department for
culture, media
and sport

November 2006

guidelines

contents

elements

the logo 04
minimum size 05
exclusion zone 05
colour 06
colour combinations 08
typeface 09
Bliss 09
Clarendon 10
strapline 11
strapline positioning 12
mission statement 13
contact details 14
co-branding 15
DCMS accreditation 16

publications

overview 18

level 1 19
cover A4 20
cover A5 21
cover DL 22
cover A4 landscape 23
alternative sizes 24
mission statement 25
mission statement – DL and self-cover 26
inside spreads 27
imprint 28
back cover 29
DL back cover and imprint 30

level 2 31
colour combinations 32
cover A4 37
cover A5 38
mission statement A4 39
mission statement A5 40
mission statement A4, self-cover 41
contents page 42
foreword 43
text left-hand page 44
text right-hand page 45
tables 46
charts 47
imprint 48
back cover 49

Word publications 50
images 55
accessible pdf files 56

other items

PowerPoint 58
letterhead 63
compliment slip 64
business card 65
fax 66
news release 67
website 68
invitation A5 74
invitation A6 75
recruitment advertising 76
exhibitions/display 78
merchandising 79

Our brand refresh enables us to reinvigorate the way we communicate.

The objectives of the DCMS brand refresh are to ensure visual consistency across printed and digital media to enable a better understanding of the Department's objectives and responsibilities, and raise its profile amongst its diverse audiences which include internal stakeholders, the general public and sponsored bodies.

Brand enquiries
Promotions and Publicity Unit
contact 0207 211 6051, 0207 211 6048,
0207 211 6356 or 0207 211 6509

Website enquiries
David Armstrong contact 0207 211 6268

elements

Our aim is to improve the quality of life for all
through cultural and sporting activities, support
the pursuit of excellence and champion the
tourism
eative and leisure industries
Bliss
abcdefghijklmnopqrs
dcms

the logo

The logo is a key element of the DCMS brand.

The DCMS logo has been strengthened, with the additional element of the full name, to enhance awareness and create better communication.

It is made up of two elements, the box symbol and the name. To maximise their impact, they have a fixed relationship that must remain consistent.

The logo must be seen on everything we do, from publications to stationery to exhibitions. It must always be applied consistently, in the DCMS colour palette and in the top left hand corner of an application (unless otherwise stated).

It should not be redrawn, digitally manipulated or altered. The logo must always be reproduced from a master reference. This is available in tiff, eps and jpeg format.

Tiff: all professionally printed applications.
Eps: large format ie exhibitions.
Jpeg: Microsoft programmes.

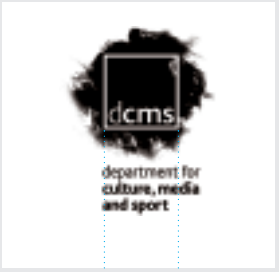
the logo
minimum size
exclusion zone

The DCMS logo must always be consistently reproduced and clearly visible. Therefore a minimum size has been established for the logo. The size is 10mm measured across the width of the DCMS box symbol.

There is no maximum size. The logo is available in a larger file size for large reproduction formats, ie exhibitions.

The DCMS logo is also protected by an exclusion zone. this will ensure the logo has maximum impact and visibility on all communications.

The exclusion zone is calculated by using two thirds, of the height of the box, as illustrated. Please observe this rule and ensure that no other graphic elements (such as text or imagery) intrude into the zone.



colour

To represent the diversity of our work we use a vibrant palette of ten colours. The palette should be used for all communications and in rotation to exploit the full range and create maximum impact. No alternative colours are permitted.

The colours have been chosen to complement each other and can be combined (see page 8 for details).

It is vital the colours are produced accurately across all communications. Always match the Pantone reference or CMYK percentages indicated. The RGB reference is for on-screen usage only.

Pantone 5125	C44 M81 Y11 K51	R112 G64 B94
Pantone 308	C100 M19 Y8 K50	R0 G51 B102
Pantone 3272	C99 M0 Y48 K0	R0 G163 B135
Pantone 165	C0 M72 Y100 K0	R223 G104 B4
Pantone 1935	C1 M100 Y51 K6	R241 G50 B53
Pantone 239	C17 M80 Y0 K0	R210 G27 B122
Pantone 279	C68 M34 Y0 K0	R10 G131 B223
Pantone 382	C34 M0 Y100 K0	R204 G255 B51
Pantone 130	C0 M35 Y100 K0	R230 G176 B18
Pantone 5483	C65 M11 Y25 K27	R92 G131 B141

The standards for the PANTONE© Colours are shown in the current edition of the PANTONE© Color Formula Guide. The PANTONE© MATCHING SYSTEM is a worldwide printing, publishing and packaging colour language for the selection, marketing and control of colour. PANTONE© is a registered trademark of Pantone, Inc.

the logo
colour variants

The logo can appear in any of the DCMS colours on a white background or reversed white out of the colour palette. Where colour reproduction is limited it can also appear in black on a white background or reversed white out of black.

No alternative colours or combinations are permitted. See page 6 for colour specifications.

colour combinations

The DCMS colour palette has been designed to work independently or in various complementary combinations, as shown.

This is particularity effective when resources are limited and only two colour printing is available, such as for level 2 publications.

Suggested colour combinations are shown opposite.

typeface
primary
Bliss

Distinctive and powerful typography reinforces the DCMS personality and adds impact to our communications.

Bliss is our primary typeface. It was chosen for its legibility, versatility and availability. The Bliss family includes a variety of weights, offering extensive design flexibility. Bliss should be used for all communications, wherever possible.

Clarendon is our supporting typeface and should be used with discretion to provide emphasis on the page. Arial is our substitute typeface, this is only used on our website and for PowerPoint presentations.

No other typefaces are permitted.

The minimum point size for body copy is 11pt set on 13pt leading.

For detailed typographic specifications please see the publications section of the guidelines on page 17.

Bliss is available from Jeremy Tankard Typography
www.typography.net

Bliss

Our primary typeface is Bliss. The sans serif was chosen for the accessibility, simplicity, legibility and distinctive character of the design. Bliss has a natural humanist feel and flow. The typeface family includes many different weights, from extra light to heavy. Bliss has good visibility on the page and should be used for all communications. It offers excellent design flexibility and character.

typeface supporting Clarendon

Clarendon is our supporting typeface and should be used with discretion to provide emphasis on the page. It has been chosen to compliment Bliss and provide additional typographic impact.

It should be used minimally to highlight short paragraphs, the mission statement, headings, quotes etc. Clarendon should never be used for large areas of body copy.

Copy is generally set in upper and lowercase, ranged left, ragged right. For detailed typographic specifications please see the publications section of the guidelines on page 17.

Clarendon is available from www.linotype.com

Clarendon

Our secondary typeface is Clarendon. The slab serif typeface was chosen for its clear, objective, timeless forms and contemporary feel. In small point sizes Clarendon is still a legible font and in larger print, its individual style attracts attention and creates impact.

strapline

The DCMS strapline is a summary of our mission statement. It is designed to raise our profile and improve communication with our diverse audiences.

The strapline box device provides a visual connection with our logo and enables it to be legible on any background.

It appears on the front cover of every publication and in a prominent position on all other materials. The strapline device is designed to interact with the individual design of each application and create a visual balance with the logo. A set of recommended positions are shown on the following page. The strapline appears in a set position on level 2 publications. Please see page 37 for detailed specifications.

There are two versions of the strapline:

Strapline box defined with a keyline

This is only used on a white background. The white strapline and white text version of this can also be used on any background, provided there is good legibility and reproduction.

Solid strapline box, no keyline

This is used on white, solid colour and image backgrounds.

It can appear in any of the colour combinations shown, (and white). The strapline must be reproduced from a master file and is available in eps or jpeg format.

In exceptional circumstances, where space is restricted, the strapline can appear without the box. It must always be typeset in lowercase Bliss Regular. *The design must be approved by the Promotions and Publicity Unit.*
Contact numbers: 0207 211 6051, 0207 211 6048, 0207 211 6356 or 0207 211 6509

strapline box defined by keyline – white backgrounds only

solid strapline box – white, solid colour and image backgrounds only

improving
the quality
of life for all

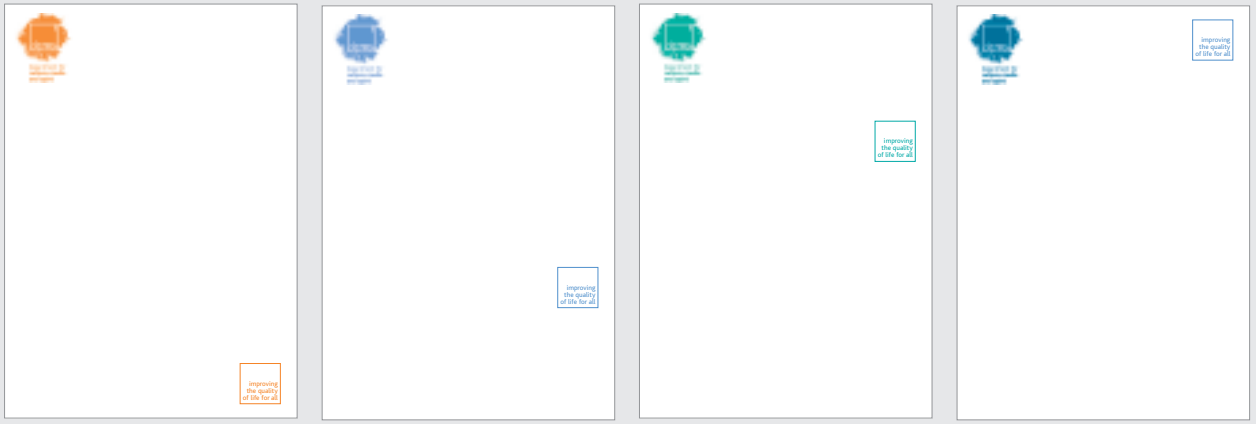
strapline
positioning

The recommended position for the strapline on level 2 publications is the bottom right hand corner of the page. This creates a visual balance with the logo.

On level 1 publications greater design flexibility is permitted and the position can be determined by the other elements on the page.

The strapline can move vertically along the right hand edge of the design area.

The strapline box should never be positioned in close proximity or visually overpower the DCMS logo.



mission statement

Our mission statement sets out our aims and objectives.

The statement appears prominently on the inside front cover (or first page) of every publication we produce and wherever possible on all other materials.

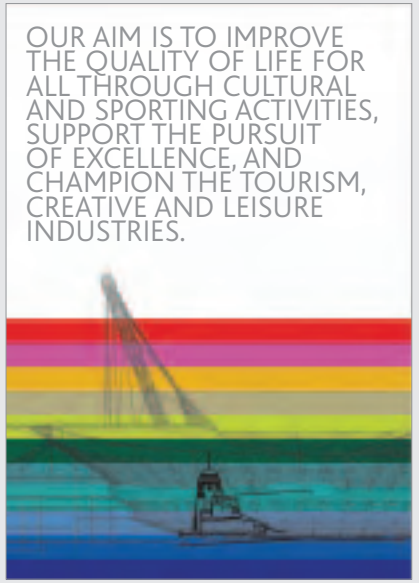
Level 1 publications and all other materials can customise the style of the mission statement to complement the individual design. The mission statement always appears in Bliss or Clarendon.

On all level 2 publications the mission statement is typeset in a consistent size and position. Please see page 39 for detailed specifications.

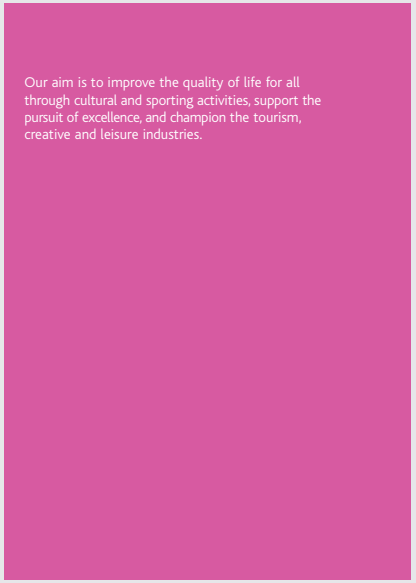
On self-cover documents and DL leaflet, where space is restricted, the mission statement can appear on the back cover. It should appear at the top of the page ranged left or at the base of the page ranged right. Please see page 26 for specifications.

Our aim is to improve the quality of life for all through cultural and sporting activities, support the pursuit of excellence, and champion the tourism, creative and leisure industries.

Level 1



Level 2

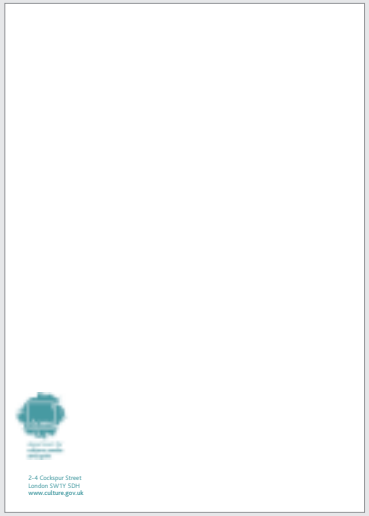


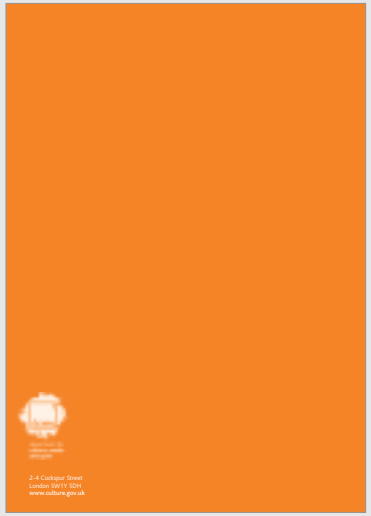
contact information

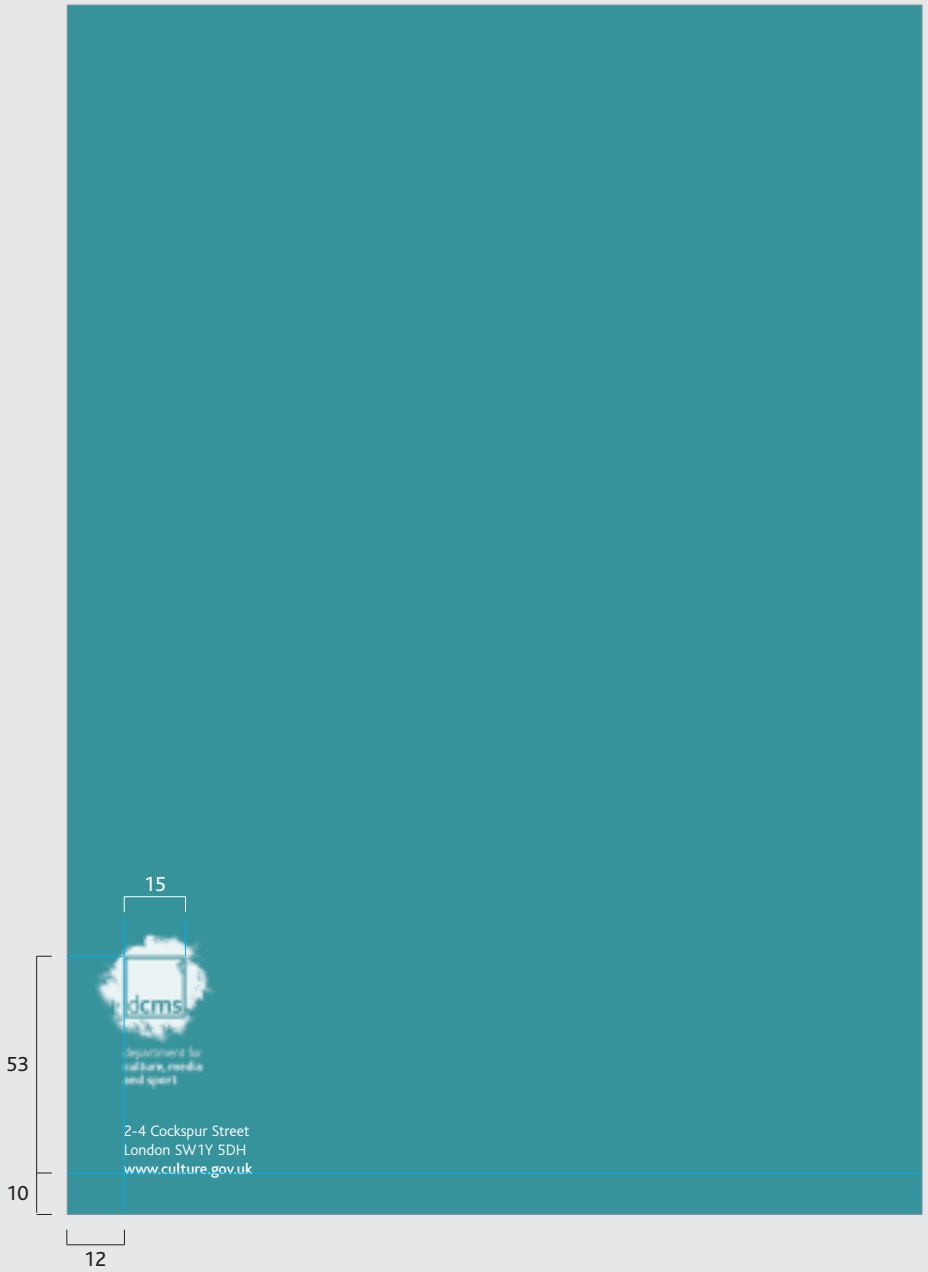
DCMS contact details should appear on the outer back cover of every publication. The contact details must always feature the logo, address and website. They appear in a consistent size and position on every publication.

The logo and contact details can appear in any of the DCMS colours or white reversed out of a colour background. The logo must always appear in the same colour as the address and website

contact detail examples







Dimensions
297/210mm
all measurements
in millimetres

Logo
15mm wide

Address
11/13pt Bliss Light

Web address
11/13pt Bliss Medium

co-branding

Independent and partnership organisations that are working with the DCMS require a joint branding. This works on two different levels of branding hierarchy.

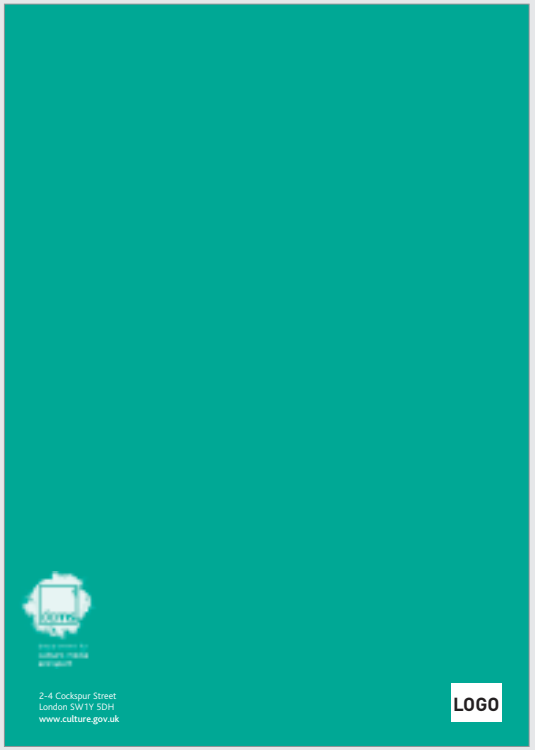
Joint ventures (50:50 relationship)
This is when a partnership organisation is working alongside the DCMS in a joint initiative. The partnership logo should have a similar hierarchy and status as the DCMS logo. The other organisation's guidelines should also be consulted.

On front covers the partnership logo can appear in white, black or its own colour, provided this complements the design and print specification. It should be placed at the base of the page, ranged left.

Accreditation (80:20 relationship)
This is when the DCMS is the lead organisation and the partnership organisation is endorsing the initiative. The partnership logo can appear in white, black or its own colour, provided this complements the design and print specification. It should only appear on the outer back cover, in a similar size relationship to the DCMS logo.

Joint venture co-branding

Accreditation co-branding (back cover)



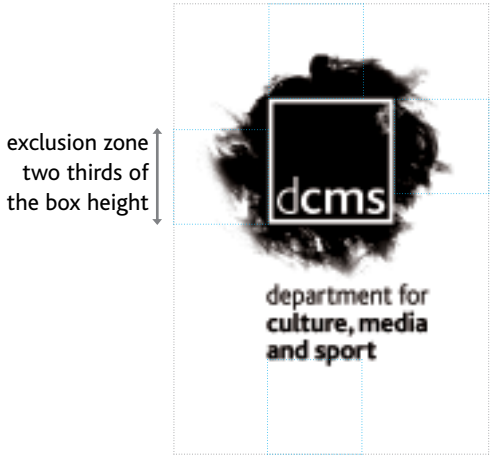
DCMS accreditation

The DCMS is often involved at an accreditation, consultant or supporting level on other organisation's initiatives. The DCMS logo should always appear in order to highlight our role in these initiatives and to raise our profile and public awareness.

Other organisation materials (20:80 relationship)
When the DCMS is endorsing another organisation's initiative the DCMS logo should have a strong visual presence on the page. The preferred placement is on the front cover. The visual relationship between both logos should be balanced. The alternative preferred position is on the outer back cover.

The DCMS logo can appear in white, a colour from the palette or black. The DCMS logo must always be consistently reproduced and clearly visible. The minimum size and minimum clearance guidance must be followed.

The minimum size is 10mm measured across the width of the DCMS box symbol. The logo exclusion zone is calculated by using two thirds, of the height of the box, as illustrated.



PANTONE® 5125 C	PANTONE® 308 C	PANTONE® 3272 C	PANTONE® 165 C	PANTONE® 1935 C
PANTONE® 239 C	PANTONE® 279 C	PANTONE® 382 C	PANTONE® 130 C	PANTONE® 5483 C

publications

publications

Publications are one of our most visible communication tools. They promote the work of the DCMS and provide a vital link with our audiences. DCMS publications are divided into two levels. Detailed design specifications for each level are illustrated on the following pages.

Level 1

Promotional publications

These are commissioned by the Promotions and Publicity Unit, working in conjunction with a design agency. They are bespoke publications and are permitted a high level of design flexibility. Level 1 publications can be produced in alternative, non-standard sizes if this is appropriate to the design concept.

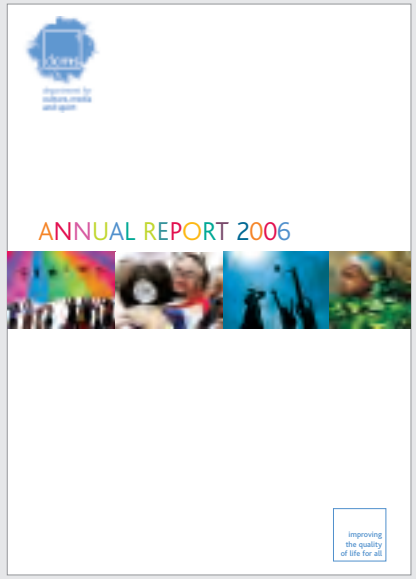
Level 2

Standard publications

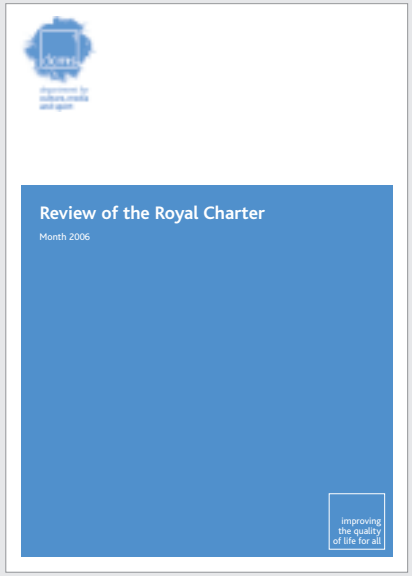
These are commissioned by the Promotions and Publicity Unit, working in conjunction with typesetters. Level 2 publications are economical single or two colour publications, designed to a set grid structure. They are always produced in standard sizes, either A4 or A5 portrait.

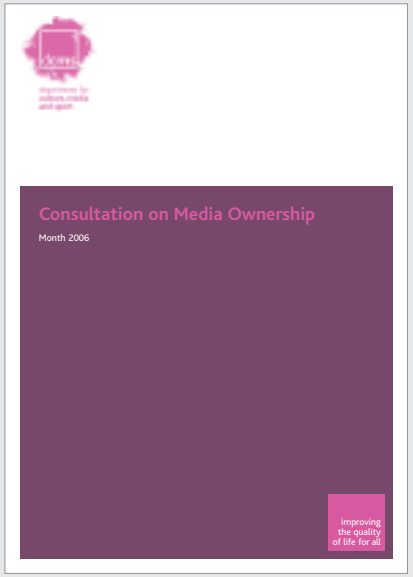
All publications should be printed on recycled or environmentally friendly, accredited paper stock.

Level 1



Level 2





publications
level 1

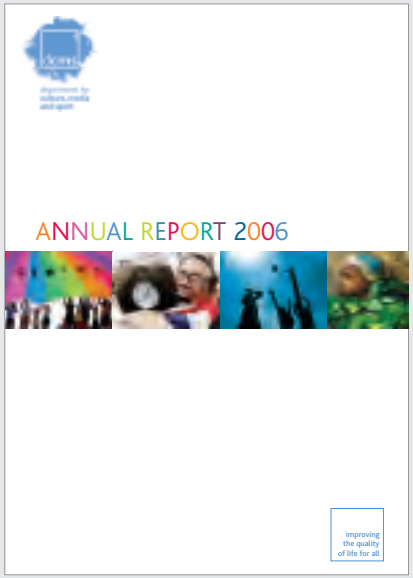
Level 1 publications are allowed a degree of creative freedom, they can use photography, illustration and typography to create a dynamic, inspirational design. Key elements of the brand must be consistently applied:

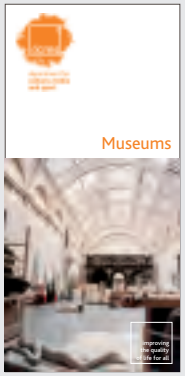
cover
Logo – consistent size and position
Strapline box – consistent size
Title set in Bliss or Clarendon

inside front cover (or initial pages)
Mission statement – customised

inside back cover
DCMS imprint – consistent size and position

outer back cover
DCMS logo, address and website – consistent size and position





publications
level 1
A4 covers

Level 1 publication covers can use any of the DCMS colours. They are generally printed in 4 colour.

The logo must always be consistently sized and positioned on the page, as shown.

The strapline box position is dictated by the cover design. It is designed to interact with the elements on the page. The strapline box can be a single or two colour combination.

Headings must be well written, engaging, informative and concise. Avoid writing long headings that lack impact.

Dimensions
297/210mm
all measurements
in millimetres

Logo
20mm wide

Heading
Bliss or Clarendon

Sub heading (optional)
Bliss

Strapline box
23mm wide

publications
level 1
A5 covers

Level 1 publication covers can use any of the DCMS colours. They are generally printed in 4 colour.

The logo must always be consistently sized and positioned on the page, as shown.

The strapline box position is dictated by the cover design. It is designed to interact with the elements on the page. The strapline box can be a single or two colour combination.

Headings must be well written, engaging, informative and concise. Avoid writing long headings that lack impact.

Dimensions
210/148mm
all measurements in millimetres

Logo
17mm wide

Heading
Bliss or Clarendon

Sub heading (optional)
Bliss

Strapline box
19mm wide

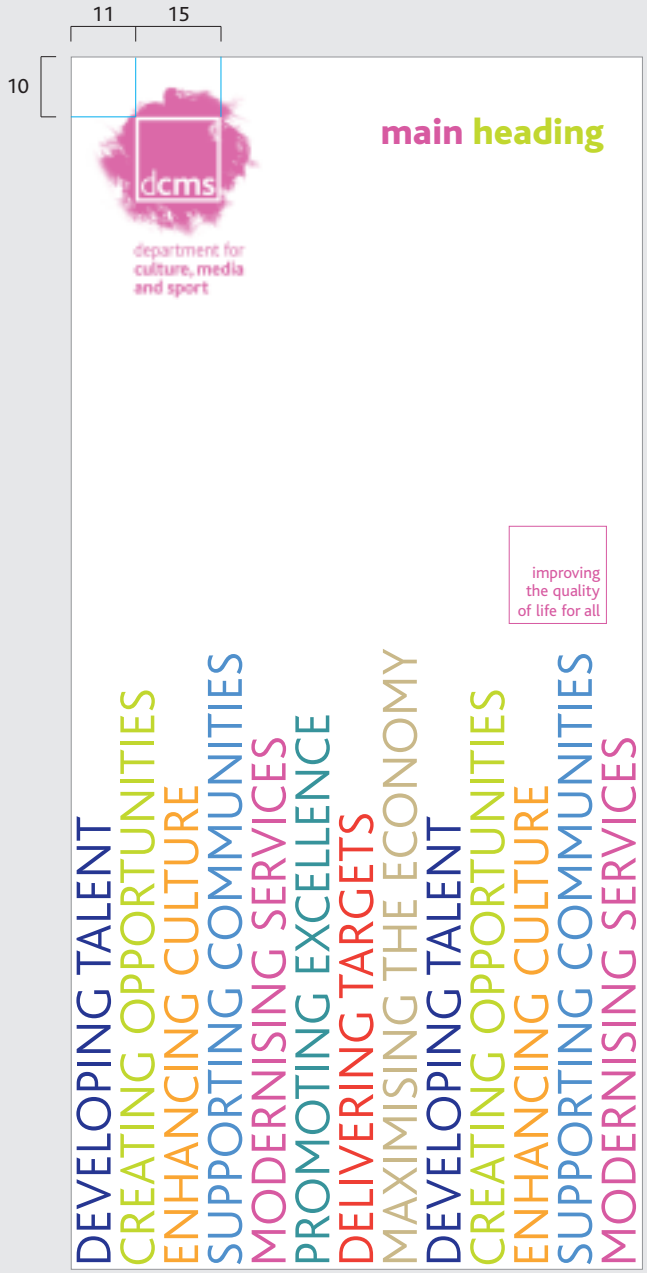
publications
level 1
DL covers

Level 1 publication covers can use any of the DCMS colours. They are generally printed in 4 colour.

The logo must always be consistently sized and positioned on the page, as shown.

The strapline box position is dictated by the cover design. It is designed to interact with the elements on the page. The strapline box can be a single or two colour combination.

Headings must be well written, engaging, informative and concise. Avoid writing long headings that lack impact.



Dimensions
210/99mm
all measurements
in millimetres

Logo
15mm wide

Heading
Bliss or Clarendon

Sub heading (optional)
Bliss

Strapline box
17mm wide

publications
level 1
A4 landscape

Level 1 publication covers can use any of the DCMS colours. They are generally printed in 4 colour.

The logo must always be consistently sized and positioned on the page, as shown.

The strapline box position is dictated by the cover design. It is designed to interact with the elements on the page. The strapline box can be a single or two colour combination.

Headings must be well written, engaging, informative and concise. Avoid writing long headings that lack impact.

Dimensions
210/297mm
all measurements
in millimetres

Logo
20mm wide

Heading
Bliss or Clarendon

Sub heading (optional)
Bliss

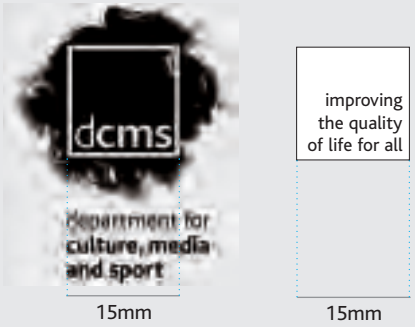
Strapline box
23mm wide

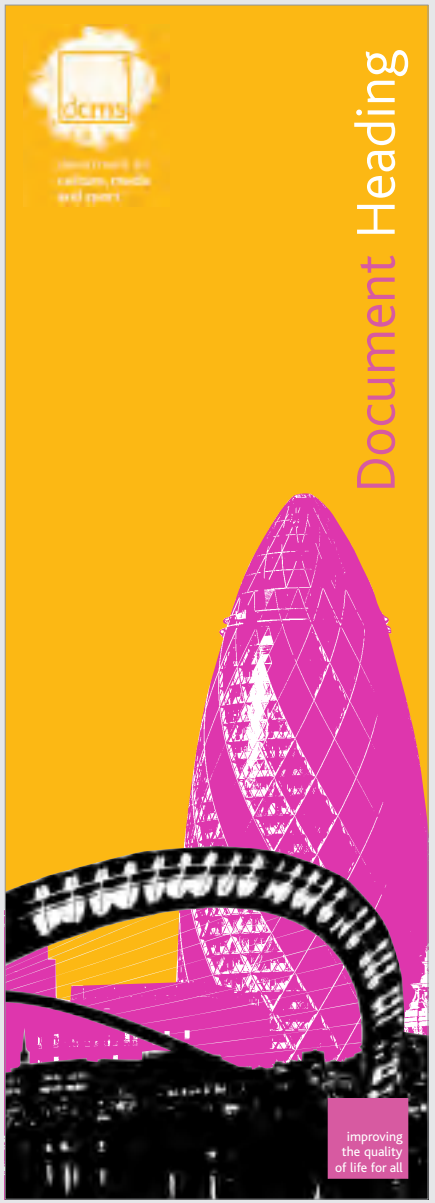
publications
level 1
alternative sizes

Level 1 publications can appear in alternative, non standard sizes. These should only be considered if it is relevant to the design concept and content.

The size and position of the logo is established by using the closest size relationship guidelines (ie A4, A5) and reducing or enlarging proportionately.

On front covers the logo and strapline box should not appear smaller than 15mm wide.



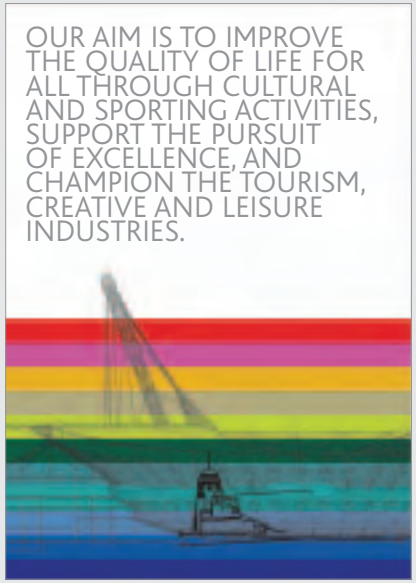


publications
level 1
mission statement

Our mission statement appears prominently on the inside front cover (or first page) of every publication we produce.

Level 1 publications customise the style of the mission statement to complement the individual design. The mission statement always appears in Bliss or Clarendon.

Our aim is to improve the quality of life for all through cultural and sporting activities, support the pursuit of excellence, and champion the tourism, creative and leisure industries.

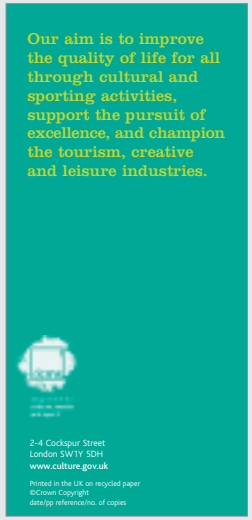


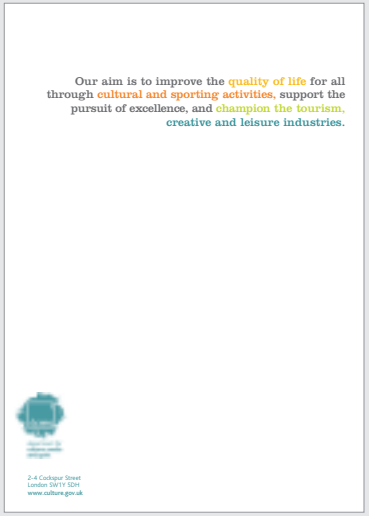
publications
level 1
DL/self-cover mission statement

On self-cover and DL publications, where space is restricted, the mission statement can appear on the back cover. It should appear at the top of the page or at the base of the page, ranged right.

Level 1 publications customise the style of the mission statement to complement the individual design. The mission statement always appears in Bliss or Clarendon.

Our aim is to improve the quality of life for all through cultural and sporting activities, support the pursuit of excellence, and champion the tourism, creative and leisure industries.





publications
level 1
inside spreads

Distinctive and powerful typography reinforces the DCMS personality and adds impact to our communications. Level 1 publication text spreads should fully exploit the DCMS colour palette and use photography or illustration to add emphasis and highlight key information.

Level 1 publications use Bliss and Clarendon. The Bliss family includes a variety of weights, offering extensive design flexibility. Clarendon is our supporting typeface and should be used with discretion to provide emphasis on the page. It should be used minimally to highlight short paragraphs, the mission statement, headings, quotes etc.

Typography should be strong, distinctive and clear. All text spreads should be well structured and the different typeface weights used to provide clear navigation on the page. Headings have no fixed size. **The minimum point size for body copy is 11pt set on 13pt leading.**
All body copy must be set in Bliss. No other typefaces are permitted. Copy is set in upper and lowercase, however capitals can be used for small areas of copy.

Copy must be well written, engaging, informative and concise. Avoid writing long headings that lack impact. Well crafted copy and clear, effective, modern design allows us to engage with our audiences.

Standard letter and word spacing must always be used. Type must not be condensed or expanded using computer software. Hyphenation should be turned off. 'Widows' and 'orphans' within text should be avoided (wherever possible), either by tracking or kerning (to a maximum of -3) and copy-editing.

publications
level 1
A4/A5 imprint

The DCMS imprint appears in a consistent size and position on the inside back cover of every publication.

The imprint must contain the following information:

We can also provide documents
to meet the specific requirements
of people with disabilities.
Please call 020 7211 6200 or
email enquiries@culture.gov.uk

Department for Culture, Media and Sport
Printed in the UK on recycled paper
©Crown Copyright
Date PP reference Number of copies

The imprint appears in any of the DCMS colours or black.
It can also appear white reversed out of a colour.

White imprint on a colour background

Dimensions
297/210mm
or 210/148mm
all measurements
in millimetres

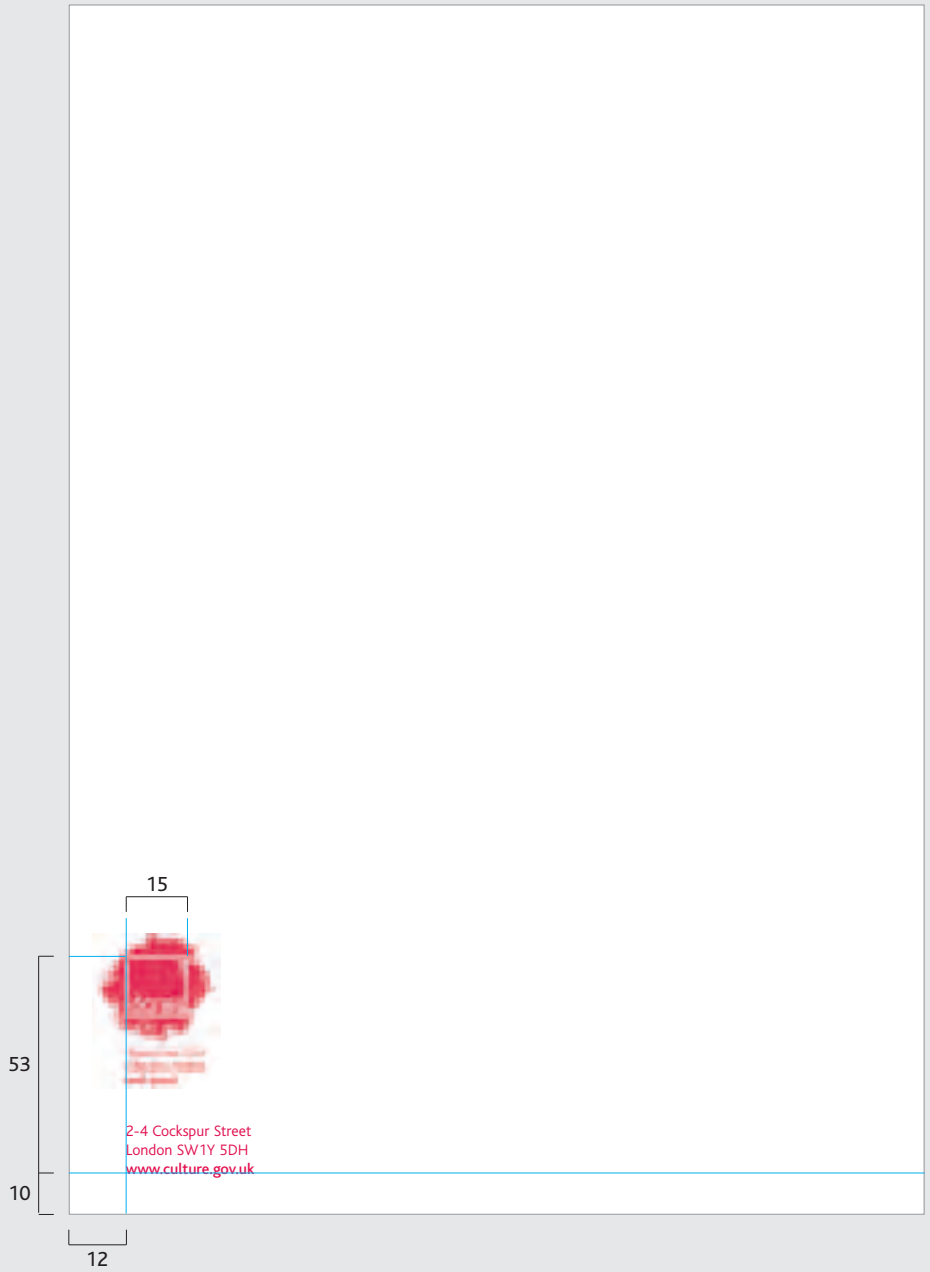
Imprint
11/13pt Bliss Roman

publications
level 1
A4/A5 back cover

The DCMS outer back cover must always feature the logo, address and website. They appear in a consistent size and position on every publication.

The logo and contact details can appear in any of the DCMS colours or white reversed out of a colour background. The logo must always appear in the same colour as the address and website

White logo and contact details on a colour background



Dimensions
297/210mm
or 210/148mm
all measurements
in millimetres

Logo
15mm wide

Address
11/13pt Bliss Light

Web address
11/13pt Bliss Medium

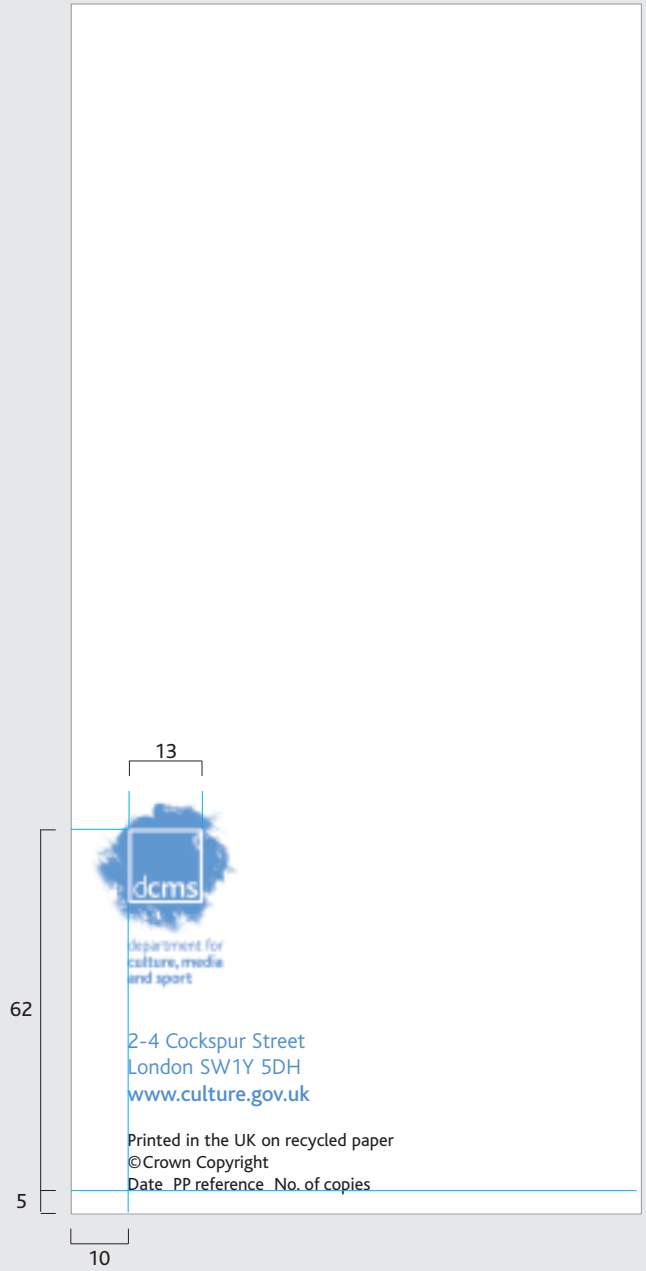
publications
level 1
DL back cover and imprint

On DL publications, where space is restricted, the outer back cover must always feature the logo, address, website and imprint. They appear in a consistent size and position on every publication.

The logo and contact details can appear in any of the DCMS colours or white reversed out of a colour background. The logo must always appear in the same colour as the address and website.

The imprint appears in any of the DCMS colours or black. It can also appear white reversed out of a colour.

back cover examples



Dimensions
210/99mm
all measurements
in millimetres

Logo
13mm wide

Address
11/13pt Bliss Light

Web address
11/13pt Bliss Medium

Insert a 3mm space after the web address

Imprint
9/11pt Bliss Roman

publications
level 2

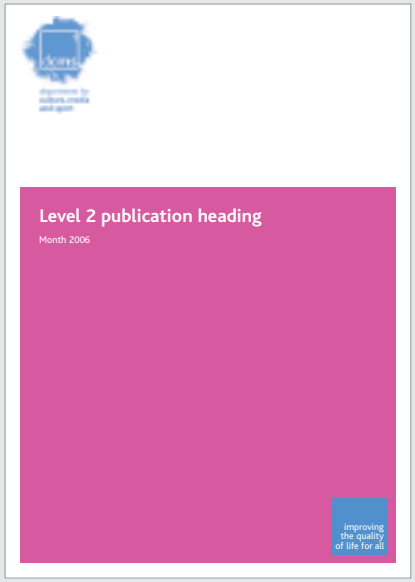
Level 2 publications are designed to a uniform grid structure. The covers are printed in one or two colours, from the DCMS palette. Inside pages print single colour, black. (In certain circumstances text pages can be two colour). Level 2 publications are designed to a uniform grid structure. They are always produced in standard sizes, ie A4 or A5 portrait. The brand must be consistently applied:

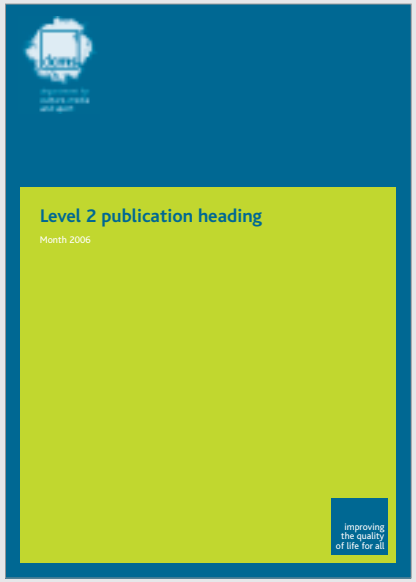
cover
Logo – consistent size and position
Strapline box – consistent size and position
Title – consistent size and position
Boxed area – consistent size and position

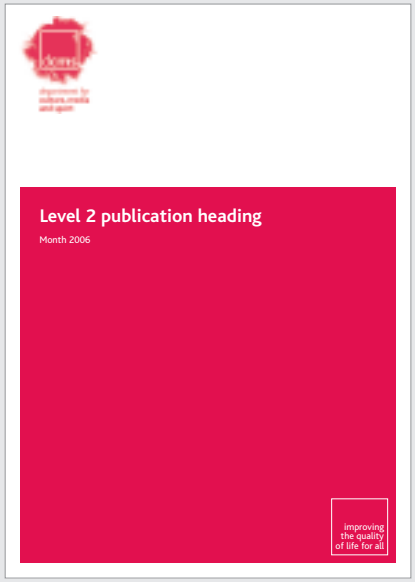
inside front cover (or initial pages)
Mission statement – consistent size and position

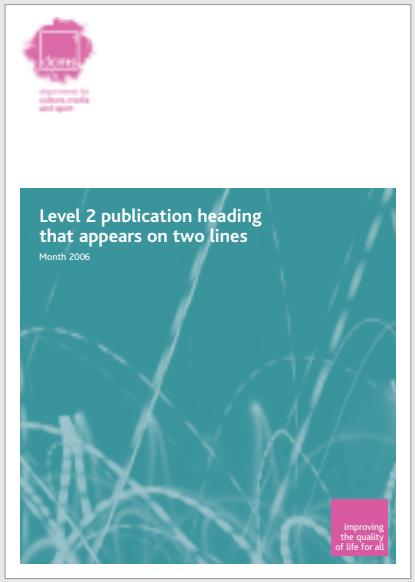
inside back cover
DCMS imprint – consistent size and position

outer back cover
DCMS logo, address and website – consistent size and position









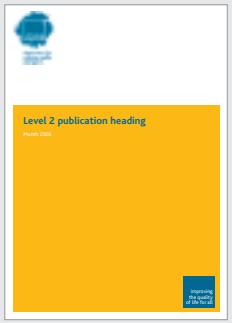
publications
level 2 colour combinations

1 2 3 4 5 6 7 8 9

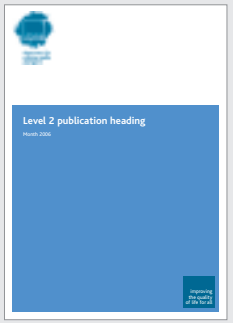
10 11 12 13 14 15 16 17 18

19 20 21 22 23 24 25 26 27

publications
level 2 colour combinations

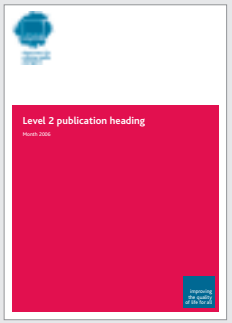


28

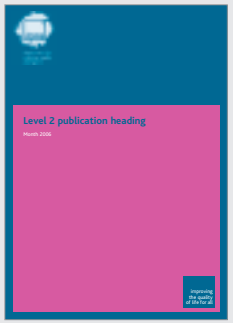


29

30

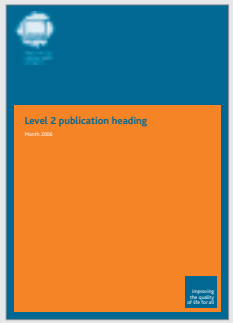


31



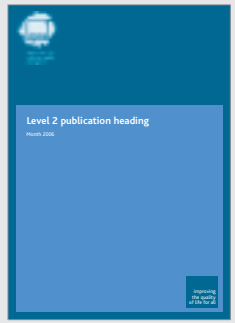
32

33

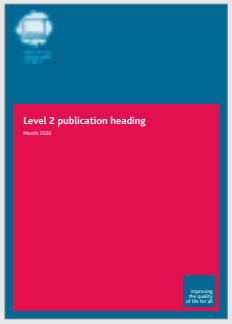


34

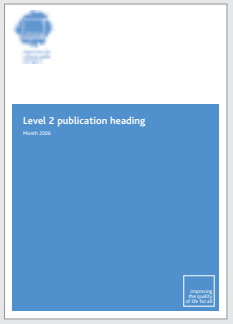
35



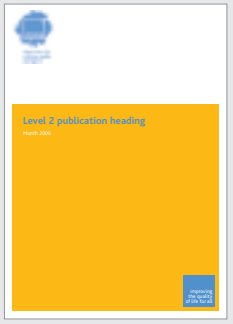
36



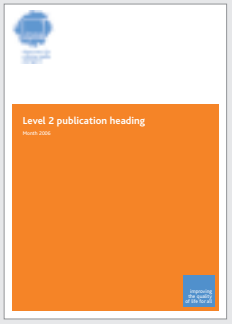
37



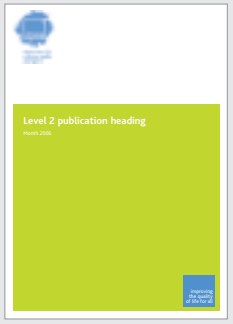
38



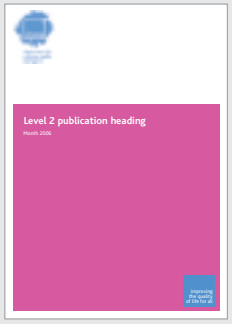
39



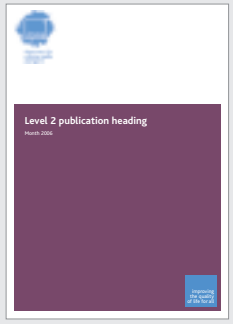
40



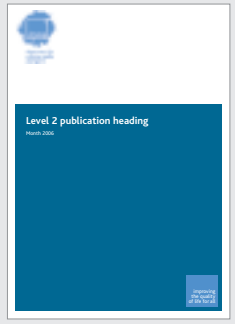
41



42



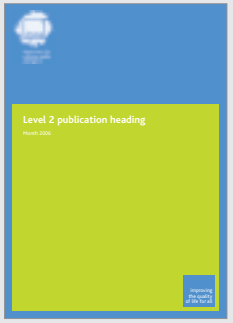
43



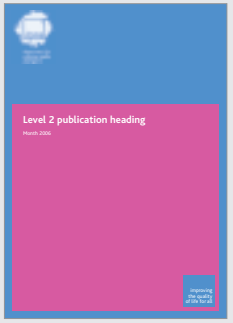
44

45

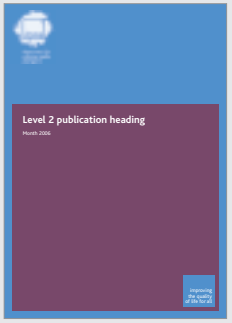
46



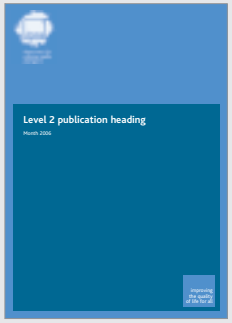
47



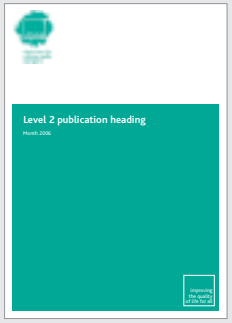
48



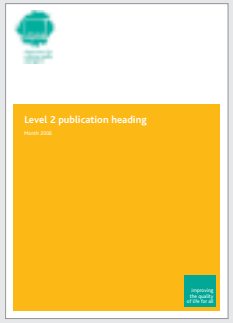
49



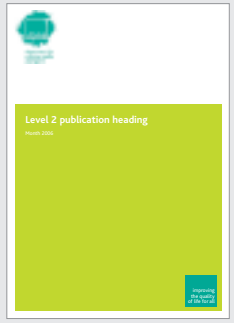
50



51



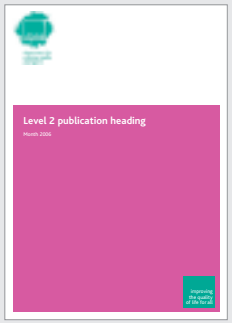
52



53

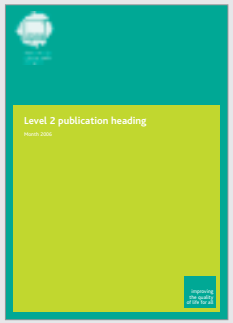
54

publications
level 2 colour combinations

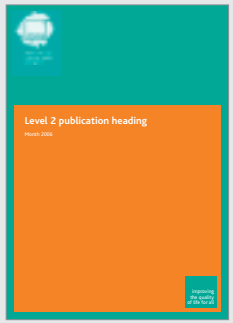


55

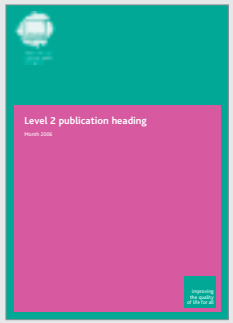
56



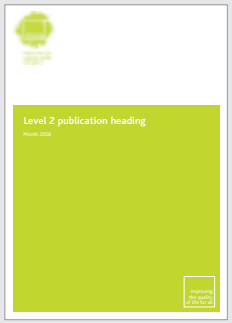
57



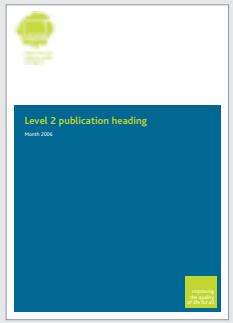
58



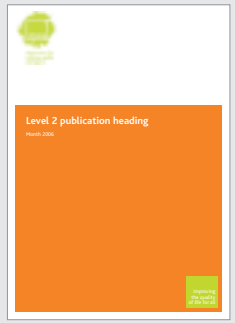
59



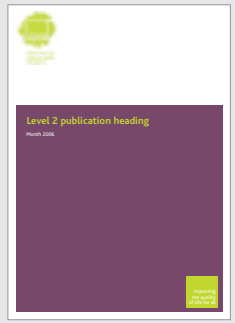
60



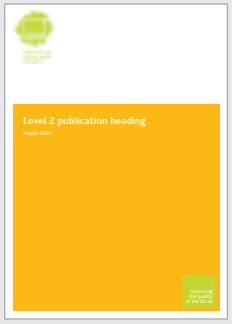
61



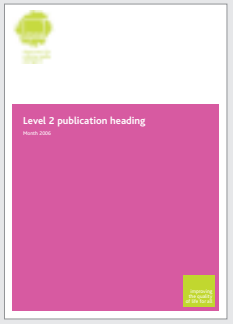
62



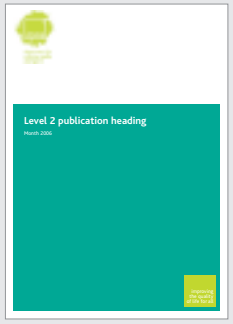
63



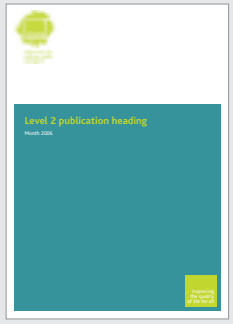
64



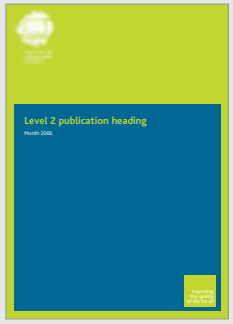
65



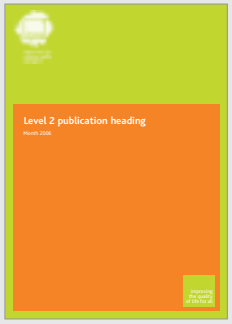
66



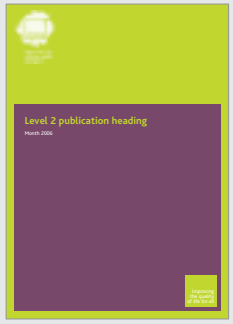
67



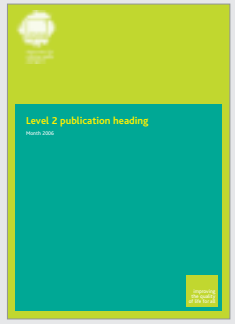
68



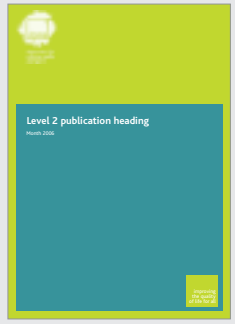
69



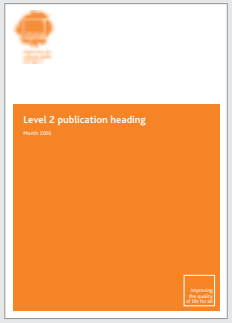
70



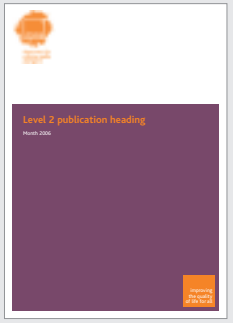
71



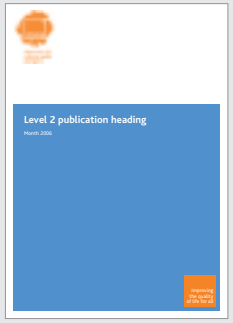
72



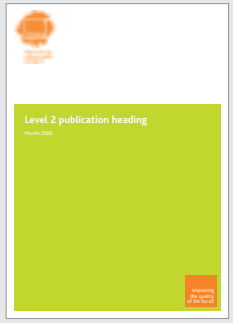
73



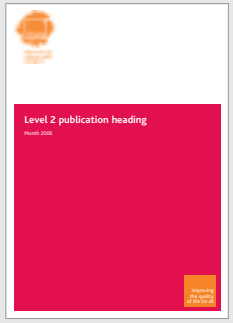
74



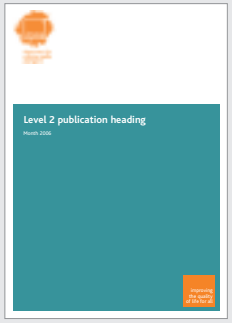
75



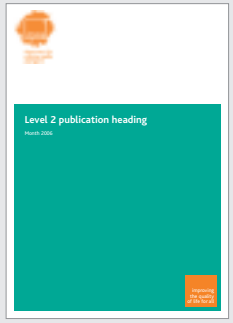
76



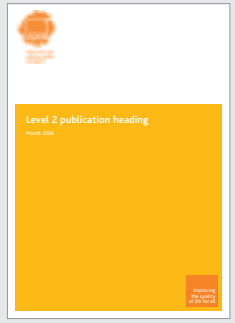
77



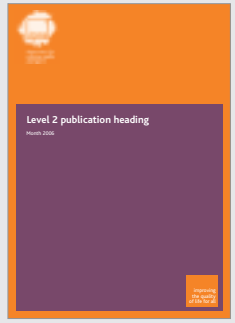
78



79

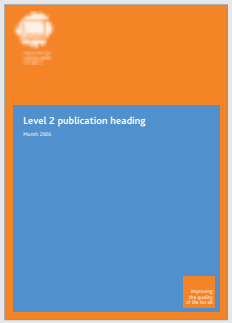


80

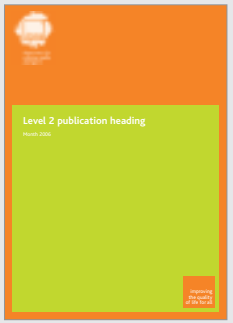


81

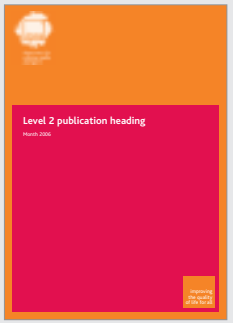
publications
level 2 colour combinations



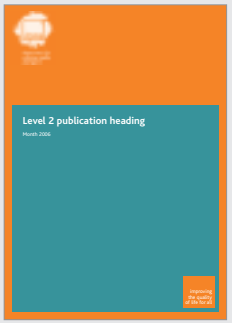
82



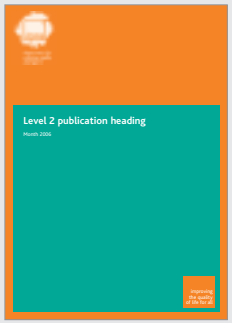
83



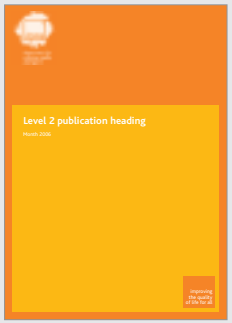
84



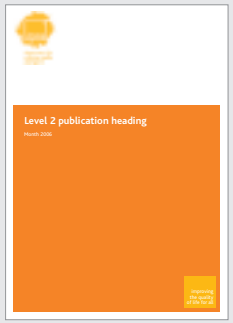
85



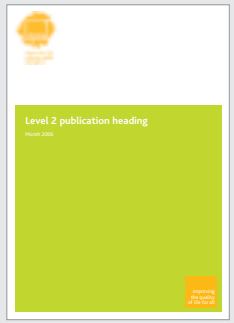
86



87

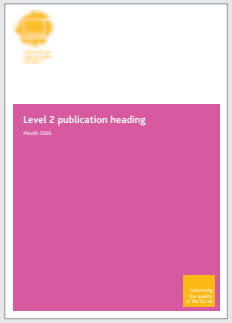


88

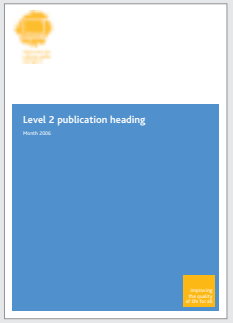


89

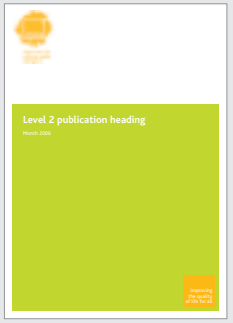
90



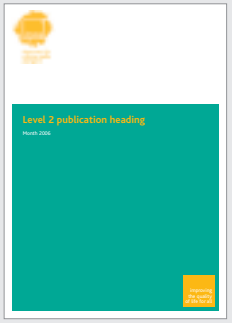
91



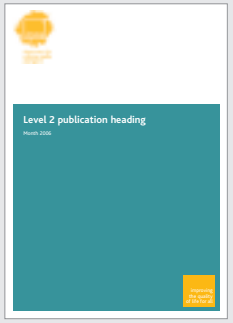
92



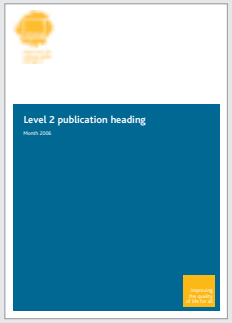
93



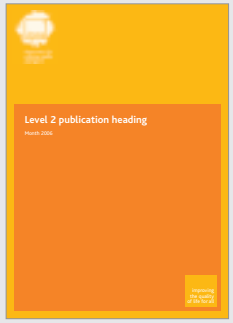
94



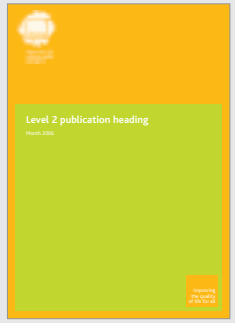
95



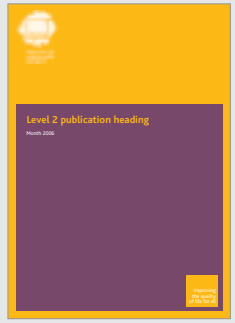
96



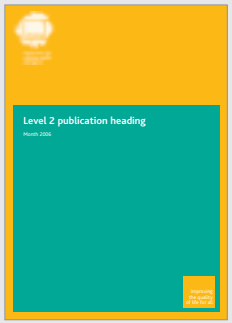
97



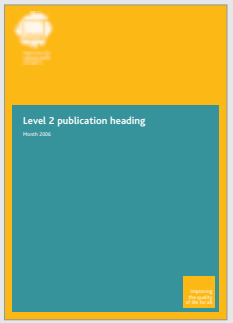
98



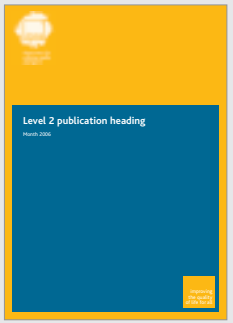
99



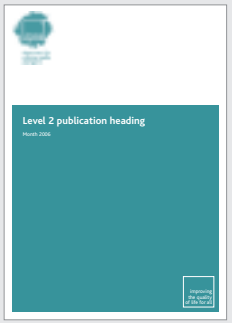
100



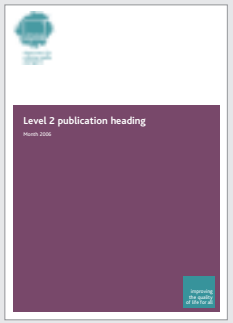
101



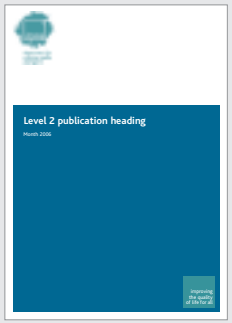
102



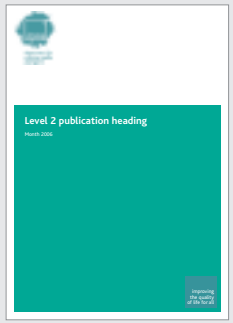
103



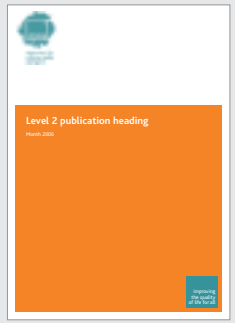
104



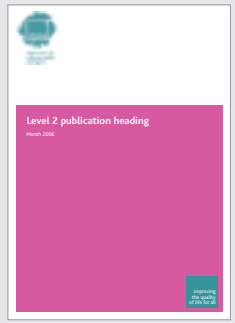
105



106

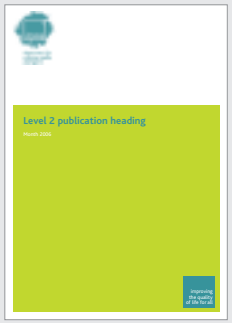


107

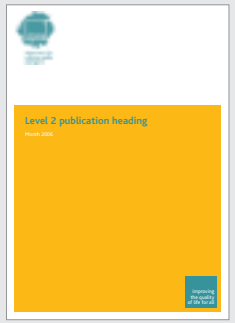


108

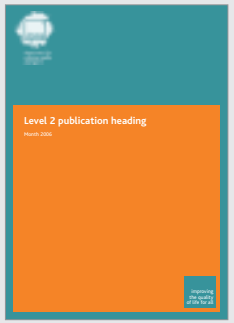
publications
level 2 colour combinations



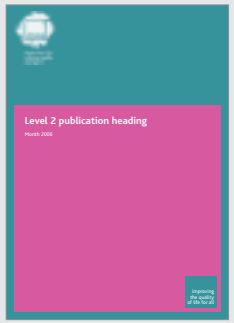
109



110



111

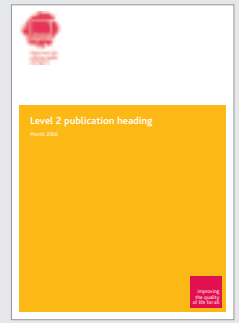


112

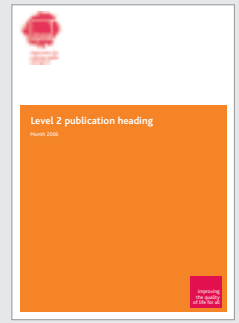
113

114

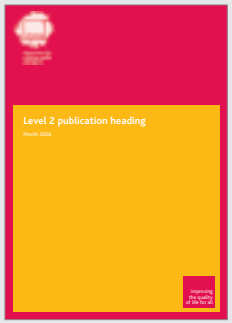
115



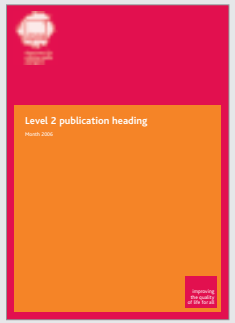
116



117



118



119

publications
level 2
A4 covers

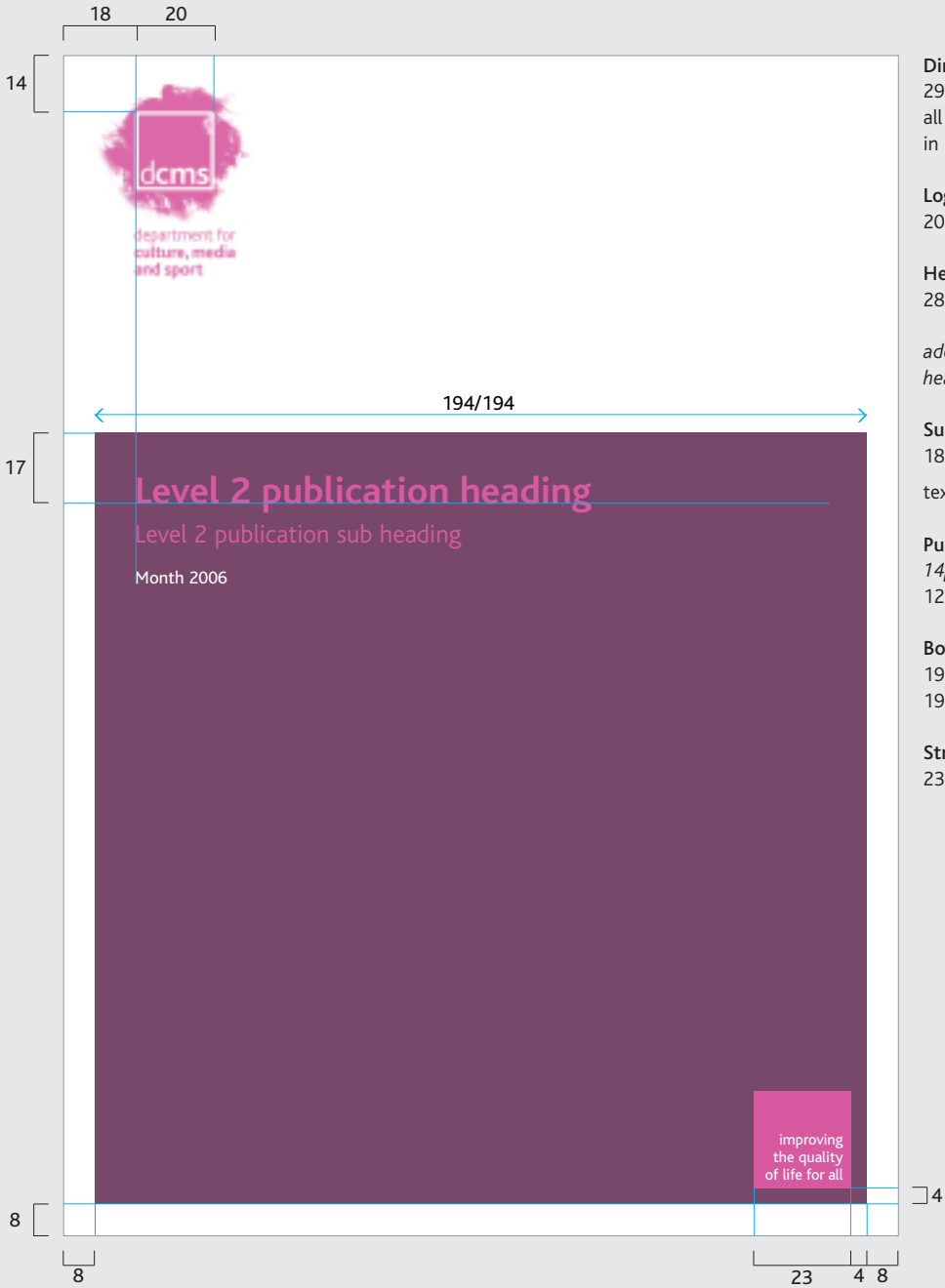
Level 2 publication covers are designed to a set grid structure and can utilise any of the colour combinations shown on pages 32 to 36. Level 2 publications are printed in either one or two colours.

All the brand elements, positions and dimensions must be consistently applied to achieve clear and effective communications.

Headings and publication dates are set in upper and lowercase.

Duotone or single colour images that are appropriate to the publication subject and utilise the DCMS colour palette can also be placed inside the boxed area. Always ensure the copy is legible against the background image.

Duotone and single colour image examples



Dimensions
297/210mm
all measurements
in millimetres

Logo
20mm wide

Heading
28/30pt Bliss Bold

additional 2mm space between heading and sub heading

Sub heading (optional)
18/20pt Bliss Light

text column width 175mm

Publication date
14pt linespace before date
12/14pt Bliss Roman

Boxed area
194mm high
194mm wide

Strapline box
23mm wide

publications
level 2
A5 covers

Level 2 publication covers are designed to a set grid structure and can utilise any of the colour combinations shown on pages 32 to 36. Level 2 publications are printed in either one or two colours.

All the brand elements, positions and dimensions must be consistently applied to achieve clear and effective communications.

Headings and publication dates are set in upper and lowercase.

Duotone or single colour images that are appropriate to the publication subject and utilise the DCMS colour palette can also be placed inside the boxed area. Always ensure the copy is legible against the background image.

Duotone and single colour image examples

Dimensions
210/148mm
all measurements
in millimetres

Logo
20mm wide

Heading
22/24pt Bliss Bold

additional 2mm space between heading and sub heading

Sub heading (optional)
14/16pt Bliss Light

text column width 175mm

Publication date
13 pt linespace before date
11/13pt Bliss Roman

Boxed area
136mm high
136mm wide

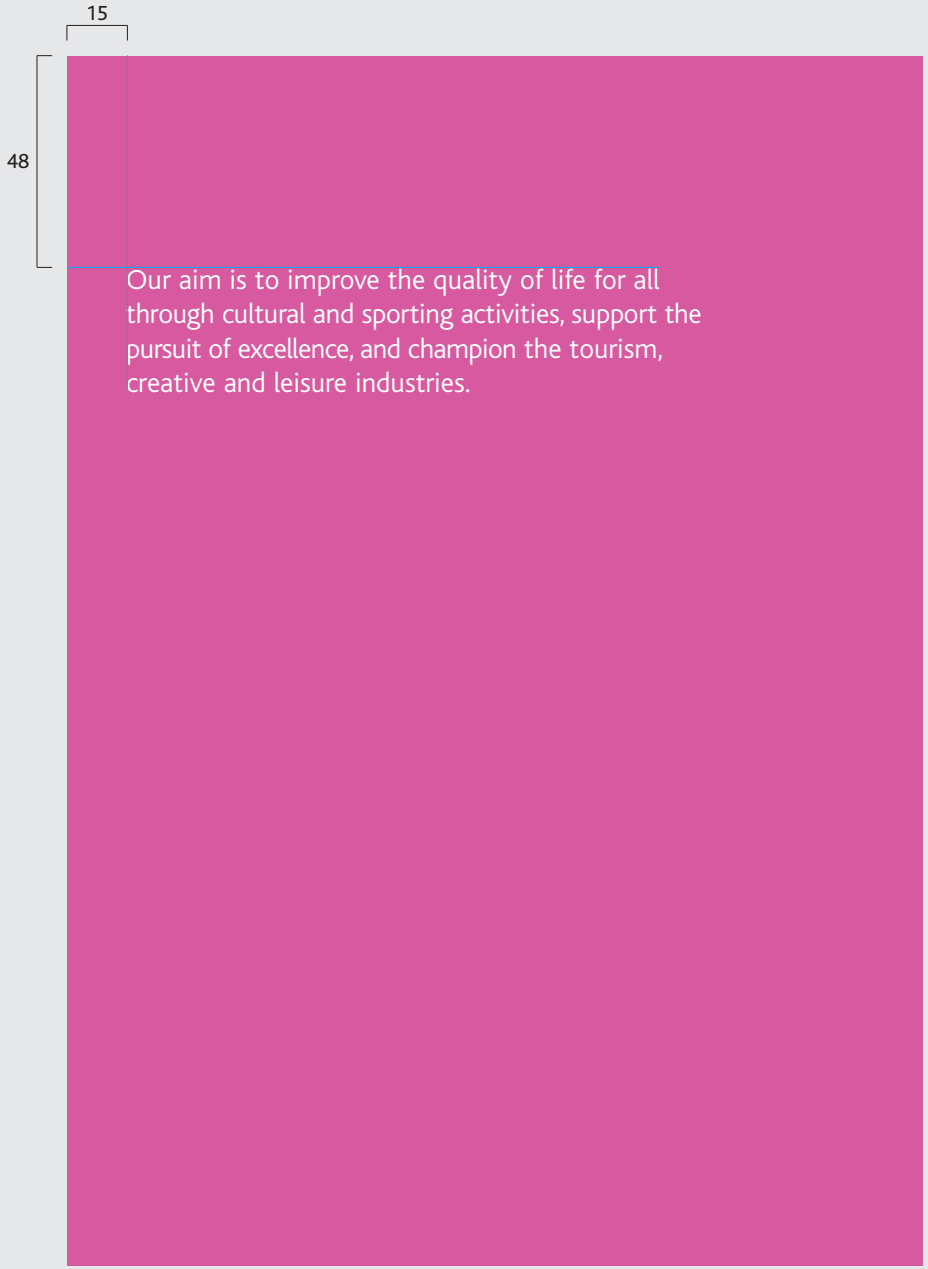
Strapline box
19mm wide

publications
level 2
A4 mission statement

Our mission statement appears prominently on the inside front cover (or first page) of every publication we produce.

On all level 2 publications the mission statement is typeset in a consistent size, font and position.

The mission statement appears in any of the DCMS colours or white reversed out of a colour background. The DCMS colour combinations can also be used. Always ensure the copy is legible against the background colour.

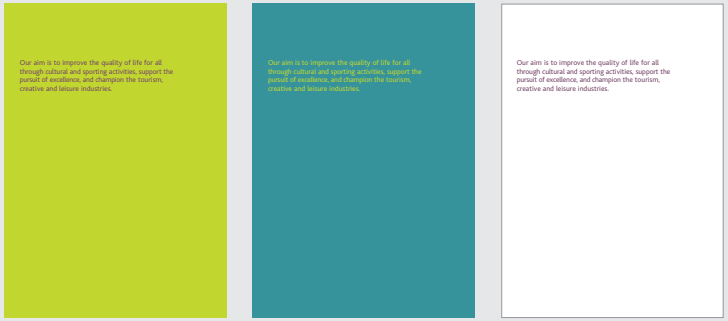


Dimensions
297/210mm
all measurements
in millimetres

Mission statement
20/24pt Bliss Light

The mission statement must be typeset, with the correct linebreaks, as shown

Mission statement colourway examples



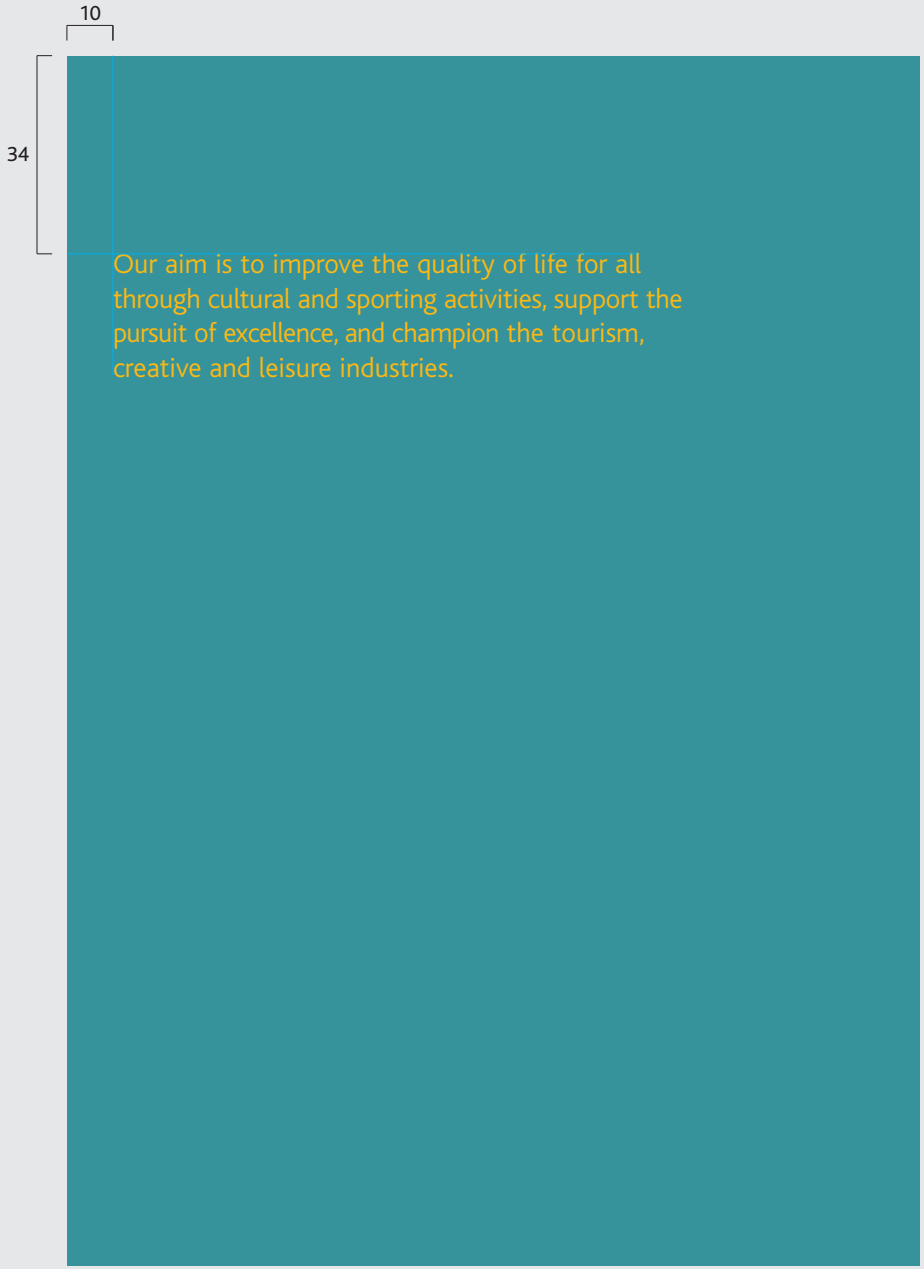
publications
level 2
A5 mission statement

Our mission statement appears prominently on the inside front cover (or first page) of every publication we produce.

On all level 2 publications the mission statement is typeset in a consistent size, font and position.

The mission statement appears in any of the DCMS colours or white reversed out of a colour background. The DCMS colour combinations can also be used. Always ensure the copy is legible against the background colour.

Mission statement colourway examples



Dimensions
210/148mm
all measurements
in millimetres

Mission statement
14/17pt Bliss Light

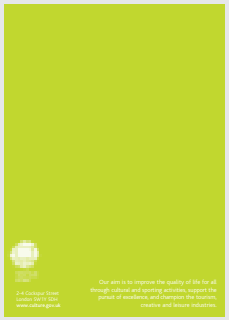
The mission statement must be typeset, with the correct linebreaks, as shown

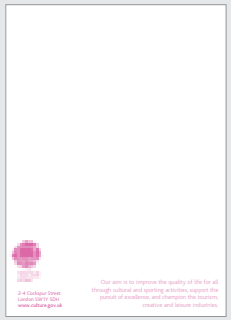
publications
level 2
A4 self-cover mission statement

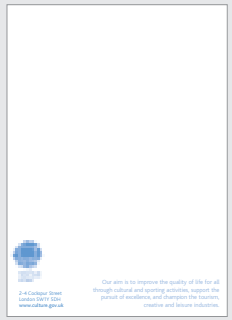
On self cover publications, where space is restricted, the mission statement can appear on the back cover. It is set at the base of the page, ranged right.

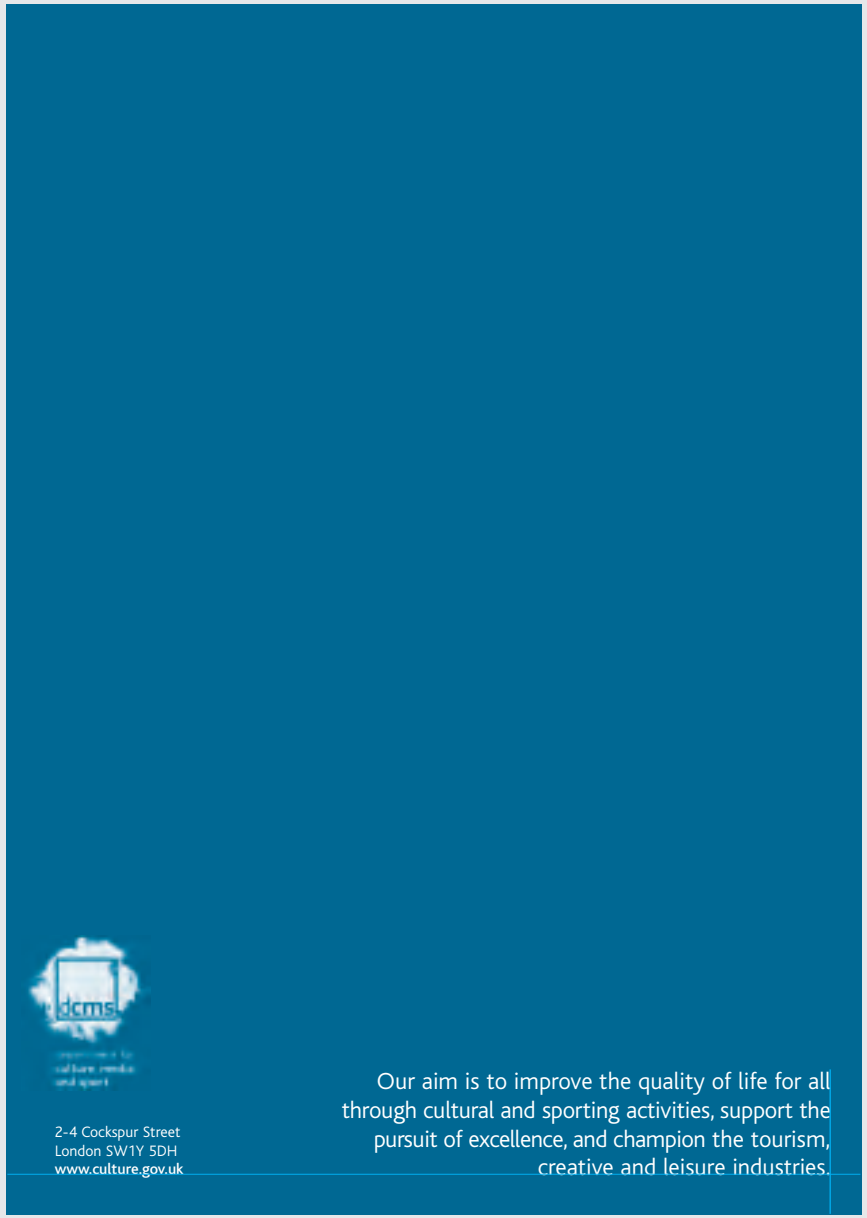
The mission statement appears in any of the DCMS colours or white reversed out of a colour background. Always ensure the copy is legible against the background colour.

Mission statement colourway examples









10

8

Dimensions
297/210mm
all measurements
in millimetres

Mission statement
17/20pt Bliss Light

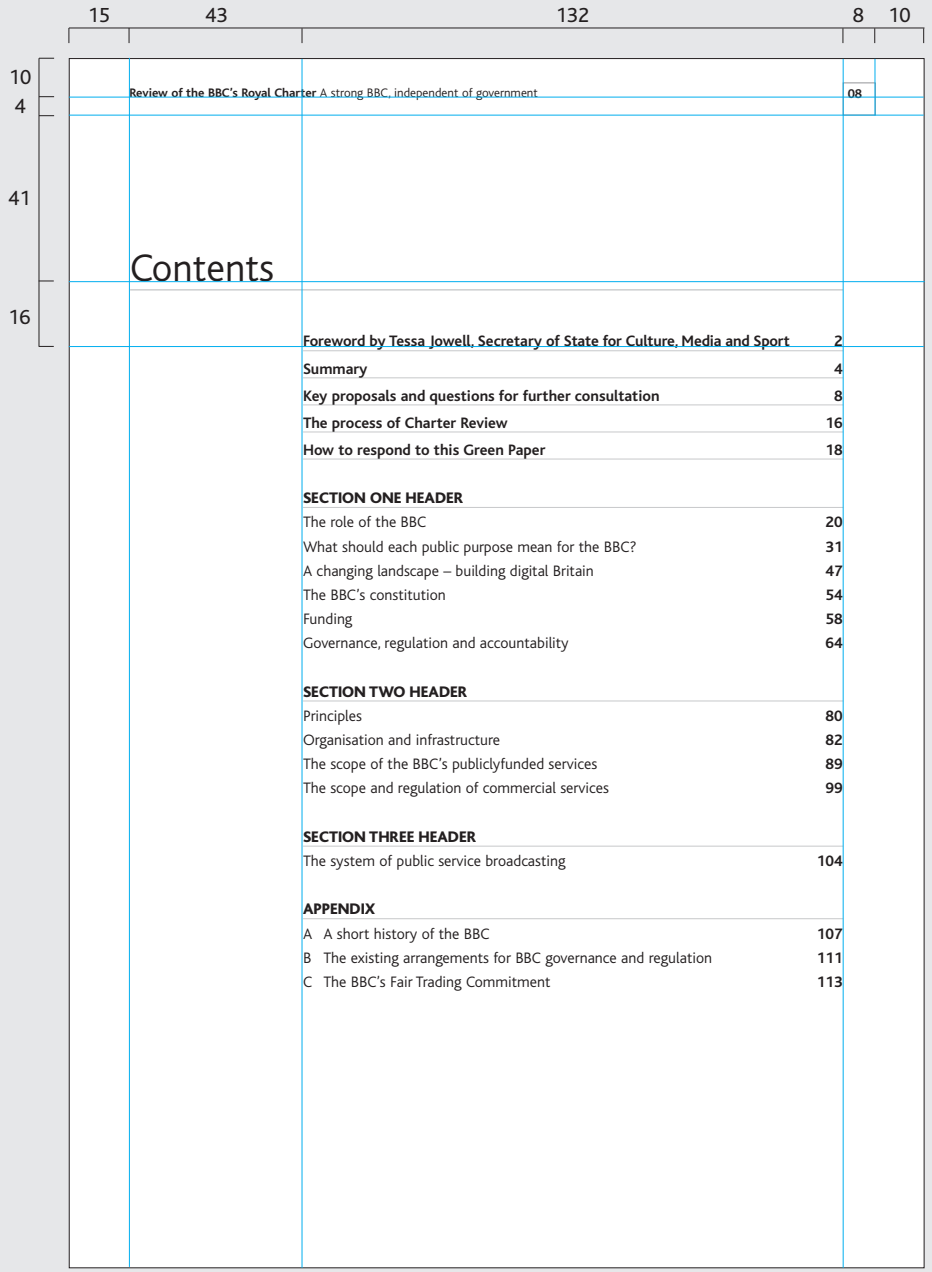
The mission statement must be typeset, with the correct linebreaks, as shown

publications
level 2
A4 contents

Level 2 publication contents are designed to a set grid structure and are printed in a single colour, black. (In certain circumstances text pages can be two colour).

All the brand elements, positions and dimensions must be consistently applied to achieve clear and effective communications.

Main headings and introductory headings are set in upper and lowercase, section headings should be set in uppercase.



Dimensions
297/210mm
all measurements
in millimetres
example shown right-hand page

Main heading
28/30pt Bliss Light

rule below 0.5 pt width
4mm offset, 50% black

Highlighted contents information
11/18pt Bliss Bold

rule below 0.5 pt width
1mm offset, 25% black

Page numbers
11pt Bliss Bold

Section heading
12/14pt Bliss Heavy, uppercase

additional 1mm space between heading and body text

rule below 0.5 pt width
1mm offset, 25% black

Contents information
11/16pt Bliss Light

Bullets
indented by 4mm
with 2mm space after

Page numbers
9pt Bliss Bold
3pt text inset on all edges
0.5pt keyline, 25% black
Box is 8mm/8mm

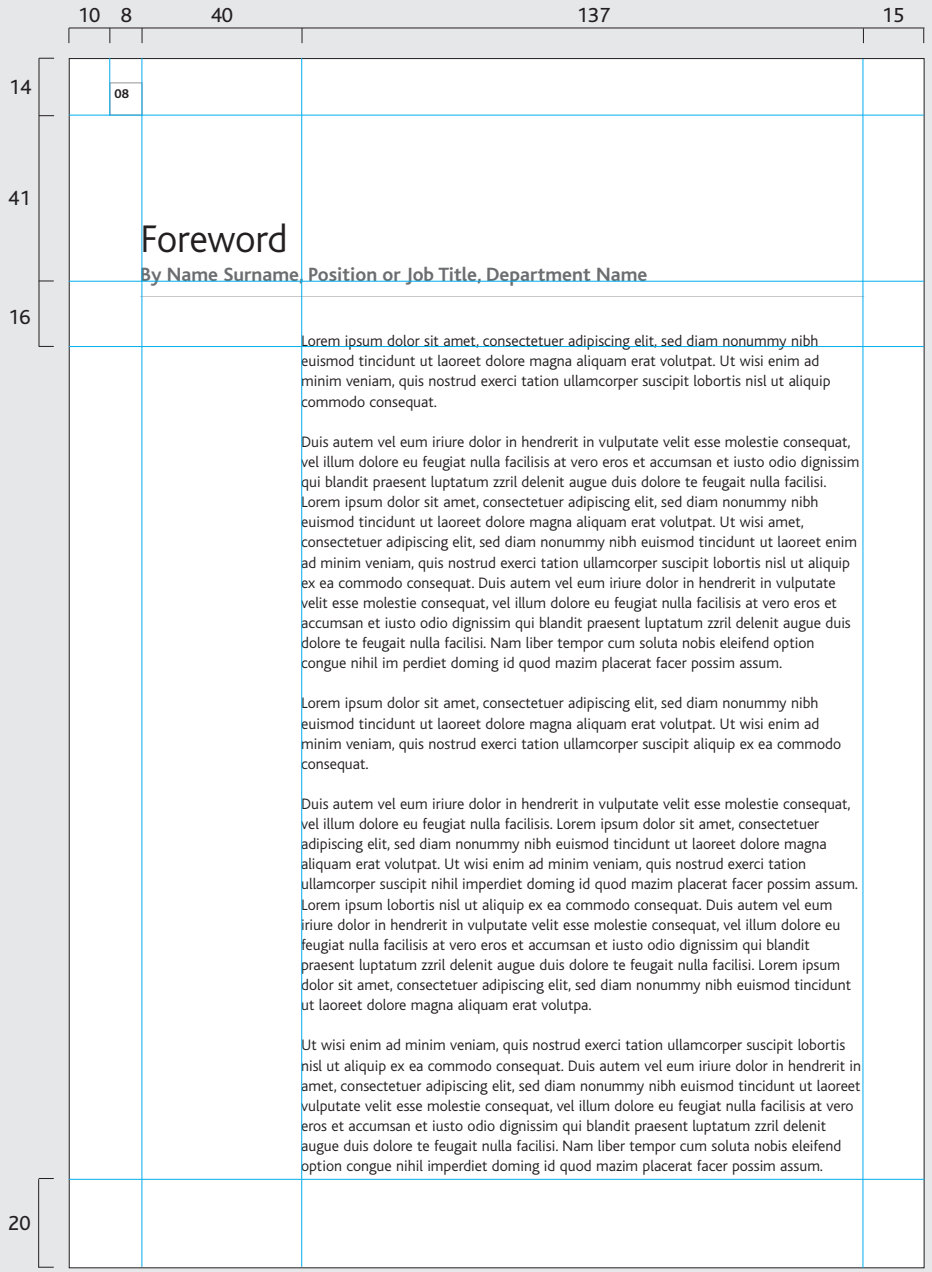
Running head
9/12pt Bliss Bold and
9/12pt Bliss Light

publications
level 2
A4 foreword

Level 2 publication forewords are designed to a set grid structure and are printed in a single colour.

All the brand elements, positions and dimensions must be consistently applied to achieve clear and effective communications.

Main headings, sub headings and body copy is set in upper and lowercase.



Dimensions
297/210mm
all measurements
in millimetres and points
example shown left-hand page

Main heading
28/30pt Bliss Light

Sub heading (optional)
14/20pt Bliss Bold 70% tint

rule below 0.5pt width
4mm offset, 50% black

Body copy
11/16pt Bliss Light
8pt paragraph spacing

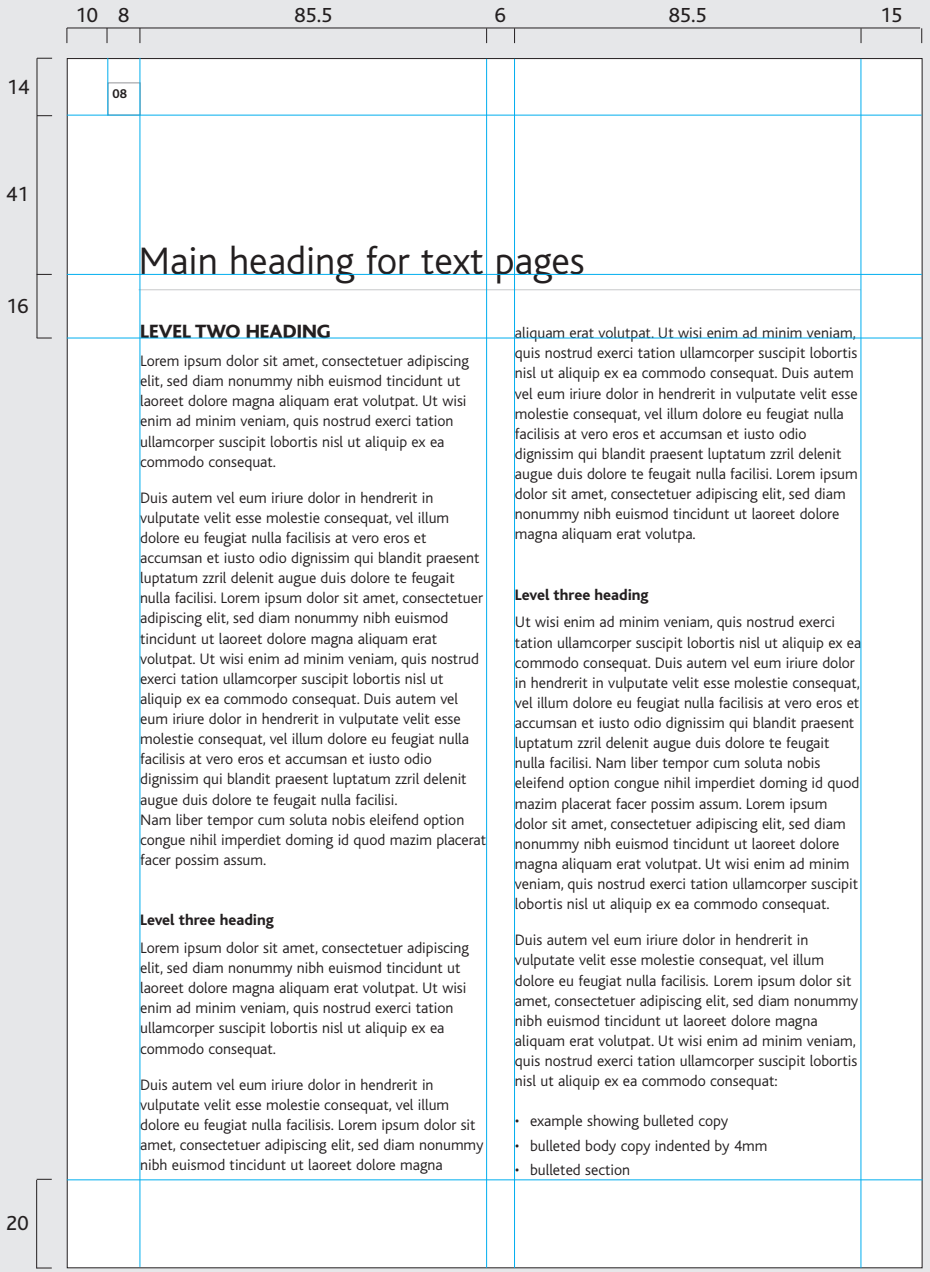
Page numbers
9pt Bliss Bold
3pt text inset on all edges
0.5pt keyline, 25% black
Box is 8mm/8mm

publications
level 2
A4 text spread left-hand page

Level 2 publication text spreads are designed to a set grid structure and are printed in a single colour, black. (In certain circumstances text pages can be two colour).

All the brand elements, positions and dimensions must be consistently applied to achieve clear and effective communications.

Main headings and level three headings are set in upper and lowercase, level two headings should be set in uppercase.



Dimensions
297/210mm
all measurements
in millimetres

Main heading
28/30pt Bliss Light

rule below 0.5 pt width
4mm offset, 50% black

Level two heading
21pt paragraph space before heading
14/14pt Bliss Heavy, uppercase

additional 2mm space between heading and body copy

Level three heading
21pt paragraph space before heading
11/14pt Bliss Extra Bold

additional 2mm space between heading and body copy

Body copy
11/14pt Bliss Light
8pt paragraph spacing

Bulleted copy
indented 4mm with
2mm space after

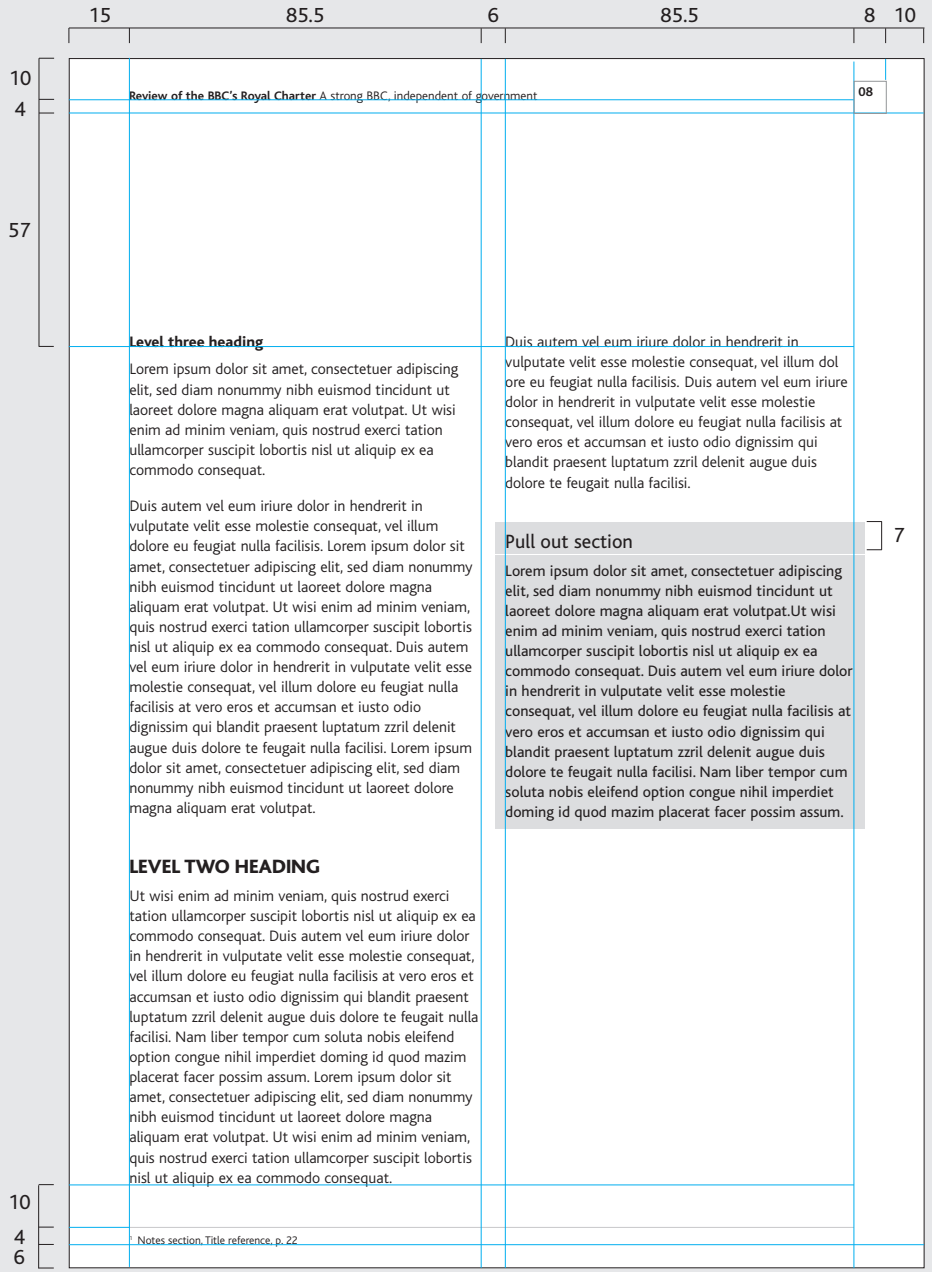
Page numbers
9pt Bliss Bold
3pt text inset on all edges
0.5pt keyline, 25% black
Box is 8mm/8mm

publications
level 2
A4 text spread right-hand page

Level 2 publication text spreads are designed to a set grid structure and are printed in a single colour, black. (In certain circumstances text pages can be two colour).

All the brand elements, positions and dimensions must be consistently applied to achieve clear and effective communications.

Main headings and level three headings are set in upper and lowercase, level two headings should be set in uppercase.



Dimensions
297/210mm
all measurements
in millimetres

21pt paragraph spacing before all headings

Level two heading
14/14pt Bliss Heavy, uppercase

additional 2mm space between heading and body copy

Level three heading
11/14pt Bliss Extra Bold

additional 2mm space between heading and body copy

Pull out section (optional)
Heading 14/16pt Bliss Regular
rule below 0.5 pt width, white

additional 2mm space between heading and body copy

Copy 11/14pt Bliss Regular

boxed area 91mm wide, 15% tint

Body copy
11/14pt Bliss Light
8pt paragraph spacing

Notes
8/10pt Bliss Light

Rule (above notes)
0.5 pt width,
25% tint

Page numbers
9pt Bliss Bold
3pt text inset on all edges
0.5pt keyline, 25% black
Box is 8mm/8mm

Running head
9/12pt Bliss Bold and
9/12pt Bliss Light

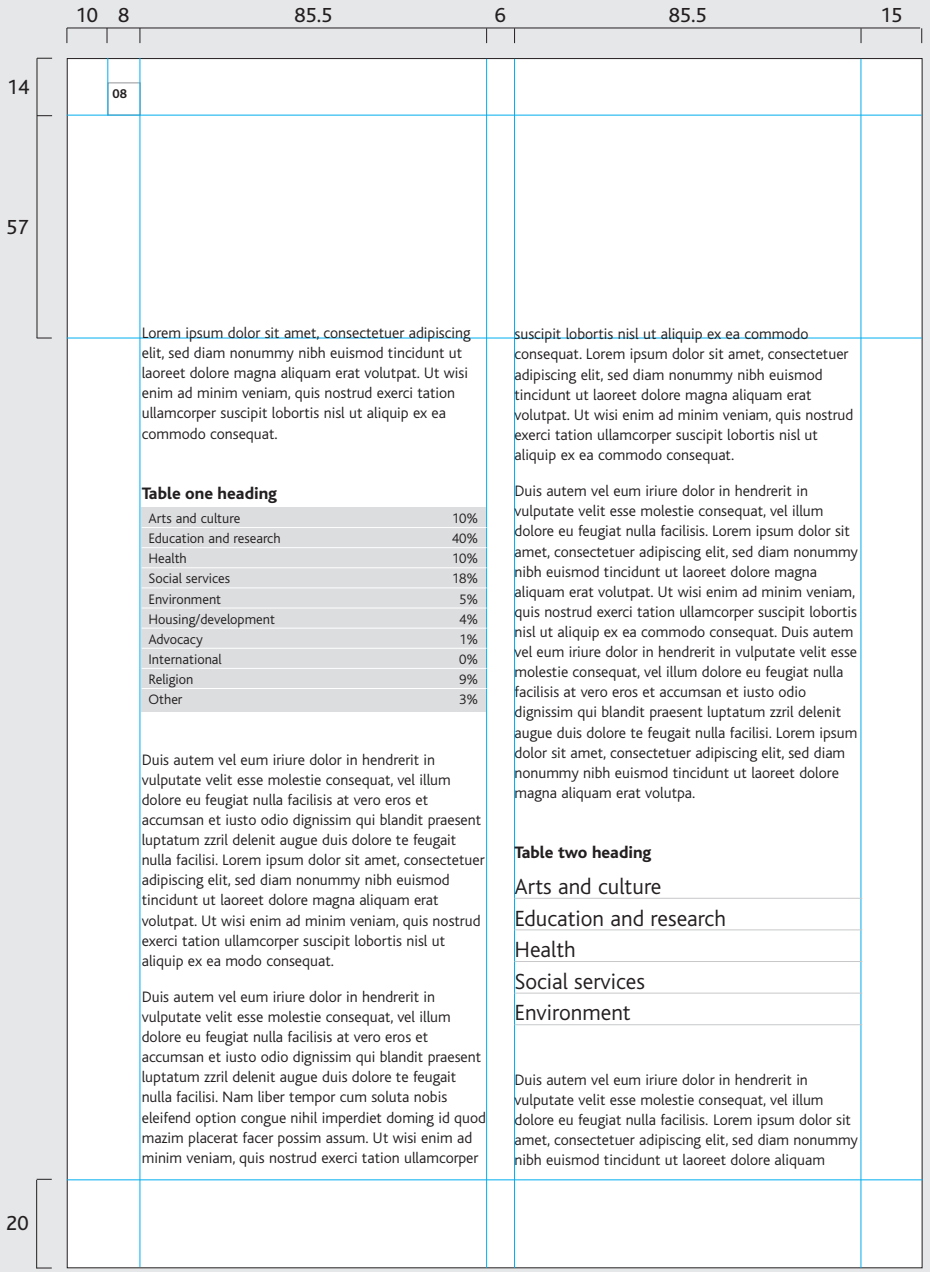
publications
level 2
A4 text tables

Level 2 publication tables are designed to a set grid structure and are printed in a single colour, black. (In certain circumstances text pages can be two colour).

All the brand elements, positions and dimensions must be consistently applied to achieve clear and effective communications.

Tables can be used to deliver complex information in a simplified manner. Select the most appropriate table for the information you need to deliver. Inappropriate and complicated information graphics can lead to confusion and misunderstanding.

Table headings are set in upper and lowercase.



Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Table one heading

Arts and culture	10%
Education and research	40%
Health	10%
Social services	18%
Environment	5%
Housing/development	4%
Advocacy	1%
International	0%
Religion	9%
Other	3%

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea modo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper

suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpa.

Table two heading

Arts and culture

Education and research

Health

Social services

Environment

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore aliquam

Dimensions
297/210mm
all measurements
in millimetres
example shown left-hand page

21pt paragraph spacing before and after all tables

Table one
heading 11/14pt Bliss Extra Bold

additional 2mm space between heading and copy

copy 10/14pt Bliss Light
1.6mm left/right indent

rule below 0.5 pt width
1mm offset, white

boxed area 87mm wide, 15% tint

Table two
heading 11/14pt Bliss Extra Bold

additional 2mm space between heading and copy

copy 16/22pt Bliss Light

rule below 0.5 pt width
2mm offset, 25% black

Body copy
11/14pt Bliss Light
8pt paragraph spacing

Bulleted copy
indented 4mm with
2mm space after

Page numbers
9pt Bliss Bold
3pt text inset on all edges
0.5pt keyline, 25% black
Box is 8mm/8mm

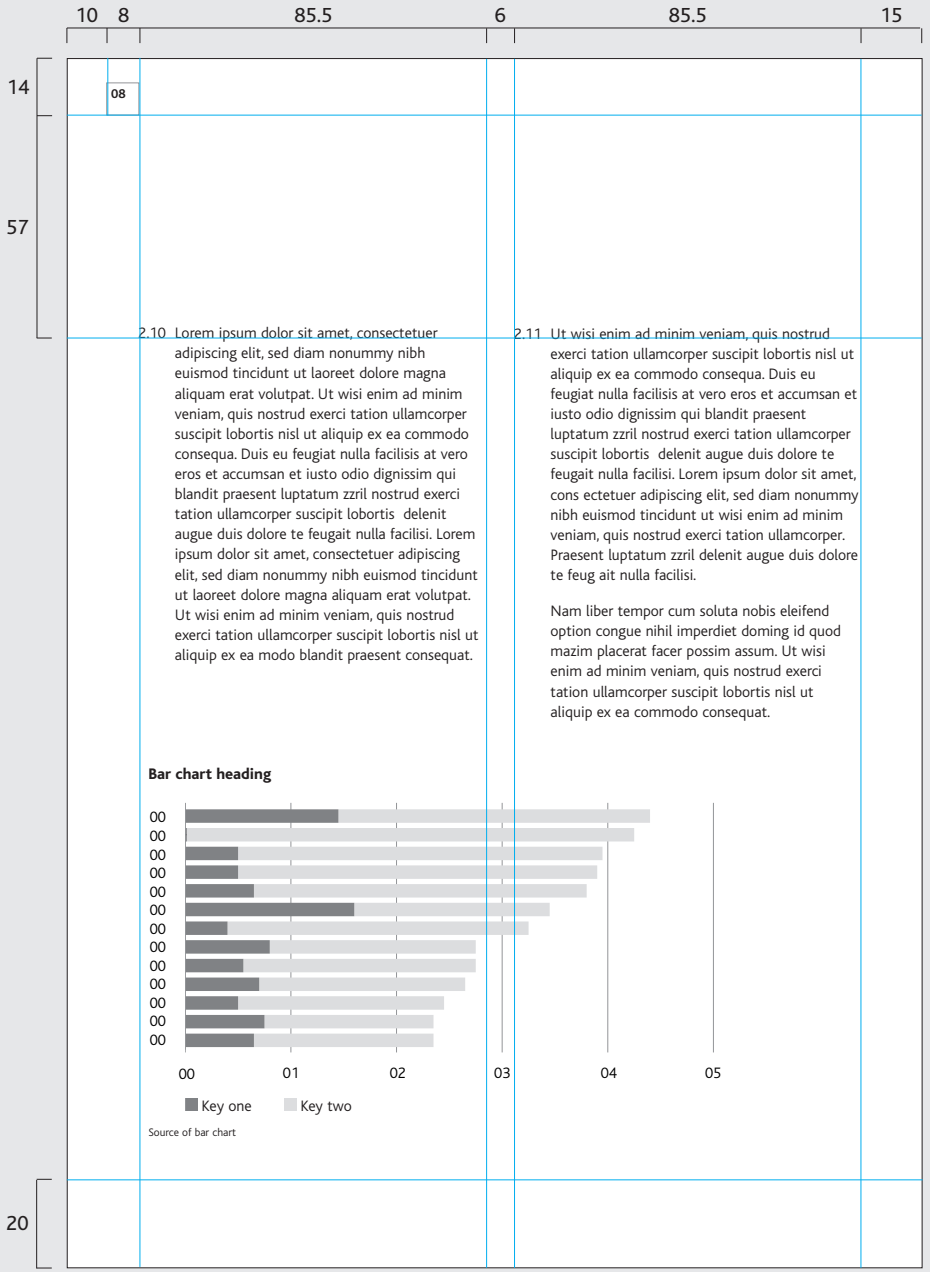
publications
level 2
A4 text charts

Level 2 publication charts are designed to a set grid structure and are printed in a single colour, black. (In certain circumstances text pages can be two colour).

All the brand elements, positions and dimensions must be consistently applied to achieve clear and effective communications.

Charts can be used to deliver complex information in a simplified manner. Select the most appropriate chart for the information you need to deliver. Inappropriate and complicated information graphics can lead to confusion and misunderstanding.

Chart headings are set in upper and lowercase.



Dimensions
297/210mm
all measurements
in millimetres
example shown left-hand page

21pt paragraph spacing before and after all charts

Bar chart (optional)
11/14pt Bliss Extra Bold

additional 2mm space between heading and chart information

chart copy 11/14pt Bliss Light

source 8/10pt Bliss Light

Indented body text
11/14pt Bliss Light
8pt paragraph spacing
9mm indent

Page numbers
9pt Bliss Bold
3pt text inset on all edges
0.5pt keyline, 25% black
Box is 8mm/8mm

publications
level 2
imprint

The DCMS imprint appears in a consistent size and position on the inside back cover of every publication.

The imprint must contain the following information:

We can also provide documents
to meet the specific requirements
of people with disabilities.
Please call 020 7211 6200 or
email enquiries@culture.gov.uk

Department for Culture, Media and Sport
Printed in the UK on recycled paper
©Crown Copyright
Date PP reference Number of copies

The imprint appears in any of the DCMS colours or black.
It can also appear white reversed out of a colour.

White imprint on a colour background

Dimensions
297/210mm
or 210/148mm
all measurements
in millimetres

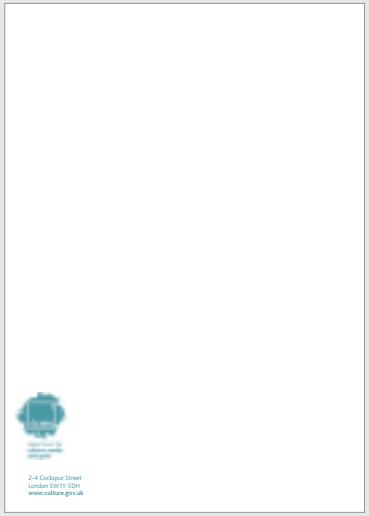
Imprint
11/13pt Bliss Roman

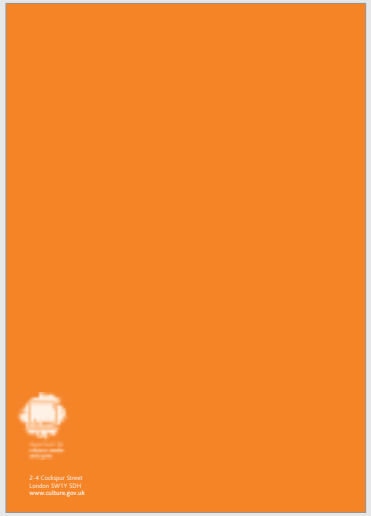
publications
level 2
back cover

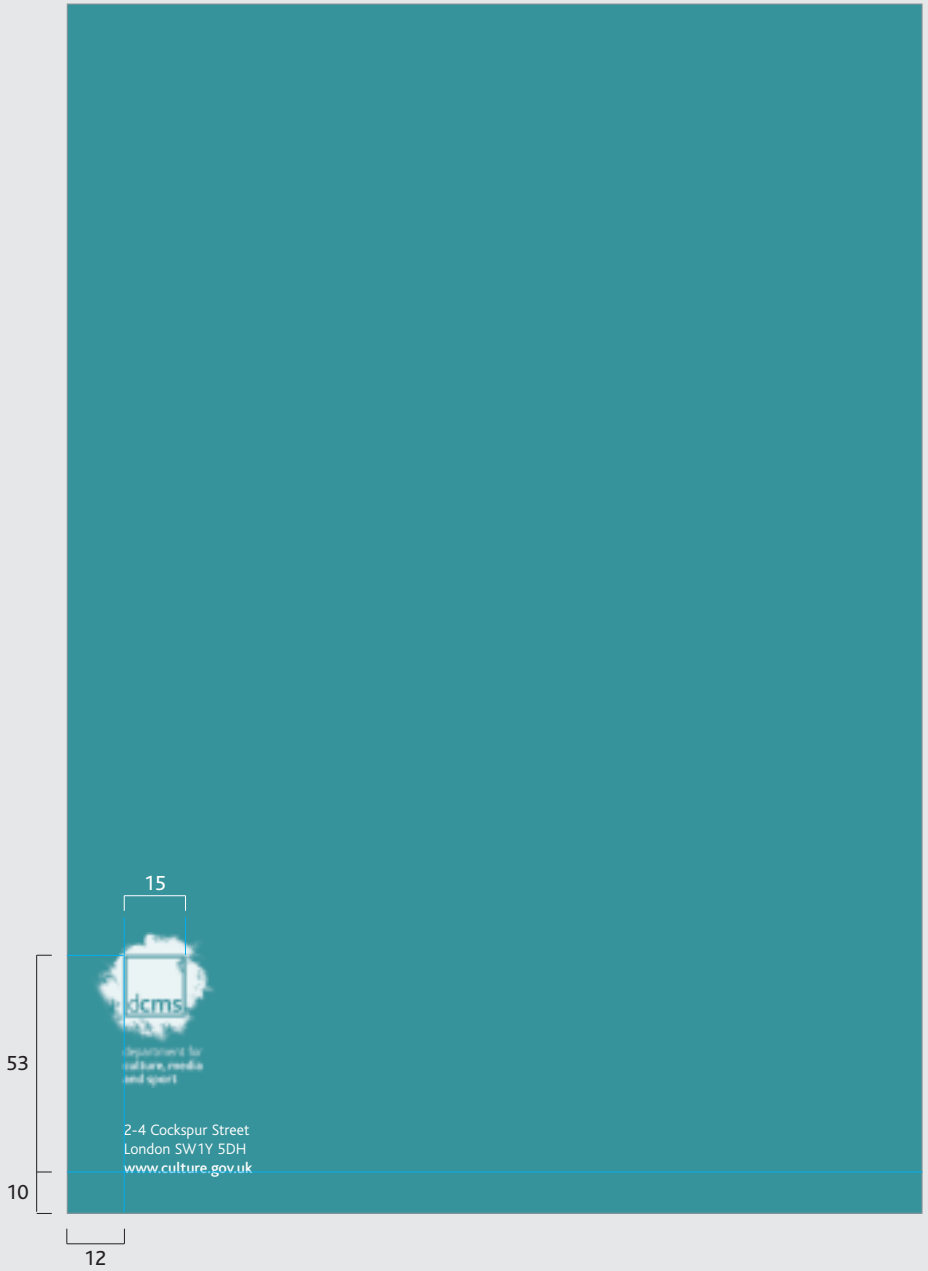
The DCMS outer back cover must always feature the logo, address and website. They appear in a consistent size and position on every publication.

The logo and contact details can appear in any of the DCMS colours or white reversed out of a colour background. The logo must always appear in the same colour as the address and website

Logo and contact detail examples







Dimensions
297/210mm
or 210/148mm
all measurements
in millimetres

Logo
15mm wide

Address
11/13pt Bliss Light

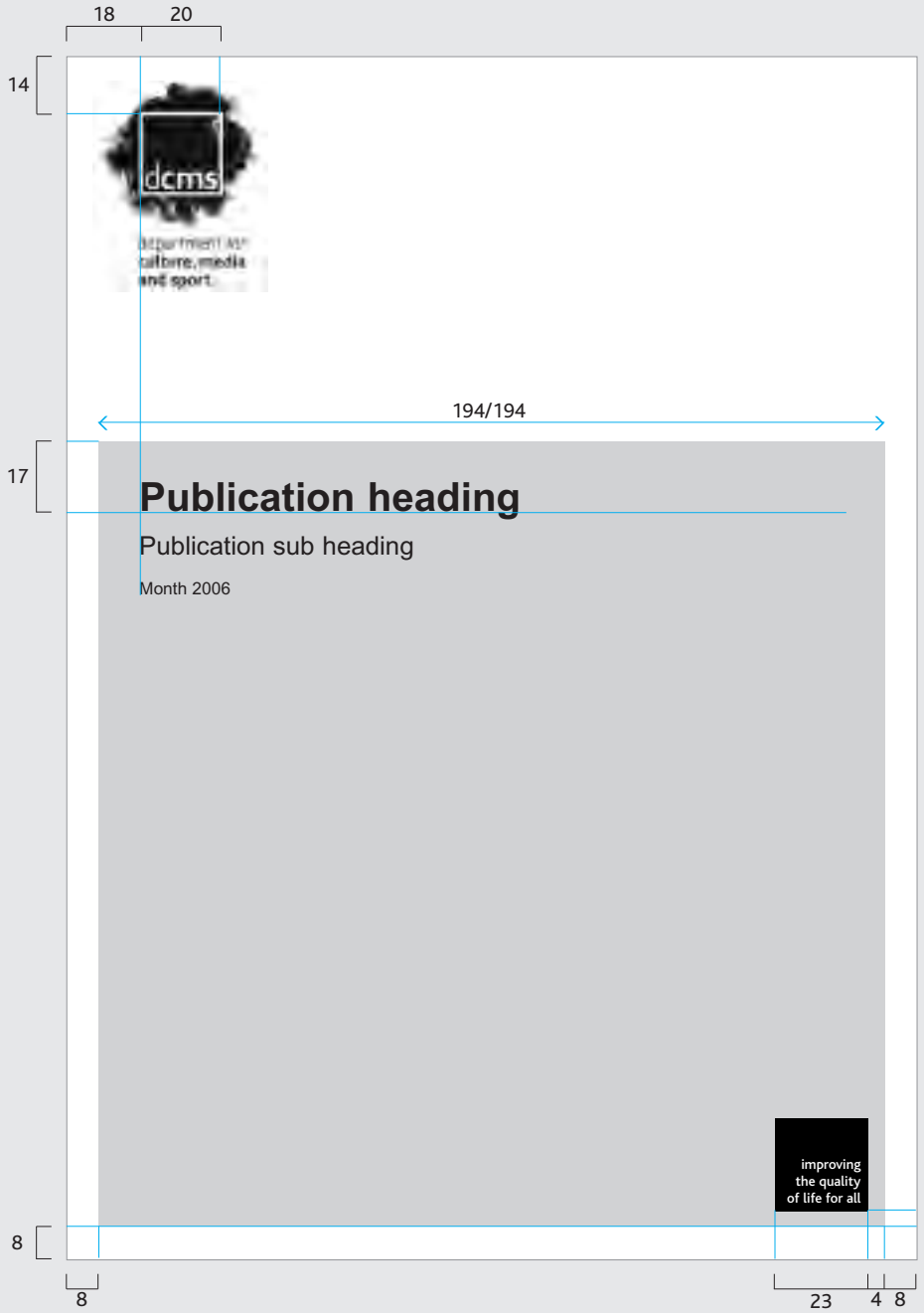
Web address
11/13pt Bliss Medium

publications
Word document
A4 covers

Publications produced in Microsoft Word are designed to a set grid structure and are printed in single colour, black.

A template must be used and all information should be consistent.

Arial is used instead of Bliss to ensure compatibility when accessed by outside organisations.



Dimensions
297/210mm
all measurements in millimetres

Logo
20mm wide

Heading
28/30pt Arial

additional 2mm space between heading and sub heading

Sub heading (optional)
18/20pt Arial

text column width 175mm

Publication date
14pt linespace before date
12/14pt Arial

Boxed area
20% tint black
194mm high
194mm wide

Strapline box
23mm wide

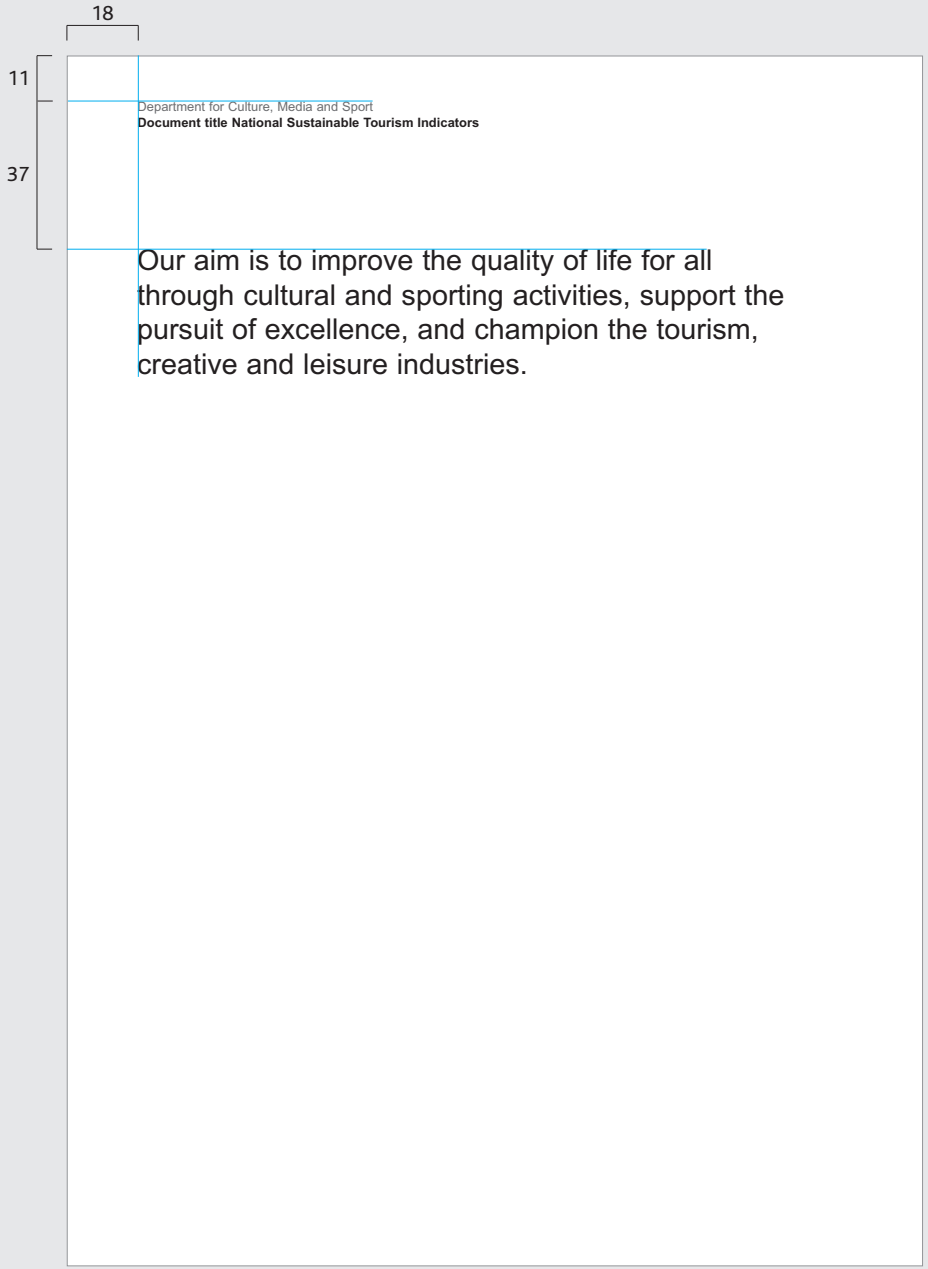
publications
Word document
A4 mission statement

Our mission statement appears prominently on the inside front cover (or first page) of every publication we produce.

Publications produced in Microsoft Word are designed to a set grid structure and are printed in single colour, black.

A template must be used and all information should be consistent.

Arial is used instead of Bliss to ensure compatibility when accessed by outside organisations.



Dimensions
297/210mm
all measurements
in millimetres

Mission statement
20/24pt Arial

The mission statement must be typeset, with the correct linebreaks, as shown

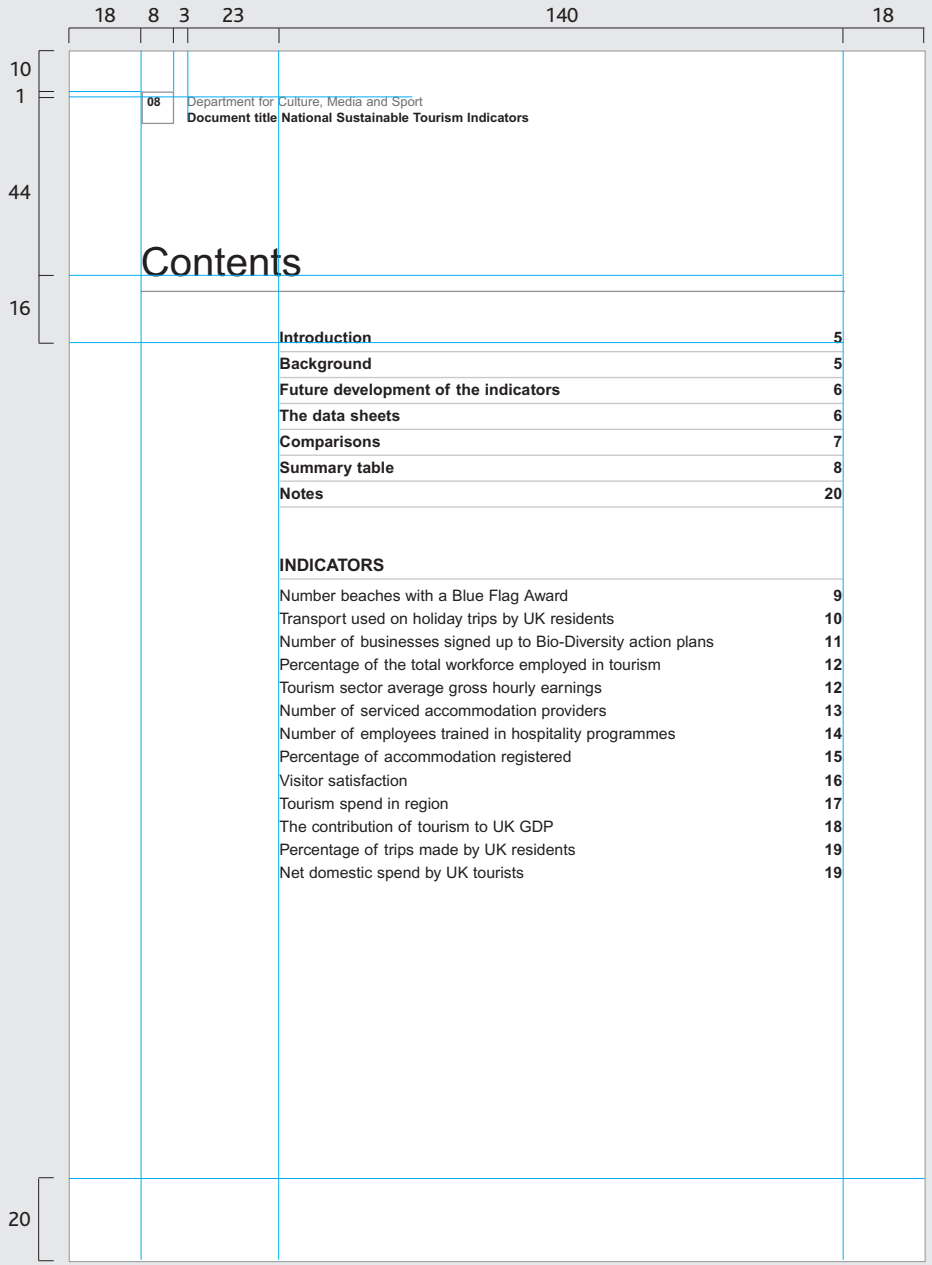
Running head
9/11pt Arial (DCMS)
9/11pt Arial Bold (Document title)

publications
Word documents
A4 contents

Publications produced in Microsoft Word are designed to a set grid structure and are printed in single colour, black.

A template must be used and all information should be consistent.

Arial is used instead of Bliss to ensure compatibility when accessed by outside organisations.



Dimensions
297/210mm
all measurements
in millimetres

Main heading
28/30pt Arial

rule below 0.5 pt width
4mm offset, 50% black

Highlighted contents information
11/18pt Arial Bold

rule below 0.5 pt width
1mm offset, 25% black

Page numbers
11pt Arial Bold

Section heading
12/14pt Arial, uppercase

additional 1mm space between heading and body text

rule below 0.5 pt width
1mm offset, 25% black

Contents information
11/16pt Arial

Page numbers
9pt Arial
0.5pt keyline, 25% black
Box is 8mm/8mm

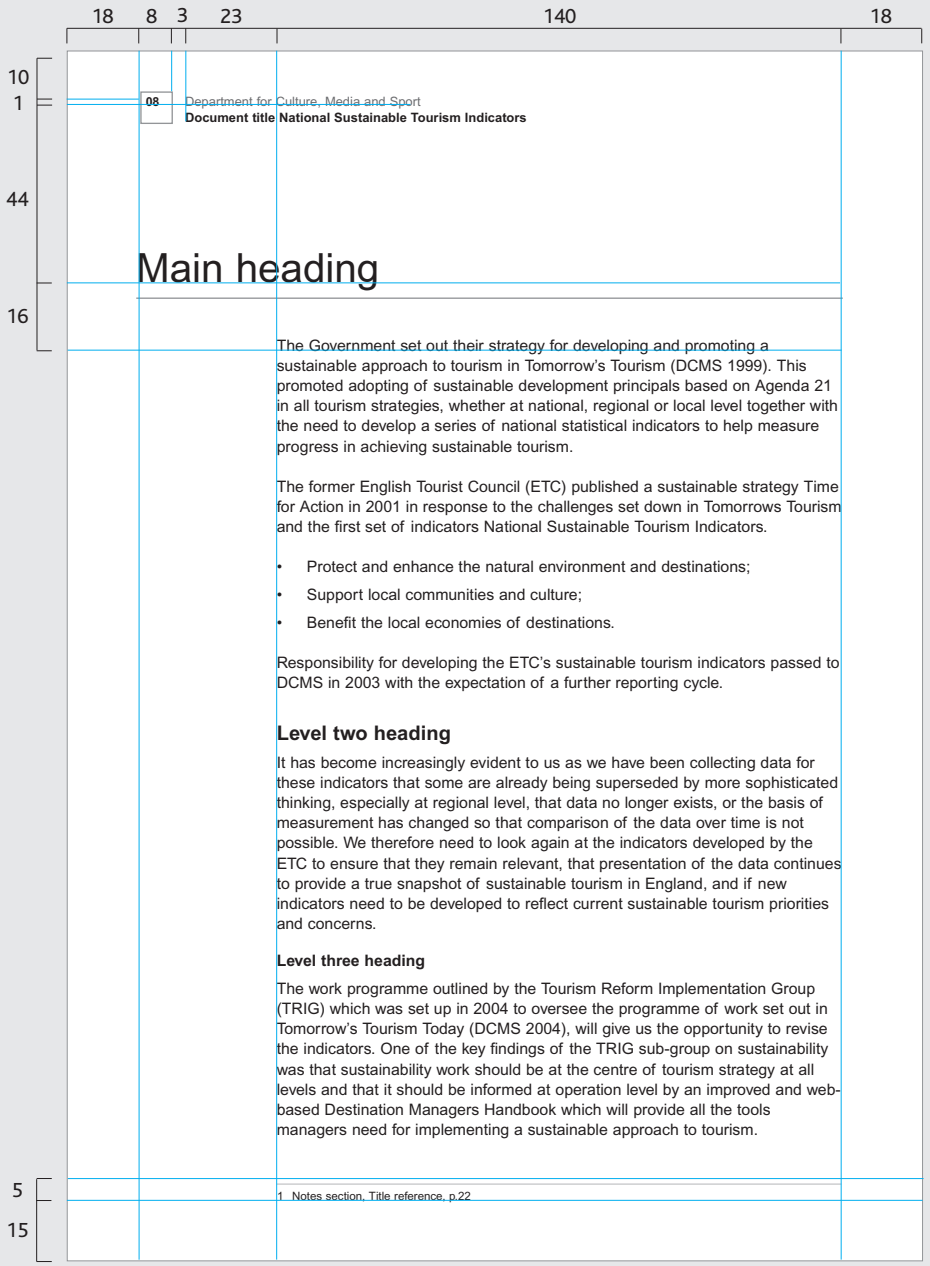
Running head
9/11pt Arial (DCMS)
9/11pt Arial Bold (Document title)

publications
Word documents text spread

Publications produced in Microsoft Word are designed to a set grid structure and are printed in single colour, black.

A template must be used and all information should be consistent.

Arial is used instead of Bliss to ensure compatibility when accessed by outside organisations.



Dimensions
297/210mm
all measurements
in millimetres and points
example shown left-hand page

Main heading
28/30pt Arial

rule below 0.5 pt width
4mm offset, 50% black

Level two heading
21pt paragraph space before heading
14/16pt Arial Bold

additional 2mm space between heading and body copy

Level three heading
21pt paragraph space before heading
11/14pt Arial Bold

additional 2mm space between heading and body copy

Body copy
11/16pt Arial

Bulleted copy
indented 4mm with
2mm space after

Page numbers
9pt Arial
0.5pt keyline, 25% black
Box is 8mm/8mm

Running head
9/11pt Arial (DCMS)
9/11pt Arial Bold (Document title)

Notes
8/10pt Arial

Rule (above notes)
0.5 pt width,
25% black

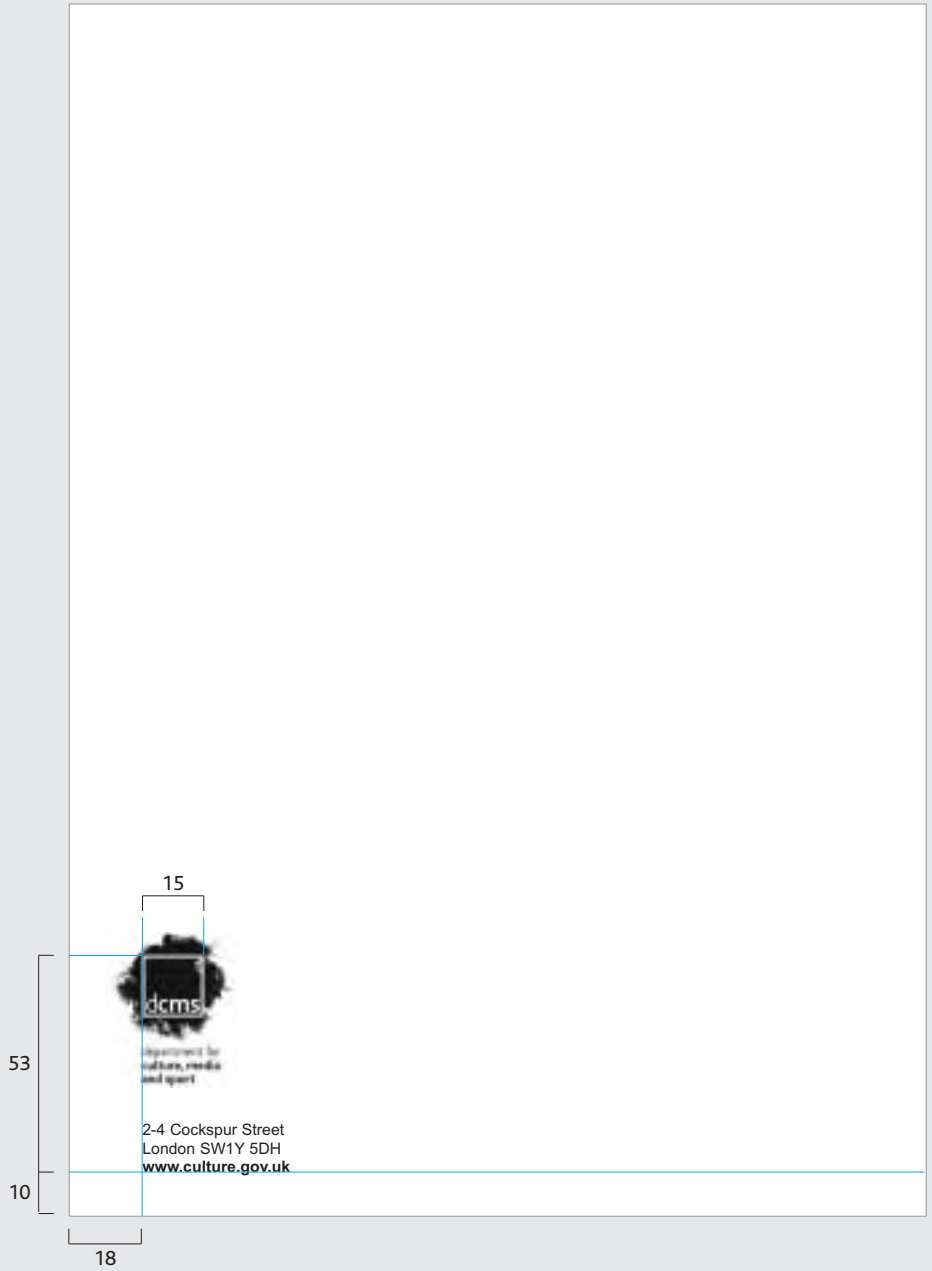
publications
level 2
back cover

The DCMS back cover must always feature the logo, address and website. They appear in a consistent size and position on every publication format.

Publications produced in Microsoft Word are designed to a set grid structure and are printed in single colour, black.

A template must be used and all information should be consistent.

Arial is used instead of Bliss to ensure compatibility when accessed by outside organisations.



Dimensions
297/210mm
all measurements
in millimetres

Logo
15mm wide

Address
11/13pt Arial

Web address
11/13pt Arial Bold

images

Photography is a powerful and dynamic tool. It can communicate the diversity, energy and personality of what we do. A great photo, used well, can tell a story far better than words.

Photography should convey emotions and atmosphere. It should encapsulate ideas about growth, innovation, creativity and achievement. Look beyond the straightforward and typical to find a more inspirational perspective. Consider detail or unusual angles to create effective communication and engage the audience.

Images can be reproduced in full colour, duotone or black and white.

Only use images that are relevant and add value. Ensure the content does not offend or alienate. Avoid clichés, racial and gender stereotyping. Images must be print quality, 300dpi.

Photography examples © Getty Images, Axiom Photographic Agency, Merlin Hendy, Britain on View, Third Avenue, Empics, Alamy

accessible pdf files

1. Start with an accessible document.

The easiest way to create an accessible PDF document is to start with an accessible text document. Make sure your Word document is formatted correctly with headers, image tags etc.

To create accessible PDF documents you must have a full copy of Adobe Acrobat Professional version 6+.

2. Open the PDF document in Adobe Acrobat:

(a) make sure the document is tagged. Go to: **Advanced > Accessibility > Add tags** to document (this may have already been done in another application – if so, click OK).

(b) Complete the Metadata information. Go to: **File > Document Properties.** Under the **Descriptions tab**. Enter a title, author and complete other fields as necessary. (The author should be DCMS rather than an individual if the document is going outside DCMS). Under **Advanced tab**. Set the language to English.

(c) Set the tab order. **Click the pages tag.** Select all pages of the document. Right click and select Open Page Properties. Under tab order select the option for 'use document structure'.

(d) Then do a full check for accessibility. Go to: **Advanced > Accessibility > Full Check**. Select 'Start Checking'. This will show any accessibility problems with the document. Look out for problems with language, eg abbreviations or figures (images) without alt tags.

3. Accessibility fixes:

Add alt tags to images. Select **View > Navigation Tabs > Tags.** Locate figure tags within the structure tree and select **Options > Properties.** Then complete the description in **Alternate Text** field.

It can be helpful to keep the **Highlight Content** function switched on in **Options**, then you can see the image highlighted in the document.

Then, run the **Full Check** again to ensure problems are fixed. And **Save** your document.

4. Use bookmarks

If your document is quite long, eg over 8 pages consider using bookmarks. With the bookmark tab open. Go to the page you want to jump to. Select **Options > New bookmark.** Name the bookmark. Continue inserting useful bookmarks through the document and delete any that aren't useful. When you are finished select **Options > Wrap Long Bookmarks.** Go to **File > Document Properties** and select **Initial View.** Finally in the **Documents Options** panel, under **Show** select **Bookmarks Panel and Page**

5. Optimise for the web

Finally you can reduce the size of your document. There are two ways to do this.

(1) **File > Save As.** Save the document with the same name to overwrite the original with your changes. This is the most efficient method.

(2) **File > Reduce File Size.** Choose the option for 'Acrobat 5 or later' This method delivers the highest compression. If you use this method always save the file as a different document to check that the quality has not been unacceptably degraded. If it has return to your original document and use the Save As method.

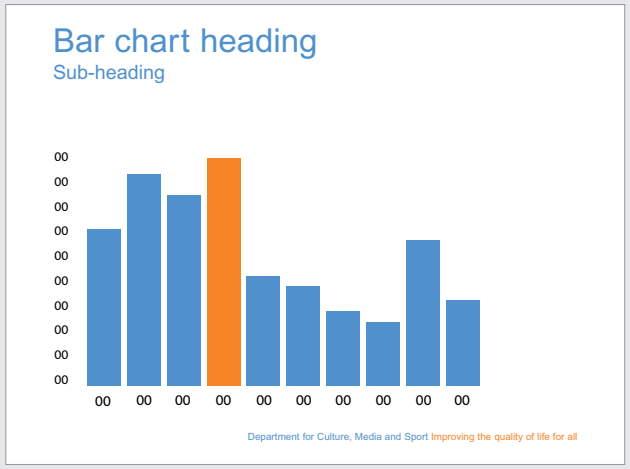
other items

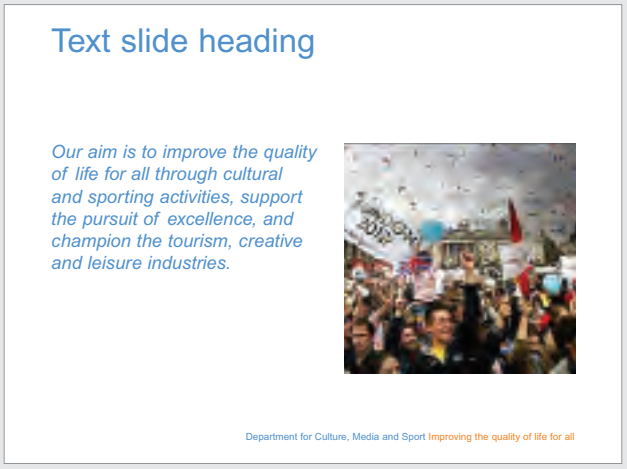
dcms
department for
culture, media
and sport
dcms
dcms
department for
culture, media
and sport

PowerPoint
title slide

A DCMS PowerPoint template has been produced and should be used for all presentations. Detailed separate guidelines are also available, these have been produced to help you plan your presentation and produce consistently branded slides.

The template contains styles for title, text, chart and image pages.





PowerPoint
title slide

Title slides use a solid dark background from the DCMS colour palette with a white logo. A white background with a colour logo is also available.

Recommended background colours:
Pantone 279 R87 G138 B214
Pantone 308 R0 G94 B125
Pantone 5125 R112 G64 B94

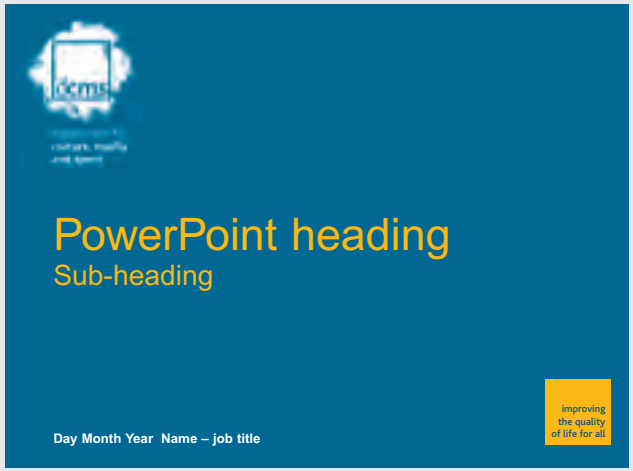
Text highlight colour and strapline box:
Pantone 130 R230 G176 B18 or
Pantone 165 R245 G102 B0

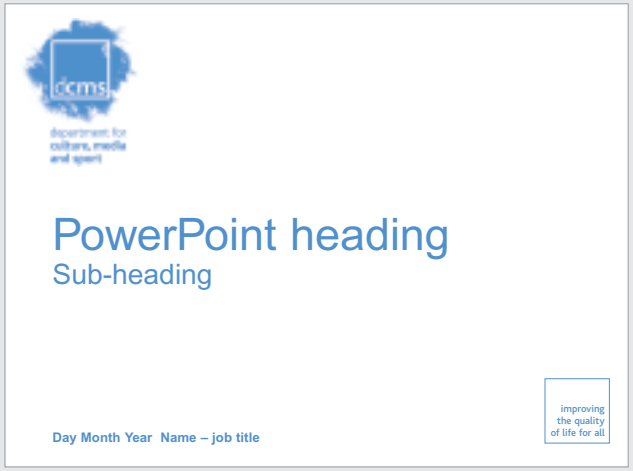
Heading
40-50pt Arial

Sub-heading (if applicable)
24pt Arial

Date/name/job title
18pt Arial Bold, white

Bliss can also be used for internal presentations. However, Bliss and Arial must not be used together in a presentation.





PowerPoint
text slide

Text slides use a white background. The maximum amount of body text should not exceed 80 words. Bullet points are indented by 5mm.

Heading sub-heading and bullet point colour:
Pantone 279 R87 G138 B214

DCMS sign-off:
Pantone 279 R87 G138 B214

Strapline:
Pantone 165 R245 G102 B0

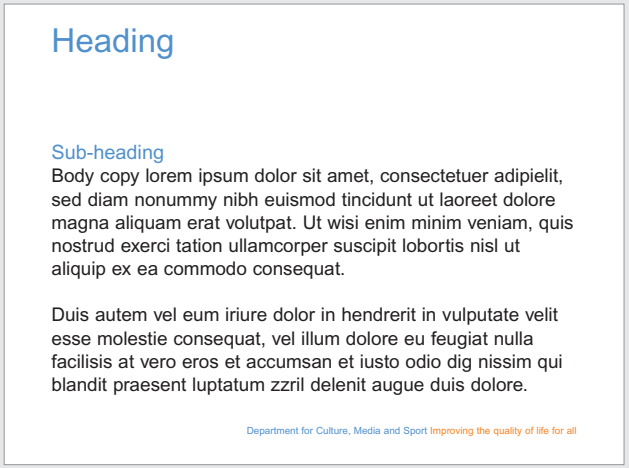
Heading
40pt Arial

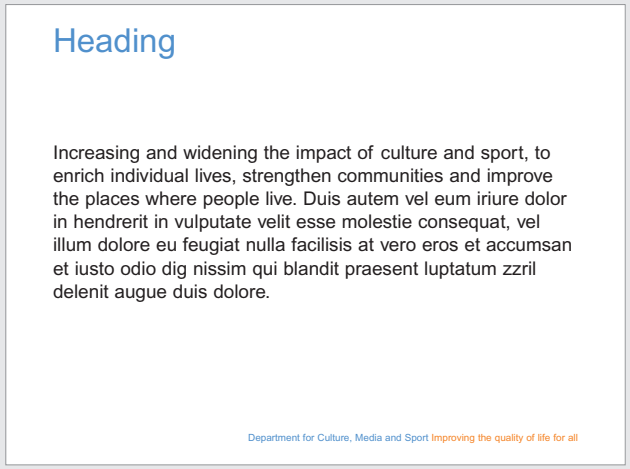
Sub-heading (if applicable)
24pt Arial

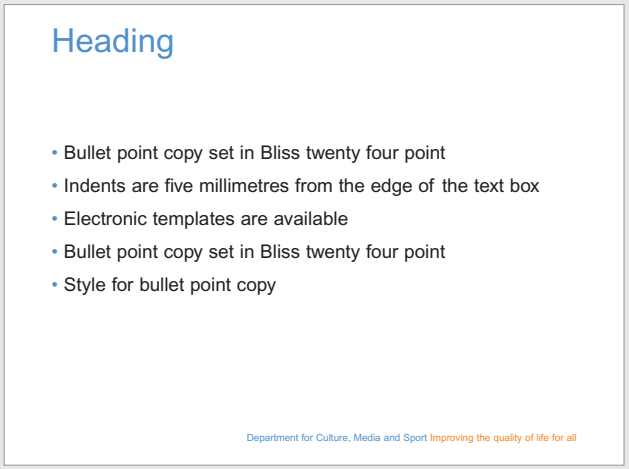
Body copy
24pt Arial

DCMS sign-off and strapline
12pt Arial

Bliss can also be used for internal presentations. However, Bliss and Arial must not be used together in a presentation.







PowerPoint
charts and tables

Chart slides and tables can be used to deliver complex information in a simplified manner.

Select the most appropriate chart or table for the information you need to deliver. Inappropriate and complicated information graphics can lead to confusion and misunderstanding.
Colours and tints from the DCMS colour palette can be used to aid legibility and understanding. The recommended minimum copy size for chart information is 11 point.

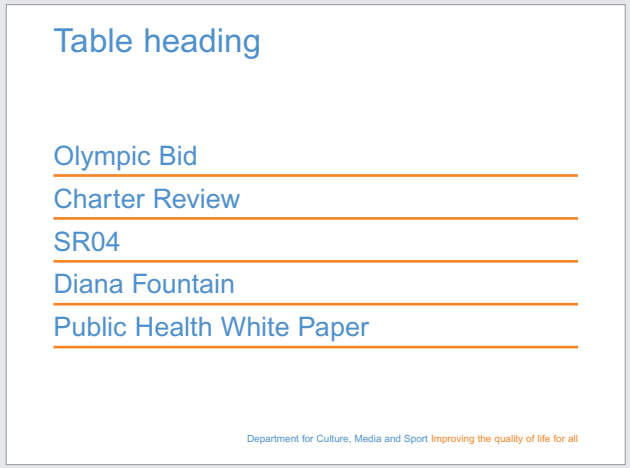
Heading and sub-heading colour:
Pantone 279 R87 G138 B214

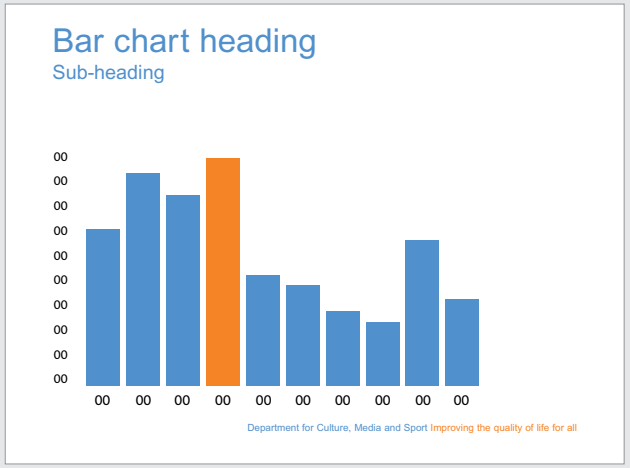
Heading
40pt Arial

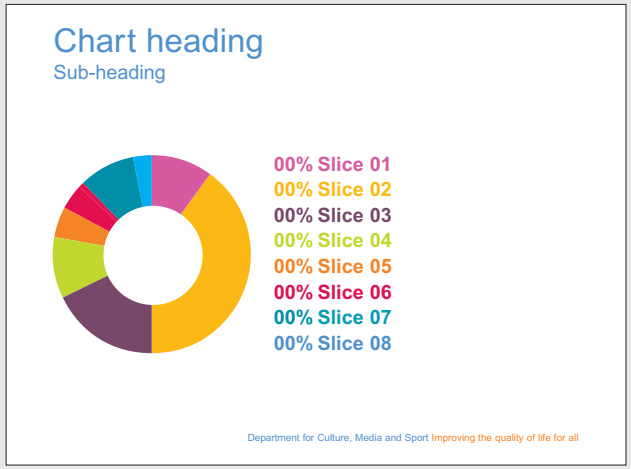
Sub-heading
30pt Arial

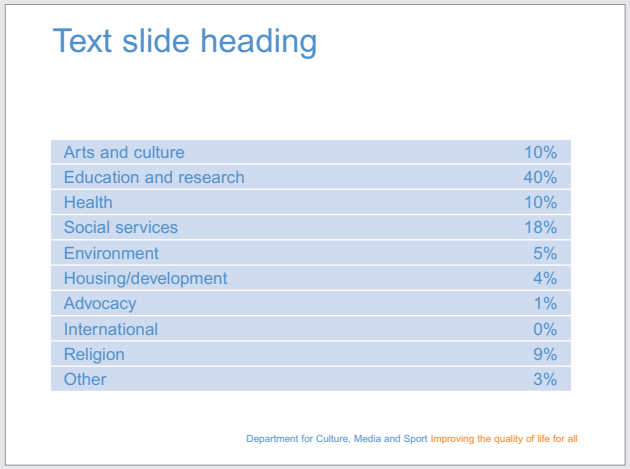
Chart information
11-24pt Arial Regular/Bold

Bliss can also be used for internal presentations. However, Bliss and Arial must not be used together in a presentation.









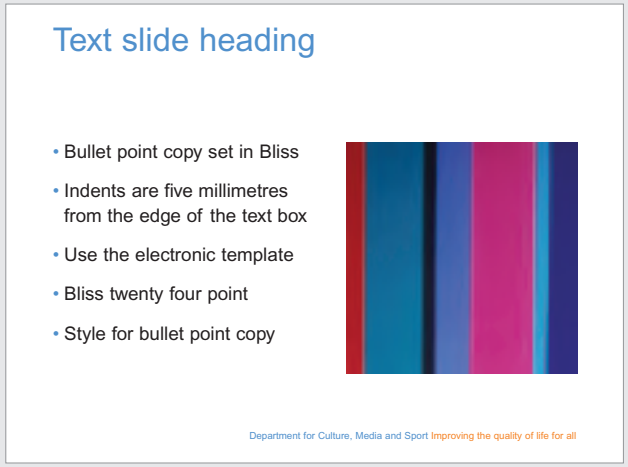
PowerPoint
photography

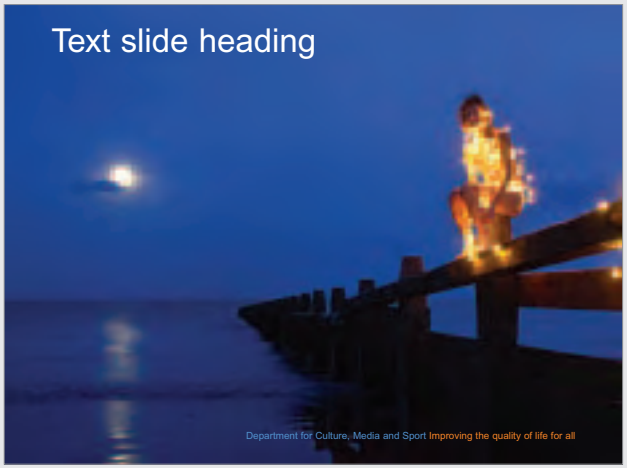
Photographs should appear in full colour. The style and content of photographs should reflect the diverse work of the Department and be vibrant, inspirational and engaging.

Only use images that are relevant and add value. Ensure image content does not offend, patronise or alienate. Avoid clichés, racial and gender stereotyping. Clip-art should be avoided.

Images can be used full bleed (full page), provided the copy is legible. The examples below illustrate how text and images can work together.

Images can be sourced from the DCMS image library. Alternative images must not be used without prior permission from the provider.





letterhead

All DCMS letterheads are consistently designed.

The logo and strapline box are pre-printed in a single DCMS colour. All other information prints black.

A template must be used for the letter, address, customised contact details and accreditation logos. The letter is set in upper and lowercase, ranged left, ragged right.

Dimensions
297/210mm
all measurements
in millimetres

Logo
20mm wide

Unit name
10/12pt Bliss Medium

Unit address
10/12pt Bliss Roman

Letter template
12/15pt Bliss Light

'Restricted' heading (optional)
12/15pt Bliss Bold

letter template width 170mm

Strapline box
23mm wide

compliment slip

All DCMS compliment slips are consistently designed.

They are printed in a selection of DCMS colours. The contact details can be customised.

Dimensions
99/210mm
all measurements
in millimetres

Logo
20mm wide

Address
10pt Bliss Roman

Contact details
10/14pt Bliss Roman

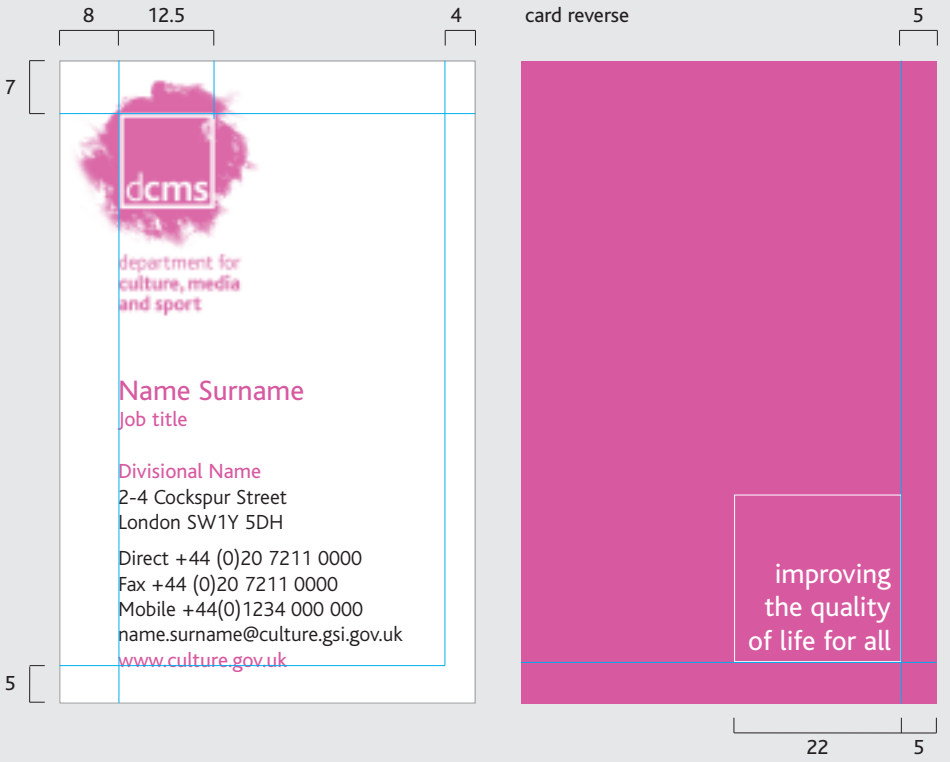
Rule
0.25pt
20% tint
offset by 1mm

Strapline box
23mm wide

business card

All DCMS business cards are consistently designed.

All cards are printed in two colours on the front and a single colour on the reverse. They are available in a selection of DCMS colours.



Dimensions
85/55mm
all measurements
in millimetres

Logo
12.5mm wide

Name
11/13pt Bliss Roman prints colour

Job title
8/10pt Bliss Roman prints colour

10pt space between job title and divisional name

Divisional name
8/9.5pt Bliss Roman prints colour

Address
8/9.5pt Bliss Light prints black

4pt space between address and contact details

Contact details
8/9.5pt Bliss Light prints black

Web address
8/9.5pt Bliss Roman prints colour

all contact information works upwards from the baseline

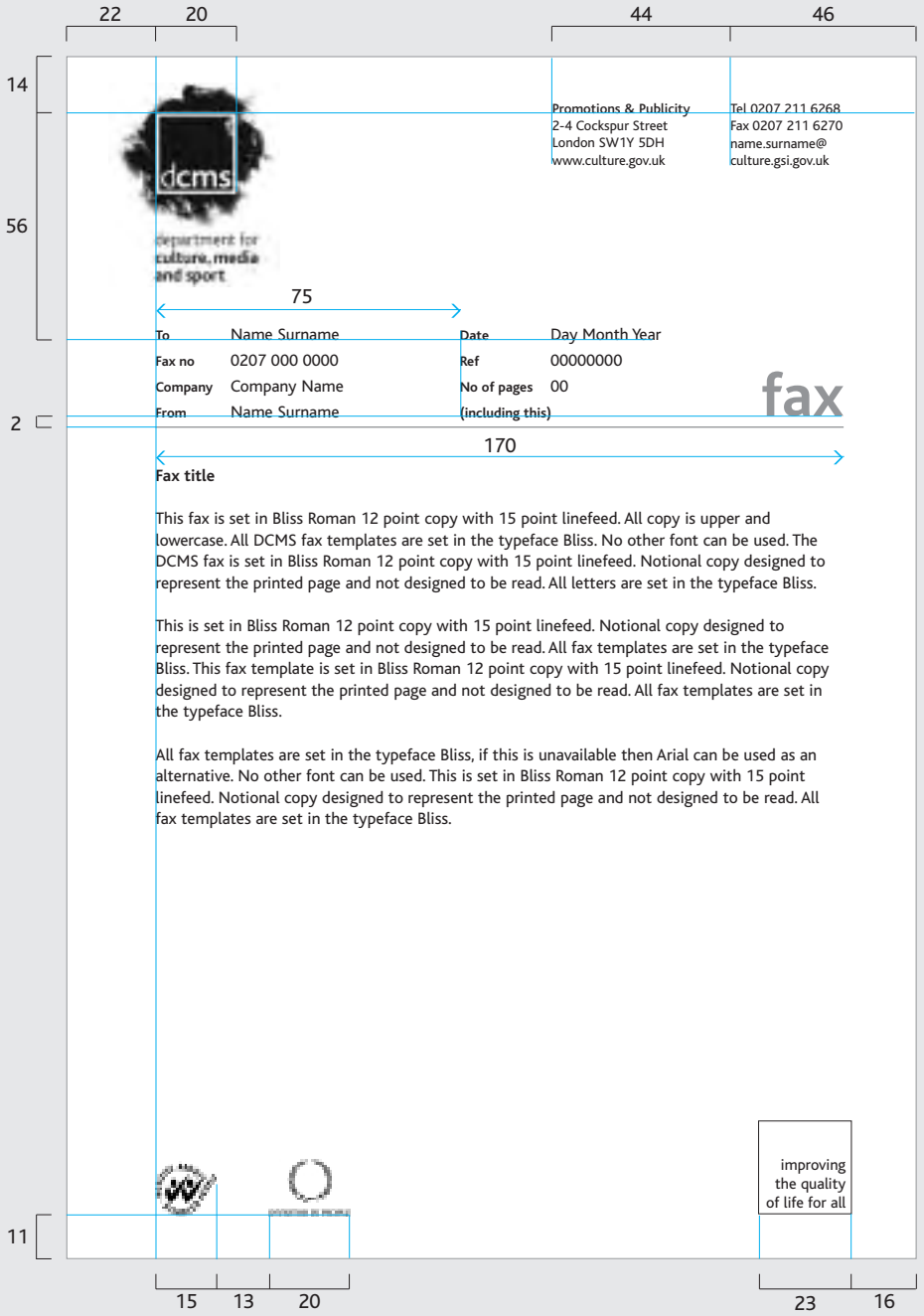
Strapline box
22mm wide

colour options

fax

All DCMS fax templates are consistently designed.

A template must be used. The fax is set in upper and lowercase, ranged left, ragged right.



Dimensions
297/210mm
all measurements
in millimetres

Logo
20mm wide

Divisional name
10/12pt Bliss Medium

Address
10/12pt Bliss Roman

'fax'
44pt Bliss Bold
50% tint

Recipient headings
10/18pt Bliss Bold

Recipient details
indented by 20mm
10/18pt Bliss Roman

Rule
170mm wide
0.5pt, 50% tint

Fax template
fax template width 170mm
12/15pt Bliss Roman

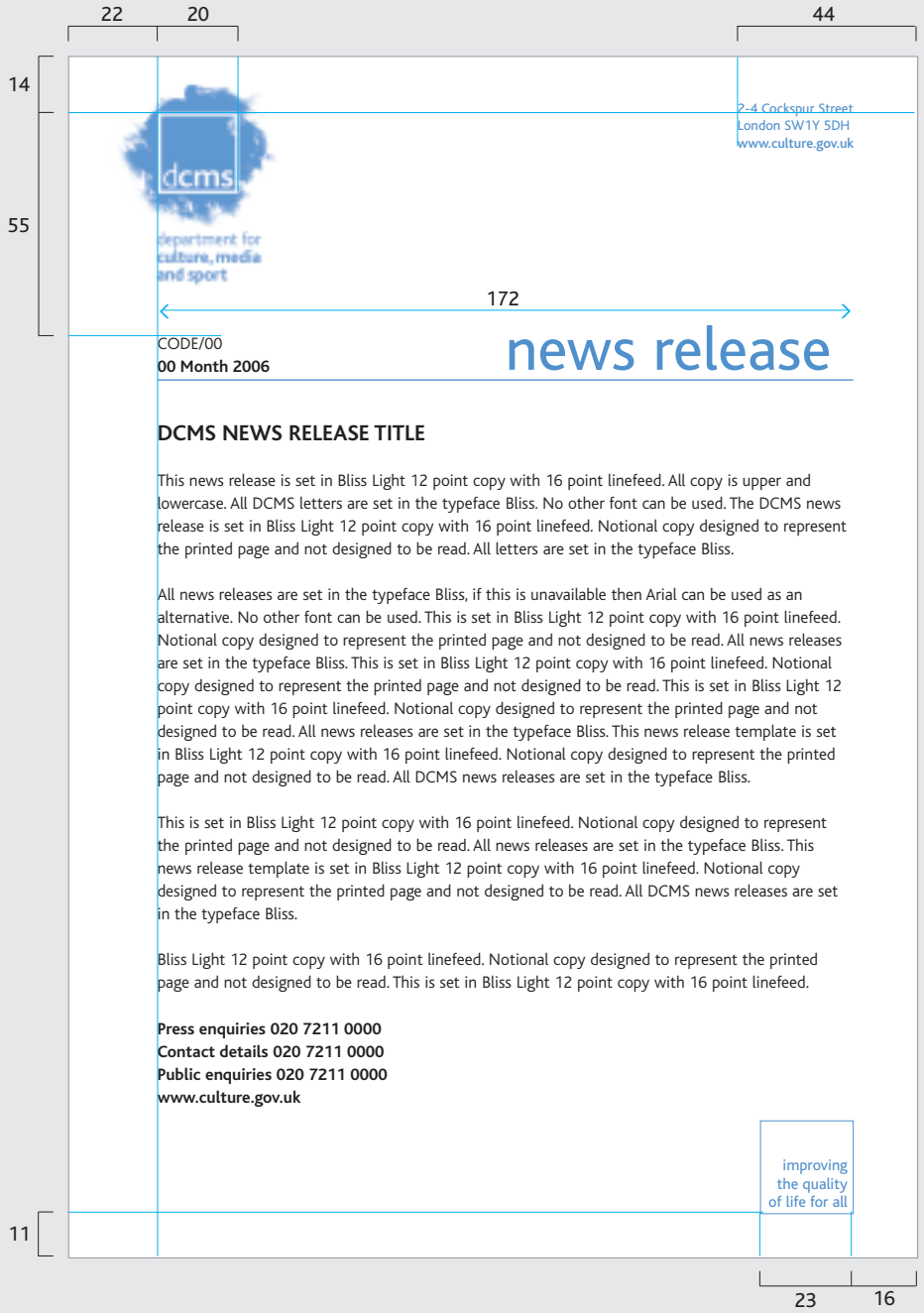
Fax title
12/15pt Bliss Bold

Strapline box
23mm wide

news release

All DCMS news release templates are consistently designed.

A template must be used. The news release is set in upper and lowercase, ranged left, ragged right.



Dimensions
297/210mm
all measurements in millimetres

Logo
20mm wide

Address
10/12pt Bliss Roman

Website
10/12pt Bliss Medium

'news release'
44pt Bliss Roman

Rule
offset by 2mm
172mm wide
0.5pt

News release template
Code
12/16pt Bliss Roman

Month
12/16pt Bliss Bold

Title
16/18pt Bliss Bold
uppercase

News release
12/16pt Bliss Roman

Contact details
12/16pt Bliss Bold

Strapline box
23mm wide

website

The website is a vital tool for communicating with the Department's stakeholders and audiences. It is the 24-hour window in to DCMS and primary vehicle for promoting the work that we do.

Our homepage divides into broad communication themes to enable immediate access to our key initiatives and successes. These themed areas facilitate greater understanding about what DCMS does, and how and where we add value by "improving the quality of life for all".

The website utilises the core elements of the DCMS brand. The colours are used throughout the site to create interest. The homepage design echoes the Department's logo with its creative use of squares for the broad communication areas. The site also reflects the look and feel achieved by DCMS offline publications using strong and vibrant images to convey a sense of dynamism without making the site heavy on the eye.

All DCMS campaign websites or micro-sites should look as if they belong to the same 'family', echoing the look and feel of the DCMS site, using the DCMS logo positioned left in conjunction with the DCMS colour palette throughout.

Websites should reflect only the DCMS brand and not have/become a brand in their own right unless express permission has been received from the e-communications manager.

Where co-branding is necessary the logo exclusion zone must be observed or a separate page for partners provided. The minimum size for the logo is 98 x 126 pixels. It should be always be surrounded by an area of clear space.

Bliss or Clarendon can be used selectively as a design feature but Arial is the Department's default web typeface. The type should be no less than 11pt for body copy.

Websites should be built to e-Government and W3C AA accessibility guideline standards.

website
home page

Dark Blue
Ref: 003366
R0 G51 B102

Red
Ref: F13235
R241 G50 B53

Orange
Ref: DF6804
R223 G104 B4

Grey/Green
Ref: 5C838D
R92 G131 B141

Green
Ref: 00A387
R0 G163 B135

Sky Blue
Ref: 0A83DF
R10 G131 B223

Pink
Ref: D21B7A
R210 G27 B122

Light Blue
Ref: E3F0F4
R227 G240 B244

Dark Grey
Ref: 636363
R99 G99 B99

Putty
Ref: ECE7E3
R236 G231 B227

Purple
Ref: 70405E
R112 G64 B94

Lime Green
Ref: CCFF33
R204 G255 B51

Yellow
Ref: E6B012
R230 G176 B18

website
about us

Dark Blue
Ref: 003366
R0 G51 B102

Red
Ref: F13235
R241 G50 B53

Orange
Ref: DF6804
R223 G104 B4

Grey/Green
Ref: 5C838D
R92 G131 B141

Green
Ref: 00A387
R0 G163 B135

Sky Blue
Ref: 0A83DF
R10 G131 B223

Pink
Ref: D21B7A
R210 G27 B122

Light Blue
Ref: E3F0F4
R227 G240 B244

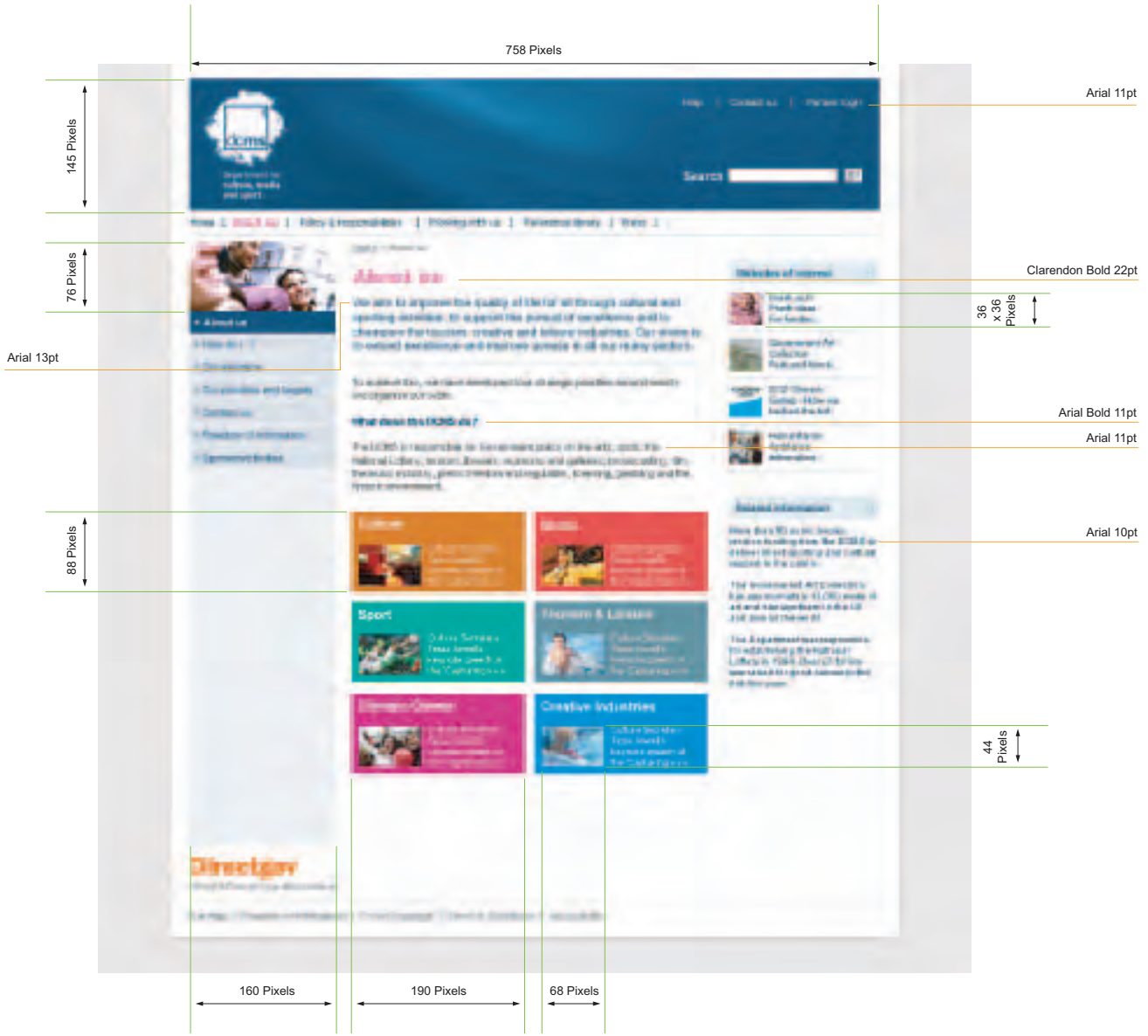
Dark Grey
Ref: 636363
R99 G99 B99

Putty
Ref: ECE7E3
R236 G231 B227

Purple
Ref: 70405E
R112 G64 B94

Lime Green
Ref: CCFF33
R204 G255 B51

Yellow
Ref: E6B012
R230 G176 B18



website
sport

Dark Blue
Ref: 003366
R0 G51 B102

Red
Ref: F13235
R241 G50 B53

Orange
Ref: DF6804
R223 G104 B4

Grey/Green
Ref: 5C838D
R92 G131 B141

Green
Ref: 00A387
R0 G163 B135

Sky Blue
Ref: 0A83DF
R10 G131 B223

Pink
Ref: D21B7A
R210 G27 B122

Light Blue
Ref: E3F0F4
R227 G240 B244

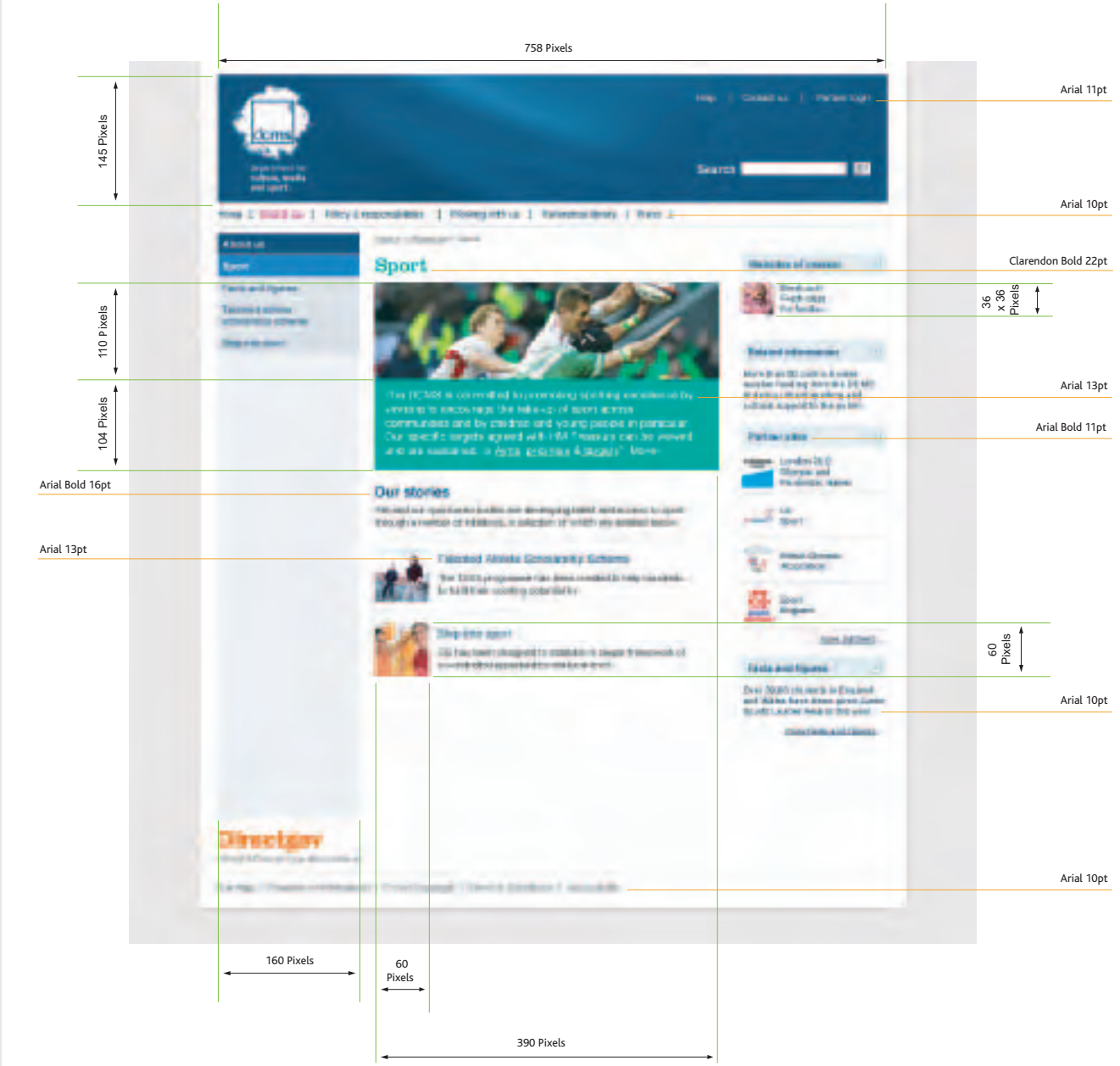
Dark Grey
Ref: 636363
R99 G99 B99

Putty
Ref: ECE7E3
R236 G231 B227

Purple
Ref: 70405E
R112 G64 B94

Lime Green
Ref: CCFF33
R204 G255 B51

Yellow
Ref: E6B012
R230 G176 B18



website
policy & responsibilities

Dark Blue
Ref: 003366
R0 G51 B102

Red
Ref: F13235
R241 G50 B53

Orange
Ref: DF6804
R223 G104 B4

Grey/Green
Ref: 5C838D
R92 G131 B141

Green
Ref: 00A387
R0 G163 B135

Sky Blue
Ref: 0A83DF
R10 G131 B223

Pink
Ref: D21B7A
R210 G27 B122

Light Blue
Ref: E3F0F4
R227 G240 B244

Dark Grey
Ref: 636363
R99 G99 B99

Putty
Ref: ECE7E3
R236 G231 B227

Purple
Ref: 70405E
R112 G64 B94

Lime Green
Ref: CCFF33
R204 G255 B51

Yellow
Ref: E6B012
R230 G176 B18

website
press

Dark Blue
Ref: 003366
R0 G51 B102

Red
Ref: F13235
R241 G50 B53

Orange
Ref: DF6804
R223 G104 B4

Grey/Green
Ref: 5C838D
R92 G131 B141

Green
Ref: 00A387
R0 G163 B135

Sky Blue
Ref: 0A83DF
R10 G131 B223

Pink
Ref: D21B7A
R210 G27 B122

Light Blue
Ref: E3F0F4
R227 G240 B244

Dark Grey
Ref: 636363
R99 G99 B99

Putty
Ref: ECE7E3
R236 G231 B227

Purple
Ref: 70405E
R112 G64 B94

Lime Green
Ref: CCFF33
R204 G255 B51

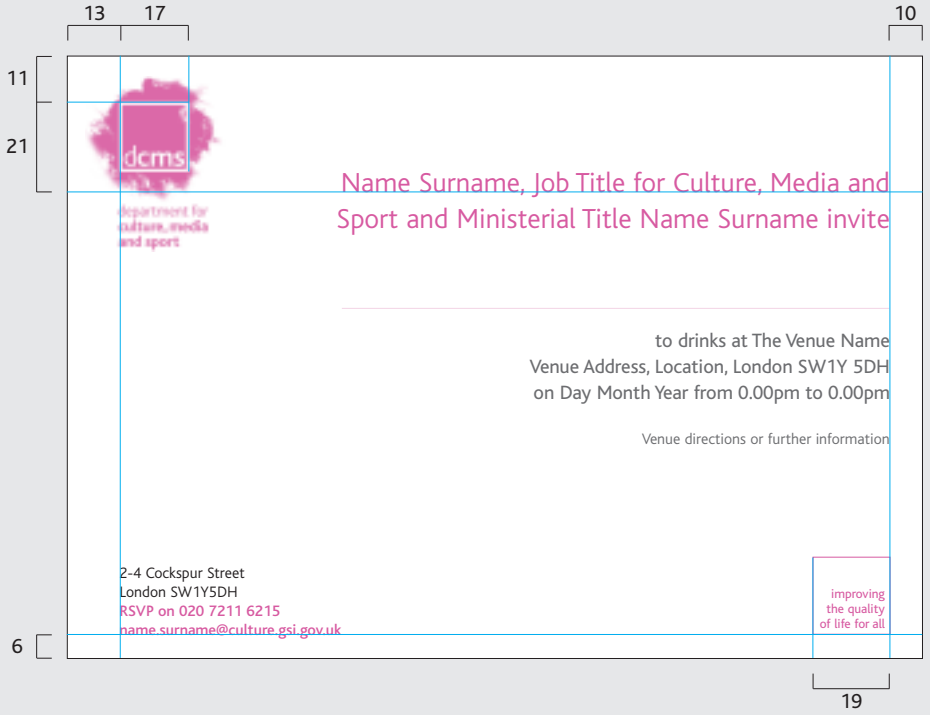
Yellow
Ref: E6B012
R230 G176 B18

invitations
A5

Invitations are designed to a set grid structure and are printed in two colour, black and a colour from the DCMS palette.

All the brand elements, positions and dimensions must be consistently applied to achieve clear and effective communications.

For certain launch events when a higher level of design impact is required, appropriate photography, background colour and illustration can be used.



Dimensions
148/210mm
all measurements
in millimetres

Logo
17mm wide

Main copy
20/25pt Bliss Light

Rule (optional)
0.25pt
20mm space before rule
8mm space after rule

Venue information
14/18pt Bliss Regular, 70% tint

Venue directions/further information (optional)
11/13pt Bliss Light

Address block
11/13pt Bliss Light

RSVP and contact details
11/13pt Bliss Medium

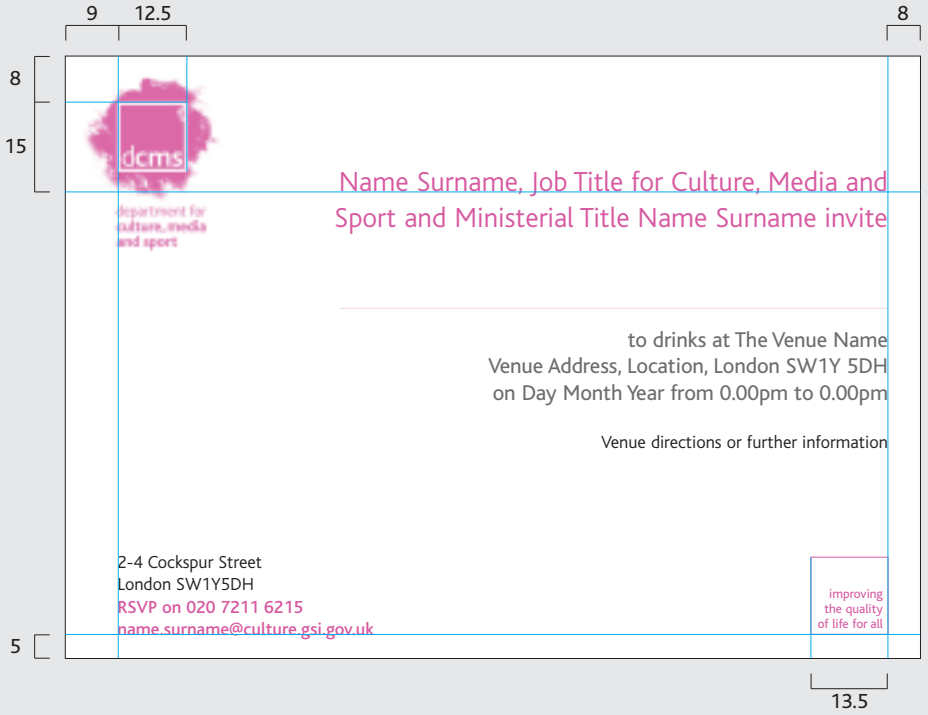
Strapline box
19mm wide

invitations
A6

Invitations are designed to a set grid structure and are printed in two colour, black and a colour from the DCMS palette.

All the brand elements, positions and dimensions must be consistently applied to achieve clear and effective communications.

For certain launch events when a higher level of design impact is required, appropriate photography, background colour and illustration can be used.



Dimensions
105/148mm
all measurements
in millimetres

Logo
12.5mm wide

Main copy
14/18pt Bliss Light

Rule (optional)
0.25pt
14mm space before rule
6mm space after rule

Venue information
11/13pt Bliss Regular, 70% tint

Venue directions/further information (optional)
9/11pt Bliss Light

Address block
9/11pt Bliss Light

RSVP and contact details
9/11pt Bliss Medium

Strapline box
13.5mm wide

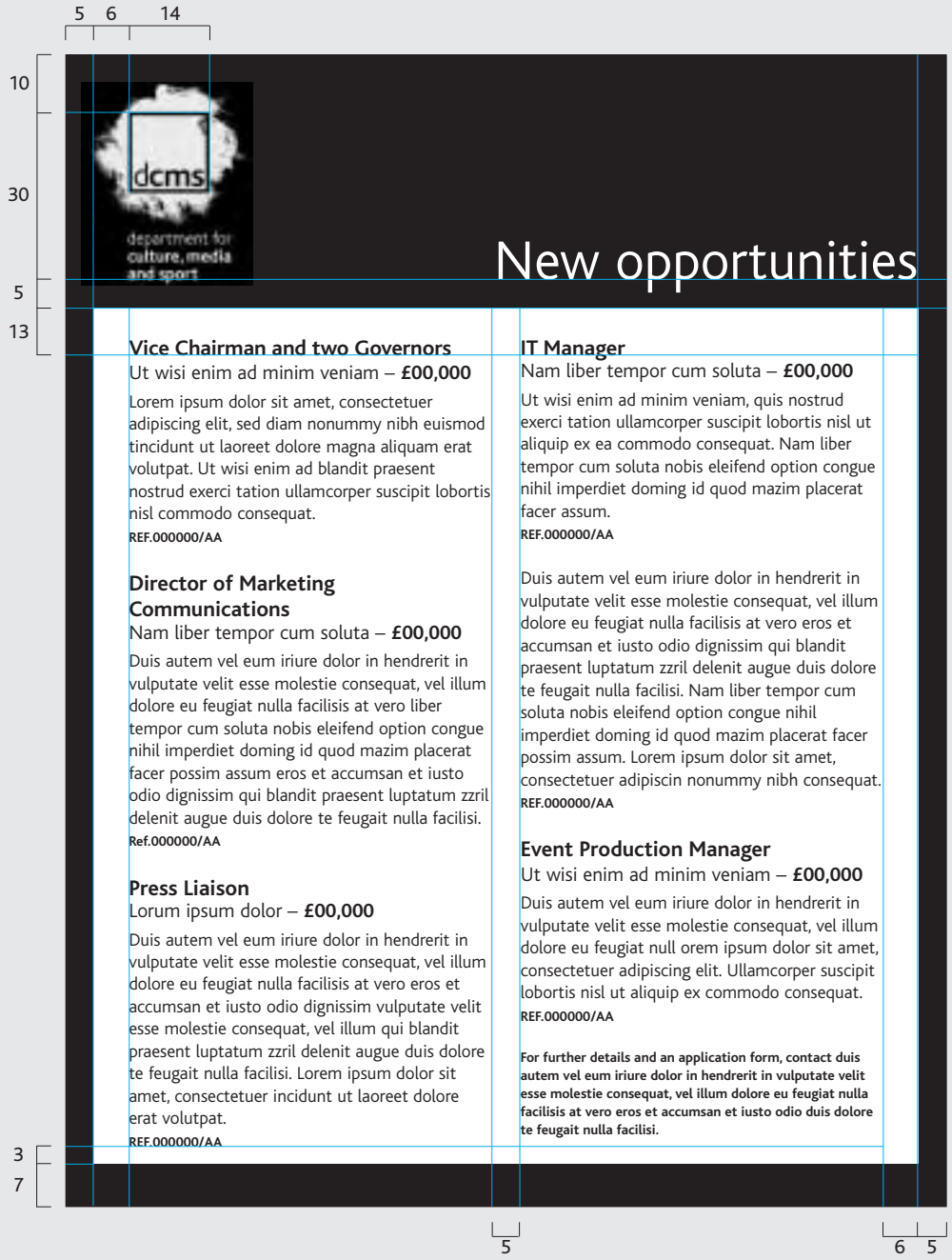
recruitment adverts
two column

Recruitment adverts are designed to a set grid structure and are printed in a single colour. Since the requirements of individual advertisements differ it is not practical to establish detailed specifications. However, the examples on this and following page show the basic design principles, alignment and type specifications.

All the brand elements, positions and dimensions must be consistently applied to achieve clear and effective communications.

Attention to detail must be observed when typesetting adverts in order to produce well-balanced pages. It is also the editor's role to ensure the copy is written to fit.

Copy is set in upper and lowercase, ranged left and ragged right.



Dimensions
based on 200/153mm
all measurements
in millimetres

Logo
14mm wide

Main heading
28/30pt Bliss Light, right aligned

Job title
11/13pt Bliss Bold

Sub title
10/12pt Bliss Light

additional 1mm space between heading and body text

Body text
9/11pt Bliss Light

Reference number
7/11pt Bliss Bold, Uppercase

Further information
7/9pt Bliss Bold

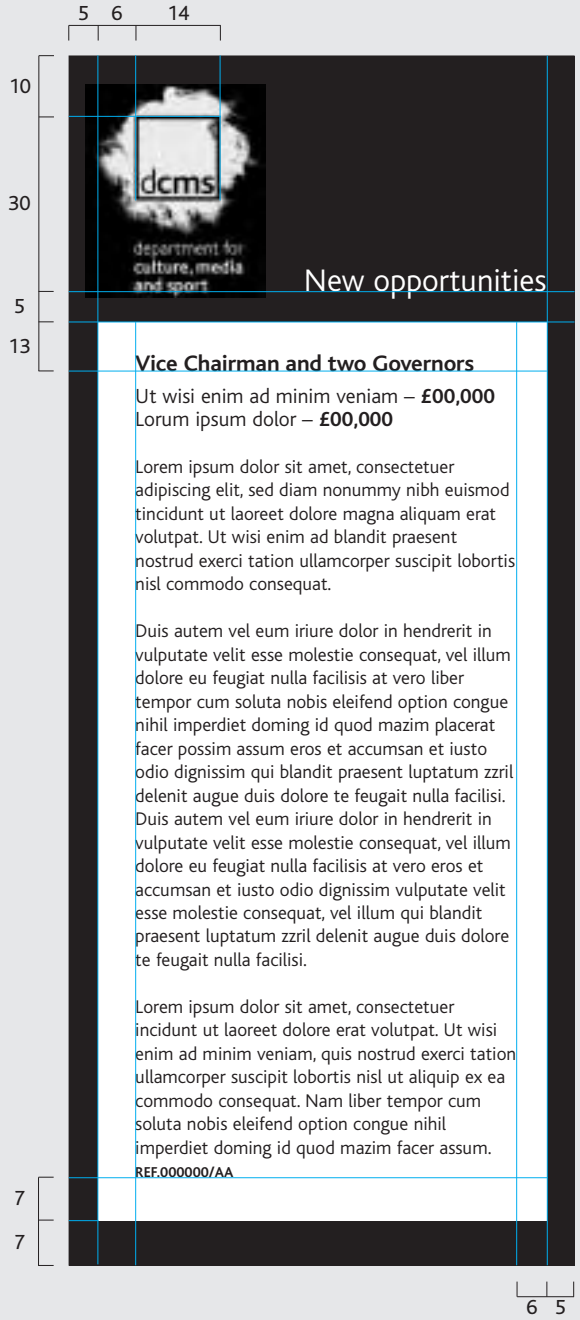
recruitment adverts
single column

Recruitment adverts are designed to a set grid structure and are printed in a single colour. Since the requirements of individual advertisements differ it is not practical to establish detailed specifications. However, the examples on this and following page show the basic design principles, alignment and type specifications.

All the brand elements, positions and dimensions must be consistently applied to achieve clear and effective communications.

Attention to detail must be observed when typesetting adverts in order to produce well-balanced pages. It is also the editor's role to ensure the copy is written to fit.

Copy is set in upper and lowercase, ranged left and ragged right.



Dimensions
based on 200/84mm
all measurements
in millimetres

Logo
14mm wide

Main heading
15/17pt Bliss Light, right aligned

Job title
11/13pt Bliss Bold

Sub title
10/12pt Bliss Light

additional 1mm space between heading and body text

Body text
9/11pt Bliss Light

Reference number
7/11pt Bliss Bold, Uppercase

Further information
7/9pt Bliss Bold

exhibitions

The DCMS brand must be consistently applied to all exhibition and conference items.

The logo should always appear in the top left-hand corner of the application (wherever possible) and reproduced from a master reference. Bliss is the primary font, Clarendon is the supporting font. The DCMS colour palette must be used.

The strapline box should also appear and must be reproduced from a master reference. It is designed to interact with the individual design of each application and create a visual balance with the logo.

It is important that the DCMS colours are matched accurately on all materials, finishes and surfaces, irrespective of the manufacturing process or printing technique. It must always be ensured that the printer achieves an accurate colour match.

merchandising

Certain events, launches and conferences will require the DCMS brand to appear on promotional items. From clothing to conference name badges, promotional merchandise to signage.

These are all high profile and important applications and the elements of the DCMS brand should be consistently applied.

The logo should always appear in the top left-hand corner of the application (wherever possible) and reproduced from a master reference. Bliss is the primary font, Clarendon is the supporting font. The DCMS colour palette must be used.

It is important that the DCMS colours are matched accurately on all materials, finishes and surfaces, irrespective of the manufacturing process or printing technique. It must always be ensured that the printer achieves an accurate colour match.

Materials and items that complement rather than conflict with the brand should be considered when sourcing promotional items. Contemporary, environmental, ethically sourced, good quality materials are recommended.