



Our values

Our logo

Our mark

Size & clearance

Logo misuse

Logo extensions

Colour

Use of colour

Typography

Icons

Illustration

Photography

Brand in use

Our values are what define us and guide our decisions as a business. Please refer to the tone of voice guidelines for more detail. You can find the guidelines in [S:\OS Brand Refresh\Guidelines](#).

**Believable
& real**

No jargon. Speaking
clearly, with empathy,
from the heart.

**Open-minded
& curious**

Learning today to
empower tomorrow.

**Insightful &
focused**

Getting it right.
Making things better.

**Ambitious
& spirited**

Personal bests.
Together for success.

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Our logo is a representation of everything we at the Ombudsman Services believe in. Please read these guidelines carefully, it is important that our brand stays true to who we are. Any questions please contact:
OSMarketingCommunications@Ombudsman-Services.org



On white



Black



On purple



On black

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Our logo can be simplified to just the mark when necessary. It should only ever appear in these colours and in this orientation.



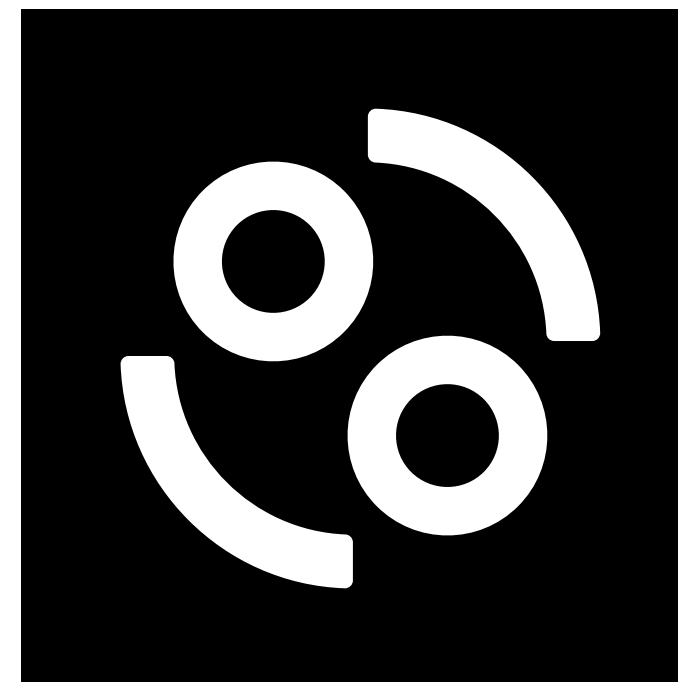
On white



On purple



Black



On black



Example of mark in use

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Size

For visual clarity, our logo cannot appear smaller than 130px wide. Please note that this is a minimum size.



130px

Clearance

Our clearance zone is created by using the height of the 'O' from Ombudsman. This height should then be applied around the whole of the logo as shown. Please make sure that no text or graphic elements enter this space.



For visual clarity, our mark can not appear smaller than 30px wide. Please note that this is a minimum size.



30px

Our clearance zone for the mark is created using half the width of the circle, it should then be applied around the whole of the mark.



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We like the way our logo looks, so please don't do any of the following to it.



Do not scale individual elements



Do not use off brand colours



Do not add drop shadows or any special effects



Do not skew or stretch



Do not rotate



Do not rotate individual elements



Do not adjust spacing



Do not remove elements



Do not add a strap line

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If you are using an extension logo or are planning on creating an extension logo, we have some simple rules for you to follow:



Extension Spacing

The space between the extension and the break line should always match the spacing on the opposite side of the break line.

Extension Type

The extension should be written in Geomanist Regular with curved corners. The kerning should be tight (-30) throughout to balance with the main logo.



Clearance

Our logo extensions clearance follows the same ruling as the main brand logo [\[See page 5\]](#). Our clearance zone is created by using the height of the 'O' from Ombudsman. This height should then be applied around the whole of the logo [\[See page 5\]](#). Please make sure that no text or graphic elements enter this space.

Size

Our logo extension minimum size follows the same ruling as the main brand logo [\[See page 5\]](#). For visual clarity, our logo cannot appear smaller than 130px wide. Please note that this is a minimum size.

Extension URLs

When presenting an extension URL on any collateral (i.e. web, email, letter), the extension should be written in **bold** at all times:

partners.ombudsman-services.org

careers.ombudsman-services.org

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This is our colour palette, our core brand colours are the primary purple and light aqua. All other colours should be used along side the core brand colours.

Core brand colours

#520051

#66d9ac

Primary
Purple

Hex #520051
RGB 82 0 81
CMYK 77 100 32 33
Pantone 7650 C

Dark
Aqua

Hex #00a88f
RGB 0 168 143
CMYK 78 4 53 0
Pantone 3268 C

Dark
Orange

Hex #ed5d37
RGB 237 93 55
CMYK 0 75 80 0
Pantone Orange 021 C

Dark
Yellow

Hex #ffc500
RGB 255 197 0
CMYK 0 25 93 0
Pantone 7548 C

Dark
Violet

Hex #857bff
RGB 133 123 255
CMYK 63 55 0 0
Pantone 265 C

Dark
Purple

Hex #440444
RGB 68 4 68
CMYK 80 100 36 45
Pantone 7652 C

Light
Aqua

Hex #66d9ac
RGB 102 217 172
CMYK 57 0 44 0
Pantone 3533 C

Light
Orange

Hex #ff9646
RGB 255 150 70
CMYK 0 51 74 0
Pantone 1575 C

Light
Yellow

Hex #f7db66
RGB 247 219 102
CMYK 5 11 69 0
Pantone 2003 C

Light
Violet

Hex #bab8ff
RGB 186 184 255
CMYK 32 29 0 0
Pantone 264 C

White

Hex #ffffff
RGB 255 255 255
CMYK 0 0 0 0
Pantone White

Tint
Aqua

Hex #e4f9ec
RGB 228 249 236
CMYK 13 0 12 0
Pantone 3533 C [20% tint]

Tint
Orange

Hex #ffe5d7
RGB 255 229 215
CMYK 0 14 15 0
Pantone 1575 C [20% tint]

Tint
Yellow

Hex #fff3d7
RGB 255 243 215
CMYK 0 5 20 0
Pantone 2003 C [20% tint]

Tint
Violet

Hex #eeeeff
RGB 238 238 255
CMYK 8 7 0 0
Pantone 264 C [20% tint]

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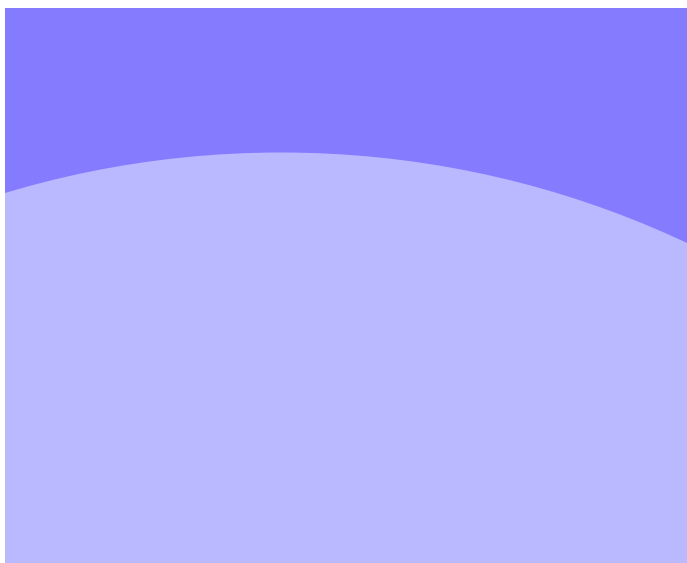
Icons

Illustration

Photography

Brand in use

The colour combinations you see directly below are examples of how the brand can be used to create backgrounds using close crops of the mark. Only use the dark and light palette in the combinations you see below.



Tints should be used only as a way to box out content. Also you should always use primary purple as your type colour on tints (see example below).

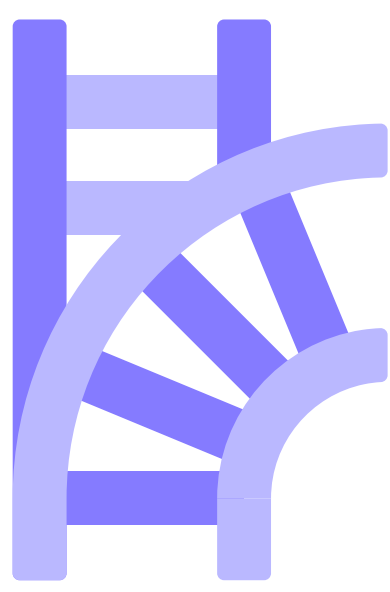
Example of tint in use

Different points of view

When talking about us use the first person narrative: 'We'/'

When addressing a consumer, partner, regulator we want to use a more persuasive way of writing, so use the second person narrative: 'You'

Icons and illustrations always use a light and dark version of the same colour, do not use tints for either of these.



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Our main brand font is Geomanist you can download it [here](#). Please note that Arial is for internal use only.

Brand typeface

Geomanist

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Medium

Medium Italic

Book

Book Italic

Regular

Regular Italic

Tracking to be set at +30

Titles: Medium

Body copy: Book

[This is a guide]

Minimum size 16px

Internal typeface

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Bold

Bold Italic

Regular

Italic

Tracking to be set at +30

Titles: Bold

Body copy: Regular

[This is a guide]

Minimum size 7pt

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Our icons are all an extension of the Ombudsman Services brand. They all follow our two colour guide and should be drawn flat facing. Icons should be outlined and corners rounded. Please refer to the file [Ombudsman Icon Guide](#) that can be found in [S:\OS Brand Refresh\Assets](#). Colours of the icons can change within our colour palette.



Energy



Communication



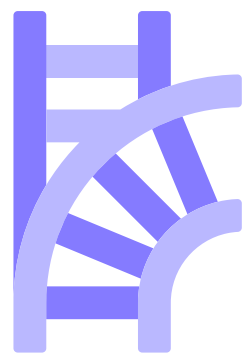
Housing



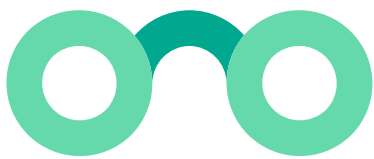
Water



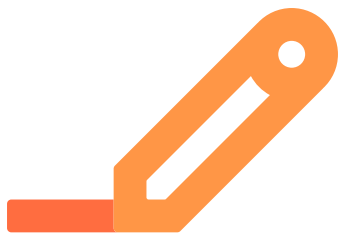
Regulators



Rail



Read



Sign



Professional
services



Complaints



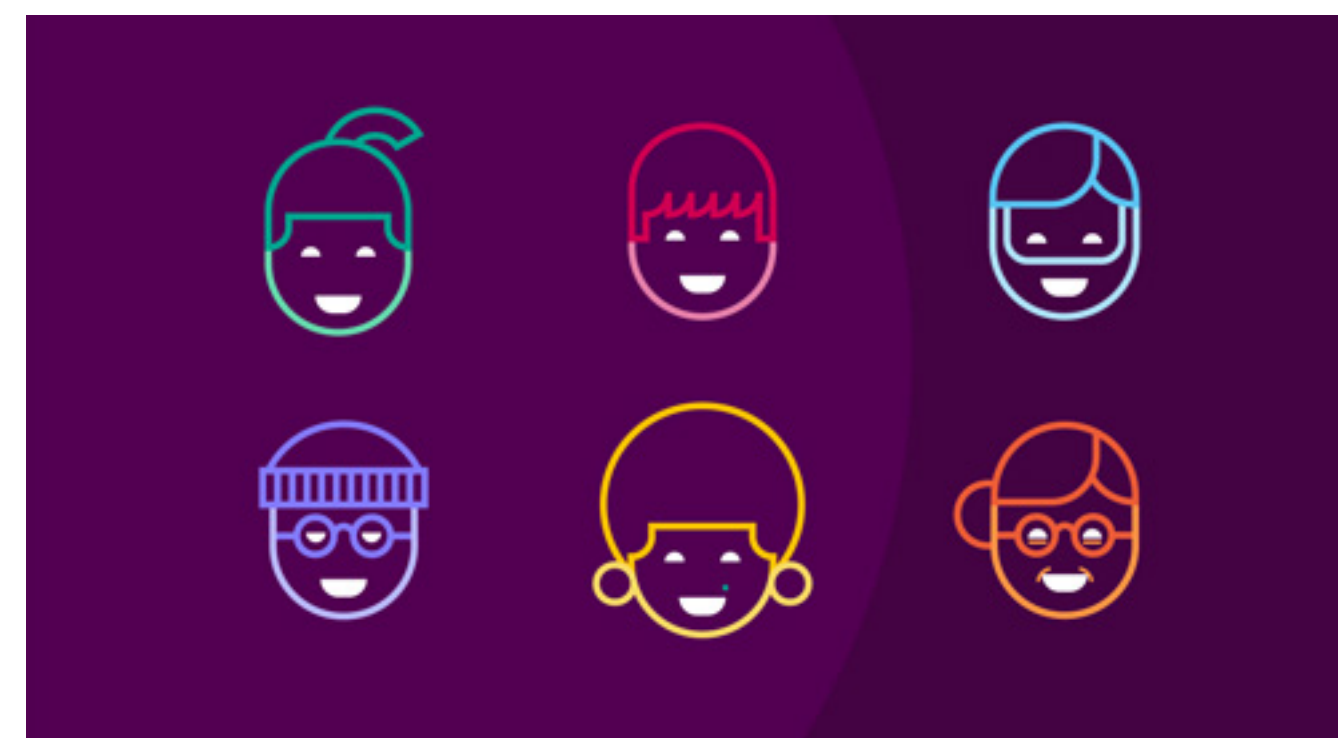
Save



Good idea

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These are some examples of our illustration style, this is a development of our icon style. Illustrations should be kept simple and drawn from a front view. These can be found in [S:\OS Brand Refresh\Assets](#).



We also have a number of character faces that can be used along side brand statements or testimonials

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We have access to shutterstock for our photography. Below are examples of good and bad stock imagery. The type of photography we use is an extension of our brand's tone of voice. Good stock imagery use natural lighting and have a sense of lifestyle and realism. Do not use bad stock imagery that look false, staged or unrealistic.

Good examples



Bad examples



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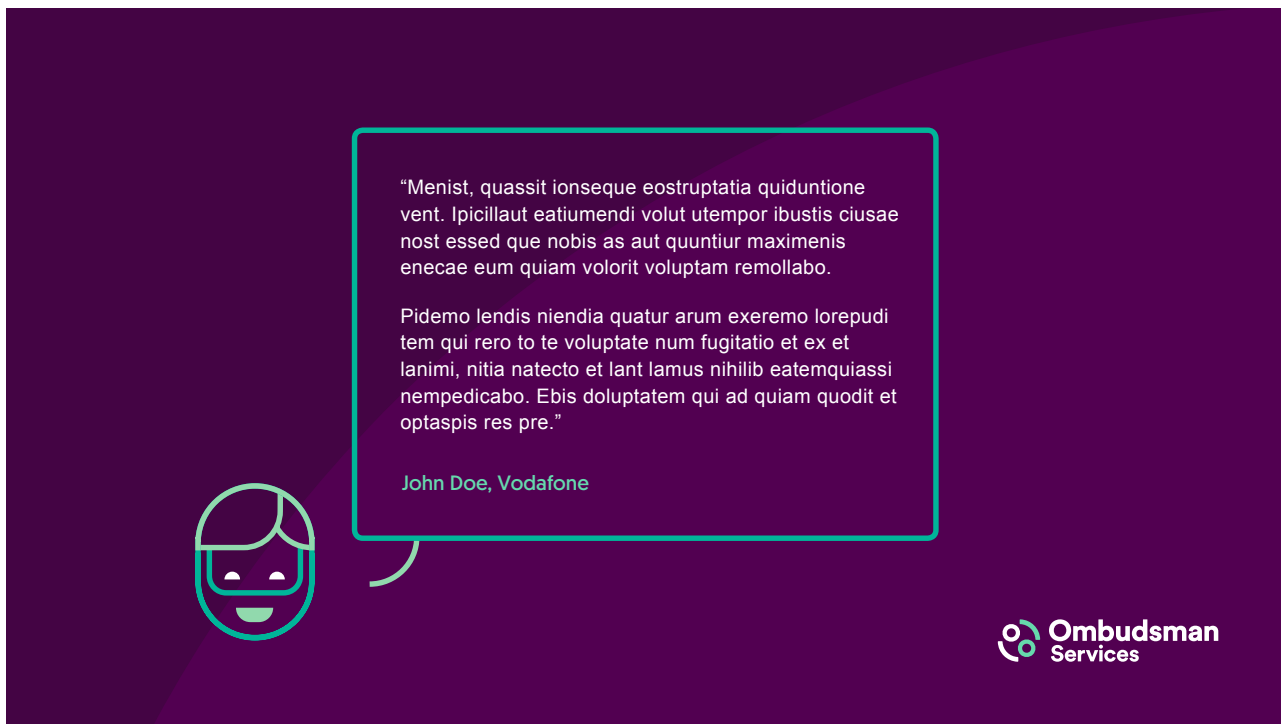
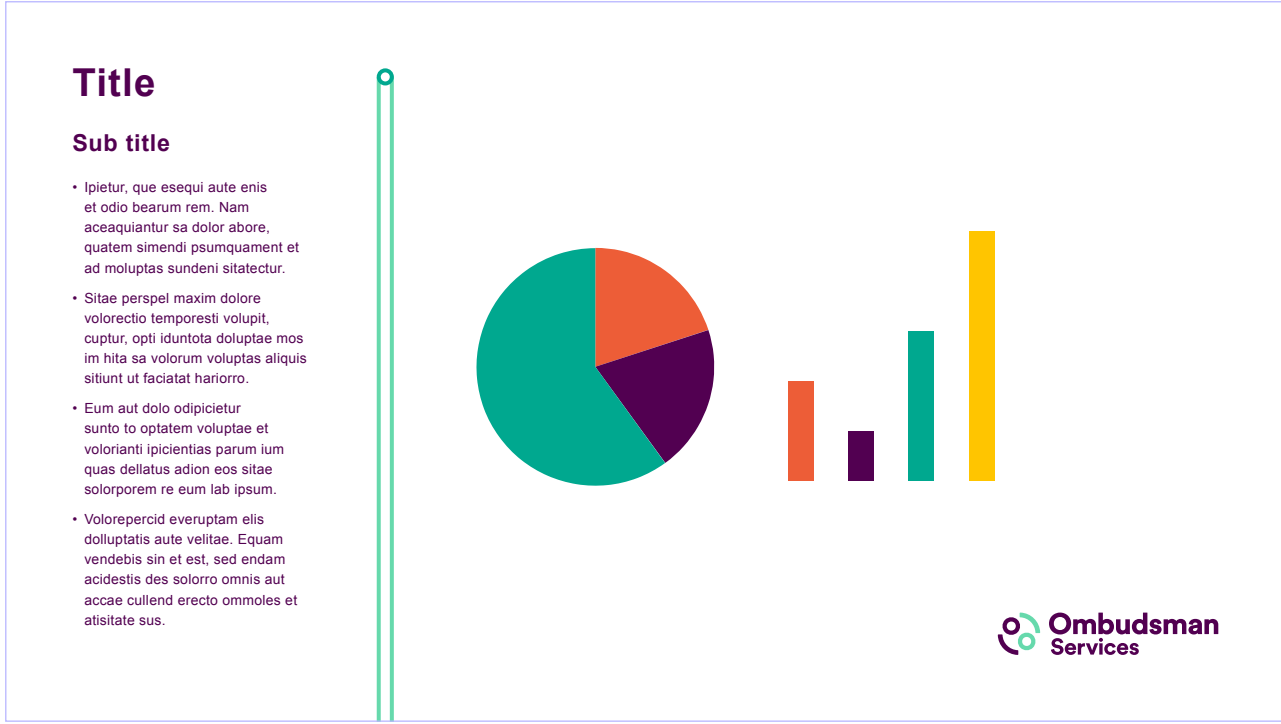
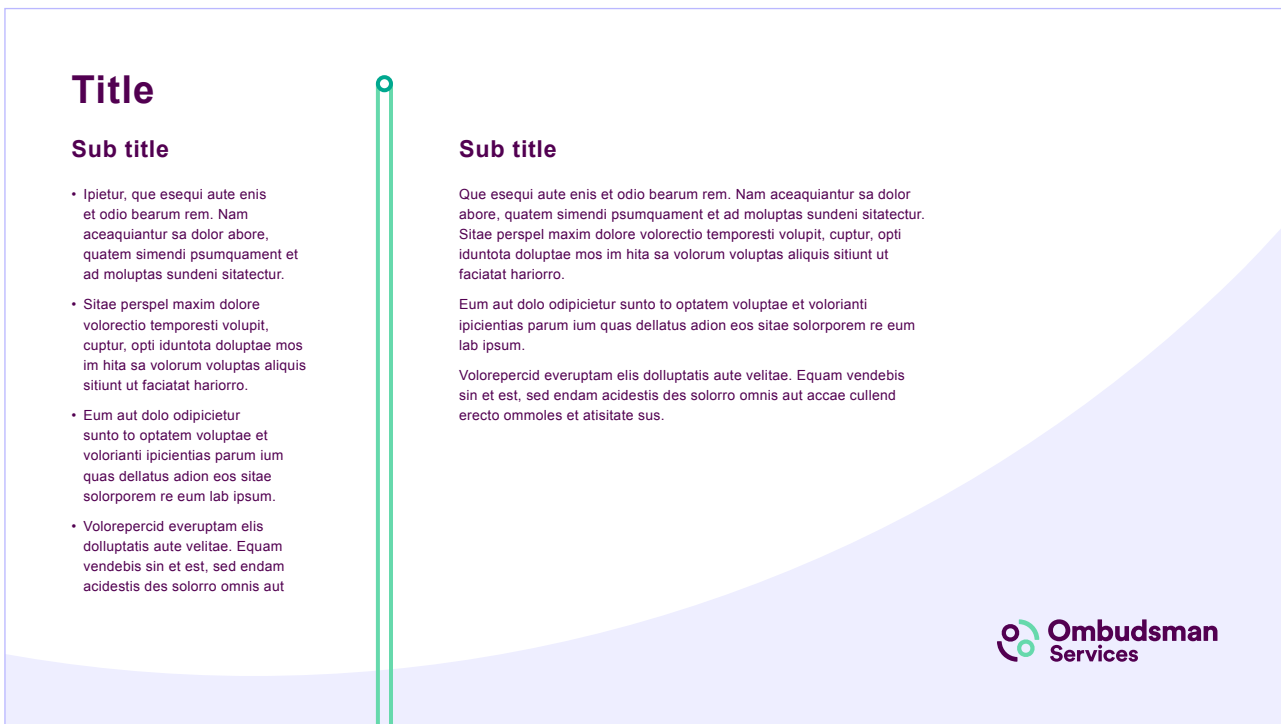
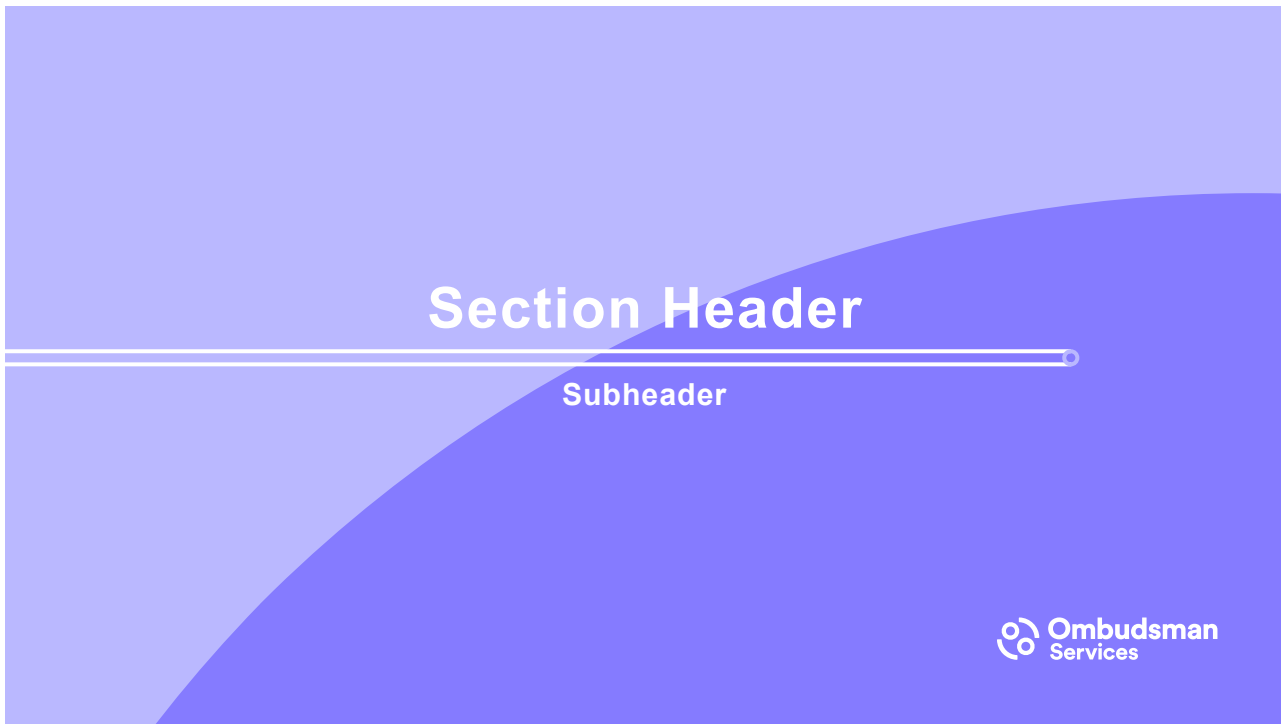
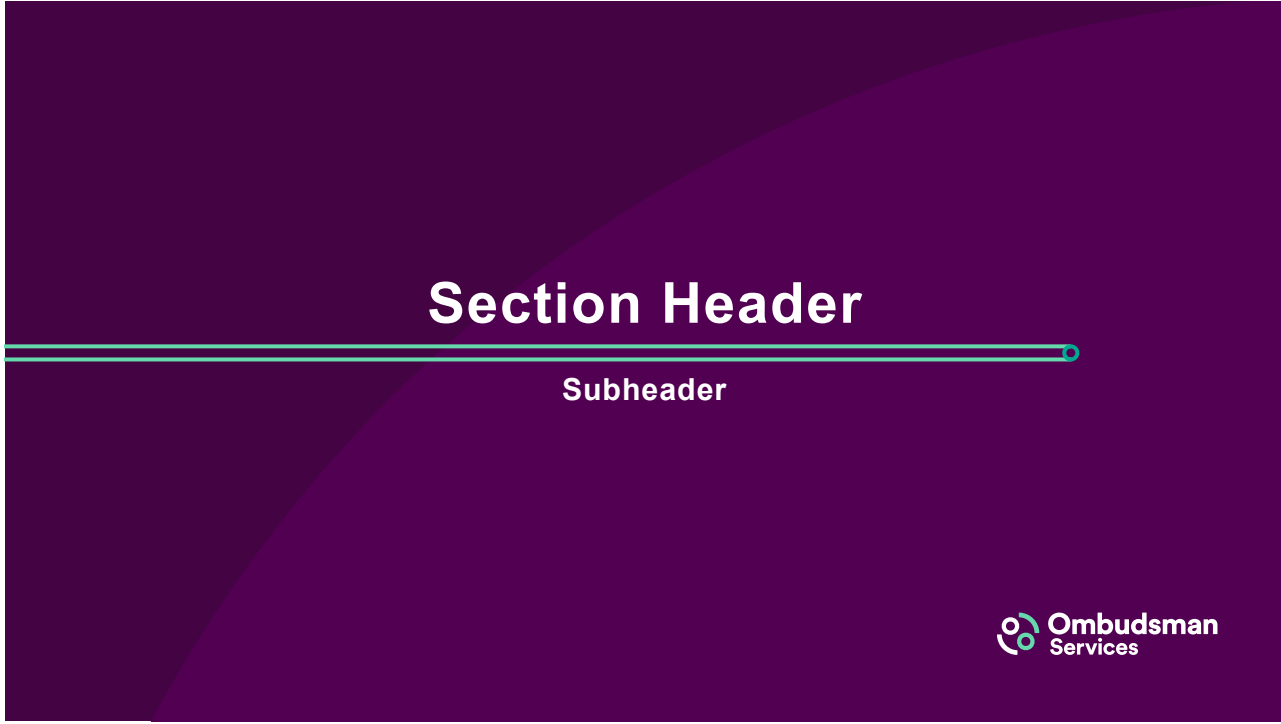
Icons

Illustration

Photography

Brand in use

This is an example of how a presentation should look, please remeber less is more, so keep content light. You can find the template in [S:\OS Brand Refresh\Templates](#).



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This is an example of what a press release should look like, do not allow text to overlap the brand illustration. You can find the template in [S:\OS Brand Refresh\Templates](#).



Press release
Friday 17 August 2018. For immediate release

UK telecoms industry set for regulatory shake-up
Telecoms industry representatives gathered to discuss new rules described by the event host as the biggest change to the regulatory landscape in 15 years.

BT, O2, EE and Three were among the companies present at the session, which was hosted by Ombudsman Services: Communications.

The workshop explored forthcoming changes to the General Conditions of Entitlement – the regulatory rules that all communications providers must follow to operate in the UK.

A series of changes will take effect from 1 October 2018, covering complaints handling, billing, debt collection, vulnerable consumers and nuisance calls.

Jonathan Lenton, an ombudsman at Ombudsman Services: Communications, said: “There have been several significant changes to the general conditions since their introduction in 2003.

“What’s different this time is the sheer number of changes being implemented at the same time. Simultaneously, the whole format of the conditions is being altered.


“As such, this will be the biggest and most wide-ranging overnight regulatory change the industry has faced in 15 years.”

The workshop focused mainly on changes to the rules on complaint handling, which are designed to improve consumer awareness of – and access to – alternative dispute resolution (ADR).


As one of two Ofcom-approved ADR providers in the sector, Ombudsman Services: Communications supports the changes but is keen to ensure they are implemented effectively and consistently for the benefit of consumers.

“The workshop was an opportunity for companies in the sector to share knowledge and best practice, discuss any concerns and get a sense of the wider industry view of the changes”, added Mr Lenton.

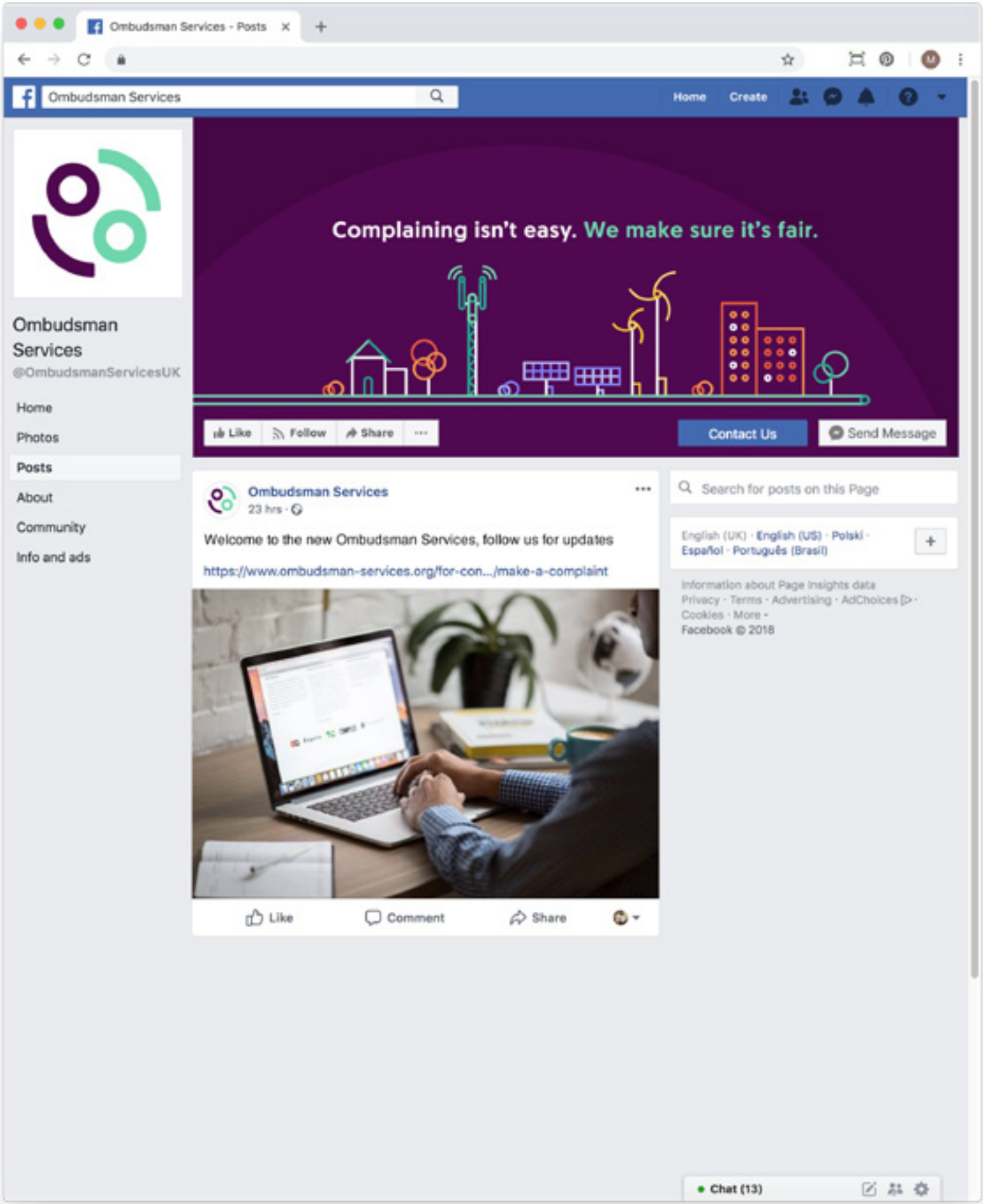
“It’s clear there is a strong appetite within the industry to ensure all necessary steps are taken ahead of the 1 October implementation date.



The Ombudsman Service Limited
Registered office: 3300 Daresbury Park, Daresbury, Warrington WA4 4HS. Registered in England and Wales.
Company registration number: 4351294 VAT registration number: 798 3441 79

 INVESTORS IN PEOPLE | Silver Unit 2015

This is an example of what our social media profiles should look like.



You can find the brand assets, templates and guidelines here:

S:\OS Brand Refresh\Assets
S:\OS Brand Refresh\Guidelines
S:\OS Brand Refresh\Templates

If you have an questions regarding the use of the
Ombudsman Services brand assets please contact:

OSMarketingCommunications@Ombudsman-Services.org

