

How to express the Brand.



THE BRITISH COMPUTER SOCIETY CORPORATE IDENTITY GUIDELINES

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ABOUT THE SOCIETY

Formed in 1957, The British Computer Society is the leading professional institute for IT professionals. It is a Chartered Engineering Institution and has an international membership of professional practitioners, students, graduates and affiliates.

It sets standards for competence and good practice in the field of information systems and accredits individuals and organisations against those standards.

The BCS operates under a Royal Charter granted in 1984 and provides an extensive range of services to members and to the wider community. It is actively involved with government, academia, and industry and with other bodies in the fields of information systems and engineering, both in the UK and internationally.

With a strong membership, member and non-member activities, numerous products and services and combined activity with third party groups and partners, the Society needs to have a consistent, recognisable voice and distinctive, relevant visual personality in all its communications.

CREATING THE NEW BRAND

BACKGROUND

In a short space of time the IT industry has seen massive and rapid change. In the face of yet more radical transformation in the future, the Society realises it needs a more relevant and contemporary brand image.

The result – the new brand – will enable the Society to pursue its work more effectively and to a more far-reaching audience.

CONSTRUCTING THE BRAND

A brand is not merely a logo. It is based on certain values and characteristics and must behave in ways that reinforce them.

To live a brand it must be supported by a genuine commitment from the entire organisation. It then becomes the external expression of an organisation's internal culture and values. If everyone within an organisation does not behave in a way that's consistent with the brand values, the brand itself will lack credibility.

The starting point for the Society's new brand was research across a broad spectrum of members and IT professionals.

This identified the need to move the Society from the traditional to the contemporary without losing its heritage or reducing its stature. It also identified the need to formulate a cohesive brand proposition. Both of these were required to work across all media and for all individuals.

Research also found a real commitment within the Society to deliver cultural and practical change.

A brand must also be interactive, offering those who come into contact with it a relevant benefit. This is usually expressed in the form of a brand proposition or brand promise.

The reformulated and unifying promise for the Society may be represented as the top of a brand pyramid, with values, attributes and behaviour acting as support.

THE COMPONENTS OF THE BRAND 'PYRAMID'

THE BRAND PROMISE – HOW OTHERS WILL BENEFIT

The Society enables individuals, organisations and society as a whole to realise the potential and maximise the benefits from Information Systems.

BRAND VALUES – WHAT CHARACTERISES THE SOCIETY

- Enabling
- Authoritative
- Progressive
- Relevant
- Ethical
- Responsive

BRAND ATTRIBUTES – THE WAY VALUES ARE DELIVERED

- Informative
- Inclusive
- Proactive
- Expert
- Understandable
- Respected

BRAND BEHAVIOUR – HOW THE SOCIETY ACTS AT ALL TIMES

- Effective
- Decisive
- Leadership
- Aware
- Opinion
- Responsive

Which leads logically to how the Society is perceived. How others see the Society, and how its members see it. An instant check mechanism is whether the perception matches the promise?

BRAND PERCEPTION – HOW OTHERS SHOULD SEE THE SOCIETY

The Society wishes to be recognised as delivering practical service and value to the IS community.

The Society intends to be a body that every IS professional, irrespective of career stage, is keen to be associated with and participate in.

EXPRESSING THE BRAND

The practical purpose of this document is to introduce the Society's new brand to everyone who produces communications, and to provide rules for its correct and consistent implementation.

These rules are not intended to restrict expression. On the contrary, by providing a framework within which to design and write, they should give greater freedom to concentrate on the content of the work.

However, one simple rule should always be kept in mind. Each individual piece of work must build awareness of, and reinforce the components of the brand: Promise, Values, Attributes and Behaviour. Constantly compare all work against these guidelines and check that it does.

BRINGING THE THINKING TO LIFE

THE ISSUES

In bringing a brand's visual representation – the logo form – to life, certain issues must be kept in mind. These are that it:

- objectively reflects the research learning
- represents the BCS as contemporary, authoritative but accessible
- is fit for purpose and all its elements work in all situations and in all media
- is appropriate in terms of the Society's vision and mission

THE PRIMARY LOGO

THE KEY

The primary logo is based around what is called the 'key marque'.

It is an abstraction and modernisation of the most relevant element from the Society's Coats of Arms.

Research with armorial experts identified the key within the Coats of Arms as representing the unlocking of information, learning and knowledge. In terms of the Society's brand promise it represents the key to the future.

It is a most powerful symbol, totally in keeping with the brand.

It also provides a visual link to the Society's heritage.

Bearing in mind the need to maintain the Society's authority, the key symbol also enables the new brand to be the result of evolution rather than revolution.

SUMMARY

The logo has weight and stature yet is clean and contemporary.

It is important to make the distinction between this and being merely fashionable.

The key marque acts as a strong identifier across all media in a way that the Coats of Arms do not. There is, however, still a role for the Arms which is detailed on page 23.



THE BRITISH COMPUTER SOCIETY

THE PRIMARY LOGO

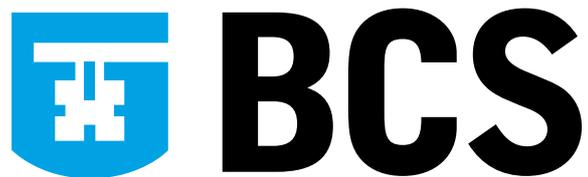
THE ELEMENTS

The primary logo comprises the key marque, the initials BCS and the full Society name.

The primary logo is used for external communication where the Society's name is not known and there is a need to qualify BCS.

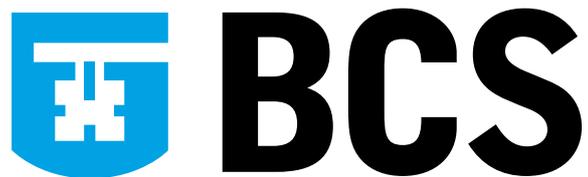
The relationship between all three elements is fixed and must be used as given.

For the majority of internal communications – or where the name is well known – the key marque and initials can be used on their own.

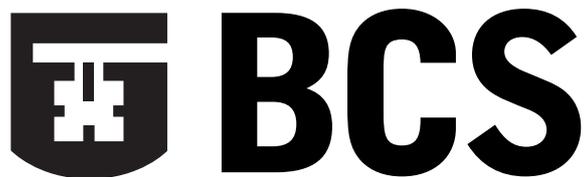


THE BRITISH COMPUTER SOCIETY

Two colour version of primary logo with the full Society name



Two colour version of primary logo without the full Society name



THE BRITISH COMPUTER SOCIETY

Single colour version with the full Society name



THE BRITISH COMPUTER SOCIETY

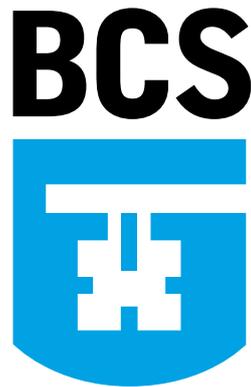
Single colour version reversed with the full Society name

THE SECONDARY LOGO

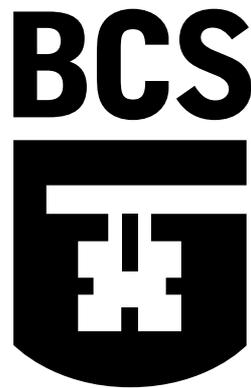
For flexibility and scope in certain applications, the key marque and BCS initials can be rearranged in portrait format.

The secondary logo does not carry the option of having the full Society name.

The relationship between these two elements is fixed and should not be altered in any way.



Two colour version of secondary logo



Single colour version



Single colour version reversed

COLOUR PALETTE

Colour is a major identifier within the brand. The Society's new colours have been chosen because they are strong and work across all media.

In keeping with the brand they are confident and contemporary.

There are three core colours in the BCS colour palette, two primary and one secondary.

The primary colours are *Black* and *Blue*.

The secondary colour is *Light Olive* which is used to add background texture, contemporary freshness and depth.



Primary Colour Black
(100% black; PMS BLACK; WEB#000000)



Primary Colour Blue
(100%C 8.5%M; PMS 2995; WEB#0099CC)



Secondary Colour Light Olive
(11.5%C 8.5%K; PMS 5807; WEB#CCCC99)

THE LOGO COLOURS

For the majority of colour applications, the primary and secondary BCS logo should appear in two colours.

COLOURED BACKGROUNDS

The two colour logo can appear on any colour background or photographic image as long as this does not impede legibility.

If legibility is an issue the single colour (100% black) or single colour reversed (white) logos should be substituted.

See examples shown.



THE LOGO SIZE

PRIMARY LOGO

The primary logo with the full Society name should not be reproduced smaller than 30mm wide.



30mm

The primary logo without the full Society name should not be reproduced smaller than 15mm wide.



15mm

Minimum size reproduction of primary logo

SECONDARY LOGO

The secondary logo, portrait format should not be reproduced smaller than 7mm wide.



7mm

Minimum size reproduction of secondary logo

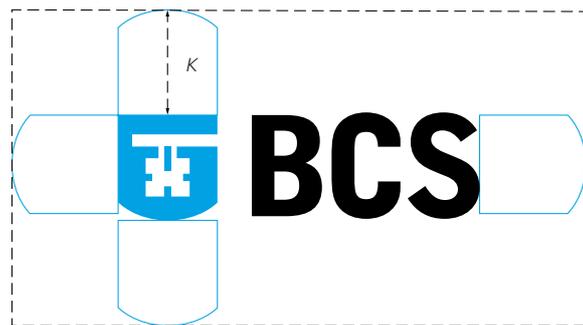
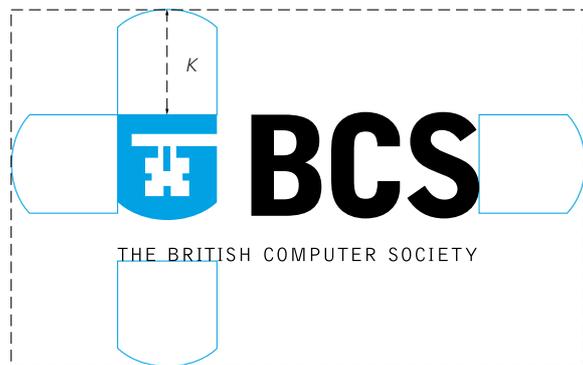
EXCLUSION ZONES

PRIMARY LOGO

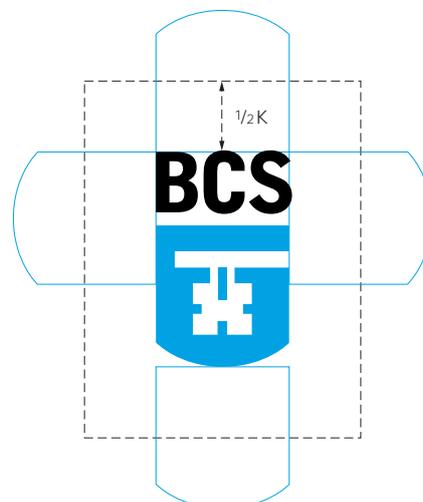
The minimum clear space around the logo is determined by the height of the key marque (K).

SECONDARY LOGO

The minimum clear space around the logo is determined by half the height of the key marque ($\frac{1}{2}K$).



Primary logo exclusion zones



Secondary logo exclusion zone

TYPOGRAPHY

The choice of typefaces to complement the contemporary logo has been made to reflect the overall desire for clarity.

The identity comprises two core sans serif fonts Bell Gothic and Helvetica Neue. In addition, the serif font ITC Garamond Book will be used for publications where legibility of large volumes of text is of primary concern.

Where these fonts cannot be utilised Helvetica (standard system font for Apple Machintosh) or Arial Regular (standard system font for PC) can be substitutes for Bell Gothic and Helvetica Neue.

Times (standard system font for Apple Machintosh and PC) can be substituted for ITC Garamond Book.

For font information on the branch and third party descriptors, see page 18.

BELL GOTHIC

Two weights are used within this family: Gothic (*regular*) and Gothic Black (*bold*).

HELVETICA NEUE

Only one weight should be used within this family: 45 Light.

GARAMOND

Only one weight should be used within this family: Book.

abcdefghijklmnopqrstuvwxy z 1234567890.,:;!?)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bell Gothic (regular)

abcdefghijklmnopqrstuvwxy z 1234567890.,:;!?)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bell Gothic Black (bold)

abcdefghijklmnopqrstuvwxy z 1234567890.,:;!?)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue 45 Light

abcdefghijklmnopqrstuvwxy z 1234567890.,:;!?)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

ITC Garamond Book

TYPESTYLES

The purpose of the layout and styling of type is to create a sense of space, light and clarity. This can be achieved through the sensitive use of typography combined with the restrained use of colour and images.

BELL GOTHIC/BLACK

Recommended for use in all headline, subhead and standfirst copy. When used in bodycopy, subheads should be set in *upper case*.

HELVETICA NEUE 45 LIGHT/ ITALIC

Recommended for bodycopy. Italicised version to be used to add emphasis.

ITC GARAMOND BOOK/ ITALIC

Recommended for bodycopy. Italicised version to be used to add emphasis.

Below is an example of how a column of text could look.

Headlines:
Bell Gothic Black (upper case)
10pt /13pt leading/tracking 10
2mm paragraph space after

Bodycopy:
Helvetica Neue 45 Light
9pt /13pt leading
2mm paragraph space after

Subheads:
Bell Gothic (upper case)
10pt /13pt leading/tracking 10
2mm paragraph space before and after

BCS UNVEILS WINNERS OF ITS 2000 IT AWARDS

Following the recent announcement of the seven medallists, the British Computer Society last night unveiled the final three equal winners of its Annual IT Awards. The Award medals were presented by HRH The Duke of Kent, Patron of the Society.

THE THREE WINNING PROJECTS WERE:

The Digital Audio Broadcast System from RadioScape Ltd is a software based system for the transmission of digital radio, requiring only an industry standard PC, running Windows NT. This significantly reduces the cost of digital radio transmissions to broadcasters. The software defined radio technology will also drive down the cost of digital receivers, making digital radios more affordable to the UK public.

PHOTOGRAPHY

With the vast range of photography already available for use by the Society and its associates, the way in which imagery can best be used to promote the brand is by creating a set of 'pictorial rules'. These will create a look which, over time and with consistent application, will become synonymous with the BCS.

ART DIRECTION

Begin with careful picture selection and attentive art direction with regards to cropping and graphic treatment.

The image should be capable of reproduction at the required size without over-enlargement or distortion of the original.

Images can be customised by removing the four colour element and creating a duotone with the core colours – reinforcing the new identity.

Scale and contrast can be achieved with small, detailed four colour inserts. These should be used sparingly for impact rather than in a blanket fashion.



Four colour image



Duotone image (100%K and PMS 5807/11.5%C; 8.5%K)

THE COPY

Copy is the voice of the brand. Bear in mind, at all times, the values and behaviour which underpins it. Write as you would talk to a colleague on behalf of the Society.

HEADLINES

Should be simple, clear and short.

TEXT

The British Computer Society has an impeccable pedigree.

The Society's products and services have unquestioned credibility.

On the whole the copy is for an informed audience.

There is no need to try too hard to win friends for the Society. Its authority comes through its standing and expertise, its awareness of issues, its knowledge of developments, its passion for change and its commitment to high levels of service.

Communicate these as succinctly as possible. Do not over explain, over qualify or over complicate. Keep the pace up.

Jargon should be kept to the absolute minimum. The audience see enough of it in their working lives. Any obscure or new terminology should always be followed, if possible, by a simple explanation and an illustration of its practical use.

Copy shouldn't be too formal, particularly to members. Use we're rather than we are. It's more accessible and helps the pace.

TO AID READABILITY

- Sentences are ideally 15 words maximum
- On an A4 page, do not exceed 9 paragraphs
- Paragraphs are 10 lines maximum
- Avoid overstyling (for example: underscoring text)

USE OF OTHER BCS VISUAL IDENTITIES

To avoid the proliferation of diverse materials which may collectively undermine the strength of the new BCS brand, with certain very limited exceptions. There will be no room for individual BCS visual identities.

Material related to branches, specialist groups and HQ activities will be described in Bell Gothic (upper case) which is positioned above the primary logo and starts ranged left with the logo and extends to the right. The descriptor cap-height should be one third the total height of the key marque. It is positioned on a baseline half the depth of the exclusion zone outlined on page 13. Occurrences when the descriptor is exceptionally long, it can be stacked on this baseline.

The size and position of all elements is fixed. Examples of how the elements should be positioned are shown below.



KINGSTON-UPON-THAMES
AND CROYDON BRANCH



PRIMARY HEALTH CARE SPECIALIST GROUP



IT AWARDS 2001



EXAMPLES

The examples illustrated here and on the following pages are to demonstrate the strength, scope and flexibility of the new identity when applied to a range of diverse media and environments.

The image displays three examples of the BCS brand identity:

- Top Left:** A large-scale logo consisting of the BCS shield icon and the letters "BCS" in a bold, sans-serif font.
- Top Right:** A business card layout. At the top is the BCS logo. Below it, the name "COLIN THOMPSON" is printed in bold, followed by his title "DEPUTY CHIEF EXECUTIVE". The full company name "THE BRITISH COMPUTER SOCIETY" and address "1 SANFORD STREET SWINDON SN1 1HJ" are listed, along with telephone, fax, email, and website information. A small crest logo is in the bottom right corner.
- Center:** A letterhead layout. It features the BCS logo at the top. Below the logo, the text "WITH COMPLIMENTS" is centered. The company name and address are printed in a smaller font, followed by contact details. A larger version of the crest logo is positioned in the bottom right corner.
- Bottom Left:** A footer layout. It contains the company name and address, contact information, and the full legal name of the organization: "THE CHARTERED ENGINEERING INSTITUTION FOR INFORMATION SYSTEMS ENGINEERING PATRON: HRH THE DUKE OF KENT KG GCMS GCVO AC". It also states "THE BCS IS A REGISTERED CHARITY: NUMBER 292786" and includes the crest logo.

EXAMPLES




 THE BRITISH COMPUTER SOCIETY

In 2000 over 60 nominations were received for the BCS IT Awards, and seven projects were selected as medallists. On 1st November 2000 at Le Meridien, Piccadilly, three outright winners were chosen and were presented with trophies by His Royal Highness The Duke of Kent.

THE 2000 IT AWARDS

THE 2000 IT AWARDS

WINNERS

The winners of the British Computer Society IT Awards for 2000 are:

- Ajuna
- Burstone Ajuna Ltd
- Dedicated Systems Research Group, Newcastle University
- The Digital Audio Broadcast System
- Revolutions Ltd
- TESSA - Text and Sign Support Assistant
- Post Office
- School of Information Systems, University of East Anglia
- Televisual Limited

MEDALLISTS

On 3 October the IT Awards Investigating Panel selected seven projects as medallists. These are:

- CASMR - Collaborative Agent-based Systems for Multi-user Information Retrieval
- CASMR Ltd
- Prispact™
- Speed-trap.com Ltd
- The Digital Audio Broadcast System
- Revolutions Ltd
- Ajuna
- Burstone Ajuna Ltd
- Dedicated Systems Research Group, Newcastle University
- Marbles Credit Card Application
- Intelligent Environments
- TESSA - Text and Sign Support Assistant
- Post Office
- School of Information Systems, University of East Anglia
- Televisual Limited
- Flood Estimation Harbourside, GB-RQM 1999
- Centre for Ecology and Hydrology, Wokingford

FOR FURTHER INFORMATION CONTACT

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 Tel: 0208 996 4111

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 100, Broad Street, London W1P 3JF
 Tel: 01753 417433



DOES YOUR INVESTMENT IN COMPUTER-USER TRAINING MATCH YOUR INVESTMENT OF RESOURCES IN IT EQUIPMENT?

HAVE YOU CONSIDERED ECDL?

24 countries are currently running the scheme with 600 accredited centres and 40,000 candidates in the UK already.

A certificate that verifies practical IT competence in either a professional or personal capacity.

An international recognised performance benchmark expected of employees.

Suitable for all computer users.

A unique qualification, regularly updated.

Testing is quality assured by the BCS.



ARE YOUR EMPLOYEES LICENSED TO DRIVE A PC?



EUROPEAN COMPUTER DRIVING LICENCE
 The International PC Skills Standard



EXAMPLES

BCS MEMBERSHIP

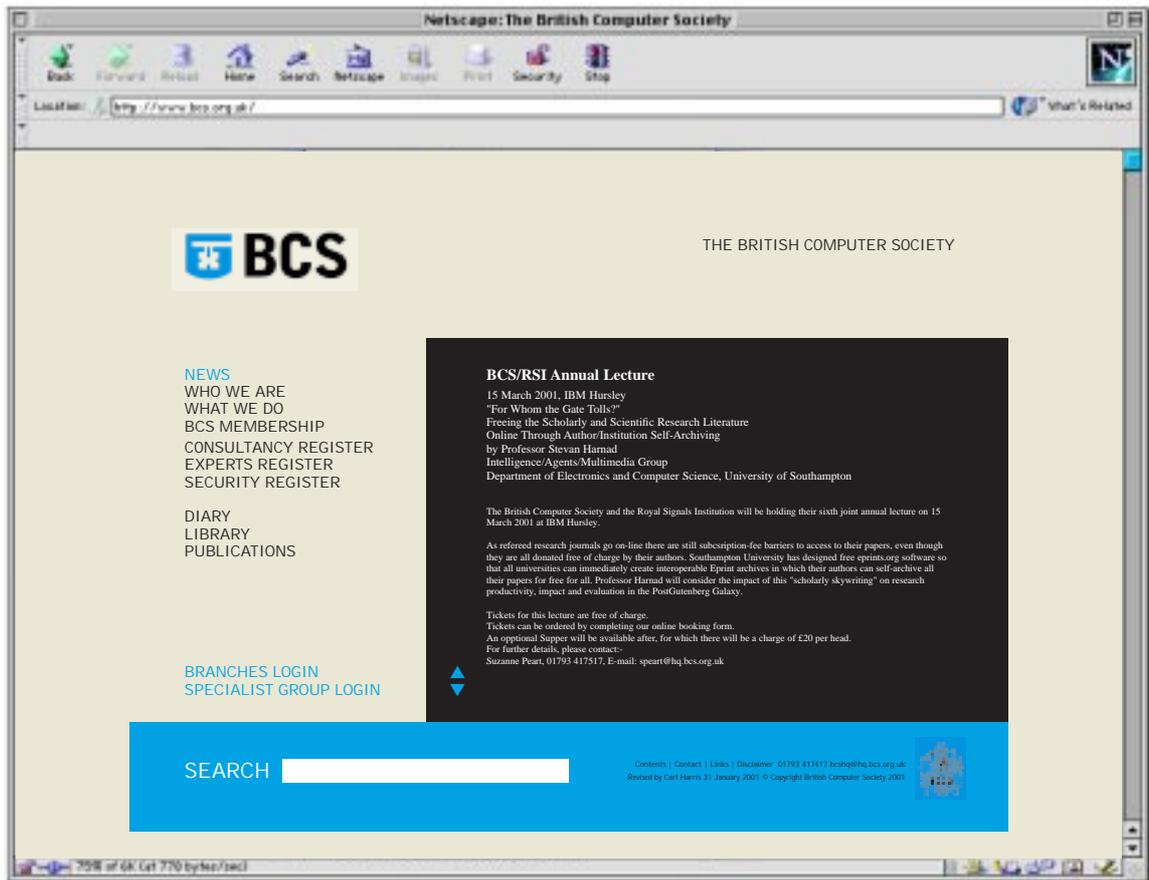
The BCS is the leading professional and learned Society in the field of computers and information systems. The British Computer Society exists to provide service and support to the IS community, including individual practitioners, employers of IS staff and the general public.

FOR FURTHER INFORMATION CONTACT
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 Tel: 0208 996 9111
 Email: info@bcs.org
 Tel: 0208 996 9111
 Website: www.bcs.org.uk
 BCS (The British Computer Society)
 Registered Charity No. 263884
 Registered Office: 1, Gower Street, London WC1E 6BT

Membership Details

 **BCS**
THE BRITISH COMPUTER SOCIETY

EXAMPLES



Website

COATS OF ARMS

The Coats of Arms now assume a supporting role to the brand, acting as an endorsement and reflection of the Society's heritage.

The Coats of Arms will not appear on all communication materials. Where appropriate, it should be small and discrete. It should always be set apart from the new logo.

For example, the corporate stationery items carry the Coat of Arms at the foot of each item alongside the address details.

In the same way, it can be used as a corporate sign-off on documents where it appears alongside the copyright details.

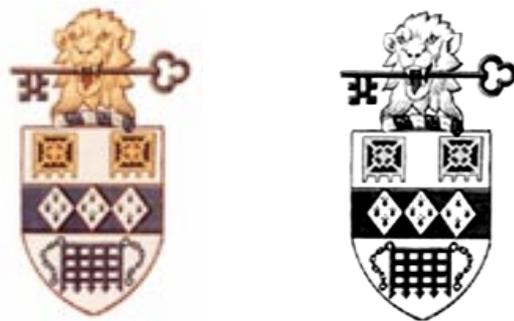
The Coats of Arms should only ever appear black and white or reversed white out of a colour background when in a supporting role to the master brand.

There are instances where the Coats of Arms are to be used as a primary marque and in this instance they can appear black on white or reversed out of a colour background or full colour.

Instances where the Coats of Arms are to be used as a primary marque should be agreed with the BCS Marketing beforehand.



English colour and black and white Coat of Arms



Scottish colour and black and white Coat of Arms



Coats of Arms minimum height

**WORKING WITH
THIRD PARTIES AND
PARTNER BRANDS**

Material generated in support of, or with, third parties and partner brands needs to be handled with respect for the core BCS brand values. Anything that may detract from them is not acceptable.

It should also be the objective to avoid visual clutter and to create a clear hierarchy between BCS and third party brands.

Wherever possible, partner logos should be set apart and so not confused with the BCS identity.

Guidelines exist from BCS Marketing on who can use the logo, how and where.



**BCS/RSI ANNUAL LECTURE
15 MARCH 2001, IBM HURSLEY**

"FOR WHOM THE GATE TOLLS?"

Freeing the Scholarly and Scientific Research Literature
Online Through Author/Institution Self-Archiving by Professor Stevan Harnad
Intelligence/Agents/Multimedia Group
Department of Electronics and Computer Science, University of Southampton



IS MANAGEMENT AWARDS

WINNER – The Automobile Association
RUNNER UP – Hammondsdirect Transco



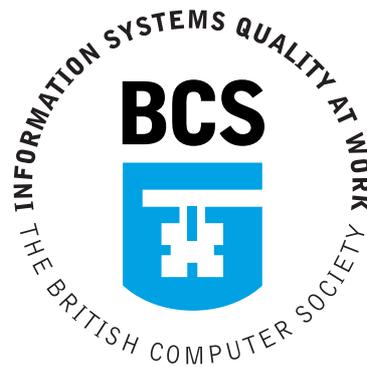
THE KITEMARK

The BCS will be introducing a Kitemark to denote accreditation for activities and initiatives certified by the Society.

It appears in the two core colours and in a single colour version (100%K).

It should never appear smaller than 20mm high.

Authorisation for the use of the Kitemark must be sought in advance from BCS Marketing.



Two colour version of Kitemark



Kitemark minimum height



Single colour version of Kitemark



Single colour version of Kitemark reversed

BRAND MANAGEMENT

The appropriate and consistent application of the new BCS brand identity is the responsibility of all users, internally and externally.

BCS Marketing can provide information and advice on the application of the brand identity system and are the sole brand management authority.

Primary, secondary logos, and the Coats of Arms are available from the BCS website in Mac and PC Illustrator EPS format. The typefaces are also available.

The BCS brand image will be the result of bringing to life the brand values, attributes and behaviour, detailed on page 4. BCS Marketing will develop a programme to achieve this. It can also advise on those activities that will support the programme.

Please contact branding@hq.bcs.org.uk