



Branding Guidelines

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Introduction

Branding is inextricably linked to organisational reputation. As organisations seek to engage effectively with their stakeholders in a crowded communications environment, the need to convey brand distinctiveness becomes more acute.

The main purpose of the Utility Regulator's branding guidelines is to ensure consistency across our published documents.

Consistent presentation of published material conveys a professional look. It also gives the brand a greater presence: all of our materials look like they are from us, and are recognised as such. This applies to a range of documents produced by us: published reports, stationary, media releases etc.

It is possible to prescribe a vast array of nuances associated with ensuring brand consistency. These guidelines however focus on the essentials.

Staff are encouraged to familiarise themselves with the branding guidelines. Further guidance and advice on branding is available from the Corporate Communications Manager.

Typeface/ Typography

Corporate Typeface

There is only one organisational typeface - Arial.

Arial regular should be used as the default typeface in all publications – main headings, body copy, captions, and e-mail communications.

Arial Bold should be used for sub headings

Usage of Arial Regular Italic and Bold Italic should be restricted to a minimum

Corporate Typeface

Arial Regular

Arial Bold

Arial Italic

Arial Bold Italic

Body Copy

Arial 12pt for body copy is recommended, however 9pt – 11pt is acceptable where it suits the publication

Point Sizes

The relationship between headings, sub-headings and body copy should be in harmony and examples are shown in the column opposite.

Paragraphs

Line spacing should be as the default used in MS Word – 1.15 and 0 pt either before or after paragraph.

Paragraphs should be justified left (ragged right) preferably without word-breaks and avoid widows (where a single word at the end of a paragraph ends up sitting alone on one line at the top of the page) or orphans (where one word ends up at the end of a paragraph or page).

Front Cover

Main Heading

Main heading: Arial Regular, 24 pt and 36 pt for A4 front covers

Sub-heading

Sub heading: Arial Bold, 14 pt

Body copy lorem ipsum dolor sit amet, consectetur, lorem ipsum dolor sit amet, consectetur, lorem ipsum dolor sit amet, consectetur, lorem ipsum dolor sit amet, consectetur, lorem ipsum dolor sit amet, consectetur, lorem ipsum dolor sit amet, consectetur.

Logo

The logo is our primary means of communicating the Utility Regulator identity and brand to our various audiences. It should appear on all public documents, correspondence and corporate literature.

There are two options available:

Tri-Green Logo on a white background.

Preferred logo for all Utility Regulator usage and corporate stationery.

White Logo.

Reversed white on a dark green background.

For advice on reverse logo please contact Communications team.

(Refer to colour palette section.)

Logo Placement

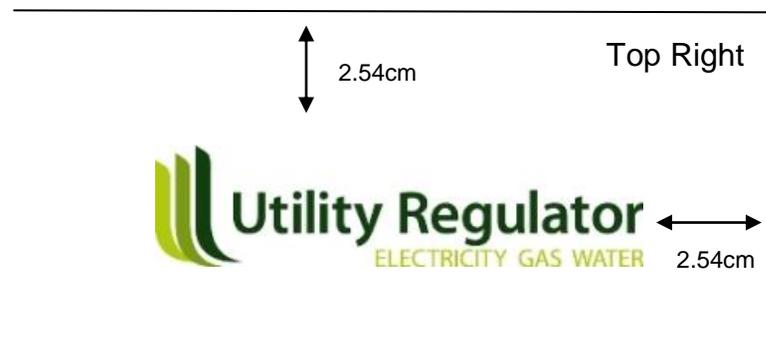
In most circumstances the logo should appear in the top right hand corner of the document.

If you want to place the logo elsewhere please seek advice from the Communications team.

To keep the logo clear and legible there should be an adequate amount of clear space around it. Clear space is the area around the logo that no other graphic or type can encroach. In most cases the standard margin size of 2.54cm in MS office documents would be deemed as sufficient.



Reverse logo to appear here.



Logo Size

The preferred logo size is:

Height: 1.6cm Width 6.48cm

If you want to adjust logo size please seek advice from the Communications team.

Logo Association

In situations where our logo is required to appear alongside other logos, it is preferable that the placement of our logo accords to our branding guidelines.

If this proves difficult, please contact the communications team for advice.

Where a new logo is being developed for another services, purpose or workstream where we have some obvious involvement, it is preferable that we seek to represent this through some recognisable association with our branding (e.g. using colours that are drawn from our primary colour palette).



Colours

The Utility Regulator uses a preferred colour palette of two levels. All documents produced by us should contain some or all of the colours from the primary colour palette.

Primary Palette

The primary colour palette consists of three colours:

Light Green: PMS 382

Mid Green: PMS 377

Dark Green: PMS 357

When providing a document to an external printer for publication you should quote the relevant panatone reference (PMS xxx).

However, for documents created in MS Office applications you should also note the relevant RGB codes – which will give you an approximate match for the panatone reference. RGB codes can be applied whether it is font colour or fill effects associated with a graph or shape. These codes refer to the ratio of Red, Blue and Green in a particular colour and can be viewed by: selecting the item to be set at a particular colour - selecting the colour fill option – more colours - customer colours tab



R 176

R 102

R 0

G 238

G 153

G 102

B 0

B 0

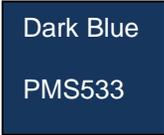
B 0

Secondary Palette

The secondary colour includes a range of colours which can be used to compliment the primary colour palette and extend choice of design styles.

Secondary colours should only be used when one or all of our primary colours are being used.

If you require advice about use of colour palettes please contact the communications team.

 Light Blue PMS304	 Mid Blue PMS308	 Dark Blue PMS533
R 153	R 0	R 23
G 255	G 102	G 54
B 204	B 153	B 93
 Light Red PMS485	 Mid Red PMS1805	 Purple PMS2613
R242	R 165	R 102
G 0	G 0	G 0
B 0	B 33	B 102

Style Guide

Identifying the Utility Regulator

There is only one organisation, and it is called the Utility Regulator. No other form of organisational title should be used (i.e. do not use NIAUR). Do not have a capital 'T' for 'the' (as in the Utility Regulator). The only acceptable shortening of the name is to call it 'the Regulator' (always using a capital 'R' for Regulator in this form) or UR (after spelling out the full name first).

Staff titles should have capitals e.g. Director of Gas, Social and Environment Manager.

Tone

All our documents should seek to convey the tone associated with a respected non-ministerial government department and economic regulator. The tone should come across as professional, authoritative, sober and straightforward.

Style

(from Elements of Style 4th ed. by Strunk and White (2000))

Reflecting the tone of our communications the following elements of style should be followed:

- Use definite, specific, concrete language, and get rid of unnecessary words
- Do not overwrite – don't be too wordy
- Do not overstate – avoid the temptation to resort to superlatives, keep sentences short
- Avoid fancy words – for the sake of it
- Be clear
- Do not inject opinion – unless there is a good reason for it being there (e.g. it is based on objective evidence)
- Do not say the Utility Regulator 'believes'
- Prefer standard words to the offbeat

Logo

The logo should be used on all published documents, adhering to the guidance on positioning, clearspace and size and shape (see p6)

Text

The core typeface is Arial. Guidance on the typeface and typography appears on p4-5

Tables, Figures and Illustrations

Every table should have a header row, which should be left aligned text in Arial Bold in the form of:

Table number: Table Title.

All data used in a table should be sourced (in Author, Title (Year) format).

All figures and illustrations should have a label preceding the item, which should be left aligned text, Arial Bold and in the following format:

Figure number: Figure title.

House style

Expression

- Avoid the use of jargon where possible
- Preference for describing the organisation once the Utility Regulator has been used at the outset (i.e. use of we/our/us)

Use of capital letters, bold, italics and acronyms

- Avoid the over-use of capitalisation - in general these should be used for proper nouns (i.e. people's names, organisations and acronyms), official titles and terms which are explicitly defined within legal documents such as Acts or contracts
- Do not use capitals for emphasis. Emphasis should be obvious from the sentence structure, but if it cannot be, use **bold**

- Never use underline except for online media addresses
- Italics should be used for:
 - References
 - Titles of publications, seminars etc
- Acronyms – all acronyms should be spelt out initially, no matter how common or obvious you might think it is

Punctuation

Do not use full stops after letters in acronyms or after contractions, such as Dr or Mrs.

Don't use double quotes for ordinary words to give them emphasis. These are only for quotes.

Use of &/and - & should only be used in the main text for company names

Numbers and Dates

- Dates – use in full rather than abbreviating – number, month, year (25 December 2007), in 2000
- Numbers – in main text spell out numbers from one to ten, and numbers at the start of a sentence. Use figures from 11 onwards. However, in a paragraph listing several numbers relating to the same topic e.g. expenditure on a project, use all figures
- Use a colon between hours and minutes when writing a time, e.g. 10:45 am

Branding Guidelines cheat sheet

Item	Guidelines	Item	Guidelines
Logo	Used on all published documents. Right aligned. Only resize if necessary. Allow comfortable space around logo. Never uncouple image from words on logo. Two forms of logo – (1) classic – standard three greens logo, (2) reversed – white ‘Js’ on dark green background.	Organisational name	We should only be referred to as the Utility Regulator or the Regulator. NIAUR should not be used.
Typeface	The organisational font is Arial. Use Arial regular as default, with Arial bold for sub headings.	Tone	Professional, authoritative, sober and straightforward.
Typography	Arial 12 pt is recommended for body copy text. Arial 24 pt for main headings, and Arial 36 for A4 front covers. Arial 14 pt for sub headings.	Style	Clear, definite language; no overstatement or fancy words; avoid wordiness; do not express an opinion unless based on objective evidence; avoid offbeat wording.
Colours	The primary colours for the organisation are the three greens that are in the logo. The secondary colours are: light blue, mid blue, dark blue, light red, mid red and purple. Secondary colours can only be used to complement the primary colours and should not be used alone. The MS Word reference for these colours can be found on pp 8-9.	Capitalisation, bold, italics, acronyms, numbers and dates	Avoid over capitalisation. Only use bold for sub-heading or emphasis. Never use underline except for online media addresses. Restrict use of italics. Always spell out acronyms the first time used – no matter how apparently well known. Use full dates rather than abbreviating. In main text, spell out numbers from one to ten.
Paragraphs	Line spacing as per MS Word default. Justified left (ragged right). Avoid widows and orphans text.	Punctuation	Do not use full stops after letters in acronyms or after contractions, only use double quotes for quotes, only use & for company names

