

# Designers' handbook

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► January 2010

**jobcentreplus**

Part of the Department  
for Work and Pensions

## About these guidelines

This handbook has been created to help designers and marketing managers devise and produce communications materials for Jobcentre Plus.

Each section introduces the relevant elements required to assemble a design for a Jobcentre Plus communication.

You'll also find a full list of design assets available as artwork files and where to source them from.

Here is a quick summary of what you'll find in each section:

### ? Any questions:

If this handbook hasn't answered your questions, please contact The Brand Team on 020 7340 4203.

### Section 1 Identity essentials

This is the most important part of the handbook, starting with our brand values and all the basic identity elements such as the logo, our colour palettes, our typefaces and our image style.

**Go to page 04**



### Section 2 Marketing communications

Here we introduce our customer facing communications with particular guidance on how we design A5 leaflets and flyers, A4 brochures and case studies.

**Go to page 24**



### Section 3 Internal communications

Our internal communications are not that different from our marketing communications, but there are a few variations you should be aware of when devising pieces for an internal audience.

**Go to page 42**



### Section 4 Special campaigns

This section is for those who produce special campaign communications that require that little bit extra design attention. Here we show how to get creative with the design elements.

**Go to page 52**



## About these guidelines

Here is a full index of what you'll find in each section:

### Section 1 Identity essentials

- 05 Our brand values
- 06 Design overview
- 07 English language logo
- 08 Dual language logo
- 09 Welsh language logo
- 10 Colour options
- 11 Other organisations' communications
- 12 Primary colour palette
- 13 Secondary colours
- 14 Primary typefaces
- 15 Secondary typeface
- 16 Photography
- 17 Cover and poster tab shape
- 18 Secondary graphic tab shape
- 20 Support graphics
- 21 Icons
- 22 Some common mistakes

### Section 2 Marketing communications

- 25 Design elements overview
- 26 A5 Cover design options
- 27 A4 Cover design options
- 28 A5 Leaflet single language
- 29 A5 Leaflet dual language
- 30 A5 Leaflet inside spread
- 31 A5 Flyer single language
- 32 A5 Flyer dual language
- 33 A4 Brochure single language
- 34 A4 Brochure dual language
- 35 A4 Brochure inside spread
- 36 A4 Case study & Fact sheet
- 37 A1 Poster
- 38 Presentations
- 39 Press Ads

### Section 3 Internal communications

- 43 Design elements overview
- 44 A5 Cover design options
- 45 A4 Cover design options
- 46 A5 Leaflet
- 47 A5 Flyer
- 48 A4 Brochure
- 49 A4 Posters
- 50 A3 and A1 Posters
- 51 Presentations

### Section 4 Special campaigns

- 53 Design overview
- 54 Adjusting the tab shape
- 55 Narrow formats
- 56 Direct mail
- 62 Online campaigns

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# Section 1

## Identity essentials

This is the most important part of the handbook, starting with our brand values and all the basic identity elements such as the logo, our colour palettes, our typefaces and our image style.

## Our brand values

There are three fundamental principles that represent our brand. They indicate what we should stand for to both our customers and to each other, acting as a benchmark for measuring everything we do and say.

Our three core values are:

- 1 Inspiring
- 2 Straightforward
- 3 Personal

### 1 Inspiring

We deliver a vital and professional service to society, particularly those in need or at their most vulnerable.

It is through our service, and crucially our staff, that we demonstrate that the welfare system does not have to be a frustrating or demoralising experience.

### 2 Straightforward

The language and processes of government can be notoriously complex, more so when there is a legal requirement to communicate such as with benefit entitlement.

Wherever possible Jobcentre Plus aims to reduce the use of jargon, using clear and concise language to make our work less complicated and easier.

### 3 Personal

Whatever our customers' background and need, we aim to treat each as an individual.

In the same way our communications should be people-focused, accessible and supportive.

**Design overview**

Here are some examples of the elements of our design style. It is made up of the following elements:

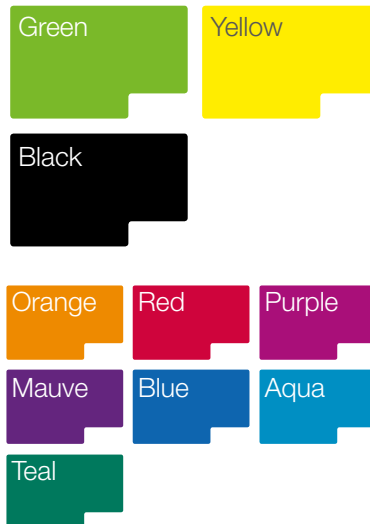
- 1 Our logo
- 2 Colour palette
- 3 Typeface
- 4 Our tab shape
- 5 Our photographic style
- 6 Our graphic style

1



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2



3

# Helvetica Neue

4



"Going online means  
I can apply for work  
anytime I want."

Ben Hodge  
Doncaster

5



6



## The Jobcentre Plus logo: English version

Here is the English language version of our logo.

The logo is made up of three design elements:

- 1 The green box
- 2 The wordmark
- 3 The endorsement

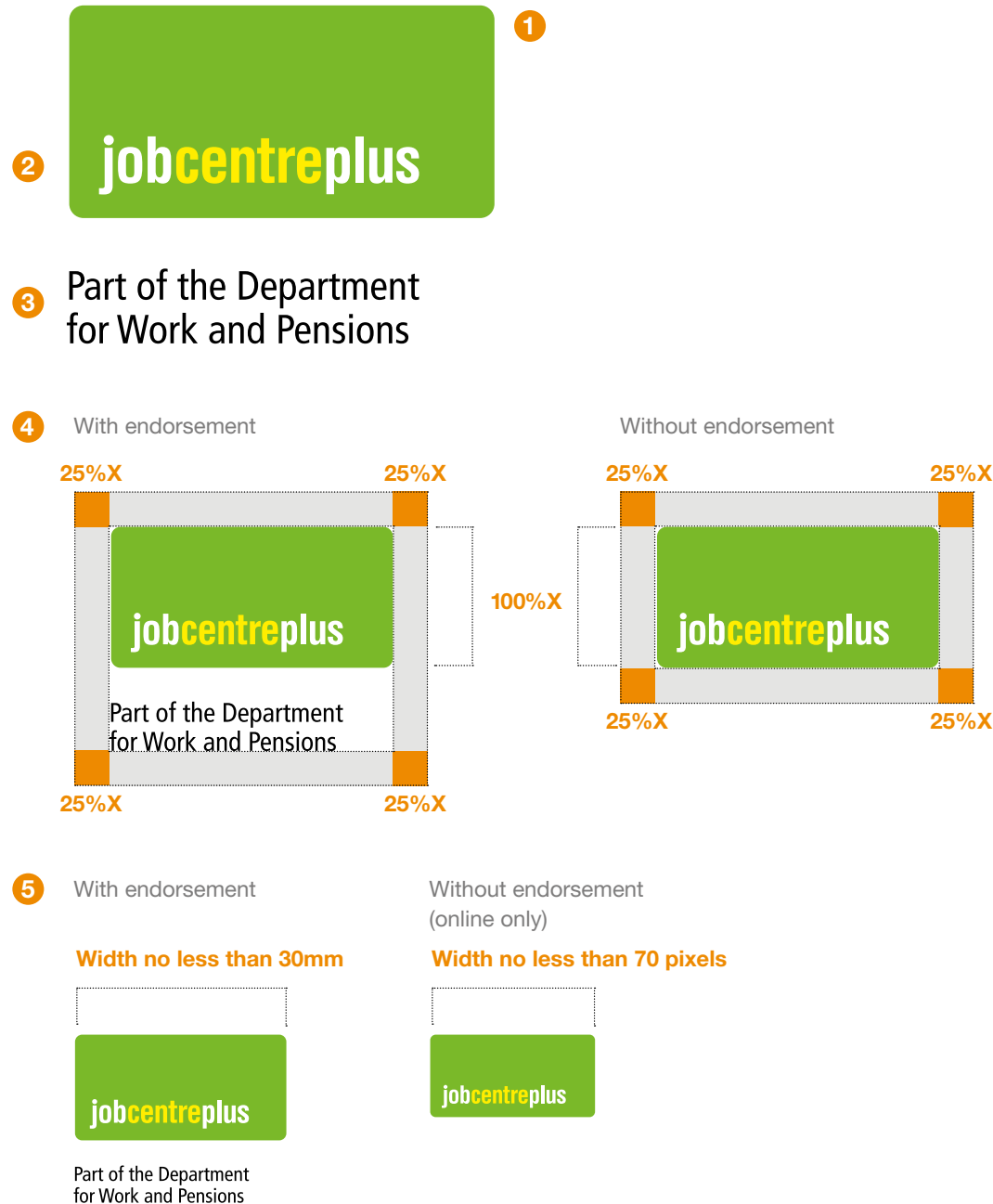
On back covers of print publications, banners and web pages the endorsement may be omitted.

The position of these elements is fixed and should never be altered.

There are some key rules that should be observed when using the logo:

- 4 An area of clear space
- 5 The minimum size

Where possible, our logo should be placed on a white background.



### Find out more:

- 08 Dual language logo
- 09 Welsh language logo
- 10 Colour options

### Artwork assets:

- JCP\_LogoEngCMYK
- JCP\_LogoEng3COL
- JCP\_LogoEngRGB
- JCP\_LogoEngBLACK

### Area of clear space:

No additional type, graphics or images can be placed within the area of clear space shown here.

Measure the height of the green box. We call this measurement X.

The area of clear space around the identity (including the endorsement if applied) is 25%X all the way round.

### Minimum size:

The width of the logo should be no less than 30mm. Without the endorsement the logo should be no less than 70 pixels for online use.

### Position:

We always place our logo at bottom right of the design.

**The Jobcentre Plus logo:  
Dual language version**

Here is the English and Welsh dual language version of our logo that is to be used on dual language communications only.

The logo is made up of three design elements:

- 1 The green box
- 2 The wordmarks (x2)
- 3 The endorsements (x2)

On back covers of print publications the endorsements are omitted.

The position of these elements is fixed and should never be altered.

There are some key rules that should be observed when using the logo:

- 4 An area of clear space
- 5 The minimum size

Where possible, our logo should be placed on a white background.



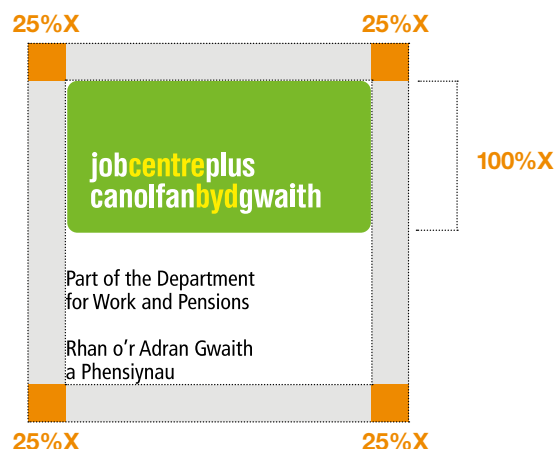
- 2
- 3

jobcentreplus  
canolfanbydgwaith

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Rhan o'r Adran Gwaith  
a Phensiynau

- 4
- With endorsement



Width no less than 35mm

- 5



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Rhan o'r Adran Gwaith  
a Phensiynau

Without endorsement



➤ Find out more:

07 English language logo  
09 Welsh language logo  
10 Colour options

➤ Artwork assets:

JCP\_LogoDualCMYK  
JCP\_LogoDual3COL  
JCP\_LogoDualRGB  
JCP\_LogoDualBLACK

➤ Area of clear space:

No additional type, graphics or images can be placed within the area of clear space shown here.

Measure the height of the green box. We call this measurement X.

The area of clear space around the identity (including the endorsement if applied) is 25%X all the way round.

➤ Minimum size:

The width of the logo should be no less than 35mm.

➤ Position:

We always place our logo at bottom right of the design.

**The Jobcentre Plus logo:  
Welsh version**

Here is the Welsh language version of our logo which is for use on Welsh only publications and twist and tumble documents.

The logo is made up of three design elements:

- 1 The green box
- 2 The wordmark
- 3 The endorsement

The position of these elements is fixed and should never be altered.

There are some key rules that should be observed when using the logo:

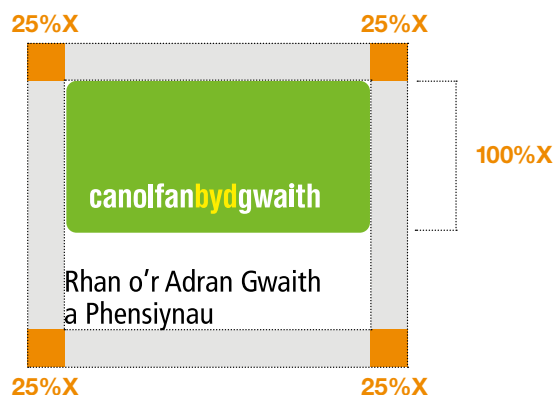
- 4 An area of clear space
- 5 The minimum size

Where possible, our logo should be placed on a white background.

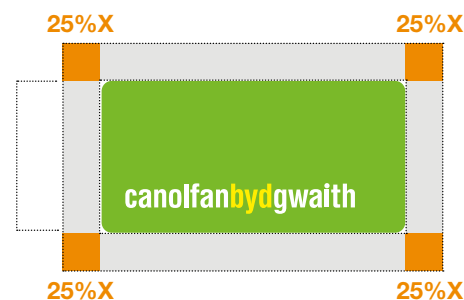


3 Rhan o'r Adran Gwaith  
a Phensiynau

4 With endorsement



Without endorsement



Width no less than 30mm



Rhan o'r Adran Gwaith  
a Phensiynau

➤ Find out more:

07 English language logo  
08 Dual language logo  
10 Colour options

➤ Artwork assets:

JCP\_LogoWelshCMYK  
JCP\_LogoWelsh3COL  
JCP\_LogoWelshRGB  
JCP\_LogoWelshBLACK

➤ Area of clear space:

No additional type, graphics or images can be placed within the area of clear space shown here.

Measure the height of the green box. We call this measurement X.

The area of clear space around the identity (including the endorsement if applied) is 25%X all the way round.

➤ Minimum size:

The width of the logo should be no less than 30mm.

➤ Position:

We always place our logo at bottom right of the design.

**The Jobcentre Plus logo:  
Colour options**

- 1 For almost all printed designs you should use our full colour logo. It is made up of our three primary colours:

- Green
- Yellow
- Black

- 2 However we realise there will be instances where this isn't possible, for example in black and white printing. For these occasions we have a black and white logo. The logo should not be reproduced in any other single colour or tint.

- 3 We also have a keyline version of the black and white logo that is strictly for use on stationery templates

For all screen applications you should use our full colour logo.

Where possible, our logo should be placed on a white background.

**1 Full colour logo**

- Green
- Yellow
- Black



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**2 Black and white  
print logo**

- Black



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a Phensiynau



Rhan o'r Adran Gwaith  
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**3 Black and white  
stationery only logo**

- Black



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a Phensiynau



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a Phensiynau

➤ **Find out more**  
12 Primary colour palette

➤ **Artwork assets:**

JCP\_LogoEngCMYK  
JCP\_LogoEng3COL  
JCP\_LogoEngRGB  
JCP\_LogoEngBLACK  
JCP\_LogoEngLINE  
JCP\_LogoDualCMYK  
JCP\_LogoDual3COL  
JCP\_LogoDualRGB  
JCP\_LogoDualBLACK  
JCP\_LogoDualLINE  
JCP\_LogoWelshCMYK  
JCP\_LogoWelsh3COL  
JCP\_LogoWelshRGB  
JCP\_LogoWelshBLACK  
JCP\_LogoWelshLINE

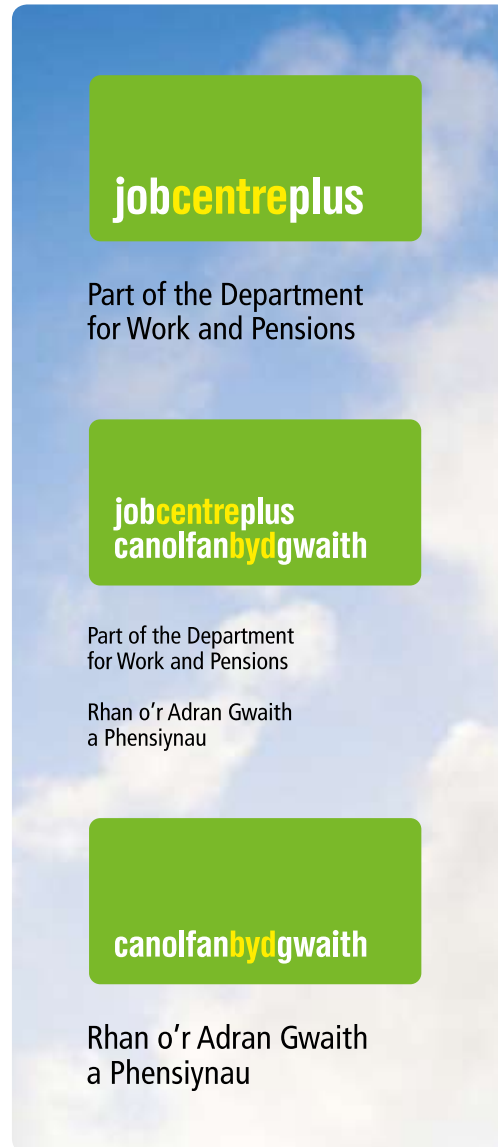
## The Jobcentre Plus logo: Other organisations' communications

There will be occasions when the Jobcentre Plus logo is used on other organisations' publications.

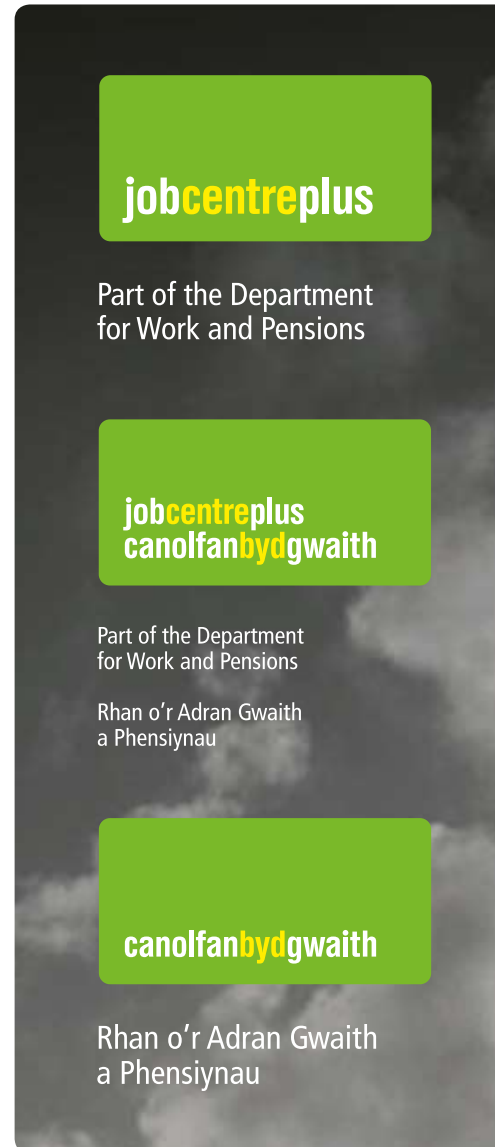
Please ensure the logo is placed following these simple rules:

- 1 Place on a suitable background that ensures the endorsement is legible. Avoid busy patterns or backgrounds that alternate from light to dark.
- 2 If the background is dark you may use a version of the logo that has a reversed endorsement.
- 3 Make sure the logo complies with the area of clear space and minimum size specifications.
- 4 Where possible, place the logo on the bottom right hand side.
- 5 Always use the endorsed version for other organisations' communications.

### 1 On a light background



### 2 On a dark background



### ➤ Find out more

- 07 English language logo
- 08 Dual language logo
- 09 Welsh language logo
- 12 Primary colour palette

**Primary colour palette**

Our three primary colours are Green, Yellow and Black and are used exclusively for our logo and approved support graphics.

Always use the specifications as shown here.

To complement these three colours there is a secondary colour palette that we use for coloured boxes and other support graphics.

We also use two tints of black for typesetting, 80% and 60%. Do not use any other tints of black for typesetting.

**! Please note**

For our primary colours we use the CMYK breakdowns as specified by the PANTONE Colour Bridge EC system. Do not use any other breakdowns.

**➤ Find out more**

13 Secondary colour palette

Spot: Pantone 376  
.....  
Process: C:59 M:0 Y:100 K:0  
.....  
Websafe: R:102 G:204 B:0  
#66CC00  
.....

Green

Spot: Pantone Yellow  
.....  
Process: C:0 M:0 Y:100 K:0  
.....  
Websafe: R:255 G:255 B:0  
#FF0000  
.....

Yellow

Spot: Black  
.....  
Process: C:0 M:0 Y:0 K:100  
.....  
Websafe: R:0 G:0 B:0  
#000000  
.....

Black

80% Black  
.....  
R:51 G:51 B:51  
#333333

60% Black  
.....  
R:102 G:102 B:102  
#666666

**Secondary colour palette**

Our seven secondary colours of Orange, Red, Purple, Mauve, Blue, Aqua and Teal have been chosen specially because they work well with the primary colour palette. We use them to colour panels and support graphics.

Once you've chosen a secondary colour for a front cover, use it consistently throughout the document as the dominant colour. You may wish to add in one or two secondary colours for emphasis, but no more than two.

You may also wish to use our secondary colours to colour code sections of a long document.

The tint values shown here can be used in secondary graphics such as call outs and tables.

Always use the specifications as shown here.

**! Please note**

For our secondary colours we use the CMYK breakdowns as specified by the PANTONE Colour Bridge EC system. Do not use any other breakdowns.

**> Find out more**

12 Primary colour palette  
14 Typefaces  
16 Photography

Spot: Pantone 717  
Process: C:0 M:70 Y:100 K:0  
Screen: R:217 G:94 B:0  
#D95E00  
Websafe: R:204 G:102 B:51  
#CC6633

70% 30%

Orange

Spot: Pantone 200  
Process: C:3 M:100 Y:66 K:12  
Screen: R:183 G:18 B:52  
#B71234  
Websafe: R:204 G:0 B:51  
#CC0033

60% 20%

Red

Spot: Pantone 2415  
Process: C:40 M:100 Y:0 K:7  
Screen: R:146 G:0 B:117  
#920075  
Websafe: R:153 G:0 B:102  
#990066

60% 20%

Purple

Spot: Pantone 526  
Process: C:80 M:100 Y:0 K:0  
Screen: R:101 G:45 B:134  
#652D86  
Websafe: R:102 G:51 B:153  
#663399

60% 20%

Mauve

Spot: Pantone 660  
Process: C:91 M:53 Y:0 K:0  
Screen: R:42 G:110 B:187  
#2A6EBB  
Websafe: R:51 G:102 B:204  
#3366CC

50% 20%

Blue

Spot: Pantone 313  
Process: C:100 M:0 Y:11 K:2  
Screen: R:0 G:152 B:195  
#0098C3  
Websafe: R:0 G:153 B:204  
#0099CC

60% 20%

Aqua

Spot: Pantone 341  
Process: C:96 M:5 Y:80 K:25  
Screen: R:0 G:125 B:87  
#007D57  
Websafe: R:0 G:102 B:102  
#006666

50% 20%

Teal

## Primary typefaces

Our primary typeface is Helvetica Neue and should only be used in the following weights and styles:

- 1 45 Light  
suitable for display typography
- 2 55 Roman  
suitable for body copy
- 3 65 Medium  
suitable for subheads
- 4 75 Bold  
suitable for emphasis

All type is aligned left, never justified and never in italics.

Body copy should never be set less than 12 point.

- 5 When Helvetica Neue is not available for instances such as word processing and presentations, we suggest using Arial Regular and Arial Bold.

[Find out more](#)  
15 Secondary typeface

- 1 Helvetica Neue 45 Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ:;,.“”?!@£%&/\*  
abcdefghijklmnopqrstuvwxyz1234567890
  - 2 Helvetica Neue 55 Roman  
ABCDEFGHIJKLMNOPQRSTUVWXYZ:;,.“”?!@£%&/\*  
abcdefghijklmnopqrstuvwxyz1234567890
  - 3 Helvetica Neue 65 Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ:;,.“”?!@£%&/\*  
abcdefghijklmnopqrstuvwxyz1234567890
  - 4 Helvetica Neue 75 Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ:;,.“”?!@£%&/\*  
abcdefghijklmnopqrstuvwxyz1234567890
- 
- 5 Arial Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ:;,.“”?!@£%&/\*  
abcdefghijklmnopqrstuvwxyz1234567890  
  
Arial Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ:;,.“”?!@£%&/\*  
abcdefghijklmnopqrstuvwxyz1234567890

## Secondary typeface

Our secondary typeface is PMN Caecilia and is only for use in editorial publications such as magazines. It is available in the following weights and styles which are suitable for both display and body text:

- 1 45 Light
- 2 46 Light Italic
- 3 55 Roman
- 4 56 Italic
- 5 75 Bold
- 6 76 Bold Italic
- 7 85 Heavy
- 8 86 Heavy Italic

All type is aligned left and never justified.

Body copy should never be set less than 12 point.

➤ Find out more

14 Primary typefaces  
52 Special campaigns

- 1 45 PMN Caecilia Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ;,.“”?!@£%&/\*  
abcdefghijklmnopqrstuvwxyz1234567890
- 2 46 PMN Caecilia Light Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ;,.“”?!@£%&/\*  
abcdefghijklmnopqrstuvwxyz1234567890
- 3 55 PMN Caecilia Roman  
ABCDEFGHIJKLMNOPQRSTUVWXYZ;,.“”?!@£%&/\*  
abcdefghijklmnopqrstuvwxyz1234567890
- 4 56 PMN Caecilia Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ;,.“”?!@£%&/\*  
abcdefghijklmnopqrstuvwxyz1234567890
- 5 75 PMN Caecilia Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ;,.“”?!@£%&/\*  
abcdefghijklmnopqrstuvwxyz1234567890
- 6 76 PMN Caecilia Bold Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ;,.“”?!@£%&/\*  
abcdefghijklmnopqrstuvwxyz1234567890
- 7 85 PMN Caecilia Heavy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ;,.“”?!@£%&/\*  
abcdefghijklmnopqrstuvwxyz1234567890
- 8 86 PMN Caecilia Heavy Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ;,.“”?!@£%&/\*  
abcdefghijklmnopqrstuvwxyz1234567890

## Photography

Our photographic style reflects our values - Inspiring, Straightforward and Personal.

- 1 Images feature real people in real jobs demonstrating real pride and satisfaction in their chosen employment. Facial expressions should evoke a genuine positive outlook and should never be fake or posed.

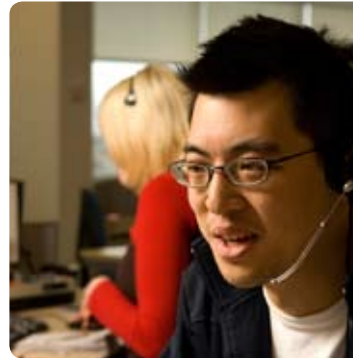
Your selection of images should reflect diversity in our society, representing people from a variety of different backgrounds and abilities.

- 2 We also use still-life images of objects associated with the workplace.

When selecting a secondary colour, consider the most striking colour in the image and pick one to match.

- ! **We never use illustrations or clip-art in our marketing communications.**

### 1 Real people



### 2 Still life



### ➤ Artwork assets:

This is just a small selection of the images we have available for use in Jobcentre Plus publications. To access our full photographic library, visit: [www.jobcentreplusbrand.co.uk](http://www.jobcentreplusbrand.co.uk)

## Graphic elements: Cover and poster tab shape

A key feature of our visual identity is the tab shape. It has been designed primarily for front covers and posters to lock into the logo. It's also ideal for inside spread secondary graphics for cropping images or feature boxes and call outs.

For front covers and posters the tab shape should be coloured in one of the secondary colours as a solid colour or a specified tint.

There is a choice of fixed proportions and positions of the tab shape and the logo for A5, A4 and A1 formats. Do not adjust or customise these proportions.

Find out more in Section 2 about how we use the tab shape for marketing communications and Section 3 for internal communications.



### ➤ Find out more

- 16 Photography
- 18 Secondary graphic tab shape
- 24 Marketing communications
- 42 Internal communications

## Graphic elements: Secondary graphic tab shape

Here are some examples of how the tab shape can be used for secondary graphics on inside spreads.

- 1 It can be used to crop incidental images, for call outs, quotations and tables. Do not add keylines or drop shadows to these cropped images.
- 2 For highlight panels use a solid or approved tint value of a secondary colour. There is also a white version with a secondary colour keyline. Choose either a coloured tab or a white tab with a keyline - never a combination of both.

The proportions and position of the tab shape is fixed for front covers and posters but can be adjusted for secondary graphics. Please follow our step-by-step guide on the next page when designing with the tab shape.

1

Cropping images



2

Highlight panels

“Going online means I can apply for work anytime I want.”

Ben Hodge  
Doncaster

Solid  
secondary  
colour



Choose from up to

# 400,000

job vacancies available at the Jobpoint  
and from our direct line phone service.

- Just press start, or
- Pick up the phone

Approved  
tint of a  
secondary  
colour

Come along to your next Jobfair:

- Tuesday 8th July 2008
- 10.30am to 5.00pm
- Lewisham Jobcentre Plus  
9-19 Rushey Green  
Catford  
London SE6 4AZ

White with  
keyline in a  
secondary  
colour.  
Do not fill  
a keyline  
tab with a  
colour.

### ➤ Find out more

17 Cover and poster tab shape

13 Secondary colours

14 Primary typefaces

### ➤ Artwork assets:

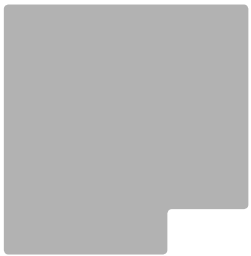
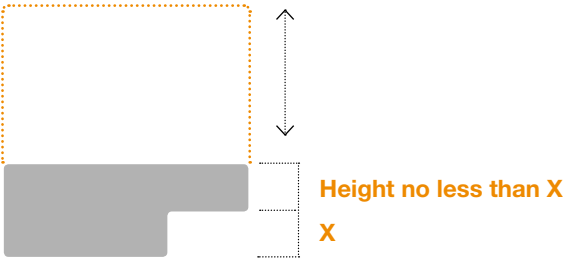
JCP\_TabShape1  
JCP\_TabShape2  
JCP\_TabShape3  
JCP\_TabShape4  
JCP\_TabShape5

**Graphic elements:**  
**Secondary graphic tab shape**  
**(continued)**

Please follow our step-by-step guide shown here when designing with the tab shape.

We recommend that the tab shape is limited to one or two per spread. Please use sparingly.

Alternatively you can use a simple radius cornered box using the same measurement specifications in steps 3 and 4.



Tab width	Radius
Below 49 mm	0.75mm
50 – 99mm	1.5mm
100 – 149mm	2.5mm
150 – 199mm	3mm
200 – 299mm	4.5mm
300 – 399mm	6mm
400 – 549mm	8.5mm
Above 550mm scale in proportion to 549mm width	



Tab width	Line weight
Below 49 mm	1.5pt
50 – 99mm	2pt
100 – 199mm	2.5pt
200 – 299mm	4pt
300 – 399mm	5pt
400 – 549mm	6pt
Above 550mm scale in proportion to 549mm width	

1

Choose one of the fixed proportion tab shapes. Do not customise the proportion.

➤ Find out more

17 Cover and poster tab shape

13 Secondary colours

14 Primary typefaces

2

Set your desired height for the tab. The height of the top half of the tab should never be less than the height of the logo space as shown

➤ Artwork assets:

JCP\_TabShapes1

JCP\_TabShapes2

JCP\_TabShapes3

JCP\_TabShapes4

JCP\_TabShapes5

3

Set the radius of the corners by measuring the width of the tab shape and apply the correct radius size as specified in this chart.

4

Colour your tab in a secondary colour, an approved tint or white base. If using a keyline version with a white base, measure the width of the tab shape and apply the correct point size as specified in this chart.

## Graphic elements: Support graphics

Here are some examples of our support graphic styles for items such as bullet points, lines, numbers and icons.

### Your next Jobfair:

- **Tuesday 8th July 2008**
- **10.30am to 5.00pm**
- **Lewisham Jobcentre Plus**  
**9-19 Rushey Green**  
**Catford**  
**London SE6 4AZ**

1

Bullet points should be coloured in the secondary colour chosen for the publication or section.

### ➤ Find out more

13 Secondary colours  
14 Primary typefaces  
17 Cover and poster tab shape  
21 Icons

### ➤ Artwork assets:

JCP\_Icons  
JCP\_Numbers

### Your next Jobfair:

**Tuesday 8th July 2008**  
**10.30am to 5.00pm**

**Lewisham Jobcentre Plus**  
**9-19 Rushey Green**  
**Catford**  
**London SE6 4AZ**

2

For lines and rules in text and tables we use a dotted style and they can be coloured in black, a tint of black or in a secondary colour.



3

For numbered or lettered lists we use a simple circle coloured in black, a tint of black or a secondary colour with the numeral or letter centred and coloured white. Page numbers do not appear in this style.



4

We have a selection of coloured circular icons used to draw attention to key information such as a call to action or highlighted information. Any new icons created must be approved by the brand team. Find out more about how we use icons on page 21.

## Graphic elements: Icons

We use our circular icons in the following ways:

- 1 For a call to action.
- 2 To signpost information in a graphic panel.
- 3 As a large graphic when no images are being used.

1

Call to action

?

**Ask an adviser for details**

🖱️

**Go online:** [www.jobcentreplus.gov.uk](http://www.jobcentreplus.gov.uk)

☎️

**Or call:** 0000 000 0000

📞

**Or textphone:** 0000 000 0000

1



**Log on**

[www.jobcentreplus.gov.uk](http://www.jobcentreplus.gov.uk)

2



**Call up**

0845 6060 234

3



**Job done**

2

Graphic panels

**Visit your nearest Jobcentre Plus  
and press start on the jobpoint  
or pick up the phone**



“Going online means  
I can apply for work  
anytime I want.”

Ben Hodge  
Doncaster

### > Find out more

- 13 Secondary colours
- 14 Primary typefaces
- 18 Secondary graphic tab shape
- 20 Support graphics

3

Large graphic



Come along to our next  
Job fair. Local companies  
are ready and waiting to  
talk to you.

> A date for your diary:  
Tuesday 8th July 2008  
10.30am to 5.00pm  
Lewisham Jobcentre Plus  
9-19 Rushey Green  
Catford  
London SE6 4AZ

> [www.jobcentreplus.gov.uk](http://www.jobcentreplus.gov.uk)

### > Artwork assets:

- JCP\_TabShapes1
- JCP\_TabShapes2
- JCP\_TabShapes3
- JCP\_TabShapes4
- JCP\_TabShapes5
- JCP\_Icons
- JCP\_Numbers

## Some common mistakes: Our logo

Here are some examples of common mistakes that occur when using our logo.

Always use the approved artwork to make sure the logo is placed and positioned correctly.

**JobcentrePlus**

**Part of the DWP**

- ✗ Do not try to recreate the logo

**jobcentreplus**

Part of the Department  
for Work and Pensions

- ✗ Do not recolour the logo

**jobcentreplus**

Part of the Department  
for Work and Pensions

- ✗ Do not add any 3D effects or shadows to the logo

### ➤ Find out more

- 07 English language logo
- 08 Dual language logo
- 09 Welsh language logo
- 10 Colour options
- 12 Primary colour palette



- ✗ Do not bend, stretch or rotate the logo



Part of the Department  
for Work and Pensions

- ✗ Do not place anything in area of clear space



Part of the Department  
for Work and Pensions

- ✗ Do not change the shape of the green block

Part of the Department  
for Work and Pensions

**jobcentreplus**

- ✗ Do not reposition any of the elements of the logo



- ✗ Do not scale smaller than the minimum size

**Welcome to:**

**jobcentreplus**

Part of the Department  
for Work and Pensions

- ✗ Do not add any extra names or straplines

### Some common mistakes: The tab shape

Here are some examples of common mistakes that occur when using our tab shape.

Always use the approved artwork and follow the step-by-step guide to make sure the tab shape is placed and positioned correctly.



✗ Do not fill the tab shape with any unauthorised colours textures or gradients. Do not add any shadows or 3D effects.



✗ Do not fill the tab shape with any unauthorised illustrations or clip art.



✗ Do not adjust the tab shape outside the parameters of the recommended settings.



✗ Do not overuse the tab shape. Use only once or twice on a design spread.

#### ➤ Find out more

- 13 Secondary colours
- 16 Photography
- 17 Cover and poster tab shape
- 18 Secondary graphic tab shape

#### ➤ Artwork assets:

- JCP\_TabShapes1
- JCP\_TabShapes2
- JCP\_TabShapes3
- JCP\_TabShapes4
- JCP\_TabShapes5

---

# Section 2

# Marketing communications

This section introduces our customer facing communications with particular guidance on how we design leaflets, flyers, brochures and case studies.

## Marketing literature: Design elements overview

Here is a typical front and back cover of some marketing communications literature, introducing the key design elements and explaining how they are used.

In this section you can find out more about how we use these design elements across a range of flyers, booklets, brochures and posters.

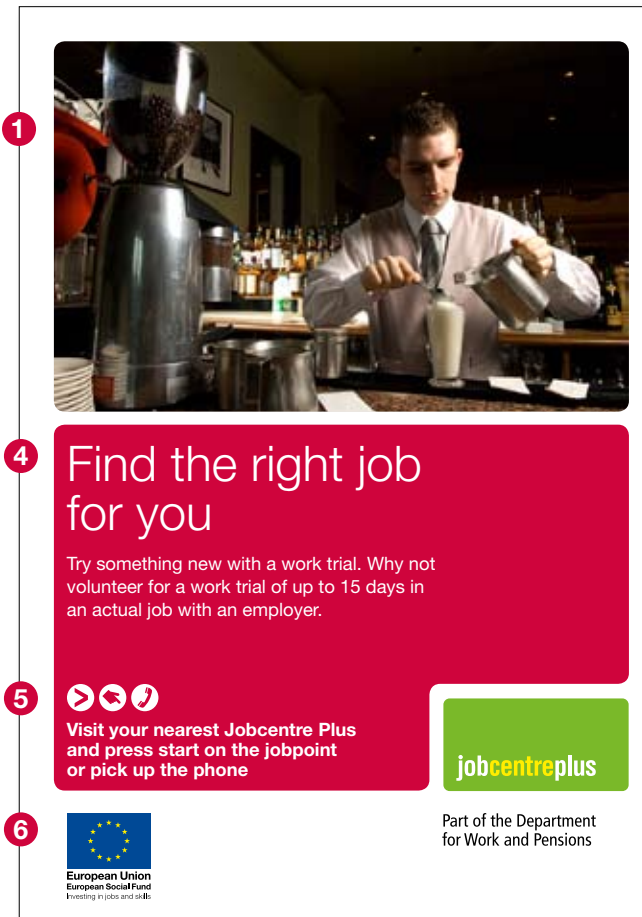
**Photography** can be cropped in 1/3 page, 1/2 page and 2/3 page. Multiple images can also be arranged in a square grid pattern on a full page tab shape.

**Headlines** should be simple, clear and direct typeset in Helvetica Neue 45 Light.

**Call-to-action** can use icons to group different contact details.

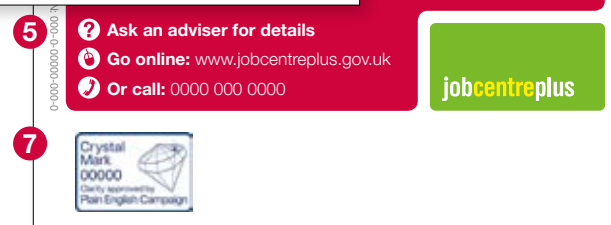
**Co-brands** can appear in this position at the bottom left of the front cover. They should be high resolution files (vector graphics or at least 300dpi).

Front cover



**Accreditations** (eg. the crystal mark) can appear in this position at the bottom left of the back cover and also should be high resolution.

Back cover



**2 The tab shape** can be used in 1/3 page, 1/2 page, 2/3 page and full page proportions. It should be coloured in a secondary palette colour - never in a primary palette colour.

**3 The logo** always appears at the bottom right of a cover, locked into the tab shape. The endorsement appears on the front but not the back.

**Section 2:**  
**Marketing communications****Marketing literature:**  
**A5 Cover design options**

There are two types of A5 formats for our marketing communications:

- 1 A5 leaflet
- 2 A5 flyer

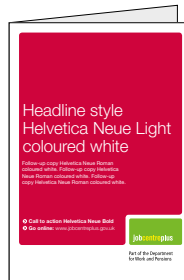
For both these formats there are options for the image sizes.

- a No image
- b Multiple small square images
- c 1/3 image
- d 1/2 image
- e 2/3 image

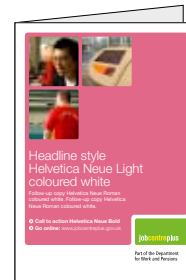
The tab shape can be coloured in any of the secondary colours, either as a solid colour or in one specified tint. Do not colour the tab shape in the green or yellow from the primary colour palette.

1  
A5  
leaflet

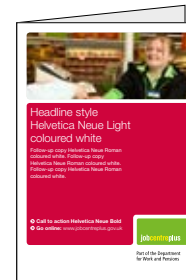
a No image



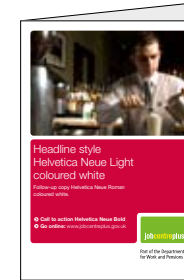
b Multiple images



c 1/3 image



d 1/2 image



e 2/3 image



2  
A5  
flyer

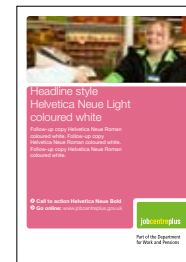
a No image



b Multiple images



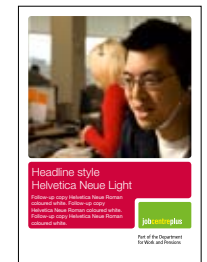
c 1/3 image



d 1/2 image



e 2/3 image



**Marketing literature:**  
**A4 Cover design options**

There are two types of A4 formats for our marketing communications:

- 1 A4 brochure
- 2 A4 case study and fact sheet

For both these formats there are options for the image sizes.

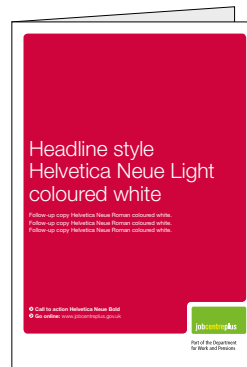
- a No image
- b Multiple small square images
- c 1/3 image
- d 1/2 image (A4 brochure only)
- e 2/3 image (A4 brochure only)

The tab shape can be coloured in any of the secondary colours, either as a solid colour or in one specified tint. Do not colour the tab shape in the green or yellow from the primary colour palette.

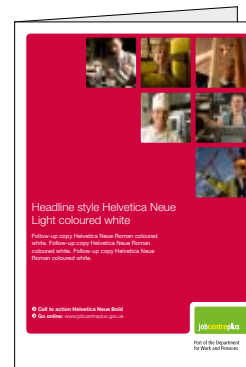
A4 case study and fact sheets can also use a keyline version of the tab on the front and/or back.

**1**  
A4  
brochure

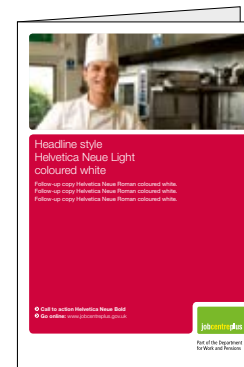
**a** No image



**b** Multiple images



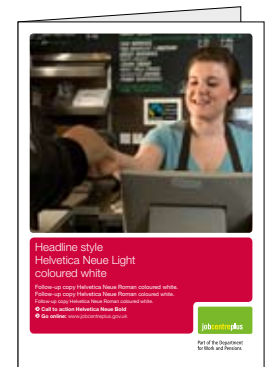
**c** 1/3 image



**d** 1/2 image



**e** 2/3 image

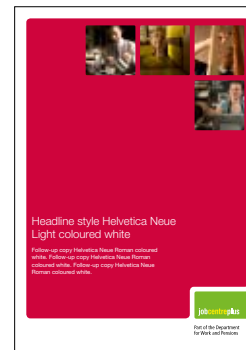


**2**  
A4  
case study  
and fact  
sheet

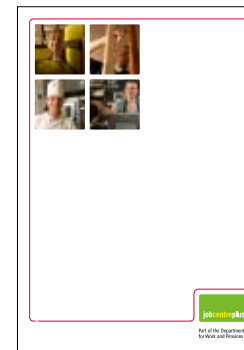
**a** No image



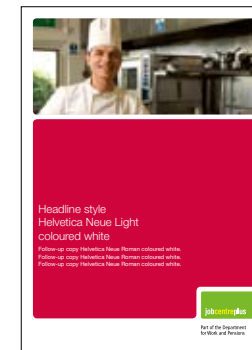
**b** Multiple images



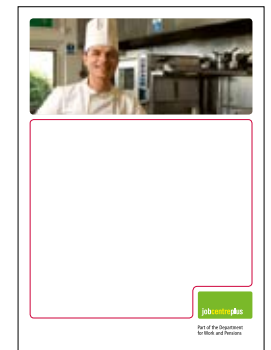
Keyline version



**c** 1/3 image



Keyline version

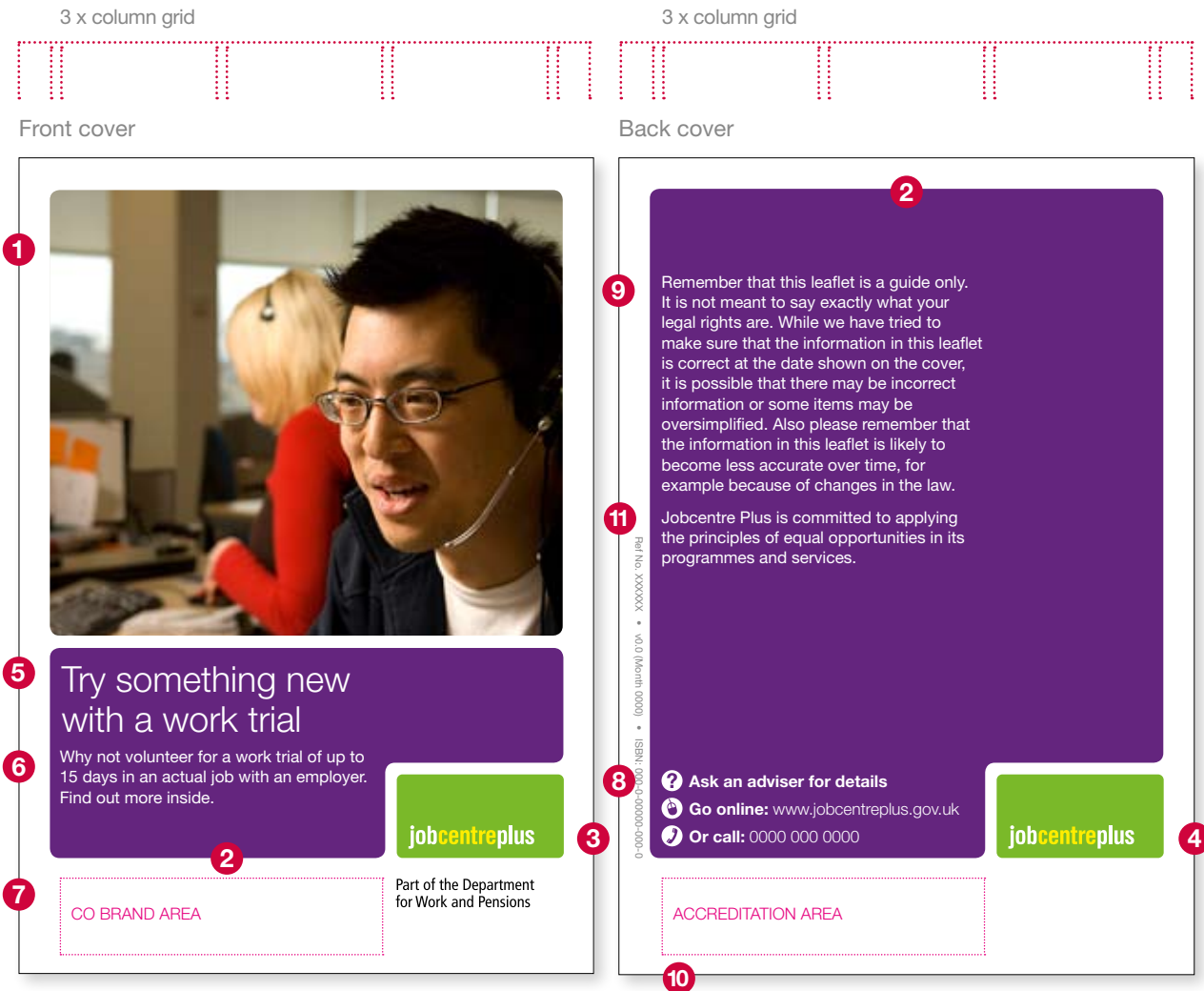


**A5 Leaflet  
single language**

Here is an example of a cover for an A5 leaflet suitable for announcements, promotions and mailers. All our A5 formats follow the same three column grid.

The sample design elements shown are:

- 1 Image area
- 2 Tab shape
- 3 Jobcentre Plus logo with endorsement
- 4 Jobcentre Plus logo no endorsement
- 5 Headline
- 6 Follow-up text
- 7 Optional front cover co-brand area
- 8 Call-to-action
- 9 Back cover copy
- 10 Optional back cover accreditation area
- 11 Leaflet product code



- **Suitable for:**
- Jobseekers
  - Employers

- **Find out more**
- Page 25 Marketing literature: design elements overview

- **Artwork assets:**
- JCP\_MCA5LeafletEng

**Section 2:**  
**Marketing communications****A5 Leaflet**  
**dual language**

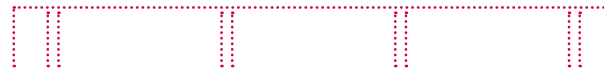
Here is an example of the covers for a twist and tumble A5 dual language leaflet, suitable for announcements, promotions and mailers.

The sample design elements shown are:

- 1 Image area
- 2 Tab shape
- 3 Jobcentre Plus English language logo
- 4 Jobcentre Plus Welsh language logo
- 5 5 Headline
- 6 6 Follow-up text
- 7 7 Call-to-action
- 8 Optional front cover co-brand area
- 9 Leaflet product code (on either cover)

- English language
- Welsh language

3 x column grid



Front cover English ↻ twist and tumble

1

5 Find the right job for you

6 Try something new with a work trial. Why not volunteer for a work trial of up to 15 days in an actual job with an employer.

7 > There are hundreds of jobs now available in your local area. [www.jobcentreplus.gov.uk](http://www.jobcentreplus.gov.uk)

2 jobcentreplus

8 CO-BRAND AREA

Part of the Department for Work and Pensions

3 x column grid



Front cover Welsh ↻ twist and tumble

1

9

5 Dewch o hyd i'r swydd sy'n iawn i chi

6 Rhwch gynnig ar rywbeth newydd gyda threial gwaith. Gwirffolwch ar gyfer treial gwaith am hyd at 15 diwrnod mewn swydd go iawn gyda chyflogwr

7 > Mae yna gannoedd o swyddi yn eich ardal leol. [www.canolfanbydgwaith.gov.uk](http://www.canolfanbydgwaith.gov.uk)

2 canolfanbydgwaith

8 CO-BRAND AREA

Rhan o'r Adran Gwaith a Phensiynau

- > Suitable for:
- Jobseekers
  - Employers

- > Find out more
- Page 25 Marketing literature: design elements overview

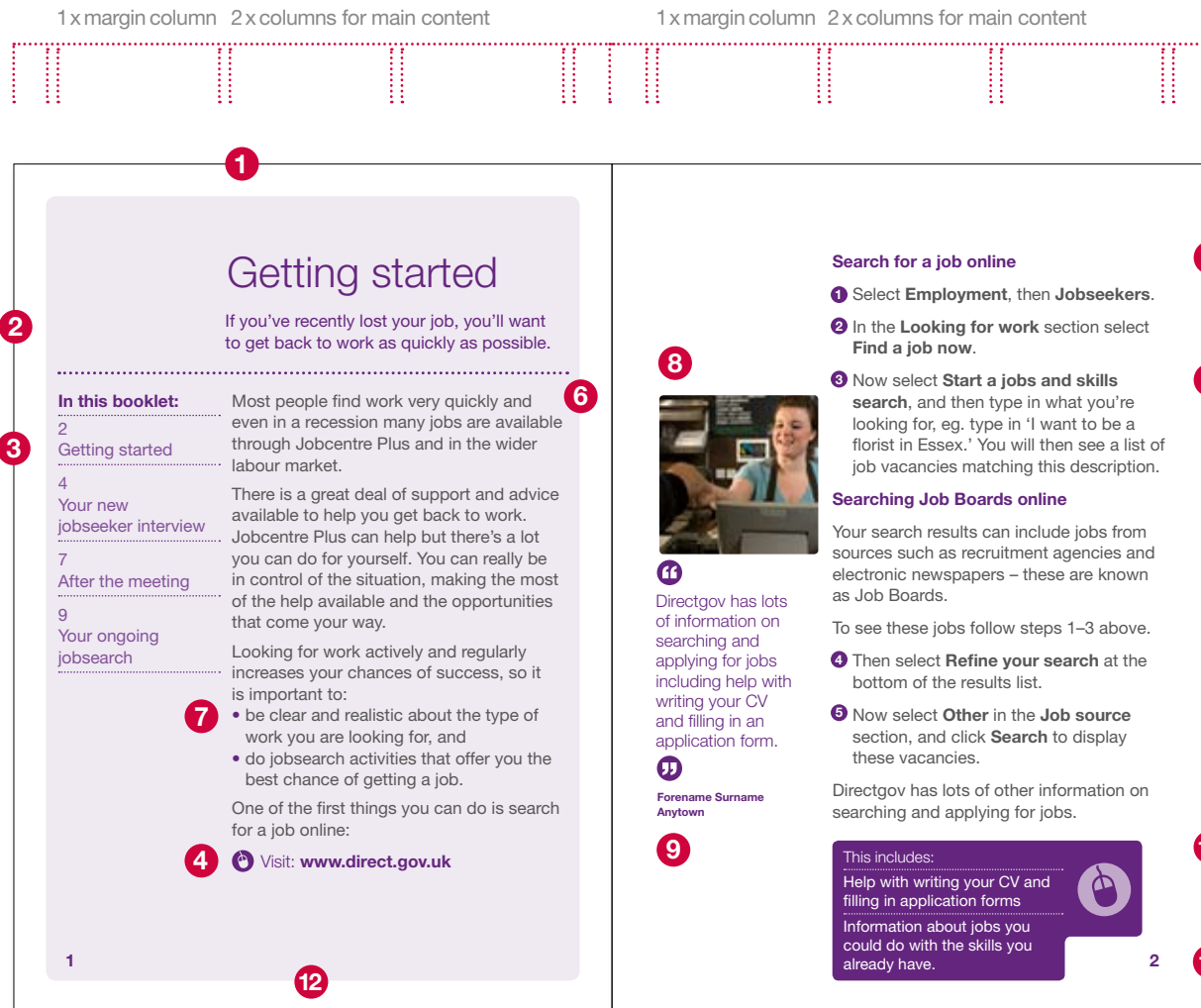
- > Artwork assets:
- JCP\_MCA5LeafletDual

**Section 2:**  
**Marketing communications****A5 Leaflet**  
**inside spread**

Our A5 format uses a three column grid that allows two columns for main content with the third column as a side margin reserved for call-outs, quotations, lists, captions or small images.

The sample design elements shown are:

- 1 Main heading
- 2 Subheading
- 3 Contents in margin
- 4 Call to action
- 5 Paragraph heading
- 6 Body copy
- 7 Bulleted list
- 8 Small square image
- 9 Quotation in margin
- 10 Tab shape highlight box
- 11 Pagination
- 12 Tinted secondary colour panel



- **Suitable for:**
- Jobseekers
  - Employers

- **Find out more**
- Page 25 Marketing literature: design elements overview

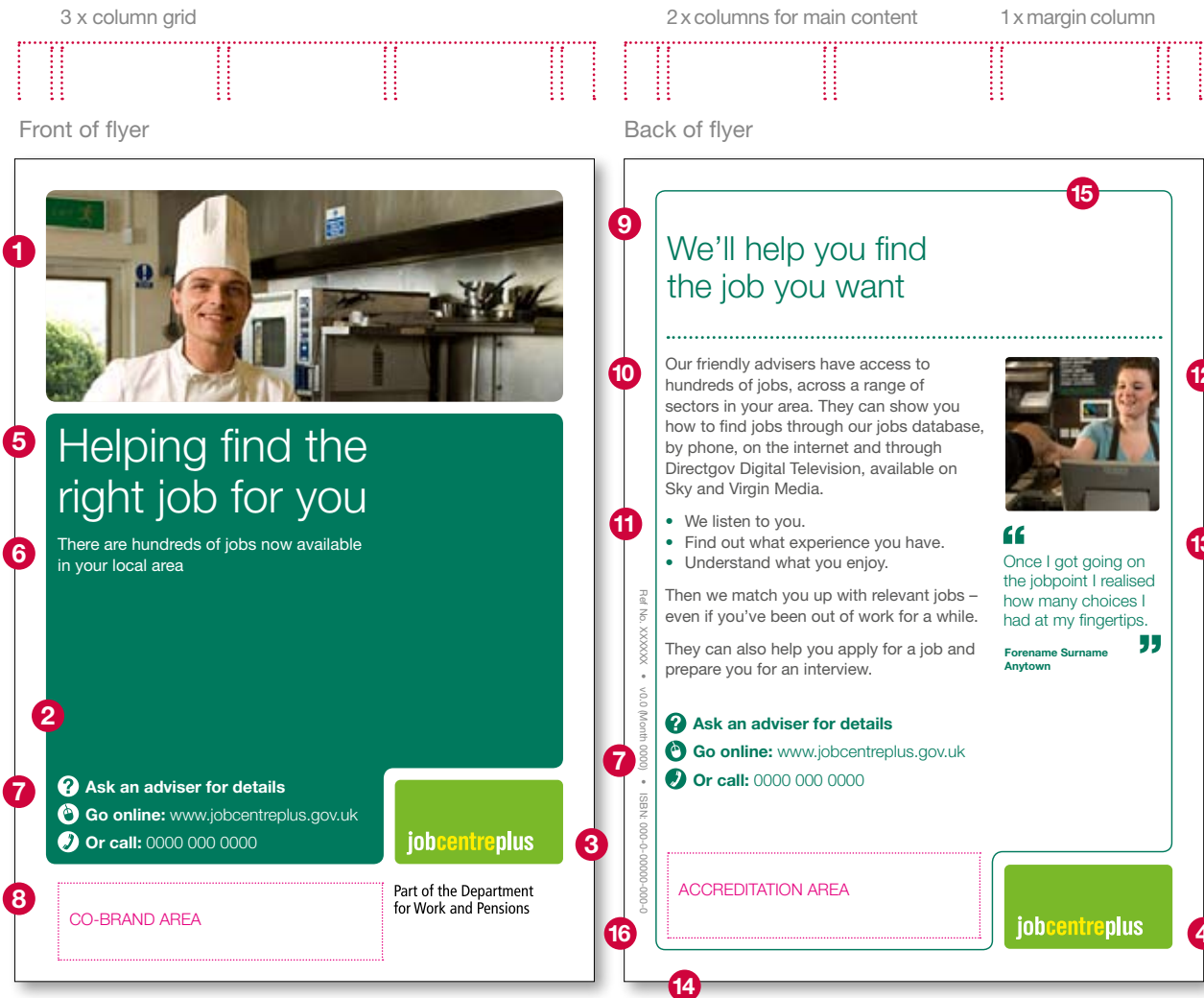
- **Artwork assets:**
- JCP\_MCA5LeafletEng

**Section 2:**  
**Marketing communications****A5 Flyer**  
**single language**

Our A5 flyer format uses the same grid and styles as our A5 leaflet and is suitable for announcements, promotions, hand-outs and mailers.

The sample design elements shown are:

- 1 Image area
- 2 Tab shape
- 3 Jobcentre Plus logo with endorsement
- 4 Jobcentre Plus logo no endorsement
- 5 Headline
- 6 Follow-up text
- 7 Call-to-action
- 8 Optional front co-brand area
- 9 Main heading
- 10 Body copy
- 11 Bulleted list
- 12 Small square image
- 13 Quotation in margin
- 14 Optional back accreditation area
- 15 Keyline back cover tab shape
- 16 Flyer product code



- **Suitable for:**
- Jobseekers
  - Employers

- **Find out more**  
Page 25 Marketing literature: design elements overview

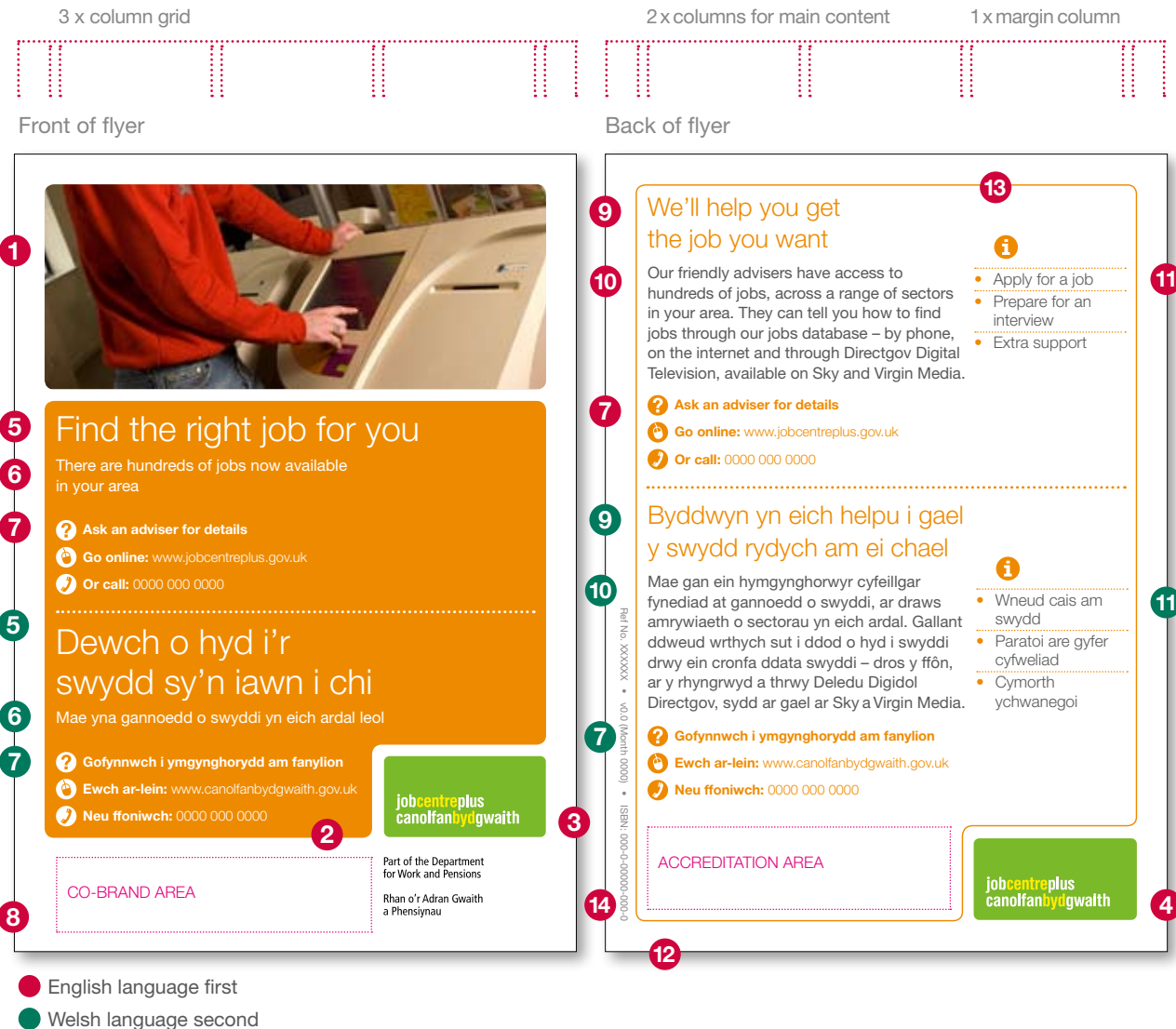
- **Artwork assets:**  
JCP\_MCA5FlyerEng

**A5 Flyer**  
**dual language**

Our A5 flyer format uses the same grid and styles as our A5 leaflets and is suitable for announcements, promotions, hand-outs and mailers. The two languages can be together as shown, or English on one side and Welsh on the other.

The sample design elements shown are:

- 1 Image area
- 2 Tab shape
- 3 Jobcentre Plus dual language logo with strapline
- 4 Jobcentre Plus dual language logo no strapline
- 5 5 Headline
- 6 6 Follow-up text
- 7 7 Call-to-action
- 8 Optional front co-brand area
- 9 9 Main heading
- 10 10 Body copy
- 11 11 Bulleted and ruled list
- 12 Optional back accreditation area
- 13 Keyline back cover tab shape
- 14 Flyer product code



- English language first
- Welsh language second

- **Suitable for:**
  - Jobseekers
  - Employers
- **Find out more**  
Page 25 Marketing literature: design elements overview

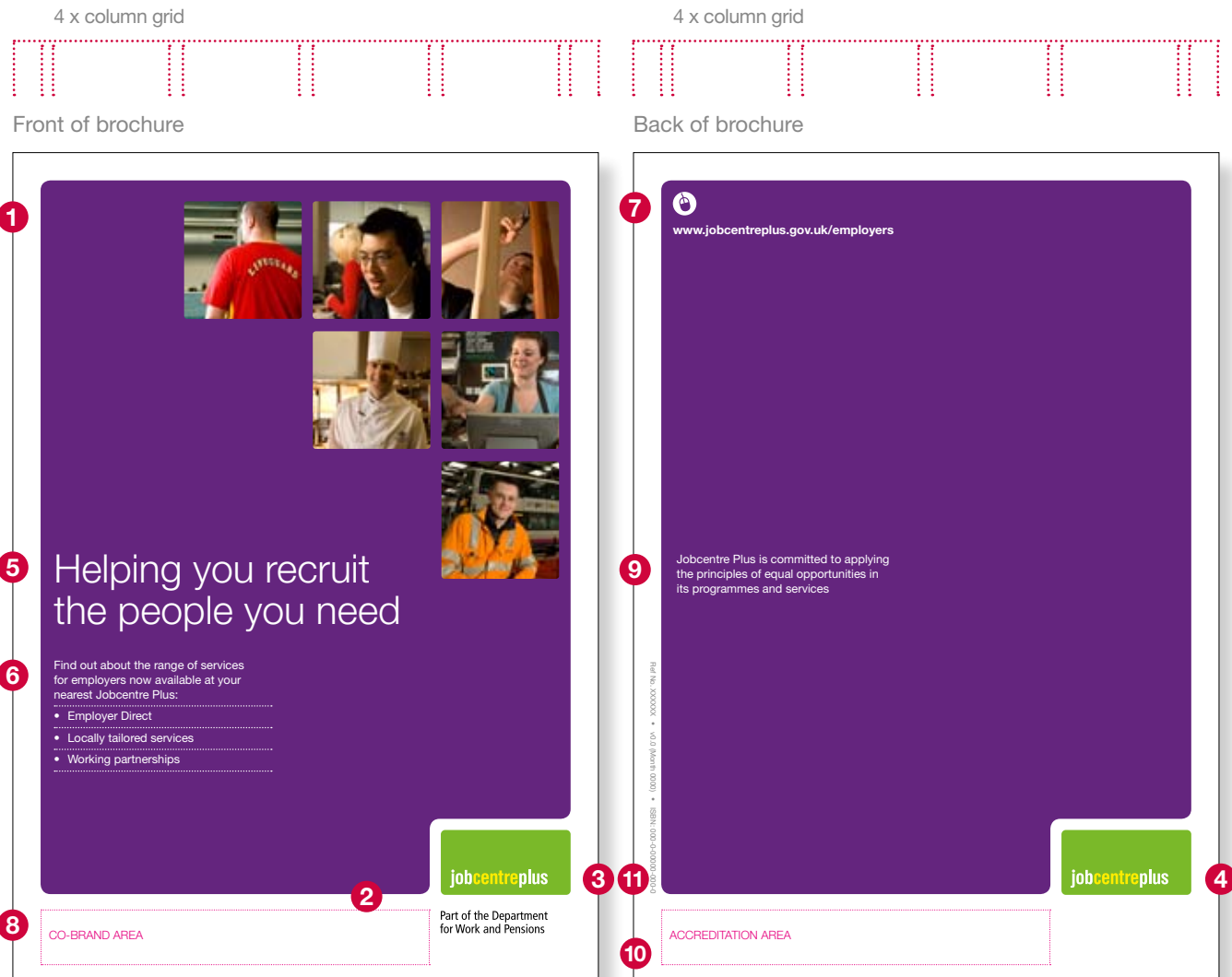
- **Artwork assets:**  
JCP\_MCA5FlyerDual

**A4 Brochure**  
**single language**

Here is an example of a cover for an A4 brochure suitable for employer and partner communications. All our A4 formats follow the same four column grid.

The sample design elements shown are:

- 1 Image area (multiple images shown)
- 2 Tab shape
- 3 Jobcentre Plus logo with endorsement
- 4 Jobcentre Plus logo no endorsement
- 5 Headline
- 6 Follow-up text
- 7 Call-to-action
- 8 Optional front cover co-brand area
- 9 Back cover copy
- 10 Optional back cover accreditation area
- 11 Brochure product code



- **Suitable for:**
- Employers
  - Partners

- **Find out more**
- Page 25 Marketing literature: design elements overview

- **Artwork assets:**
- JCP\_MCA4BrochEng

**Section 2:**  
**Marketing communications****A4 Brochure  
dual language**

Here is an example of a cover for a twist and tumble dual language A4 brochure suitable for employer and partner communications. All our A4 formats follow the same four column grid.

The sample design elements shown are:

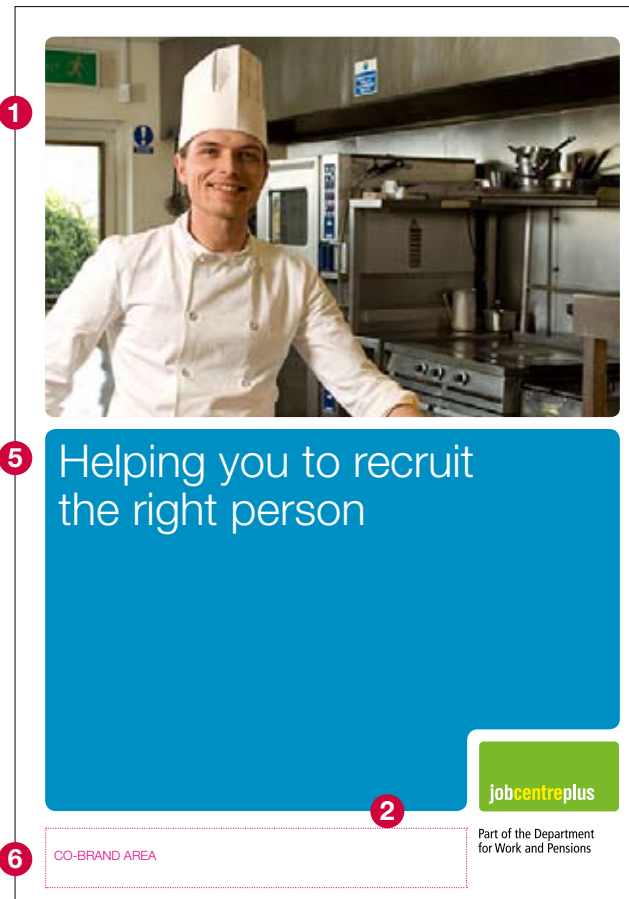
- 1 Image area
- 2 Tab shape
- 3 Jobcentre Plus English language logo with endorsement
- 4 Jobcentre Plus Welsh language logo with endorsement
- 5 5 Headline
- 6 Optional co-brand area
- 7 Brochure product code (on either cover)

- English language
- Welsh language

4 x column grid



Front cover English ↻ twist and tumble



4 x column grid



Front cover Welsh ↻ twist and tumble



- **Suitable for:**
- Employers
  - Partners

- **Find out more**
- Page 25 Marketing literature: design elements overview

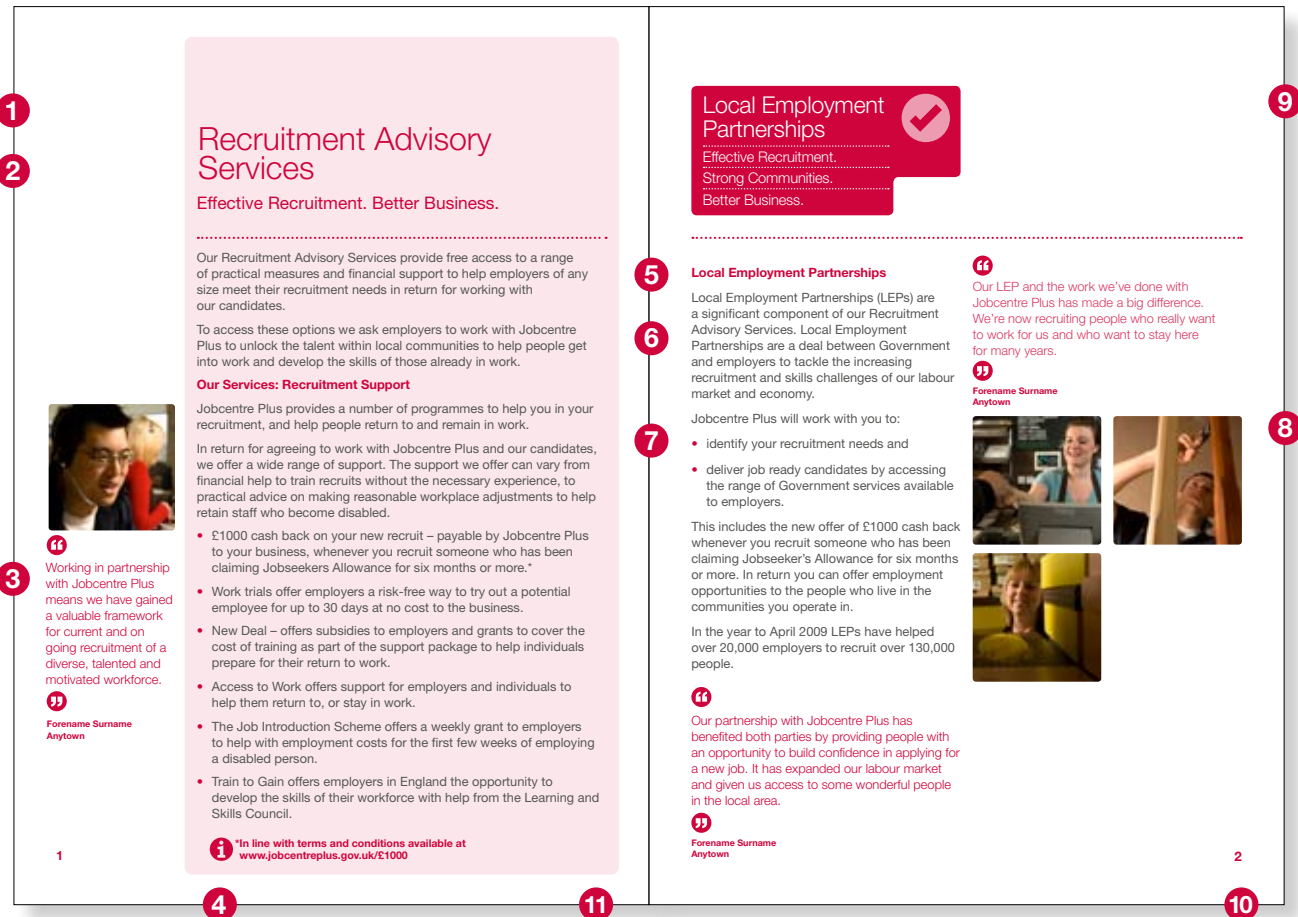
- **Artwork assets:**
- JCP\_MCA4BrochDual

**Section 2:**  
**Marketing communications****A4 Brochure**  
**inside spread**

Our A4 format uses a four column grid that allows three columns for main content with the fourth column as a side margin reserved for call-outs, quotations, lists, captions or small images. Alternatively use 2 column widths for 2 columns of text.

The sample design elements shown are:

- 1 Main heading
- 2 Subheading
- 3 Call out quotation
- 4 Further information
- 5 Paragraph heading
- 6 Body copy
- 7 Bulleted list
- 8 Small square images
- 9 Tab shape highlight box
- 10 Pagination
- 11 Tinted secondary colour panel



- **Suitable for:**
- Employers
  - Partners

- **Find out more**
- Page 25 Marketing literature: design elements overview

- **Artwork assets:**
- JCP\_MCA4BrochEng

Our A4 Case studies and Fact sheets use the same four column grid as our brochures.

The sample design elements shown are:

- 1 Image area
- 2 Tab shape
- 3 Keyline tab shape option
- 4 Jobcentre Plus logo with endorsement
- 5 Case study or Fact sheet headline
- 6 Follow-up text
- 7 Paragraph heading
- 8 Body copy
- 9 Bulleted list
- 10 Small square images
- 11 Call-to-action
- 12 Optional front co-brand area
- 13 Product code


--	--	--	--	--	--

Front of a solid coloured example



**Suitable for:**

- Employers
- Partners

 **Find out more**  
Page 25 Marketing literature: design elements overview

--	--	--	--	--

Front of a keyline single sided example



➤ **Artwork assets:**  
JCP MCA4CaseStu

**Section 2:**  
**Marketing communications****A1 Poster**

Our A1 Posters also use a four column grid. Make sure you consider how much you want to say on the poster depending on where it is displayed – eg. for waiting areas the content can be quite detailed but those displayed in windows should be short and to the point for more impact.

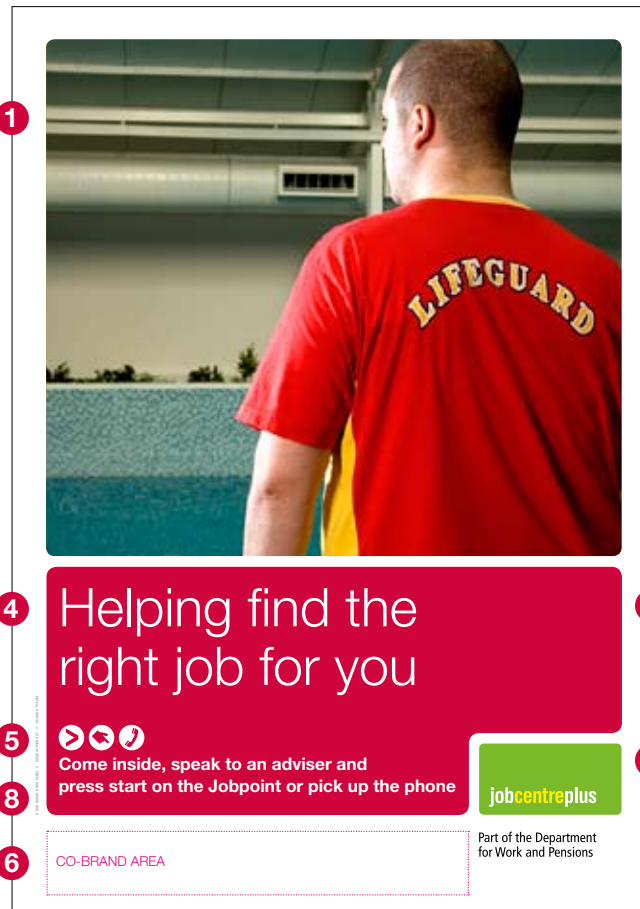
The sample design elements shown are:

- 1 Image area
- 2 Tab shape
- 3 Jobcentre Plus logo with endorsement
- 4 Headline
- 5 Call-to-action
- 6 Optional co-brand area
- 7 Large graphic icon may be used on posters if there are no images
- 8 Poster product code

4 x column grid



2/3 image version - window display: high impact



4 x column grid



No image version - in branch: more detail



- **Suitable for:**
- Jobseekers
  - Employers
  - Partners

- **Find out more**
- Page 25 Marketing literature: design elements overview

- **Artwork assets:**
- JCP\_MCA1Poster

**Presentations**

We have a template for our screen based presentations. They use some of the same design elements used in our print materials.

The sample design elements shown are:

- 1 Tab shape (keyline version)
- 2 Jobcentre Plus logo
- 3 Title
- 4 Follow-up text
- 5 Square images (selection available)
- 6 Slide heading tab shape
- 7 Bulleted text
- 8 Presentation title footer

**Suitable for:**

- Employers
- Partners

**Artwork assets:**

JCP\_MCPresTemplateOrang

## Press Ads

### Half page

Our press ads use bespoke designs that are tailor made to suit the message and the size and proportion of the ad space.

Please ensure that your bespoke design features the tab shape and logo prominently and makes consistent use of our colour palette, type styles, icons and imagery.



#### ➤ Suitable for:

- Jobseekers
- Employers
- Partners

#### ➤ Find out more

Page 52  
Special campaigns

**Press Ads****Column and horizontal formats**

Our press ads use bespoke designs that are tailor-made to suit the message and the size and proportion of the ad space.

Please ensure that your bespoke design features the tab shape and logo prominently and makes consistent use of our colour palette, type styles, icons and imagery.

The sample designs shown are:

- 1** Square format using the 1/2 image format
- 2** Bespoke sized tab shape with square images inside the shape. Bespoke tab shapes are subject to approval.



- **Suitable for:**
- Jobseekers
  - Employers
  - Partners

- **Find out more**
- Page 52  
Special campaigns

## Press Ads

## Column and horizontal formats (continued)

Some narrow proportions are not suitable for the tab shape. For such occasions we have specifications for alternative configurations. Find out more in Section 4, special campaigns.

The sample design shown is:

- 3 Bespoke format for extreme proportions with square images inside the shape. Bespoke formats are subject to approval.



- **Suitable for:**
- Jobseekers
  - Employers
  - Partners

- **Find out more**
- Page 52
- Special campaigns

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# Section 3

## Internal communications

This section outlines the small design variations we make when communicating to our internal audience.

## Internal communications: design elements overview

Here is a typical example of a front cover of a piece of internal communications, introducing the key design elements and explaining how they are used.

In this section you can find out more about how we use these design elements across a range of communications channels.

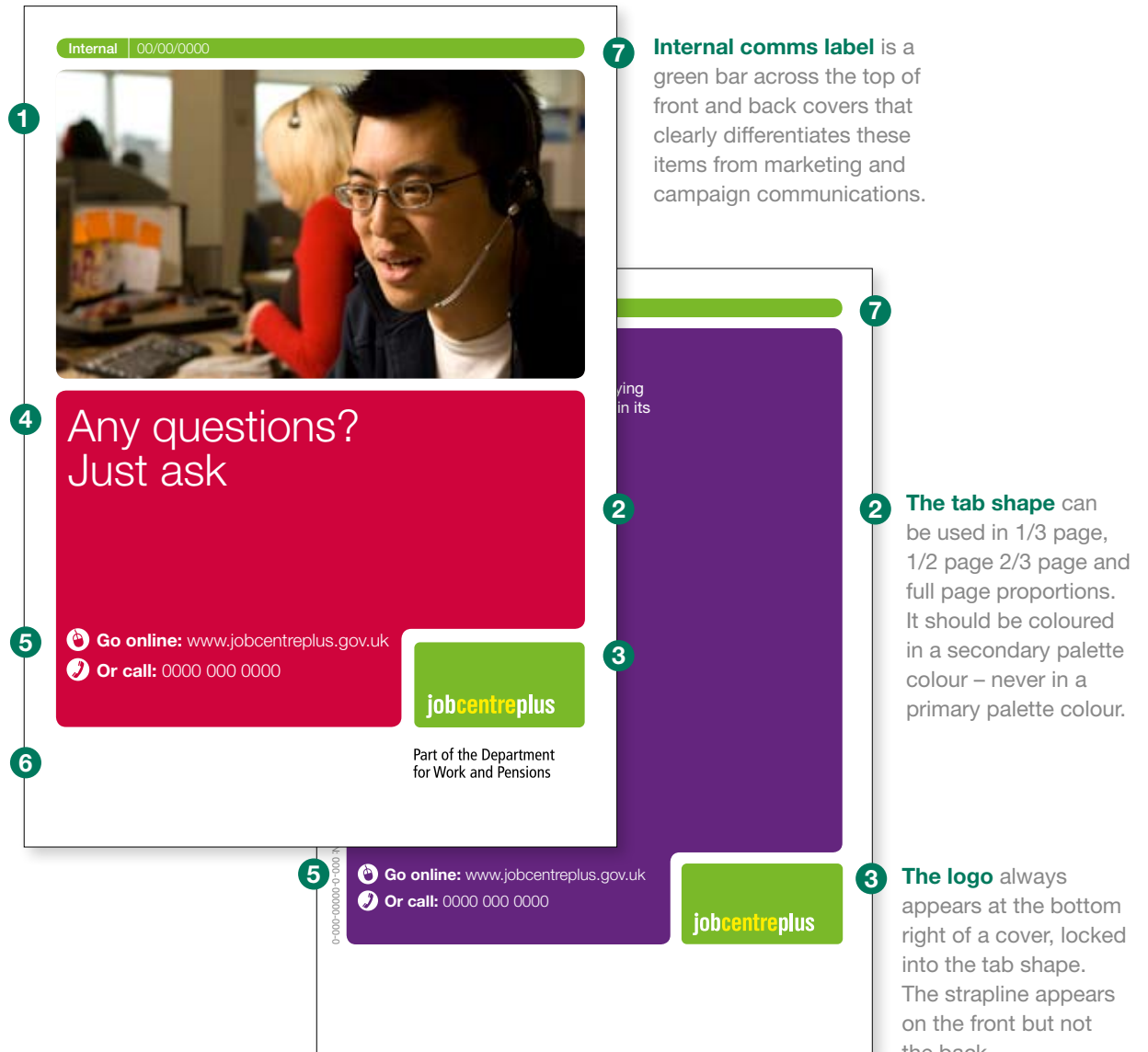
For any internal communications please also consider non-print channels such as the intranet, as an alternative to printing flyers, booklets, brochures and posters.

**Photography** can be cropped in 1/3 page, 1/2 page and 2/3 page. Multiple images can also be arranged in a square grid pattern on a full page tab shape.

**Headlines** should be simple, clear and direct typeset in Helvetica Neue 45 Light.

**Call-to-action** can use icons to group different contact details.

**Co-brands** can appear in the accreditation area at the bottom left of the front cover. They should be high resolution files (vector graphics or at least 300dpi).



**Internal comms label** is a green bar across the top of front and back covers that clearly differentiates these items from marketing and campaign communications.

**The tab shape** can be used in 1/3 page, 1/2 page 2/3 page and full page proportions. It should be coloured in a secondary palette colour – never in a primary palette colour.

**The logo** always appears at the bottom right of a cover, locked into the tab shape. The strapline appears on the front but not the back.

## Internal communications literature:

### A5 Cover design options

There are two types of A5 formats for our internal communications:

- 1 A5 leaflet
- 2 A5 flyer

For both these formats there are options for the image sizes.

- a No image
- b Multiple small square images
- c 1/3 image
- d 1/2 image
- e 2/3 image

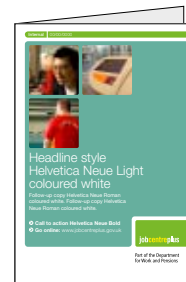
The tab shape can be coloured in any of the secondary colours, either as a solid colour or in one specified tint. Do not colour the tab shape in the green or yellow from the primary colour palette.

#### 1 A5 leaflet

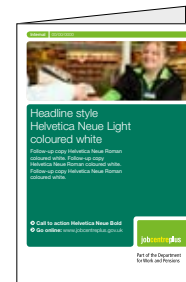
##### a No image



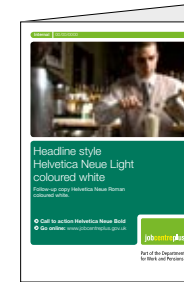
##### b Multiple images



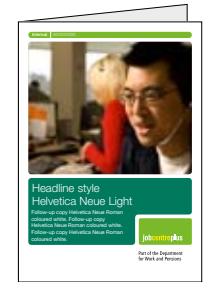
##### c 1/3 image



##### d 1/2 image

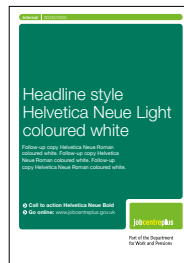


##### e 2/3 image



#### 2 A5 flyer

##### a No image



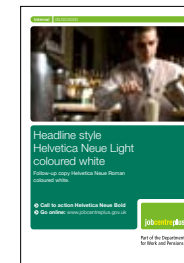
##### b Multiple images



##### c 1/3 image



##### d 1/2 image



##### e 2/3 image



#### ➤ Inside spreads

The design for all our internal comms inside spreads is the same as those we use for campaign comms.

**Section 3:****Internal communications****Internal communications literature:****A4 Cover design options**

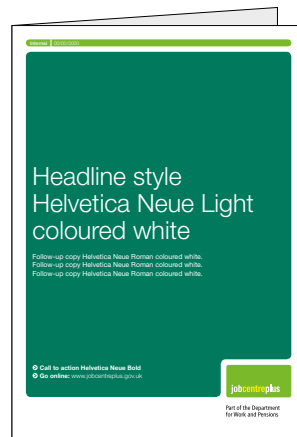
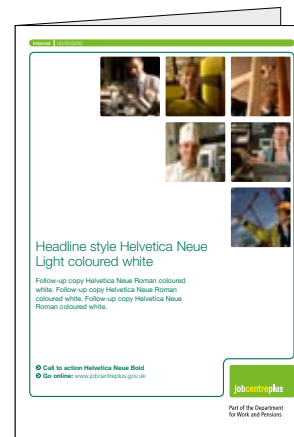
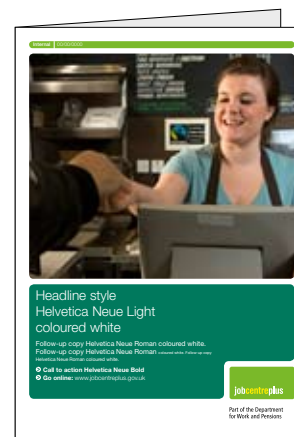
There is one type of A4 format for our internal communications:

**1 A4 brochure**

For this format there are five options for the image sizes.

- a** No image
- b** Multiple small square images
- c** 1/3 image
- d** 1/2 image
- e** 2/3 image

The tab shape can be coloured in any of the secondary colours, either as a solid colour or in one specified tint. Do not colour the tab shape in the green or yellow from the primary colour palette.

**1**  
A4 brochure**a** No image**b** Multiple images**c** 1/3 image**d** 1/2 image**e** 2/3 image**> Inside spreads**

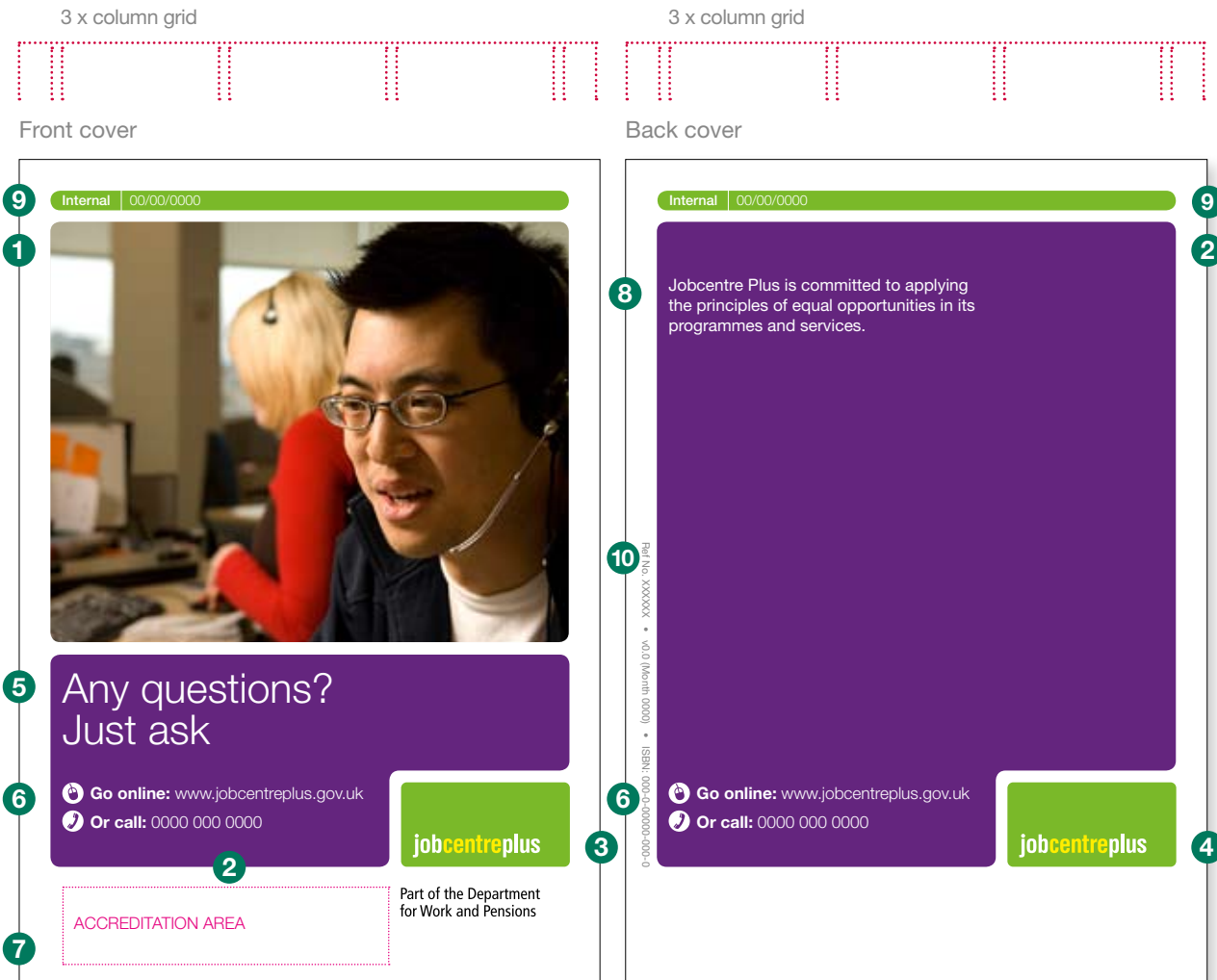
The design for all our internal comms inside spreads is the same as those we use for campaign comms.

**Section 3:****Internal communications****A5 Leaflet**

Here is an example of a cover for an A5 leaflet suitable for announcements, promotions and mailers. All our A5 formats follow the same three column grid.

The sample design elements shown are:

- 1 Image area
- 2 Tab shape
- 3 Jobcentre Plus logo with endorsement
- 4 Jobcentre Plus logo no endorsement
- 5 Headline
- 6 Call to action
- 7 Optional front cover accreditation area
- 8 Back cover copy
- 9 Internal comms date label
- 10 Leaflet product code



- **Suitable for:**
- Internal comms

- **Find out more**
- Page 43 Internal communications: design elements overview

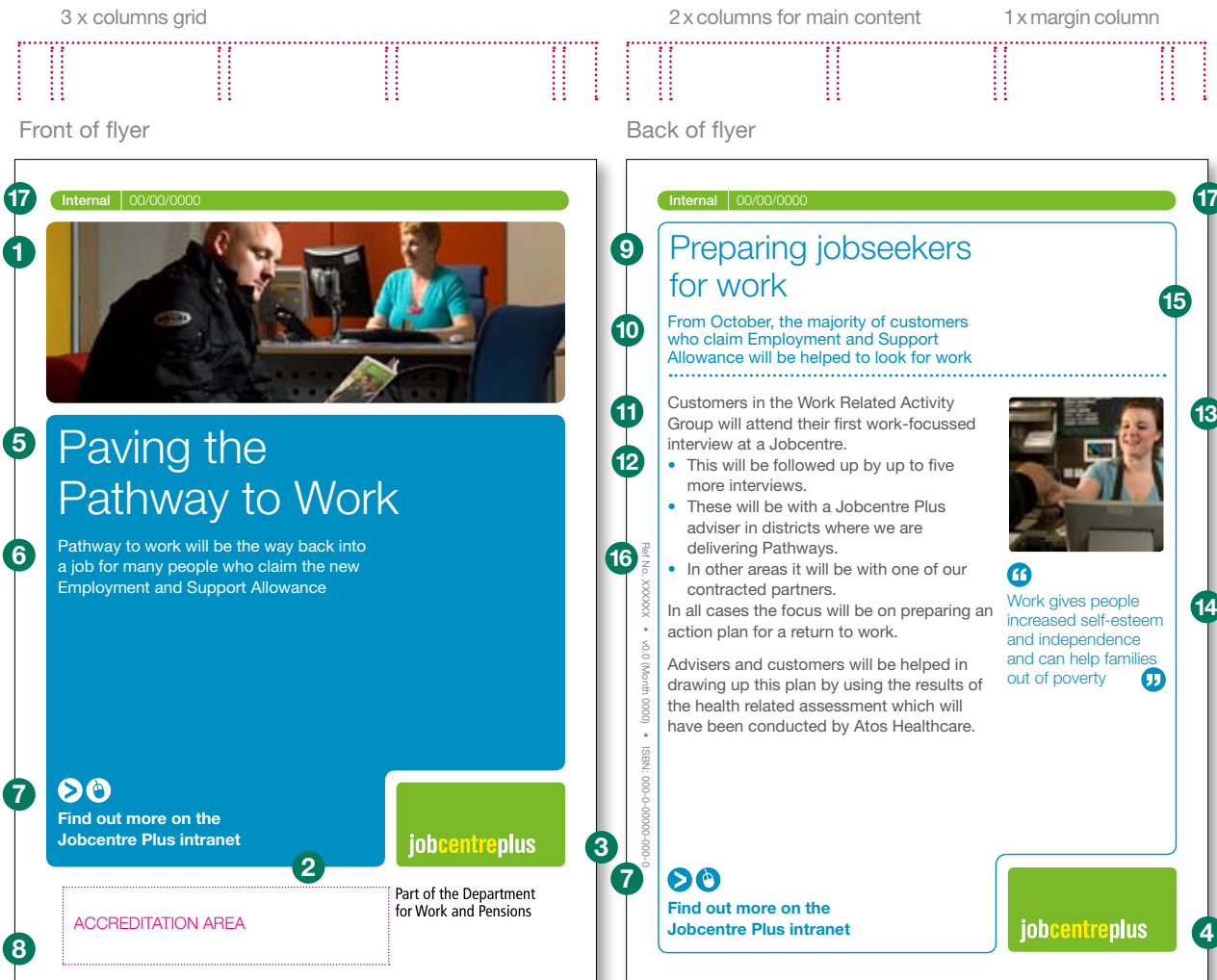
- **Artwork assets:**
- JCP\_ICA5Leaflet

**Section 3:****Internal communications****A5 Flyer**

Our A5 flyer format uses the same grid and styles as our A5 leaflets and is suitable for announcements, promotions, hand-outs and mailers.

The sample design elements shown are:

- 1 Image area
- 2 Tab shape
- 3 Jobcentre Plus logo with endorsement
- 4 Jobcentre Plus logo no endorsement
- 5 Headline
- 6 Follow-up text
- 7 Call-to-action
- 8 Optional front cover accreditation area
- 9 Main heading
- 10 Subheading
- 11 Body copy
- 12 Bulleted list
- 13 Small square image
- 14 Quotation in margin
- 15 Keyline back cover tab shape
- 16 Flyer product code
- 17 Internal comms date label



➤ **Suitable for:**  
• Internal comms

➤ **Find out more**  
Page 43 Internal communications: design elements overview

➤ **Artwork assets:**  
JCP\_ICA5Flyer

**Section 3:****Internal communications****A4 Brochure**

Here is an example of a cover for an A4 brochure suitable for internal communications such as reports and internal brochures. All our A4 formats follow the same four column grid.

The sample design elements shown are:

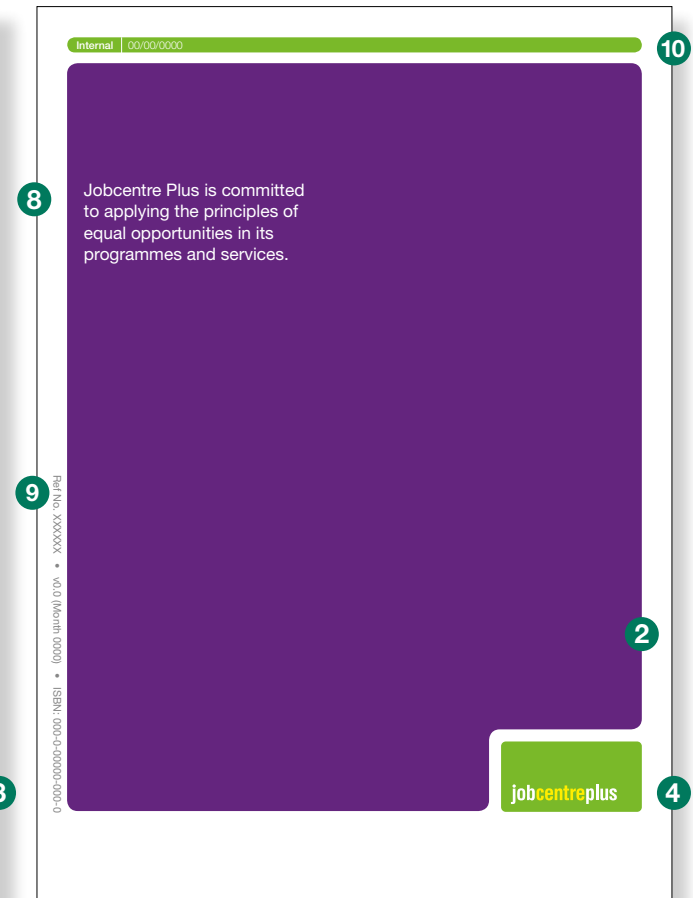
- 1 Image area (multiple images shown)
- 2 Tab shape
- 3 Jobcentre Plus logo with endorsement
- 4 Jobcentre Plus logo no endorsement
- 5 Headline
- 6 Follow-up text
- 7 Optional front cover accreditation area
- 8 Back cover copy
- 9 Brochure product code
- 10 Internal comms date label



Front of brochure



Back of brochure



➤ **Suitable for:**  
• Internal comms

➤ **Find out more**  
Page 43 Internal communications:  
design elements overview

➤ **Artwork assets:**  
JCP\_ICA4Broch

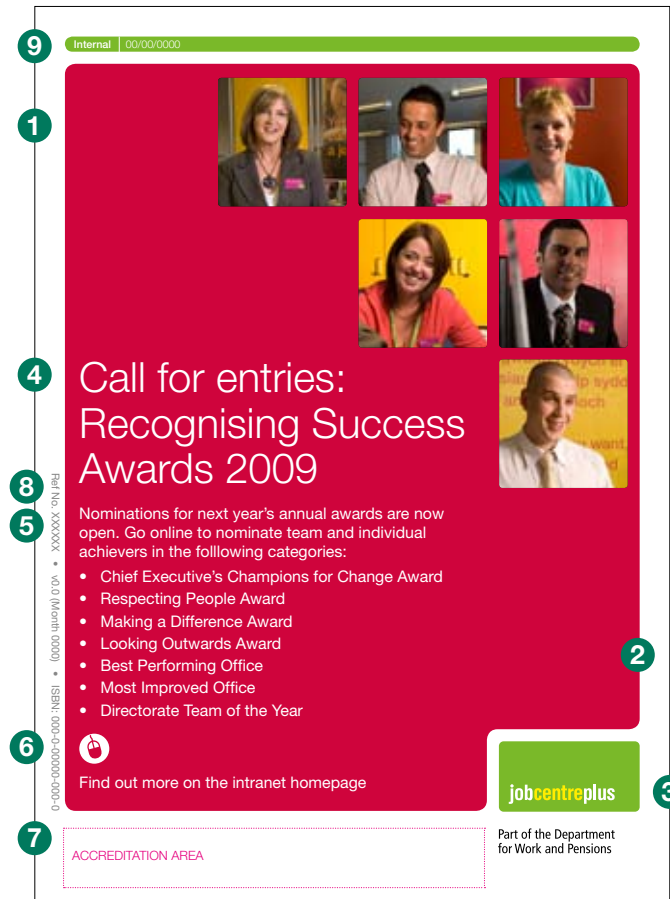
**Section 3:****Internal communications****A4 Posters**

Here are some examples of A4 posters suitable for internal announcements and promotions. All our A4 formats follow the same four column grid.

The sample design elements shown are:

- 1 Image area with multiple images
- 2 Tab shape
- 3 Jobcentre Plus logo with endorsement
- 4 Headline
- 5 Follow-up text
- 6 Call-to-action
- 7 Optional front cover accreditation area
- 8 Poster product code
- 9 Internal comms date label

4 x column grid



- **Suitable for:**
- Internal comms

- **Find out more**
- Page 43 Internal communications:  
design elements overview

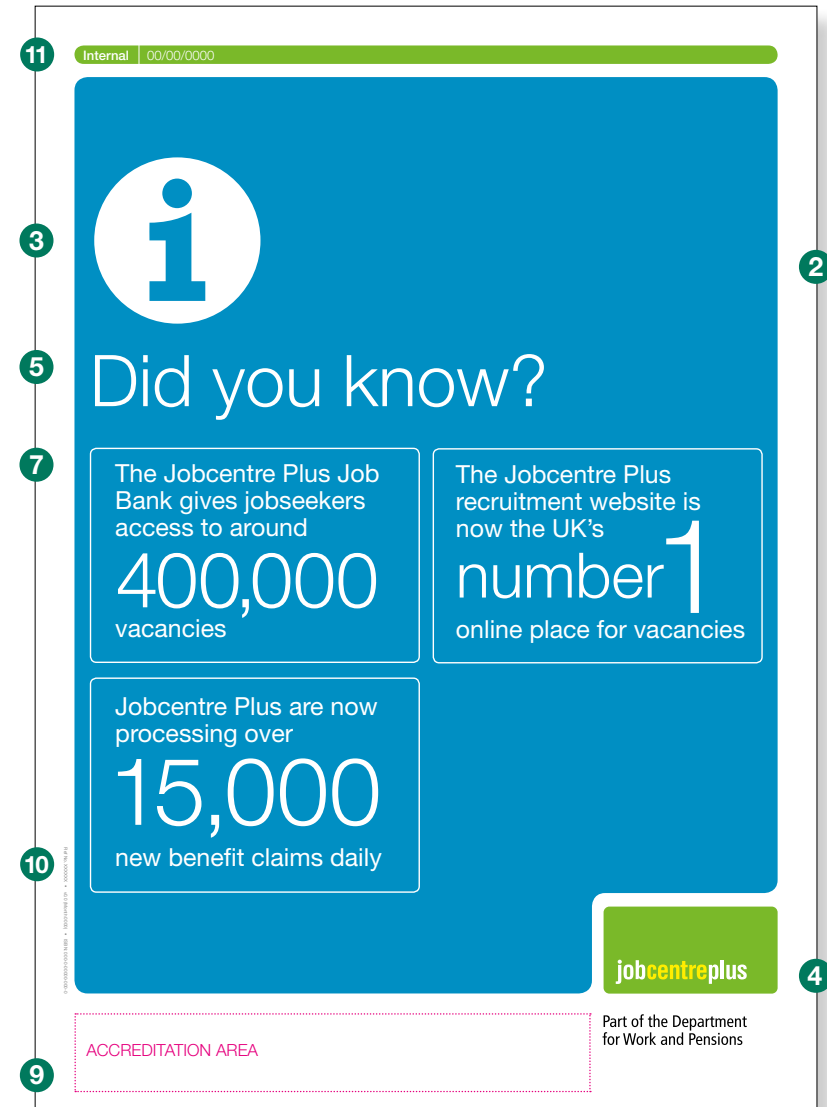
- **Artwork assets:**
- JCP\_ICA4Poster

**Section 3:****Internal communications****A3 and A1 Posters**

Here are some examples of A3 and A1 posters suitable for internal announcements and promotions. All our A3 and A1 formats follow a four column grid.

The sample design elements shown are:

- ➊ Image area with 1/3 image
- ➋ Tab shape
- ➌ Large graphic icon may be used on posters if there are no images
- ➍ Jobcentre Plus logo with endorsement
- ➎ Headline
- ➏ Follow-up text
- ➐ Graphic boxes
- ➑ Call-to-action
- ➒ Optional front cover accreditation area
- ➓ Poster product code
- 11 Internal comms date label



➤ **Suitable for:**  
• Internal comms

➤ **Find out more**  
Page 43 Internal communications:  
design elements overview

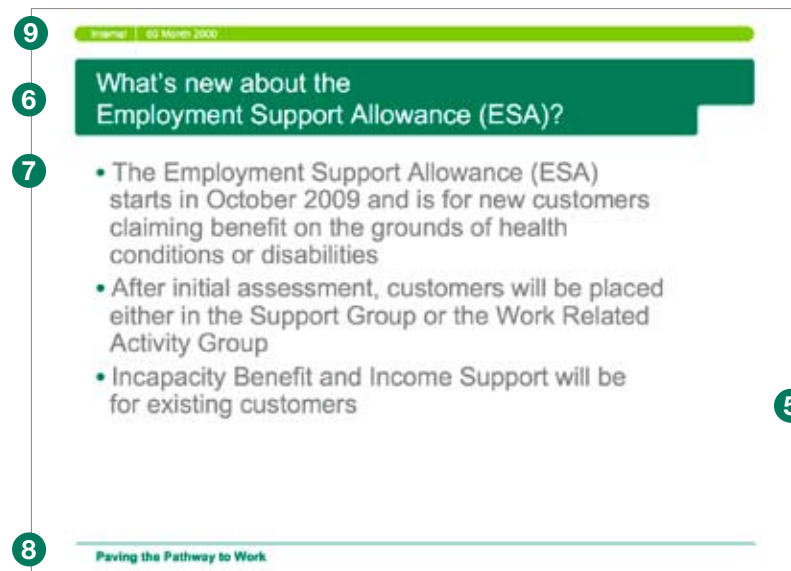
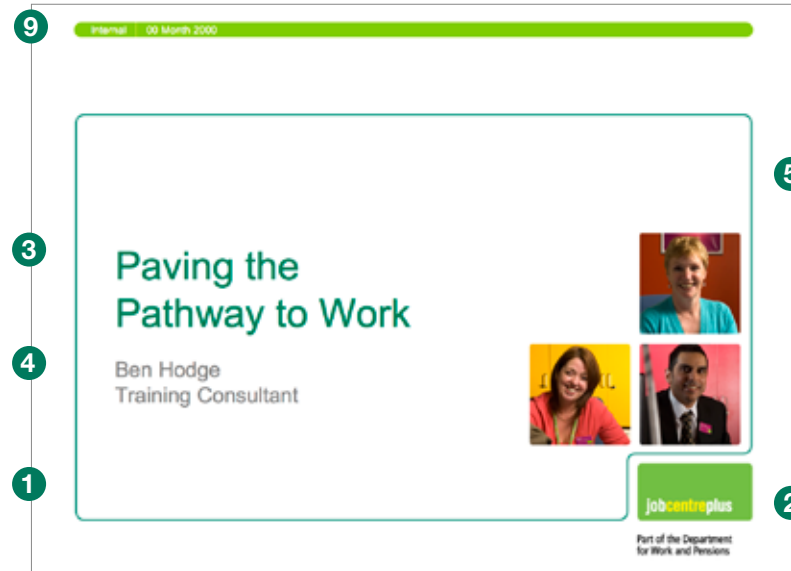
➤ **Artwork assets:**  
JCP\_ICA3Poster  
JCP\_ICA1Poster

**Section 3:****Internal communications****Presentations**

We have a template for our screen based presentations. They use some of the same design elements used in our print materials.

The sample design elements shown are:

- 1 Tab shape (keyline version)
- 2 Jobcentre Plus logo
- 3 Title
- 4 Follow-up text
- 5 Square images (selection available)
- 6 Slide heading tab shape
- 7 Bulleted text
- 8 Presentation title footer
- 9 Internal comms date label

**➤ Suitable for:**

- Internal comms

**➤ Artwork assets:**

JCP\_ICPresTemplateTeal

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# Section 4

## Special campaigns

This section is for those who produce special campaign communications and want to get creative with the design elements.

## Design overview

This section is all about creating campaign communications in the Jobcentre Plus style.

We have put together a selection of examples demonstrating how the design elements can be used to deliver engaging and imaginative creative while still remaining on-brand.

For these special campaigns we have relaxed some of the rules for the tab shape and our image style to allow greater flexibility when designing campaign items.

However there are some rules we'd like to keep, such as correctly using our typefaces, our colour palettes and the logo.

All designs using the principles set out in this special campaigns section must be approved for use by our brand team prior to briefing and reviewed prior to publication.

? Any questions:

Please contact:  
The Brand Team on  
0207 340 4203




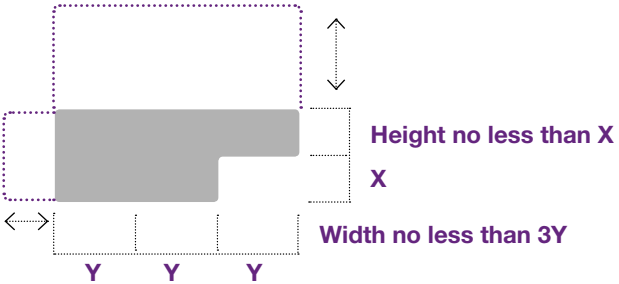
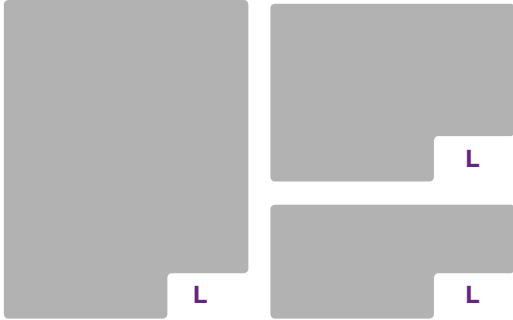
Adjusting the tab shape

In Section 1 we set some rules about using the tab shape for secondary graphics on inside spreads. For special campaigns, similar rules can be used for the tab shape with our logo attached.


Please follow the step-by-step guide shown here when designing with the tab shape.

We recommend the tab shape is limited to one or two per spread. Please use sparingly.

Alternatively you can use a simple radius cornered box using the same measurement specifications in steps 3 and 4.



Tab width	Radius
Below 49 mm	0.75mm
50 – 99mm	1.5mm
100 – 149mm	2.5mm
150 – 199mm	3mm
200 – 299mm	4.5mm
300 – 399mm	6mm
400 – 549mm	8.5mm
Above 550mm scale in proportion to 549mm width	



Tab width	Line weight
Below 49 mm	1.5pt
50 – 99mm	2pt
100 – 199mm	2.5pt
200 – 299mm	3pt
300 – 399mm	4pt
400 – 549mm	5pt
Above 550mm scale in proportion to 549mm width	

**1**  
Choose one of the fixed proportion tab shapes.  
**For special campaigns you may customise the width to suit the shape of the media. Do not adjust the height or width of the logo space (L).**

**2**  
Set your desired height and width for the tab. The height of the top half of the tab should never be less than the height of the logo space. The width should never be less than 3 times the width of the logo space.

**3**  
Set the radius of the corners by measuring the width of the tab shape and apply the correct radius size as specified in this chart.  
**If you are including a logo, set the radius at a comfortable proportion to the radius of the logo.**

**4**  
Colour your tab in a secondary colour, an approved tint or white base. If using a keyline version with a white base, measure the width of the tab shape and apply the correct point size as specified in this chart.

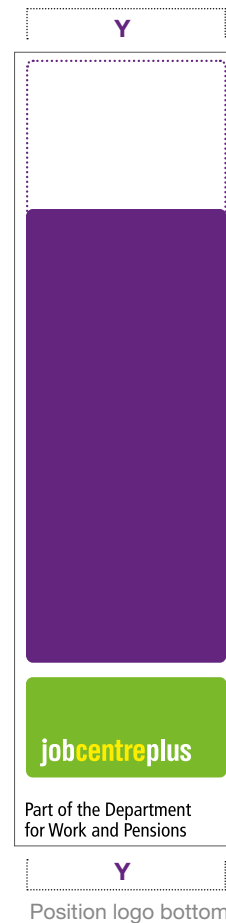
- Find out more**  
13 Secondary colours  
16 Photography  
17 Cover and poster tab shape  
18 Secondary graphic tab shape
- Artwork assets:**  
JCP\_TabShapes1  
JCP\_TabShapes2  
JCP\_TabShapes3  
JCP\_TabShapes4  
JCP\_TabShapes5

**Narrow formats**

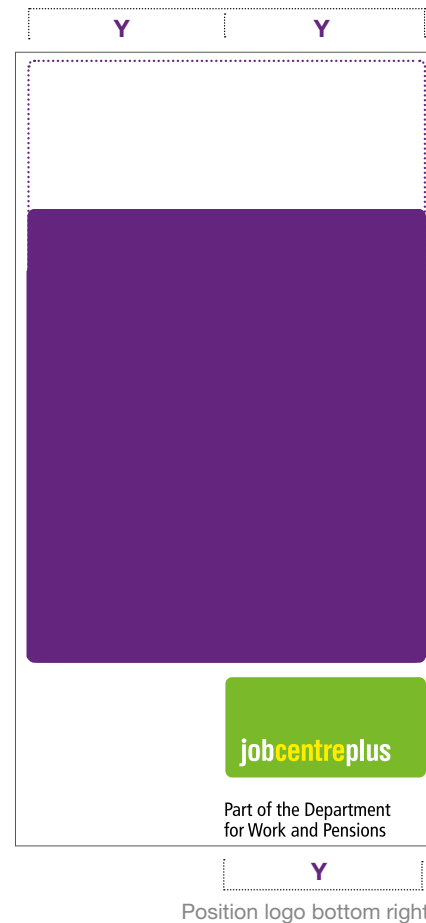
There are some formats that are considered too narrow for the tab shape, in media such as web banners and press ads.

In these circumstances we recommend you use one of the following three solutions.

Narrow vertical formats

**1**

For tall narrow formats you may use a radius cornered box that is the same width as the logo. Adjust the height to suit the format. The radius of the corners should be same as the logo.

**2**

For tall formats that are less narrow you may use a radius cornered box that is twice the width of the logo. Adjust the height to suit the format. The radius of the corners should be same as the logo.

Narrow horizontal formats

**3**

For long narrow formats you may use a radius cornered box that is the same height as the logo's green box. Adjust the width to suit the format. The radius of the corners should be same as the logo.

**Find out more**

- 13 Secondary colours
- 16 Photography
- 17 Cover and poster tab shape
- 18 Secondary graphic tab shape

**Artwork assets:**

- JCP\_NarrowVertOp1
- JCP\_NarrowVertOp2
- JCP\_NarrowHoriz

## Direct mail

We realise that direct mail has to be engaging and memorable if it is to have the required impact on the customer, so we have relaxed the rules for some of our design elements to allow highly creative ideas to flourish.

However there are certain required elements of our design style that are needed to ensure all our communications are on-brand. These are:

- 1 Our logo - sometimes we may choose not to display it on an envelope or the front of a mailer. However it **MUST** appear on the back of the mailer.
- 2 Our typeface.
- 3 Our primary and secondary colours.
- 4 Our style for inside spreads – even if the front cover or the envelope is a unique design, the inside must be the same as our marketing communications.

1



Envelope with no logo



Cover of mailer with no logo



Logo **MUST** appear on the back of the mailer

➤ Find out more:

- 07 English language logo
- 08 Dual language logo
- 09 Welsh language logo

2

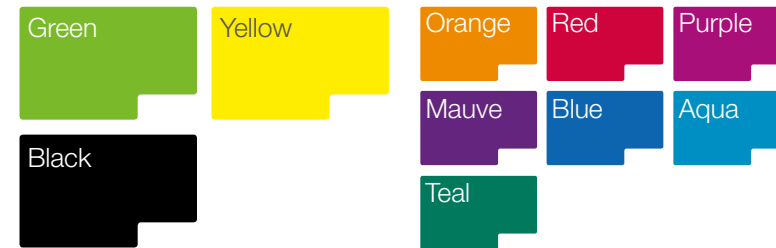
# Helvetica Neue

Suitable for all applications

➤ Find out more:

- 14 Primary typefaces

3



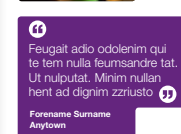
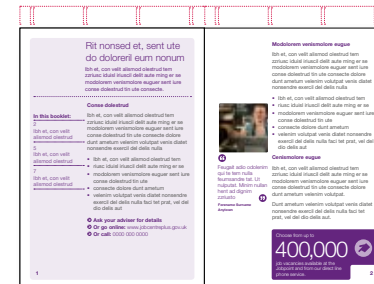
Primary colour palette

Secondary colour palette

➤ Find out more:

- 12 Primary colour palette
- 13 Secondary colours

4



➤ Find out more:

- 04 Identity essentials
- 24 Marketing communications

## Direct mail Sample 1

Here is an example of an A5 direct mail where an alternative cut-out image style has been used on the front cover.

The rest of the mailer uses the standard Jobcentre Plus design elements.

Front



Inside



Back



**Direct mail**  
**Sample 2**

Here is an example of a square format direct mail with a gate fold where a bold graphic style has been adopted using our icons.

Also a die-cut has been used to accentuate the tab shape with the logo appearing throughout the reveal.

The rest of the mailer uses the standard Jobcentre Plus design elements.

Front



First reveal



Inside open



## Direct mail

### Sample 3

Here is an example of an A5 mailer which uses the tab shape as a flap to reveal a mirror beneath.

The rest of the mailer uses the standard Jobcentre Plus design elements.

Front



Inside reveal

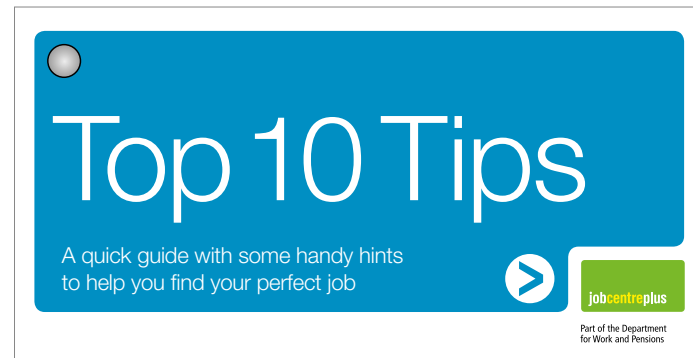


## Direct mail

### Sample 4

Here is an example of a custom format mailer which uses the tab shape as a set of fan-swatches pages. Each tab shape is in a separate secondary colour - an acceptable use of the palette for colour coding sections.

The rest of the mailer uses the standard Jobcentre Plus design elements.



Front

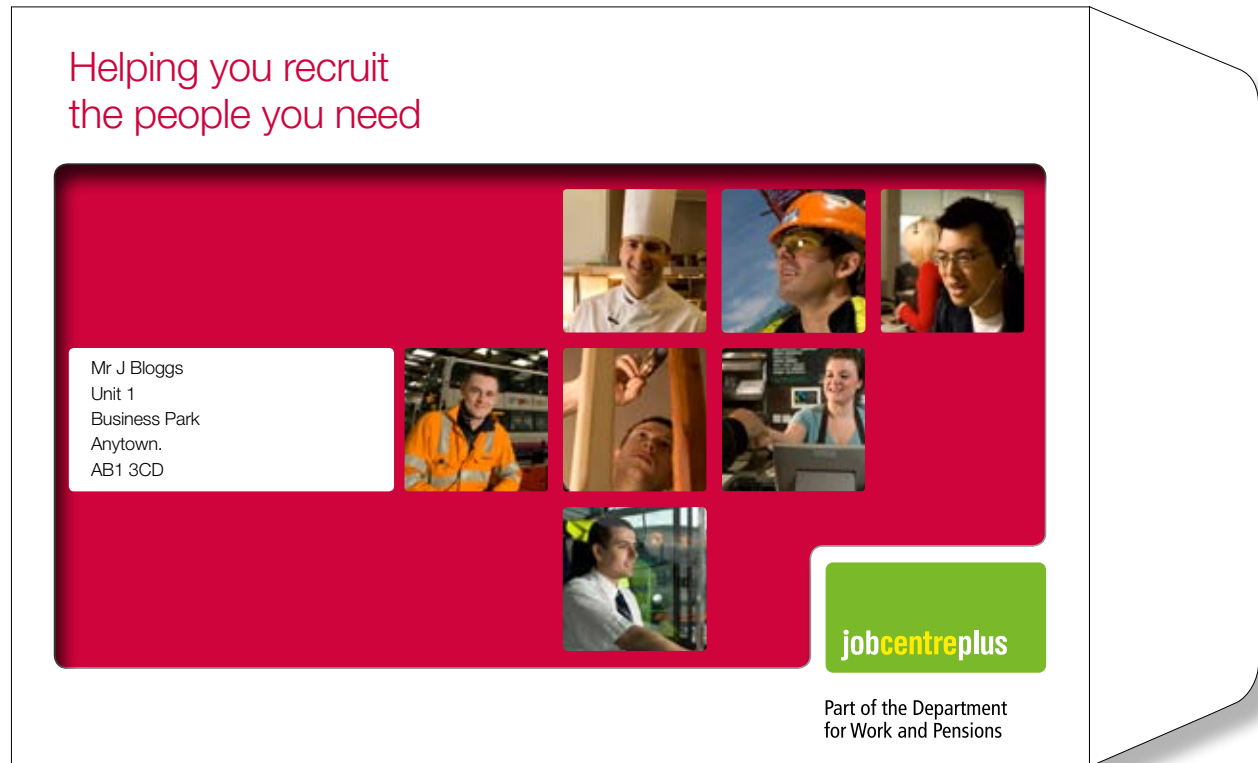


Swatches fanned out

## Direct mail Sample 5

Here is an example of a C5 envelope which uses a large tab shape for the window.

The rest of the mailer uses the standard Jobcentre Plus design elements.

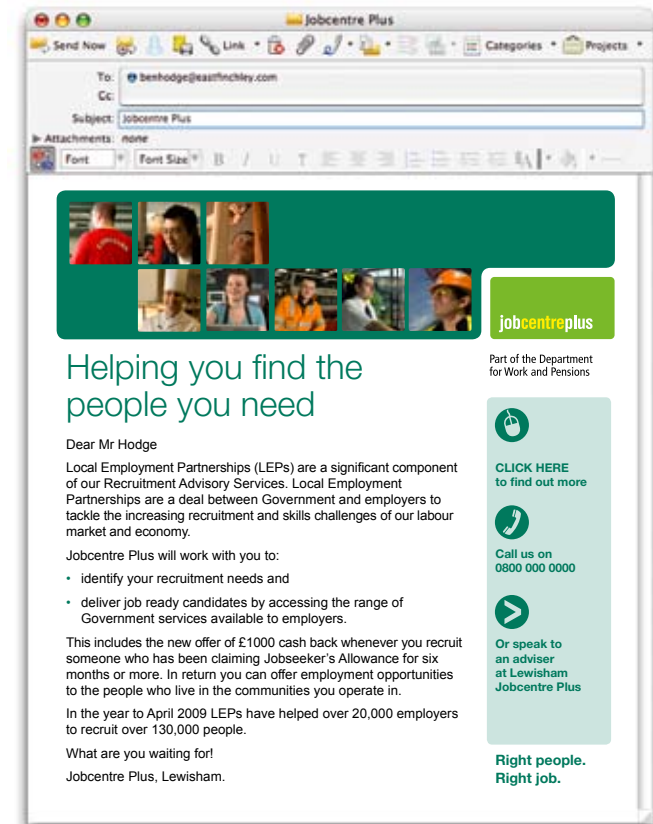
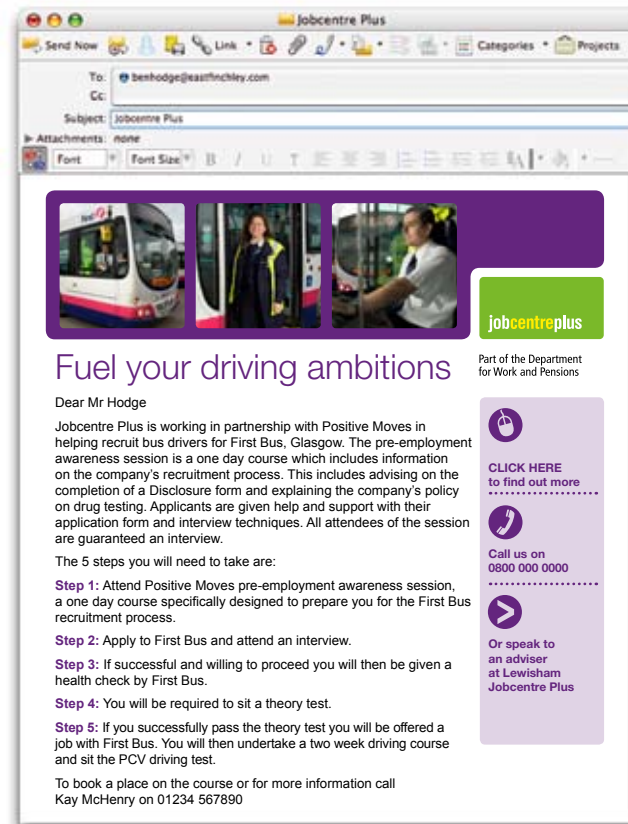


Large tab shaped window

## Online campaigns Emails

Our email campaigns use bespoke designs that are tailor made to suit the message and the size and proportion of the format.

Please ensure that your bespoke design features the tab shape and logo prominently and makes consistent use of our colour palette, type styles, icons and imagery.



### ➤ Suitable for:

- Employers
- Partners

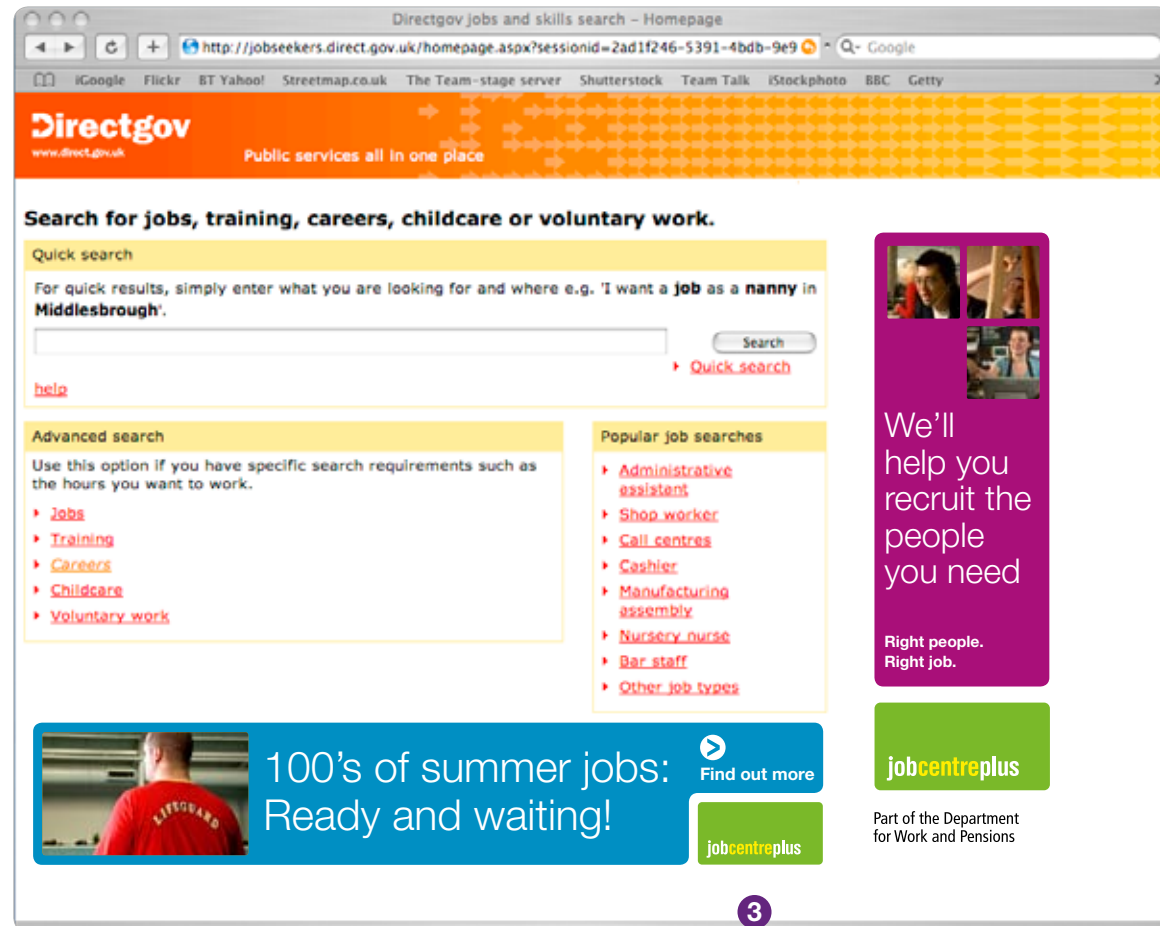
### ➤ Bespoke designs

Find out more from:  
The Brand Team on  
020 7340 4203.

## Online campaigns Banners

Our online banner campaigns use bespoke designs that are tailor made to suit the message and the size and proportion of the format.

- 1 Please ensure that your bespoke design features the tab shape and logo prominently and makes consistent use of our colour palette, type styles, icons and imagery.
- 2 Skyscraper and other vertical proportions are not suitable for the tab shape. We recommend this alternative configuration of a rectangle with the logo aligned at the bottom.
- 3 If space is limited, the endorsement may be omitted from the logo.



- **Suitable for:**
- Jobseekers
  - Employers
  - Partners

- **Bespoke designs**
- Find out more from:  
The Brand Team on  
020 7340 4203.