BERR | Department for Business Enterprise & Regulatory Reform

BRAND GUIDELINES

A comprehensive overview of how to apply our visual identity

MARCH 2008

Introduction

Our guidelines must be adhered to. This document is an introduction and an overview, and should be referred to before producing any BERR branded communications.

These guidelines allow creativity whilst ensuring that all of our communications have a consistent and distinctive appearance. This is essential in building recognition, owning success and developing trust. Directorates must not develop their own identity.

This document also applies to all executive agencies, joint ventures and co-branded services; co-branding guidance is included.

For advice on how to adapt these guidelines to specific requirements, or for logo artwork in all standard file formats, please contact BERR's Strategic Marketing Team.

Contents

Primary logo (most applications)

This is the primary BERR logo (landscape) and should be the first choice for most applications. Other versions are detailed on the following pages.

Always use original artwork; do not create your own. The logo can be scaled in size, in proportion, but otherwise do not alter it in any way.

The primary logo should be used in conjunction with the logo panel (page 6) for all BERR lead communications.

In all other instances the logo should only be reproduced in BERR blue (page 10), black or white

Logo exclusion zones

The 'X' height is the area around the logo that must always be kept free of visual clutter/other graphic objects. This is to ensure that the logo is always clearly legible, and satisfies accessibility guidelines.

Logo recommended size

Our logo should never be used smaller than described on this page. For online use, specific files have been created which must not be scaled up or down in size.

All other artwork should be scaled in proportion.

The following is guidance only. Accessibility must be paramount, and therefore common sense must be used to ensure that our logo is always clearly legible.

The height of the capital 'X' shown in the example below illustrates the area of clear space around the logo. In this case where the logo is 77mm long, X = 3mm.

77mm

Our logo

Other logo versions

There are two other versions of our logo: Portrait and Acronym.

The portrait version of the logo should only be used in those circumstances where shrinking the landscape logo to fit would make it difficult to read the department's name.

The acronym logo should only ever be used when space is extremely limited.

The logos should only be reproduced in BERR blue (page 10), black or white.

Logo exclusion zones

The 'X' height is the area around the logo that must always be kept free of visual clutter/other graphic objects. This is to ensure that the logo is always clearly legible, and satisfies accessibility guidelines.

Logo recommended size

Our logo should never be used smaller than described on this page. For online use, specific files have been created which must not be scaled up or down in size.

All other artwork should be scaled in proportion.

Portrait

BERR
Department for Business
Enterprise & Regulatory Reform

36mm

Acronym

BERR

The height of the capital 'X' shown in the example below illustrates the area of clear space around the logo. In this case where the logo is 44mm long, X = 3mm.

BERR
Department for Business
Enterprise & Regulatory Reform

BERR

Panel principles

Labelling panels are used to hold key titling and reference information on core BERR communications. The maximum length of a brochure title is two lines of text. Panels must not be used for information that is not relevant to the subject of the brochure. Extra sections may be added vertically if more information is required.

The BERR logo panel should always appear as illustrated, and the relationship and proportions of the logo and the panel should remain consistent.

Panel proportions

A4 panel specification

The A4 panel is 90mm wide and made up from 10mm blocks that are spaced 0.5mm apart. All text is centred vertically and inset 5mm from the sides of the panel.

The height of each block can be increased by 5mm increments to accommodate the text. The minimum height being 10mm. Spaces between all blocks are 0.5mm.

The panel must consist of a minimum of the BERR logo panel and document title.

Labelling panel text

Document title
Caps
Univers Bold 65
12pt on 14pt leading

Secondary information
Upper and lower case
Univers Light 45
14pt on 16pt leading

Supplementary information
Caps
Univers Light 45
10pt on 11pt leading

Labelling panel for an A4 document

Panel proportions: A5/DL

A5/DL panel specification

The A5/DL panel is 84mm wide and made up from 10mm blocks that are spaced 0.5mm apart. All text is centred vertically and inset 3.5mm from the left side of the panel.

The height of each block can be increased by 0.5mm increments to accommodate the text. The minimum height being 10mm. Spaces between all are 0.5mm.

The panel must have a minimum make up of BERR logo panel and document title.

Labelling panel text

Document title
Caps
Univers Bold 65
12pt on 14pt leading

Secondary information
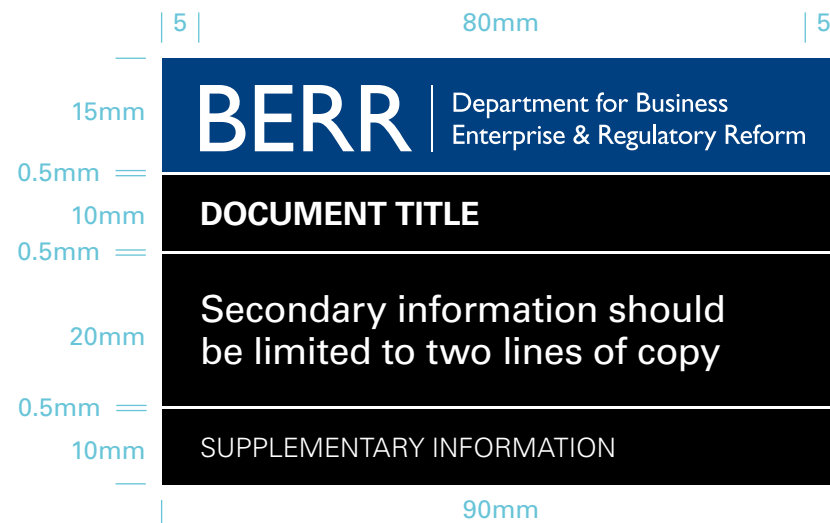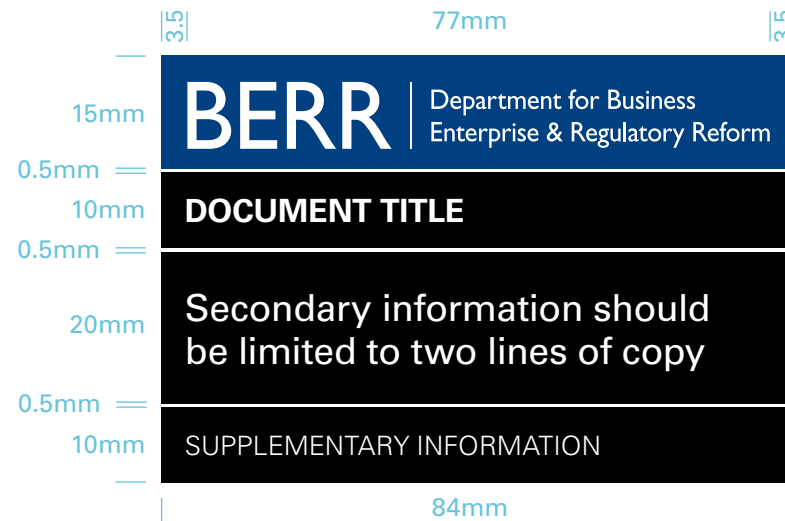Upper and lower case
Univers Light 45
14pt on 16pt leading

Supplementary information
Caps
Univers Light 45
10pt on 11pt leading

Labelling panel for an A5/DL document

Logo and labelling panel

Panel positioning principles

The logo and labelling panels must always hang off the right hand edge of a brochure front cover where practical.

There may be occasions (for example when using some copiers) when the print area available restricts the ability to hang the labelling panel from the right hand edge. In such cases the panel must be positioned as close to the right edge as the print area will allow so that the whole panel width prints.

Always ensure that the information contained within the panel is not cropped off the page.

When positioning the panel consider:

- Any background image/illustration

- How the publication will be displayed –
  will the panels be visible in a rack?

- Is the brochure part of a suite of publications?
  If so, the panels should be at the same level
  across all related publications.

Panel positioning

On all documents, the panel can be placed anywhere, vertically, between the upper and lower margins as shown by the shaded area.

A4 panel positioning

120mm   90mm

20mm

257mm

20mm

A5/DL panel positioning

84mm

15mm

180mm

15mm

Typography
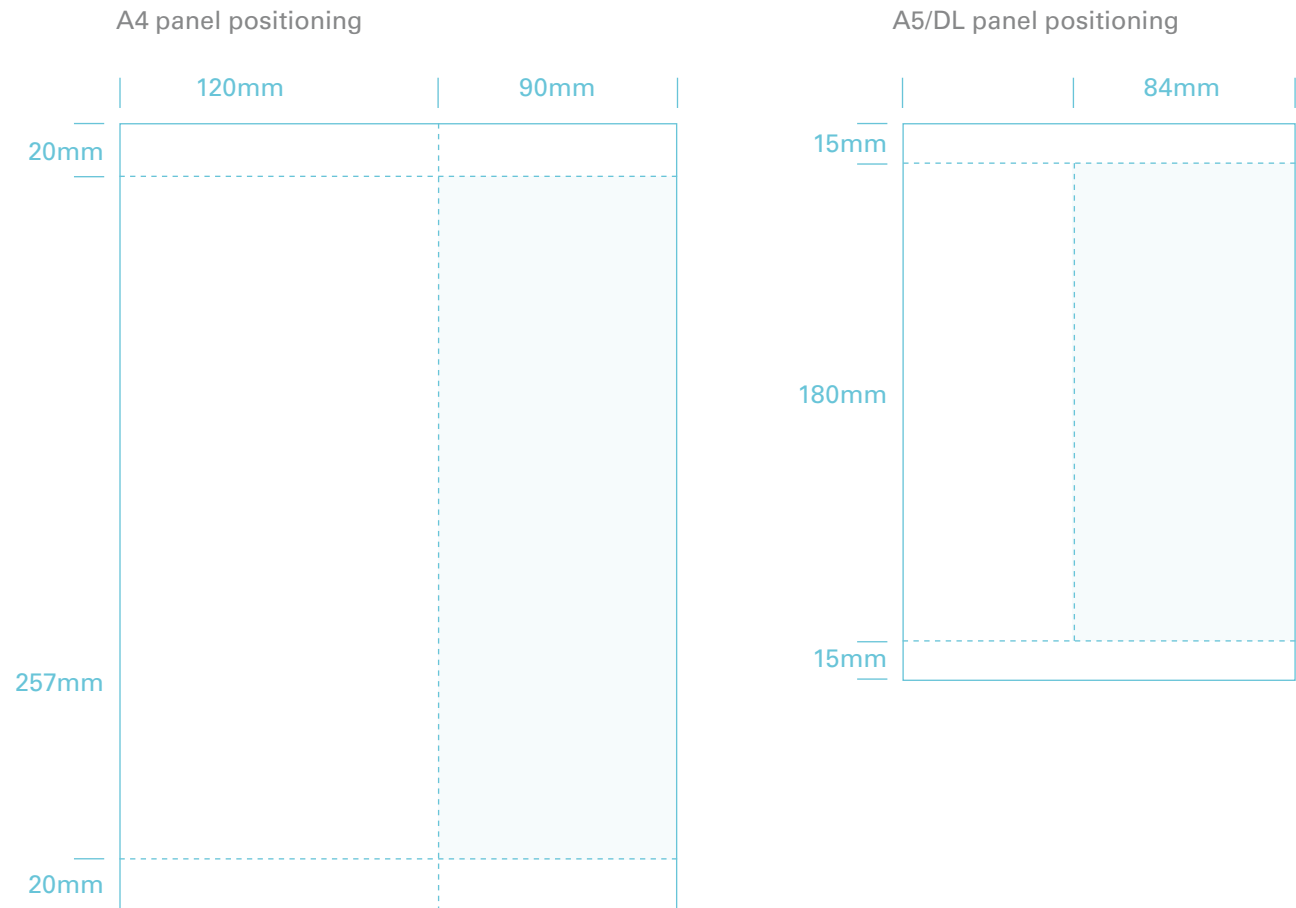
Typeface for printed materials

Our typeface is Univers. This typeface must be used across all BERR printed communications. Only three weights of the BERR typeface may be used in any communication. Univers 45 Light should not be used for body copy. If Univers 65 Bold is not available, it can easily be created by emboldening Univers 45 Light.

Typeface for computer generated documents

Our typeface for all computer generated documents (i.e. those that are not being printed) is Arial.

Typeface for internet and intranet

Our typeface for the internet and intranet is Verdana.

Using BERR typefaces

Using a 12 point typeface as a minimum for text will significantly improve legibility. The Royal National Institute for the Blind (RNIB) advises that a minimum of 12 point should be used at all times and that this should be increased to 14 point for older people or people with visual impairments.

Initial capitals and lower case letters should be used wherever possible. Capitals should be avoided for long continuous text.

Univers 45 Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers 55
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers 65 Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Spacing

Word and letter spacing should be fixed at normal. Text should not be condensed or stretched to fit the line length. Ranged left, ragged right setting is preferred.

Ideally a line of text should be set between 40 and 48 characters in length allowing one character space between words. Hyphenation of words should be avoided at line ends.

Allow sufficient leading, for readability this is as important as type size. As a minimum use 2 points leading for 12 point; more for larger sizes.

Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Verdana
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Colour

Each colour in the BERR colour palette is available for use by the whole organisation. Colours must not be used as colour coding for communications by groups or directorates.

The colours are available here as Pantone PMS reference codes, CMYK breakdowns for 4-colour print and as websafe for use electronically.
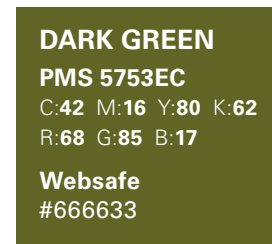
The number of colours in any communication must be limited. You should only use colours with the greatest contrast against their background (page 11). When choosing colours always consider their suitability and legibility.

Primary colour

BERR BLUE
PMS 294EC
C:**100** M:**68** Y:**7** K**30**
R:**0** G:**52** B:**120**

Websafe
#003366
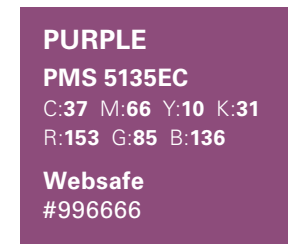
Supporting colour palette
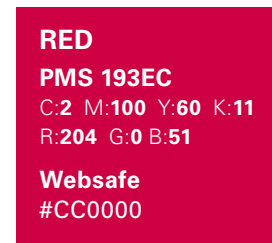
DARK GREEN
PMS 5753EC
C:**42** M:**16** Y:**80** K:**62**
R:**68** G:**85** B:**17**

Websafe
#666633

LIGHT BLUE
PMS 631EC
C:**74** M:**0** Y:**13** K:**0**
R:**60** G:**182** B:**206**

Websafe
#66CCCC

PURPLE
PMS 5135EC
C:**37** M:**66** Y:**10** K:**31**
R:**153** G:**85** B:**136**

Websafe
#996666

RED
PMS 193EC
C:**2** M:**100** Y:**60** K:**11**
R:**204** G:**0** B:**51**

Websafe
#CC0000
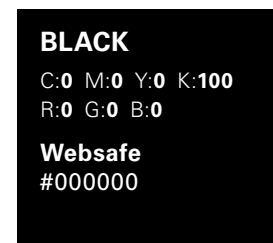
YELLOW
PMS 123EC
C:**0** M:**19** Y:**89** K:**0**
R:**255** G:**204** B:**17**

Websafe
#FFCC00
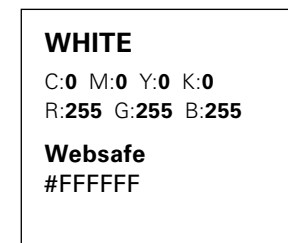
BRIGHT GREEN
PMS 390EC
C:**31** M:**0** Y:**100** K:**3**
R:**187** G:**238** B:**0**

Websafe
#99CC00

GREEN
PMS 363EC
C:**80** M:**3** Y:**100** K:**20**
R:**34** G:**119** B:**0**

Websafe
#336600

BLACK
C:**0** M:**0** Y:**0** K:**100**
R:**0** G:**0** B:**0**

Websafe
#000000

WHITE
C:**0** M:**0** Y:**0** K:**0**
R:**255** G:**255** B:**255**

Websafe
#FFFFFF

Colour contrast

Colour contrast is vital to maintain legibility in all communications. This chart provides a quick reference to every approved colour combination.

All approved colour combinations are shown as OK. No others are permitted.

Key to table opposite

* Care must be taken with these combinations, which have relatively low contrast.

Background colour

Background \ Foreground	BERR blue	dark green	light blue	purple	red	yellow	bright green	black	white
BERR blue			OK*			OK	OK		OK
dark green						OK*			OK
light blue	OK*							OK	OK*
purple						OK*			OK
red									OK
yellow	OK	OK*		OK*				OK	
bright green	OK							OK	
green									OK
black			OK			OK	OK		OK
white	OK	OK	OK*	OK	OK			OK	

Foreground colour

Colour

Text: colour tints

Tints of the BERR colours may be used for headings and sub-headings – but not body copy.

The background must always be at 100% of the chosen colour and the maximum tint value of any overprint is 40%. Contrast and legibility are greatly influenced by scale, so care must be taken when selecting colour and tint values, particularly for smaller type sizes.

When on a white background, the minimum tint value of any overprint is 50%.

80%	**70%**
60%	**50%**

40%	**30%**
20%	**10%**
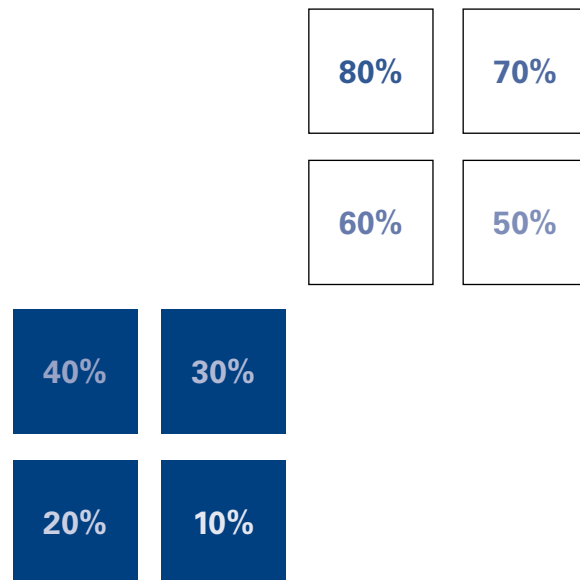
Limited colour usage

When producing communications with a single colour print setup, the panels can only be printed as white out of black or BERR blue. Additionally when print is limited to one colour only, you may use a white logo out of a solid colour background in a white keyline panel (below). When printing in black and white only, you may use a white logo out of a black panel (right) or a white panel with a black logo out of a black background.

The keyline for A4 and A5 panels should be 0.5pt.

White logo out of black panel
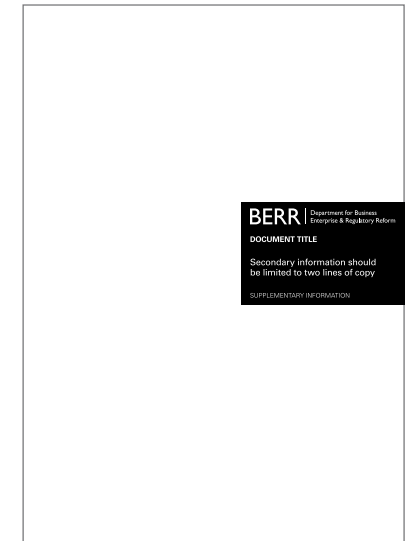
Appropriate imagery

Imagery chosen, whether photography or illustration, must always have these qualities:

- Positive;
- Purposeful, and
- Direct

Using imagery

It's easier to capture the audience's attention and express a core message with a single powerful image that captures the spirit and tone of the communication. When using imagery on brochure covers, always feature just one image and where possible it should be cropped full bleed. Where printing allows, bleeding imagery in from the edge of the inside pages will help to create a distinctive style that echoes the use of the BERR logo panel.

Other communications, (e.g. posters and exhibition stands) should also follow this rule where practical. Inside a communication, several images can be used to illustrate key points but these should not be used as a collage.

The RNIB advises that each line of text returns to the left hand margin to aid navigation and readability. It's preferable to avoid fitting text around illustrations as this could cause the reader's eye to wander. However, if you must use a graphic placed into the text then it should be used on the right side allowing each line to return to a left hand margin.

Cut-out images must not be used on covers but may be used inside a publication for contrast and to break up the grid.

Tonality

Many BERR communications will be legislation or advice. Some legislative communications may benefit from having a serious feel to them, whilst some advisory communications may benefit from appearing light and upbeat. The image chosen must support the credibility of the communication.

Photographic style

Photography selected must always be bold and simple with a single focal point. It should visually represent the key message or contents of the communication.

Illustrative style

Any illustrations must feel human and be graphic and simple. They must have a single focal point and be a strong visual representation of the key message or contents of the communication. Avoid generic icons, cartoons, cold technical illustrations and clutter. Limit the number of colours and where possible use colours from the BERR colour palette (see page 10).

Diversity

We are committed to promoting equality and diversity. It is extremely important to represent diversity equally across BERR's visual communications.

Where people feature in any imagery for a communication, then equal representation should be assessed across the communication as a whole. Do not use too many images in one communication in an attempt at equal representation. Group photographs are a good way of overcoming this issue.

Sourcing imagery

Our image library must be searched before using imagery from an outside source or image library. This helps to reduce BERR expenditure on images and removes the possibility of different parts of BERR making multiple purchases of the same image.
It's essential that any images purchased by BERR for use on the image library should have Crown copyright and where applicable a valid model release form supplied.

To access the BERR image library, email: image.library@berr.gsi.gov.uk for a username and password and further details on how to access it online.

All images on the image library site have search meta data and licensing /usage information available. You will be asked to supply brief details when downloading an image on its intended use to help maintain records.

Other image options

Sometimes a photograph or illustration will not fulfil the requirement. Instead a typographic or colour-only cover may be used.

When using a typographic cover do not repeat the information contained within the labelling panel.

Publications: grids

All BERR literature is produced using the same underlying grid structure to ensure that all communications retain a common feel. Our grids are very flexible and enable the placement of text anywhere within the whole grid structure.

A4 grid

| 20 | 36.5 |8| 36.5 |8| 36.5 |8| 36.5 | 20 |

20mm

257mm

20mm

DL grid

| 15 | 69 | 15 |

15mm

180mm

15mm

A5 grid

| 15 | 25 |6| 25 |6| 25 |6| 25 | 15 |

15mm

180mm

15mm
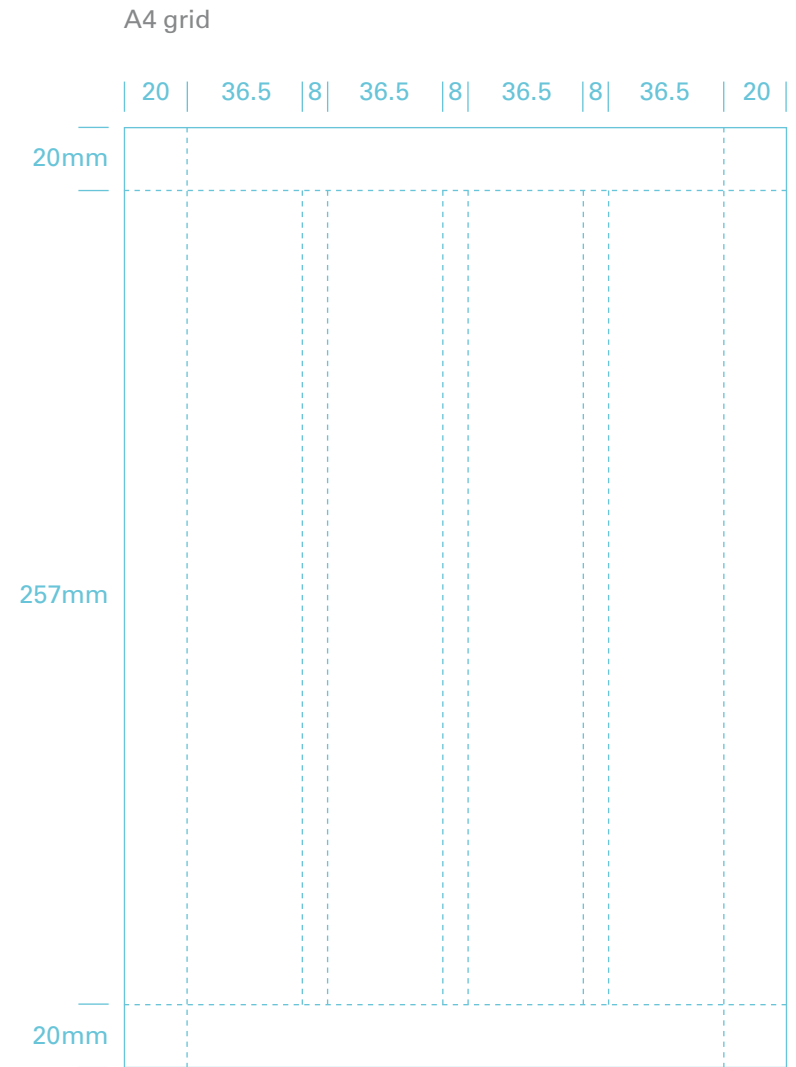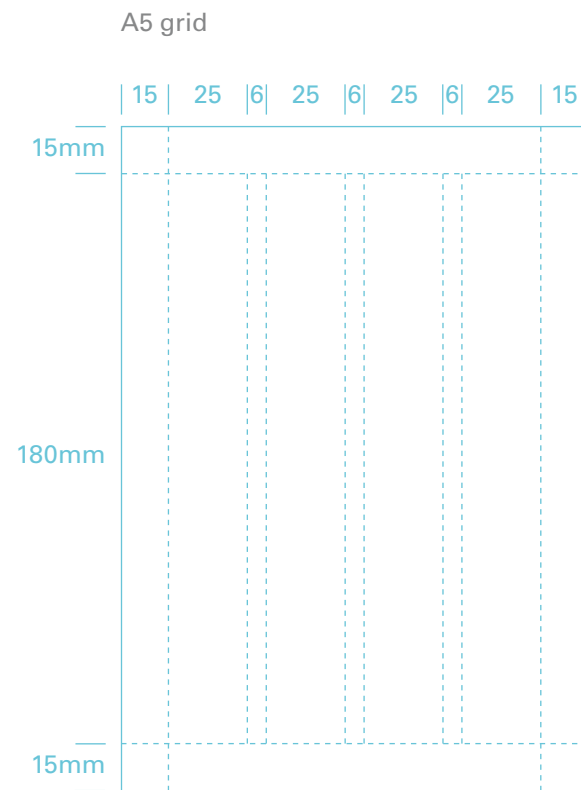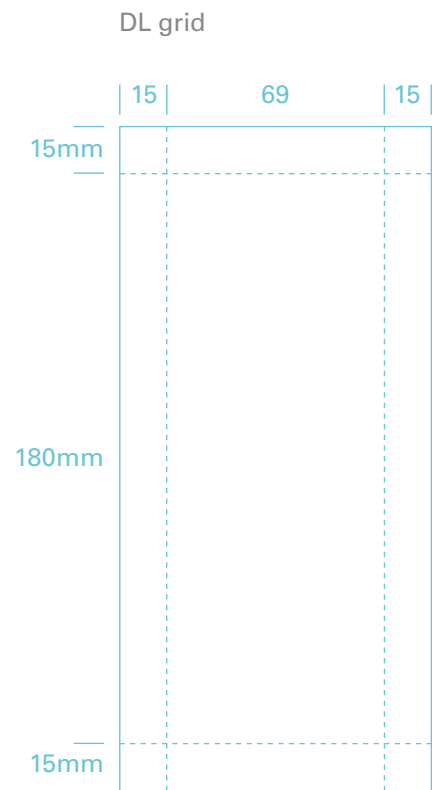
Publications: grids in use

The following layouts show how flexible our A5 and A4 grids can be. The shaded areas show how text can be arranged across columns. Where possible graphics should be used on the right-hand side of any text to allow each line to return to a left hand margin.

A4 grid

| 20 | 36.5 |8| 36.5 |8| 36.5 |8| 36.5 | 20 |

20mm

257mm

20mm

A5 grid

| 15 | 25 |6| 25 |6| 25 |6| 25 | 15 |

15mm

180mm

15mm
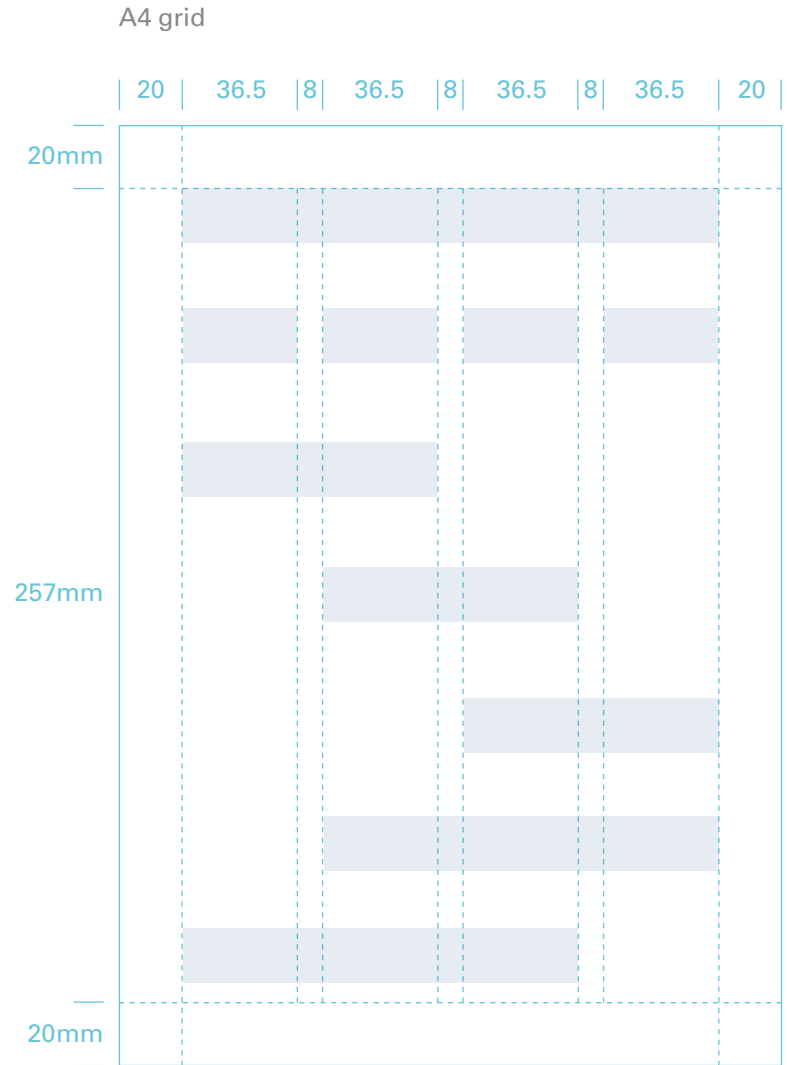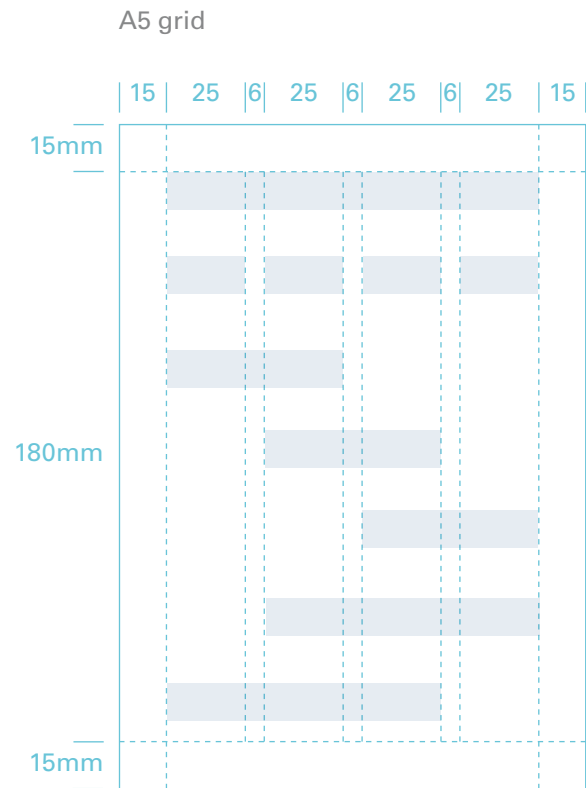
Publications: examples

Here we show examples of publications
that demonstrate how our photographic
and illustrative styles work in harmony with
our logo and labelling panel. The example
spreads show how flexible our simple grids
are. Clearly, many more variations are possible
– these are only intended as a guide.

Publications: newsletters

Inside pages

Newsletters must follow our A4 page grid
as defined on pages 15-16. All newsletters
must conform to the basic BERR brand rules.

Overview

Imagery

Cover: photographic or illustrative

Inside: photography, illustration
or graphic diagrams.

As a basic guide,
limit the number of
words used in this
area to a maximum
of twenty

Accessible formats

The Disability Discrimination Act 1995 requires BERR as a service provider to take reasonable steps to ensure that all printed material and marketing activities are accessible to people with disabilities.

Discrimination is defined in the Act as broadly including;

Failing to make reasonable adjustments to a service or facility which makes it impossible, or unreasonably difficult for a disabled person to use; and offering a disabled person a lower standard of service or service on less favourable terms.
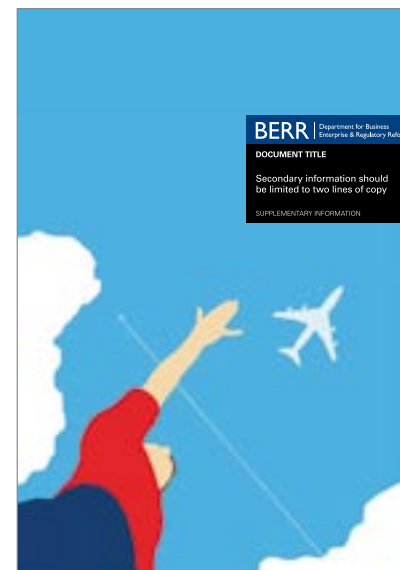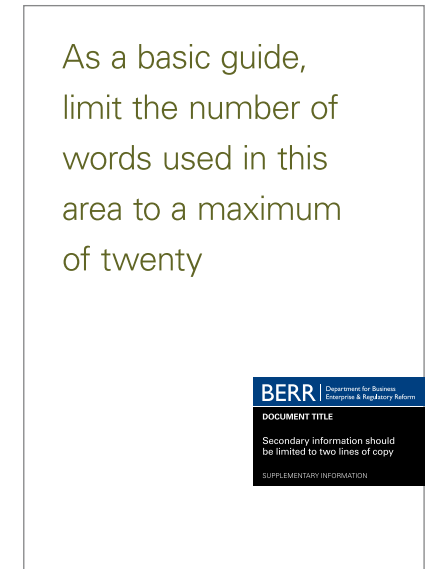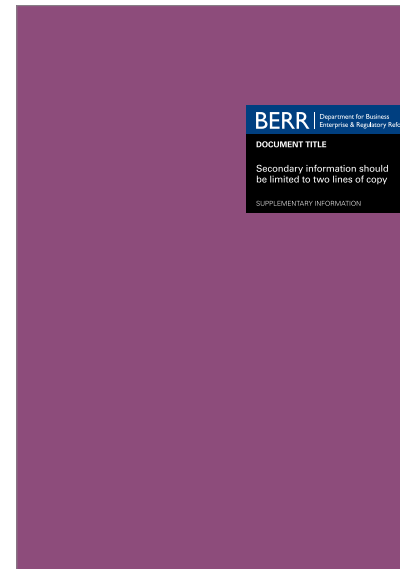
Discrimination may occur if a disabled person is denied access to information which is available to a non-disabled person.

Over 1.5 million people cannot read standard print and 75% of partially sighted people can read large print. Alternative formats may be more practical for these people and there are alternative formats you should consider.

Main Alternative Formats

Braille
Braille is a system of raised dots which enable blind and partially sighted people to read. There are two forms of Braille, Grade One and Grade Two. Grade One is used for labelling, signage and other basic functions. Grade Two consists of contractions and is used in all types of publication.

Audio tapes
Many blind and partially sighted people and people with learning disabilities, will access publications via audio tapes. If properly produced they can be an invaluable source of information.

Braille, disk and tape can all be posted free of charge under the Articles for the Blind postage scheme. Contact Royal Mail for details.

File formats
Software such as screen readers and screen magnifiers are used by many blind and partially sighted people to access electronic text information. To ensure access to this information documents should be saved as a PDF text file.

Large print
Anything over 16 point is considered large. 36% of blind people and 75% of partially sighted people can read large print.

Internet
The use of the Internet is growing in importance as a means of communicating the department's information, news and messages. Text to speech readers, screen magnification and flexibility to print make the Internet increasingly attractive to blind and partially sighted people.

All BERR websites must be designed with accessibility in mind to make sure users of access technology such as screen readers can read information. BERR websites must conform to the Guidelines for UK Government Websites (www.cabinetoffice.gov.uk/government_it/web_guidelines.aspx) and should meet Level AA, Priority 2 of the Web Content Accessibility Guidelines v. 2.0 of the Web Accessibility Initiative (www.w3.org/WAI/). Following these WCAG guidelines will make websites accessible and usable for everyone including people with disabilities.

Any questions about accessible web content or internet accessibility issues should be directed to the BERR E-communications Team.

Accessible formats

Video

Signed and subtitled videos are particularly useful. Apart from deaf people and people with a hearing impairment, video is used by people with learning disabilities and surprisingly blind and partially sighted people. For many deaf people British Sign Language is their first language. A significant number of people have low levels of literacy and therefore you should not assume printed materials are sufficient.

Advertising

On-the-page advertising can be made accessible to both blind and partially sighted people by using a sufficiently large point size. TV advertising can be signed and subtitled (accessed via Teletext). Radio is suitable for a blind or partially sighted audience. Also, there is an ever increasing number of journals, magazines and newspapers available in Braille, large print, audio cassette and electronic format.

Direct marketing

It is important that good response and distribution arrangements are in place. Response mechanisms should include: coupon, telephone and textphone. Any disabled person should incur no extra expense due to their disability. For example if the coupon has the postage pre-paid but a blind or partially sighted person has to use the telephone, this should have a freephone number.

Final check list

- Would the text be clearer if it was set larger?

- Would more leading (white space between lines and letters) make the publication more readable?

- Do the colours clash?

- Is there enough contrast between the colours?

- What paper are you printing on? (Glossy papers should be avoided because they reflect too much light and on thin papers text can show through)

- Is the publication readable?

Principles for press, posters and outdoor

Any advertising produced for BERR must carry either:

1. BERR logo panel;

2. BERR logo if space is very limited, or

3. Standard BERR endorsement panel for executive agencies, with the most relevant tagline.

Our basic rules on imagery and colour must be adhered to. Typography should ideally conform to best practice standards. All advertising must follow the BERR grid structures (pages 15-16).

The A4 grid can be scaled up for use on A3, A2, A1 and A0 if required. If the advertising falls outside these grid parameters, then the grids should be used as guides and adapted as necessary, using common sense.

Recruitment advertising

Recruitment advertising for BERR core branded areas must always use the BERR logo panel as the primary option for branding the advert. If space is limited then the endorsement panels or freestanding BERR logo may be used.

Headlines must be set in Univers 55 or Univers Bold 65. Job specification text is to be set in Arial and any highlights to the specification are to be set in Arial.

Always consider legibility when creating recruitment advertising, particularly when a small advertisement is booked. It may be better to edit the copy rather than reduce type size considerably.

The BERR logo panel must be prominently placed within the advertisement and bleed off the right-hand side only. Any other relevant logos should sit in line with the BERR logo panel.
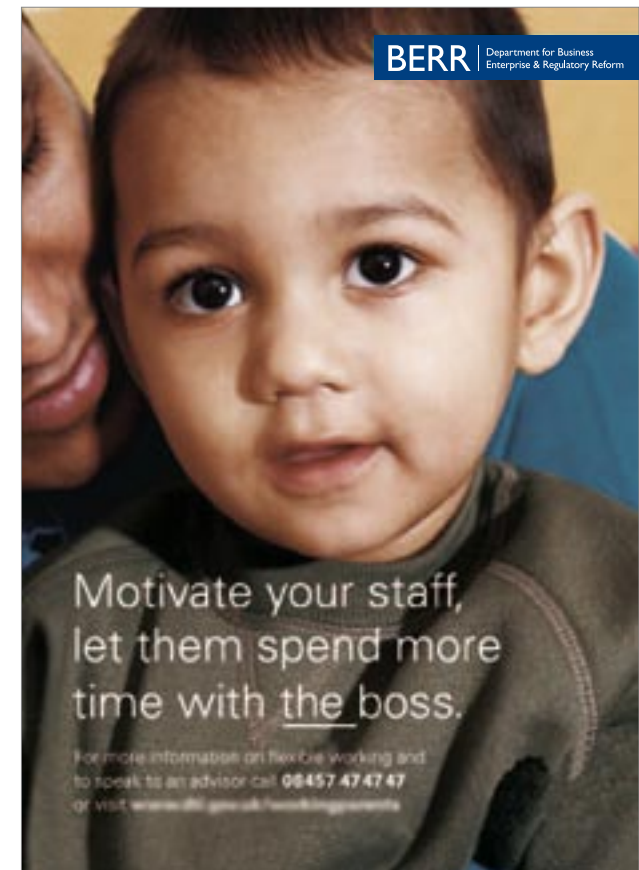
Exhibitions

Principles

Our exhibition panels should conform to the basic BERR brand rules, paying particular attention to the imagery and colour sections. The stand must be eye-catching and its core message should be conveyed immediately – in a simple manner – to its audience.

When designing an exhibition stand careful consideration must be made of the space available and the average eyeline of the viewer. BERR branding should be situated within the top 2/3 of the vertical plane of the exhibition stand. This ensures that the branding is placed in the most visible area of the stand.

The bottom 1/3 of the stand should feature non-essential imagery or background colour as this is often obscured by people or other items around the exhibition area. Use the A4 grid as a base and adapt to size for positioning of logo and other elements.

BERR | Department for Business Enterprise & Regulatory Reform

REACH HIGHER

How to make your ambitions a reality

www.berr.gov.uk

Co-branding

Working with others

BERR often works alongside and in partnership with other agencies. In these instances the participating agencies must be credited fairly and appropriately. The nature of the relationship may be quite complicated, but the relationship should be visualised in a simple manner. Wherever BERR is involved in a communication then some form of BERR credit must be included.

The three basic scenarios

1. BERR is the lead organisation
A project involving support from other external organisations.

2. A joint publication
A project resulting from an equal partnership between BERR and one or more organisations.

3. Another organisation takes the lead
An external organisation project involving support from BERR.

Co-branding

Decision tree

Is BERR the lead organisation? i.e. a BERR project involving support from other external organisations.	**BERR look and feel** Follow BERR visual guidelines. Communication should be visually consistent with core BERR materials.	Use the labelling panel. Partners' logos or names can feature in the labelling panel (page 24).

YES

NO

Is a BERR executive agency the lead organisation? i.e. a BERR executive agency project involving support from other organisations.	**Executive agency look and feel** Follow executive agency visual guidelines. Include executive agency endorsement panel.	Use the endorsement panel (page 25).

YES

NO

Is this a joint publication? i.e. a project resulting from an equal partnership between BERR and one or more other organisations.	**Independent look and feel** None of the participating agencies take the lead. Communication should not be visually biased towards any of the organisations.	Use the freestanding BERR logo (page 26) or an endorsement panel (page 25).

YES

NO

Is another organisation taking the lead? i.e. an external organisation's project involving support from BERR.	**External agency look and feel** Follow external organisations' visual guidelines.	Use the freestanding BERR logo (page 27) or an endorsement panel (page 25).

YES

If your communication does not match these scenarios, then guidance is available from the Strategic Marketing Team.

BERR personnel can obtain further information from the Communications intranet under Strategic Marketing/Brand Rules

Co-branding

BERR as lead organisation

Principles

The look and feel is BERR. Our logo and labelling panel are to be used. Supporting organisations appear in the labelling panel when there are 3 or less, and as names only when there are more than 3 but less than 16. If they are more than 16, list these on the front cover.

Specifications

The communication has the general appearance of a BERR communication but also includes the logos or names of the supporting organisations.
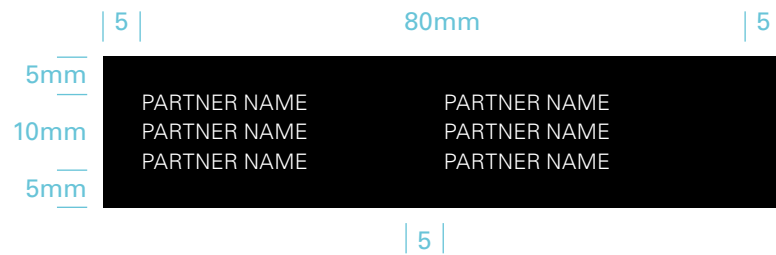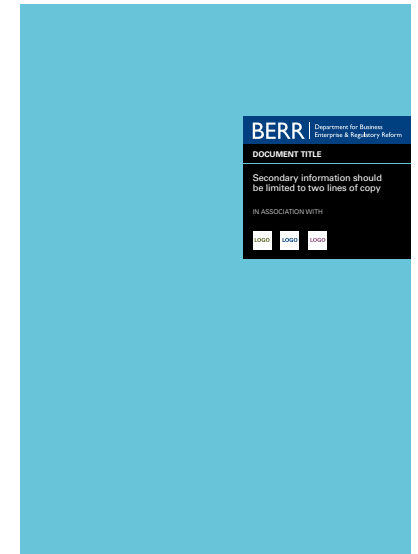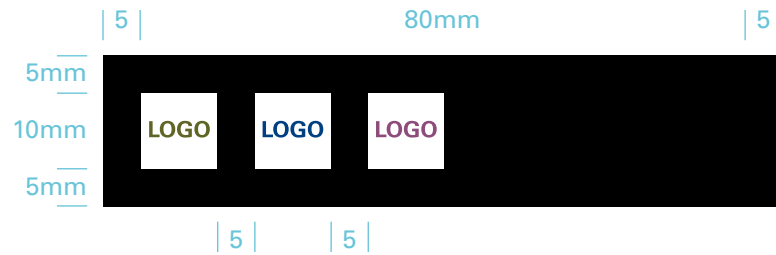
Co-branding

Executive agency branding and branding for BERR Initiatives

Principles

You must follow the agency brand rules. The BERR endorsement panel containing the BERR logo (landscape) is to be placed prominently on the front cover – where appropriate with appropriate relationship wording. Where space is restricted, the BERR acronym logo (page 5) may be used instead.

If BERR's role falls into one of the following categories then an endorsement panel should be used.

- A BERR SERVICE

- A BERR PRODUCT

- A BERR INITIATIVE

- FUNDED BY BERR

Co-branding

Joint publications

Principles

The look and feel is independent of participants. The BERR freestanding logo is to be used alongside other participating organisations' logos on the cover, with explanatory copy where necessary. All organisations' logos have equal prominence.

Specifications

If space is limited on the inside front cover, or there are many participating organisations, a list can be used instead of the logos.

A joint
publication

Subtitle lorem ipsum dolores
sit amet nonummy consectetuer

IN ASSOCIATION WITH

BERR | Department for Business
Enterprise & Regulatory Reform   LOGO   LOGO

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BERR | Department for Business
Enterprise & Regulatory Reform   LOGO   LOGO

Other organisation is lead

Principles

The look and feel follows lead organisation's
visual guidelines.

BERR website and the BERR intranet

The BERR website and pages on the intranet must follow the brand rules. Any new pages on the core BERR website or pages on the intranet must be created in consultation with the E-communications Team. The team can be contacted through the global address list (BERR Web Services Helpdesk). The E-communications Team will guide you through the publishing process and provide access to branded templates.

BERR Content Management System (CMS)

BERR uses a Content Management System (CMS) for creating and publishing content to the core BERR website. The CMS enforces a consistent look and feel across the site through the use of templates. Templates for all basic page structures have been created and are already set up within the CMS.

All CMS users are assigned user rights that give them the ability to create and publish content. The majority of CMS users, or Web Publishers, will be allocated to particular communities, and will only be able to create and publish content for that community. Web Publishers must complete a training course before they are given access to the CMS. Details of the training programme can be obtained from the E-communications Team.

Each Group within BERR has web publishers for building and publishing content to the website. If you do not know who the web publisher is for your group then please contact the E-communications Team.

Templates

The page templates provided on the BERR website enable web publishers to create pages in approved BERR styles using a set range of colours, typefaces and layouts.

All templates use Cascading Style Sheets technology to ensure the correct formatting of all information and that it conforms to all applicable best practice standards.

The main BERR header and main navigation are fixed assets and cannot be changed through the Content Management System.

Publishing

Take care that any information you intend to publish on the site is approved and final.

Any content published on the site will be accessible by any users of the website.

Anyone considering adding a new section to the core BERR website must speak to the E-communications Team for additional guidance and advice. To contact the team send an email to BERR Web Services Helpdesk which is on the global address list.

BERR Intranet

New sections or pages on the BERR intranet should be created using the approved intranet templates. The templates enforce a set range of colours, typefaces and layouts for pages. The E-communications Team can assist with the creation of new pages on the intranet as well as helping you review existing content and migrate it to the approved templates. To obtain further advice and guidance contact the E-communications Team.

PowerPoint® presentations

Departmental templates

We have an approved PowerPoint® template which has our visual identity incorporated. The following guidelines show you a couple of best practice slide examples.

Remember that PowerPoint® is not a word processing package: it should only ever be used to support your presentation. Your audience have come to hear you talk, not to read your presentation.

Our template has been set up to apply the correct fonts and styles, hence we have not detailed them in these guidelines. However, please bear in mind best practice to ensure that your presentation is effective.

Productivity and Enterprise

A World-class competition regime

The UK and European framework

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- Aenean pellentesque fringilla risus. Proin ac turpis at non nunc purus pulvinar varius.
- Sed non nunc. Quisque posuere mi sit amet mi. Pellentesque condimentum, diam ut suscipit consectetuer, sem ligula ultricies.

PowerPoint® presentations

Basic principles

When producing any PowerPoint® presentation it's important to consider the following points from the outset, in order to create an interesting and informative presentation:

- What is the purpose of the presentation?

- What information are you trying to communicate?

- Consider your audience: who are they? What will engage their interest?

- If your audience only remembers three points from your presentation, what would you want them to be?

- How much time should your presentation take?

- Will you issue the audience with handouts or notes?

- When using PowerPoint® as part of a verbal presentation you should only include a précis of the information on the slides.

Design principles

- Always use the BERR PowerPoint® template files to construct a presentation.

- The slides should not contain too much detail, use key words and points only.

- Use a maximum of six bullet points per slide.

- Avoid use of 3 dimensional charts, as they are usually over-complicated.

- Limit the total number of colours used to a maximum of four from the approved colour palette.

- As a rough guide, each slide should last for no more than one minute.

- Vary the pace of the presentation by using divider slides and image slides. This will help to maintain attention and is easier on the eye.

- The use of white backgrounds can be hard on the eye after a while, so intersperse with coloured backgrounds or use images.

- Always consider colour contrast and legibility.

- Check with the BERR Disability Advisory Group or contact the Strategic Marketing Team if you are unsure of legibility in your presentation.

- Do not use slide dissolves in presentations, except when producing a 'rolling demo' (for continuous play on an exhibition stand, for example). If necessary, use only one type of dissolve in a presentation.

- When using images, ensure you have permission to do so, whether from an image library or a photographer.

- When quoting information from another source, always include the appropriate credit.