UKAS Brand Identity Guidelines

January 2016
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Why a strong brand is important

UKAS is driven by a clear purpose, it is the sole National Accreditation Body recognised by government to assess, against internationally agreed standards, organisations that provide certification, testing, inspection and calibration services.

Accreditation by UKAS demonstrates the competence, impartiality and performance capability of these evaluators. As the UK’s National Accreditation Body, quality is the uncompromising standard for everything that we do. Our work colleagues, customers and stakeholders are entitled to expect an exemplary performance from us, that we do indeed get things ‘right first time’.

These brand guidelines have been developed to assist us in working together to build consistent, branded communications that collectively build UKAS’ reputation across the UK and international markets we work with.

Together we can ensure that the UKAS brand conveys the position we uphold as the leading Accreditation Body in the UK, and an organisation that works closely with its International counterparts to deliver an exemplary service.
How to use this document

1. **Understand our Vision, Mission and Strategy**
The strategy and key messaging section details important company information regarding the vision, mission statement, strategy and values that underpin how we drive our organisation forward.

2. **Understand the use of our visual materials**
The visual brand identity section starts with our corporate logo Masterbrand and then extends into the remaining parts of our brand architecture. Everyone should understand the overarching visual brand as well as the specific brand that applies to his/her area of the business.

3. **Identify what is needed**
The visual tools and communication in these guidelines are designed for a variety of users. First, select the communication you are creating and then identify the corresponding user level that is required for that communication type. The user groups are outlined on the next page.
User groups

These brand guidelines are intended for use by UKAS staff, marketing and communication professionals and external communication and design agencies.

You will see there are various criteria, these will guide you as to which group you belong to and the rules that will therefore need to be applied.

**General users**

General users can make use of predesigned templates. The information included in these guidelines provides an excellent aid to understanding the principles at work in UKAS communications material.

UKAS staff will be able to access these guidelines and template resources via the UKAS Intranet.

**Communications professionals**

Communications professionals at UKAS develop marketing and communications material for the company on a daily basis. These guidelines provide guidance to ensure all corporate marketing and communications material remains on-brand.

**Design agencies**

UKAS works with Design, Marketing and PR Consultancies to develop marketing and communications material. Consultancies provide expert design and marketing application skills and provide strategic advice. These guidelines provide a clear guide to consultancies and marketing agencies for the development of UKAS corporate marketing and communications material.

Refer to the top right hand corner of the page for your user group.
Understanding these guidelines

These guidelines are split into the following main areas:

Understanding our goals
The strategy and messaging section provides key information regarding the strategy, vision, mission statement and values of the business.

Design
This explains the individual aspects of the brand, such as logo, colour, typeface, font and font size and provides rules on how they should be used.

Bringing the brand to life
This shows how the design elements are brought together and used across the communications platform. It shows how internal and external communications should be devised, including page layout.

Resources
Directs you to the photo-library, logo artwork and templates.

Each section is illustrated with images to show you the correct application of the UKAS brand. It also shows common mistakes made and infringement of the brand.

The supporting text is intended to advise you of the correct use of the brand.

These guidelines aim to assist in the creation of brand consistency across all communication platforms and to ensure effective corporate communications.
Brand Management

Responsibility for brand management:

Corporate Marketing and Communications
UKAS
2 Pine Trees
Chertsey Lane
Staines-upon-Thames
TW18 3HR
UKAS’s Vision, Mission and Strategy

**Our Vision**
‘Everything that should be underpinned by UKAS accreditation, is’

**Our Mission statement: 2013–2018**
To stabilise our business and build sound foundations for future growth which will enable us always to exceed the expectations of our current and future customers and stakeholders.

**Our Strategy: 2013–2018**
Consumers and businesses continue to seek confidence in the quality and suitability of the products and services that they purchase. In meeting this demand UKAS has changed and grown significantly. This strategy is focussed on stabilising the business so that we build sound foundations, enabling innovation and development to meet the growing demand for accreditation.

The strategy will focus on optimising new technology to improve our open, collaborative customer and stakeholder relations and to develop UKAS into an even more flexible organisation, with the capability and capacity to meet the increasing demand for accreditation.

We will grow our business by increasing our penetration into existing markets and by developing and delivering new accreditation schemes and products in partnership with key stakeholders, therefore allowing the benefits of accreditation to be realised by more businesses and customers.

Our support services will be transformed to better support and enable our staff to develop, innovate and work efficiently thereby ensuring our continual growth and success.

Across all areas we will continue to be open and collaborative, providing operational transparency and accountability and delivering confidence in UKAS to our customers and stakeholders.

We will strengthen our operations teams, developing the capacity and capability to exceed the expectations of our customers and stakeholders and deliver accreditation services to the highest quality and technical standards.
UKAS’s Values

Our Values
UKAS is built on core values that have underpinned our activities for many years, not just in UKAS, but also in its highly respected predecessor organisations, right up until the present day.

These values set us apart from other organisations, requiring that we think and act differently, resulting in a clearly defined UKAS brand that is highly respected in the marketplace. They are so fundamental and so important that throughout the changes we experience as a dynamic and growing organisation, these values remain a constant.

They are imprinted in our DNA, making us who we are today and setting the foundation for the UKAS of the future, a company that will be able to ride the constant changes demanded of a technologically driven 21st Century business environment.

These values underpin our work, how we interact with each other and the strategies we employ to achieve our objectives and mission.

It has to be recognised that continued growth requires us to be adaptable and to accept change. This in turn puts pressure on UKAS as a business and on teams and individuals within UKAS.

It is important that the core values that we share in UKAS are a constant basis to guide us through the challenges we face. UKAS core values are not about what we do, they are the guiding principles behind how we treat our customers and each other.

These UKAS values have been distilled into five core values: Professionalism, Responsibility, Innovation, Delivery and Excellence which form the acronym: PRIDE.

Each of the Values and what they represent are clarified here:

**Professionalism:** We have highly skilled staff who demonstrate exceptional professional behaviours.

**Responsibility:** We support each other and expect everyone to assume responsibility and be accountable.

**Innovation:** We are at the forefront of innovation in accreditation services.

**Delivery:** We expect all staff to deliver a quality service on time that exceeds customers and stakeholders’ expectations.

**Excellence:** We will only be satisfied if we deliver the highest levels of service ensuring quality in everything we do.

As an organisation we encourage every member of staff to take ownership and direct responsibility for results, to exercise initiative and judgement to make decisions as required.

We encourage staff to be accountable for their own high standards, whilst maintaining the highest standards of honesty and integrity, whether we are dealing with other staff members, suppliers or our customers.

We believe that if ‘what we say’ and ‘what we do’ are consistent with our principles, we will achieve the results we are looking for. Above all we work as a team, sharing common values and goals to deliver a quality product that is ‘right first time’.

These five key values underpin the UKAS brand with its focus on providing customers with the highest quality of work. Quality is the uncompromising standard for our actions, and it flows from our pride in being appointed as the UK’s National Accreditation Body.

Our work colleagues, customers and stakeholders are entitled to expect an exemplary performance from us, that we do indeed get things ‘right first time’.
Visual Brand Identity

UKAS Masterbrand

Introduction
These Brand Identity guidelines set out the corporate visual identity for UKAS to ensure consistency of the brand across multiple communication and media platforms. It provides a guide to show the overall brand architecture that underpins all internal and external communication.

The UKAS brand has a strong presence in the marketplace in which it operates, and has both UK and International recognition. It is therefore essential that the UKAS logo and brand is protected and applied correctly across all communication platforms.

HM Government Branding
The Department of Business, Innovation and Skills has licensed UKAS to use accreditation symbols featuring the Royal Crown and to sub-license the use of these symbols to UKAS accredited organisations.

UKAS accreditation provides an assurance of the competence, impartiality and integrity of conformity assessment bodies.
The UKAS Logo: Our most important brand asset

The UKAS logo combines the crown and name, and is the most recognised element of our visual brand. As such it should be protected and used consistently on all occasions. There are rules on its size, colour and position on communications, so please ensure you follow the guidelines set out.
Logo: colour

4 colour CMYK (positive) – Use this version for premium print applications.

The CMYK logo consists of the following Pantone (PMS) colours:

**PMS Gold 872:** No direct equivalent, but can use PMS 4525

- 46% Yellow
- 9% Cyan
- 12% Magenta
- 19% Black

**Reflex Blue:**

- 100% Cyan
- 70% Magenta

**Warm Red:**

- 100% Yellow
- 100% Magenta

**PMS 347:**

- 90% Yellow
- 100% Cyan

**Black:**

- Process Black

- 

**RGB (positive) – Use these RGB colours for screen applications.**

**Gold:**

- 69.7R
- 65.6G
- 49.1B

**Blue:**

- 0R
- 16.4G
- 57.1B

**Red:**

- 85.5R
- 27.1G
- 23.6B

**Green:**

- 21.9R
- 59.6G
- 31.9B

**Black:**

- 13.6R
- 13.7G
- 14B
Logo: black and white

Reversed image versions of the UKAS logo are available in black and white. Use these logos when CMYK logos cannot be used. They are designed to provide legibility for specific application types, such as:

- When colour printing is not available
- Customer Schedules of Accreditation
- When the application requires a simplified mark
The artwork will change depending on whether it appears in promotional and online communications, or if it is incorporated within an accredited document (Schedule) sent out to a customer. Therefore ensure you are using the correct artwork version of the logo for your purposes.

When the 4 colour positive logo is used on a dark background a white keyline can be used to differentiate it.
Logo formats: on-screen

These versions are used for all desktop and on-screen applications.

RGB logo files are provided in JPG and PNG file formats in 50mm sizes. EPS format is supplied for movie and animation.

Use JPG format logos for PowerPoint presentations, Microsoft Word documents and other office applications. You may use JPG files for printing on low resolution printers such as laser or ink-jet printers. JPG format logos are not used for high resolution printing and they are never scaled to larger sizes.

Use PNG file format logos for higher quality laser print reproduction eg Microsoft Word and PowerPoint, screen and web applications where a higher quality logo may be needed. They can be scaled down in size, but they are never scaled to larger sizes. You can also use a PNG file when transparent backgrounds are required such as websites and when placing the logo on a background that is not white.

This is the preferred version for internet, video, TV, email signatures, Microsoft applications etc.

Use this version when the application requires a simplified mark in white and the background is too dark to allow use of the preferred mark.
To ensure the UKAS logo is easily identifiable, always allow a clear space around it, into which no other graphics or text should encroach.

It also specifies the minimum distance between the logo and the edge of a printed item. The clear space around the UKAS logo is equal to the width of the Crown.
Logo: preferred and minimum size

Preferred sizes
These are the precise sizes our logo appears on some common document formats and are applicable to both landscape and portrait formats.

Minimum size
To ensure our logo is always clear this is the minimum size the logo should ever be used. Always maintain the logo’s aspect ratio when scaling.

Preferred size for A4 documents: 30mm depth
Minimum size: 10mm depth
Logo: on backgrounds

Ensure that the logo on backgrounds has good contrast and legibility to ensure it is clearly recognizable.

The preferred background is white which is an essential part of UKAS communications.

When the 4 colour positive logo is used on a dark background a white keyline can be used to differentiate it.
Logo: don’ts/common mistakes

Ensure you follow the guidelines on the use of the UKAS logo. It must not be altered under any circumstances. When creating promotional material, consider the background and the logo that is most appropriate, to ensure it meets the guidelines and is legible. The examples show common mistakes to avoid.

- **Do not** change the logo’s colour
- **Do not** change the logo’s proportion
- **Do not** add drop shadows to the logo
- **Do not** rotate the logo
- **Do not** distort the logo
- **Do not** use the logo in another shape
- **Do not** use the logo in a holding box
- **Do not** add other branding close to the logo
- **Do not** use the strapline to the side of the logo
- **Do not** place text or graphics within the clear space area specified on page 16
- **Do not** place the logo on complicated backgrounds
- **Do not** place the negative logo incorrectly on black
- **Do not** use the logo on backgrounds that make it illegible

ISO 9001 Quality Management Systems
Logo: co branding

When using the UKAS logo on other organisation material, follow these rules to ensure it is correctly reproduced.

UKAS staff should ensure that third parties are briefed with this information, along with the supply of the correct logo version to use as shown on page 11.

1. **Clear space:** No other logo should encroach into the clear space shown. The clear space is defined as ‘the width of the Crown’.

2. **Colour printing:** Only the preferred 4 colour logo should be used.

3. **Black and white printing:** Use the black positive or negative logo on white or black background as required.

4. **Logo position:** The UKAS logo should always appear on the right when used in conjunction with other organisations, wherever possible.
The UKAS Logo: strapline

**Lock-up configurations**
The UKAS strapline conveys a concise statement of our company's purpose. When it is locked up with the UKAS logo it communicates our key reason for being, in a clear, direct and engaging manner.

There are two versions of the strapline – the preferred two line *(see below)* and a single line version where space is limited.
Use the lock-ups when applying the strapline to corporate marketing communications. This is the preferred lock-up for most applications. The logo is followed by the strapline, and the strapline is placed ‘the width of the Crown’ from the base of the logo and centred.

On A4 size promotional material the logo is positioned top right on the front cover and the strapline is used at 100% and positioned at the bottom of the page, aligned ranged right with the logo (see a).

On the back cover, the logo is ranged bottom left and the strapline is used at 80% and bottom right, aligned with the base of the logo (see b).
Using the correct lock-up for promotional material is key. We have both positive and negative versions for both colour and black/white. Use the version that provides the best contrast and legibility for your communication piece.
To ensure the UKAS logo is clear and prominent, we always allow a clear space around it, into which no other graphics or text should encroach. The measure of this space is based on ‘the width of the Crown’, and defines the minimum distance between the lock up and the edge of a printed item. The clear space around our logo and strapline is also ‘the width of the Crown’.

NB: On occasion this may be adjusted where space is limited i.e. online.
Logo strapline: scaling and minimum size

Scaling the lock-up
The EPS UKAS logo strapline lock-up files may be scaled to any size necessary for promotional material. Do not scale the logo or strapline separately. Always maintain the lock-up aspect ratio when scaling. For the majority of applications, the logo will be sized at heights of less than 50mm.

Minimum size
The minimum size refers to the smallest lock-up size allowed. The lock-up can be scaled down to a minimum size of 10mm high. The lock-up with a black/white logo can also be scaled to a minimum size of 10mm high. Always maintain the lock-up aspect ratio when scaling.

Logo: Minimum size – 10mm
The UKAS colour palette is divided into three: white, which is our primary colour and which allows the logo to have the best possible stand-out; an expressive secondary palette and a set of neutral support colours.

*The colours represented on this page have not been evaluated by Pantone Inc and may not match the Pantone referencing system. Consult a Pantone Colour Formula Guide for an accurate reference.*

### Primary colour

<table>
<thead>
<tr>
<th>Colour</th>
<th>CMKY</th>
<th>RGB</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>0c/0m/0y/0k</td>
<td>255r/255g/255b</td>
<td>n/a</td>
</tr>
</tbody>
</table>

### Secondary colour palette

- **UKAS Dark Red**
  - CMKY: 15c/100m/90y/10k
  - RGB: 190r/30g/154b
  - PMS: 7474

- **UKAS Dark Blue**
  - CMKY: 100c/89m/0y/0k
  - RGB: 32r/65g/154b
  - PMS: Reflex Blue

- **UKAS Marine**
  - CMKY: 96c/9m/30y/29k
  - RGB: 9r/124g/139b
  - PMS: 422

- **UKAS Purple**
  - CMKY: 60c/71m/0y/0k
  - RGB: 121r/169g/139b
  - PMS: 2587

- **UKAS Red**
  - CMKY: 0c/82m/94y/2k
  - RGB: 234r/84g/41b
  - PMS: 173

- **UKAS Blue**
  - CMKY: 68c/34m/0y/0k
  - RGB: 32r/65g/205b
  - PMS: 279

- **UKAS Turquoise**
  - CMKY: 87c/0m/59y/0k
  - RGB: 0r/124g/139b
  - PMS: 3268

- **UKAS Pink**
  - CMKY: 8c/90m/16y/24k
  - RGB: 177r/180g/130b
  - PMS: 7433

- **UKAS Orange**
  - CMKY: 0c/63m/99y/0k
  - RGB: 244r/124g/34b
  - PMS: 716

- **UKAS Light Blue**
  - CMKY: 83c/1m/0y/10k
  - RGB: 0r/181g/239b
  - PMS: 2995

- **UKAS Green**
  - CMKY: 59c/0m/100y/0k
  - RGB: 117r/192g/67b
  - PMS: 376

- **UKAS Mauve**
  - CMKY: 30c/59m/13y/45k
  - RGB: 114r/76g/104b
  - PMS: 5205

### Neutral support colour palette

- **PMS 877 Metallic Silver**
  - CMKY: 20c/13m/13y/35k
  - RGB: 143r/148g/151b
  - PMS: 422

- **UKAS Grey**
  - CMKY: 20c/13m/13y/35k
  - RGB: 143r/148g/151b
  - PMS: 422

- **Black**
  - CMKY: 0c/0m/0y/100k
  - RGB: 35r/31g/32b
  - PMS: 4525

- **UKAS Gold**
  - CMKY: 9c/12m/46y/19k
  - RGB: 194r/180g/130b
  - PMS: 4525
### Use of tints

Tints are to be used when treating information graphics, otherwise use the colour at 100%.

Data can be communicated very effectively through use of visual representation. If used properly the messaging can stand out and be clearly communicated to the audience. If pairs of colours are used, ensure there is a contrast, so that the design of the data stands out, and the message is more effectively conveyed.

Specific tint screens (i.e. 20%, 40%, 60% and 80%) of each colour are designed to add visual depth and flexibility.

#### Colour palette tints

<table>
<thead>
<tr>
<th>Colour Code</th>
<th>80%</th>
<th>60%</th>
<th>40%</th>
<th>20%</th>
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</thead>
<tbody>
<tr>
<td>UKAS Dark Red</td>
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<td>UKAS Blue</td>
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<td>UKAS Marine</td>
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<td>UKAS Pink</td>
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<td>UKAS Beige</td>
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UKAS Typography

**Primary typeface – Praxis**

The UKAS primary typeface for corporate literature and promotional items is Praxis.

Modern, flexible, easy to read and open, Praxis is ideally suited for a wide range of visual communications. Multiple levels of typographic hierarchy are defined both for impact and clarity of our communications.

Use Praxis for all UKAS printed communications where possible. Use Praxis for online and electronic applications. When use of Praxis is not possible, use the recommended system typeface (see page 29).

Praxis Light/Regular should be used for body copy and Light also works well in larger sizes for headings.

Praxis Semi Bold is useful for headings or to create emphasis for important information and bullet points.

Praxis Bold can be used for small amounts of text and headings and is recommended to be used in type sizes below 18pt.

Light/Regular and Semi Bold can also be used in italics where required.

---

**Praxis Light**

**Praxis Light Italic**

**Praxis Regular**

**Praxis Regular Italic**

**Praxis Semi Bold**

**Praxis Semi Bold Italic**

**Praxis Bold**

**Praxis Bold Italic**
System typeface – Arial
UKAS system typeface is Arial. Used for Microsoft Word documents, Microsoft PowerPoint, emails, HTML content on web applications.

Arial
Arial Italic
Arial Bold
Arial Bold Italic
Consistent application of our type style and hierarchy reinforces clarity and professionalism.

Illustrated are the most common type styles used.

Whenever possible keep to these style sheets to ensure that the identity is used consistently.

At times it may be necessary to amend type sizes and spacing to accommodate excessive amounts of text on pages.

1. **Cover Title**
2. **Cover Subtitle**
3. **A. Main Heading**
4. **B. Heading/intoductive text**
5. **C. Emphasis text**
6. **Sub Heads**
7. **Body text**
8. ● **Bullet points**
9. **Indents**
10. **Captions and source information**
11. **Paragraph spacing** is either one line space or a half line space depending on the font size used.

Aliquam lorem felis. Duis pede pulvinar vehicula volutpat habitant porta diam aliquet velit metus cras rhoncus pellentesque.

1. **Cover title** set at 21/24pt Praxis Light
2. **Cover Subtitle** at 18/21 Praxis Light italic
3. **Inside Main Heading** set at 28/34pt Praxis Light
4. **B. Heading/intoductive text** set at 14/17pt Praxis Light
5. **C. Emphasis text** set at 12/15pt Praxis Light
6. **Sub Heads** set at 12/15pt Praxis Semi Bold
7. **Body text** set at 10/13pt Praxis Light
8. **Bullet points** set 2pts size below body text centred on x’ height with hanging 5mm indent
9. **Hanging indents** set at 5mm intervals eg: 5; 10; 15 etc
10. **Captions and source information** set at 9/12pt Praxis Light Italic
11. **Paragraph spacing**: 1 Line space or half line space as required.

**In addition**

Pull out quotations if used to be set at 14/17pt; 17/21pt or 21/24pt Praxis Light depending on space available to page.

*See samples on page 37.*
Building the grid – A4 and A5

Set your margins
Set your margins based upon the document size you are building.

A4 size documents
Create 6 columns within the text area setting the gutter to a width of 5mm.

The vertical grid is set at 2.5mm intervals for horizontal alignment.

Other sizes
Scale the image and text margins proportionally as required.

A5 size margins
Top: 10mm
Left/Right: 10mm
Bottom: 10mm

Create 6 columns within the text area setting the gutter to a width of 4mm.
Building the grid – DL

**DL size margins**
- Top: 5mm;
- Left/Right: 7.5mm
- Bottom: 7.5mm

Create 6 columns within the text area setting the gutter to a width of 2.25mm.

*DL Cover*  
*DL spread*
Placement of the brand identity

For consistent application of the identity you will need to follow the grid as referenced.

The grid shows horizontal and vertical guides for A4 publications, giving the flexibility for specific images and coloured bands/boxes.
Placing typography: A4 size 3 columns

When producing UKAS corporate brochure layouts, always follow the grid and typography specifications.

The layout shown is notional only, and elements shown on it can be positioned anywhere by using the full flexibility that the grid provides.

When the literature varies in size, the grid system elements are proportionally reduced or enlarged to suit.
Placing typography: A4 2 columns

This layout shows the grid using the six column grid in two columns.

The flexibility of the grid allows for it to be used as a single column particularly on smaller size formats such as A5 and DL.

However, it is also possible for the grid to use a four/two vertical column ratio in some cases.
Layout examples: front covers

The cover examples shown here, illustrate how the front cover grid is used following the specifications for colour, image and logo.

The photographs should always be selected carefully and illustrate the themes of the document. Images should reflect real life and business sectors.

The coloured band should always reflect the nearest colour from the palette that is prominent in the image. Though for UKAS Corporate documents Metallic Silver or UKAS Grey is the preferred option.
Layout examples
The examples show how to approach common layouts. White space is an important element of any layout, as it allows for ease of reading, while creating a clean and professional document.

Use images where the subject is clear and the background uncluttered.

Body copy should be reproduced in black or UKAS grey. Headings, quotes or subheadings should be reproduced in a colour from the palette at 100%.

What is BAS?

Accreditation provides market differentiation and can deliver the best possible service to its customers.

Why should imaging services gain accreditation?

Involves independent external assessment and involves a staged pathway to accreditation.

Why should physiological services participate in the IQIPS programme?

- Health care that is patient-focused.
- Patient-focused care is cost-effective.
- Patients experience fewer and shorter hospital stays.
- Reduced readmissions.

IQIPS Standards and IQIPS SAT

- Standards are set by the IQIPS Board.
- IQIPS SAT is a documented evaluation of how policies and procedures are evidence-based.
- IQIPS SAT is a documented evaluation of how policies and procedures are implemented.
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Opening speech marks are used at the beginning of the quote for emphasis – these are normally set in 72pt Helvetica Neue Bold (75).
Use of Image

When creating literature choose imagery that is:

- Striking
- Innovative
- Thought-provoking
- Fresh in perspective
- Images that translate across industry sectors

Photography must be of high resolution (300dpi minimum at actual size of use) for printed material.

Ensure that UKAS owns or has obtained the necessary licence to reproduce all photographs or other images.
Use of Logo

When producing literature always follow the grid specification as indicated on page 33. It is recommended that the UKAS logo, strapline and copyright statement appear on a white background to ensure legibility.

**Preferred position:**
The UKAS logo should always be positioned at the top right on all publications whenever possible.

**Secondary position:**
In certain circumstances e.g. with partner organisations, the logo is positioned bottom right.

**Back covers:**
On back covers the logo should always appear bottom left.

If the address is to be featured, this can either be above the logo or positioned to the right of it. The copyright statement should appear below the logo.
The copyright statement below, should be included in all documents at the bottom of the back page/cover.

© Copyright UKAS 2014
Anyone wishing to reproduce UKAS publications, or parts thereof, will need to seek written permission from the Corporate Marketing and Communications Department. This includes material that is online and traditional offline printed format.

Permission to reproduce material can be obtained by email: Communications@ukas.com

Copyright statement set in Praxis Light 6/7pt – ranged left

All printed documents will require referencing. The reference format is as follows: UKAS B1 12.2014 V1

B = brochure; followed by the number of versions since original print i.e. 1/2/3, the date and the current version 1/2/3.

The document reference number is set in Praxis Light 6/7pt – ranged right at the bottom of the page/cover.
Exhibition and Media Stands

It is important that the UKAS pop-up and exhibition stands communicate a clear and concise message, and are impactful.

Ensure that the title and any key messages are positioned in the top two thirds, as it is easier to read messages when they are eye level.
Adverts for UKAS are based on the literature corporate style ie – with coloured boxes and bands from the colour palette. The images should reflect the subject theme and be specific to the target audience.

The images are resourced by the design and marketing agency.

It is the responsibility of Marketing to manage the branding and design of the adverts.
Recruitment Advertising

The adverts for UKAS Recruitment have been designed to be either in colour or mono. Using the same corporate style, they are supplied as templates in a pdf format and text can be added and changed using Arial as the font.

It is the responsibility of Marketing to manage the branding and design of the adverts. HR is responsible for copy and the advertising of specific roles.

Assessment Manager – Environmental Chemistry

This is an exciting opportunity to join UKAS, the sole national accreditation body recognised by government to assess against internationally agreed standards.

We are looking for professional, responsible, innovative people to deliver excellent levels of service to ensure quality in everything we do.

This customer focused role is responsible for managing the provision of assessment services in accordance with UKAS' policies and procedures to meet both company and customer expectations.

Full details and how to apply can be found at: www.ukas.com/careers

Closing date 15th November 2013

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Passionate about quality? Committed to standards?

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Closing date 15th November 2013

Half page advertisement – style A

Half page template advertisement – style B

Half page mono template – style A

Quarter page template
Any promotional material must be organised via the Corporate Marketing and Communications Department.
Applying the Brand Identity

Office System

Company documentation reflects upon the organisation and individuals. It is therefore important that UKAS projects the desired image and brand. This includes all internal and external documents and presentations. Specifications cover paper stock, colour, typography and positioning of typographic elements and images.
Email signature format

As part of the UKAS Corporate Guidelines, it is important that there is a clear and consistent email signature.

The logo should be 45mm deep and can be a Png or Jpg file. The text is set in 11pt Arial and is positioned to the right of the logo – the space being ‘the width of the crown.’

The name and United Kingdom Accreditation Service, as well as the initials T, F, E and W should be set in Arial Bold.

Thin lines are used instead of commas.

Social media icons are dropped below the signature at 10mm square.
Stationery Word templates are published on the Intranet.

Size: 297mm x 210mm (A4)

Logo is 30mm deep, centred on page.

3mm fold mark positioned 99mm down on page – prints UKAS Grey.

Address set in 6pt on 7pt Arial centred on page – prints UKAS Dark Blue.

Registered address set in 6pt on 7pt Arial centred on page – prints UKAS Grey.
Compliment slips

Compliment Slip

Size: 99mm x 210mm
Logo is 25mm deep, ranged right 12.5mm in from edge.

With Compliments – set in 12pt Arial ranged left 25mm in from edge – prints UKAS Dark Blue.

Address set in 6pt on 7pt Arial ranged right 12.5mm in from edge – prints UKAS Dark Blue.

Registered address set in 6pt on 7pt Arial ranged right 12.5mm in from edge – prints UKAS Grey.
Business cards

The standard layout of information required for the UKAS business card is as shown.

To order business cards you will need to contact: reception@ukas.com
Envelopes

Ensure the address is in the middle of the envelope (not in the top right hand corner).

If typed, Font size must be Arial 11pt.

Use the correct size envelope i.e. DL, C5, C4 or larger as appropriate for the item to be posted.

Do not use an envelope that is too big and then fold it and expect it to be franked, as the franking machine will only take a minimum thickness.

Special delivery/signed-for labels: Use the correct envelope size. Do not fold the envelope to a size that then prohibits use of the Royal Mail labels.
When producing UKAS documents, whether external or internal, each one should always follow the same typographic principles as shown on page 30 and should follow the same grid and layout specifications.

The margins, the size of the logo and the Title Band remain constant. All the text is set in Arial/Arial Bold as specified below:

Titles within the Band – should be set in 21pt Arial/Arial Bold
Date – 12pt Arial Bold
Venue – 12pt Arial
Agenda – 18pt Arial Bold
Body text – 10pt/13pt Arial with 6pt space as required.
Sub heads – 10pt/13pt Arial Bold with 6pt space as required.
One line space between each item
Two line spaces before sub-heads.

There is a 10mm indent after the Item Number and then 5mm indents where required under the item.

The same specifications can be used for the Minutes.

Body text – 10pt/13pt Arial with one line space between the items listed.

Continuation pages set in 9pt Arial ranged right.
Publications

Publications should follow the style specified with the margins, the size of the logo and the Title Band remaining constant to give a cohesive presentation.

All the text is set in Arial/Arial Bold as specified below:

Reference No within the Band – should be set in 21pt Arial/Arial Bold
Edition and Date – 12pt Arial
Title – 18pt Arial Bold
At the bottom of each page should be the UKAS address and contacts – 8pt/9pt Arial with 3pt space before the Copyright, all ranged left
Document Ref – 9pt Arial ranged left
Page Nos – 9pt Arial ranged right
The inside pages of publications retain the specified margins with the following type instructions:

Contents:
Page headers – set in 8pt Arial ranged left and ranged right.
Contents – set in 14pt Arial Bold ranged left.
Introduction/headers – 12pt Arial Bold on 15pt
One line space between each section. 15mm indent.

At the bottom of each page should be the
UKAS address and contacts – 8pt/9pt Arial with
3pt space before the Copyright, all ranged left
Document Ref – 9pt Arial ranged left
Page Nos – 9pt Arial ranged right

Changes etc:
Page headers – set in 8pt Arial ranged left and ranged right.
Intro/headers – set in 12/13pt Arial Bold ranged left.
Body text – 10/13pt Arial ranged left. One line space between items, two line spaces between sections. 10mm indent with further 5mm indents if needed.
PowerPoint

It is important that we are consistent across all communication material, including presentations, both for internal and external use.

When creating slides use minimal text, add colour and imagery to engage with your audience.

All headings and text should be aligned left.

The typeface is Arial (point size given for headings, subheadings, etc, on following pages).

There are PowerPoint templates for the following presentations:

**External:**
- Corporate
- ISAS
- IQIPS
- CPA

**Internal:**
- PRIDE

The templates are available from the Intranet.
This page gives a structured page guide for UKAS PowerPoint slides, page 49 shows variations on how the grid can be used.
Powerpoint

42/48pt Arial
Large Body 21/24pt Arial
Large subheads 21/24pt Arial Bold
Body text 21/24pt Arial