

Design Guidelines



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Introduction

Between 2003 and 2006, four government bodies – each specialising in particular aspects of managing information – joined together to form a single organisation, **The National Archives**:

- the **Public Record Office**, created as a result of the Public Records Act in 1838 – the national archive of England, Wales and the United Kingdom government, dedicated to preserving key public records and making them accessible to researchers
- the **Royal Commission on Historical Manuscripts**, appointed under Royal Warrant in 1869 to locate and identify manuscripts and private papers of historical interest, reporting on their contents
- **Her Majesty's Stationery Office**, founded in 1786, holder of Crown copyright and official printer of all Acts of Parliament since 1889
- the **Office of Public Sector Information**, created in 2005 following a European Union directive to promote the re-use of information produced and collected by public sector organisations.

The National Archives is a complex organisation, offering many different services to many different customer groups. However, this doesn't mean that we should use complicated language to explain what we do, or use complicated design to express it!

For this reason it's really important to keep our communications as simple and clear as possible. One of the easiest ways to achieve this is by using one recognisable brand for everything: The National Archives. These guidelines are here to help you apply The National Archives' visual brand, whether it's on a poster for the reading rooms, policy documents or an official publishing update email.

There are some rare exceptions, which are listed later in these guidelines. We have previously used several brands and logos for some of these exceptions (such as the Office of Public Sector Information and Her Majesty's Stationery Office), which we will only continue to do in a handful of instances. The most important thing to remember is that we are one organisation, The National Archives, and for almost everyone working here, this is the only brand that should ever be used or referred to.

You'll find a set of templates, suitable for most of your needs, listed at the back of these guidelines. In the next few pages we'll explain how The National Archives' visual brand works, and offer some tips on applying it.

When writing for publications and promotional materials, remember that you should always refer to The National Archives' [editorial style guide](#). What we're saying to our customers is even more important than how it looks. We should always be clear, consistent and concise.

If you need any advice on using The National Archives' design guidelines, contact the Marketing and Communications team.

The web team have developed separate advice on designing for the web to complement these guidelines. Contact the web team for more details.

1. The National Archives' visual brand

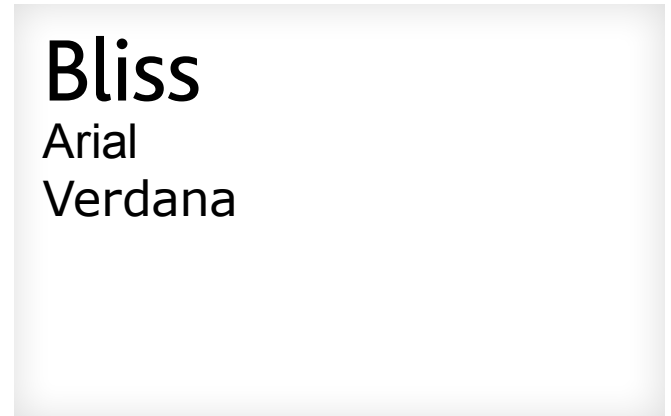
The National Archives' visual brand consists of four elements:

- Logo
- Typeface
- Colours
- Images

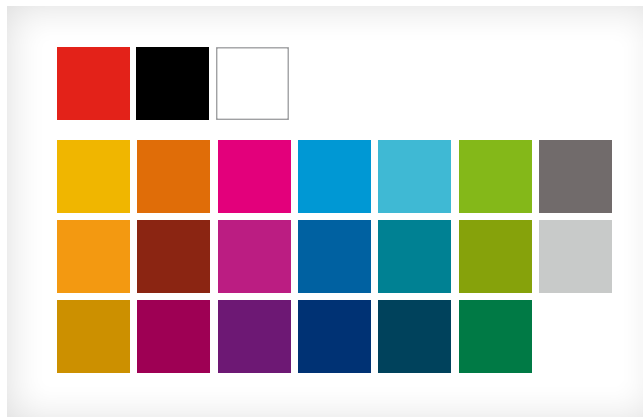
Logo



Typeface



Colours



Images



2. Logo

The National Archives' logo is the single most important element of our visual identity and should be used correctly on everything, whether online or offline.

Our logo should be used in the top left-hand corner of the page or screen. In print, the minimum width of The National Archives' logo and its variants should be 55mm. On an A4 page, the minimum width should be 85mm. For other A sizes, use the A4 template and scale up or down accordingly. For greater visual impact, our logo should be given generous clear space around it, at least the height of the 'l' in the word 'National'.

When using the logo online, the logo should be a minimum of 200 pixels wide, with at least 10 pixels of space around it.

The logo must not be redrawn or altered in any way, nor should it be used over an image. It is important that you make sure that there is enough contrast between the logo and the background colour, so that it stands out. If you need an all-white or all-black version of the logo, please contact the [Marketing and Communications team](#).

Logo clear space



Logo position



Logo appears top left

2. Logo

Logo misuse



Do not stretch



Do not recolour



Do not change type face



Do not add elements
or extra words



Do not add effects such as
drop shadows

2. Logo

Examples of when to use this logo include:

- All policy and guidance documents (including Crown copyright, information re-use regulations and official publishing)
- Annual reports
- Business plans
- Correspondence with government departments and agencies
- Crown copyright licensing
- Digital continuity
- Implementation of archives strategy
- Monitoring standards (for example, information management assessments)
- Official statistics
- On site and offsite posters
- Parliamentary copyright management reports, guidance and advice
- Partnership projects
- Recruitment
- Strategy and vision documents
- The National Archives' website
- Web continuity



3. Should I ever use any other logos?

In the majority of cases you should only ever use **The National Archives'** logo. However, there are some rare instances when you should use either a variant of **The National Archives'** logo or a different logo completely. The explanation below lists some examples but is not exhaustive; if in doubt, contact the [Marketing and Communications team](#).



This logo should be used in our capacity as regulator, for example, for statutory complaint handling under PSI regulations or audit and complaint handling under the Information Fair Trader Scheme. This includes re-use and verification reporting, or on mediations conducted as part of a dispute resolution.

The National Archives' design guidelines should apply.



This logo should only be used by our Licensed Internet Associates (LIAs) when they have digitised our records and are making them available online.

The LIA's design guidelines should apply.



This logo should be used for services that we are delivering for another brand or organisation, or where the service has its own established brand independent of The National Archives. This includes Civil Pages, Your Archives and legislation.gov.uk.

The lead organisation's design guidelines should apply.



This logo should be used on the legislation.gov.uk website only, and not routinely used in printed material or online elsewhere.

On very rare occasions (such as some official reports) it may be appropriate to include the legislation.gov.uk logo, but in such cases it must never be used as an independent, stand-alone brand and must always be accompanied by the main The National Archives logo.



This logo should be used for statutory complaint handling under public sector information regulations where The National Archives, Office of Public Sector Information or Her Majesty's Stationery Office are cited.

It should also be used on the Advisory Panel on Public Sector Information's annual report.



This logo should be used for responsibilities that fall under the Queen's Printer for Scotland (a distinct entity). This includes the publication of Scottish legislation, and for managing copyright on behalf of the Scottish Parliament. It should also be used on the Queen's Printer for Scotland annual report.

The National Archives' design guidelines should apply.

4. Typeface

Bliss

Our main typeface is Bliss, which is used in The National Archives' logo. Bliss should be used on all published and printed materials. Bliss has a number of variants, such as extra bold, which can be used to achieve different effects in our publications. Special licences have to be bought for Bliss, and so most colleagues do not have it on their PCs. Please speak to ICT for more information.

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Bliss Light
Bliss Regular
Bliss Bold
Bliss Extra Bold

Arial

Because Bliss is not a standard typeface and most of us don't have it installed on our computers, we use Arial as an alternative. If you don't have Bliss, you should use Arial on materials produced in-house, such as on information posters and leaflets to be used in the reading rooms. We should all use Arial in emails and in day to day work, such as PowerPoint presentations and documents.

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Arial Regular
Arial Bold

Verdana

We use a third typeface online, Verdana. It is very similar to both Bliss and Arial, but is easier to read on a computer screen. The only people who use Verdana are the web team (on our website) and Marketing and Communications (in newsletters).

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Verdana Regular
Verdana Bold

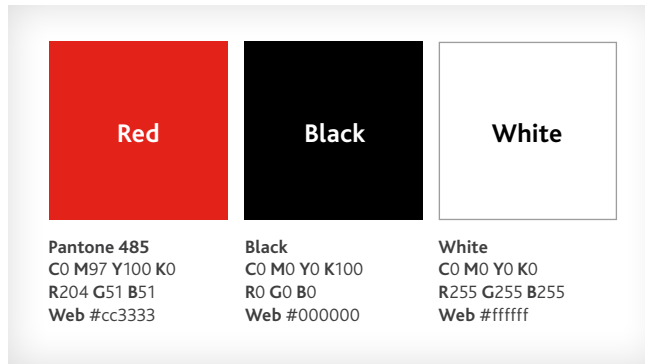
The minimum size for using Bliss and Arial in body copy is 12pt, with a minimum of 11pt in exceptional circumstances. This is to ensure that text is easy for everyone to read. All type should be left-justified, and should not be condensed or expanded in any way.

5. Colours

Colours are an important part of The National Archives' visual identity. To make sure that they are consistent across our materials, always match our red to printers' colour swatches rather than existing printed materials. Our red must never be reproduced as a tint.

Our primary corporate colours are a combination of red, black and white. Of these, red is the most important and visually striking. These colours should be used sparingly, without being too dominant and off-putting.

Primary Palette



5. Colours

If you want to use colour, you should use our secondary colours. This vibrant spectrum of colours has been chosen to support the primary corporate colours and to give you more flexibility. These colours should be used to complement and bring to life the imagery that you are using. If you are producing a poster, for example, you can use blocks of colour to make your message stand out.

Secondary Palette

Yellow Pantone 124 C0 M32 Y100 K0 R235 G171 B0 Web #ebab00	Dark Orange Pantone 159 C1 M74 Y100 K7 R205 G88 B6 Web #cd5806 Dark Orange accents Web #7b3700	Pink Pantone 226 C0 M100 Y2 K0	Blue Pantone 299 C86 M8 Y0 K0 R67 G130 B168 Web #4382a8 Blue accents Web #10547c	Turquoise Pantone 631 C74 M0 Y13 K0 R72 G184 B210 Web #48b8d2	Green Pantone 368 C70 M0 Y100 K0 R136 G204 B68 Web #88cc44 Green accents Web #527f2a	Mid Grey R113 G107 B107 Web #353434
Orange Pantone 151 C0 M64 Y100 K0 R255 G153 B51 Web #ff9933 Orange accents Web #9b5f1d	Claret Pantone 1815 C18 M98 Y86 K56 R134 G12 B11 Web #860c0b Claret accents Web #520a0a	Mauve Pantone 2395 C27 M90 Y0 K0 R196 G0 B152 Web #c40098 Mauve accents Web #840267	Royal Blue Pantone 301 C100 M54 Y4 K19 R0 G82 B155 Web #00529b Royal Blue accents Web #01325e	Teal Pantone 321 C100 M3 Y34 K12 R0 G129 B147 Web #008193 Teal accents Web #0b454d	Lime Green Pantone 377 C56 M1 Y100 K22 R82 G127 B42 Web #527f2a	Light Grey R199 G201 B200 Web #353434
Gold Pantone 139 C7 M53 Y100 K25	Maroon Pantone 228 C16 M100 Y11 K43	Purple Pantone 2612 C70 M100 Y0 K5 R109 G54 B120 Web #6d3678 Purple accents Web #45224c	Dark Blue Pantone 2757 C100 M95 Y4 K42 R1 G50 B94 Web #01325e	Dark Teal Pantone 309 C99 M27 Y22 K80 R11 G69 B77 Web #0b454d	Dark Green Pantone 348 C97 M2 Y98 K12 R0 G126 B58 Web #007e3a Dark Green accents Web #004a22	

6. Images

The National Archives' collection dates back over 1,000 years and includes all manner of records from parchment to websites. We have an amazing range of imagery at our fingertips which can be used to engage and inspire our customers. We also have a library of stock photography – of the building, of our work and of our staff – which can be used to illustrate aspects of our work, such as information management.

If you find an image that you would like to use, remember that you don't have to use the whole thing. Sometimes cropping into an image helps highlight a particular detail. Other than cropping, images should not be altered in any way, for example changing the colours. You shouldn't use text over images either, as this can be very difficult to read.



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Remember that if you are using any imagery (including those from The National Archives' image library) you must check the copyright and trademark symbols (such as the Olympic rings). Even images from the records that we hold may have copyright or other intellectual property rights restrictions, so you should check before using them. If you're using images from outside The National Archives it's even more important to check the copyright and other intellectual property rights status, especially if you have found the image online. You may also have to pay to use images sourced from outside The National Archives, so you should check this. You need to make sure that you include a reference for any images that you use (including catalogue references for images from The National Archives), as well as a copyright statement if appropriate. If in doubt, ask the [Marketing and Communications team](#) for advice.

With so much imagery already at our disposal, there's no need to resort to clip-art or cartoons – this can make presentations and publications looked dated and unprofessional! You can use diagrams and charts to present data, but give careful thought to how the

diagram works with the text around it, so that the meaning is very clear.

If you require an image of a record from our collection for publication, speak to the [Image Library team](#) for advice.

If you require an image to illustrate your work, speak to the [Marketing and Communications team](#).



INF 3/1533

7. Templates

We've put together a set of templates to use for most day-to-day work at The National Archives. These include templates for using our corporate stationery and PowerPoint presentations.

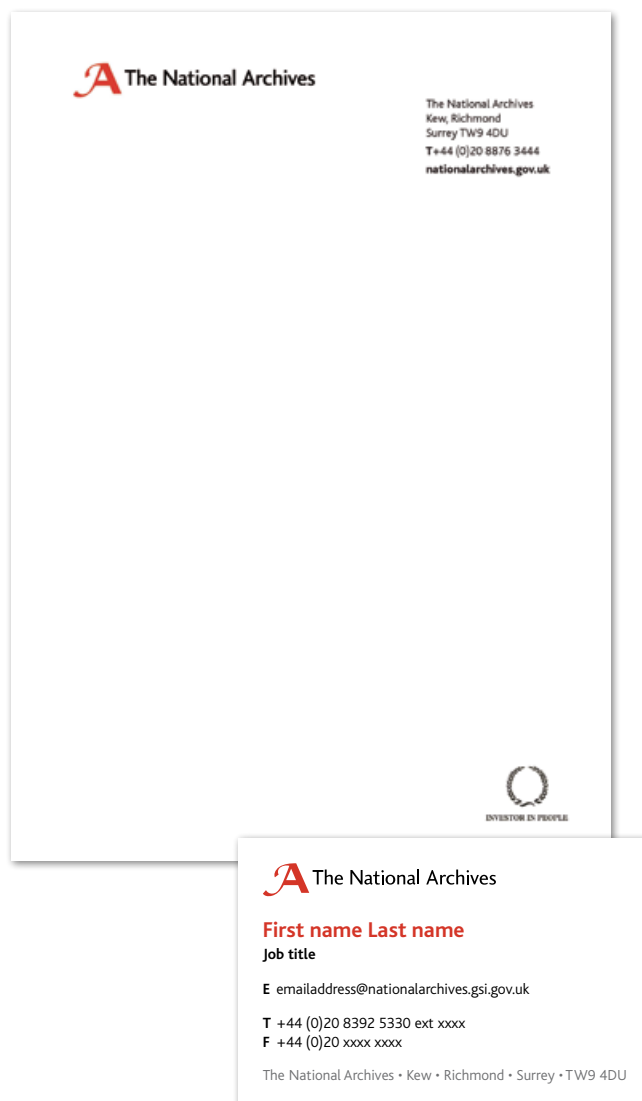
All current templates can be found on [Narnia](#). Please always check back to make sure that you're using the most up-to-date version of the template, rather than saving a version in your personal Objective folder.

Corporate stationery, including letterhead paper, compliment slips and business cards, should be ordered from Estates and Facilities.

The templates include:

- A4 letter (to use on pre-printed letterhead paper)
- A4 letter (to use when you want to send a letter in an email – this has the logo and address in the template)
- A4 personalised letter (to use for emails, with logo in the template)
- Fax cover sheet
- PowerPoint presentation
- A4 poster in MS Word (for other sizes, adjust your printer settings to scale up or down as appropriate)
- A4 cover in MS Word

We've also updated our guidelines on formatting and signing emails – read on for more information.



Using external designers and printers

We can design and print much of our printed material in-house, such as leaflets and posters. Sometimes however we may need to use an external supplier, for example when we are producing an official publication that needs to be printed.

As a government department, we need to make sure that we get value for money when using external suppliers and that we follow all proper procurement procedures. We do this by using design and print frameworks of suppliers that have been selected through an official tendering process.

We also have a responsibility to produce material that is environmentally friendly. Think carefully about whether you need to print, and about how many copies you need. If you want to publish it online, you'll need to make sure that the design meets accessibility guidelines – speak to the web team for more information on how to do this.

If you have something that requires designing or printing, no matter what it is, please contact the Marketing and Communications team. We can advise whether it's a job that we can produce in-house or whether we need specialist expertise from an external supplier.

If you want to design something for the web, speak to the web team for advice.

8. Designing printed material

Covers and posters

We have created a grid system that can be used for both front covers and posters to make it easy to use text and images together.

We produce a very wide variety of printed materials, so a consistent look is essential. A grid helps us achieve this consistency, while still allowing you flexibility in your chosen design. The grid will also enable you to create designs with impact!



8. Designing printed material

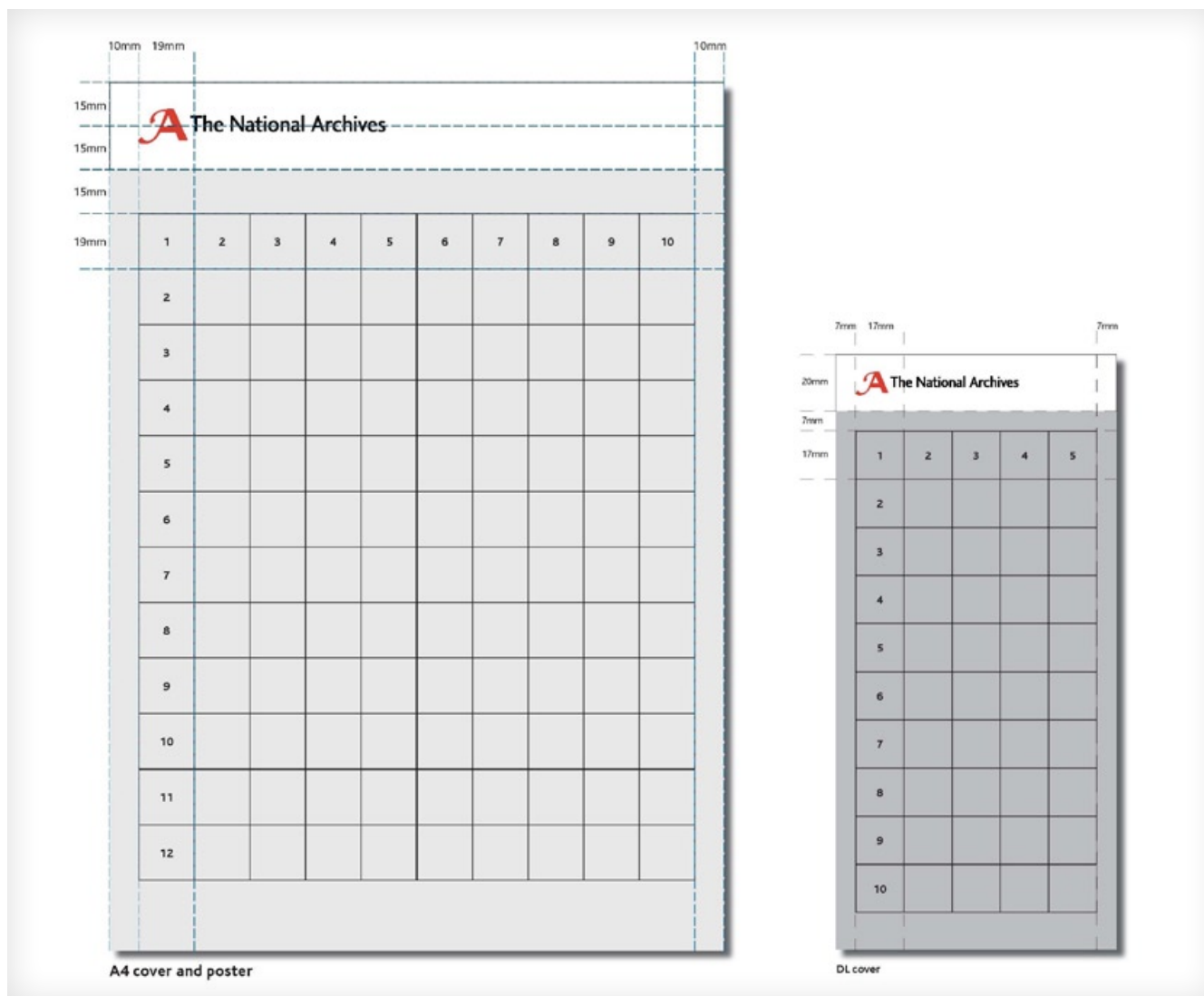
The grid can be used for two different styles: either with an image filling the whole cover, with a coloured panel containing the heading and text; or, if you have an image that cannot be cropped, use the image on a solid coloured background. The National Archives' logo should always be used in the top left-hand corner of the page, in a white band. You should not put anything else, including text, in this white band.

Whichever style you use, you should choose the accompanying colour carefully to complement the image.

When writing copy for the cover or poster, remember to keep copy to a minimum to create clarity. The text should be set in Bliss Extra Bold and in white on the coloured background, never over the image. You should use a minimum of 30pt for the title and 14pt for subtitles. All type should be ranged (or justified) left, and positioned equidistant from the top left-hand corner of the coloured panel (at least 6mm).

For information on what information you need to include on your back cover, for example a copyright statement, environmental statement and publication details, see our editorial style guide for advice.

If your publication is associated with a project or programme, you should use the project name on the front cover as well as the publication's name.

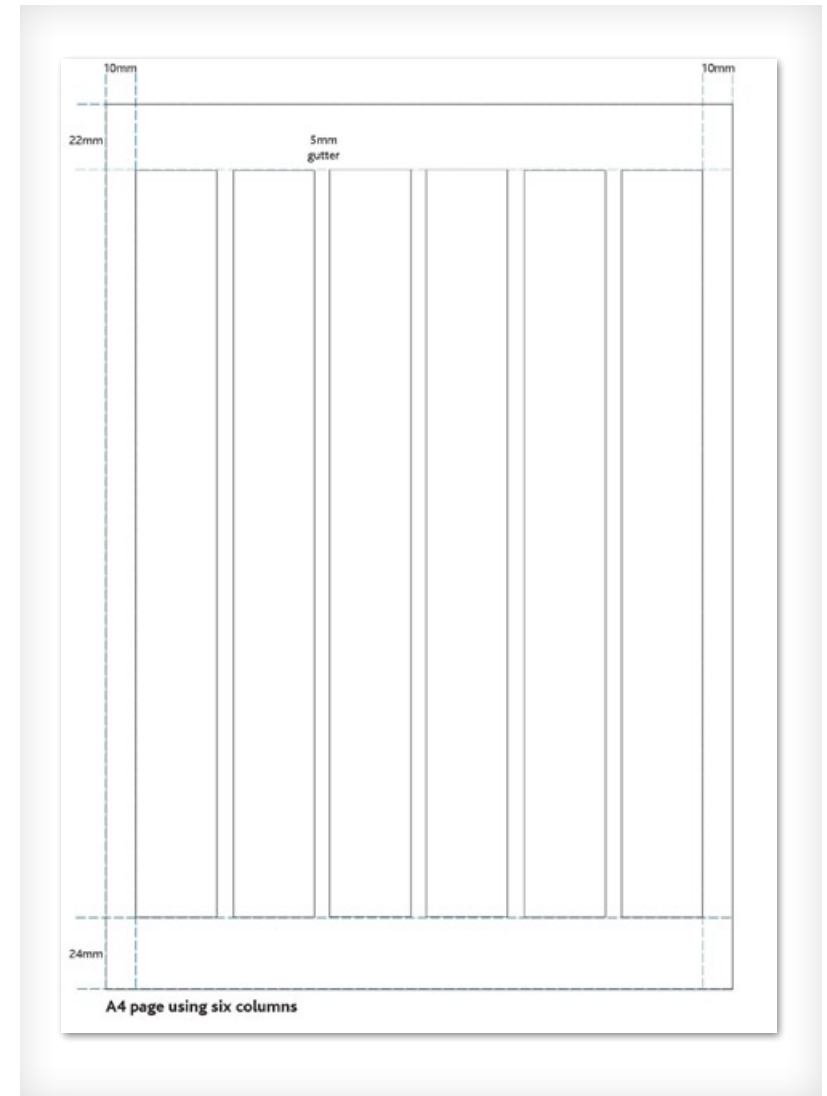
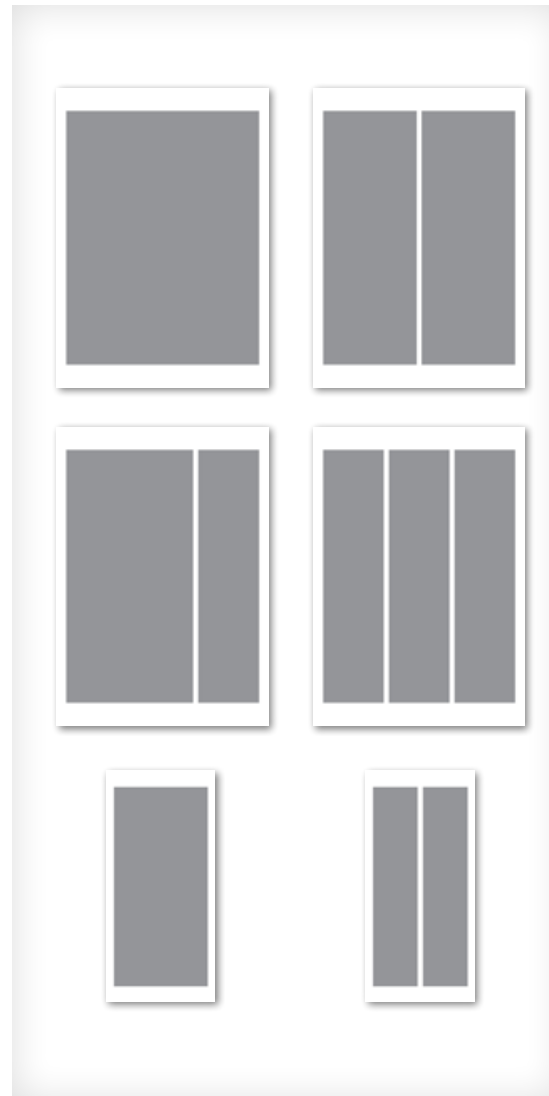


8. Designing printed material

Inside spreads

We have created a grid for all inside text pages, so that our printed materials are consistent. The grid divides pages into vertical columns that can be combined to create a variety of layouts.

The A4 grid has been divided into six equal columns. These can be used flexibly to create the different layouts shown here. This should be used for A4 publications, and can be scaled down to A5 for smaller booklets. The DL grid has been divided into two equal columns and is suitable for leaflets.



8. Designing printed material

These examples show how the grids can be used for spreads within brochures and leaflets.

Always use Bliss typeface, set ranged left, and use standard word and letter spacing.

To make sure that all the text is readable, we have set a minimum type size of 11pt.

Coloured text should be kept to a minimum and only used to emphasise introduction paragraphs or pull-out text.



9. Emails

It's just as important to use the right language in an email as it is in a printed letter, and we also need to make sure that we're referring to ourselves in a consistent manner. It's also essential to use our email typeface (Arial) in a standard size (12pt), for the benefit of email recipients who may be visually impaired.

You should include an automatic email signature on all emails, including replies. Your email signature should not include your directorate or department name; your job title or role is enough to indicate where you work and what you do.

Email signatures should follow this format:

Name (first name and surname)

Role or job title

Telephone number (international format:
+44 (0)20 etc) / mobile number (optional)

Address (on one line: The National Archives, Kew, Richmond, Surrey TW9 4DU)
nationalarchives.gov.uk (with hyperlink if sending an html-format email)

There are some rare exceptions where you may need to use a different email signature, namely the following:

- If you are a personal assistant to a member of the executive team, you should include the job title or role of the director but not their name (for example, 'PA to the Chief Executive').
- If you are responding to a query specifically relating to the legislation.gov.uk website, then a hyperlink to legislation.gov.uk should be added to the end of the email signature.

- **Only the specific holder for the legal entity** (including Historic Manuscripts' Commissioner, Controller of Her Majesty's Stationery Office and Keeper of Public Records) may use that specific title in the email signature when corresponding in the capacity of that legal entity.

All other people should use their own job role or title in any emails sent. The phrase 'on behalf of' the specific legal entity holder should only be used in the body of the email and not as part of the email signature.

- If you are sending an email on behalf of the Office of the Queen's Printer for Scotland, the specific task the email is being sent for should be used in place of the job title or role. You should send it from either your own **The National Archives** email address or from OQPS@nationalarchives.gsi.gov.uk through an authorised person (the Director of IPS and Heads of Information Policy, Standards and Legislation services have access to this address and can send from it). If sending an OQPS email, you should also include the postal address of the Edinburgh office, along with a hyperlink to the OQPS website.

For more detail on formatting your emails and setting up the email signatures, as well as examples of how these signatures will look, visit our [helpful Narnia page](#).