Identity Guidelines for suppliers

A short guide to using our new visual identity

Crown Commercial Service

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The logo

We encourage suppliers to use the logo to promote their framework position. Please note, however, that subcontractors are not permitted to utilise the Crown Commercial Service branding. Consortia members may refer to the framework agreement and use the logos providing they have received prior approval from the relevant category manager.

To ensure brand consistency, always use the logo as detailed in these guidelines. Only use the master artwork. Never redraw or distort the artwork in any way.

The way in which the elements (colour line and name) work in practice is illustrated below.

The configuration shown below must never be altered; always use the identity artwork provided.

Identity artwork can be downloaded from our dedicated supplier resource area which also includes other useful advice and guidance regarding marketing your framework position:

https://www.gov.uk/guidance/current-crown-commercial-service-suppliers-what-you-need-to-know

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Identity colour and minimum sizes

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- The brandmark can appear in black

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- The brandmark can appear in CCS blue PMS 2935

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- The brandmark can appear in white, reversed out

Identity exclusion zone

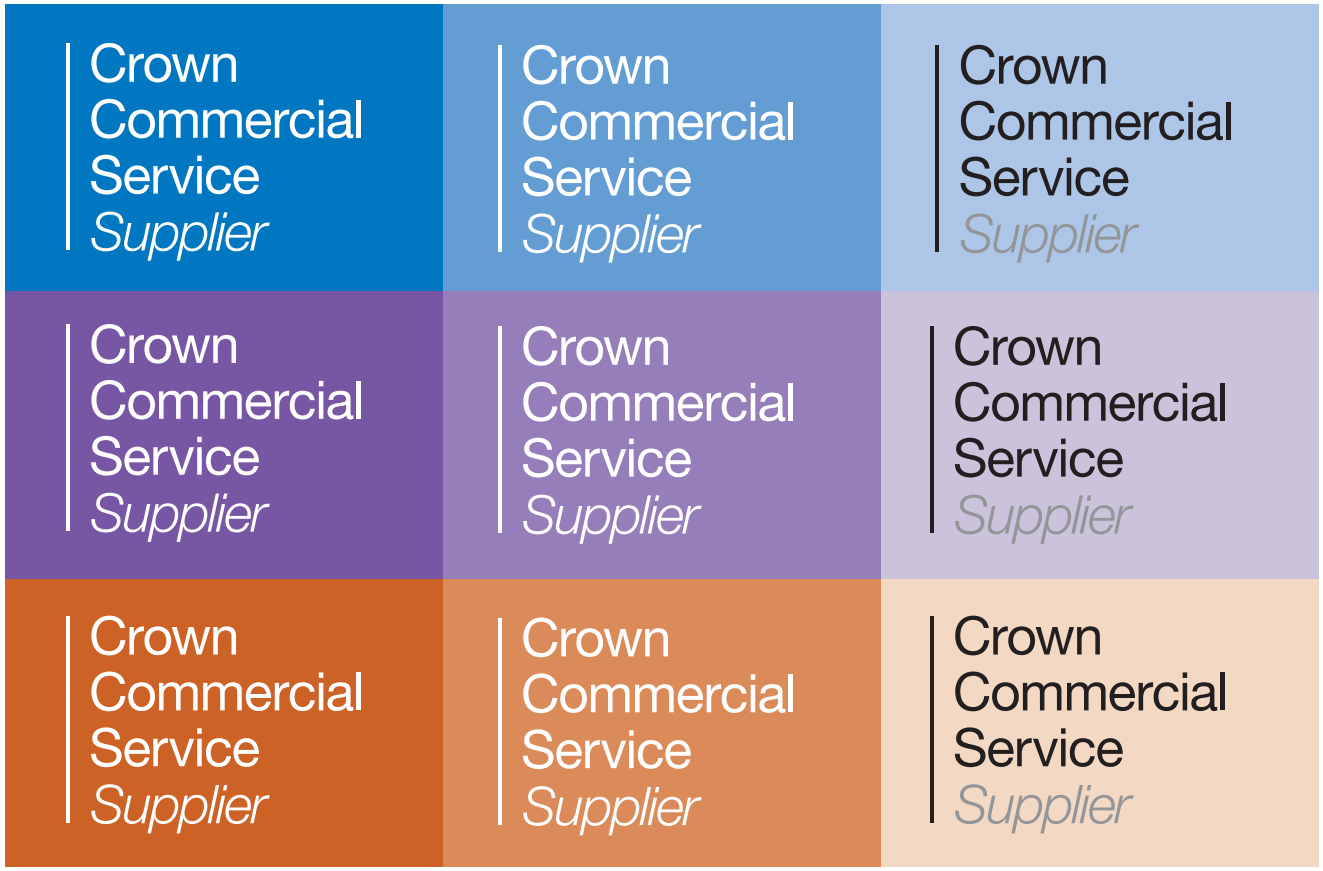
Protected area
The brandmark looks best surrounded by an area of clear space. This ensures a high degree of visibility and legibility, and preserves the integrity of the brandmark.

Guidance on sizes
Please do not use the brandmark smaller than 25mm wide.

Logo use on background colours

For suppliers applying the logo to your own marketing materials, choose from the positive black or reversed-out version of the logo to ensure maximum legibility and standout of the brand.

Examples of use across tints of a selection of our colour palette are shown below, basic rule is black on white or light flat tints, or white out of dark and strong colours to result in maximum stand-out.



Logo use on background colour and photography

When applying the logo to your own marketing materials, choose from the positive black or reversed-out version of the logo to ensure maximum legibility and standout of the brand.

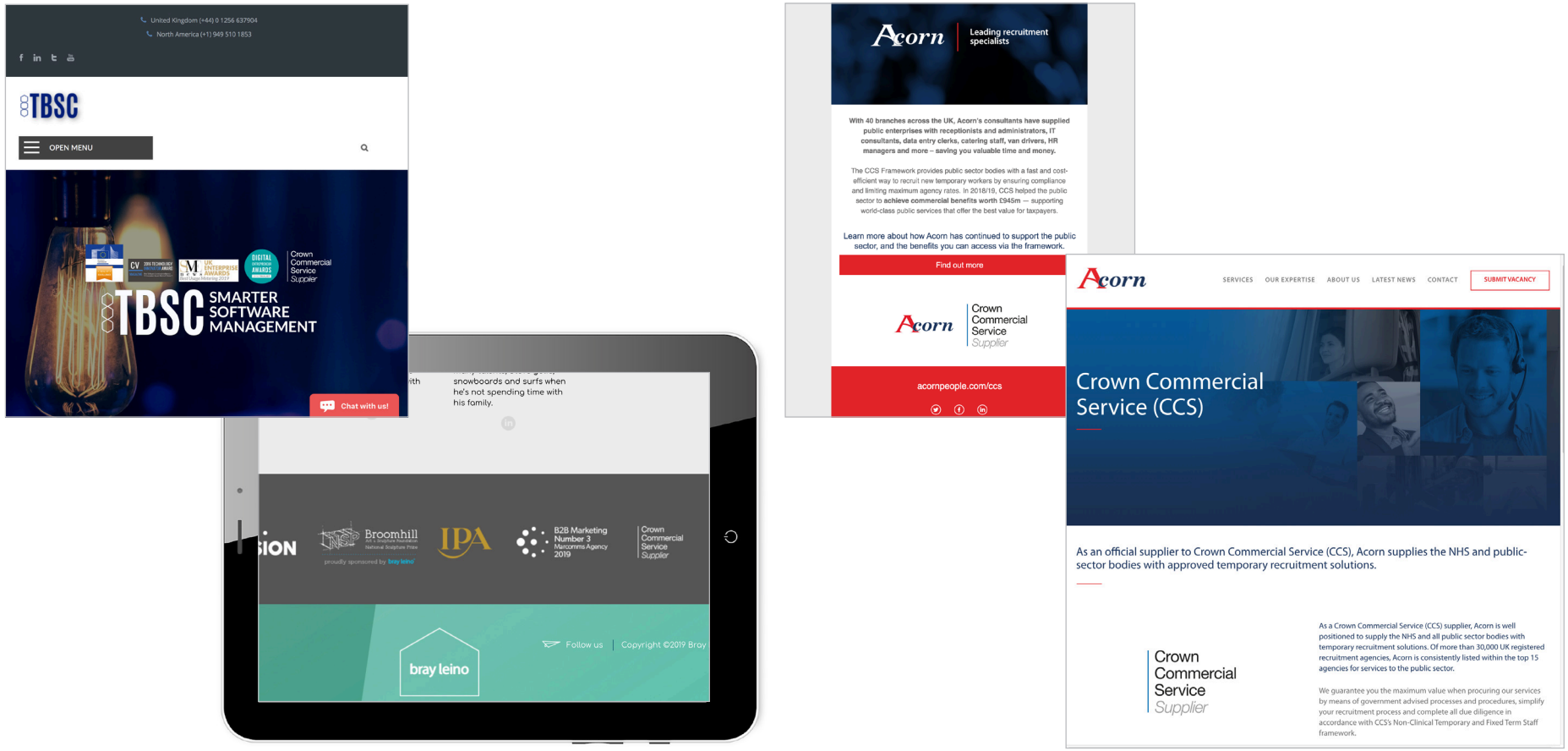
Examples of use across tints of a selection of our colour palette are shown below. Basic rule is black on white or light flat tints, or white out of dark and strong colours to result in maximum stand-out.

Design and layout

When using the logo to endorse your marketing materials, always aim to ensure maximum legibility.

Position

The preference for the Crown Commercial Service logo is top left or bottom left where possible, but it can be positioned right if used appropriately with the exclusion zones and sizing guides. It can also be reversed white-out of appropriate backgounds.



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For advice on templates and artwork, please contact:

branding@crowncommercial.gov.uk

For information on marketing your agreement, please contact your category manager directly, or email:

supplier@crowncommercial.gov.uk
quoting your framework name