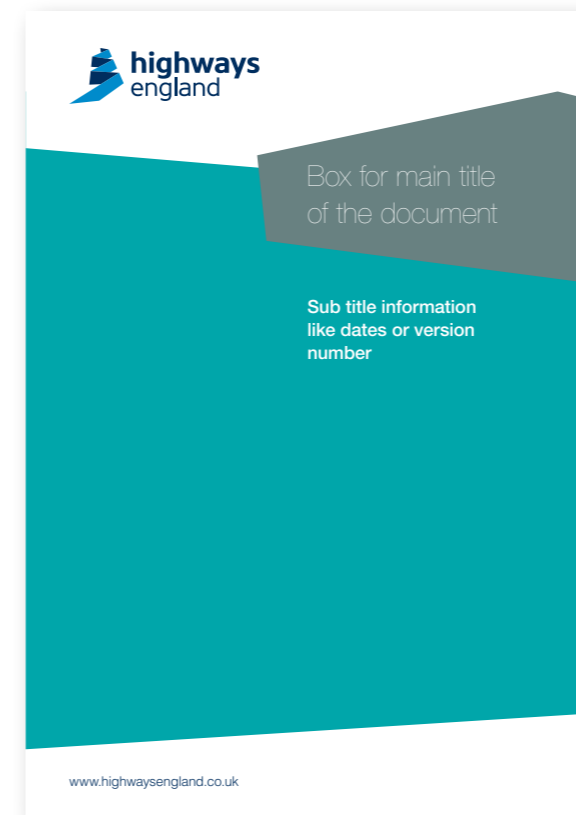


Figure 5.7.4

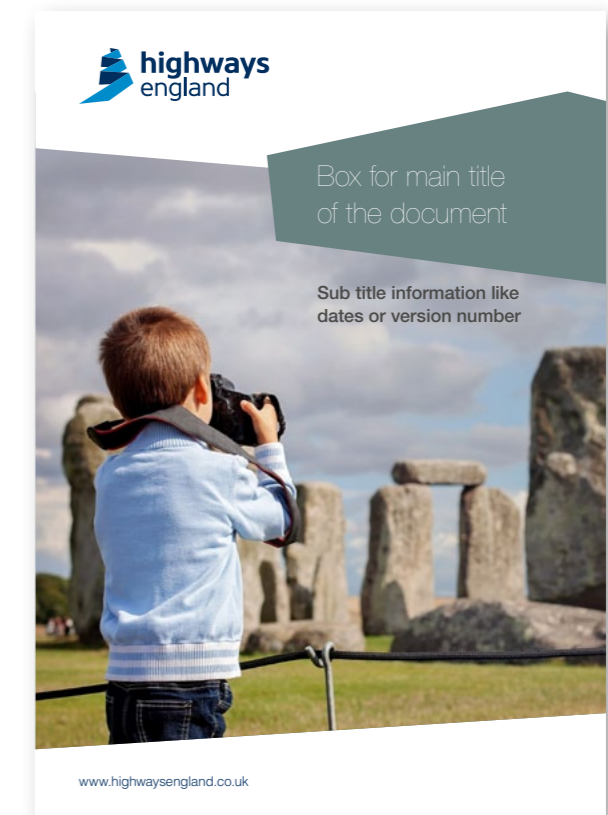


Figure 5.7.1

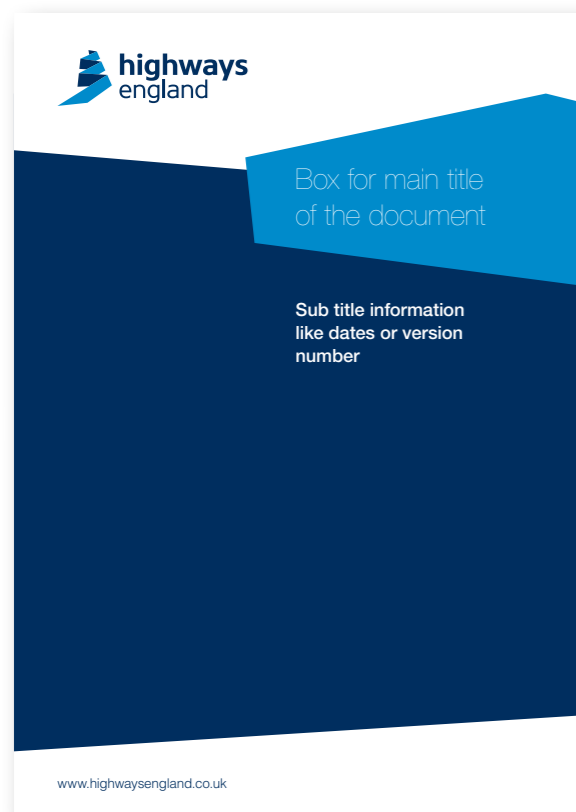


Figure 5.7.2

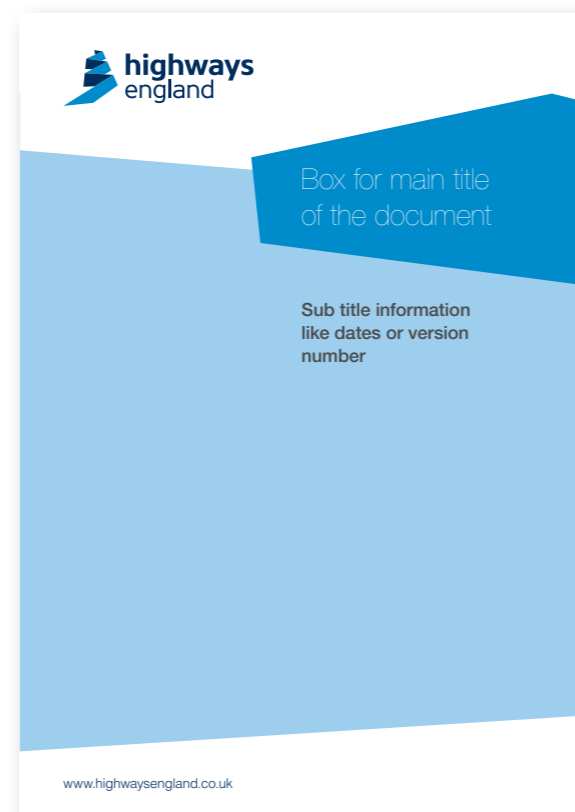
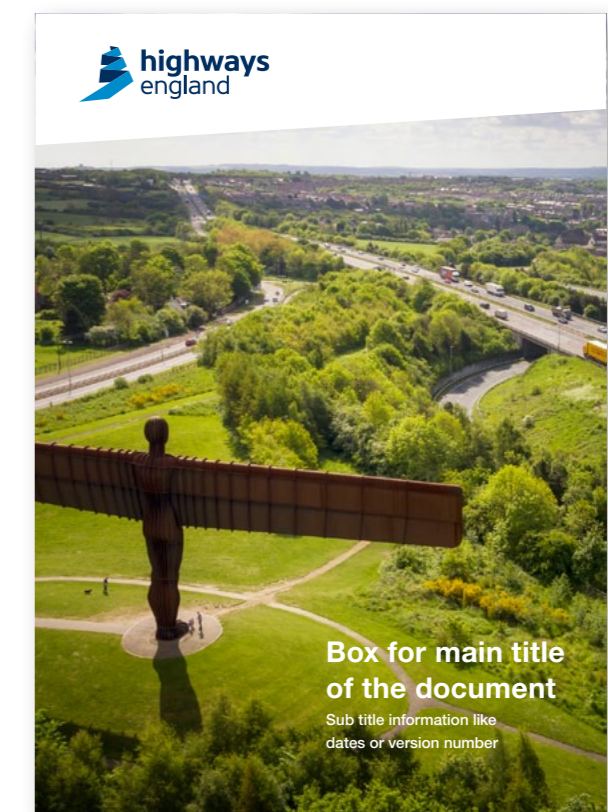


Figure 5.7.5



Figure 5.7.6



5.8

Design system

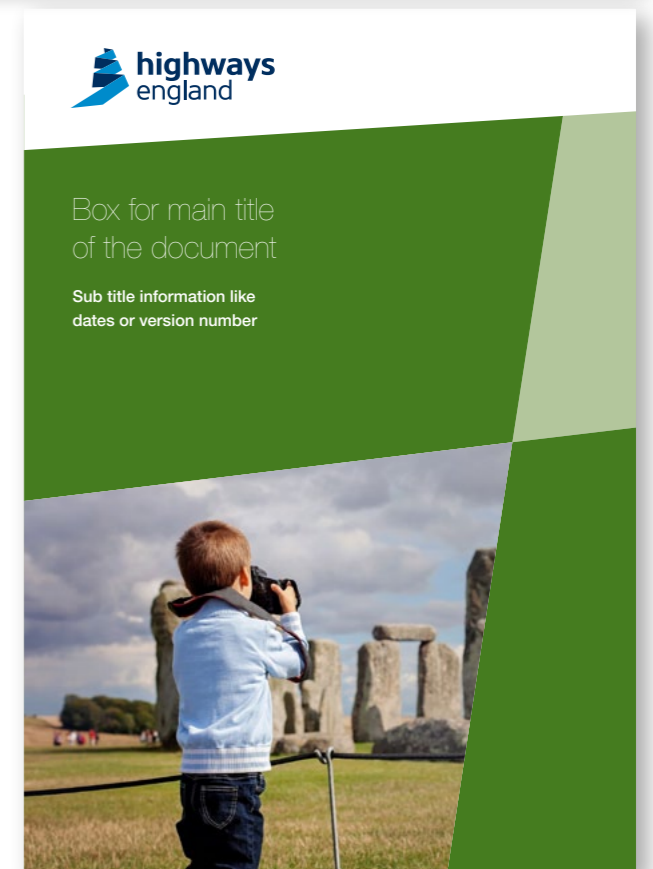
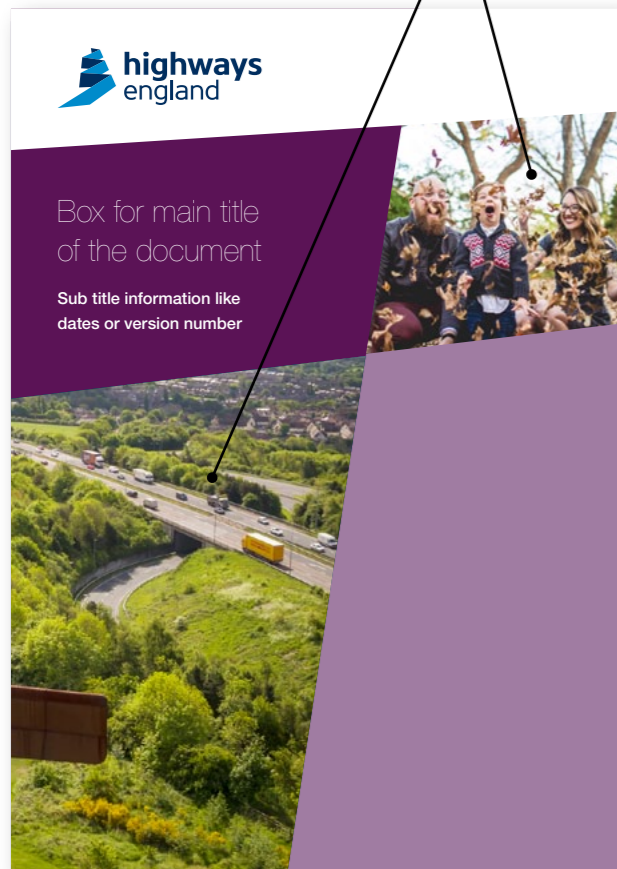
Brand graphics for road scheme publications

Road scheme projects for both Major Projects and Operations **must** use the variable asset cover. Refer to previous pages for how to use the variable asset.

These examples show how the asset can be moved around for different crops; and how it can use different colour tints, overlays and block colours.

No more than two images are allowed to be used with this asset. No collages or multiple images are allowed within the crop frames.

Images must be opposite each other.



5.8

Design system

Single and two colours

Although the asset is flexible in its application, there is a preferred order to using one or two colours (two colours maximum). This is to ensure consistency in how this asset is applied.

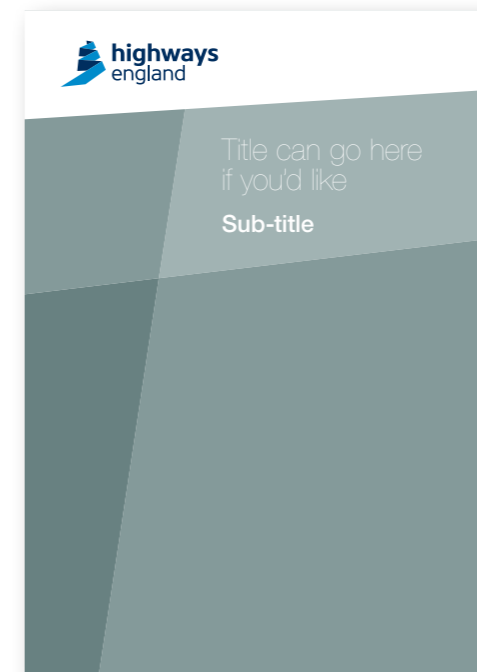
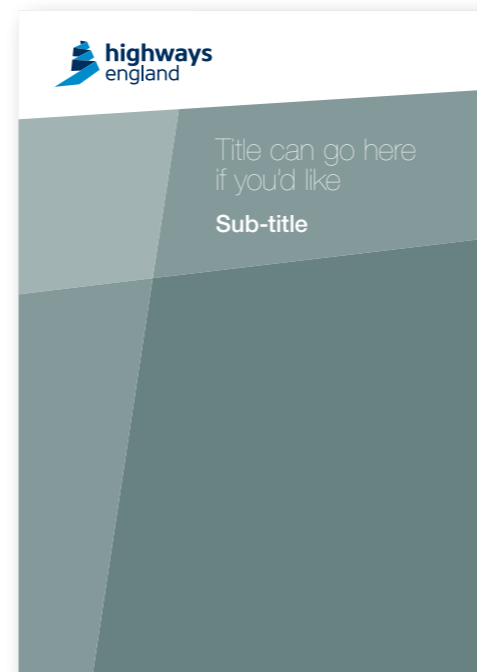
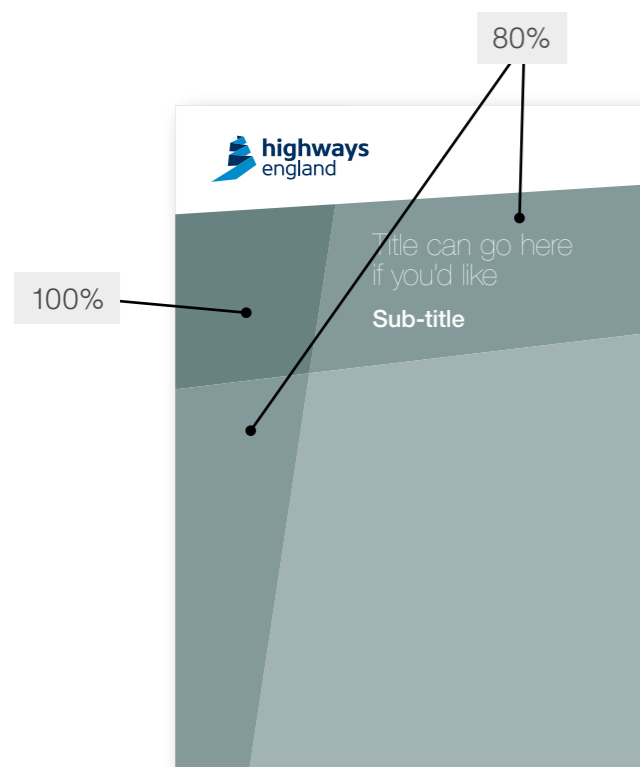
Two colours



Two colours maximum, only use colours that are complimentary or suitable to the context of the document subject.

Single colour

See below, the four variations of where the tints are to be arranged.



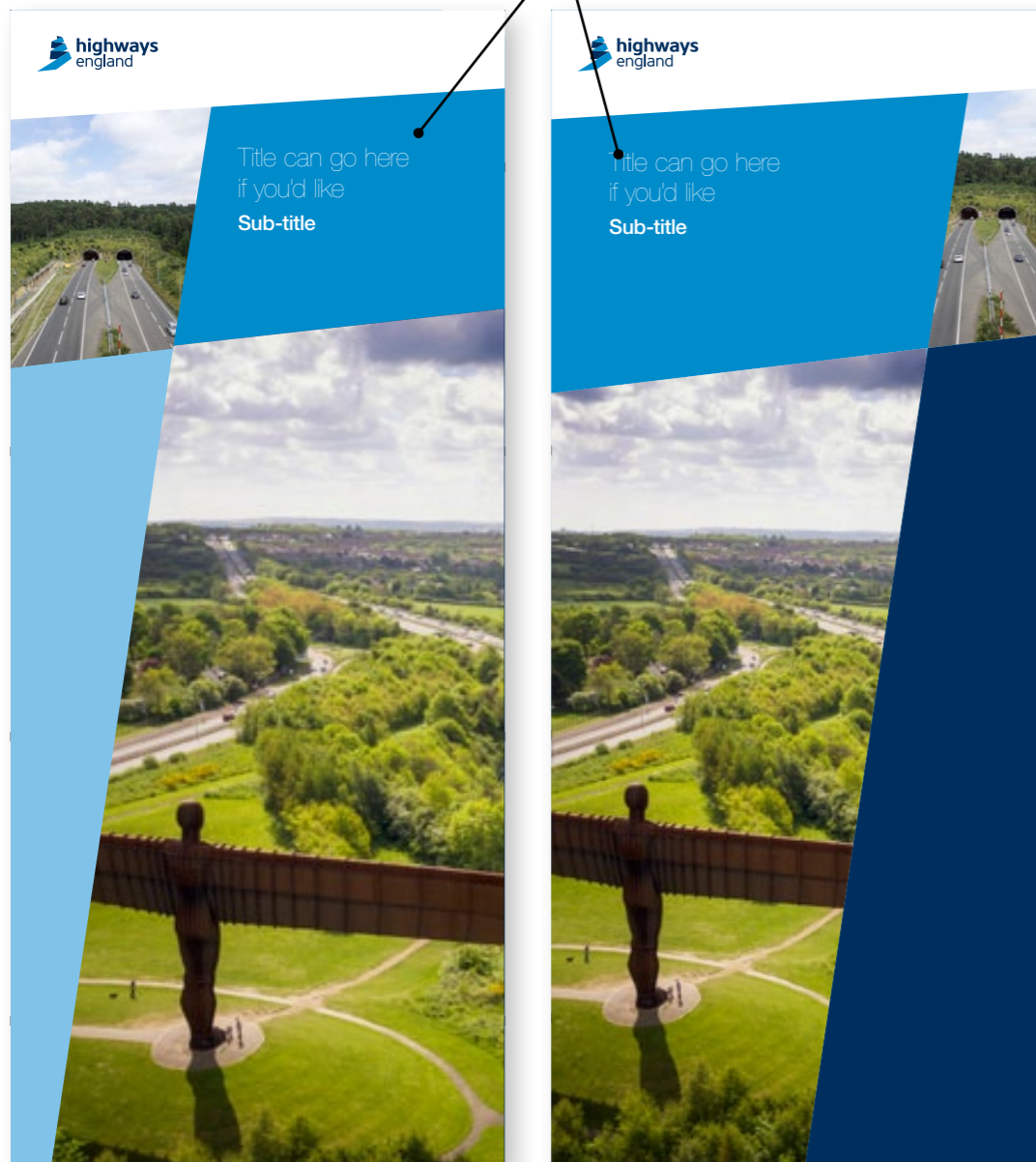
5.8

Design system

Brand graphics for banners (asset 6)

Intro banners

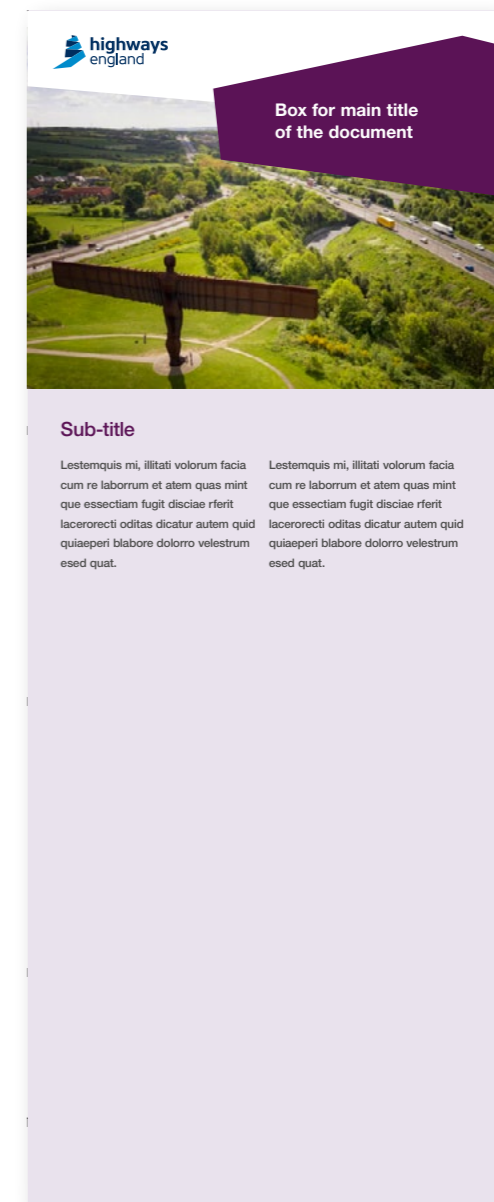
Examples of using just the title



Examples of when more text is needed



Information



5.9

Design system

Consultation display panels

For consultation roll-up banners

Display panels can be used to convey simple messages or much more detailed information. They therefore come in two formats – high impact **Figure 5.9.1** and high detail **Figure 5.9.2**.

Always

- Use imagery, colours and typefaces that adhere to our visual identity guidelines.
- Use short and punchy sentences to convey information.
- Aim for a clean, simple and uncluttered appearance.
- Consider the needs of the audience, including diversity and disability issues.

Never

- Attempt to place too much information on one panel.
- Add additional design elements to the existing template.

Figure 5.9.1
High impact

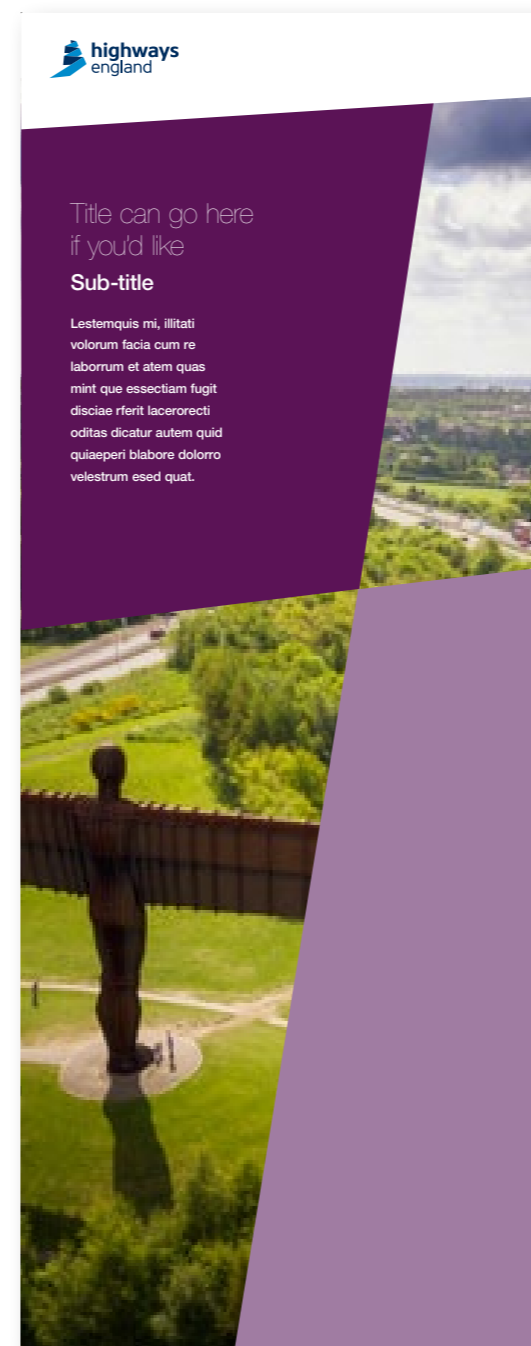
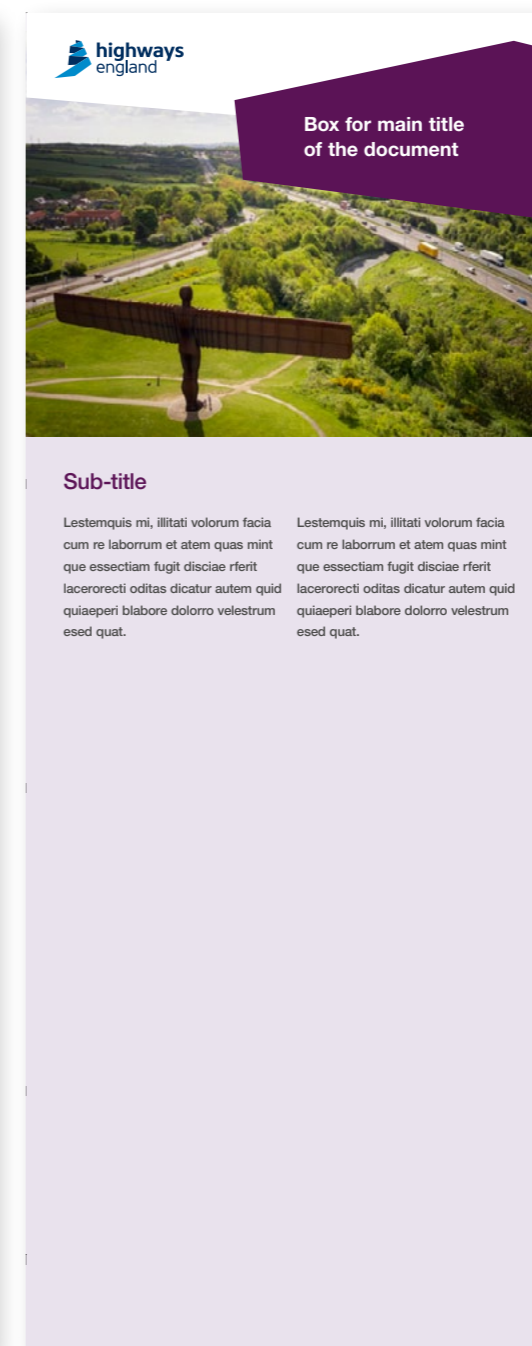


Figure 5.9.2
High detail



5.10

Design system

Typography

The Highways England corporate typeface is Helvetica. When Helvetica is not available, Arial must be used.

Below is our recommended sizing of text to aid in producing accessible documents:

- **11pt** on **16pt** 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 about delivering accessible communications on the [Office of Disability Issues](#) website.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !?@;:”/ &%

Primary font

Helvetica

The standard set of Helvetica fonts are listed here, although designers may wish to use additional weights available in the Helvetica family.

Helvetica Light and *Light Oblique*

Helvetica Roman and *Oblique*

Helvetica Bold and ***Bold Oblique***

Helvetica Black and ***Oblique***

Helvetica Light Condensed and *Oblique*

Helvetica Condensed and *Oblique*

Helvetica Bold Condensed and ***Oblique***

Helvetica Black Condensed and ***Oblique***

Secondary font

Arial

Arial should be used when Helvetica is not available.

Arial

Arial Italic

Arial Bold

Arial Bold Italic

Arial Narrow

Arial Black

6


Publications

Publications

Guidance for the preparation of materials for projects following the Project Control Framework (PCF) process

In order to present a consistent face to the public throughout and across our PCF road scheme stages, we must use the following colours on all our public facing communications.

This applies to both physical and digital collateral.

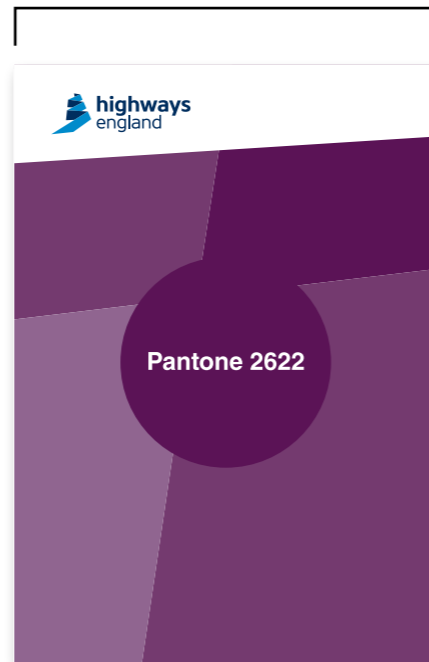
 These colours are applicable for digital and printed materials.

PCF Stage 2 materials



- Options selection
- Options consultation
- Preferred Route Announcement (PRA)
- Public Consultation Report and Summary
- Plus all associated communications

PCF Stage 3 and 4 materials



- Preliminary design
- Statutory procedures and powers
- Development Consent Order (DCO) consultation and application documents
- Highways Act documents

PCF Stage 5, 6, 7 materials



Stage 5

Construction preparation materials include: exhibitions, newsletters, digital content etc.

Stage 6

Construction, commissioning and handover materials include: exhibitions, newsletters, digital content etc.

Stage 7

Closeout materials include: opening ceremony products, social media/digital content, newsletter, brochure etc.

7

Brand guidance
documents

7

Brand guidance documents

This is part of a suite of documents that form the brand guidelines of Highways England. They are separated into specific areas of branding and focus on that subject, offering guidance and information for you to ensure our brand is protected across multiple platforms and usages.

For the rest of these documents visit our page on the **intranet**.

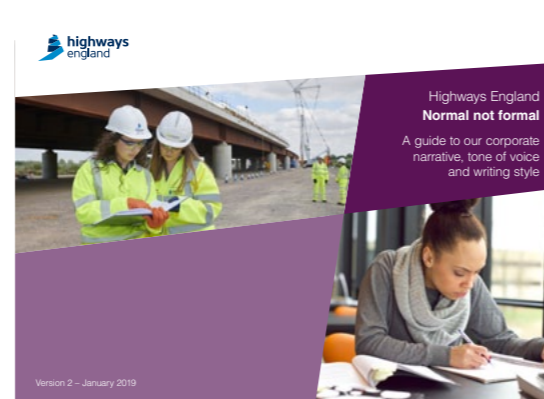


Visual identity

Comprehensive details on the visual identity.

Main sections covered are:

- Logo
- Design system and its applications
- Photography and video



Tone of voice

Information on how to write for our communication materials which up holds our brand values.

Main sections covered are:

- Corporate narrative
- Tone of voice
- Style guide



Contractors

8

Contractors

Safety hats

Front

The Highways England representative logo must be placed on the front of the safety hat as above. No other logos are permitted on the front of safety hats. **Figure 8.1**

Back

Only the Highways England safety message should be placed on the back.

For visitors to the site, the below branded hat must be used. **Figure 8.2**
No other logos are permitted on the visitor safety hats.

Figure 8.1



Figure 8.2



High visibility jackets

Front

The Highways England representative logo must be placed on the breast (left hand side), as per **Figure 8.3**. No supplier's logos are permitted on the front of jackets.

Back

The contractor's logo must be positioned within the top section only. The middle area is for the Highways England safety message **Figure 8.4**

Figure 8.3



Figure 8.4



9

Vehicles

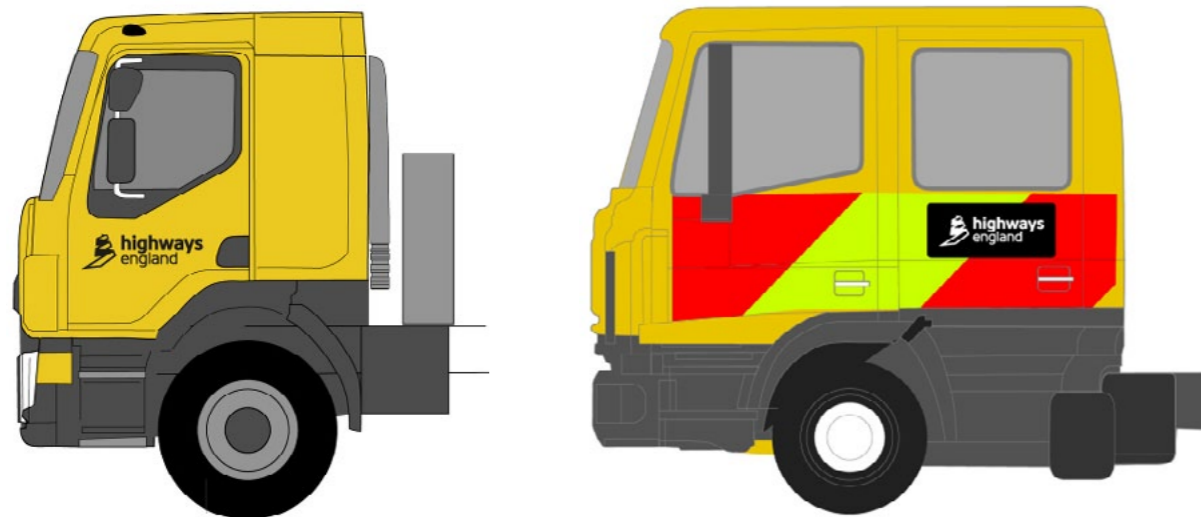
Vehicles

All dedicated operational vehicles for the Highways England road network, including those operated by our contractors, must be liveried using the standard Highways England corporate logo. No other logos are 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 your regional Highways England communications team.



10

Stationery

Stationery

Email

Figure 12.2.1 shows how an email signature should be displayed.

You must include:

- Name
- Job title
- Directorate
- Office address that you are based in
- Website
- Phone and/or mobile number

Never:

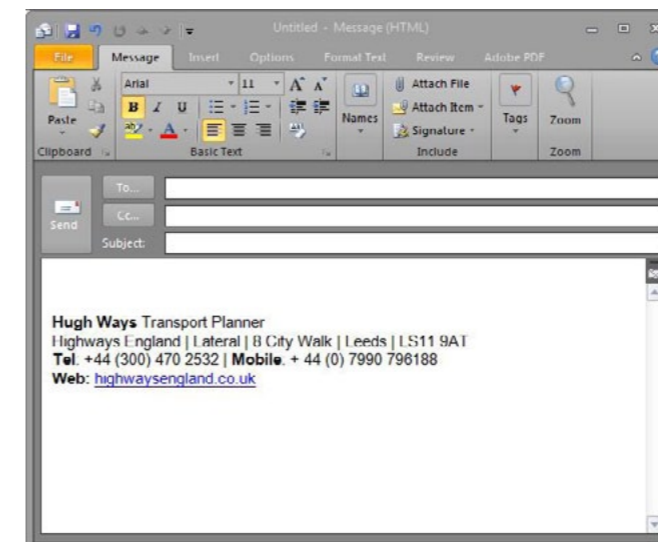
- Place graphics other than the **corporate logo** in the signature.
- Use any other colours, novelty fonts or personalised signature.
- Add a strapline.
- Add any clipart, photographs or animated graphics.

Contractors

- Staff working on Highways England schemes must identify themselves accordingly in emails.
- The wording 'Working on behalf of Highways England' must be included within the body copy of the email; in addition to the prescribed information in the contractor's email signature, as per **Figure 10.2**

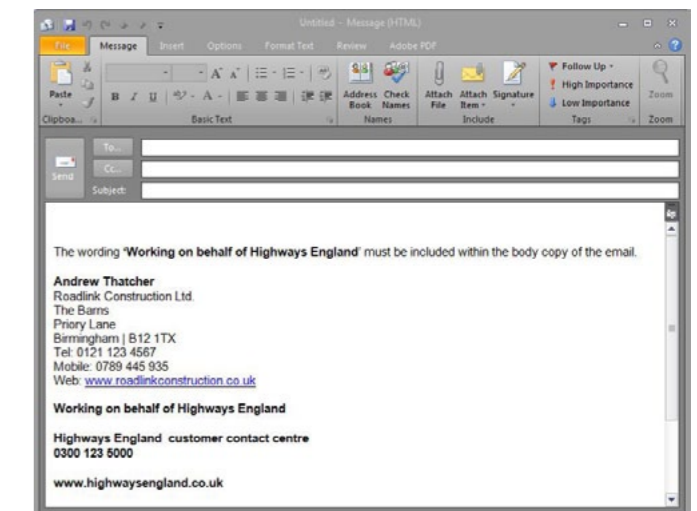
Highways England email signature

Figure 10.1



Contractor email signature

Figure 10.2



10.1

Stationery

Letters

Always:

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

Never:

- Reposition, redraw, or distort any of the letterhead elements.

Contractors

- The representative version of the Highways England logo should be used. As per **Figure 10.1.1**, the contractor logo must be smaller or of equal prominence to the Highways England logo. The contractor logo must be in the top left corner of the page and the Highways England logo in the top right. Below the Highways England logo our customer services phone number must appear followed by our website address. Size and positioning are as shown.

Sample contractor letter

Figure 10.1.1



Sample Highways England letter

Figure 10.1.2



10.2

Stationery

Compliment slips

Never:

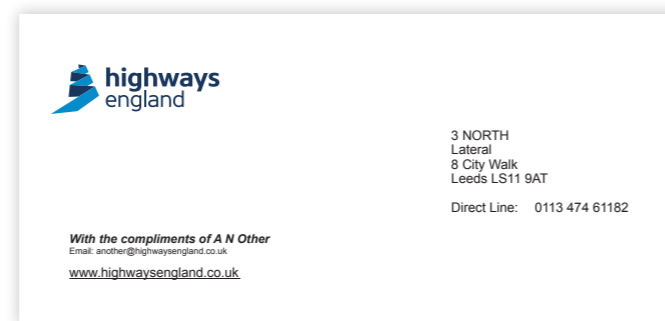
- Reposition, redraw, or distort any of the compliment slip elements.

Contractors

- The representative version of the Highways England logo should be used. As per **Figure 10.2.1**, the contractor logo must be smaller or of equal prominence to the Highways England logo. The Highways England logo and contact details must always appear top right and the contractor's logo top left.
- The contractor's 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. Size and positioning are as shown.

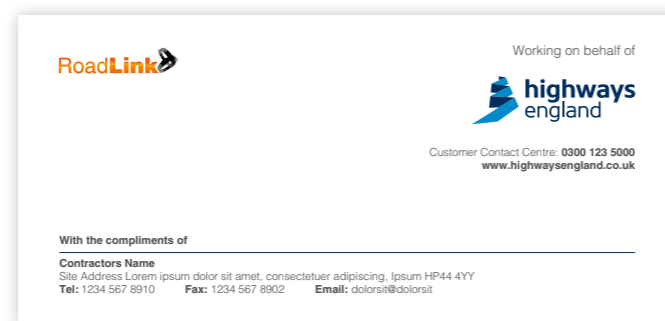
Highways England compliment slip

Figure 10.2.1



Contractor compliment slip

Figure 10.2.2



Business cards

Always:

- Use Helvetica or Arial typefaces for the body copy of the business card.

Never:

- Reposition, redraw, or distort any of the business card elements.

Contractors

- Business cards are double sided – the Highways England logo and contact details on side one, and the contractors business card on side two. Always centre the Highways England logo and contact details. **Figure 10.2.3**. The representative version of the Highways England logo should be used.

Highways England business card (single sided)

Figure 10.2.3



Contractor business card (double sided)

Figure 10.2.4



Side 1



Side 2

11

Presentations

Presentations

Always

- Optimise images for use in presentations so they are an appropriate resolution.

Never

- Re-size, distort or move the Highways England logo.
- Change the colour or font within the template.
- Use clip art or animation for external presentations.

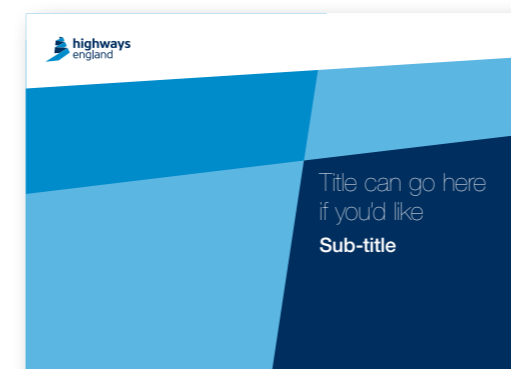
Contractors

- As per **Figure 11.1**, the Highways England logo must always appear in the bottom right, with the contractors logo in the bottom left and in proportion to the Highways England logo.

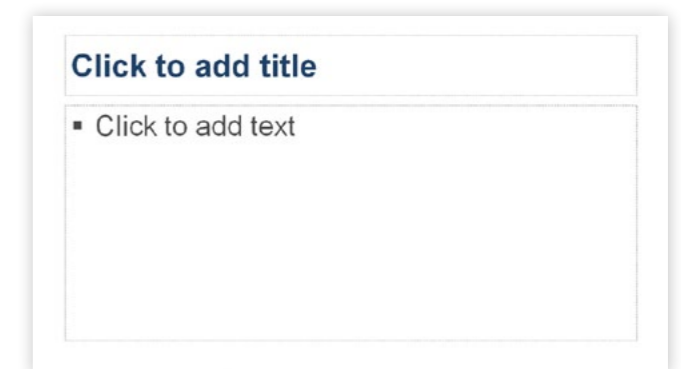
Highways England 16:9 slide template (a 4:3 template is also available)

Figure 11.1

Title slide



Content slide



Contractor logos on presentations

Figure 11.2



11.1

Presentations

Guidance

Write a script

Your slides should illustrate and expand what you are going to say to your audience. You should know what you intend to say and then figure out how to visualise it. Write out, or at least outline your presentation before trying to put together slides.

Make sure your script follows good storytelling conventions: give it a beginning, middle, and end; have a clear arc that builds towards some sort of conclusion or actions.

**No paragraphs**

Your slides are the illustrations for your presentation, not the presentation itself. They should underline and reinforce what you're saying as you give your presentation – save the paragraphs of text for your script.

**One thing at a time, please**

The thing you are talking about should be what is on screen. Plan your presentation so just one new point is displayed at any given moment. Bullet points can be revealed one at a time as you reach them using the fade animation. Charts can be put on the next slide to be referenced when you get to the data the chart displays.

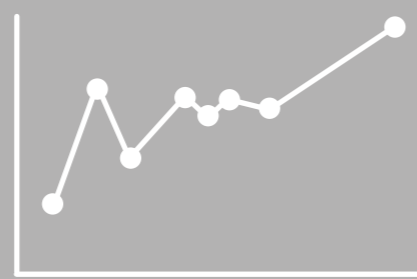
Point 1

Intro text for the lists

- Bullet 1
- Bullet 2

Keep it simple

- Align text and objects using the align tools ensuring it looks neat and professional.
- Avoid clutter. Include a headline, a few bullet points, maybe an image.
- If you can't read your chart or image then your audience won't be able to.

**Point 1 Chart**

12

Specific details

Specific details

Charging schemes

There are a small number of tolls and charging schemes covering the use of specific parts of the network. Charging schemes operated by our suppliers may have individual names, however it must be made clear that they are run on behalf of Highways England in all publicity materials.

The names must be considered and agreed with the **Highways England communications division** on a case-by-case basis, in line with a formal business case and approval process. This applies to all charging schemes, including electronic Tag and ANPR based systems.



Dart Charge Summer Campaign

12.1

Specific details

Major project schemes

This policy covers how logos should be used by contractors at different stages on a major project. Please refer to the visual identity and design system sections of these guidelines.

Early stages of a road building scheme

This covers: route options identification phase, public consultation process and preferred route announcements.

The Highways England logo must be present on scheme-related communications at all times.

At the public consultation stage, supplier logos will only be permitted on some leaflets and display boards for public exhibitions.

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

Construction stage of a road building scheme

All supplier logos will be permitted on one board at start of works and road opening exhibitions.

The lead contractor logo will be permitted at the construction stage of a project or on maintenance projects.

13

Signage

Signage

Signs on the Highways England network should be produced and installed in accordance with **chapter 8 of The Traffic Signs Regulations and General Directions 2002 (Statutory Instruments 2002 No. 3113)**.

Additional guidance is provided on the following pages regarding signs for:

- Billboards
- Main entrances
- Works access
- Hoardings
- Perimeter fencing
- Compounds, depots and site offices

Works access

In cases where signs are placed on live carriageways they must conform to diagrams 7301 to 7307 in chapter 8 of *The Traffic Signs Regulations and General Directions 2002 (Statutory Instruments 2002 No. 3113)*. **Figure 13.1**

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.

Figure 13.1



13.1

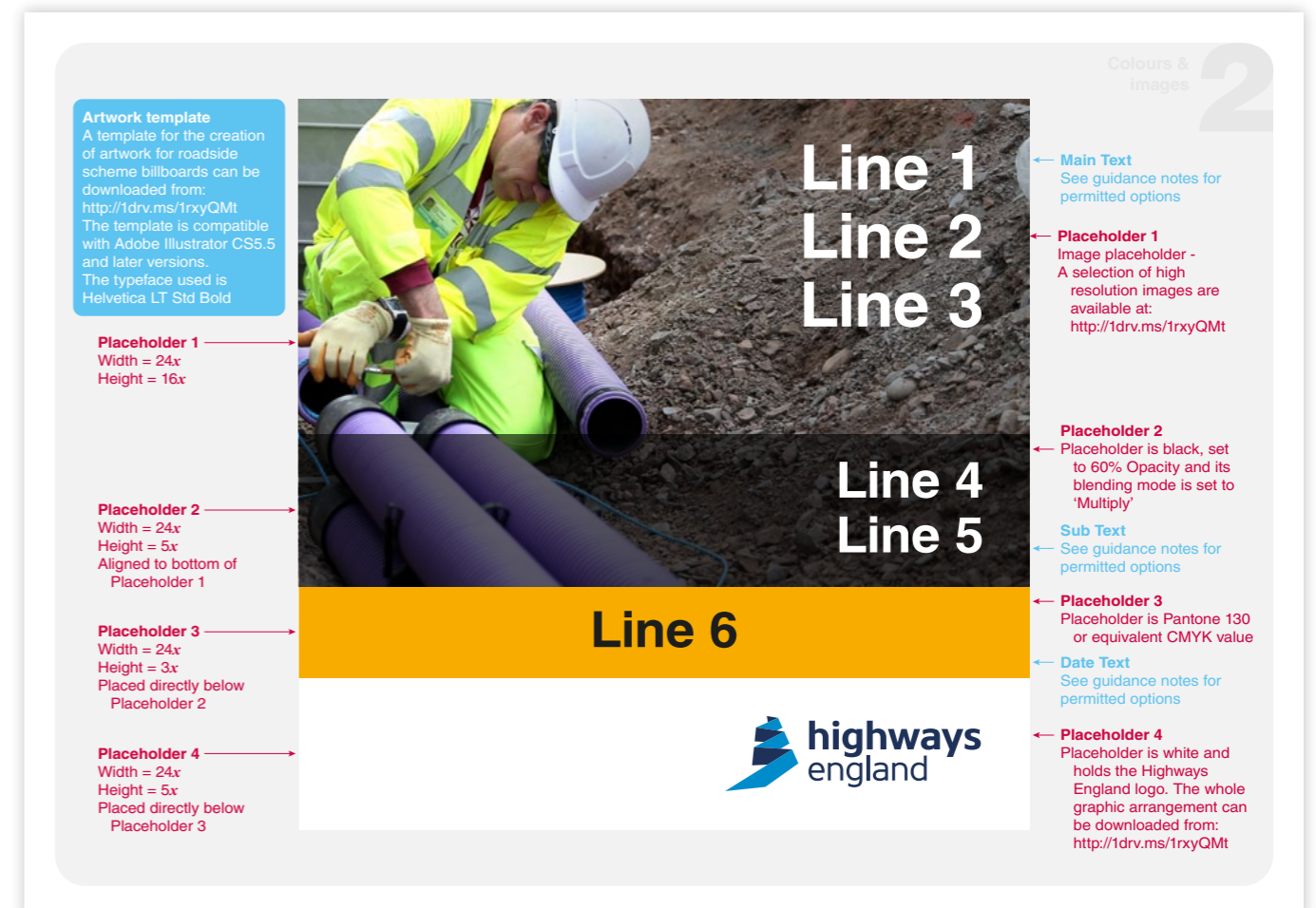
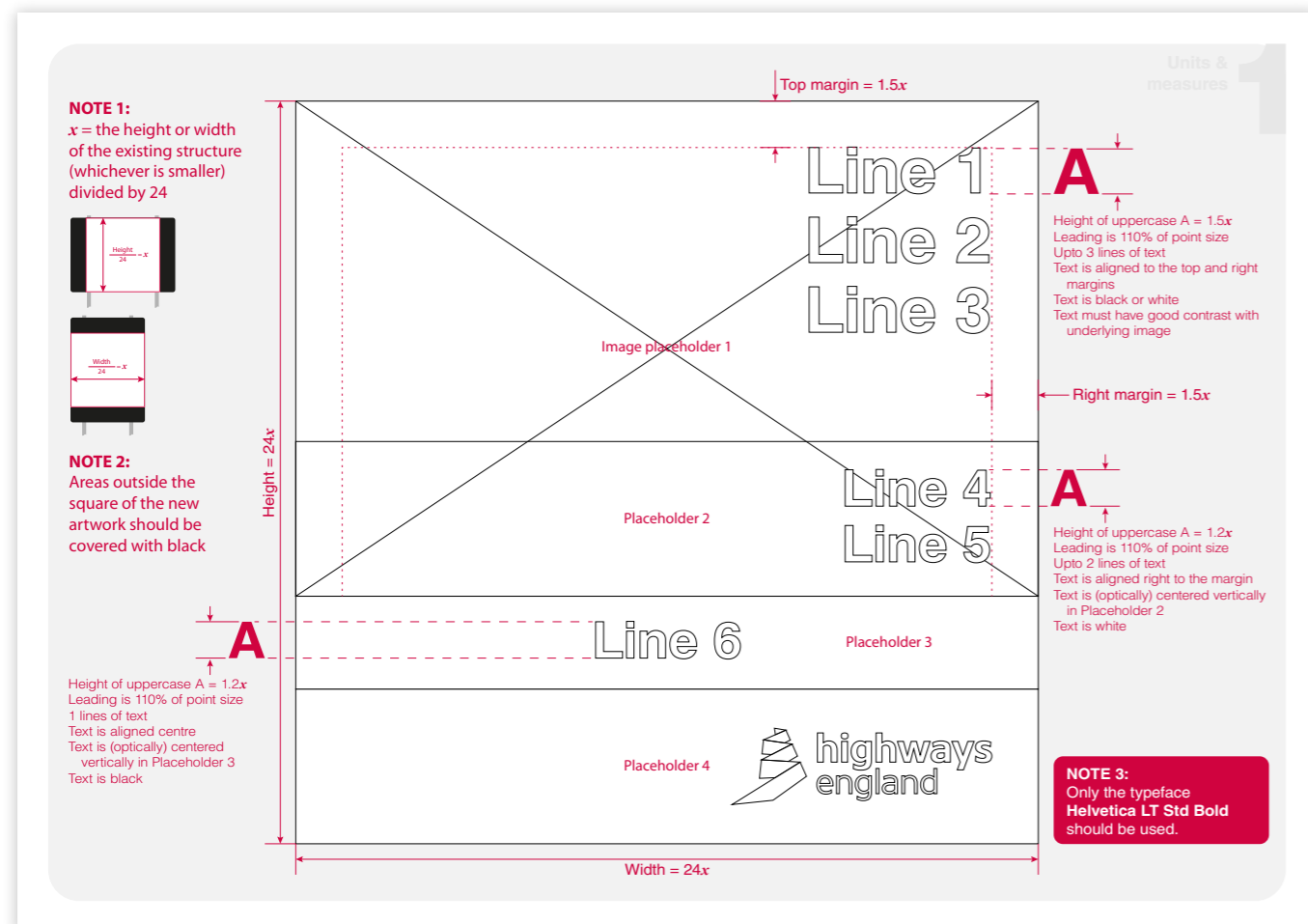
Signage

Billboards

To raise awareness of significant improvements to the Highways England road network, billboard signs should be erected at the entry and exit points of the related road works. This applies to all new schemes that are longer than six months duration. **Figure 13.1.1.** Comprehensive billboard specifications are available [here](#) or by contacting your regional Highways England communications team.

For projects that have a major strategic impact on the national economy, the use of DfT branding should be considered in conjunction with your regional Highways England communications team.

Figure 13.1.1



13.2

Signage

Billboards

Units & measures

NOTE 1:
x = the height or width of the existing structure (whichever is smaller) divided by 24

NOTE 2:
Areas outside the square of the new artwork should be covered with black

Height of uppercase A = 1.2x
Leading is 110% of point size
1 lines of text
Text is aligned centre
Text is (optically) centered vertically in Placeholder 3
Text is black

Height of uppercase A = 1.5x
Leading is 110% of point size
Upto 3 lines of text
Text is aligned to the top and right margins
Text is black or white
Text must have good contrast with underlying image

Height of uppercase A = 1.2x
Leading is 110% of point size
Upto 2 lines of text
Text is aligned right to the margin
Text is (optically) centered vertically in Placeholder 2
Text is white

NOTE 3:
Only the typeface **Helvetica LT Std Bold** should be used.

Approved text options

Billboard type 1	Billboard type 2	Billboard type 3
<p>Upgrading to...</p> <p>Placeholder 1 (Choose one of the following)</p> <ul style="list-style-type: none"> Upgrading to smart motorway Upgrading to motorway Upgrading to dual carriageway <p>Placeholder 2 (Scheme title) Maximum 24 characters per line Maximum 2 lines</p> <p>E.g. A38 Derby junctions</p> <p>Placeholder 3 (Completion date) Complete [Month] [Year] E.g. Complete August 2017</p> <p>Placeholder 4 Use supplied graphic only. Scale proportionally to fit the placeholder. Do not edit the contents. Always check you have the latest version here: http://1drv.ms/1xyQMt</p>	<p>Improving your journey</p> <p>Placeholder 1 Improving your journey</p> <p>Placeholder 2 Maximum 24 characters per line Maximum 2 lines</p> <p>Top Line = Scheme title E.g. A38 Derby junctions Second Line = One of the following:</p> <ul style="list-style-type: none"> New road layout New traffic signals Extra lanes Traffic signal replacement New roundabout New slip road Junction improvements New cycle bridge New Fence Drainage repairs Installing drainage Installing electric cables Resurfacing road Bridge repairs Bridge replacement Road widening New junction (housing) New junction (businesses) <p>Placeholder 3 (Completion date) Complete [Month] [Year] E.g. Complete August 2017</p> <p>Placeholder 4 Use supplied graphic only. Scale proportionally to fit the placeholder. Do not edit the contents. Always check you have the latest version here: http://1drv.ms/1xyQMt</p>	<p>Improving safety</p> <p>Placeholder 1 Improving safety</p> <p>Placeholder 2 Maximum 24 characters per line Maximum 2 lines</p> <p>Top Line = Scheme title E.g. A38 Derby junctions Second Line = One of the following:</p> <ul style="list-style-type: none"> New safety barriers Safety barrier repairs Installing central barrier Installing CCTV Lighting improvements <p>Placeholder 3 (Completion date) Complete [Month] [Year] E.g. Complete August 2017</p> <p>Placeholder 4 Use supplied graphic only. Scale proportionally to fit the placeholder. Do not edit the contents. Always check you have the latest version here: http://1drv.ms/1xyQMt</p>

Approved text options **3**

13.3

Signage

Billboards



13.4

Signage

Compound site – main entrance

All projects must have a prominent site sign at the main entrance to the compound.

The lead construction contractor or maintenance contractor for each scheme is responsible for the provision and maintenance of all site signs, hoardings and other signs.

The sign must follow the orientation, content, proportions and positioning illustrated here.

Note – Site main entrance sign:

The Department for Transport and Highways England logos should be 50% of the width of the sign. The lead contractor logo must not exceed 60% of the height or width of the Highways England logo*.

**Please ensure that the exclusion zone around the Highways England logo is maintained in accordance with the Visual Identity Guidelines.*



Compound site – main entrance

All projects must have a prominent site sign within the compound.

The lead construction contractor or maintenance contractor for each scheme is responsible for the provision and maintenance of all site signs, hoardings and other signs.

The sign must follow the orientation, content, proportions and positioning illustrated here.

Note – Compound sign:

The Highways England logo should be 65% of the width of the sign. The lead contractor logo must not exceed 60% of the height or width of the Highways England logo*.



13.5

Signage

Hoardings

Where considered appropriate by contractors, painted hoardings around a capital build site must display the Highways England logo. **Figure 13.5.1**

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.

Figure 13.5.1



Perimeter fencing

Perimeter fence signs, if considered appropriate, can be erected at the discretion of the project managers. Any perimeter fencing in use around a capital build site must clearly display the Highways England logo. **Figure 13.5.2**

However the signage must not be placed on trunk road boundary fencing.

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.

Figure 13.5.2



13.6 Signage

External sign – reception entrance



Internal office – reception desk (includes logo)



Internal office – reception area



13.7 Signage

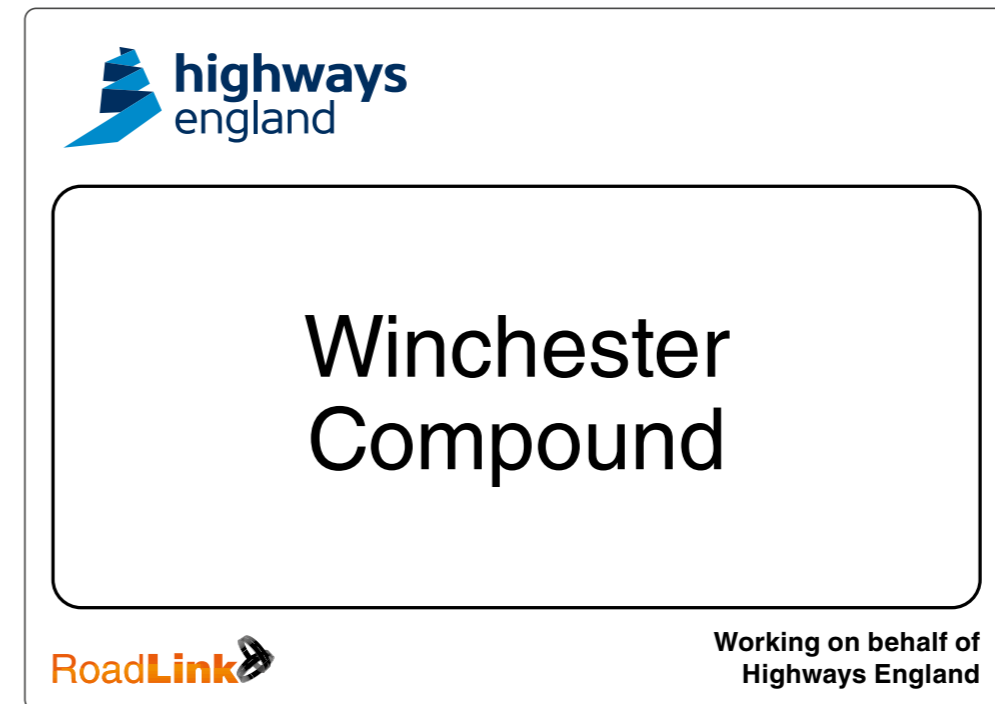
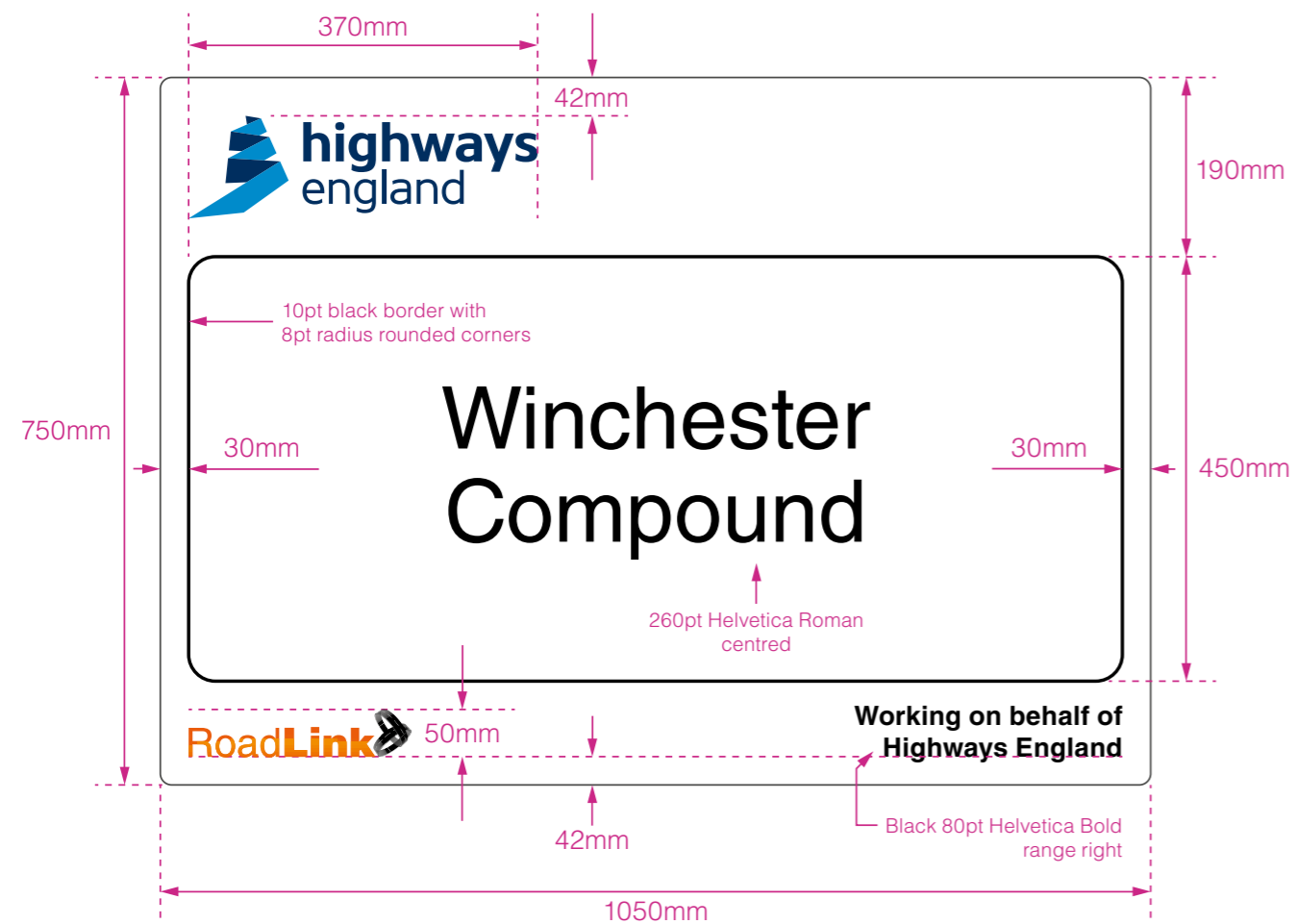
Depots

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. **Figure 13.6.2**

These signs should not be situated on the carriageway in accordance with The Traffic Signs Regulations and General Directions 2002 (Statutory Instrument 2002 No. 3113).

Figure 13.6.1



Note:

It is recognised that other contractors involved in a project may want their logos present.

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.

14

Contacts

14

Contacts

For more information and advice please contact the **creative team**.

Key people

Head of Creative Services

Stuart Parr

stuart.parr@highwaysengland.co.uk

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For an accessible version of this publication please call **0300 123 5000** and we will help you.

If you have any enquiries about this publication email info@highwaysengland.co.uk or call **0300 123 5000***. Please quote the Highways England publications code **PR207/18**.

Highways England creative job number LEE17_0062

*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.

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Highways England Company Limited registered in England and Wales number 09346363