The House of Commons visual identity

The visual identity comprises of a number of design elements. It is a system that includes the House of Commons logo and typeface and it contains advice on colour and photography.

The name and the reputation of the House of Commons can be appropriately projected when all the design elements are applied together and consistently.

The House of Commons produces a great variety of publications. Single publications need to be individual and appropriate for their particular audience. However, it is essential that each item has a common underlying structure and fits within the overall House identity.

The visual identity is managed by the Office of the Chief Executive on behalf of the Management Board of the House of Commons.
The Logotype

The logotype consists of the crowned portcullis alongside the wordmark in Trajan Regular.

The logo will appear in green, black or white.

To maintain the integrity of the crowned portcullis, the logo must only appear in the top left corner of publications.

The elements of the logo must never be used separately, the spacing between the elements changed, or the logo stretched or distorted in any way.

In order to maintain consistent branding across all publications, supply and approval of the logotype will be administered by the Communications Office.

Colour
PMS 364u   CMYK = 65, 0, 100, 42   RGB = 68, 122, 28
The Logotype
sizes and clear zone

There are two sizes of logos for standard publications, 55mm and 85mm.

Examples shown are actual size. All dimensions in mm.

There are also two larger logos available for A3 and A1 poster work. These are sized at 100mm and 200mm respectively.

1/3 A4 leaflet (99 x 210)
55mm logo
6mm clear space

A5 leaflet (148 x 210)
55mm logo
7mm clear space

A4 publication (210 x 297)
85mm logo
10mm clear space
The visual identity provides a unified theme across all House publications and is intended for use by all departments.

Since the Tebbitt review there has been a move to communicate to Members, staff and the public as a single corporate entity rather than along traditional departmental lines.

However there are occasions where a particular office or function will require their own sub branding to highlight the uniqueness of their function and to communicate effectively through their publications.

Sub branding will be achieved through the use of colour and creative use of imagery whilst adhering the basic elements of the visual identity (logo and font).

Departments/Offices should not brand themselves with a unique logo or font. The only exception to this is the Library which has a modified logo in recognition of the large amount of publications it historically produces along clear functional lines.

For cross-house offices separate guidance is being developed in conjunction with the House of Lords.
The Print Typeface

To maintain a strong brand identity consistent and bold use of type is essential.

We have limited our typographic palette to two distinctive typefaces Caslon Pro and Frutiger for printed publications. These will be used over all our publications. No other typefaces should be used for printed materials.

The majority of the text, including headlines, should be set in upper and lower case, not capitals. 12pt is recommended as being easy to read by the widest audience.

Caslon
Caslon has been chosen for its classic and historic characteristics. It is renowned for its clear legibility, and should be used for body copy and supporting text.

Frutiger
Frutiger has been chosen as a modern sans serif font to complement Caslon Pro. It is available in a variety of weights and already has an established pedigree in the House of Commons. It should be used for headlines, titles and display text.
The Screen Typeface

For screen and display work Verdana will be used as it is specially designed for clear legibility and accessibility on screen.

A template for PowerPoint presentations is available from the Central Communications Office.
The Colour palette

The colour palette is limited to the main corporate House of Commons green, a secondary colour and a range of nine supplementary colours.

All colours were chosen as representative of the beautiful colours found in the House of Commons chamber, the building, its objects, symbols and traditions.

Green and brown have been selected as reflecting the main colours of the upholstery and woodwork found in the chamber and around the estate. These have been supplemented with a complimentary palette of colours reflecting the interior and exteriors of the historic Palace and the modern Portcullis House.

It is possible to extend the palette to include colours related to specific objects or for additional focus on special occasions. These colours would be used exceptionally and would not form part of the colour palette.

Certain colours will be allocated to specific type of publications or groups to add consistency and allow for differentiation.
Photography

The House of Commons is in the heart of London. It is housed in historic and beautiful buildings, preserved by English Heritage, full of tradition and symbols. Photography should concentrate on the beauty of the detail of the buildings, the objects, the traditions. Where possible, objects to be photographed should be isolated from their surroundings to focus the viewer. Good illumination, using striking light and shade, is essential.

A range of specially commissioned photographs are available from the Central Communications Office. These are copyrighted to the Houses of Parliament and must not be used for any other purpose.
Architectural drawings

For one or two colour publications, or for the production of simple covers for overprinting, highlighted features of architectural drawings and Pugin interiors found on the parliamentary estate can be used.
Combining the elements

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