

Identity Guidelines

2010

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foreword

These guidelines illustrate how to apply the Independent Parliamentary Standards Authority corporate identity.

It is important that these principles are applied clearly and consistently, as this will allow us to effectively establish ourselves with customers and partners and be recognised for our vision and values that are set out on the following page.

I would greatly appreciate you taking the time to familiarise yourself with these guidelines.

Andrew McDonald
Interim Chief Executive

vision and values

Our Values:

- Independence
- Honesty
- Openness
- Accountability
- Fairness

Our Vision:

IPSA will have realised its vision when there is sustained public confidence in the way in which MPs are funded from the public purse.

1. the logo > logo elements

The logo must always be produced in the correct colour, be positioned at the top and aligned left in relation to any other elements of a design, and must always be proportionally scaled. No modification can be made to the logotype, as any deviation will undermine the status of the identity.

Do not:

- alter the proportions of the logo
- distort or stretch the logo
- place the logo at an angle
- reverse out the logo on light colours or use the black logo on a dark background
- place the logo on backgrounds such as busy photographs that don't provide the contrast necessary for readability
- add any additional information, such as a department name
- trim, crop or bleed the logo off the edge of the page.

Versions of the logo are as follows:

01 Black logo

The logo can be printed in black on a white background or on a photograph that provides a strong contrast.



02 Reversed out logo

The logo can be printed white out on a solid background (using one of the corporate colours) or on a photograph that provides a strong contrast.



the logo > logo exclusion zone and size

Logo exclusion zone

The logo requires space around it to maximise its visual presence. The exclusion zone prevents any graphic element from interfering with the integrity of the logo.

The 'x' measurement is equal to the x-height of the lowercase 'i'. It is important that this zone is kept clear of any other graphic elements.



Logo size

The optimum width for the logo on publications is 46mm.

The minimum width for the logo is 35mm (only to be implemented where available space is minimal).

The optimum width for the logo on large formats is 350mm.



2. typography > primary typeface

abc

For professionally designed publications, FF DIN should be used as the standard typefaces. This applies to reports, documents, job adverts, signage and publicity material.

These typefaces should be given the same respect as other elements of the identity. It should not be condensed, expanded or substituted for another typeface. Below are the main typeface weights required for publications.

FF DIN Regular

This font is to be used for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

FF DIN Medium

This font is to be used for headings and titles which require more contrast.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

FF DIN Bold

This font is to be used when additional emphasis is needed within headings and titles.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

typography > secondary typeface

abc

For all correspondence Arial should be used as the standard typeface. This applies to literature including letters, faxes and emails.

This typeface should be given the same respect as other elements of the identity. It should not be condensed, expanded or substituted for another typeface. Below are the main typeface weights required for internally produced documents.

Arial

This font is to be used for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial italic

This font is to be used when additional emphasis is needed within body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial bold

This font is to be used for headings and titles which require more contrast.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

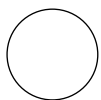
3. colour

Primary colour palette

The primary colour palette must be used for the IPSA logo which includes process black and white.



Process black
c0, m0, y0, k100
r0, g0, b0



White
c0, m0, y0, k0
r255, g255, b255

Secondary colour palette

A palette of ten secondary colours has been selected to complement the primary colour palette. These colours can be used for text headings and highlights as well as background colours for publications including reports, leaflets and publicity material.

This additional palette is included to increase the colour opportunities available on design projects. To further increase the flexibility of the secondary colour palette, a range of tints may be used.



Pantone 158c
c0, m61, y97, k0
r245, g128, b37



Pantone 676c
c6, m0, y100, k22
r182, g0, b115



Pantone 326c
c87, m0, y38, k0
r0, g177, b176



Pantone 267c
c89, m100, y0, k0
r73, g47, b146



Pantone 391c
c13, m0, y100, k33
r164, g165, b16



Pantone 376c
c50, m0, y100, k0
r141, g199, b63



Pantone 303c
c100, m11, y0, k74
r0, g63, b95



Pantone 7536c
c0, m4, y22, k32
r185, g176, b152



Pantone 8321c
c20, m0, y30, k25
r123, g138, b116



Pantone 8062c
c5, m35, y15, k25
r151, g113, b126

4. stationery > letterhead

The letterhead can be produced in black and white.
Pre-printed colour letterheads must be obtained via
the approved supplier.

Do not try to recreate the letterhead.
A standard template is available on the Intranet.

Logo size: 46mm
Paper size: 297mm x 210mm

25

15

ipsa

Independent Parliamentary Standards Authority

[address 1]

[address 2]

[address 3]

[city/county and post code]

T [phone number]

F [fax number]

E [name.surname]

@parliamentarystandards.org.uk

www.parliamentarystandards.org.uk

[addressee 1]

[addressee 2]

[addressee 3]

[city/county and post code]

Date: [dd/mm/yy]

Dear [name]

RE: [Subject]

[address 1]Ud diam, sum et num zzriure dolortionsed dit iliquam quat utet ip eu faciliqui te cor senit prat lore magna ad te do delendre tem adiat. Dipit, velit, core dit ad erostrud eugiat. Ut la conullam ipisi enibh esto enit velissim duisl exer si.

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All measurements are in millimetres

20

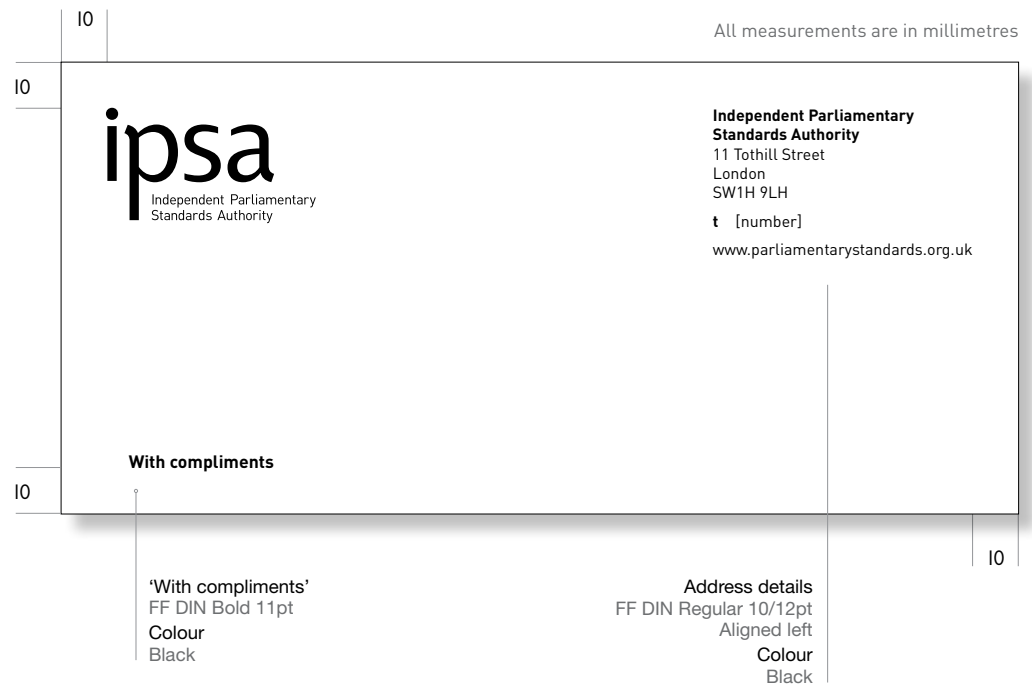
stationery > compliment slip

The compliment slip is produced in black and white.

Do not try to recreate the compliment slip.
Pre-printed colour compliment slips must be obtained via the approved supplier.

Logo size: 46mm

Paper size: 210mm x 99mm



stationery > business card

Business cards should only be provided for staff who have regular contact with a wide range of people outside the organisation.

Do not try to recreate the business card.
Pre-printed colour business cards (material: 300gsm White Board) must be obtained via the approved supplier. The business card is produced in two colours.

Logo size: 37mm
Card size: 85mm x 55mm



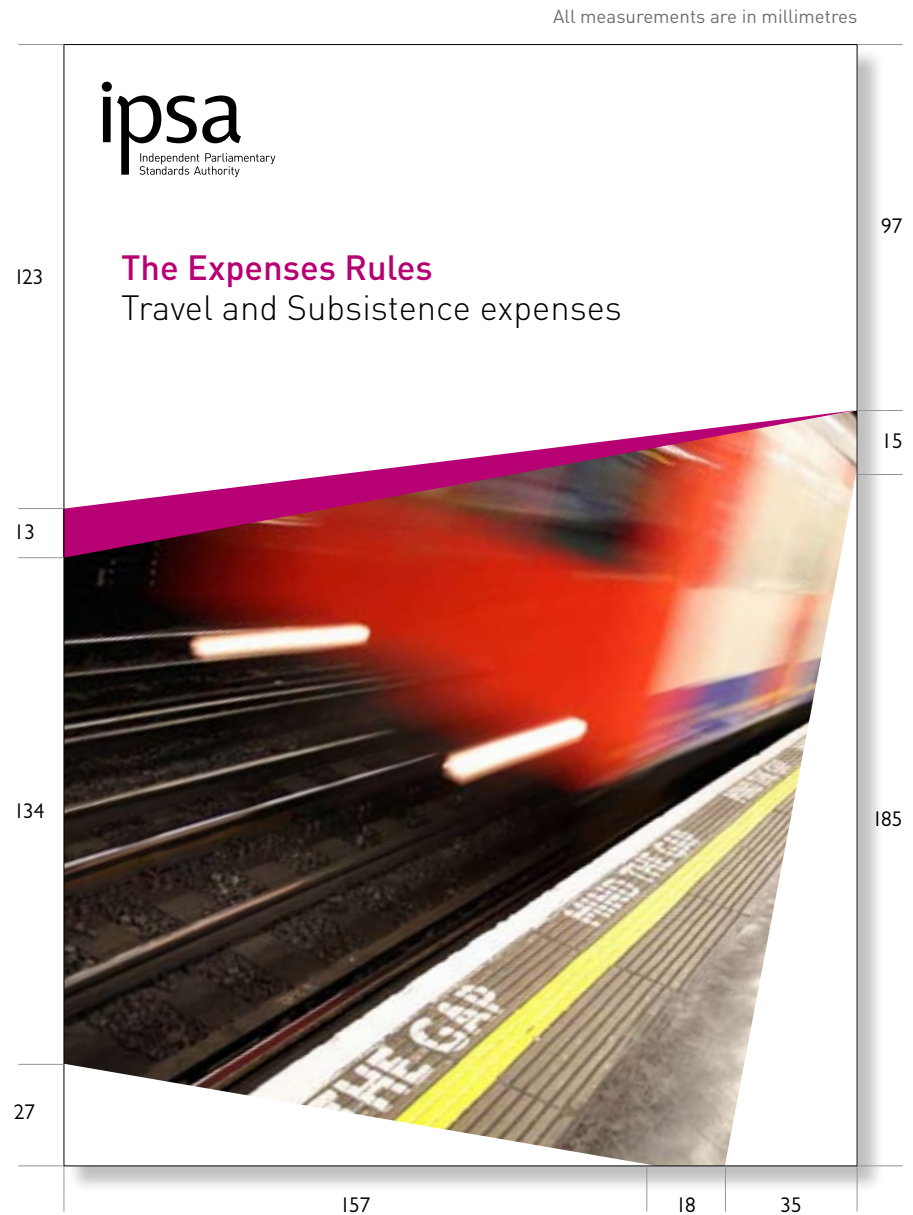
All measurements are in millimetres

5. publications > corporate reports

IPSA corporate reports and campaigns adopt the layout as illustrated by the cover sample opposite, incorporating imagery within an angular shape.

Publication titles incorporate FF DIN typeface.

Artwork is available with the logo suite to assist consistency in reproduction.



5. publications > consultation reports

IPSA consultation reports adopt the layout as illustrated by the cover samples opposite, incorporating incorporating a solid colour within an angular shape.

Publication titles incorporate FF DIN typeface.

Artwork is available with the logo suite to assist consistency in reproduction.



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