Usage guide: a reference for Ofcom's visual style

Version 4
March 2009

Updating our logo

The Ofcom logo was created for our launch in 2003.

Five years on, our industry stakeholders now know Ofcom well and the public are becoming more familiar with us too.

We felt it was time for a small change.

Without altering the basic logotype design or colour of the word 'Ofcom', we have introduced a colourful accent based on spectrum colours, which complements the extended colour palette introduced as part of a wider corporate design style review implemented in 2007.

This new logo treatment gives the opportunity to **drop the words** 'Office of Communications', especially when used at small sizes.

Using our name

The official name of our organisation, as set out in the Communications Act 2003, is the Office of Communications.

It is correct to refer to it verbally and in writing as **Ofcom**.

The name should never be entirely capitals. There is only one way of writing 'Ofcom' in documents: cap 'O' and lower case 'fcom'. Ofcom.

About the logo update

Initially we had to design and implement an identity which would present and support a brand new organisation. The abbreviation, Ofcom, needed an explanation.

Ofcom is now more well-known and we feel that we can phase out the secondary line 'Office of Communications'.

There are now 2 versions of the logo to choose from: one *with* 'Office of Communications' and one *without*.

The choice will be dictated firstly by size and then by usage.

Recommended minimum size – 35mm wide

Minimum

For print and media. Maximum size: 100mm **Minimum size: 35mm**

Recommended minimum size *with* Office of Communications type – 100mm wide

Intermediate

Includes secondary line: "Office of Communications."

For print and media. No maximum size. **Minimum size: 100mm.**

Supersize

Includes secondary line: "Office of Communications."

To be used at supersize for internal and external building signage, exhibitions, vehicle livery etc.

About the logo update
Which logo should I use?

This is the logo format which will be used for most print and media.

When using the logo at a <u>size below 100mm</u> in width, it is essential to use it *without* **'Office of Communications'.**

This will apply to all literature and stationery usage.

When this minimum logo is used, it is also important to include the words 'Office of Communications' as part of the address or sign off on the back cover.

Office of Communications
Riverside House
2a Southwark Bridge Road
London SE1 9HA

Switchboard +44 (0)20 7981 3000
Facsimile +44 (0)20 7981 3333

www.ofcom.org.uk

About the logo

Our logo has been specially designed and should only be used as these rules dictate.

'Ofcom' and the spectrum bar work as one logo and must only used as this guide indicates. The use of 'Office of Communications' type is variable according to size.

The logo must only be used at 100% colour saturation - tints are not permitted.

No sub-branding is permitted.

Always produce the logo from master artwork – never attempt to redraw or amend it.

Always give the logo space to breathe by following the exclusion zone.

It must only be used in a horizontal format.

When the logo is reproduced below 100mm in width, the 'Office of Communications' type should be dropped.

It is recommended that the logo should not be used at less than 35mm in length.

OFFICE OF COMMUNICATIONS

Recommended minimum size – 35mm wide

The updated logo still uses red and purple as its core base colours.

red

purple

It now also incorporates the 'spectrum bar' which is created using the secondary palette.

brown green orange blue pink yellow

About the logo
Language variations

There are only five instances in which the text of the logo varies. They can be obtained by contacting the Communications team at Ofcom.

If the logo is to be used at a size less than 100mm wide, it is produced **without** the Office of Comunications type.

English/Welsh bilingual

OFFICE OF COMMUNICATIONS

Y SWYDDFA GYFATHREBIADAU

Welsh

Y SWYDDFA GYFATHREBIADAU

English/Ulster Scots bilingual

OFFICE OF COMMUNICATIONS

OFFYS O TAAK-TRAFFECK

Gaelic

OIFIS A'CHONALTRAIDH

English/Irish bilingual

OFFICE OF COMMUNICATIONS

OIFIG NA CUMARSÁIDE

Applying the logo
Acceptable colour variations

To maintain a strong and recognisable brand, the logo should predominantly be reproduced using the full colour version shown below.

The full colour logo must only be used on a white background.

If only one colour is available for reproduction, red is the preferred choice. It **should** be used on a white background.

The full colour logo on a white background is the preferred way for it to be used and offers the best legibility.

When only one colour is available use either the red or black versions.

Applying the logo
Unacceptable colour variations

The logo, whether full or single colour, should never appear on a coloured background.

Never use the full colour logo on a coloured background.

Never use the full colour logo on a picture background.

Never use the logo reversed out of any background.

Never use a red logo on a coloured background.

Never use a logo with the 'Office of Communications' type at less than 100mm.

Applying the logo
Misuse of the logo

Correct logos can be obtained by contacting the Communications team at Ofcom.

Do not use any variation other than red or black for a one-colour logo

Do not transpose the colours of the logo or the spectrum bar

Never separate 'Ofcom' from the spectrum bar

Do not stretch, condense or distort the logo

Do not use the logo on its side, unless it is used on the spine of a publication. In this case it should always read from top to bottom.

Do not use different colours for the logo

Do not attach any other names to the logo

CONTACT CENTRE

Applying the logo
Acceptable usage

The logo plus exclusion zone (see p11) MUST be on a white bar or background, even when the design uses full bleed colours or images.

The logo is used range left or right, not centred.

The back cover of any literature should include the logo and address on a white background.

For example, on an A4 brochure the logo will be approximately 11.3mm centred in a 24.75mm (1/12th) high bar.

(see p.25 - Putting it all together for a grid guide).

SINGLE COLOUR NEWSPRINT

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat

Use your design judgement to create the most appropriate layout within these guides, whatever the use.

Office of Communications
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2a Southwark Bridge Road
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Applying the logo
Exclusion zone

This is the clear area around the logo into which nothing else should encroach. It helps to ensure clarity and improve the impact of the logo.

The clear area at the top and bottom of the logo is the height of the letter O.

The clear area at the left and right of the logo is the width of the letter O.
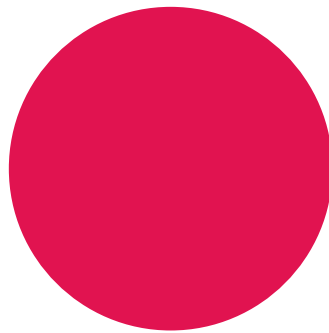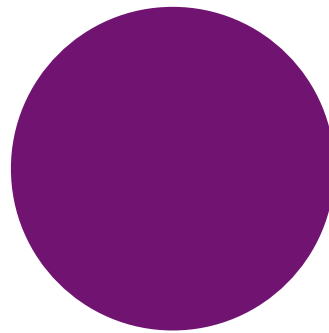
The colour palette
Primary colours

The primary palette consists of two colours: red and purple.

They are to be used either in conjunction with the secondary colours or on their own.

Body copy text should be printed black.

Pantone 1935
CMYK 0/100/54/8

Pantone 260
CMYK 64/100/0/35

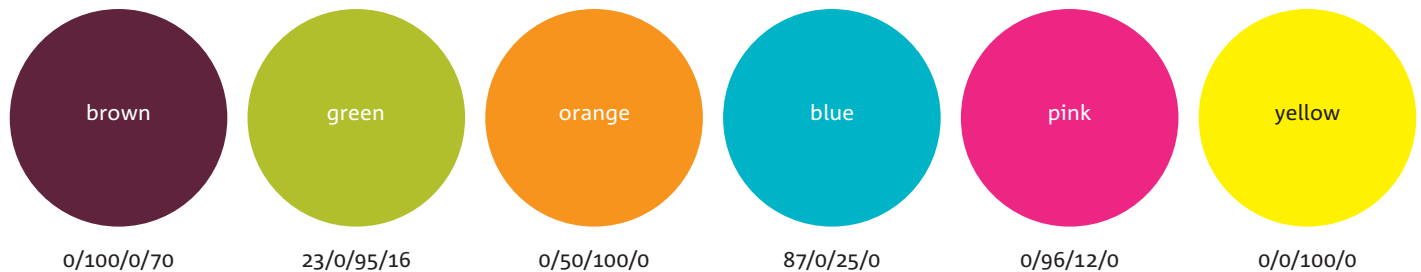# The colour palette
Secondary colours

The secondary colours are not tied to any particular sector and can be used flexibly across all Ofcom communications.
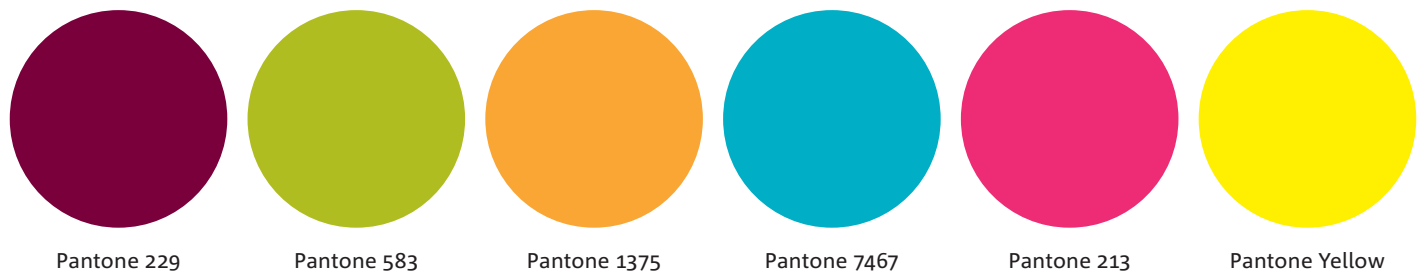
They are made up out of four colour process. If a pantone number is needed, the closest approximations are shown below.

Endeavour to use the process colours in preference to the pantone ones.

CMYK breakdowns

brown	green	orange	blue	pink	yellow
0/100/0/70	23/0/95/16	0/50/100/0	87/0/25/0	0/96/12/0	0/0/100/0

Pantone references

Pantone 229	Pantone 583	Pantone 1375	Pantone 7467	Pantone 213	Pantone Yellow

The colour palette
Tints of colours

Shown below are examples of some common tints values for Ofcom's colour palette.

	100%	80%	70%	60%	50%	40%	30%	20%
1935		CMYK 0/80/45/4 230/87/103 RGB	CMYK 0/70/40/4 232/109/117 RGB	CMYK 0/60/39/3 235/128/132 RGB	CMYK 0/50/29/2 238/147/147 RGB	CMYK 0/40/23/2 241/167/165 RGB	CMYK 0/30/17/2 244/187/183 RGB	CMYK 0/20/11/1 247/208/204 RGB
260		CMYK 42/80/0/21 131/67/134 RGB	CMYK 36/70/0/18 142/87/146 RGB	CMYK 31/60/0/16 153/105/157 RGB	CMYK 26/50/0/13 166/125/170 RGB	CMYK 21/40/0/11 179/145/184 RGB	CMYK 16/30/0/8 194/168/200 RGB	CMYK 11/20/0/5 210/193/216 RGB
brown		CMYK 40/72/44/35 117/69/83 RGB	CMYK 35/63/38/30 130/85/97 RGB	CMYK 30/54/33/26 143/103/113 RGB	CMYK 25/45/27/22 158/122/130 RGB	CMYK 20/36/22/17 173/142/149 RGB	CMYK 15/27/16/13 190/165/170 RGB	CMYK 10/18/11/9 207/190/193 RGB
green		CMYK 31/0/80/0 185/215/95 RGB	CMYK 27/0/70/0 193/219/118 RGB	CMYK 24/0/60/0 201/223/136 RGB	CMYK 20/0/50/0 210/228/154 RGB	CMYK 16/0/40/0 218/233/174 RGB	CMYK 12/0/30/0 226/238/193 RGB	CMYK 8/0/20/0 235/243/213 RGB
orange		CMYK 0/40/80/0 250/167/74 RGB	CMYK 0/35/70/0 251/177/97 RGB	CMYK 0/30/60/0 252/187/117 RGB	CMYK 0/25/50/0 253/198/137 RGB	CMYK 0/20/40/0 254/208/158 RGB	CMYK 0/15/30/0 254/219/180 RGB	CMYK 0/10/20/0 255/229/202 RGB
blue		CMYK 80/0/24/0 0/183/200 RGB	CMYK 70/0/21/0 27/190/205 RGB	CMYK 60/0/18/0 84/198/211 RGB	CMYK 50/0/15/0 118/205/217 RGB	CMYK 40/0/12/0 147/214/223 RGB	CMYK 30/0/9/0 174/223/230 RGB	CMYK 20/0/6/0 201/233/238 RGB
pink		CMYK 0/80/20/0 240/91/137 RGB	CMYK 0/70/18/0 242/114/149 RGB	CMYK 0/60/15/0 243/134/161 RGB	CMYK 0/50/13/0 245/152/173 RGB	CMYK 0/40/10/0 247/172/187 RGB	CMYK 0/30/7/0 249/192/203 RGB	CMYK 0/20/5/0 251/212/218 RGB
yellow		CMYK 0/0/80/0 255/244/80 RGB	CMYK 0/0/70/0 255/245/110 RGB	CMYK 0/0/60/0 255/246/133 RGB	CMYK 0/0/50/0 255/247/153 RGB	CMYK 0/0/40/0 255/249/174 RGB	CMYK 0/0/30/0 255/250/194 RGB	CMYK 0/0/20/0 255/252/213 RGB

Using colour
Colour references

Pantone:
Spot colour

CMYK:
Four-colour printing

RGB:
On-screen use

WEB:
Web pages

	Colour	Pantone	CMYK	RGB	Web
	Red	1935	0/100/54/8	201/0/68	cd1228
	Purple	260	64/100/0/35	100/37/102	660066
	Brown	229	0/100/0/70	94/36/60	663333
	Green	583	23/0/95/16	169/207/56	99CC00
	Orange	1375	0/50/100/0	247/148/29	ff7c00
	Blue	7467	87/0/25/0	0/171/189	00abbd
	Pink	213	0/96/12/0	237/9/115	ed0973
	Yellow	Pantone Yellow	0/0/100/0	255/242/0	fff200

Level structure
An explanation

Three 'levels' of literature have been developed to cater for the wide range of publications Ofcom produces.

They can be viewed in isolation or as a suite.

Note: Some types of literature will have a certain look within a level. For example, all consultation documents need to work as a suite.

If you are designing a piece of literature that forms part of a wider suite, make sure you are in contact with the agency or individual responsible for its other parts.
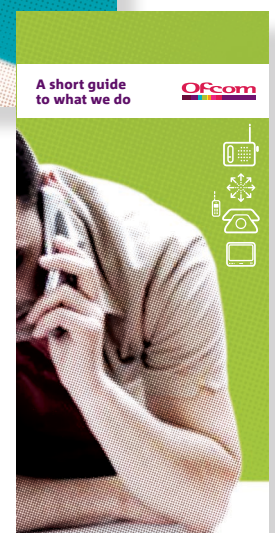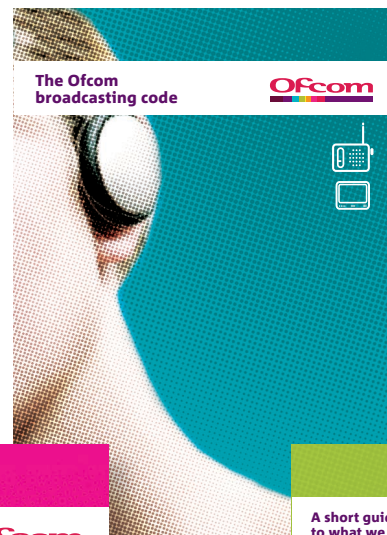
Level structure
Level 1 publications

Level 1

This level of literature covers a range of subjects. Typically, it covers corporate information or high-profile publications relating to one specific subject. Its tone should be non-technical and accessible.

Annual Report 2006/7

The Ofcom broadcasting code

Communications market review 2007

A short guide to what we do

Level structure
Level 2

Level 2

This level is usually more specific in its content and is aimed at more informed, specific audiences.

The tone of voice tends to be more technical and direct.

Ofcom consultation into electronic programme guides

The future of radio

Ofcom technology research programme

How to complain about telecoms

Level structure
Level 3

Level 3

A range of lower-level, more functional, administrative literature such as forms, applications and instruction cards.

Ofcom

Number translation services: a way forward

Ofcom

The communications market: a special report into consumer engagement with digital services

Ofcom

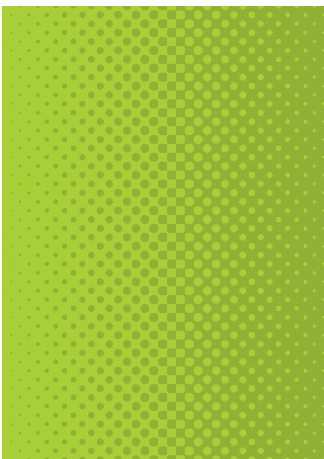Ship radio: guidance on how to apply for a licence

Imagery: level 1, 2 and 3
Backgrounds

The backgrounds consist of a secondary colour and a round dot bitmap pattern. The pattern can be any simple graduation. The examples below are suggestions. There are many more possibilities.

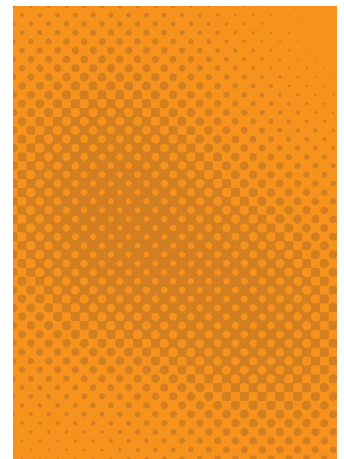If no image is being placed on top, a purple bitmap pattern can be used.

Straight graduation from right to left

Circular graduation from bottom right hand corner

Straight graduation from the top

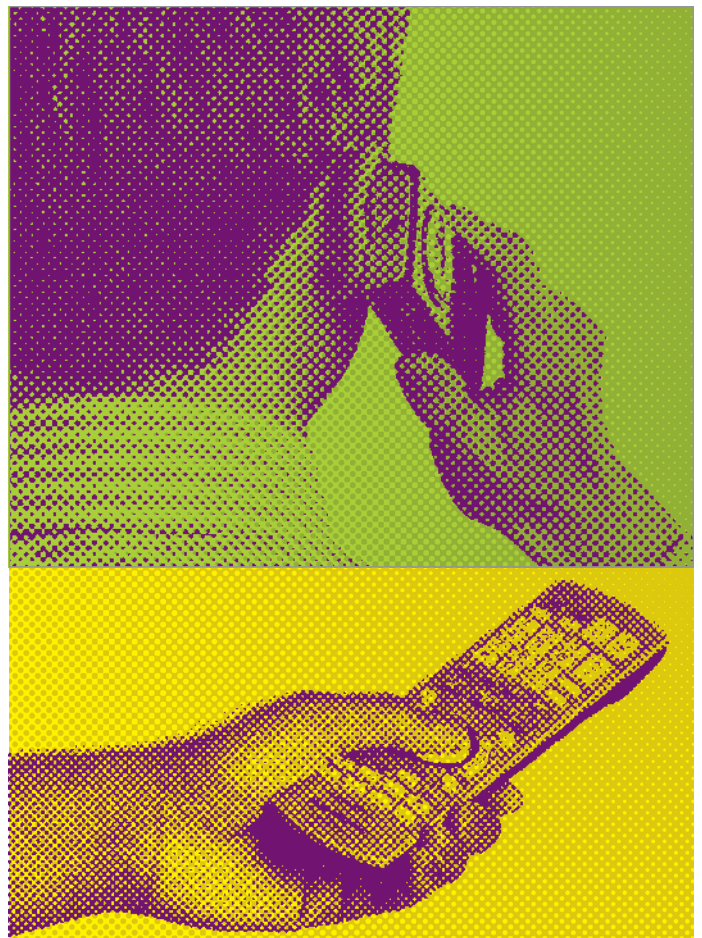Random shape

Imagery: level 1
Photographic treatment

Imagery features people using and interacting with various technologies. The cropping is very tight and dynamic, but does not show faces or people looking directly at the camera.

Pictures are treated with a round dot bitmap pattern. The dots are a medium size. Use your judgement - pixilised enough, but still able to make out what the image is.

In general, use full colour imagery is when there is a single image, and monotone images when there are multiple images on a single page. This is not a hard and fast rule however; use your judgement.

Monotone images are always purple on a coloured bitmap background.

Photography can be commissioned, as long as it follows this style. Brand names on equipment should not be apparent. Re-touch if necessary.

Imagery: level 2
Photographic treatment

Imagery features silhouettes of people using and interacting with various technologies. Like level 1, the cropping is very tight and dynamic, but is pulled back enough to make out what the person is doing.

Silhouette images are always purple on a coloured background. The bitmap pattern runs over both the figure and the background.

Where possible, the background incorporates a reversed out relevant prop such as a chair or radio, or an item like a satellite dish. These are not gratuitous and are to strengthen the meaning of the image.
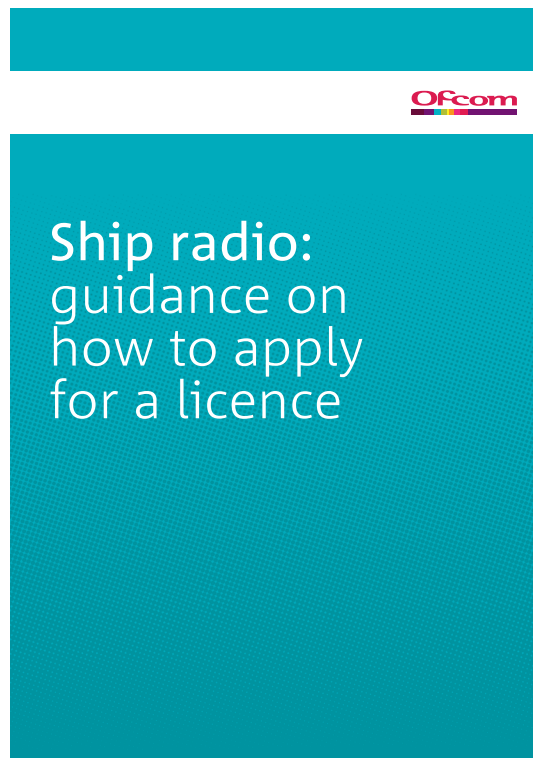
Imagery: level 3
Typographical treatment

Level 3 documents use no photographic imagery.

They consist of a round dot bitmap image background, a title bar, and a large typographical heading as shown.

The background can be any Ofcom colour. Only one background colour per document is allowed.

Ofcom

Number
translation
services:
a way forward

Ofcom

Ship radio:
guidance on
how to apply
for a licence

Imagery
Icons

Ofcom has specific icons for various sectors. Some are single such as radio, and others such as telecommunications have two icons: a mobile and a fixed line phone.

They can be scaled, cropped, reversed white out of a background image, or printed in colour on a white background.

Do not create new icons.

Do not use icons decoratively or gratuitously. They should be used to add meaning or aid understanding.
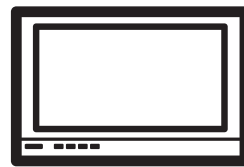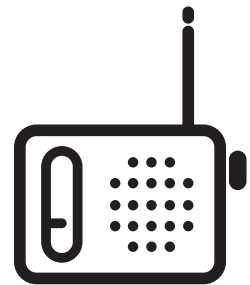
Spectrum
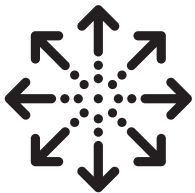
Networks

Television

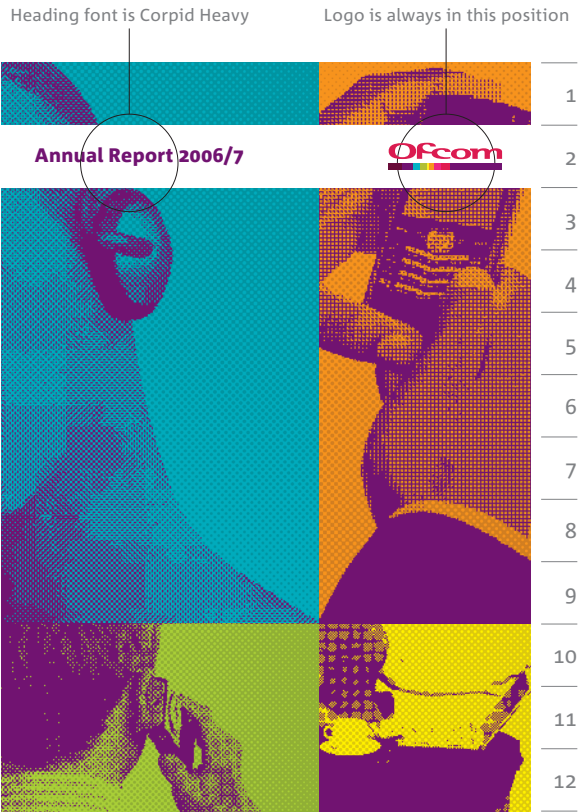**Radio**

Imagery: all levels
Putting it all together

An Ofcom cover consists of a background, image or images, title bar and icons if needed.

An A4 page is divided into 12 sections horizontally. An A5 or DL page is divided into 10 sections horizontally.

The title bar sits in the second section and is the height of that section. The title is in sentence case.

The logo and heading always remain in these positions.

Heading font is Corpid Heavy

Logo is always in this position

Annual Report 2006/7

1

2

3

4

5

6

7

8

9

10

11

12

Page divided into 12 equal sections.

Title bar sits in the second section.

Page divided into 10 equal sections.

The Ofcom broadcasting code

How to complain about telecoms

1

2

3

4

5

6

7

8

9

10

A4 page

A5 page

DL page

Typography
Corporate typefaces

Corpid and Baskerville have been specifically chosen for designers to use in external printed publications such as information leaflets, the Annual Report and other promotional literature.

A Welsh version is available in Corpid and Baskerville.

Arial is used for all internally generated corporate communications such as PowerPoint slides, letters and documents.

Optima is the architectural font to be used on all building signage.

Corpid Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Corpid Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Corpid Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Corpid Heavy
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Baskerville Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Baskerville Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Baskerville Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Contacts

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