



## guidelines

### the logo

The DCMS logo is a key element of the DCMS brand.

It is made up of three elements, a colour line, the Royal Coat of Arms and the name. To maximise their impact, they have a fixed relationship that must remain consistent.

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

**Eps** is for large format applications such as exhibitions and all professionally printed applications.

**Png** is for use with Microsoft programmes such as Word and PowerPoint.

### minimum size

To ensure legibility and clarity of the logo and its use of the Royal Coat of Arms there are several versions of the logo. The logo's application will dictate which version of the artwork should be used.

Detailed artwork in which the large version of the Royal Coat of Arms is used for media that needs the highest standards of reproduction. Minimum width of 20mm.

Small artwork in which the reduced version of the Royal Coat of Arms is used for small printed items such as business cards or for larger digital use. Minimum width of 5mm or 60 pixels.

Digital artwork in which the simplified version of the Royal Coat of Arms is used online or with mobile devices. Use the small stacked version at 50 to 30 pixels high.

Below this size you can use the single line version at 30 pixels high.

The minimum sizes refer to the width of the Royal Coat of Arms.

A3 – minimum size 17mm

A4 – minimum size 12mm

DL/A5 – minimum size 10mm

### the colour palette

The DCMS primary colour and departmental family colour is Pantone 226 (pink) and should be used wherever possible. This colour also appears in the logo colour line.

However, to represent the diversity of our work we also have a secondary palette with a further nine colours. No alternative colours are permitted.

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 226	C0 M100 Y2 K0	R208 G0 B111
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

### exclusion zone

The logo is protected by an exclusion zone. The exclusion zone ensures that the identity is not compromised by other elements. This will ensure the logo has maximum impact and visibility on all communications.

The exclusion zone is calculated by the distance equivalent to the width of the Royal Coat of Arms around the identity. This is the minimum clearance; wherever possible, leave more space around the identity than the exclusion zone.

### co branding and endorsement

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

When the DCMS is endorsing another organisation's initiative the DCMS logo should have a strong visual presence on the page (20:80 relationship). 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.

### brand enquiries

For further information or a full version of the DCMS brand guidelines, please contact:

DCMS Strategic Communications team

lauren.mcGovern@culture.gsi.gov.uk

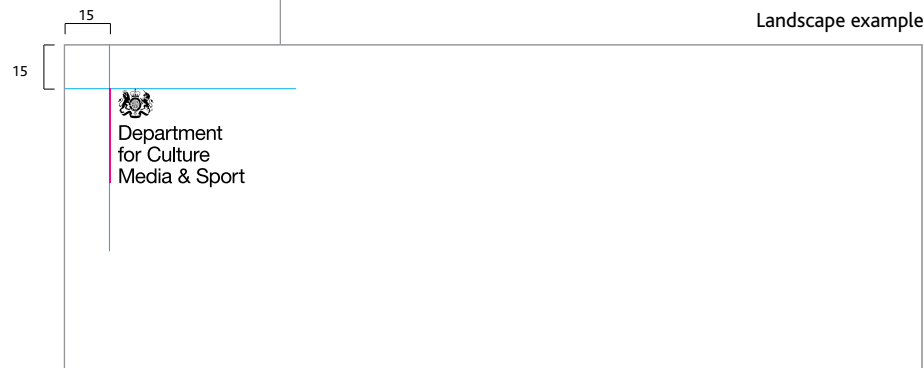
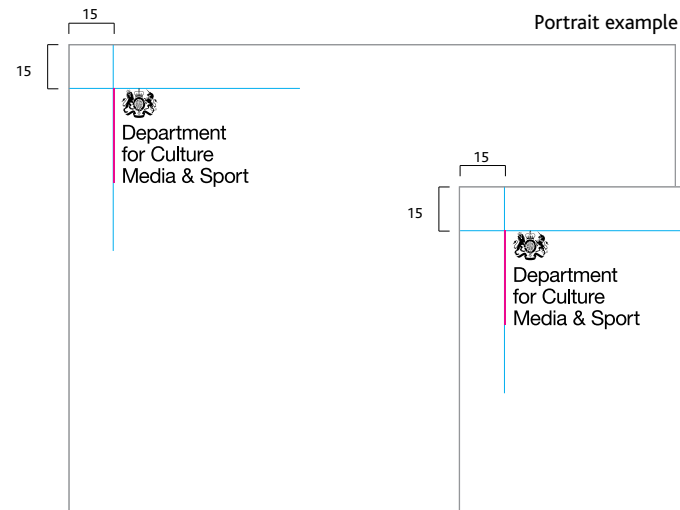
sally.miller@culture.gsi.gov.uk

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exclusion zone



minimum sizes

A3 minimum  
17mm width



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A4 minimum  
12mm width



Department  
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DL/A5 minimum  
10mm width



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typefaces

# 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.

# 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.

logo colour variations



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