



HM Government

Identity guidelines

February 2022

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The HM Government identity is recognised and trusted by the public. As such it is the master brand for government communications and must be applied correctly and consistently.

The HM Government identity can and should be used:

- on all high-profile public-facing campaigns and communications across government
- for cross-departmental and agency activity, replacing multiple department and agency logos for greater clarity
- when a temporary service or body needs an identity but does not warrant the investment in creating one
- where a service or campaign may have greater credibility if it is seen to have the wider authority of government
- as an endorsement of part-funded UK programmes and initiatives
- unless there is a specific reason for using a different brand i.e. a department logo

Details of exceptions can be found in these guidelines.

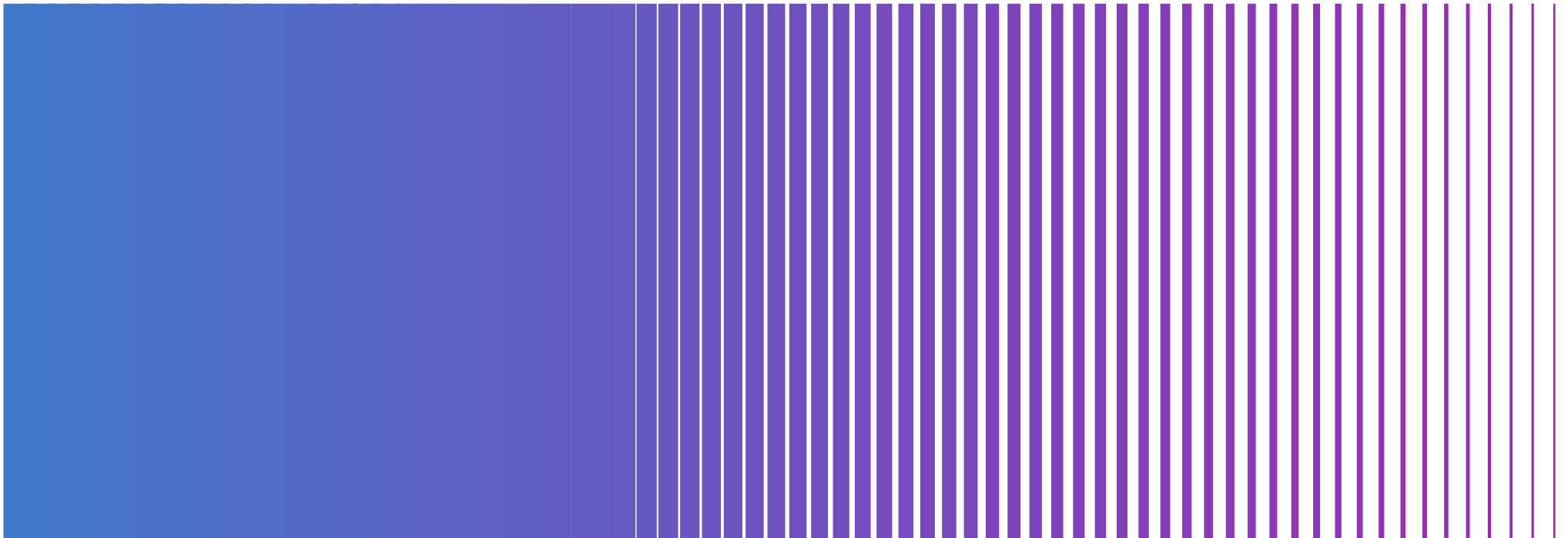
Related guidance and resources are available at <https://hmgbrand.gcs.civilservice.gov.uk/>

You can request access to the brand portal by emailing hello@design102.co.uk



HM Government

The government identity system



The government identity system

The government identity system gives uniformity to government departments and organisations, ensuring they are recognised as part of government and treated with seriousness. It has been designed to be a practical and cost-effective solution for consistent logo creation.

Its flexible approach allows logos to:

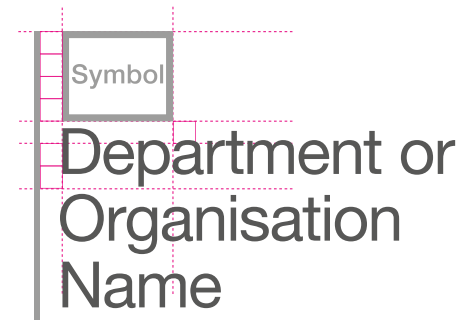
- work across different media platforms
- be tailored to specific audiences

All logos should be created by Design102 in both landscape and portrait format to work across a range of media.

All logos consist of three elements:

- a symbol (primarily the Royal Coat of Arms)
- the department or organisation name
- a colour line

The principles of lock-ups work are illustrated here. They have been designed to keep sizing, weight and spacing consistent.



A. Master (portrait)



B. Secondary (landscape)

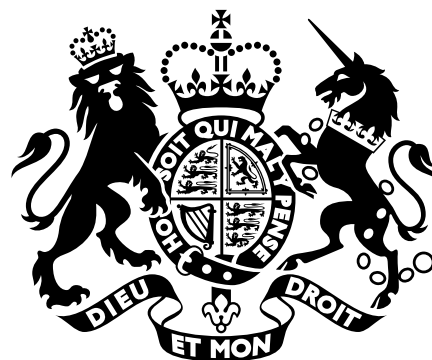
Government coats of arms, insignia and symbols

The primary symbol for use with the government identity system is the Royal Coat of Arms.

In specific cases the Royal Coat of Arms will not be appropriate, for example:

- for departments that have been issued with coats of arms, badges or insignia by the College of Arms
- for logos primarily used in Scotland which adopt the Royal Arms of Scotland
- for logos used overseas where the Royal Coat of Arms is not recognised by the desired audience
- for logos where use of the Royal Coat of Arms is too restrictive, or to avoid duplication of the Royal Coat of Arms on a single piece of communication

The primary symbol may only be replaced by a department's coat of arms, badge, insignia or symbol by agreement with the Cabinet Office.



Primary symbol



Primary symbol – Scotland



Departmental insignia



Symbols

Using the Royal Coat of Arms

The government identity system places the Royal Coat of Arms at the heart of the majority of government organisation logos.

The Queen is Head of State, and the United Kingdom is governed by Her Majesty's Government in the name of the Queen. The Royal Coat of Arms is personal to the Queen and, because of the constitutional relationship between the Sovereign and government, central government departments and their executive agencies and arm's length bodies are required to use the approved versions of the Royal Coat of Arms, and must adhere to the principles specified by the College of Arms:

- **The Royal Coat of Arms should not be used in isolation.** It should always be used in conjunction with the department or organisation name.
- HM Government logos using the Royal Coat of Arms should, wherever possible, adhere to the **superior rule**. The superior rule ensures that logos using the Royal Coat of Arms have prominence and authority. To achieve this, logos must be placed at the top of any communications, adhering to the exclusion zone illustrated

on [page 23](#). In certain cases it may not be possible to adhere to the superior rule, for example online or when co-branding, in which case the logo must have equal prominence to that of its partners.

- For consistency, the Royal Coat of Arms should be reproduced in black or white only. In specific instances it is possible to reproduce the Royal Coat of Arms in a single colour, however, it should never be a metallic colour (e.g. silver or gold), as such colours have a Royal association.
- The Royal Coat of Arms should not be used as a watermark or overprinted.
- The official versions of the Royal Coat of Arms are not to be altered, distorted or modified in any way.
- Care should be taken to ensure that the Royal Coat of Arms within a department or organisation's logo is given due respect.

HM Government family

The hierarchy of the HM Government and UK Government family is easy for government and its partners to apply and for the public to understand.

This diagram illustrates the principle brands in relation to HM Government as the master brand.

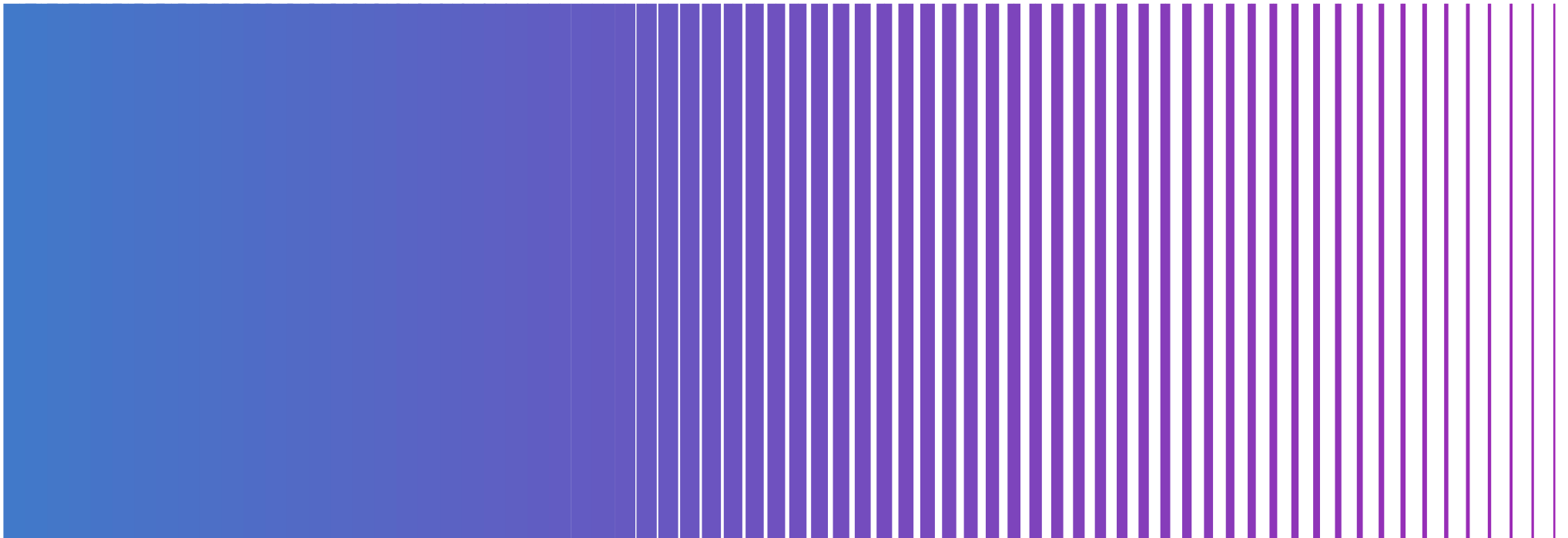
All HM Government family logos adhering to the government identity system should be created by Design102.





HM Government

Logos



Master logo

Our logo is made up of three elements: the Royal Coat of Arms, the organisation name and the colour line.

A. Master logo (portrait)

This logo should be used wherever possible. Secondary logos (see page 10) will sometimes be more appropriate for layout or accessibility reasons.

All identity artwork, in a variety of file formats, is available from:

<https://hmgbrand.gcs.civilservice.gov.uk/>



A. Master (portrait)

Secondary logos

B. Secondary logo (landscape)

This logo should be used in place of the master logo if it is more appropriate because of content or design considerations.

C. Large format logo

This version of the logo has more detail in the crest, which can only be seen at larger sizes. See [page 24](#) for more information on logo sizing.



B. Secondary (landscape)



C. Large format

Colour variations

Never place the logo in a box of colour to make it stand out. Your background colour will dictate which version of the logo you use.

White background

When placing the logo on a white background, use the logo with the blue colour line. If using a one colour print use the black version of the logo.

Colour background

Always use the white version of the logo when placing it on dark colour backgrounds.

On a white background



On a dark colour background



One colour print on a white background



On a black background



Welsh translations

A. Welsh dual language

A dual language version of the HM Government logo is available.

Communications that are published in both English and Welsh should lead with English in both content and the logo.

This approach has been designed to avoid the creation of further logo artwork and the repetition of the Royal Coat of Arms on items.

B. Welsh

Artwork for the Welsh version is available on request.

It can be used where the communication is coming from central government, but the content is published only in Welsh, rather than a dual translation.

It reflects the HM Government logo as closely as possible, to create continuity between the different language versions of the logo.

Landscape and large-format versions are also available.



HM Government
Llywodraeth EM

A. Welsh dual language



Llywodraeth EM

B. Welsh

UK Government logo

In certain circumstances the UK Government logo can be used instead of the HM Government master logo. Specifically it can be used for public-facing communications that apply to the whole of the UK, including its devolved administrations. Its use should be judged on a case-by-case basis by the departments or organisations involved.

A large format version of the logo is also available.



Master (portrait)



Secondary (landscape)

UK Government: Scotland

The UK Government Scotland logo should only be used if a central government organisation is communicating to an audience in Scotland. In these instances, it should be used instead of the HM Government master logo.

This logo adopts the Royal Coat of Arms Scotland. For advice on its use, contact The Court of the Lord Lyon at:

lyonoffice@scotland.gsi.gov.uk

When applying the UK Government Scotland logo, the same principles apply as for the HM Government master logo.

A large format version of the logo is also available.



**UK Government
Scotland**

Master (portrait)



UK Government Scotland

Secondary (landscape)

UK Government: Wales

The UK Government Wales logo should only be used if a central government organisation is communicating to an audience in Wales. In these instances, it should be used instead of the HM Government master logo.

The translated version of the UK Government Wales logo should be used where the content of the communication is in Welsh.

When applying the UK Government Wales logo, the same principles apply as for the HM Government master logo.

Large format versions are also available.



**UK Government
Wales**

Master (portrait)



UK Government Wales

Secondary (landscape)



**Llywodraeth y DU
Cymru**

Primary translated version (portrait)



Llywodraeth y DU Cymru

Secondary translated version (landscape)

Dual language options: Welsh

When using the dual language logo options, follow the principles illustrated here.

The dual language logos should only be used for audiences in Wales. This approach has been designed to ensure clarity and legibility of both languages and to avoid the repetition of the Royal Coat of Arms.

English leading



Master (portrait)



Master (landscape)

Welsh leading



Master (portrait)



Master (landscape)

UK Government: Northern Ireland

The UK Government Northern Ireland logo should only be used if a central government organisation is communicating to an audience in Northern Ireland. In these instances, it should be used instead of the HM Government master logo.

When applying the UK Government Northern Ireland logo, the same principles apply as for the HM Government master logo.

A large format version of the logo is also available.



**UK Government
Northern Ireland**

Master (portrait)



UK Government Northern Ireland

Secondary (landscape)

Overseas branding: UK Government

The overseas UK Government logo is for use on government communication projects outside the UK, where logos from the government identity system would be inappropriate or unrecognised.

A. Wherever possible use the primary version of the logo.

B. Where there is limited space and it is not possible to use the primary version, a secondary version is available. This has been designed to be more compact.

Always use the logo artwork provided.

See separate overseas branding guidance for further information.



A. Primary (landscape)



B. Secondary (portrait)

Overseas branding: UK aid

Separate logos are available for branding specific overseas aid projects. In some cases, it will be appropriate to use the UK aid logo within the UK. Please refer to the UK aid branding guidance and email:

HMG-aidrequest@dfid.gov.uk



UK aid full colour logo

GREAT campaign

The GREAT Britain brand showcases the very best our nation has to offer to encourage the world to visit, study and do business with the UK.

For more specific campaigns on trade and investment, the GREAT brand may be used.

For more information about appropriate usage of the brand please request use of the brand guidelines from: brand@trade.gov.uk

You can also visit:

www.greatbritaincampaign.com



Example of GREAT campaign poster

Northern Powerhouse

The Northern Powerhouse is the government's ambition to bring together the communities of the North of England and Wales to become a powerhouse for our economy.

In most instances the logo is overlaid on imagery. The words and border are cut away so the photography can show through. Imagery should reflect the confidence, optimism and warmth of the North.

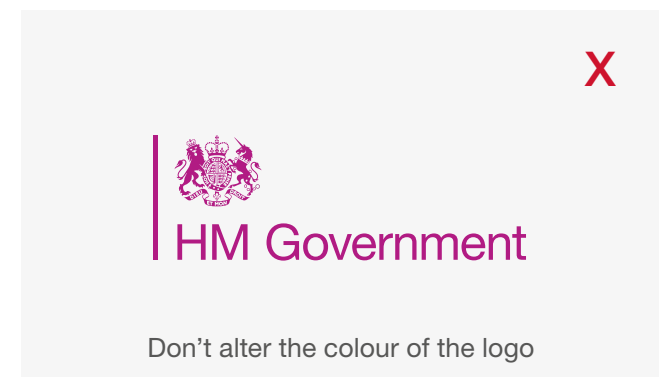
For more information about appropriate usage of the brand please request the brand guidelines from:
branding@cabinetoffice.gov.uk



Example of Northern Powerhouse poster

Logo don'ts

The configurations of the logos must never be altered. Always use the identity artwork provided. Please see [pages 9 and 10](#) for details of appropriate logo use.



Logo exclusion zones

The exclusion zone ensures the logo is not compromised by other elements and helps it stand out.

This page shows the minimum clearance areas. Whenever possible, leave more space around the logo than the exclusion zone.

A. Exclusion zone for print

The height and width of the clear space is set by the width of the Royal Coat of Arms around the logo.

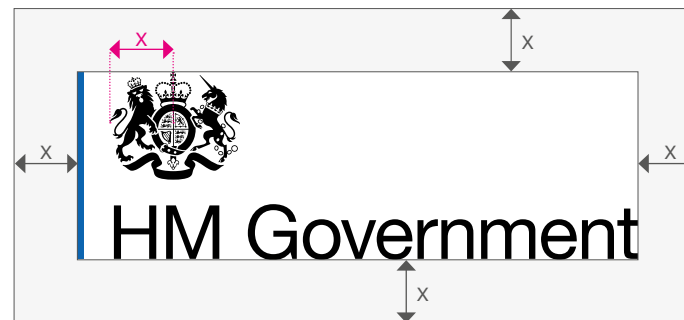
B. Exclusion zone for digital

However, digital applications (websites, apps, social media etc.) are often seen at smaller sizes that do not allow for such a large minimum exclusion area. For these applications, a smaller area equivalent to half the width of the Royal Coat of Arms is accepted.

The same rules apply to both the landscape and large format versions of the logo.



A. Minimum exclusion zone for print formats



B. Minimum exclusion zone for digital formats

Logo minimum sizes

Maximum and minimum sizes refer to the width of the Royal Coat of Arms, rather than the logo as a whole.

Minimum size for print

To make sure the logo is clear and legible, the Royal Coat of Arms should never appear smaller than a width of 5mm in print.

The maximum width is 20mm. After that the large format logo should be used (see secondary logos on [page 10](#)).

Minimum size for digital

The Royal Coat of Arms should never appear smaller than a width of 26 pixel on screen.

5mm (print)
26px (digital)
(not to scale)



HM Government

Minimum size for master (portrait) logo

5mm (print)
26px (digital)
(not to scale)



HM Government

Minimum size for secondary (landscape) logo

20mm (print)
55px (digital)
(not to scale)



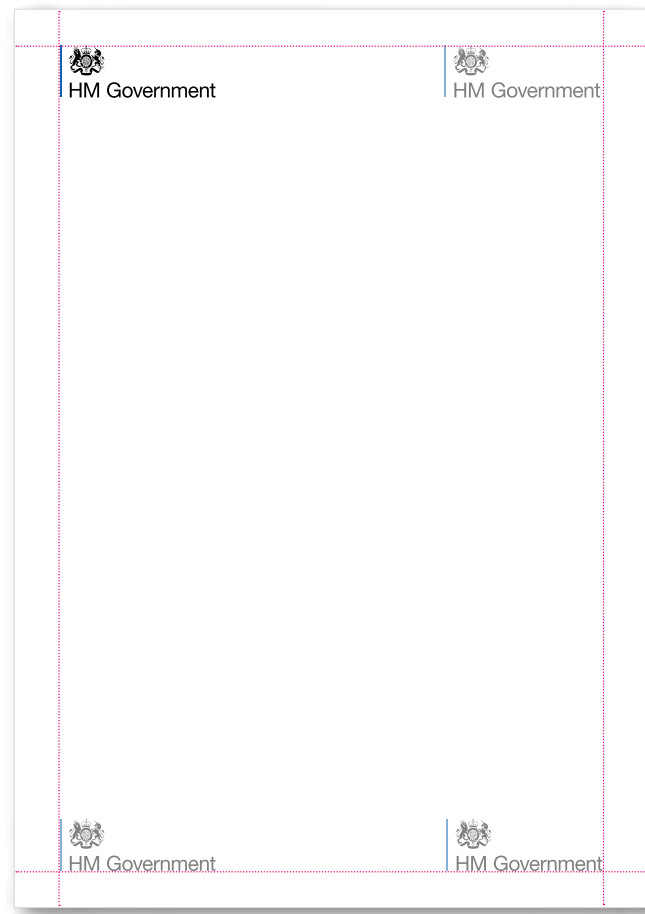
HM Government

Minimum size for large format logo

Logo positioning

For maximum impact, the identity should always be used prominently and legibly, as illustrated in the examples shown on [page 68](#).

Whenever possible, the logo should be placed at the top left of the page. Should the design not permit this, place it according to the guide shown here.



Co-branding

Using the logo alongside partner logos

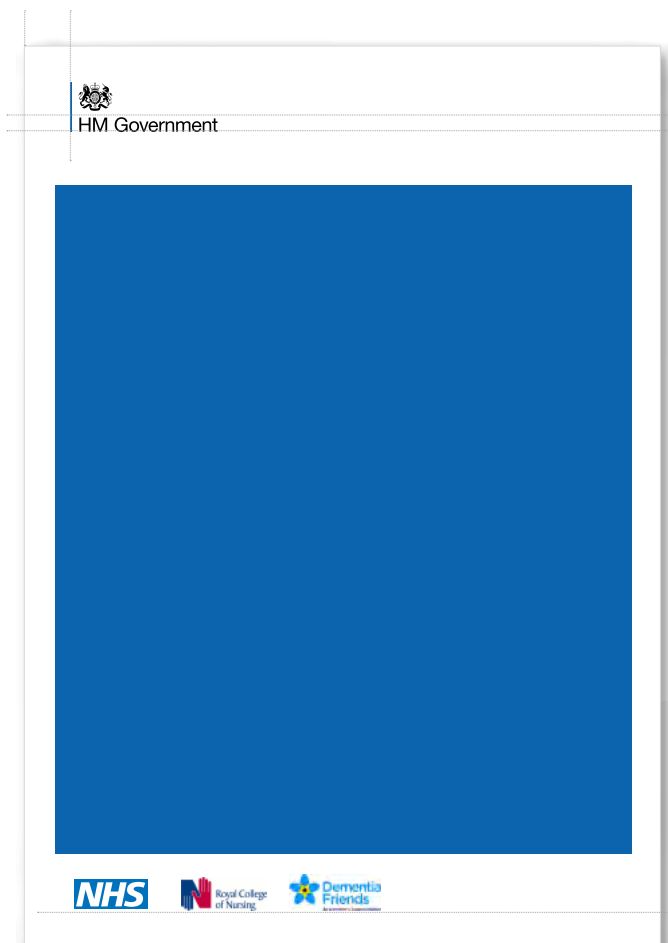
A. Work produced by two or more government departments or agencies should always use the HM Government logo, as HM Government is the master brand. The preferred placement for the logo is in the top left corner of the page.

For clarity when using the HM Government logo, you can add a relationship statement at the bottom of the page outlining the organisations involved in the publication.

B. When co-branding with a number of non-governmental organisations, those logos can be placed in a band on the bottom of the page, as shown here. Please ensure equal sizing and spacing for all of the partner logos used.



A. Co-branding with two or more government departments or agencies. Relationship statement in bottom left corner



B. Co-branding with a number of non-governmental organisations

Endorsements

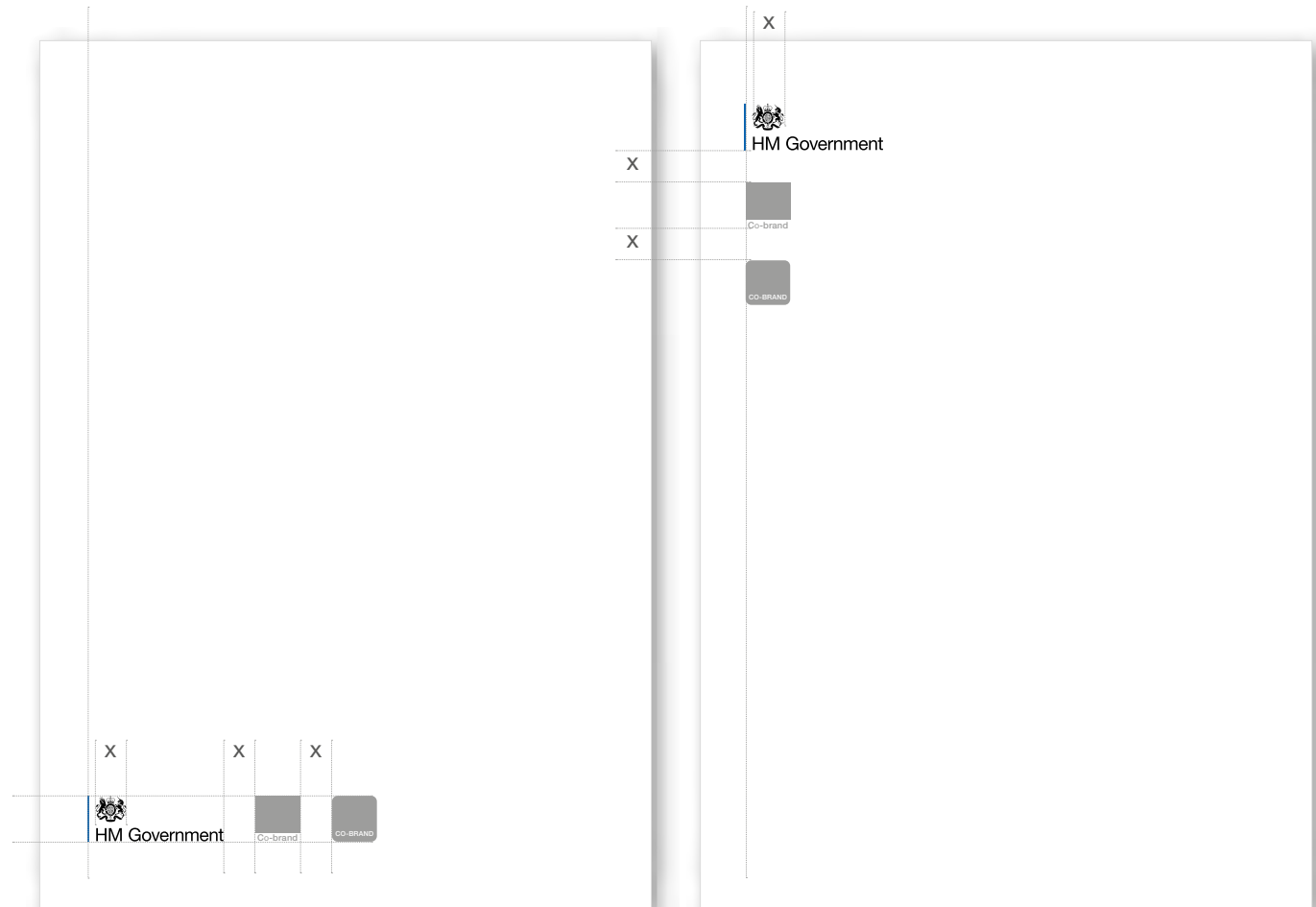
Endorsing and co-branding

The logo can be used alongside, or as an endorsement to, the logo of a distinct organisation, service or campaign.

When co-branding or endorsing a project, use the logo as illustrated here.

If endorsing a campaign, service or organisation, you should either be providing content, funding or supporting their service, campaign or organisation.

The HM Government logo should have prominence whenever possible.

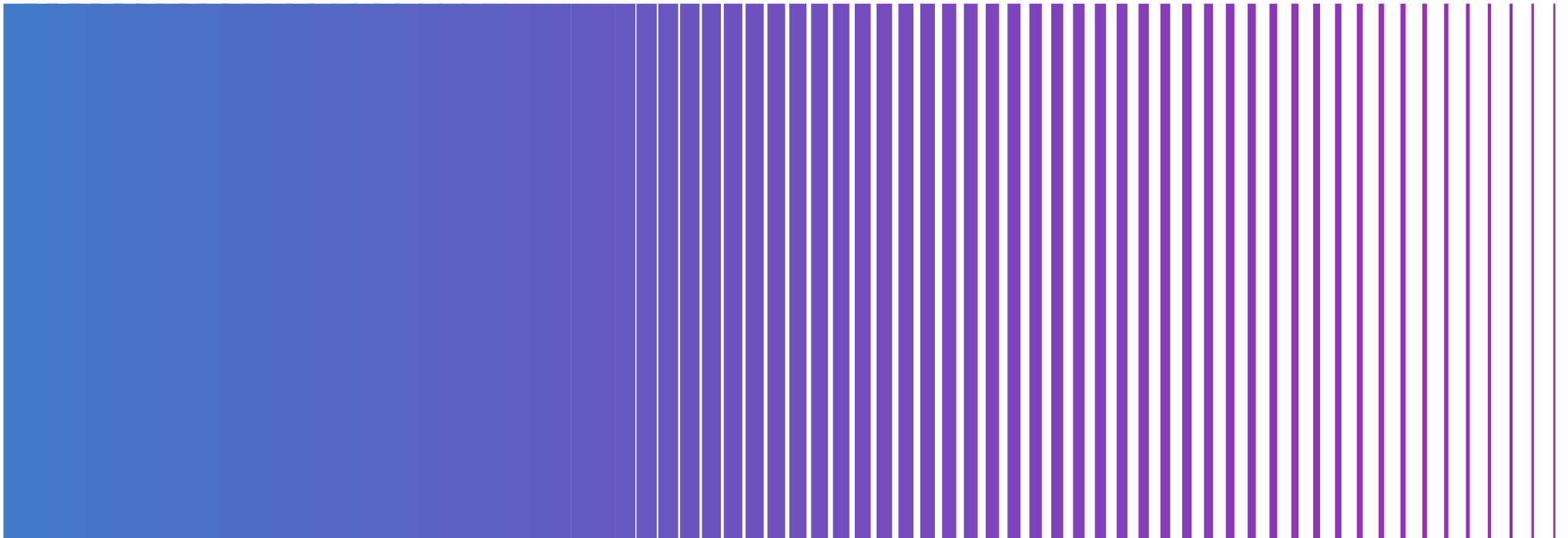




HM Government

Identity elements

The building blocks for consistent
and effective communications

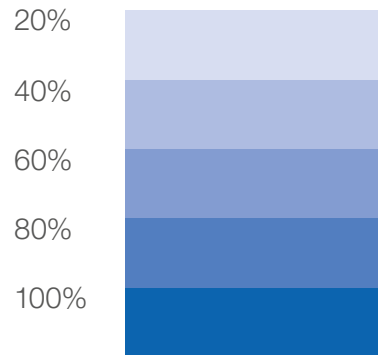


Bright colour palette

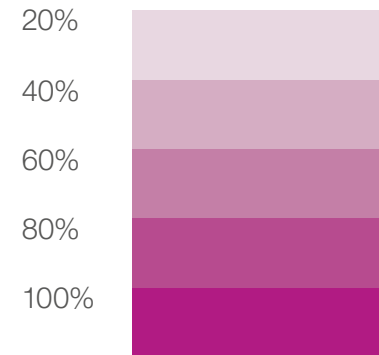
The colour palette is made up of six primary colours in bright, dark and light shades to allow for variation and to convey different tones.

This page shows the bright colour palette.

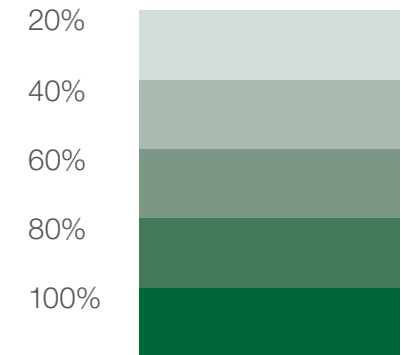
Always use the correct Pantone® colour references or their CMYK, RGB or web hex equivalents shown below. CMYK, RGB and web hex breakdowns are taken from Adobe Photoshop (Pantone® solid coated).



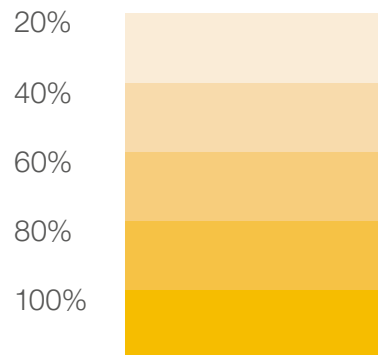
Pantone 660 C
 C77 M46 Y0 K0
 R61 G125 B202
 #3d7dca



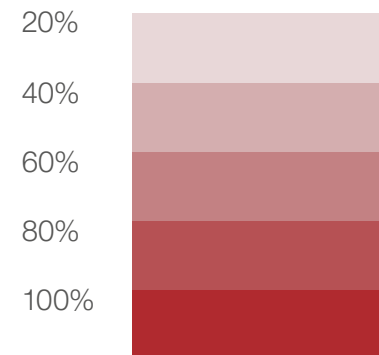
Pantone 241 C
 C33 M97 Y0 K0
 R180 G26 B131
 #b41a83



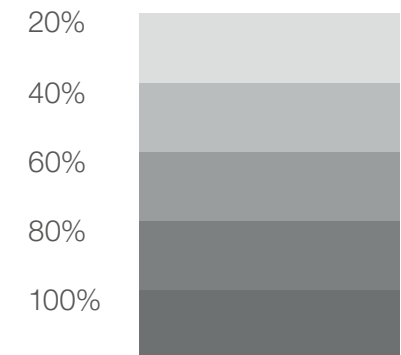
Pantone 349 C
 C90 M32 Y93 K24
 R0 G105 B56
 #006938



Pantone 7408 C
 C2 M27 Y96 K0
 R248 G191 B0
 #f8bf00



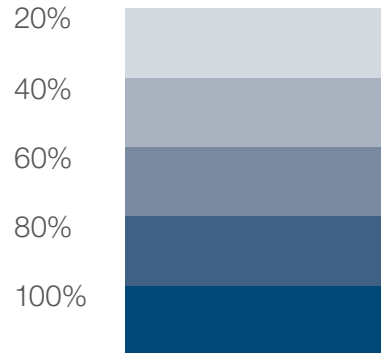
Pantone 1805 C
 C21 M94 Y80 K13
 R178 G41 B46
 #b2292e



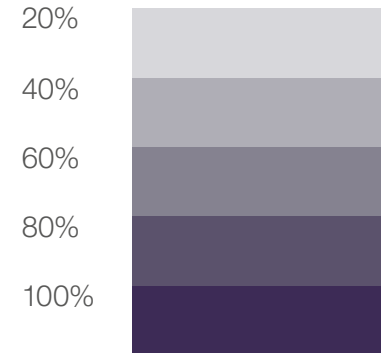
Pantone 424 C
 C54 M42 Y43 K27
 R112 G114 B113
 #707271

Dark colour palette

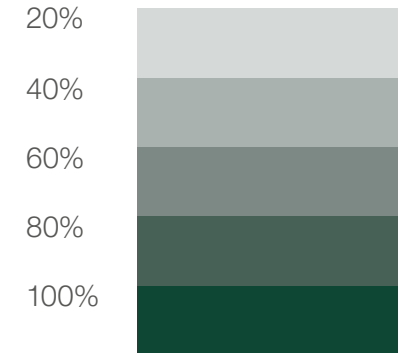
All colours in the palette can be used in tints of 20%. Tints are used to create range for backgrounds, diagrams, charts and graphs.



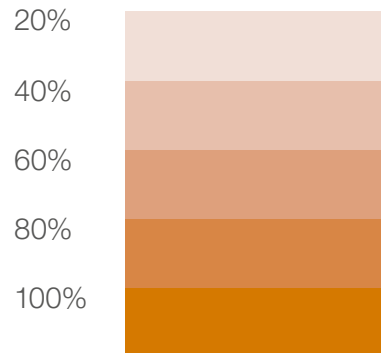
Pantone 7693 C
 C100 M69 Y29 K14
 R0 G72 B119
 #004877



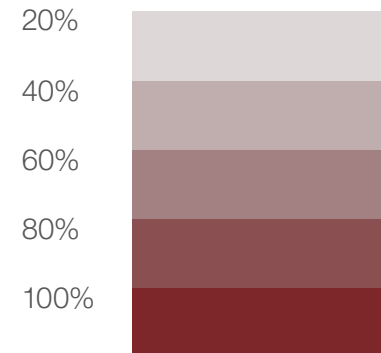
Pantone 669 C
 C85 M90 Y33 K31
 R63 G43 B86
 #3f2b56



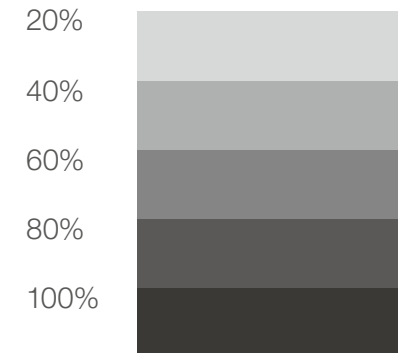
Pantone 3435 C
 C89 M44 Y77 K52
 R18 G71 B52
 #124734



Pantone 1385 C
 C13 M59 Y100 K3
 R216 G121 B0
 #d87900



Pantone 1815 C
 C31 M91 Y74 K39
 R128 G38 B41
 #802629

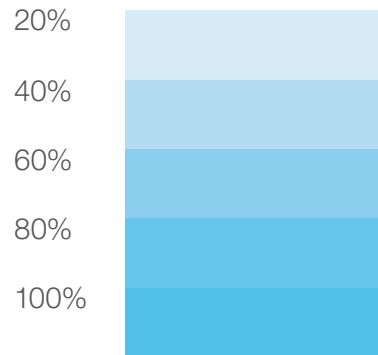


Pantone Black 7 C
 C63 M57 Y58 K63
 R61 G57 B53
 #3d3935

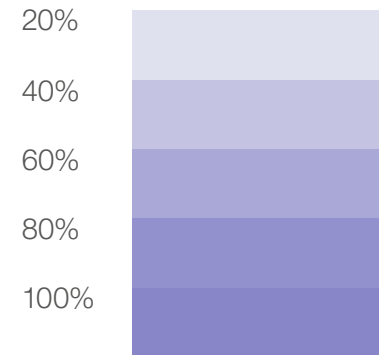
Light colour palette

When applying text on top of a background tint, always check the colour contrast passes AAA accessibility standards.

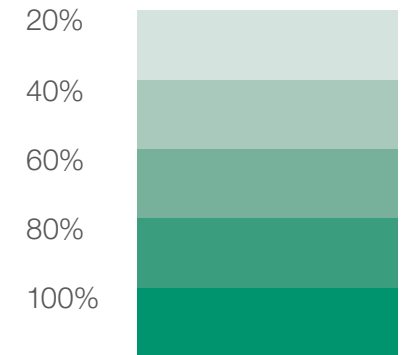
More information about colours and accessibility is on [page 32](#).



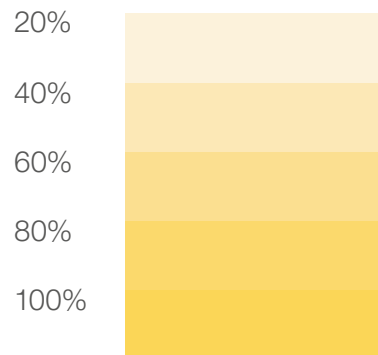
Pantone 2985 C
 C62 M2 Y4 K0
 R85 G193 B233
 #55c1e9



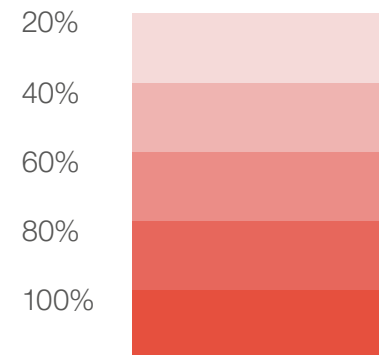
Pantone 7446 C
 C53 M49 Y0 K0
 R139 G134 B202
 #8b86ca



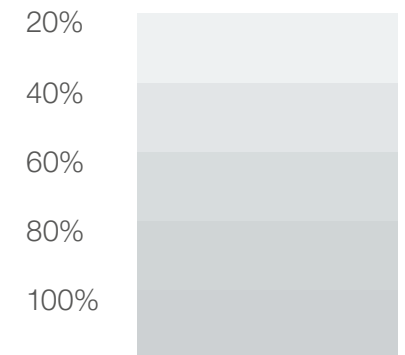
Pantone 7724 C
 C84 M15 Y68 K1
 R0 G149 B110
 #00956e



Pantone 121 C
 C1 M15 Y74 K0
 R254 G216 B87
 #fed857



Pantone 7625 C
 C1 M80 Y74 K0
 R232 G80 B62
 #e8503e



Pantone 427 C
 C22 M14 Y15 K1
 R208 G211 B212
 #d0d3d4

Colour palette text contrast

It is important that the background and font combinations meet AAA accessibility standards. This means that only certain colours can be used for text on muted colour backgrounds.

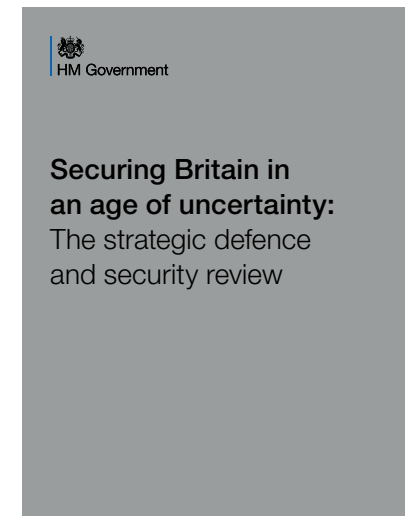
The examples shown here use black text.

	100%	80%	60%	40%	20%
Pantone 3435 C					
	✗ All fail	– Graphical objects only	– Large text only	✓ All pass	✓ All pass
Pantone 349 C					
	– Graphical objects only	– Large text only	✓ All pass	✓ All pass	✓ All pass
Pantone 7724 C					
	– Large text only	✓ All pass	✓ All pass	✓ All pass	✓ All pass

Colour palette text contrast

Black text on bright colour palette

Here are examples of black text against the bright colour palette with a background tint of 60%.



Colour palette text contrast

White text on coloured backgrounds

The examples shown here use white text on a coloured background. White text should only be used for online or social media purposes and should never be used for PDFs.

	100%	80%	60%	40%	20%
Pantone 669 C					
	✓ All pass	– Large text only	– Graphical objects only	✗ All fail	✗ All fail
Pantone 241 C					
	– Large text only	– Graphical objects only	✗ All fail	✗ All fail	✗ All fail
Pantone 7446 C					
	– Graphical objects only	✗ All fail	✗ All fail	✗ All fail	✗ All fail

Colour palette text contrast

Using dark palette colours for text on grey Pantone 427 C

The examples shown here use colours from the dark palette on various tints of the light grey background.

	100%	80%	60%	40%	20%
Pantone 7693 C	TEXT	TEXT	TEXT	TEXT	TEXT
	– Large text only	– Large text only	✓ All pass	✓ All pass	✓ All pass
Pantone 669 C	TEXT	TEXT	TEXT	TEXT	TEXT
	✓ All pass	✓ All pass	✓ All pass	✓ All pass	✓ All pass
Pantone 3435 C	TEXT	TEXT	TEXT	TEXT	TEXT
	✓ All pass	✓ All pass	✓ All pass	✓ All pass	✓ All pass
Pantone 1385 C	TEXT	TEXT	TEXT	TEXT	TEXT
	✗ All fail	✗ All fail	✗ All fail	✗ All fail	✗ All fail
Pantone 1815 C	TEXT	TEXT	TEXT	TEXT	TEXT
	– Large text only	– Large text only	✓ All pass	✓ All pass	✓ All pass

Colour palette text contrast

Using dark palette text on grey Pantone 427 C cover examples

The examples shown here use text in the colours from the dark palette on the light grey.



Main typeface

Our main typeface is Helvetica Neue. Selected for accessibility, it provides a contemporary balance to the heraldic values of the Royal Coat of Arms, reflecting a progressive organisation steeped in a rich heritage.

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

These are the key weights for most applications. Please see [page 53](#) for type style and hierarchy guidance.

Alignment

Type alignment should be ranged left.

Character settings

Kerning must be set to optical, tracking at 0pt.

Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ()!@£\$%&

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ()!@£\$%&

Helvetica Neue 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ()!@£\$%&

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ()!@£\$%&

Alternative typeface

If Helvetica Neue is not available, for example when producing PowerPoint presentations or reports in Word, you can use Arial.

The same guidance on usage throughout this section still applies. Simply substitute Helvetica Neue Light or Roman for Arial Regular, and Helvetica Neue Bold or Medium for Arial Bold.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ()!@£\$%&

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ()!@£\$%&

Type in use

Consistent application of our type style and hierarchy reinforces clarity and professionalism. Illustrated here are the most common type styles used.

Whenever possible, keep to these style sheets to ensure that the identity is used consistently.

See [page 53](#) for examples of typographic hierarchy in publications.

1. **Title**
38/42pt Helvetica Neue 45 Light
2. **Subtitle**
22/26pt Helvetica Neue 55 Roman
3. **A heading**
25/27pt Helvetica Neue 55 Roman
4. **B heading/introductory copy**
16/19pt Helvetica Neue 55 Roman
5. **C heading**
12/14pt Helvetica Neue 65 Medium
6. **Body copy**
12/14pt Helvetica Neue 55 Roman
7. **Bullet point text**
 - Bullet point text should have a hanging indent, as shown here
12/14pt with a 7mm indent in Helvetica Neue 55 Roman
8. **Numbered text**
 1. Numbered text should have a hanging indent whenever spacing permits
12/14pt with a 7mm indent in Helvetica Neue 55 Roman
9. **Title for charts, graphs, figures or tables**
12/14pt Helvetica Neue 55 Roman
10. **Captions and source information**
12/14pt Helvetica Neue 55 Roman
11. **Footnotes**

 - ¹ Footnotes
12/14pt Helvetica Neue 55 Roman

Writing and tone of voice

Tone of voice defines how the organisation sounds. It isn't just about the words you use – though this is part of it – but it's the way you write or talk.

Our tone of voice is professional, transparent and authoritative. It's important that our tone of voice is applied consistently and that everyone who writes or talks about HM Government is clear about these three principles.

Professional

formal

avoid colloquialisms and be specific, informative and to the point

accurate

use facts and figures to support points and recommendations

consistent

ensure communications are fact checked and proofread

Transparent

clear

signpost important areas of the text e.g. calls to action

open

present both sides of an argument and don't be judgemental

accessible

cut out jargon and difficult words, and break up longer sentences and paragraphs

Authoritative

direct

use the active voice – 'we decided' rather than 'a decision was made'

unambiguous

use definite rather than vague language

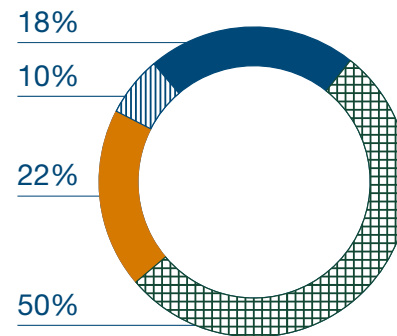
confident

limit the use of tentative words like can't, don't and maybe

Graphs, charts and tables

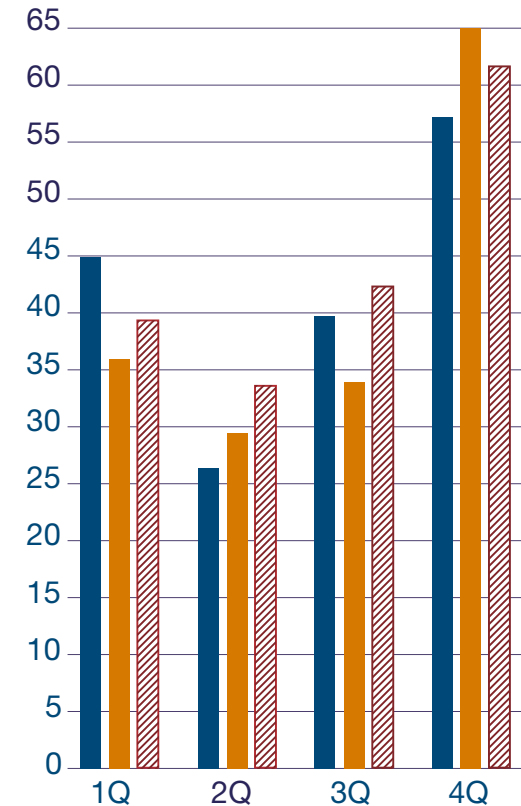
Styling graphs and charts

The pie chart and bar chart here show how infographics can be used to present complex information in a clear and engaging way. Your infographics must always meet AAA accessibility standards. This means you may need to use patterns or textures (such as stripes) to differentiate the data, as well as colour.



Public Sector Growth

- North East
- ▨ North West
- South East
- ▩ South West



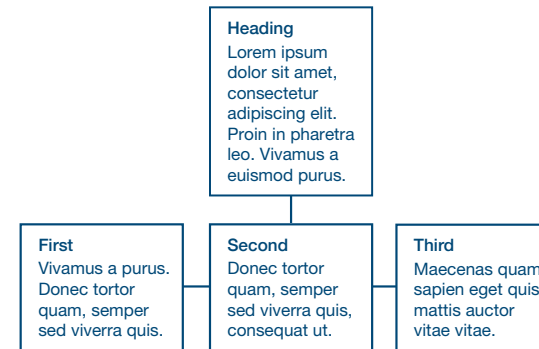
UK Growth (%)

- England
- Scotland
- ▨ Wales

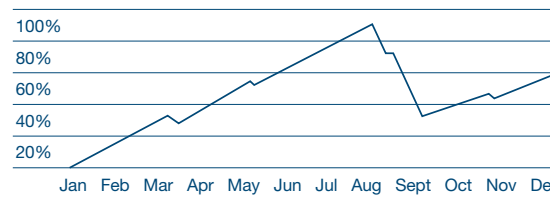
Graphs, charts and tables

Always place the title of the graphic under a 1pt key line at the base of the chart/graph. The title should be set at 12/14pt Helvetica Neue Medium, and all other information should be set at 12pt Helvetica Neue Roman or Medium depending on its emphasis.

As illustrated by the flow chart, line graph and table, graphics should, wherever possible, be created using tints of one colour from the colour palette. Use darker colours on white backgrounds for accessibility.



Flow chart title



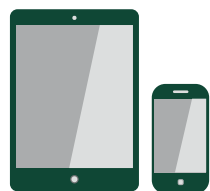
Predicted growth in manufacturing

	UK	France	Germany	Sweden	Holland
Meeting customer demands	36%	44%	24%	24%	25%
Regulatory compliance	30%	28%	6%	9%	18%
Environmental benefit	22%	33%	33%	26%	30%
Production/design efficiency	18%	21%	26%	9%	27%
Competitiveness	18%	9%	35%	27%	15%

Why sustainability is important for European countries

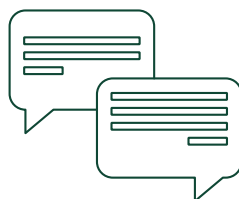
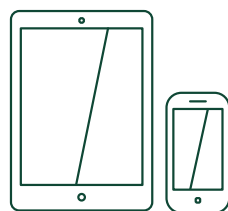
Flat icon style

Wherever possible, icons should be created in this flat icon style using HM Government grey (Pantone 424c) paired with one other HM Government colour.



Line icon style

Line icons are simple, clear and functional and should be used as a secondary choice to the flat icon style shown on page 43. Choose your icon style depending on the tone of the message being conveyed.



Photography

Photography should be selected carefully and illustrate the themes of the document. Images should be contemporary and reflect real life.

Destinations, objects and activities

Taking photographs from unusual angles or by zooming in on detail can help to create interest.

Photography must be of high resolution (300dpi minimum at actual size of use) for printed material.

Ensure that you have the licensing and rights for all photography used.



Photography

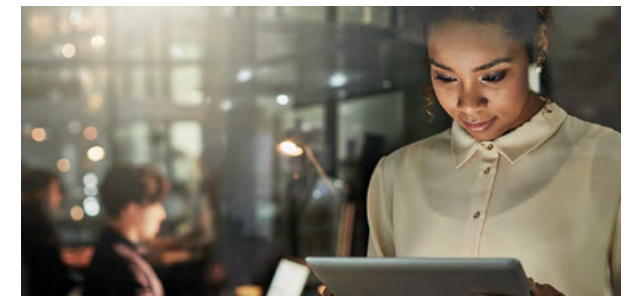
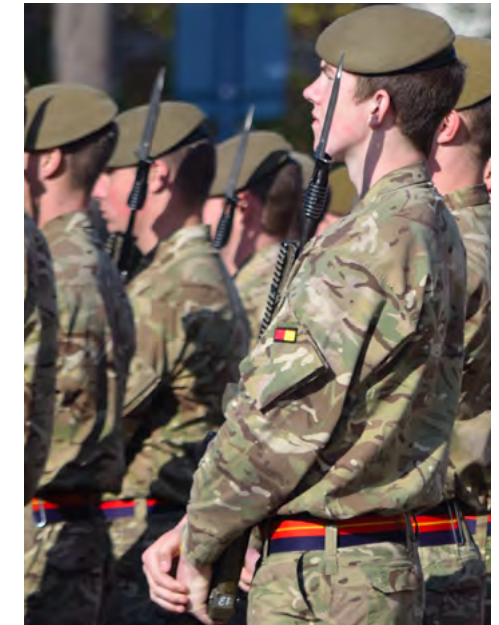
People

Ensure images of people are emotive.

Avoid using shots that appear posed, clichéd or staged.

Reflect our diversity by showing people from a mix of ethnic backgrounds and ages, including a cross-section of occupations.

Photography must be of high resolution (300dpi minimum at actual size of use) for printed material. Ensure that you have the licensing and rights for all photography used.

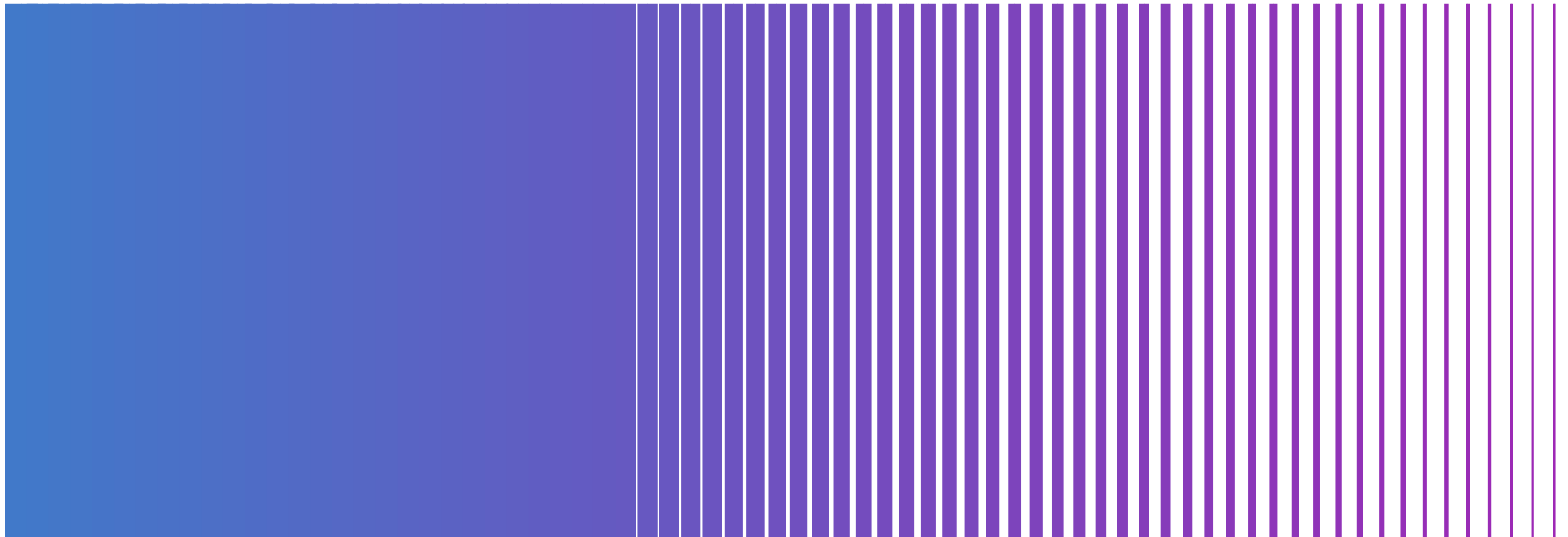




HM Government

Publications

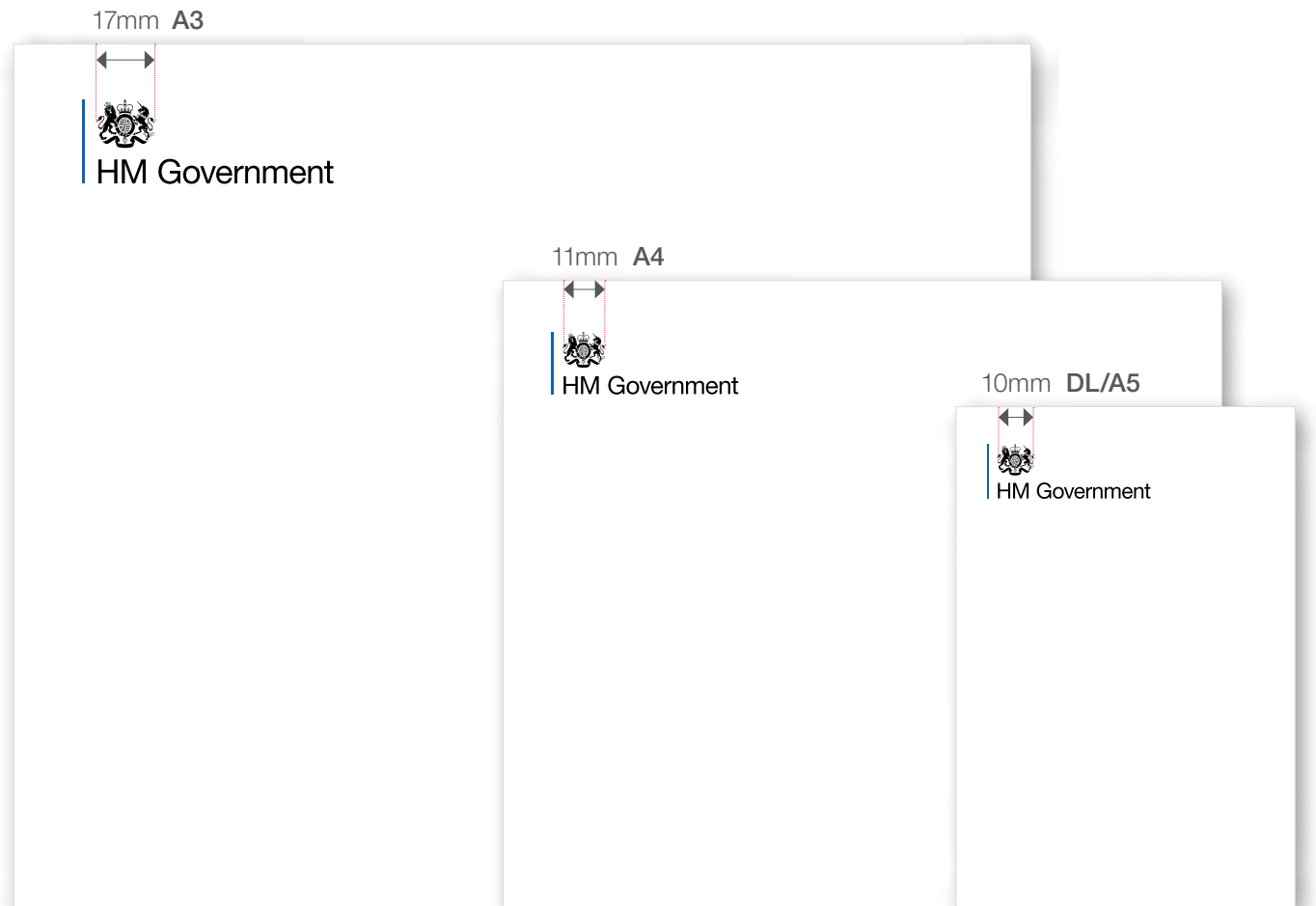
Creating clear and consistent communications



Document logo sizes

The recommended sizes for common document formats are illustrated here.

The width of the Royal Coat of Arms is used as the reference point, as it is consistent across the HM Government family.

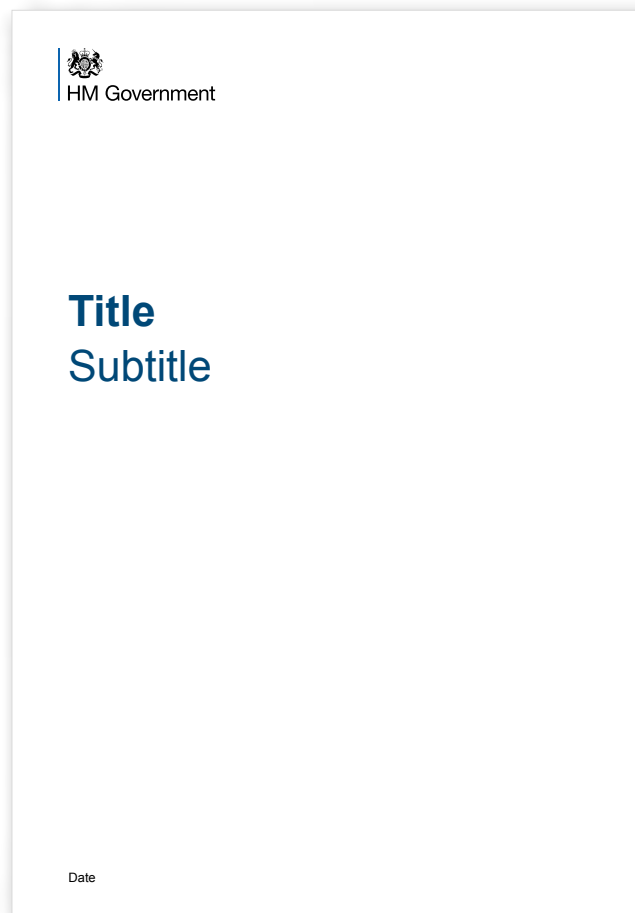


Document templates

A simple Word template has been created for use internally.

The template is available from:

<https://hmgbrand.gcs.civilservice.gov.uk/guidance-and-artwork/hm-government-artwork-and-templates/>



Document cover design

The use of photography, illustration or graphics can be introduced into the design layout to reinforce key themes or create impact.



Document cover grid

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

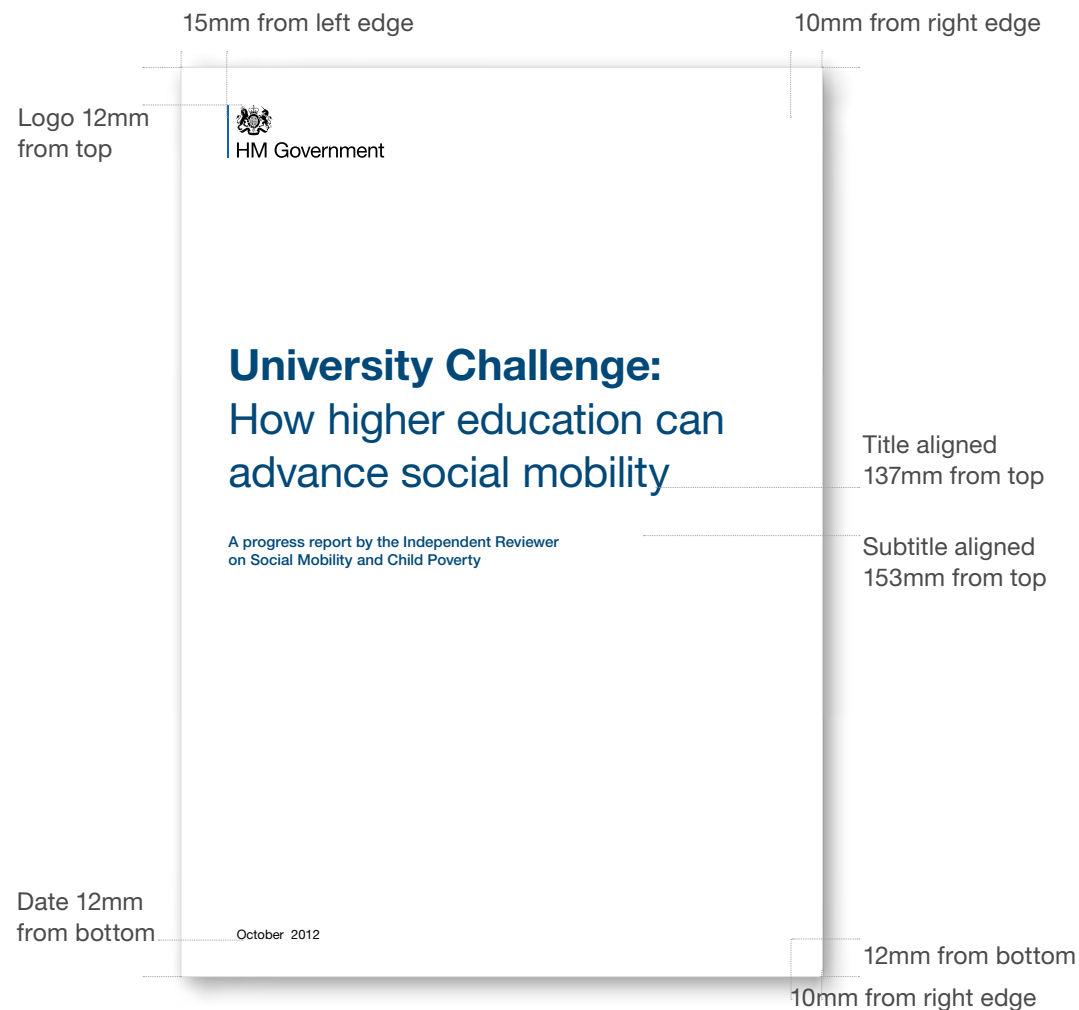
A simple grid has been created for ease of use and cost-effective creation of documents, reports and papers.

The grid has been created to emphasise a document's content clearly. The key dimensions are specified here.

All documents have a white border around them to allow for clear printing on office and home printers.

A template is available from:

<https://hmgbrand.gcs.civilservice.gov.uk/guidance-and-artwork/hm-government-artwork-and-templates/>



Document cover typography

The structure of a document cover highlights content while retaining consistency. Recommended font sizes and weights are specified here.

The key elements to each cover are:

- HM Government logo
- document title
- document subtitle and/or date/#tag
- image or graphic box

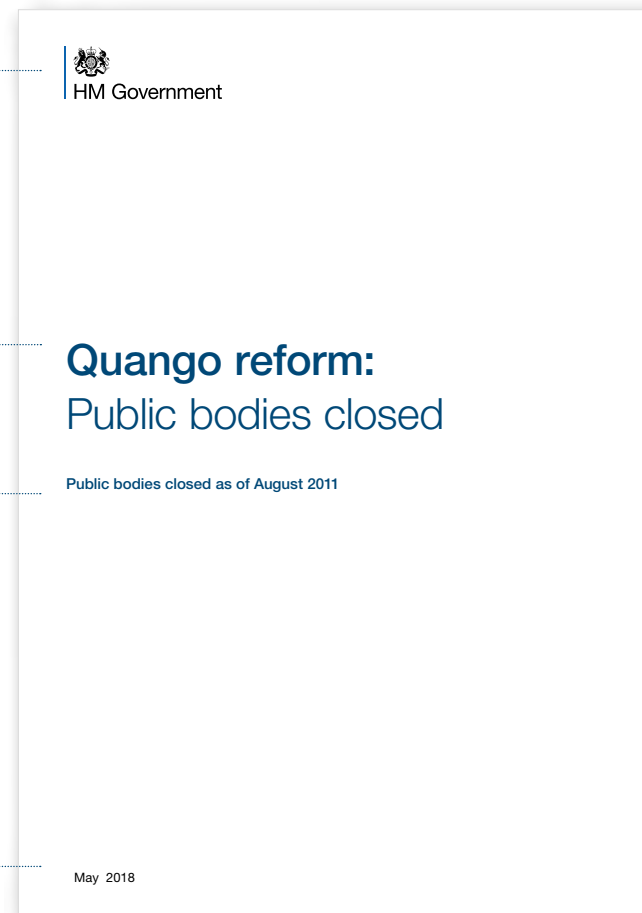
The title can be placed on a plain cover (A) or above an image or graphic colour (B).

HM Government master (portrait) logo

Document title
40/60pt Helvetica Neue 75 Bold/55 Roman

Document subtitle
14/26pt Helvetica Neue 65 Medium

Date or # tag set at
12/18pt Helvetica Neue 55 Roman



A.



B.

Typographic hierarchy

To help to organise content effectively and consistently, we have a hierarchy of headings and subheadings, as shown here.

A heading

chapter or section title – this is not required on every page but must work within the two column grid if used

B heading/introductory copy

to highlight a starting paragraph

C heading

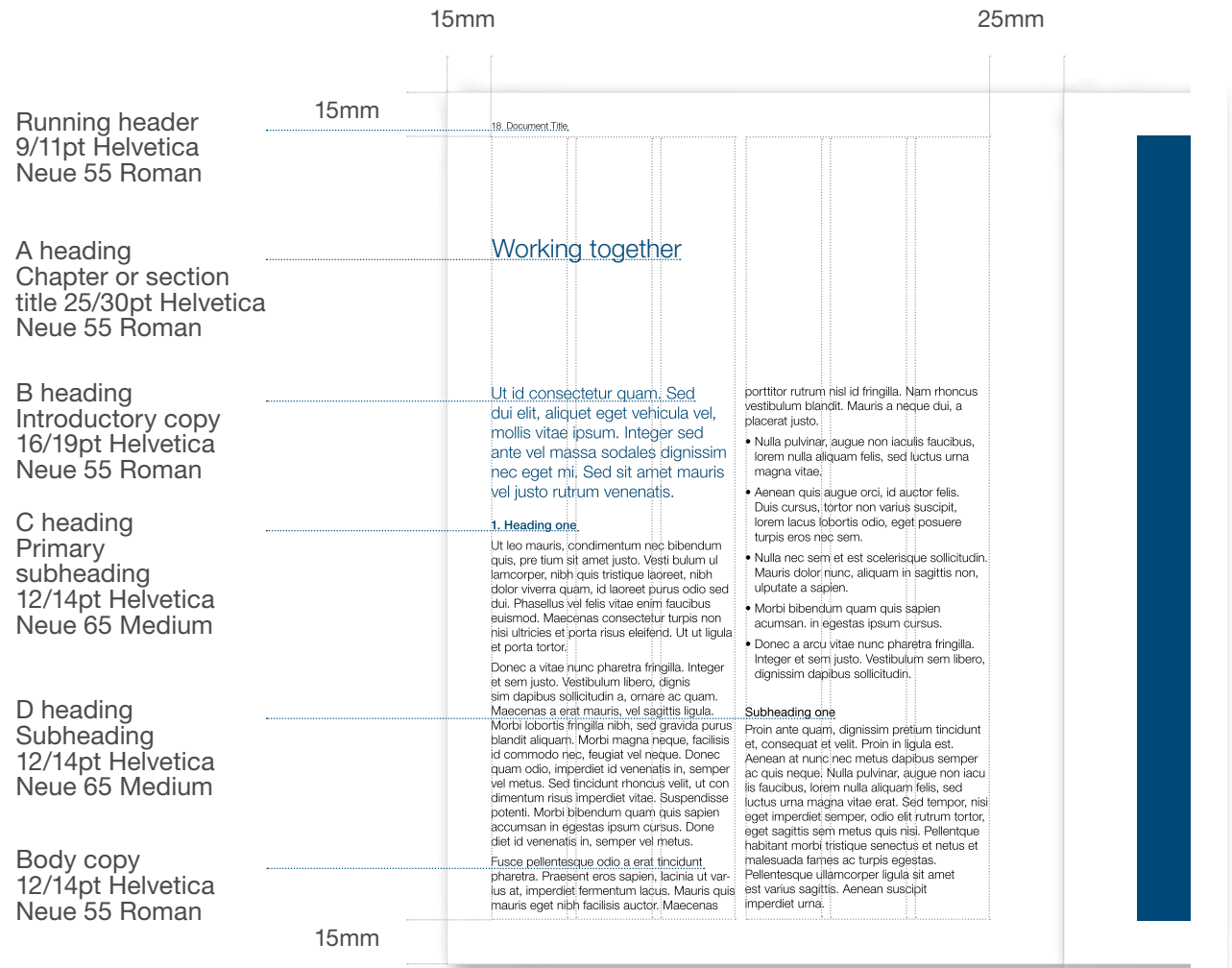
for primary subheadings in colour

D heading

for subheadings in black

Body copy

for the majority of content



Document layout grid

A. This grid provides an overall system for consistency while still allowing for flexibility. Professionally designed and typeset A4 documents will use two columns for body copy.

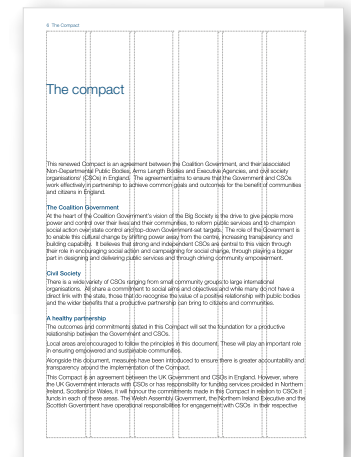
B. It is also possible to use one column for ease of internal publishing or on smaller formats such as A5 or DL.

The grid is divided into six columns for flexibility and ease of use when placing graphics, charts and photography in layouts.

Recommended grid dimensions and text hanging lines are specified here.



A.



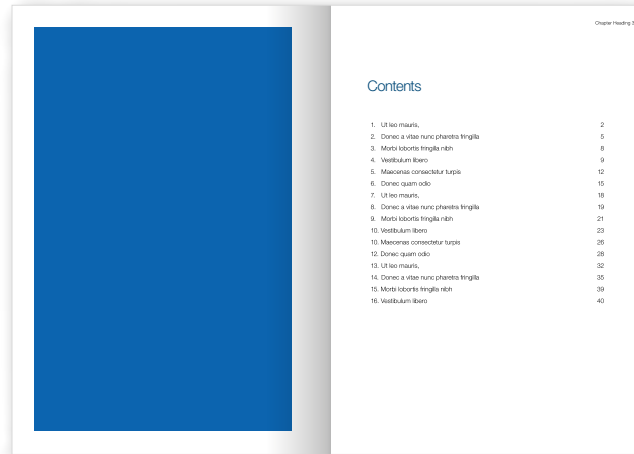
B.

Document layout examples

The following examples show how to approach common layouts. White space is an important element of any layout, as it allows for ease of reading while creating a clean and professional document. Body copy should be reproduced in black or dark grey.

Headings, quotes or subheadings should be reproduced in a colour from the dark palette at 100%.

A. Contents



A.

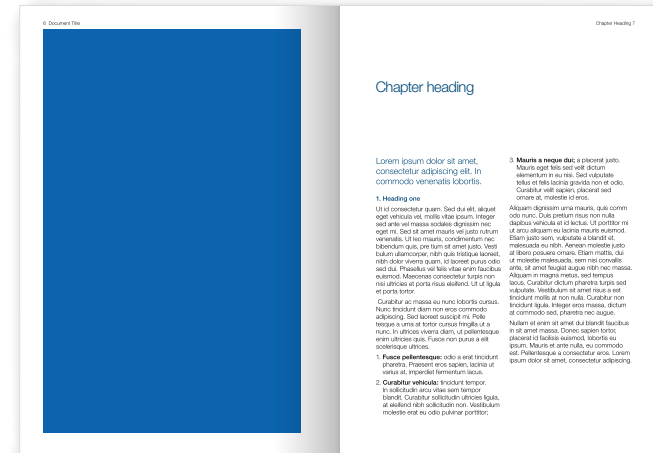


B.

C. Text, pull-out copy, pie chart and boxed text



C.



D.

Document layout examples

The following layouts show the alternative higher hanging line for body copy in text-heavy documents.

A. Pull-out quote set on a divider page

B. Full-page photography

C. Boxed text, multiple photography and pull-out quote

D. Pull-out body copy, footnotes and bar chart

This layout shows a document page with a pull-out quote. The main text is in a standard weight font. A quote is highlighted in a lighter shade and placed on a separate, slightly offset line, creating a visual separation from the surrounding text.

This layout features a full-page background photograph. A pull-out quote is presented in a clean, white box with a thin border, contrasting against the background image. The text within the box is white for readability.

This layout is a complex design featuring a grid of boxed text elements, several small photographs, and a pull-out quote. The text boxes are separated by clear margins and colors, while the pull-out quote is set on a divider line, maintaining consistency with example A.

This layout includes a pull-out body copy section, a list of footnotes, and a bar chart. The pull-out text is set on a divider line. The footnotes are clearly separated at the bottom of the page. The bar chart uses the brand's color palette to distinguish between data series.

This layout uses a full-page background photograph of a city street, specifically Whitehall in London, with street signs for 'Parliament Street SW1' and 'Whitehall SW1'. A pull-out quote is overlaid on the image.

This layout is similar to example D, featuring a pull-out body copy, footnotes, and a bar chart. The design is clean and professional, using the organization's branding and typographic standards.

This layout is a text-heavy page with a pull-out quote. The text is organized into columns. The pull-out quote is highlighted with a thin border and a higher hanging line, set on a divider page.

This layout includes a pull-out body copy, footnotes, and a bar chart. The pull-out text is set on a divider line. The bar chart is located at the bottom right of the page, showing data for 'UK Growth (%)' with bars for England and Wales.

Parliamentary papers

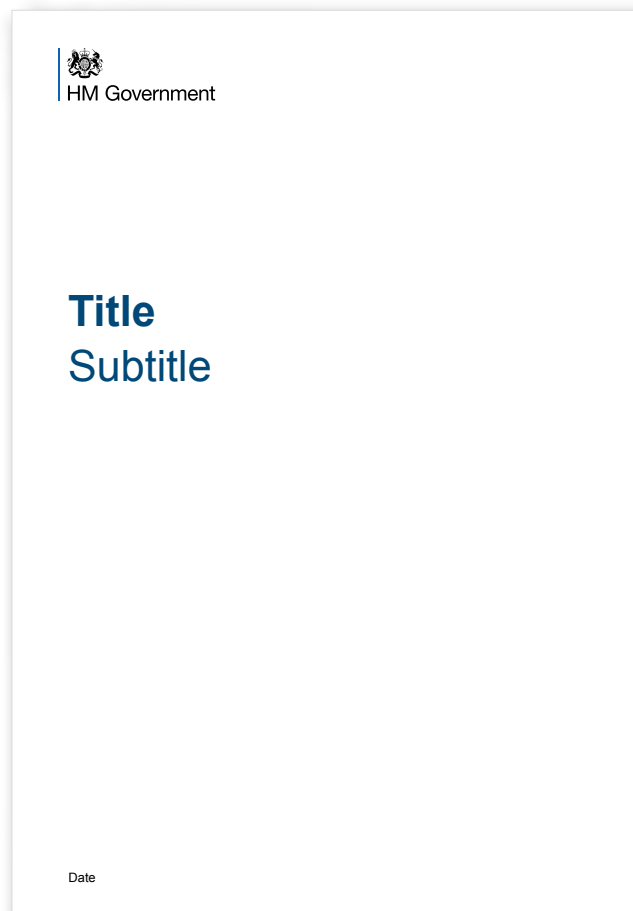
Command papers, House of Commons papers and unnumbered papers

Simple Word templates have been created for parliamentary papers. They are available at:

<https://hmgbbrand.gcs.civilservice.gov.uk/guidance-and-artwork/hm-government-artwork-and-templates/>

For further guidance and support on producing and publishing command papers please contact the National Archives:

<https://www.nationalarchives.gov.uk/information-management/producing-official-publications/>



Copyright and open access

Copyright statement

The copyright statement should be included in all documents on the reverse of the title page.

The copyright statement supports the government's commitment to opening up access to information created and held by the public sector and enabling its free re-use.

You must use the following statement on all Crown copyright publications.

Copy, paste and edit the template below

OGL

© Crown copyright, [insert year published/created]

This information is licensed under the Open Government Licence v3.0. To view this licence, visit nationalarchives.gov.uk/doc/open-government-licence/version/3.

Any enquiries regarding this publication should be sent to: [insert contact details].

This publication is also available from our website at www.gov.uk/government/publications

[AND/OR]

This document is also available from our website at www.gov.uk/insert as appropriate

*Delete as applicable

Accessibility

Accessibility statement

The Equality Act 2010 states that all our communications should be accessible to the widest possible audience, including people with disabilities.

Consider the following guidelines for different groups that may want to read HM Government communications.

In order to ensure you are abiding by accessibility guidelines, always use the templates provided.

Users with learning and reading difficulties

The text needs to be simplified a little, using more symbols and pictures. Use audiotapes and videos. Consult support groups and individuals.

Users with hearing loss

Use written information for your communications. Additionally, consider working with carers or British Sign Language (BSL) interpreters. You can find more information about developing communications for BSL users by contacting:

RNID (Royal National Institute for Deaf People)

9 Bakewell Road., Orton Southgate,
Peterborough, PE2 6XU
Phone: 0808 808 0123
Text: 07360 268 988
E-mail: information@rnid.org.uk

Users with visual impairment

Use large bold print, at least 14pt.

Use audiotapes, electronic text, the internet or Braille. Make sure text colours are accessible.

For more information on producing in alternative formats contact:

Royal National Institute of Blind People (RNIB) 105 Judd Street, London WC1H 9NE
Phone: 0303 123 9999
E-mail: helpline@rnib.org.uk

Users whose first language is not English

Use translated text from a guaranteed source where appropriate, for example local ethnic minority community groups. Certain languages are often spoken and not read, so it is important to check this. Where appropriate, use other media, for example audiotapes, videos and interpreters.

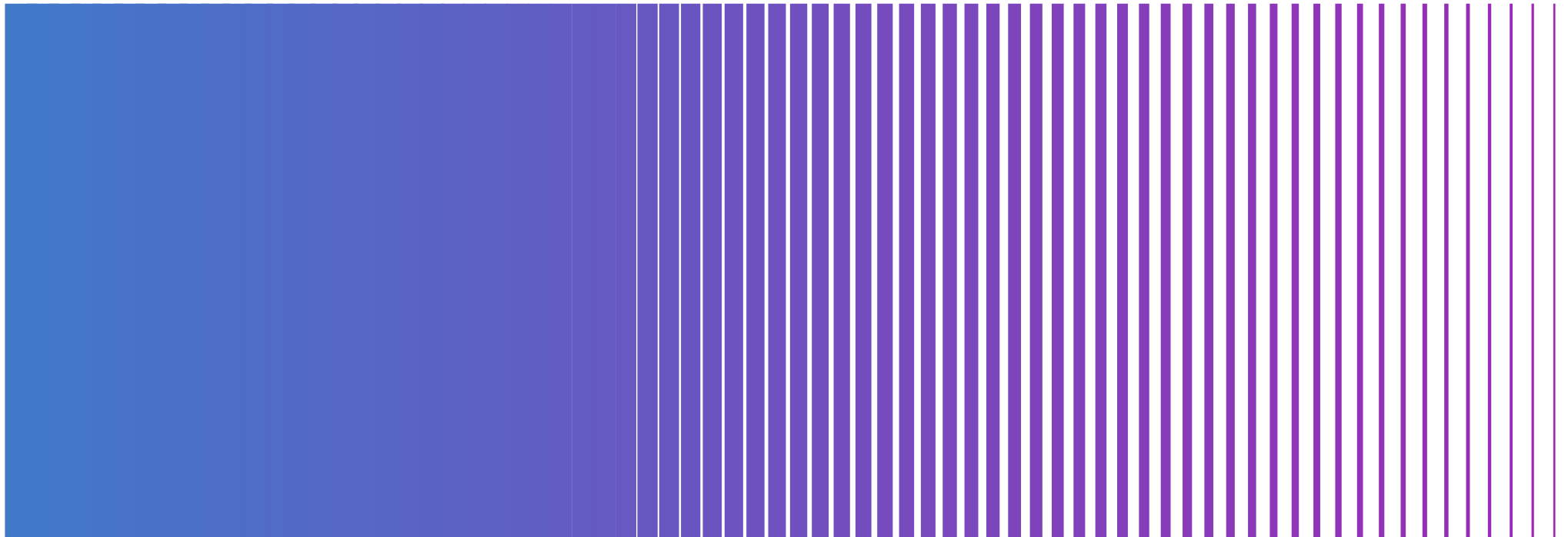
Please note that all publications produced through the publishing team are available upon request in different formats.



HM Government

Applying the identity

Creating professional and engaging communications
across a range of applications



PowerPoint presentations

It is important that we are consistent across all materials, including our presentations.

When creating slides, use minimal text, adding colour and imagery to engage the audience. Text should always be aligned left, including headings.

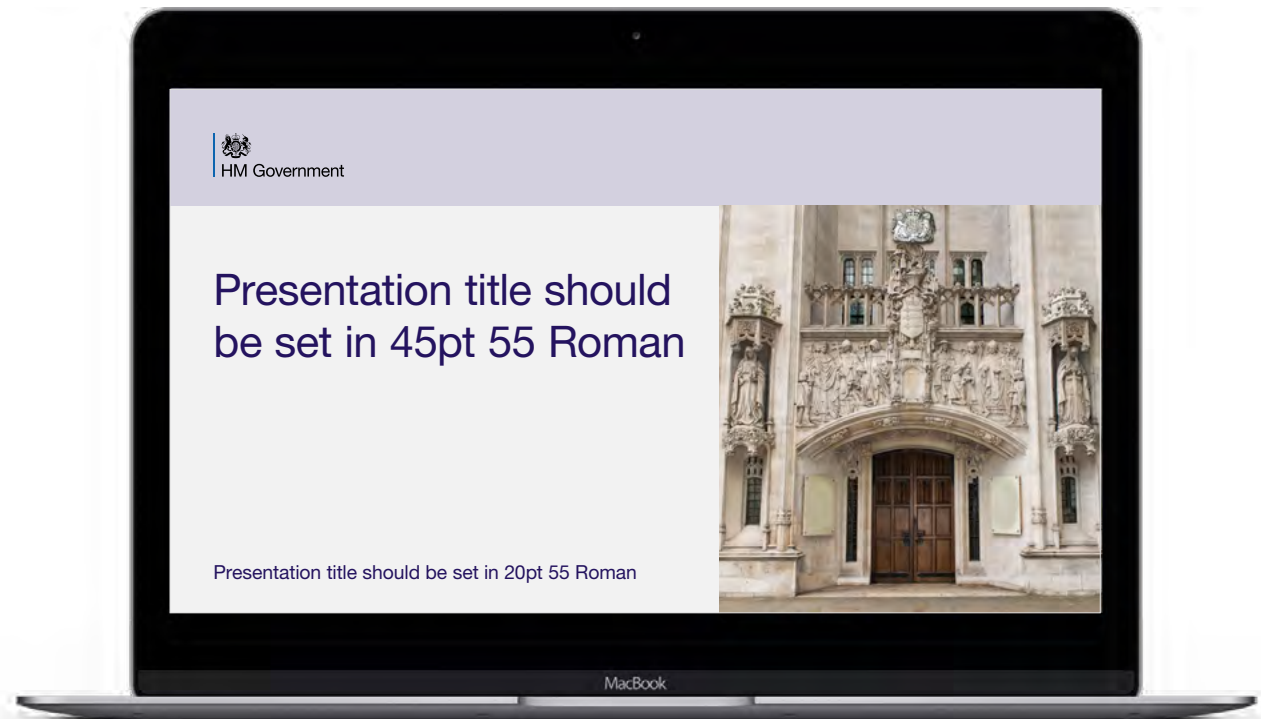
The presentation title should be set in 45pt 65 Roman.

The presentation sub-heading should be set in 20pt 55 Roman.

An example of a title slide is shown here.

The presentation template is available from:

<https://hmbrand.gcs.civilservice.gov.uk/guidance-and-artwork/hm-government-artwork-and-templates/>



PowerPoint presentations

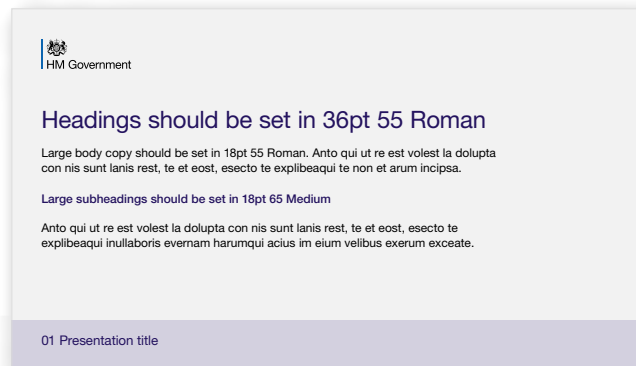
Presentations should be clear and easy to follow. To ensure that we all communicate consistently, use the templates provided. There are four slides for you to use:

A. Text slide

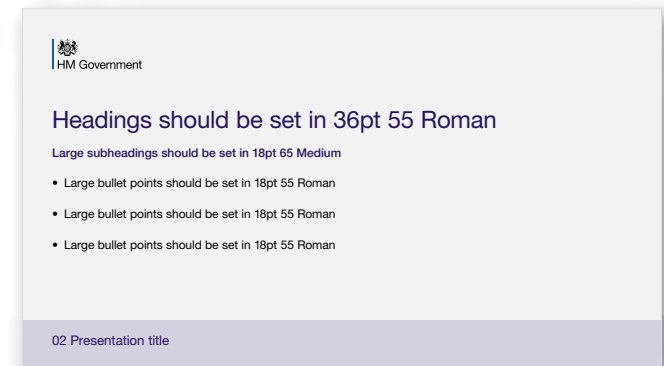
B. Text/bullet slide

C. Divider/highlight slide: acts as a section break or highlights quotes or figures

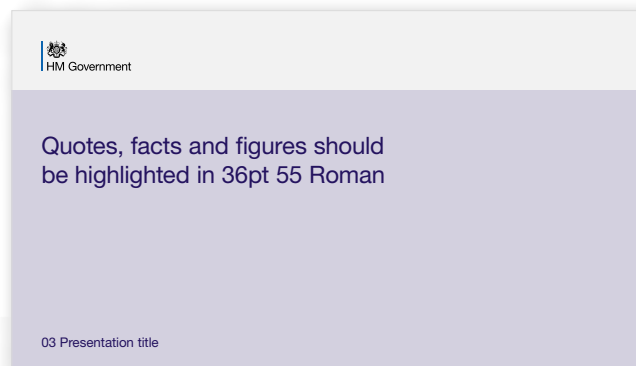
D. Image slide: allows you to include images or charts with or without accompanying text



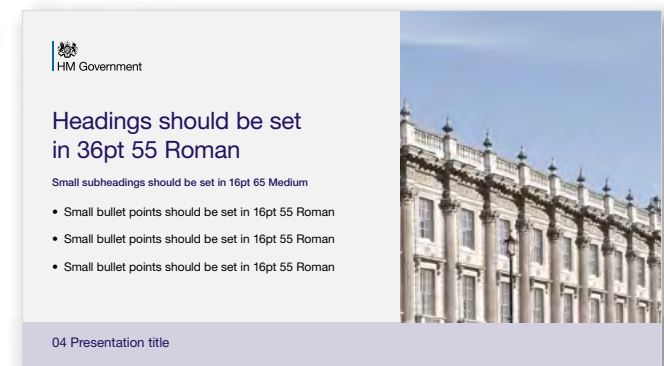
A.



B.



C.



D.

Stationery templates

Word templates for stationery, including letterheads and business cards, are available from:

<https://hmgbbrand.gcs.civilservice.gov.uk/guidance-and-artwork/hm-government-artwork-and-templates/>



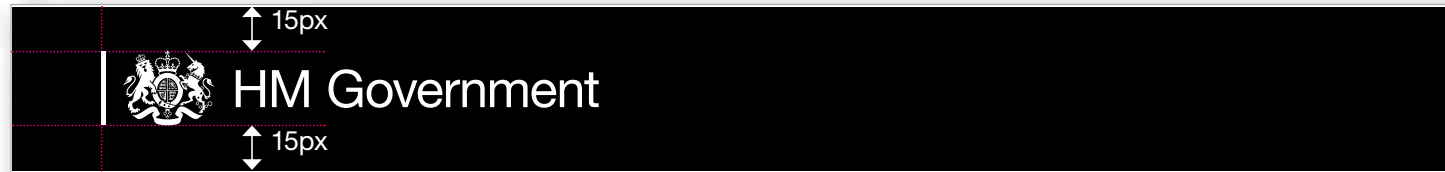
Websites

Logo placement

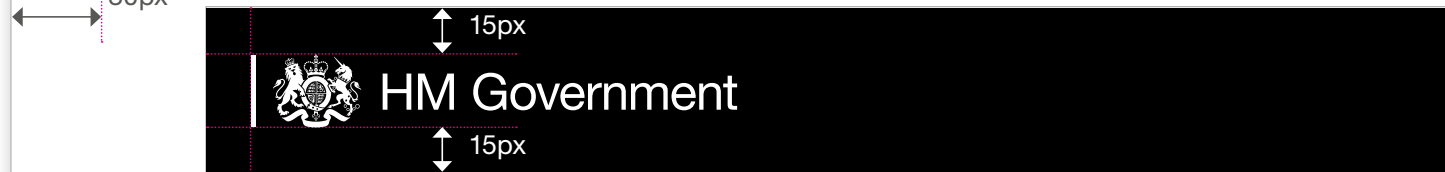
On our websites, the landscape logo is always used and is positioned top left in a bar.

The following shows how close the logo should sit to the absolute top of the site and the absolute left, for desktop, table and mobile screen sizes. The width of the black bar stays consistent across all three.

Desktop: Logo clearance of 30px from the left edge, 15px above and below logo



Tablet: Logo clearance of 15px from the left edge, 15px above and below logo



Phone: Logo clearance of 15px from left page edge, 17px above and below logo



Websites

Logo sizing

Website designs using our logo should be responsive. We've provided recommended usage sizes for three typical digital formats below.

The width of the Royal Coat of Arms is used as the reference point, as it is consistent across the HM Government family.

Desktop: Crest width 30px



Tablet: Crest width 30px



Phone: Crest width 24px

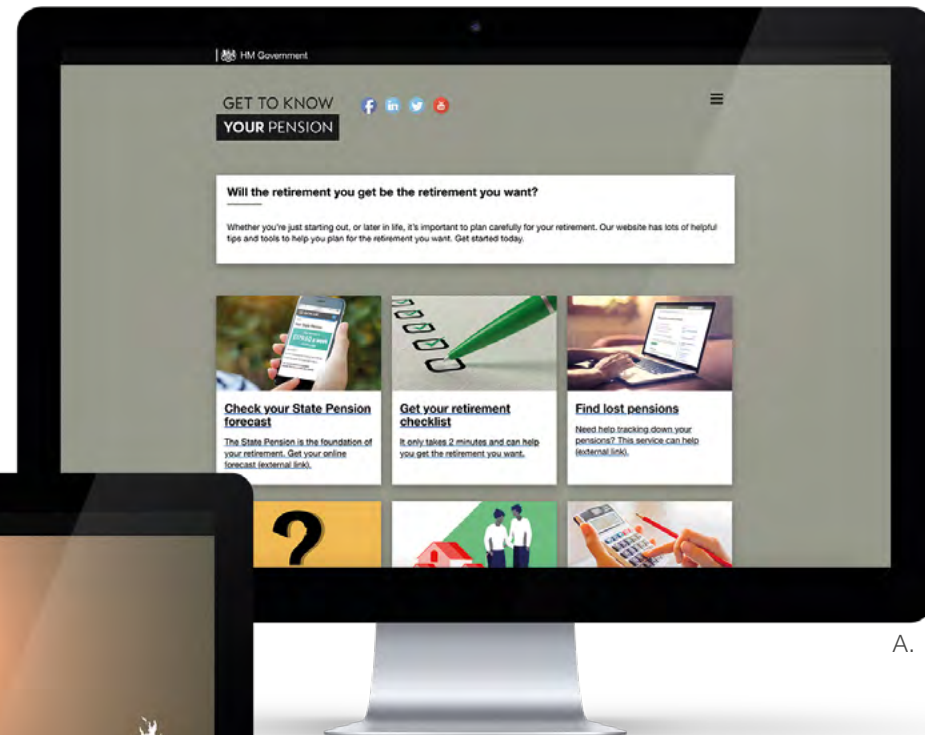


Website examples

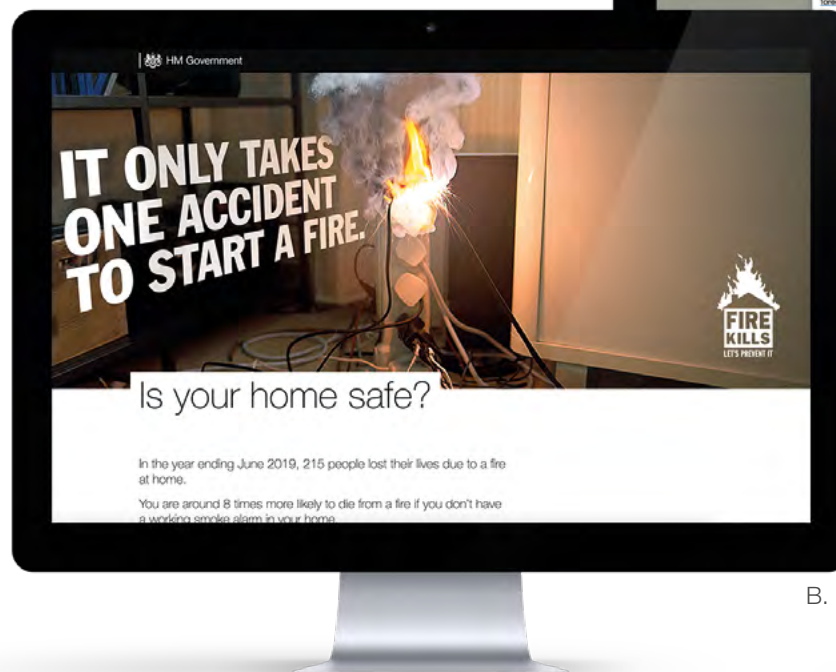
Here are some examples of how the HM Government logo should be used on websites (positioned at the top left) of the page.

A. <https://www.yourpension.gov.uk>

B. <https://firekills.campaign.gov.uk/>



A.



B.

Social media avatars

For social media avatars the Royal Coat of Arms is used on its own, with the HM Government primary colour in the background. For consistency, every department and their agencies should follow this rule, using their crest, insignia or symbol from their logo and their primary colour as the background. This is because the organisation name will always be visible beside the avatar on profiles and posts.

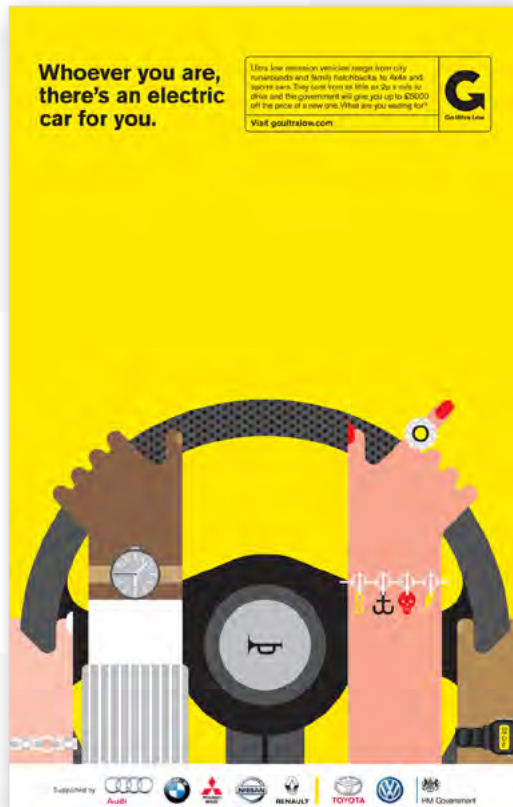
The shapes and requirements for social media avatars regularly change. This is an example of how our identity can work in the most commonly used shapes.

Social media artwork can be created by Design102 on request.



Campaign examples

- A. Example of HM Government co-branding and endorsement
- B. Example of logo top left
- C. Example of logo bottom left



A.



B.



C.

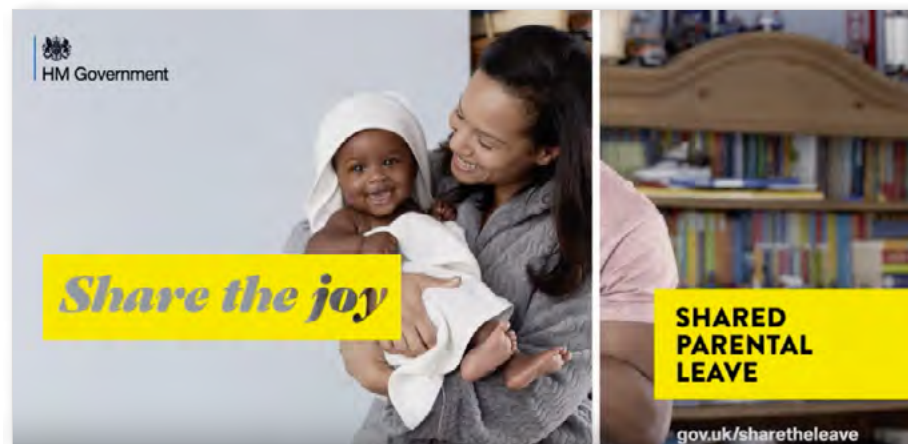
Campaign examples

D. Example of logo top left

E. Example of logo top left on document

F. Example of logo bottom left

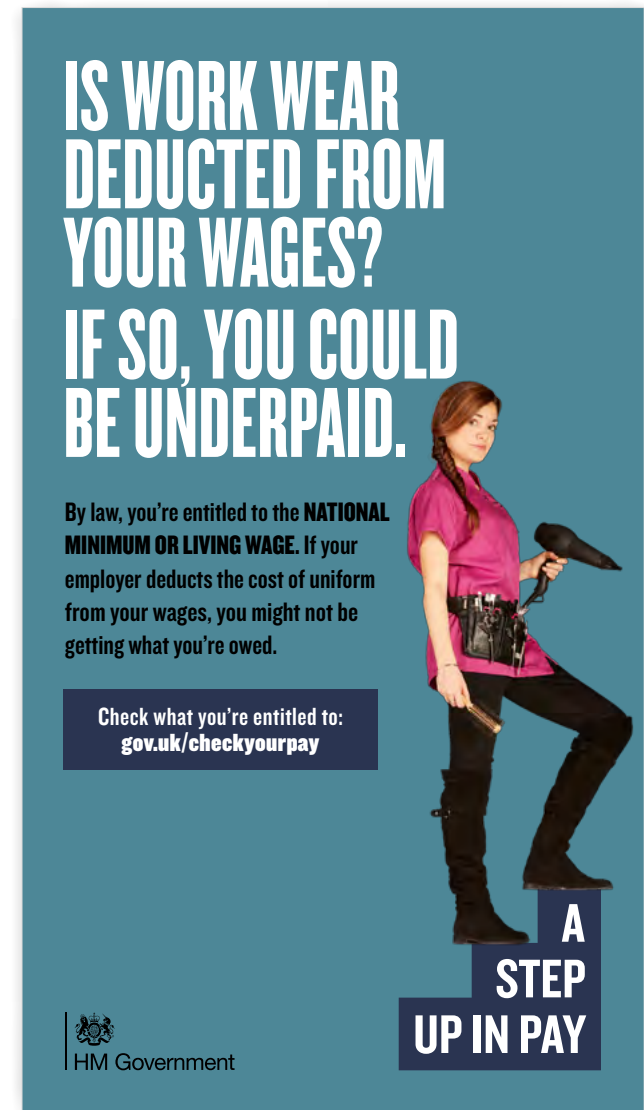
D.



E.



F.



Video and animation logo placement and size

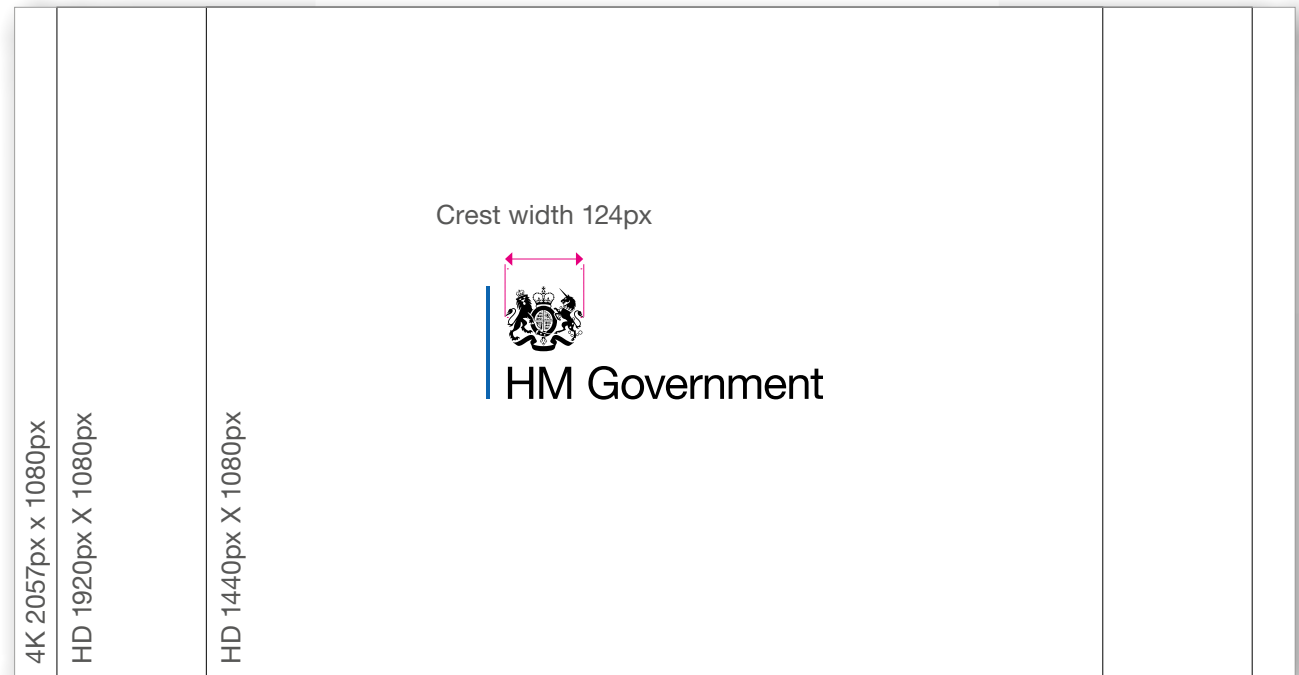
The last frame of any video or animation should always contain the portrait version of the logo on a white background. It can be used on its own or in conjunction with a strapline (see [page 72](#)). The logo should always be centred in the frame.

HD video

When creating HD video or animation, the crest of the logo should be 124px wide in size.

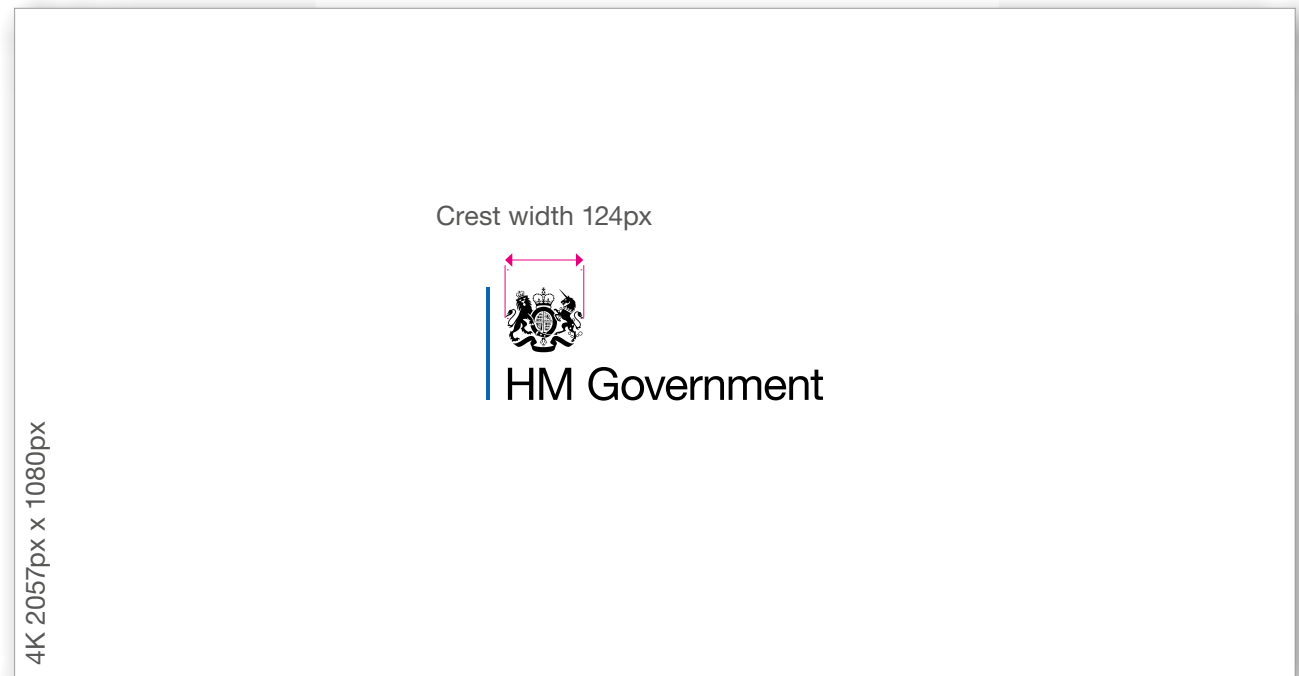
When creating a 4K video or animation, the crest of the logo should also be 124px wide in size.

An animated version of the logo can be requested from Design102.



Video and animation logo placement and size

The last frame of any video or animation should always contain the portrait version of the logo on a white background.



Video and animation logo placement with strapline

An animated logo with the call to action 'For more information visit GOV.UK' is available from Design102. This should be used as the end card of videos or animations. The logo should remain centred in the frame and text should be centred directly underneath.

4K 2057px x 1080px

Crest width 124px

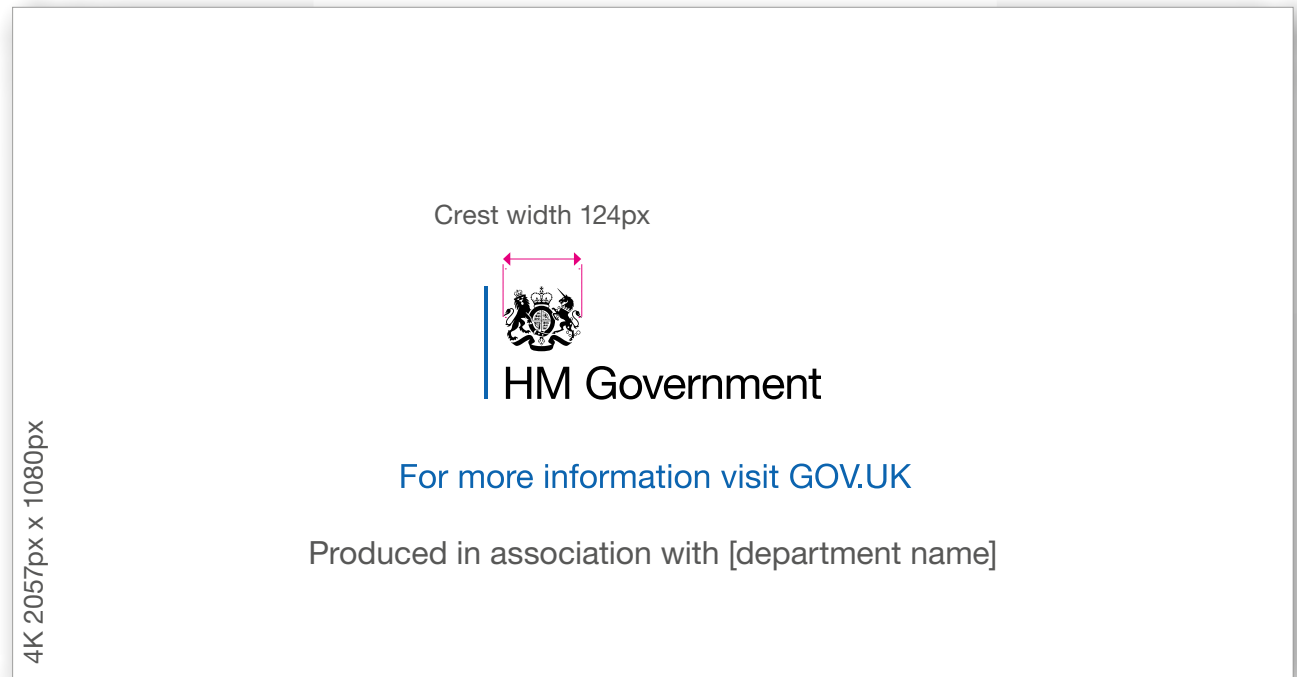


HM Government

For more information visit [GOV.UK](https://www.gov.uk)

Video and animation co-branding

For videos and animations produced by more than one government department or agency, the secondary departments should be added in text to the editable file provided by Design102.



Building signage

For full guidance on external and internal signage, see separate HM Government building signage guidelines.

For shared occupancy buildings used by organisations from multiple departments:

- HM Government has the prominent position
- the organisations in the building are listed beneath, without their logos
- logos for each organisation can be shown at the entrance to their specific area within the building

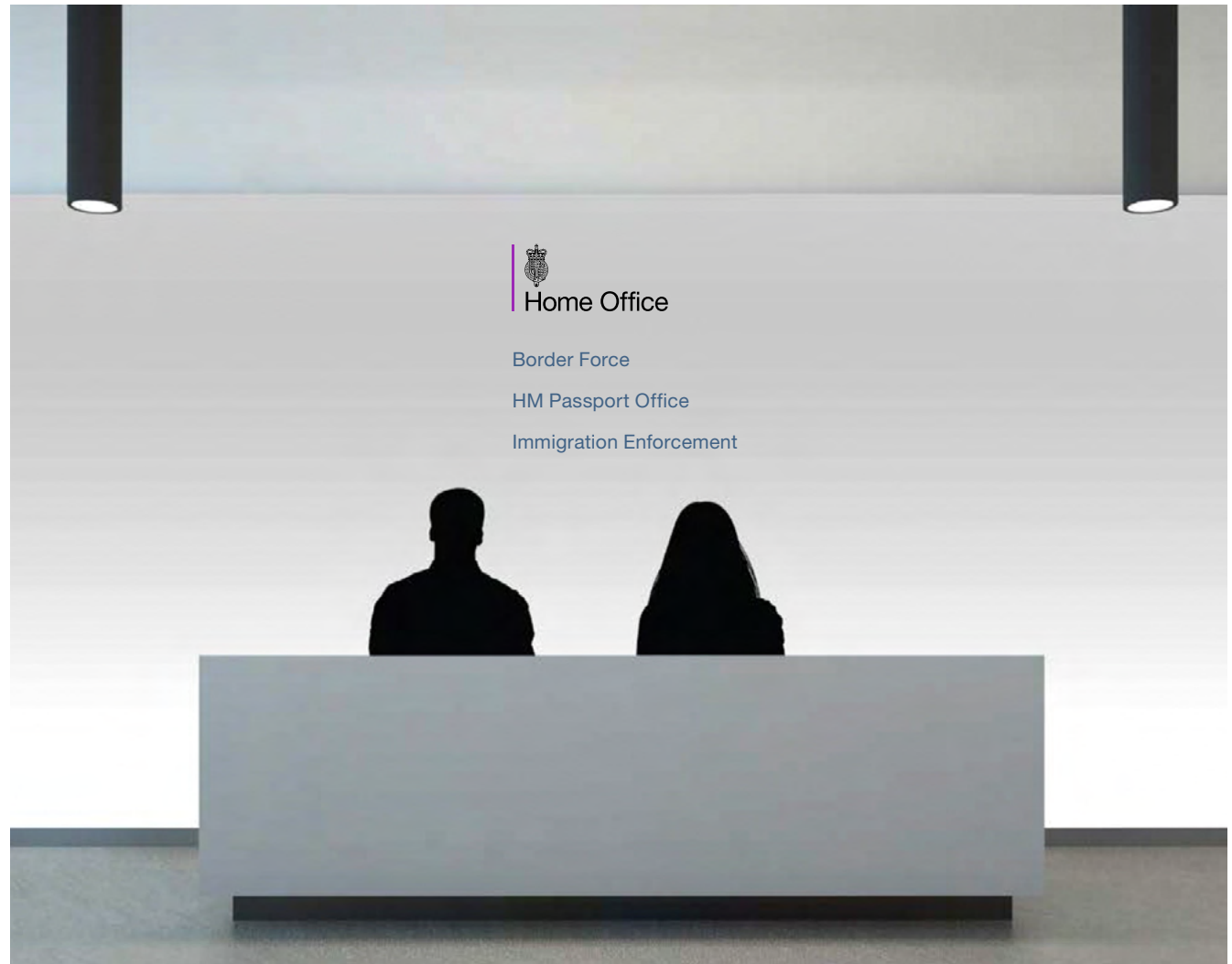
 HM Government
Temple Quay House
Planning Inspectorate
Department for Environment, Food & Rural Affairs
Natural England
Highways Agency
Department for Levelling Up, Housing & Communities
Advisory, Conciliation & Arbitration Service
Crown Prosecution Service
Valuation Office Agency

Building signage

For shared occupancy buildings where there is a clear parent department:

- the parent department has the prominent position
- the names of the related organisations follow beneath without their logos

Please ensure consistent spacing.



Logo use on signage

The HM Government logo should be used on external signage for shared occupancy buildings and government hubs in England.

Exclusion zone

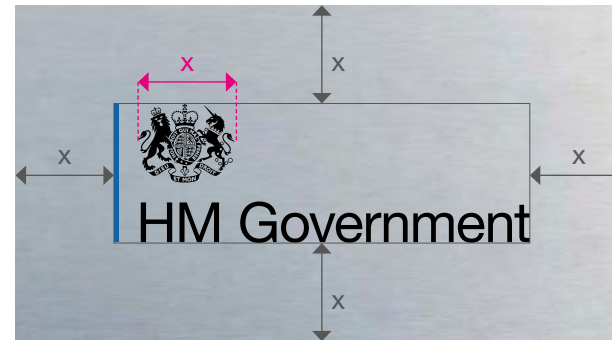
The exclusion zone ensures the logo is not compromised by other elements and helps it stand out.

The height and width of the clear space is set by the width of the Royal Coat of Arms around the logo.

Whenever possible, leave more space around the logo than the exclusion zone.

Hubs

The first line of the hub address should be placed beneath the logo at a distance equal to one-quarter of the height of the crest. The typeface used is Helvetica Neue 55 Roman.



Hub signage with first line of address (for example, building name)

Logo usage on signage

This is an example of how hub signage can be used in situation.



Logo usage on signage

The UK Government logo may sometimes be more appropriate than the HM Government logo.

It is used for shared occupancy buildings in Wales, Scotland and Northern Ireland that house central government organisations – so where the remit of at least one of the organisations in the building covers the whole of the UK (not just the country the building is located in).

This decision should be made on a case-by-case basis by the departments or organisations involved.

Shared occupancy buildings in England should use the HM Government logo. For more information, see [page 72](#).



Minimum exclusion zone for signage



Minimum exclusion zone for signage

Contacts and artwork

The templates specified are available from <https://hmgbrand.gcs.civilservice.gov.uk/>

For the logo artwork specified in these guidelines or details and advice on the practical application of the government identity system, contact Design102 at hello@design102.co.uk

For guidance on creating new logos, exemptions or broader advice on the strategic role of the government identity system within government communications, contact the Cabinet Office campaigns team at branding@cabinetoffice.gov.uk

Agency, arm's length body and non-departmental public body exemptions can be applied for through your departmental Director of Communications.

For advice on the Royal Coat of Arms and heraldry, contact the College of Arms on 020 7248 2762

For advice on the Royal Arms of Scotland, contact The Court of the Lord Lyon at lyonoffice@scotland.gsi.gov.uk

For advice on how to use the logos online, contact the Government Digital Service at digital.cabinetoffice.gov.uk/contact