

Supporting People Identity Guidelines



The logo

The supporting People logo is made up of two elements: The Symbol representing an open door and the logotype. These two elements have been specially drawn and should always appear in a fixed relationship to each other.



Logo and strapline

A strapline has been created and may appear with the logo where appropriate. This also appears in a fixed relationship and no other strapline or typeface may be used.

Master digital artworks of the Supporting People logo are available from the DETR Communications department.
Telephone: 020 7944 4622



The area around the logo and strapline (if used) indicated by the dotted line should always be left clear of any other graphic devices or lettering. The clearance area is calculated by the height of the logotype.

1



2



3



4



5



6



7



8



1 Two colour standard positive version

The logo should wherever possible appear in Supporting People Purple and Yellow on a white background.

2 Positive Purple Version

When colours are restricted, the logo may appear in a single colour matching to Supporting People Purple. The door in the Symbol prints as a 30% tint of Purple.

3 Positive Black version

When printing is restricted or the Supporting People colours cannot be used, eg Newspapers)the logo should print single colour black.

4 Standard version on Yellow

The two colour standard logo may appear on the Supporting People yellow background. The logotype prints solid purple

5 Standard version on Purple

The two colour standard logo may appear on the Supporting People purple background. The logotype reverses white out. A white keyline prints around the Symbol.

6 Standard version on Black

The two colour standard logo may appear on a black background. The logotype reverses white out. A white keyline prints around the Symbol. The door in the symbol prints as a 30% tint of Purple.

7 Single colour purple negative

The logo may appear reversed on its own special Purple background. A white key line prints around the symbol.

8 Single colour reverse version on Black

when the Supporting People colours cannot be used, the logo may appear in single colour reversed out of black.

9



10



11



12



13



14



15



16



9 Standard colour version on tints

The logo may appear on a tint of special purple of up to 40% of the solid colour

10 Positive Purple version on tints

The single colour purple version may appear on a tint of its own colour of up to 40% of the solid colour.

11 Positive Black version on tints

The single colour black version may appear on a tint of black up to 40% tint of black.

12 Standard reverse version on tints

The reverse version of the logo may appear on a tint of a purple background stronger than 40%.

13 Light black & white image backgrounds

The two colour standard positive version of the logo may be used on light black and white images or duo-tones using the purple.

14 Dark black & white image backgrounds

The reverse version of the logo may appear on dark Black and white or duotone image backgrounds.

15 Light colour image backgrounds

The logo may appear on light colour image backgrounds The standard colour positive version should be used.

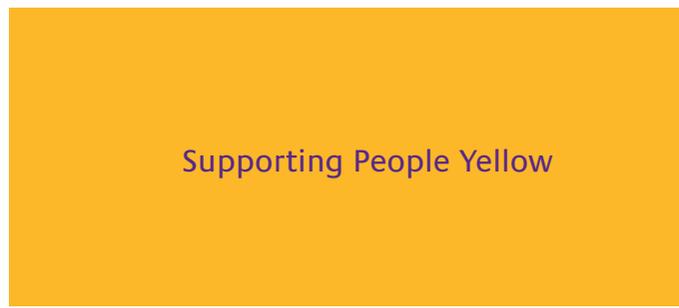
16 Gradated backgrounds

The two colour standard version of the logo may appear on a gradated background. On Yellow the positive version of the logo should be used. On purple the standard positive version should be used on the lighter area of the gradation and reverse version should be used on the darker area.



It is essential that the Supporting People logo be used consistently on all applications. The examples shown opposite illustrate a selection of unacceptable applications of the logo.

- 1 Never substitute another typeface for the logotype.
- 2 Never change the size or position of the symbol in relation to the logotype
- 3 Never substitute another colour for either of the corporate colours
- 4 Never stack the logotype into two lines
- 5 Never change the relationship of the strapline to the logo
- 6 Never substitute a another typeface for the strapline
- 7 Never place the logo in a box or shape that might be interpreted as part of the logo
- 8 Never change the tint percentages or try to flatten the gradation in the symbol.



The Supporting People colours have been mixed to a prescribed formulae. The chart opposite shows the colour matching systems and references when using the logo. The chart shows references when printing out of 4 colour set (CMYK). It is the printers responsibility to ensure the closest visual match is made to the Pantone references.

Pantone matching system (PMS) For coated (C) and uncoated (U) papers

2603C	123C
2603U	116 U

Four colour set (CMYK)

C 79%	C 0%
M 100%	M 30%
Y 0%	Y 94%
K 6%	K 0%

RGB references for on screen applications

R 90	R 247
G 8	G 0
B 115	B 198

Web safe RGB references for on screen applications

R 102	R 255
G 0	G 204
B 102	B 0

HTML reference

660066	FFCC00
--------	--------

Praxis

Praxis Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Praxis Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Praxis Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Praxis Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Praxis Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

In order to maintain a level of consistency across Supporting People communications, a typeface family has been selected. Wherever possible this should be used for headings and text applications.

Where it is not possible to use this font family, then the DETR font family (Helvetica or Arial) should be used.

Praxis

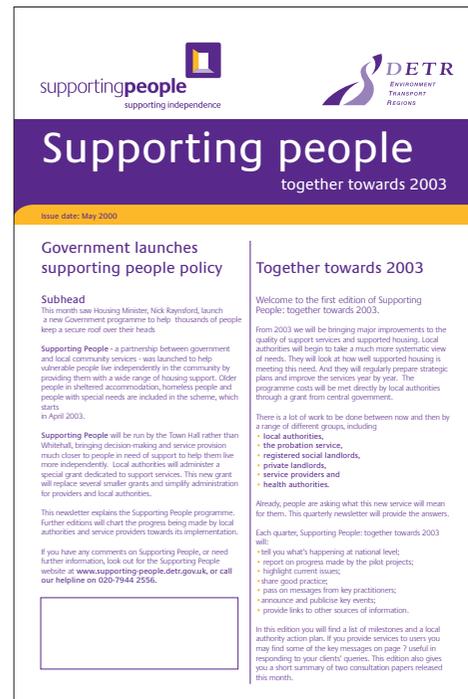


In order to give the Supporting People identity a visual personality of its own, a series of elements can be used in conjunction with the logo.

The first element is a Purple Band which echoes the outer curve of the symbol on the left hand side. This can be used to house the DETR logo which should reverse white out of the purple and should sit at the top of any application bleeding from edge to edge. The depth of the band will depend upon the size and proportion of the applications.

The second element is the use of gradations. A gradated background of one of the Supporting People colours (preferably yellow) may be used to add warmth and depth to any application.

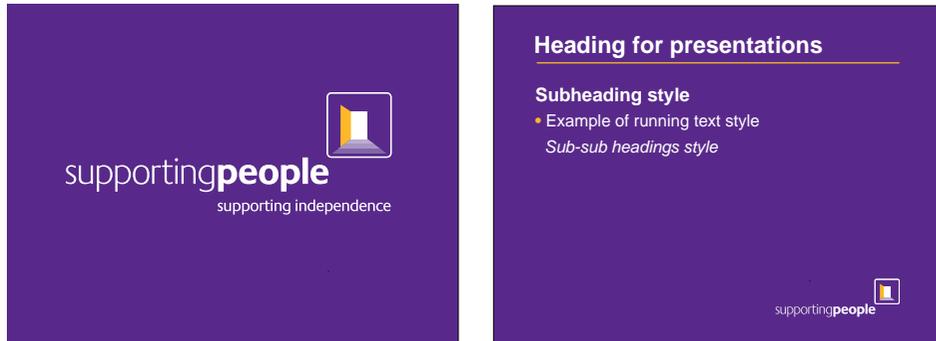
Examples on pages 9 and 10 demonstrate the use of these elements.



For most applications, the Supporting People logo should be used in conjunction with the DETR logo. The DETR identity guidelines must be followed as closely as possible in order to achieve a cohesive look to all applications.

The examples opposite demonstrate how by using the Supporting People colours and typeface and consistent graphic elements and family feel can be achieved which together with the logo will help identify the publications from other DETR publications.

Slide or power point presentation style



Care should be taken to continue the graphic feel for printed applications to on screen presentations. The Supporting People will need to be adjusted for on screen use. Refer to page 6 for screen colour references.

Web site style

