Visual identity guidelines (interim)

Version 1: 23 September 2009

**Equality and
Human Rights**
Commission

Contents

Contents (continued)

Some of the information in this document has been referenced from 'See it Right – Making information accessible for people with sight problems', published by the RNIB.

Welcome to our interim visual identity guidelines. By using these guidelines carefully and creatively, you will make sure that our communications are both distinctive and consistent.

The Equality and Human Rights Commission is the independent advocate for equality and human rights in Britain. It aims to reduce inequality, eliminate discrimination, strengthen good relations between people, and promote and protect human rights.

Design principles

01
Overview

Our visual style has been designed to create **fresh** and **engaging** materials that are **accessible** to a wide range of **readers.**

Overview: accessibility

These guidelines have been developed to help **ensure that our published information is accessible** to as many people as possible.

As a service provider, the Equality and Human Rights Commission has **a legal duty to ensure that information is accessible** to disabled people under the Disability Discrimination Act 1995 (DDA).

The **aim** of these guidelines is not only **to meet these duties** but also **to promote best practice** in this area. Following these guidelines will also enable everyone to benefit from the production of clear and accessible publications.

Detailed information on using type correctly, selecting suitable paper stocks and binding techniques can be found in the relevant sections throughout the guidelines.

Text informing people on how to obtain **alternative formats and/or languages** can be found on the inside front cover of our printed publications.

For additional information also refer to chapter 3 of the book **'See it Right – Making information accessible for people with sight problems'**, published by the RNIB (ISBN 978-1-85878-704-6).

Overview: basic elements

**Equality and
Human Rights**
Commission

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@&(),.

Use a ==highlight device==
to emphasise key words
and phrases.

Our logo, the Georgia typeface,
a vibrant colour palette and
strong, natural photography
combine to create a distinctive
look and feel. Considered,
well-structured typography
and the use of the highlight
device make our documents
easy to read and create a
professional tone.
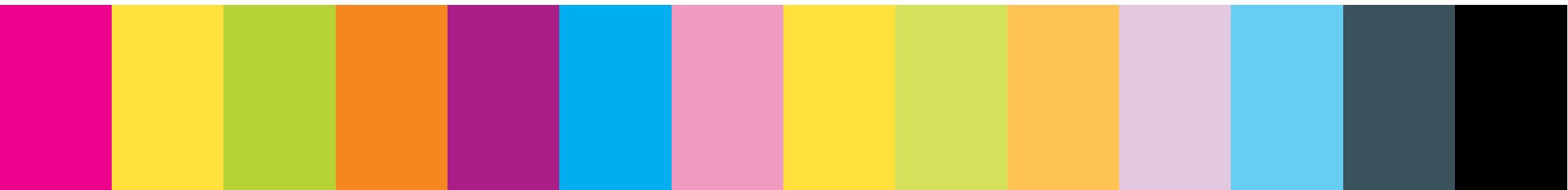
Overview: applications

02
Logo

Our logo is a **unique** and **clearly recognisable** symbol. It is a **valuable** brand asset, and it is important that it is used **correctly** and **consistently.**

Logo: variants

Equality and
Human Rights
Commission

Standard version:
this is the version for use
on corporate applications.

Equality and
Human Rights
Commission | **Scotland**

Scottish version:
this is the version
for use on all
Scottish applications.

Comisiwn
Cydraddoldeb a
Hawliau Dynol

Welsh version:
this is the version for
use on all Welsh
language applications.

Comisiwn
Cydraddoldeb a
Hawliau Dynol | **Equality and**
Human Rights
Commission

Welsh-English bilingual
version: this is the version
for use on all Welsh bilingual
language applications.

Logo: colourways

When placing our logo in a layout, we have to make sure it **stands out** and has a **high contrast** against the background it is used on.

Grey version

Equality and
Human Rights
Commission

The grey logo version is always used on white or light coloured backgrounds (i.e. all colours from our secondary palette and EHRC Yellow from the primary palette). Please refer to section 4 (page 24) for our full colour palette.

Please seek permission from the EHRC Publication team before using the logo on a coloured background.

Equality and
Human Rights
Commission

EHRC Light pink

Equality and
Human Rights
Commission

EHRC Light orange

Equality and
Human Rights
Commission

EHRC Yellow

Equality and
Human Rights
Commission

EHRC Light purple

Equality and
Human Rights
Commission

EHRC Light green

Equality and
Human Rights
Commission

EHRC Light blue

Logo: colourways

White version

The white logo version is used on EHRC Black or darker coloured backgrounds (i.e. all colours from our primary palette, except EHRC Yellow and EHRC Green). Please refer to section 4 (page 24) for our full colour palette.

Please seek permission from the Publication team before using the logo on a coloured background.

Equality and Human Rights Commission

EHRC Black

Equality and Human Rights Commission

EHRC Orange

Equality and Human Rights Commission

EHRC Pink

Equality and Human Rights Commission

EHRC Purple

Equality and Human Rights Commission

EHRC Blue

Logo: colourways

Colour versions

On the EHRC Grey coloured background, the logo may appear in any of the colours of our secondary colour palette. Please refer to section 4 (page 24) for our full colour palette.

These colour versions also apply online. However, please note that EHRC Yellow and EHRC Orange are approved only for use as 'accessible' versions i.e. on our alternate colour schemes for users with visual impairment.

Please seek permission from the Publication team before using a colour version of the logo.

EHRC Light pink logo

EHRC Yellow logo

EHRC Light green logo

EHRC Light orange logo

EHRC Light purple logo

EHRC Light blue logo

Black version

Only for use on mono applications, for example, black and white press ads.

Logo: sizing, exclusion zone and placement

Standard logo sizes (height of double bar)

Minimum size	11mm
Smaller than A4	11mm
Special size (270 x 210mm)	14mm
A4 (297 x 210mm)	14mm
A3 (420 x 297mm)	20mm
A2 (594 x 420mm)	28mm
A1 (840 x 594mm)	40mm
A0 (1188 x 840mm)	56mm

Exclusion zone

The exclusion zone is the minimum area around the logo that must remain clear of text or any other graphic devices. The measurement is calculated by using the height of the bar.

Placement

The bottom left corner is the preferred placement of the logo. Refer to the table opposite for the correct logo size, depending on format.

Minimum size

Do not use the logo below the minimum size of 11mm high to ensure that the logo wording is at least 12pt.

Logo: endorsement and co-branding

The EHRC will **partner** with a number of other organisations. This is one of the ways we will ensure we **connect** with the broadest possible target audience and **raise awareness** of our work and the issues involved.

Endorsement

If another organisation is supported by the EHRC, the 'Supported by' grey version of the logo should be used. If this logo is required please contact the Publication team.

Do not use the logo below the minimum size, 11mm height of the double bar, to ensure that the logo wording and 'Supported by' wording is at least 12pt.
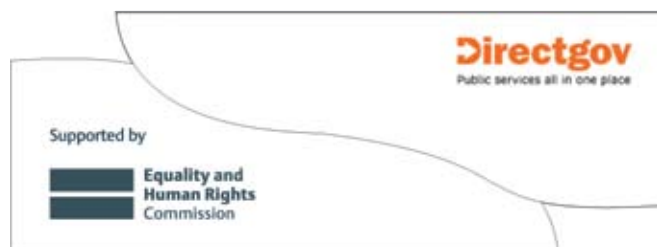
Co-branding

The Equality and Human Rights Commission may support an initiative, campaign or event with other organisations.

A co-branded venture should clearly show the relationship between those involved. It is important that logos are used with equal emphasis next to the 'In partnership with' or 'In association with' version of the EHRC logo. If either of these logo versions are required please contact the Publication team.

Do not use these logos below the minimum size, 11mm height of the double bar, to ensure that the logo wording and 'In partnership with' or 'In association with' wording are at least 12pt.

The logos of the partner organisations should appear next to the EHRC logo.

Logo: aligning with web address

The EHRC web address must appear on all our printed materials.

www.equalityhumanrights.com

Our
strategic
plan

Executive summary
2009–2012

**Equality and
Human Rights**
Commission

Thinking about
Career choices
Training
Apprenticeships
Further/higher education
Getting a job
Finding somewhere to live

Know
your
rights...

www.equalityhumanrights.com/youth

**Equality and
Human Rights**
Commission

On brochures: the web address appears on the back cover at a type size of 20pt. It should vertically align with the main title on the front cover and horizontally align with the logo.
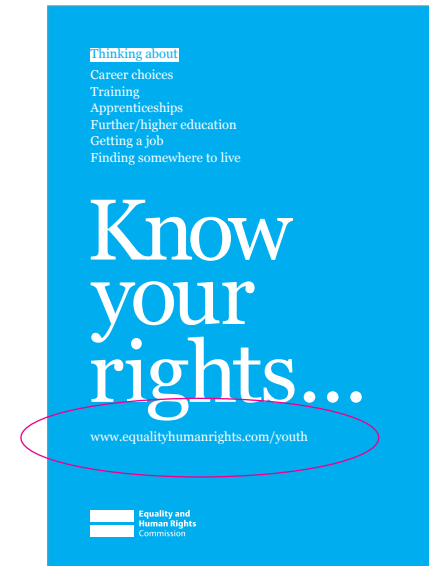
On other items: ensure that the web address is positioned prominently at a minimum size of 20pt. It should left align with other design elements on the page.

03
Typography

Our chosen typeface is **Georgia.** Like our logo, it is an **integral** part of our **identity** and should be used to make our communications **consistent** and more **recognisable.**

Typography: typeface

Georgia

Georgia was chosen for its relatively large x-height and its flexibility to be used on both print and digital media. It is a serif typeface that was designed for easy on-screen reading. It is available as a standard system font on PCs and Macs.

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@&(),.

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@&(),.

Typography: recommended sizes and leading

14pt is the recommended type size for our printed documents. Use it ranged left with 18pt leading to ensure good legibility. For large paragraphs of text use 2mm space before and 3mm space after.

However 12pt is the minimum type size for our printed documents. Use it ranged left with 16pt leading to ensure good legibility. For large paragraphs of text use 1mm space before and 2mm space after.

Some of the information has been referenced from 'See it Right – Making information accessible for people with sight problems', published by the RNIB.

For large print documents, 16pt is the minimum type size should that should be used. Use it ranged left with 20pt leading to ensure good legibility. For large paragraphs of text use 3mm space before and 4mm space after.

For all type and point sizes use **bold** for **emphasis. Never use italics** as it is harder for partially sighted people to read.

The RNIB recommends that body copy should always be reproduced in EHRC Black.
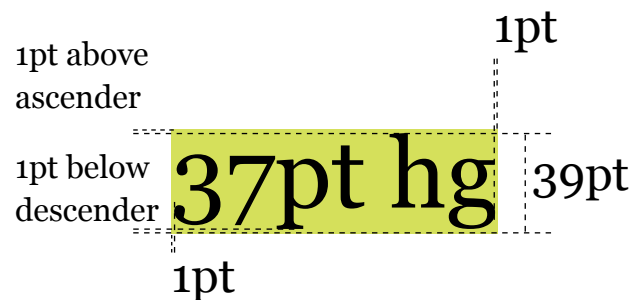
Typography: house style

- the **kerning** (letter spacing) should be kept open, especially on body copy

- text should always be **aligned to the left** and never justified

- try to **avoid breaking sentences over two pages.** Ideally sentences should finish at the bottom of a page

- **don't use hyphens** to break words over lines as this disrupts reading flow

- **text should never be laid out at different angles,** e.g. diagonally, vertically, or **directly over images or graphics** (refer to page 32 for guidance on image captioning)

- as a rule, **avoid using abbreviated words** (e.g. use telephone instead of tel, department instead of dept)

- **spell out 'and'** except when part of a company name such as 'Marks & Spencer', or in the case of a standard abbreviation such as A&E (accident and emergency)

- **use 'per cent'** not '%' though it is acceptable to use '%' to save space in tables, or in documents with lots of percentage figures

- **spell out numbers from one to nine;** use figures for numbers from 10 to 999,999; thereafter 1 million, 7.5 billion, etc

- **do not use punctuation in dates**, e.g. 1 January 2008, 7 December, not January 1st 2008, 7th December

- for editorial purposes, a full set of the **House Style Guide** and **Jargon Guide** are available by contacting ehrcpublicationteam@ equalityhumanrights.com

Typography: how to use the highlight device

Use a highlight device that is 2pts taller than your text size.

Centre the highlight bar vertically and horizontally with 1 pt above, below and on either side of the words you want to highlight.

Use the highlight device as we have done in the typographic examples featured on this page. Note that punctuation marks, such as commas, should be included within the highlight device. Use it **sparingly** to **highlight key words and phrases** in professionally designed documents. Do not use it in Word documents.

1pt

1pt above ascender

1pt below descender

37pt hg

39pt

1pt

Text below 16pt should be **emboldened** so there is sufficient contrast between it and the **highlight device.**

Text at 16pt and above is not emboldened as the larger size has sufficient contrast.

Typography: how to use the highlight device

Example how to use the highlight device with 12pt text

Example how to use the highlight device on divider pages
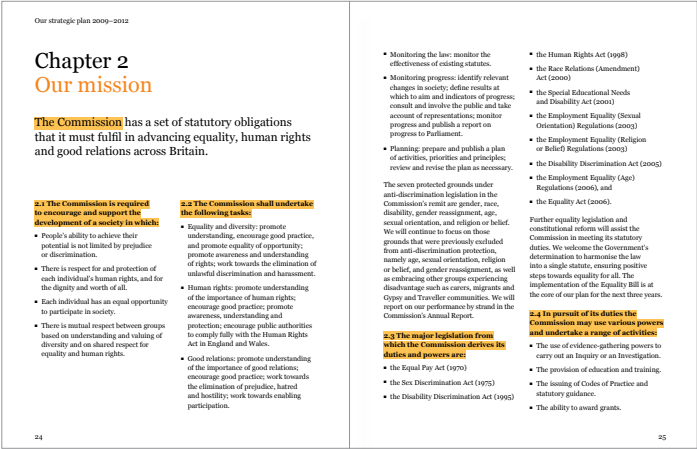
EHRC Light pink   **EHRC Yellow**   **EHRC Light green**

EHRC Light orange   **EHRC Light purple**   **EHRC Light blue**

EHRC Black

04
Colour palette

Our colour palette consists of a **vibrant** set of **primary** and **secondary** colours. Used as full bleed backgrounds, and with care in our typography, they create a **fresh, engaging** look for our printed communications.

Colour palette: corporate colour, primary and secondary palettes

Corporate colour

Our main corporate colour for our print and digital media is EHRC Grey.

Primary palette

The primary palette should be used for all printed documents. It is there to add interest and highlight specific information.

Secondary palette

The secondary colour palette should be used in conjunction with, and to support the primary colour palette.

EHRC Grey
PMS 445
CMYK:50,20,20,65

Note: refer to page 30 for HEX values and contrast checks online.

Colour palette: print – primary colour swatches and breakdowns

EHRC Pink
PMS Magenta
CMYK: 0,100,0,0

EHRC Yellow
PMS 7404
CMYK: 0,9,86,0

EHRC Green
PMS 382
CMYK:34,0,100,0

EHRC Orange
PMS 144
CMYK: 0,58,100,0

EHRC Purple
PMS 241
CMYK: 33,100,1,2

EHRC Blue
PMS Cyan
CMYK: 100,0,0,0

Colour palette: print – secondary colour swatches and breakdowns

EHRC Light pink
PMS 223
CMYK: 1,50,0,0

EHRC Yellow
PMS 7404
CMYK: 0,9,86,0

EHRC Light green
PMS 380
CMYK: 20,0,80,0

EHRC Light orange
PMS 142
CMYK: 0,25,78,0

EHRC Light purple
PMS 256
CMYK: 9,22,0,0

EHRC Light blue
PMS 297
CMYK: 52,0,1,0

Colour palette: print – approved colour combinations for supporting swatches and coloured text on white

EHRC Black backgrounds

EHRC Black
PMS Black
CMYK: 0,0,0,100

Use secondary coloured, or white, text in Georgia regular at 16pt or above. Coloured text smaller than 16pt should be emboldened.

16pt EHRC Light pink

16pt EHRC Yellow

16pt EHRC Light green

16pt EHRC Light orange

16pt EHRC Light purple

16pt EHRC Light blue

White backgrounds

Only the colours shown below are approved for accessibility and contrast on white. Coloured text smaller than 16pt should be emboldened.

16pt EHRC Pink   **12pt EHRC Pink**

16pt EHRC Orange   **12pt EHRC Orange**

16pt EHRC Purple   **12pt EHRC Purple**

16pt EHRC Blue   **12pt EHRC Blue**

Colour palette: print – approved colour combinations for coloured text on white

Our strategic plan 2009–2012

'I think we've gone as far as we can with the single identity group. We need to bring others along with us. If we create a bigger voice, the Government is going to respond to it.'

Baroness Jane Campbell
Commissioner,
Equality and Human
Rights Commission

Sharon and Oliver Coleman
The Commission took the case of Sharon Coleman, pictured with her disabled son Oliver, to the European Court of Justice. The case established new rights for the millions of carers across the UK, protecting them against discrimination by employers.

10

Our strategic plan 2009–2012

It is not enough for us to identify problems: we must find solutions. We want to enable people and organisations to act fairly, rather than simply punish them if they step out of line.

Gloria Buckley
We make sure that public authorities are fulfilling their legal duties to promote equality and good relations. We have investigated local authorities' provision of authorised Gypsy and Traveller sites, like the three managed by Gloria Buckley, pictured.

16

Our strategic plan 2009–2012

Our key message

We want all to flourish, not some at the expense of others. Nobody wants assumptions made about them because of their background or identity. We believe this is the modern consensus.

We will…

Work to bring about a landmark Equality Act that eradicates unjustified discrimination and releases talent through a simpler legislative framework.

Ensure that the law works for individuals, breaking through injustice, making strategic interventions and supporting individual cases. We will also work with others to increase the availability of legal representation.

Deliver a grants programme that helps to widen the reach of the voluntary and community sector, fulfilling our mandate to strengthen good relations and bring people together.

Work with the public and private sector to provide high-quality advice and guidance on the law and ensure that the law is enforced.

Prepare public authorities for the next generation of the public duty, delivering practical guidance and promoting best practice focused on achieving results, namely better outcomes for disadvantaged groups.

Inspire the next generation to embrace the values of equality and human rights.

Protect and promote the human rights of all, implementing the recommendations of our Human Rights Inquiry to ensure a culture of dignity and respect in public services, and safeguarding our civil liberties.

Build the capabilities of our organisation to act as a modern regulatory body ensuring that breaches of the law are dealt with swiftly, proportionately and efficiently.

Communicate directly with the public, developing new platforms and tools through the Commission's digital strategy, and give people information so they are empowered to seek redress.

Publish an agenda-setting triennial review to assess the state of equality and human rights across Britain, and make concrete recommendations for reform.

Create meaningful partnerships with our stakeholders to advance equality and human rights across Britain.

18   19

Our strategic plan 2009–2012

3.7 The downturn will have unpredictable consequences, including potential reductions in public services. We will be closely monitoring the equalities, human rights and good relations impacts of the recession in areas such as household income, employment, savings, pensions and public expenditure.

3.8 The recession will have a differential impact on particular groups and communities. As a result the nature of public debates on migration and asylum may change, with greater stress on the perceived impacts on local job availability in some areas or reduced pressures on public services in others. This could lead to rising tensions in some communities and to the possibility of discrimination and violence against certain groups. It is important to recognise that the drivers of change in a global economy and the wider landscape of good relations are not limited to what happens in Britain: they are affected by events across the world.

3.9 The impact of the downturn may also be to strengthen the public's commitment to fairness in our society. It is vital that we plan and prepare Britain for the recovery, breaking down barriers that hold people back and widening access to opportunity. The UK Commission for Employment and Skills estimates that by 2017, there will be two million new jobs in the British economy. We have to ensure that everyone can share in recovery and rising prosperity.

Chapter 4
Our principles and priorities

In a demanding environment, we will work to tackle and eliminate disadvantage and human rights abuses experienced by the groups that fall within our mandate.

4.1 The focus of the Commission's work is tackling and eliminating disadvantage in terms of 'unexplained penalties' for those that fall within our mandate. Penalties are estimates of the disadvantage experienced by an individual in comparison with the general population. This includes pay gaps and lower labour market participation, hate crime, violence and unequal political representation. It is important to emphasise that disadvantage is not necessarily caused by discrimination. Neither is it always experienced by small minorities: employment policies may disadvantage parents regardless of income and occupational status, for example.

4.2 The Commission has involved and consulted a wide range of public and private sector bodies, the voluntary and community sector as well as individual stakeholders, to identify its key objectives.

In the Equality Measurement Framework – drawing on the Equalities Review and the human rights-based approach – we set out ten fundamental 'freedoms'. These are rights to which we believe every individual should be entitled:

- to be alive
- to live in physical security
- to be healthy
- to be knowledgeable, to understand and reason, and to have the skills to participate in society
- to enjoy a comfortable standard of living, with independence and security
- to engage in productive and valued activities
- to enjoy individual, family and social life

32   33

Colour palette: web – HEX values and contrast check

HEX values

Contrast check

| HEX values	on #3D3A3B (EHRC Grey)	on #000000 (EHRC Black)	on #E3E3E3 (Text box grey)	on #FFFFFF (White)
EHRC Grey – #3D3A3B	✗	✗	✓	✓
EHRC Pink – #C33E96	✗	✗	✗	✓*
EHRC Light pink – #F17BB0	✗	✓	✗	✗
EHRC Light purple – #CCA3CC	✓*	✓	✗	✗
EHRC Blue – #009FEE	✗	✓	✗	✗
EHRC Light blue – #6DCFF6	✓*	✓	✗	✗
EHRC Aqua – #7AC9AD	✓*	✓	✗	✗
EHRC Light green – #A9D051	✓*	✓	✗	✗
EHRC Green – #6AA602	✗	✓	✗	✗
EHRC Orange – #FC802D	✗	✓	✗	✗
EHRC Light orange – #F4B638	✓*	✓	✗	✗
EHRC Yellow – #F8E143	✓	✓	✗	✗
EHRC Light yellow – #FFEABF	✓	✓	✗	✗
Text box grey – #E3E3E3	✓	✓	✗	✗

* Acceptable only if the text is 18pt Georgia regular or above, or 14pt Georgia bold or above.

Tested against WCAG 2.0 contrast ratio formula.

05
Photography

Photography plays an important role in our communications. Our pictures are **positive, engaging** and **inspirational** and they reflect a diverse range of people in **real life** settings.

Photography: key points for sourcing and commissioning
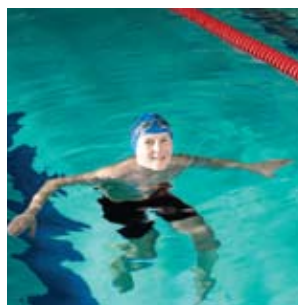
Our images should:

- be positive, bright, lively and engaging

- capture real people in natural situations and environments

- reflect a diverse range of ages and backgrounds

- have a vibrancy to compliment our colour palette

- avoid stereotyped and cliched images

- avoid showing victims

- be clearly and consistently captioned throughout all documents.**(1)** Image captions should be body copy size, emboldened, EHRC black, on a white highlight device (refer to page 22) and be positioned either top left or bottom left of the page.

- have a sufficient clear area to put a logo in the bottom left hand corner if being used on a front cover of a showcase document. The RNIB states that the image should be completely even in tone in this area therefore we recommend that photographs are commissioned for this particular type of document.

(1) 'See it Right – Making information accessible for people with sight problems', published by the RNIB.

06
Print formats

There are **standard and special size** formats for all our printed documents. Choose the size most **suitable** for the **communication** you are producing.

Print formats: standard and special sizes

The EHRC Communication team will advise on the size and format of publications and other marketing collateral at the point at which it is briefed. Standard sizes and some examples are featured below, though this may differ across material.

(height x width):

1. 297 x 210mm (A4)
   Corporate documents, Parliamentary briefings and policy reports.

2. 210 x 148.5 mm (A5)

3. 270 x 210mm
   For example, showcase documents.

4. 220 x 175mm
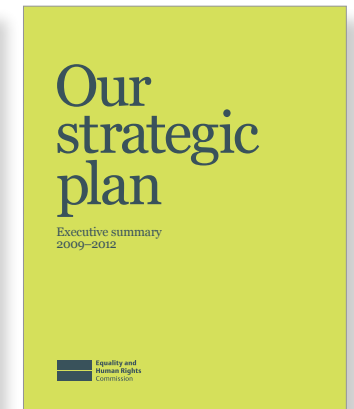
5. 190 x 190mm

Standard sizes:

Equality Bill

Parliamentary Briefing

House of Commons
Second Reading
May 2009

For further information please contact:
Denise Morrisroe on 020 3117 0314
denise.morrisroe@equalityhumanrights.com

Equality and Human Rights Commission

1

Straightforward answers to…
50 difficult questions
on equality and good employment practice

Equality and Human Rights Commission

Here for everyone, here for business

2

Special sizes:

Our strategic plan

2009–2012

Equality and Human Rights Commission

3

Our strategic plan

Executive summary 2009–2012

Equality and Human Rights Commission

4

Know your rights…

Equality and Human Rights Commission

5

07
Paper, printing and binding

We **choose** our paper, printing and binding **carefully,** based on considerations for the **environment** and **accessibility** for all our readers.

Paper, printing and binding: overview

Paper stock and weight will be determined on a project by project basis. The Commission's preferred standard is as per the specifications on the following pages.

Preferred paper stock

There are two paper options to choose from:

Litho printing:
- 9lives Offset from The Paper Company
- Greencoat Offset from Howard Smith Paper

Digital printing:
- Greencoat Offset Digital – for standard digital printing from Howard Smith Paper
- Greencoat Offset Indigo – for Indigo digital printing from Howard Smith Paper

Environmental qualities

Both papers have the environmental credentials suitable for a government organisation such as the Equality and Human Rights Commission.

9lives Offset:
- 100% recycled fibre
- FSC (Forest Stewardship Council) certified
- TCF (Totally Chlorine Free) fibre

Greencoat Offset:
- 100% recycled fibre
- TCF (Totally Chlorine Free) fibre

Paper, printing and binding: overview

Ensure you obtain the correct FSC logo and/or recycled logos for your chosen stock and printers. Each printer who has an FSC accreditation has a specific code, therefore a unique FSC logo, so it is important that you liaise with them and use correct artwork. **Note:** if your printer is not FSC accredited then you cannot include any FSC information (including text) about your stock on the document.

Position all elements on the inside back cover with any accompanying information.

Preferred weight

It is important to make sure the paper is thick enough to minimise the amount of show through from the other side of the page. For printed documents we recommend:

- Cover: 300gsm
- Text: 160 gsm (or closest available)

Preferred paper finish

Uncoated paper has been specified as it gives a professional quality and finish to any printed document. Uncoated paper is more accessible to people who are vision impaired as light will not reflect off the surface and obscure the print.

Alternative specification

Alternative paper type and weights may be specified (please first seek permission from the Publication team) the minimum weight for any stock is 120 gsm and a quality uncoated stock used.

Binding

Consider the shelf life and usage of the document before selecting your method of binding. Perfect binding, burst binding, thread sewn, otabind, wirebind or comb binding are all options for larger documents. Saddle stitching works well for shorter documents.

People who use scanners or Closed Circuit Televisions (CCTVs) to read, need to place documents flat, so be aware of the number of pages and binding for your document. However, data CDs and electronic formats will be made available via email or to download on the internet.

08
What we don't do

In order to **maintain** the **quality** of the Commission's communications we have put together a list of things **we don't do.**

What we don't do

Quality is integral to our brand. Below is a simple guide to maintaining the quality of the Commission's communications.

Design and print

This document contains comprehensive guides for commissioning professional design and print.

Avoid

- designing pieces in Word

- printing on glossy or thin paper stocks, refer to pages 36-37

Branded items

On occasions it may be necessary to brand items for example, events and campaigns. Whilst the designed items must meet the requirements of the target audience, it is important to make sure they remain of a high quality.

Avoid

- applying the brand to low quality items

- applying the brand to items and accessories which do not reflect the status of the Commission, such as plastic bags, cheesecloth bags, mousemats, stickers and badges

For further advise please contact the Communication team.

Photography

A checklist for buying or commissioning imagery is provided on page 32. Whilst we endeavour to only commission imagery for our showcase documents it may sometimes be necessary to use stock imagery. In this instance the stock imagery **must** comply with our photographic guidelines.

Avoid

- showing victims and other negative images

- stereotyped or cliched stock photography

- visual puns or unrealistic images

- applying effects such as vignettes, photomontages or ornate frames

Design applications

09
Publications

The following pages show **how to apply** the general **layout principles** to some of our applications. Full style guides and templates are available in our Publications Style Guide. These are for guidance and illustrative purposes. The Communication team will provide direction for application and development of these on a project by project basis.
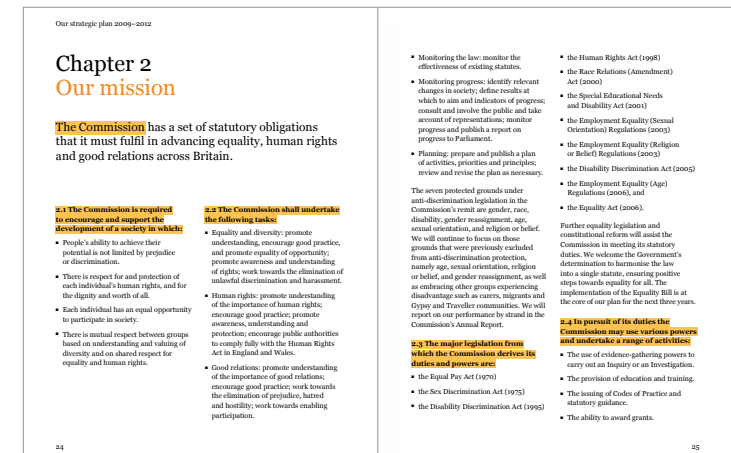
Publications: corporate documents
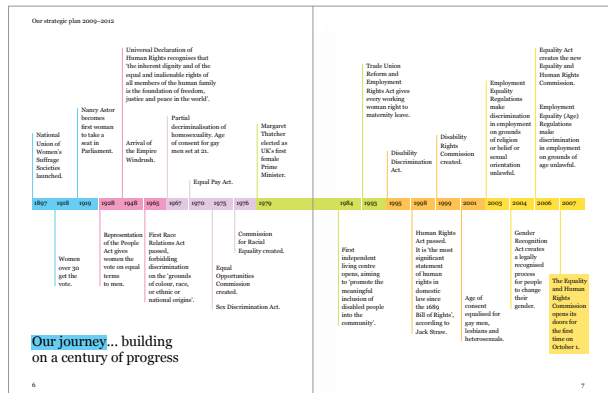

Front cover

Narrative/case study spread

Chapter start spread

Note: for corporate documents that need to be laid before the House of Commons please refer to page 45.

It is important that the EHRC publish documents in English and Welsh. Please allow and plan for this in all designs. Remember that Welsh text can often be longer than English, so designs must be able to accommodate this.

Publications: corporate documents

Timeline spread

Table spread

Quote and image spread

Tables may be in
landscape orientation,
but printing the whole
document in landscape
is not recommended.

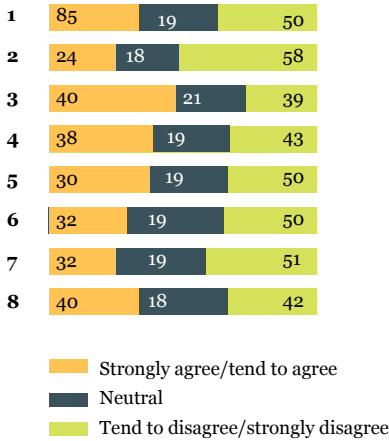# **Publications:** tables and graphic devices

Strategic priority 3: build a society without prejudice, promote good relations and foster a vibrant equality and human rights culture

Programme 4: building a generation without prejudice

Projects and work areas	Objectives	Key deliverables and milestones	Delivery date
1 **Scoping work to underpin future projects creating a generation without prejudice**	To understand what influencers shape and trigger prejudice promoting long-term cultural change through research and analysis.	Attitudinal research completed to understand what influencers shape young people's attitudes to prejudice and the drivers behind it.	2009/10
Create effective partnerships with government departments, NGOs and the creative industries	To develop the right partnerships and build alliances to help support delivery of our youth programme.	Partnerships in place with national players in the youth sector.	2009/10
2 **Developing young equality leaders**	To challenge intolerance and prejudice, improving young people's access to knowledge about equality and human rights, and limiting the impact of segregation through greater inter-community contact.	Continue our youth programmes to identify effective models of intervention that can be implemented in partnership with key players in the youth sector. For example, building on the Our Space and Croeso projects amplifying their reach and impact on greater numbers of young people.	2009/10 – 2011/12

£m	
39.4	Administration costs including salary, estate and day-to-day running expenditure
23.6	Programme activity
63.0	Total Revenue budget

Figure 22: Mothers have the same access to good jobs as fathers

1	85	19	50
2	24	18	58
3	40	21	39
4	38	19	43
5	30	19	50
6	32	19	50
7	32	19	51
8	40	18	42

Strongly agree/tend to agree
Neutral
Tend to disagree/strongly disagree

1 All (n=4,334)

2 Women (n=2,430)

3 Men (n=1,905)

4 Ethnic minority (n=382)

5 White (n=3777)

6 Non-religious (n=2,089)

7 Jewish-Christian (n=1,806)

8 Hindu, Muslim, Sikh and Other (n=369)

(Base: all respondents, excluding don't knows)

For tables and graphs text must be no smaller than 12pt. Keep colours to a minimum and use only print approved EHRC coloured text on white (refer to page 28) to highlight specific information. The RNIB recommends that line weights should be no less than 1pt.

Please note: the diagrams on this page are not to scale.

Publications: corporate documents – laying papers before the House of Commons

Our
strategic
plan

2009–2012

Equality and
Human Rights
Commission

Front cover

Strategic plan of the Equality and
Human Rights Commission 2009–2012

Laid before Parliament pursuant to
Part 1 Section 4(4) of the Equality Act 2006

If you require this publication in an
alternative format and/or language
please contact the Commission to
discuss your needs. All publications
are available to download and order
in a variety of formats from our website
www.equalityhumanrights.com

Inside front cover and title page

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01 Introduction
02 Foreword
06 Our journey... building
on a century of progress
08 What we do
12 What we believe
14 A new story
18 Our key message
19 We will...
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24 **Chapter 2**
Our mission
27 **Chapter 3**
Our environment
33 **Chapter 4**
Our principles and priorities
38 **Chapter 5**
Our tools – the modern
regulatory approach

42 **Chapter 6**
Our ways of working with others
45 **Chapter 7**
Our organisation and the resources
we have available
52 **Chapter 8**
Our promise – what we will deliver
54 Work programmes 2009–2012
84 Contacts

Contents page

The House of Commons specifies that special requirements need to me met when laying papers. They should:

- be A4 size, and must be predominantly portrait in orientation. Tables, etc., may be in landscape orientation, but printing the whole document in landscape is not allowed, even if the paper is bound along the long side.

- have a title page bearing specific information. No substantive text should appear on the back of the title page or inside of the front or back covers, as they are usually stripped off when being bound.

- be saddle stitched or perfect bound; comb or spiral binding should not be used as this makes documents difficult to bind into volumes.
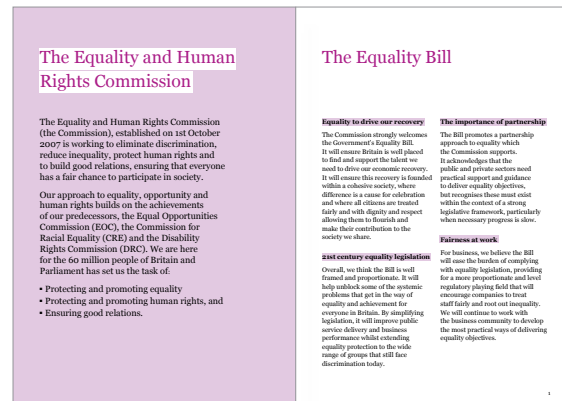
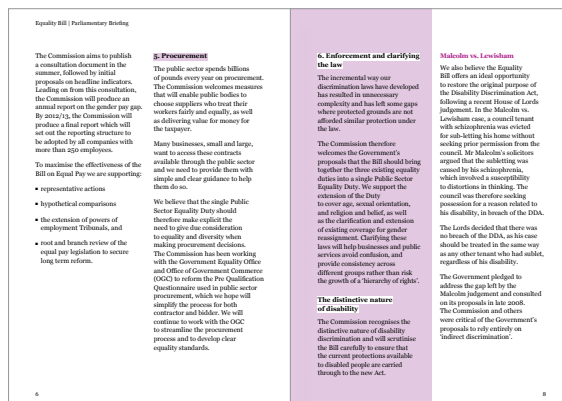For more detailed information visit: **http://www.parliament.uk/documents/ upload/laying-papers.pdf**
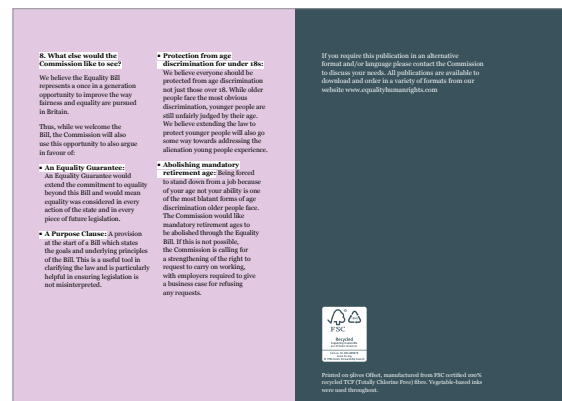
Publications: parliamentary briefings

Front cover

Inside front cover

Highlighting important areas of text

Inside back cover

Use colour as we have done in the examples featured on this page to highlight important areas of text. Use it **sparingly** and refer to page 28 for print approved colour combinations.

14pt/18pt is the recommended type size for all our printed documents laid before the House of Commons.
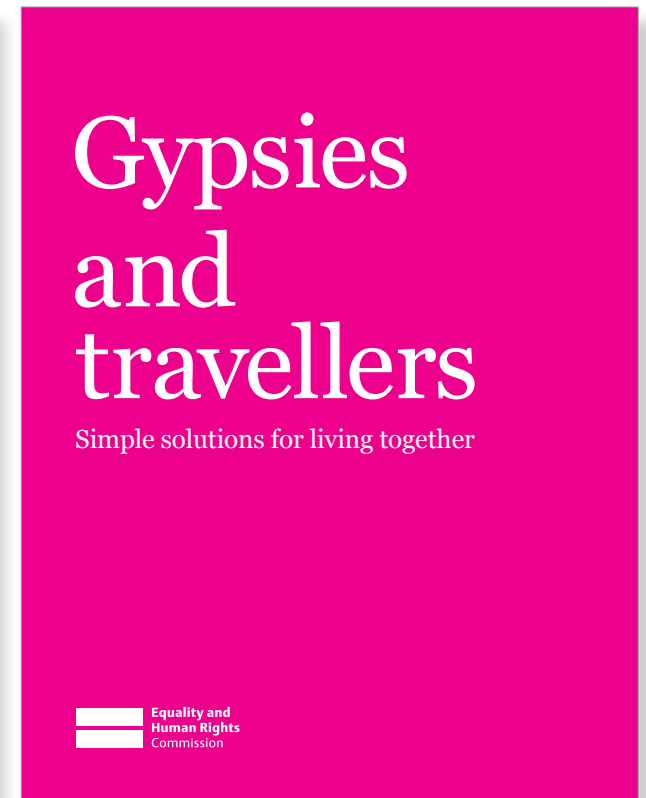
Publications: showcase documents – our three cover options
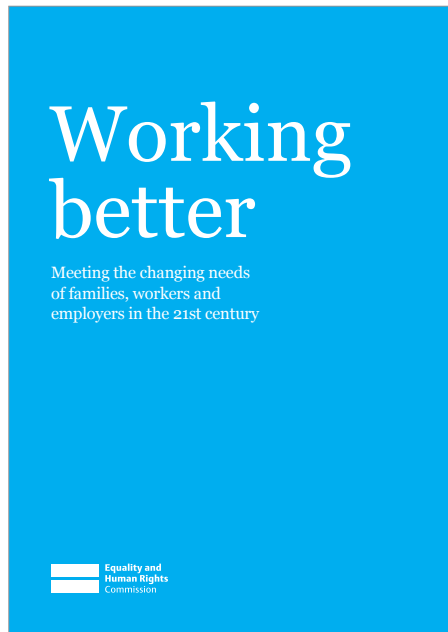

Front cover – single image
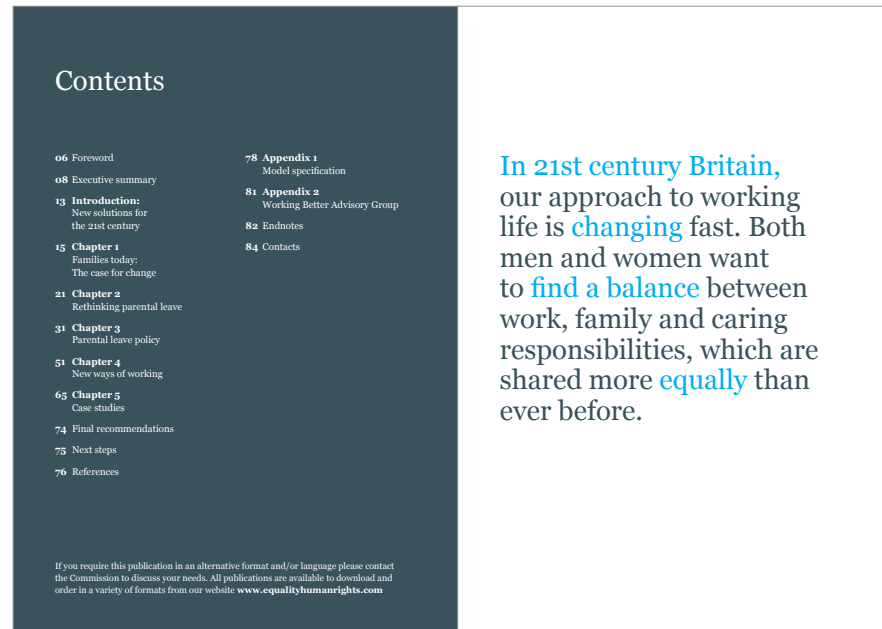

Front cover – multiple images

Front cover – text only

Publications: text only policy reports

Working better

Meeting the changing needs
of families, workers and
employers in the 21st century

**Equality and
Human Rights
Commission**

Front cover

Contents

If you require this publication in an alternative format and/or language please contact the Commission to discuss your needs. All publications are available to download and order in a variety of formats from our website **www.equalityhumanrights.com**

In 21st century Britain, our approach to working life is changing fast. Both men and women want to find a balance between work, family and caring responsibilities, which are shared more equally than ever before.

Inside front cover

As a rule, the policy report covers are text based only. The main colour on the front cover is carried through the document to highlight specific pieces of information.

A secondary colour, of the same hue, can be used to further compliment and highlight key pages.

Text informing the reader on how to obtain alternative formats and/or languages should be positioned on the inside front cover of the brochure.

Publications: text only policy reports

Executive summary spread

Executive summary spread

Divider/introduction spread

Chapter start spread

A different colour should be used on the executive summary pages to emphasise this section. The chosen colour should compliment the colour on the front cover and make it easy for the viewer to identify this section at a glance.

Information graphics can be used to draw attention to key facts and figures in the executive summary section. They should be subject specific and use colours from the EHRC print approved primary and secondary colour palettes (refer to pages 26-27).

Publications: text only policy reports – endnotes

Introduction
New solutions for
the 21st century

The Commission is charged with creating an environment in which people can live their lives well and carry out their work well. Our flagship Working Better project is about setting a new agenda to meet the changing needs of families, workers and employers in the 21st century.

The project was launched in 2008 in response to concerns that:

- While the number of women in the workforce is approaching equal numbers with men – in 2008, 14.3 million compared to 16.9 million men (3) – women's skills are being seriously underused in the economy and their progress into senior jobs is extremely slow

- Fathers' desire to spend more time with their children is being frustrated

- Family life and the quality of childhood are suffering from the intensification of work, inflexible workplaces, and the stresses parents face in juggling home and work

- We also need an approach to flexibility that encompasses everyone, whether they have caring responsibilities as a parent, are disabled, are older or newly entering or re-entering the workplace. Flexibility has business value way beyond its benefit for employers and parents.

At the campaign's launch last July, Nicola Brewer, the Commission's Chief Executive, set out the key questions we address in this report:

- What affects the choices parents make in balancing paid work and care?

- What would enable fathers to play a bigger role in parenting?

- Should the 'right to request' flexibility become the 'right to have' flexibility?

- How do we fundamentally change our approach to work to benefit all?

Our project is about finding new solutions that will improve the outlook for the economy and society – for employers, individuals and families – over the long-term. We are doing so in very difficult times. The scale and severity of the economic crisis is creating extreme challenges and uncertainties for businesses and individuals.

Global economic turbulence is not a reason for giving up on improving work practices. Crises can sweep outdated structures away and enable new thinking and new approaches to emerge.

In this report, we look at what is possible in the downturn, with new approaches to flexibility helping employers, and at what matters for the economic recovery and beyond. Despite the recession, employment is forecast to continue to rise over the coming decade as a whole. There will be 2 million new jobs and a need to replace 11.5 million existing workers, the UK Commission for Employment and Skills forecasts. Employers are still reporting shortages of key skills, and long-term demand for skills will increase.

Britain will need to bring new people into the workforce, improve training, and make better use of skills that are already available. More than half of part-time workers, most of whom are women, are in jobs below their potential, often because it is the only way they can combine work and caring. This costs the economy dear. As many as 6.5 million people could be using their abilities more fully if they had greater flexibility at work.

We have consulted widely, and presented our emerging findings to an advisory group of senior representatives and experts, including employers, the Government, Whitehall, trade unions and other stakeholders. We have worked with businesses to ensure our recommendations for reform are grounded in reality, not wishful thinking. We have also spoken in-depth to the public about their hopes and aspirations.

Bringing together influential people and organisations with an interest in better ways of working has helped create an exciting, credible and achievable agenda for change.

Our objective is not to dictate what parents and families do, but to remove the barriers to genuine choice. Public debate has long focused on 'working mothers', especially so-called 'Yummy Mummies', and the challenges they face. The needs of 'working fathers' are often neglected. There is little discussion of the constraints facing them, or of the economic penalty for being active fathers. Yet fathers' active involvement in bringing up children is important. There should be an opportunity for everyone to create the right balance between life and work, with all the economic and social advantages that this can bring.

This report contains results from two major new pieces of research we commissioned:

1. A survey of parents' attitudes to work, care and family life (YouGov)

2. An international review of flexible working policies (Ariane Hegewisch)

Endnotes

1 Work and Childcare in 2009: a study of modern parents. YouGov. This research consisted of a large scale online survey of 4,500 parents, focus groups and immersions. This allowed for significant sub-group analysis to examine the similarities and differences between, for example, dual and lone parent families, religious and non-religious parents, lesbian, gay and bisexual parents and heterosexual parents and disabled and non-disabled parents. Findings for these sub-groups are set out in detail in the full YouGov report.

2 The review we commissioned compares UK legislation with that in other European countries. The full report, 'Flexible working policies: a comparative review', by Ariane Hegewisch of the Institute for Women's Policy Research in Washington DC, is published separately.

3 Office for National Statistics (2008). First Release: Labour market statistics, May 2008.

4 April 2008 figure.

5 La Valle, Clery and Huerta 'Maternity rights and mothers employment decisions'. Department for Work and Pensions Research Report 496, 2008.

6 Dex and Ward 'Parental care and employment in early childhood'. Equal Opportunities Commission Working Paper Series No. 57, 2007.

7 In this chapter we also use the term parental leave policy to mean all leave and pay arrangements for parents of young children.

8 Maternity leave may start any time from 11 weeks before the baby is due.

9 The EC proposal is for 18 weeks' maternity leave and the principle of 100 percent of pay: Proposal for a Directive of the European Parliament and of the Council amending Council Directive 92/85/EEC on the introduction of measures to encourage improvements in the safety and health at work of pregnant workers and workers who have recently given birth or are breastfeeding, COM(2008) 600/4.

10 Yaxley, Vinter and Young, 'Dads and their babies: the mothers' perspective'. Equal Opportunities Commission Working Paper Series No. 41, 2005.

11 Dex and Ward, 'Parental care and employment in early childhood'. Equal Opportunities Commission Working Paper Series No. 57, 2007.

12 Smeaton and Marsh, 'Maternity and Paternity Rights and Benefits: Survey of Parents 2005'. Department of Trade and Industy Employment Relations Research Series No. 50, 2006.

13 La Valle, Clery and Huerta 'Maternity rights and mothers employment decisions'. Department for Work and Pensions Research Report 496, 2008.

14 Thompson, Vinter and Young, 'Dads and their babies: leave arrangements in the first year'. Equal Opportunities Commission Working Paper Series No. 37, 2005.

15 Moss and Wall, (ed) 'International Review of Leave Policies and Related Research 2007'. Employment Relations Research Series No. 80, 2007.

16 Erler and Erler, in 'International Review of Leave Policies and Related Research 2007'. Employment Relations Research Series No. 80, 2007.

17 Brandth and Kvande, in 'International Review of Leave Policies and Related Research 2007'. Employment Relations Research Series No. 80, 2007.

18 O'Brien. (2009) Fathers Parental Leave Policies and Infant Quality: International Perspectives and Policy Impace. The Annals of the American Academy of Political Science. (In press).

19 UK GDP based on forecasts for 2009 from the Economist Intelligence Unit. Norway spend on parental leave based on the national budget for 2008. Sweden spend on parental leave derived from 'Social Insurance in Figures 2008'.

Norway and Sweden GDP based on 2008 figures from the Economist Intelligence Unit.

20 The research was conducted primarily by a review of literature on rights to alternative work arrangements in high income countries. More in depth investigation, including an examination of available policy documents and/or contact with national experts and/or stakeholders, was conducted in France, Germany and the Netherlands, the countries of greatest interest to the EHRC because of the universal approach to flexible working rights, as well as Australia, New Zealand and Norway. For the UK, we consulted the views of the Confederation of British Industry (CBI), the Chartered Institute of Personnel and Development (CIPD), the Trades Union Congress (TUC) and the Union of Shop, Distributive and Allied Workers (USDAW).

21 The right to request time off for training is based on the right to request flexibility model. The new entitlement would apply to all employees with 26 weeks' minimum service – currently 22 million employees. It is currently passing through Parliament and is expected to receive Royal Assent later in Autumn 2009.

The Commission would like to thank Alison Maitland, who wrote several sections of this report.

Spread

Endnotes spread

The project was launched in 2008 in response to concerns that:

le the number of women in tforce is approaching equal numbers men – in 2008, 14.3 million pared to 16.9 million men (3) men's skills are being seriously erused in the economy and progress into senior jobs is

An endnote page is the preferred method for referencing text. All references should be numbered (no smaller than 12pt), emboldened and bracketed within the body of text. The endnote pages should be found at the back of your document and state the full list of references.

Publications: text only policy reports – footnotes

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3 Office for National Statistics (2008). First Release: Labour market statistics, May 2008.

4 April 2008 Working Better report.

**5** Equal Opportunities Commission Working Paper Series No. 57, 2007.

13

If pages must be footnoted please keep to a maximum of 3 lines (minimum 12pt text with 16pt leading) across the width of the page. If the footnotes are longer than this then an endnote page should be used.

Ensure you leave enough space between the main body of text and the start of the footnote section. As outlined on the previous page, all references should be numbered (no smaller than 12pt), emboldened and bracketed within the body of text.
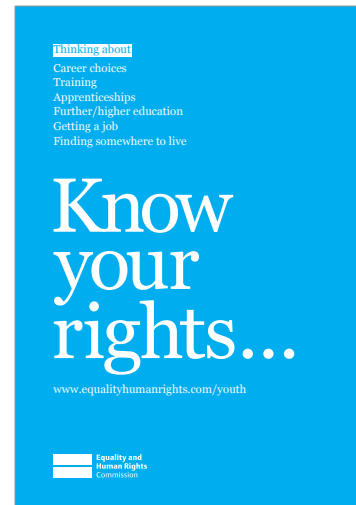
Publications: special size brochures and A3 poster

Brochure front cover
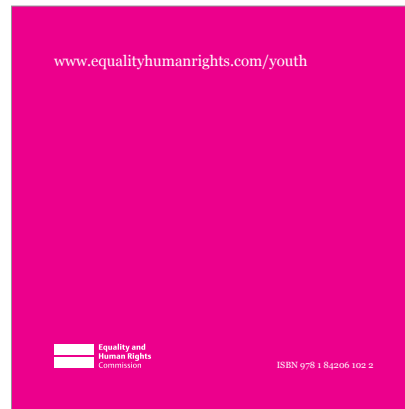
Brochure back cover

A3 poster

Refer to page 32 for key points for commissioning photography.

If appropriate images are not available use a text only design.
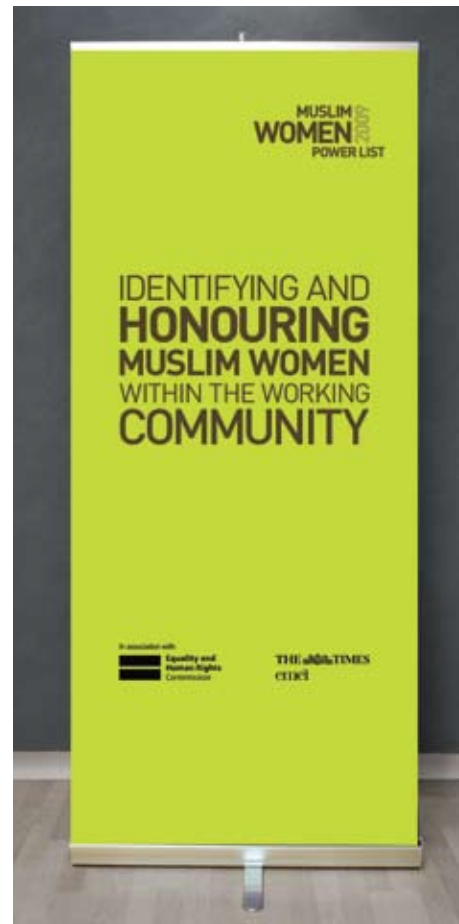

Brochure text spread

10
Other applications

The following pages show **how to apply** the general **layout principles** to campaign material.

Other applications: muslim women power list

Bag

Banner

Other applications: e-invite

e-invite

Invites to our corporate events should not be limited to just print.

E-mail invites can also be used. They should contain direct links, to the specific event online, whether it be through images or web/e-mail addresses.

Contacts

These guidelines have been designed to **support** the use of the **new brand** and help clearly **communicate** the vital role the Commission plays in **protecting** people and **safeguarding** equality and human rights.

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the person who has commission you to work
with these guidelines or the Publication team:
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