

Brand guidelines

Brand tools

The Civil Service logo

- 1.1 Introduction to the logo
- 1.2 Exclusion zone
- 1.3 Logo alternatives
- 1.5 Recommended logo size
- 1.6 Misuse of logo
- 1.7 Combined communications

Colours

- 2.1 Core colours
- 2.2 Using the colours

Typography

- 3.1 Typefaces
- 3.2 Using the typefaces
- 3.3 Setting type
- 3.4 Typographical grids

Photography

- 4.1 Choosing photographs
- 4.4 Placing photographs

Applications

- 5.1 Corporate literature – covers
- 5.2 Corporate literature – spreads
- 5.3 PowerPoint presentations
- 5.4 Adverts
- 5.5 Online communications
- 5.6 Exhibitions and events

Further information

- 6.1 Contacts