



The Supreme Court

Emblem guidelines

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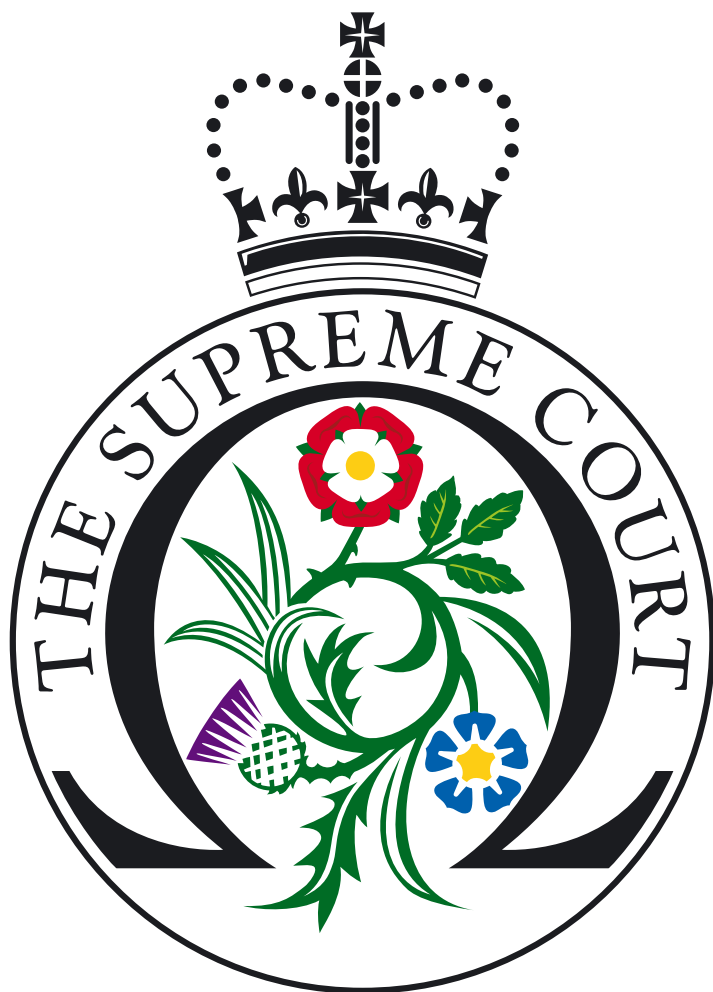
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Introduction

Our emblem has been created to provide a strong, memorable and consistent reference point for the United Kingdom Supreme Court – and to support and endorse all our activities.

It combines the four heraldic elements that reflect the three legal jurisdictions of the United Kingdom – England and Wales, Scotland and Northern Ireland. These specially drawn elements are supported by the words – THE SUPREME COURT – and are contained within a symbolic omega. At its most formal level, the emblem is surmounted by the Royal Crown. To ensure both consistency and flexibility of application, additional versions of the insignia have been introduced without the Crown, and also without the words.

Our aim is always to apply the emblem thoughtfully and appropriately to reflect the activities of the Supreme Court, with due consideration to their importance and impact. These guidelines will help us to achieve that aim and I urge you to use them at all times.

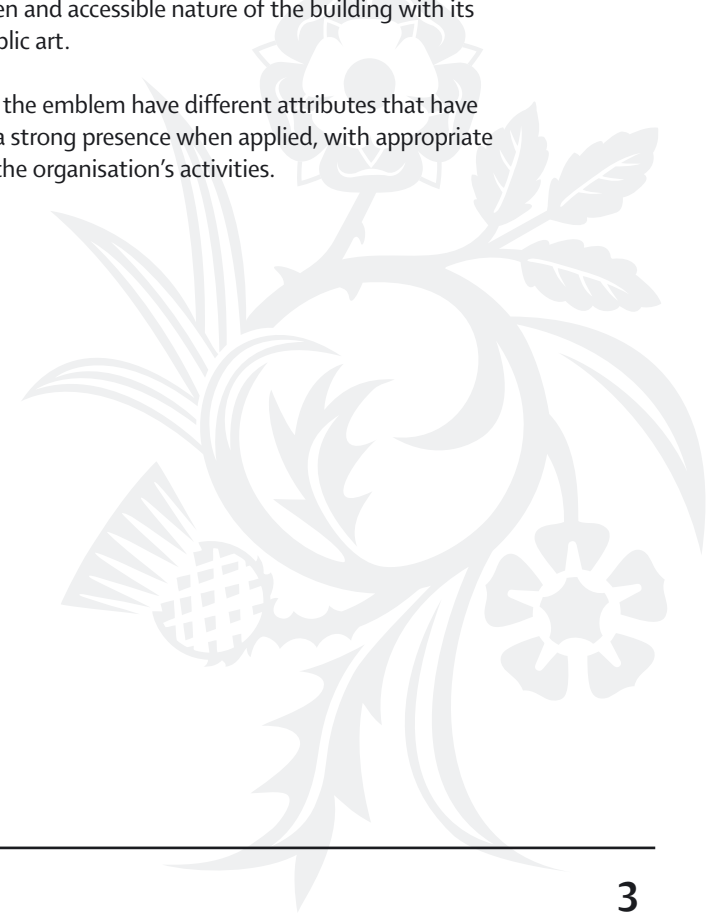
Jenny Rowe
Chief Executive

Section 1: Managing our emblem

The image representing the Supreme Court needs to be instantly recognisable wherever it is seen – and be an immediate identifier of quality and justice for all. Where the UKSC emblem is displayed on a document, people will assume that the document is accurate, intelligent, accessible, clear, straightforward and honest. Our emblem will become an embodiment of constitutional change, independence of thinking and finality of appeal.

The visual identity of the Supreme Court is designed to be interpreted in different ways to reflect the authority of the body it symbolises, but also to reflect the open and accessible nature of the building with its visitor spaces and public art.

The three versions of the emblem have different attributes that have the potential to add a strong presence when applied, with appropriate sensitivity, across all the organisation's activities.





Full colour formal version



Mono formal version



Mono formal version (reversed)



Full colour semi-formal version



Mono semi-formal version



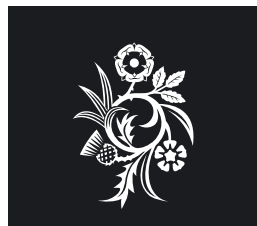
Mono semi-formal version (reversed)



Full colour informal version



Mono informal version



Mono informal version (reversed)

1.1 Basic elements

Formal version





The formal emblem in full colour should be used only in applications where the highest profile is appropriate – for example on judgments, annual reports, the Supreme Court website, Justices' stationery and formal invitations.

Semi-formal version

The semi-formal version should be used in formal applications where the authority of the Supreme Court does not need to be emphasised, such as on signage, crockery and other items used in the building. To reduce printing expenses, it is recommended that the use of this version in full colour should be restricted to applications such as our intranet, powerpoint and selected retail applications.

Informal version

Generally, this version should be used to create a subtle branded endorsement and can be used in both colour and mono as need and profile dictate. For example, application in colour to retail items will enhance their perceived value.

 <p>PANTONE 193 C: 2 M: 100 Y: 60 K: 11 R: 187 G: 19 B: 62 RAL 3027</p>	 <p>PANTONE 293 C: 100 M: 70 Y: 0 K: 4 R: 0 G: 70 B: 173 RAL 5005</p>	 <p>PANTONE 356 C: 93 M: 4 Y: 100 K: 26 R: 0 G: 121 B: 52 RAL 6001</p>	 <p>PANTONE 124 C: 0 M: 32 Y: 100 K: 0 R: 234 G: 171 B: 0 RAL 1032</p>
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1.2 Colour references

Colour specifications and breakdowns for the visual assets of the emblem are detailed below. Anyone producing material within the organisation, or commissioning material from an outside supplier, should ensure that the colour specification is adhered to.

Formal and semi-formal colourways

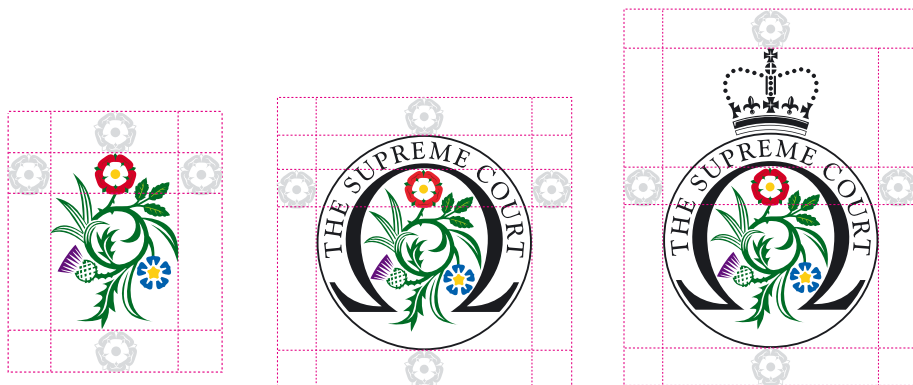
The emblem can only be reproduced in full colour, in black and in white (i.e. reversed out). However most applications will not use the emblem in full colour due to cost, so restrictions are in place for use only on communications such as formal invitations, corporate china and some screen based applications like the Supreme Court website.

Informal colourways

The informal version can be reproduced in full colour, in black and in white (i.e. reversed out). In addition there are four colours based on the colours of the carpet designed by Sir Peter Blake (which is an interpretation of the original emblem created by Yvonne Holton, Heraldic Painter and Lord Garter) which can be used as follows:

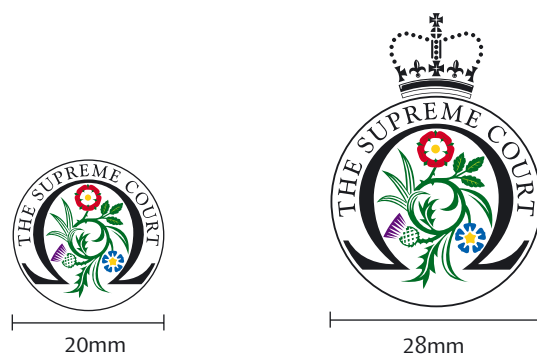
- Blue - documents of the Supreme Court, including orders, opinions and judgments, and covers for bundles
- Green - corporate documents
- Red - information literature, including leaflets
- Yellow - Used for titling and emphasis when appropriate

These colours and tints of these colours can also be used as demonstrated by some of the examples Section 2.2.



1.3 Exclusion zone

To ensure maximum clarity and visual stand-out, the emblem should always have a minimum amount of clear space around it, in which nothing else appears. This clear space is defined according to the version being used and its application. It is illustrated to the left.



1.4 Minimum and maximum sizes

To ensure legibility, it is important that the emblem is not allowed to become too small – this is particularly relevant for the formal and semi-formal versions, where the words must be clear. A minimum size for reproduction has therefore been established for each version as shown to the left. However, no maximum size has been set.



Avoid placing the emblem on complex backgrounds.



Avoid cropping the formal and semi-formal emblem.

1.5 Background colours and contrasts

It is important to ensure that the emblem is always clearly visible against any background upon which it needs to appear. Avoid placing the emblem on complex images or patterns, and never crop the formal or semi-formal versions or use them as graphics which bleed off a page – such treatment would be out of context and upset the balance between the core elements. The informal emblem has been created to allow more flexible creative applications, some of which are illustrated in Section 2.2.



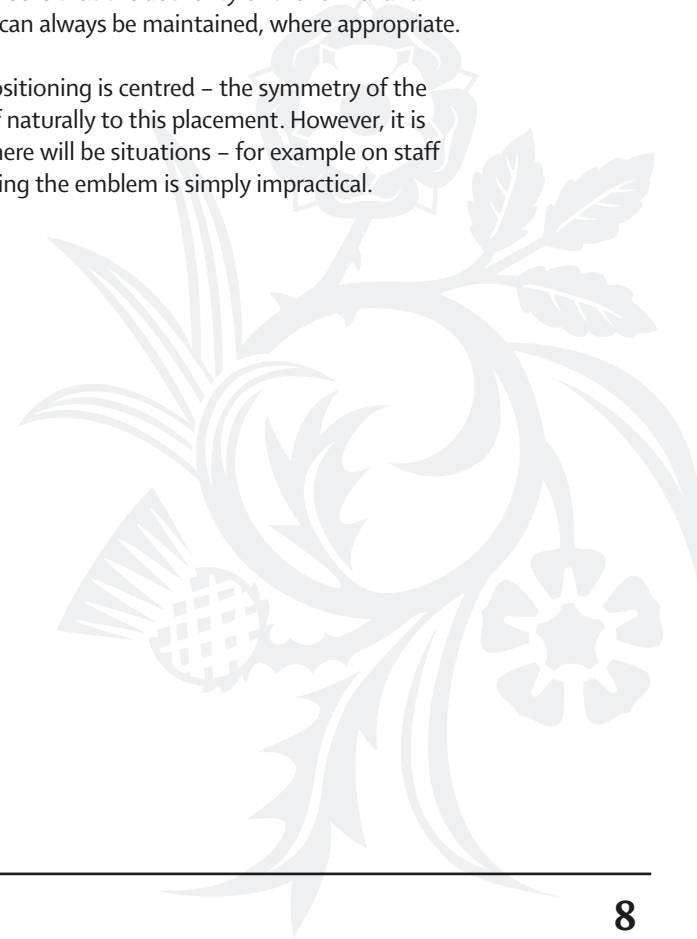


1.6 Standard positioning

Consistent application of the emblem reflects an organised and well thought out framework for communications. The following guidelines mean that anyone producing communication material has an immediate understanding of where the emblem should be positioned.

Because the emblem has to be applied to a wide variety of different communication materials, a recommended positioning has been established to ensure that the authority of the formal and semi-formal versions can always be maintained, where appropriate.

The most frequent positioning is centred – the symmetry of the emblem lending itself naturally to this placement. However, it is acknowledged that there will be situations – for example on staff badges – where centring the emblem is simply impractical.



Enigma

Regular, *Regular Italic*, **Bold**, ***Bold Italic***.

A serif that is clear and legible, bringing colour and a unique image to both text and display setting.

Primary titling, signage, main headings, body copy.

Shaker

Light, Regular, *Regular Italic*, **Bold**, ***Bold Italic***, **Heavy**, ***Heavy Italic***.

A sans serif that offers a great deal of functionality across a wide range of possible uses.

Secondary information, body copy for small sizes.

Garamond

Garamond Light, Garamond Book, **Garamond Bold**

A classic, durable serif that conveys a sense of fluidity and consistency.

Correspondence content, web content and powerpoint.

1.7 Corporate fonts

Two typefaces (fonts) have been selected for use on all printed communications and signage by designers and external implementers. These can only be used in printed formats, not in soft copy, as external readers may not be able to read the text and this may diminish the messages of open and accessible justice.

The fonts are a contemporary elegant version of the classic serif called Enigma and a complementary sans serif called Shaker. Garamond has been selected for all internally generated word documents, emails and powerpoint.

Enigma is the primary font used for titling, main headings, and body copy at larger sizes on literature.

Shaker is for smaller, factual and secondary information such as address details, footnotes and body copy on smaller items like leaflets where space may be at a premium. It is extremely legible at smaller sizes.

Both fonts come in a variety of weights as shown opposite. These guidelines and the examples shown throughout demonstrate how they work together.

These fonts are available from www.typography.net

PC correspondence font

Garamond has been selected for all correspondence content (letters, emails, reports) and certain screen based applications such as web content and powerpoint.



1.8 Relationship to other organisations

The relationship of the Supreme Court to other organisations, particularly the Judicial Committee of the Privy Council, should be consistently reflected. On this occasion the emblem is not centred, but ranged to the right of the Privy Council emblem which is positioned either immediately to the left or ranged far left.

All applications in relationship with other organisations' identities will use the formal full colour or mono version of the Supreme Court emblem.



Examples showing placement at the base of a page.





Jenny Rowe
Chief Executive
jenny.rowe@supremecourt.gov.uk

The Boathouse
Eel Pie Island
Twickenham
Middlesex
TW1 3DY

Dear Mr. Bixler

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary, making this the first true generator on the Internet. It uses a dictionary of over 200 Latin words, combined with a handful of model sentence structures, to generate Lorem Ipsum which looks reasonable. The generated Lorem Ipsum is therefore always free from repetition, injected humour, or non-characteristic words etc.

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32.

The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation by H. Rackham.

Yours faithfully

Jenny Rowe
Chief Executive

The Supreme Court Parliament Square London SW1 3BB T 020 7219 0793 F 020 7219 6156 www.supremecourt.gov.uk

1.9 Stationery applications

The following examples demonstrate centred placement of the emblem to create appropriate emphasis and authority.



Letterhead for formal use



Jenny Rowe
Chief Executive
jenny.rowe@supremecourt.gov.uk

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Eel Pie Island
Twickenham
Middlesex
TW1 3DY

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Yours faithfully

Jenny Rowe
Chief Executive

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With compliments

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Parliament Square
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F 020 7219 6156
www.supremecourt.gov.uk



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London SW1 3BB
T 020 7219 0793
F 020 7219 6156
www.supremecourt.gov.uk

Compliment slips



Jenny Rowe
Chief Executive

The Supreme Court
Parliament Square
London SW1P 3BB

jenny.rowe@supremecourt.gov.uk

T 020 7219 0793
F 020 7219 6156

Business cards



The President, Vice President and Justices
cordially invite

to the opening of The Supreme Court

Parliament Square, London
on Thursday 24 October 2009
at 12.00 noon

Dress
Lounge suit

RSVP
evxxx.xxxxxxx@xxxxxxxxxxxxxx.xv.uk
T 020 700 01234

Invitation



The Chief Executive, Jenny Rowe, cordially invites

to celebrate the opening of the Supreme Court

Parliament Square, London
on Thursday 24 October 2009
at 7.00 pm

Dress
Black tie

RSVP
evxxx.xxxxxxx@xxxxxxxxxxxxxx.xv.uk
T 020 700 01234

Invitation



SESSION 2009–10
[2009] UKSC 01
on appeal from: [2008] EWCA Civ 825

OPINIONS OF THE JUSTICES FOR JUDGMENT IN THE CAUSE

Birmingham City Council (Appellants)

v.

Walker (FC) (Respondent)

Appellate Committee

Lord Hoffmann
Lord Hope of Craighead
Lord Scott of Foscote
Lord Walker of Gestingthorpe
Lord Mance

Appellants:

Ashley Underwood QC
Catherine Rowlands
(Instructed by Birmingham City Council)

Respondents:

Jan Luba QC
John Beckley
(Instructed by Aston Legal Centre, Birmingham)

Hearing date: 5 October 2009

on **WEDNESDAY 14 October 2009**

Judgments



JUDICIAL SITTINGS FOR EASTER TERM 2010

Programme: Week commencing Monday 5 April 2010

(Sittings commence: 11.00 am on Monday, 10.30 am on Tuesday–Thursday)

Date	Cause Title	Law Lords
	Bank Holiday	
Tuesday 6 May – Thursday 8 May	Conor Medsystems Incorporated (Respondents) v Angiotech Pharmaceuticals Incorporated and Others (Appellants)	Lord Hoffmann Lord Scott of Foscote Lord Walker of Gestingthorpe Baroness Hale of Richmond Lord Neuberger
	Judgments	

Court notices



LORD PHILLIPS OF WORTH MATRAVERS

**"THE SUPREME COURT AND OTHER
CONSTITUTIONAL CHANGES IN THE UK"**

FRIDAY 2 MAY 2008

The current Labour Government has embarked on the greatest programme of constitutional reform in the U.K. in modern times. It has made the rights and freedoms enshrined in the European Convention on Human Rights and Fundamental Freedoms directly actionable by citizens. We now have devolved administrations in Scotland, Wales and Northern Ireland have been created and the role of Lord Chancellor has undergone fundamental changes. There is a new Government Ministry for Justice. There is to be a new Supreme Court. I, as Lord Chief Justice also have a new role. All of this has been the separation of powers to make quite clear and transparent the three arms of government. Collectively, these major constitutional reforms rival the Reform Acts of the 19th Century in significance.

The changes to the role of the Lord Chancellor, and to my role as the Lord Chief Justice of England and Wales have been effected by the Constitutional Reform Act 2005. The Office of the Lord Chancellor is one of the oldest government positions.

Some scholars argue that Angmendus was the first Chancellor of England in the year 615. Others argue that Edward the Confessor was the first to appoint a Chancellor in the eleventh century. It is certainly true that he was the first to have a great seal, and thus to need a Chancellor to keep it.

Whichever is true, by medieval times the Lord Chancellor was one of the monarch's closest advisors. He was the Keeper of the Great Seal and the chief royal chaplain. He was the monarch's advisor on matters spiritual and temporal. So important was he that the Treason Act of 1351 made it high treason to slay the Lord Chancellor. To this day, he is outranked in order of precedence only by the Royal Family and the Archbishop of Canterbury, he is immediately followed by the Archbishop of York and also by the Prime Minister of the United Kingdom.

As one of the King's ministers the Lord Chancellor attended the Curia Regis, or Royal Court. The Curia Regis later evolved into Parliament, and the Lord Chancellor became the prolocutor of its upper house. He more recently became a member of the Privy Council and the Cabinet in more modern times.

Between 1885 and 1971 he headed his own department, known as the Lord Chancellor's Office. When I started at the Bar it consisted of 3 or 4 people, and it now consists of many thousand. It was not until 2003 that the Department dropped "Lord Chancellor" from its title and became known as the Department for Constitutional Affairs.

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Speeches



News Release

Opening of the Legal Year – 1 October 2007

The legal year traditionally begins in October and courts sit for four terms during the year. The 2007/2008 term dates are:

Michaelmas: 1 October 2007 – 21 December 2007

Hilary: 11 January 2008 – 19 March 2008

Easter: 1 April 2008 – 23 May 2008

Trinity: 3 June 2008 – 31 July 2008

The start of the legal year is marked by a procession of judges arriving at Westminster Abbey from the Royal Courts of Justice in The Strand for a religious service, followed by the Lord Chancellor's 'breakfast' at the Royal Gallery in the Houses of Parliament.

Timetable

10.30am	People start arriving at Westminster Abbey
11.30am	Service begins
12.35pm	Leave Westminster Abbey for the Royal Gallery

History

The service in Westminster Abbey dates back to the Middle Ages when judges prayed for guidance at the start of the legal term. Judges, whose courts were held in Westminster Hall, left the City and walked to the Abbey to take part in the service.

Before the Reformation it was customary to fast for several hours before taking communion during the service. After the ceremony the Lord Chancellor would offer the judge some food to break their fast before they took their seats in courts, hence the term 'breakfast'.

Present Day

The ceremonies now are more or less as they have always been but, instead of the two mile walk from the Royal Courts of Justice to Westminster Abbey, which has been the case since the late nineteenth century, the judges now travel by car.

The 45-minute service, which starts at 11:30am, is conducted by the Dean of Westminster. It includes prayers, hymns, psalms and anthems; the Lord Chancellor and Secretary of State for Justice, and the Lord Chief Justice read lessons.

Around 1,000 people are invited to attend the service and 500 to attend the breakfast. These include judges, senior judicial officers, the Law Officers, Queen's Counsel (QC), Government ministers, lawyers, members of the European Court and other overseas judges and lawyers. Judges and QCs wear ceremonial dress; the Lord Chancellor will wear formal dress (No wig).

Ends

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News releases



Minutes

Details: [Click here and type details]

Present: [Click here and type names] [Click here and type names]

Attendance: [Click here and type names] [Click here and type names]

1. **Present: [Click here and type text (Style-Numbered Text)]**
[Click here and type text (Style-Body Text Level 1)]
Action: [Click here and type names]
2. **[Click here and type text (Style-Numbered Text)]**
[Click here and type text (Style-Body Text Level 1)]
3. **[Click here and type text (Style-Numbered Text)]**
[Click here and type text (Style-Second Level Style)]
 - a) [Click here and type text (Style-ABC Numbering)]



Fax

Date _____ No. of pages including this one _____

To _____ From _____

Fax _____ Phone _____

Message:



Information →

Court 3 →

Disabled lift →

Main stair →

Lift to →

Levels 1&2

Court 1|2| Public balcony to Court 3

Public waiting area | Press room

Visiting Justice rooms

Lower level

Exhibition, Café

Litigants in person room

Private dining rooms

Toilets →

Example of large directional sign

1.10 Signage

Signage should both aid navigation around the building and reinforce the Supreme Court emblem at all points of contact with the user or visitor.

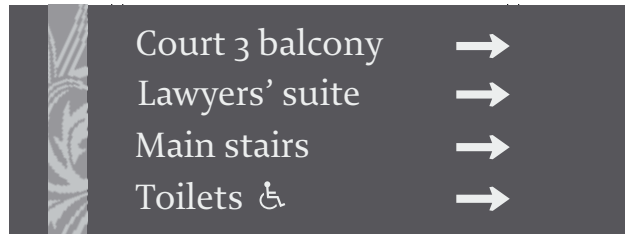
Primary signage

The semi-formal version of the emblem is restricted to large directional signs at key points within the building, including the entrance hall, on each floor by the lifts and stairwells, and outside each of the three courtrooms.

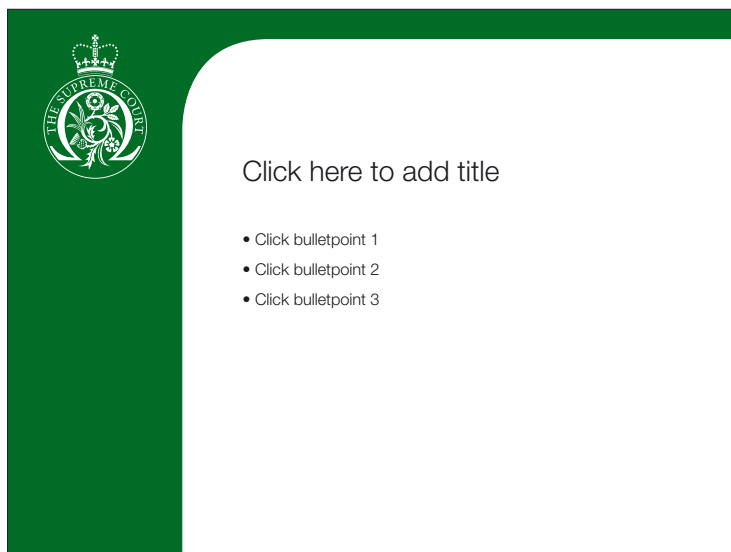
Secondary signage

All other signage within the building uses the informal version, in this case created by cropping an abstract section from the visual elements contained within the emblem. This is applied as a band to the left and is created in tints of the background colour. Smaller signs, such as room numbers, use the colour only. Signage for visitor spaces uses details as the background for the whole sign. Examples of secondary signage are shown on page 19.

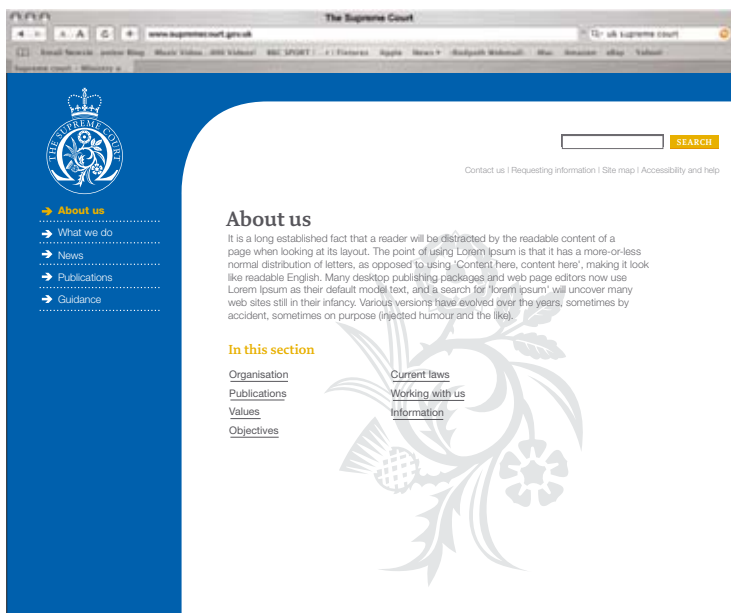
Signage to match RAL 7011 Eisengrau
Lettering NCS ref 30YY58/178



Secondary signage - possible designs

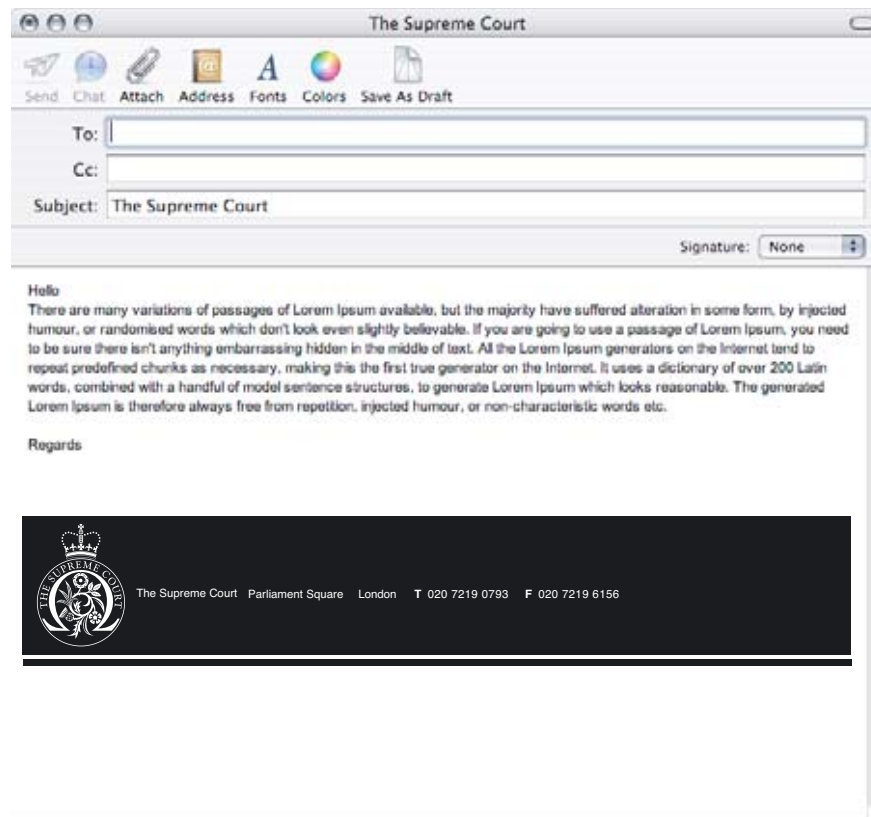


Powerpoint slide example

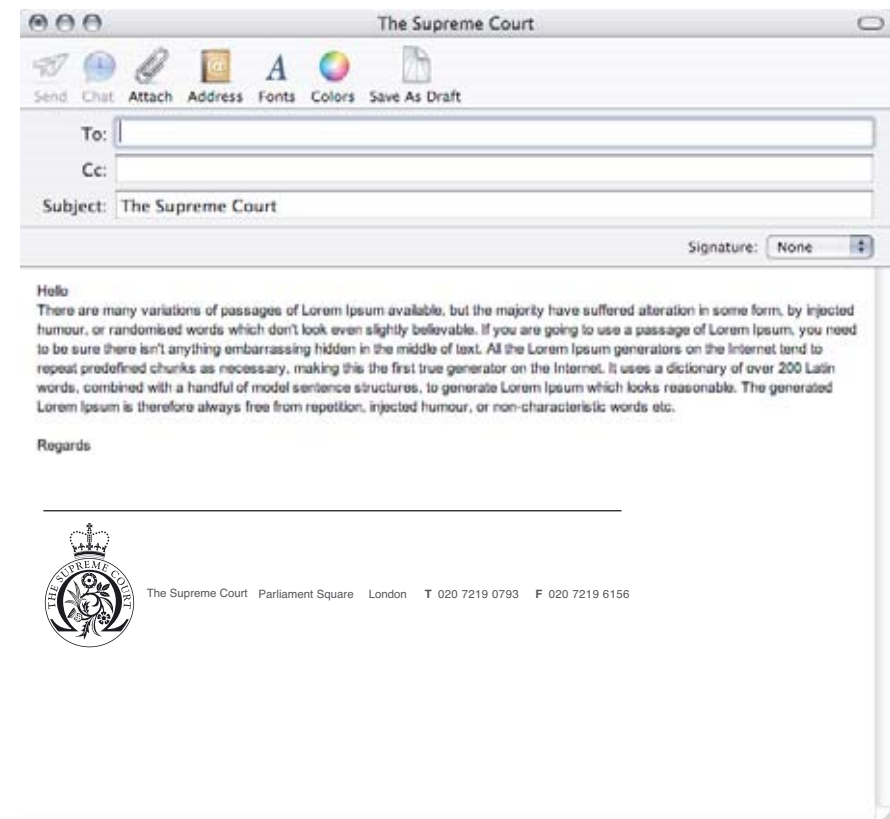


Web page example

1.11 Screen based applications



Email footer example



Email footer example

Section 2: Applying the abstract image

Section 1 of the guidelines defined how to use the formal and semi-formal versions of the emblem in corporate applications. This section demonstrates how it is possible to build our image and convey the character of the Supreme Court by applying the informal version and assets to reinforce the organisation in subtle and imaginative ways.



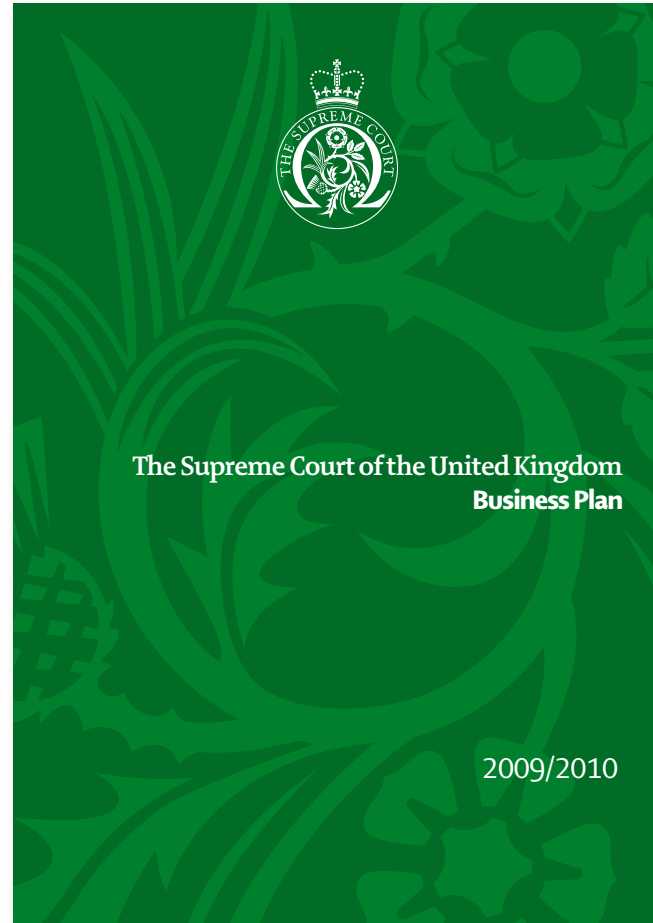
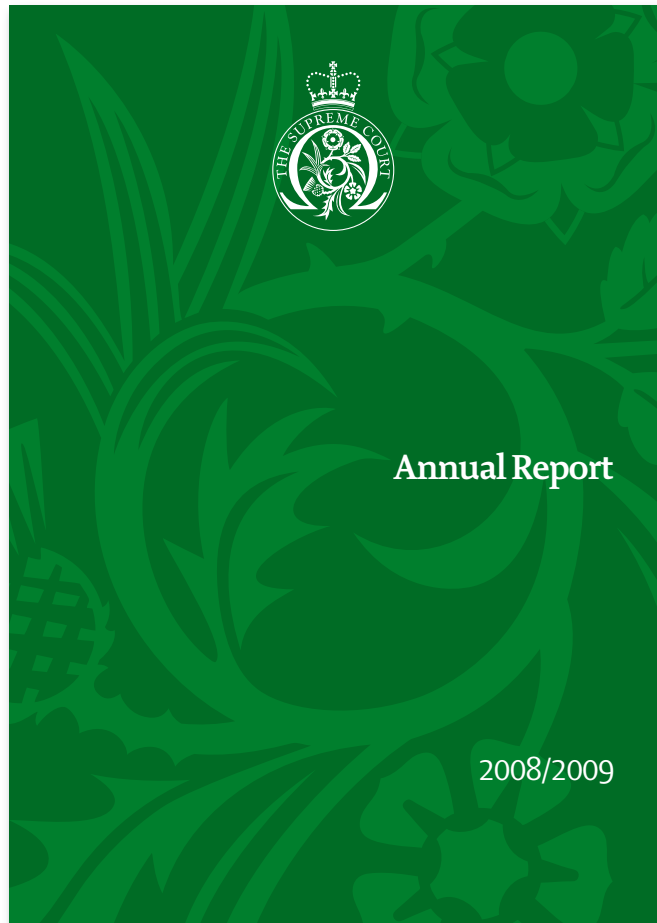


2.1 Elements

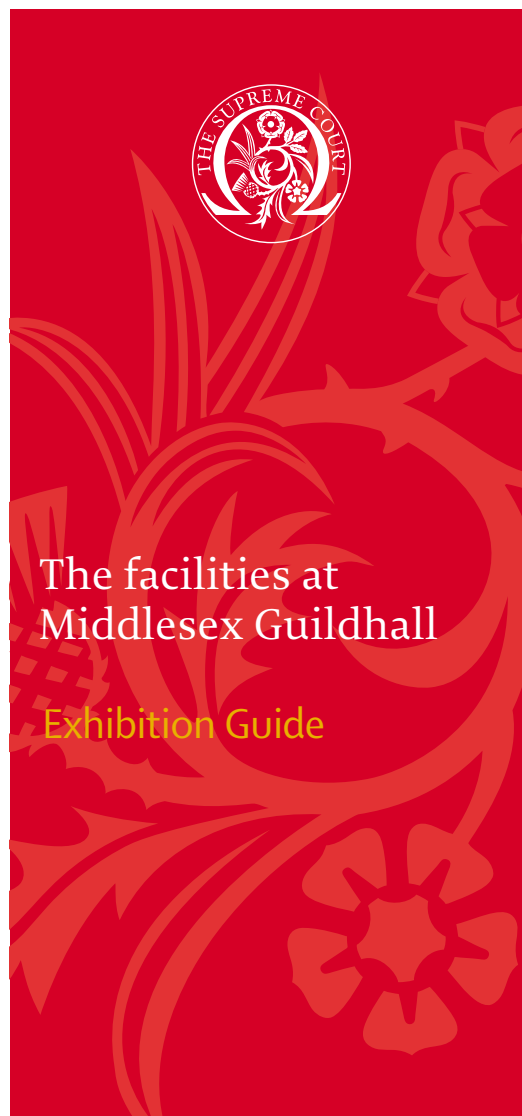
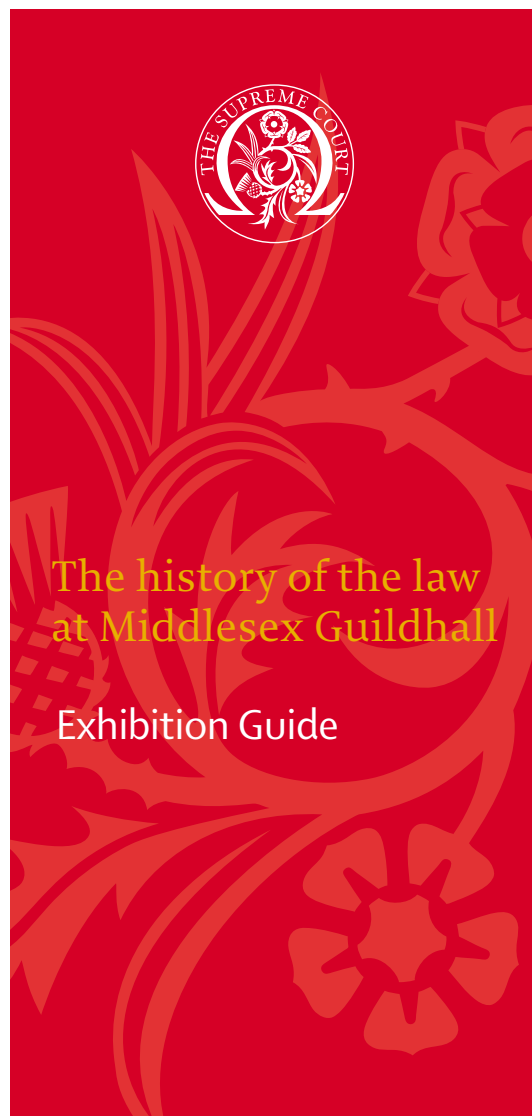
The visual elements within the emblem can be used independently to create patterns and backgrounds for print, fabrics, china, screen savers and other applications for use within the corporate arena – and also on items for sale within the retail area. This is a flexible yet controlled visual language which both supports and adds creative depth and personality to the Supreme Court's core image.



2.2 Applications



A4 corporate documents





For use in the building



Possible retail options

2.3 Language and tone of voice

Just as our identity and visual style create a consistent and recognisable personality for the Supreme Court, so too should the way we express ourselves in words. Language and tone of voice guidelines apply only to corporate communications such as the annual report, website or visitor leaflets. They do not apply to judgments and legal documentation issued by the court.

Clarity is the key to effective writing and the Plain English Campaign (www.plainenglish.co.uk) provides helpful information on general guidelines.

Specifically, for the Supreme Court, there are three key principles to bear in mind when generating copy for items to reflect and support our organisation:

- Say something about the vision, mission and values we hold as an organisation
- Bear in mind the varying needs of our audiences – and their understanding of the Supreme Court
- Take care of practicalities to ensure consistency and professionalism

Vision, mission and values

There will be an agreed statement concerning the vision, mission and values of the organisation which should be used consistently in all corporate communications.

Audience

The audience for Supreme Court corporate communications will cover broad sections of the community with differing interests in and knowledge of Supreme Court activity. This should be borne in mind and copy should address those different levels of understanding by being clear, direct, jargon-free and inclusive.

Practicalities

There will be an agreed format for referring to the Supreme Court which will cover:

- 1st person/3rd person reference
- full title and acceptable abbreviations
- common descriptions of the building and activities
- proper titles for people and places within and associated with the Supreme Court

