

Freedom of Information  
Basic design guidelines



# The brand proposition

---

## **The Freedom of Information Act 2000**

The Freedom of Information Act 2000 comes fully into force on 1 January 2005.

The Act confers two statutory rights on applicants for information:

- To be told whether or not the public authority holds that information; and if so,
- To have that information communicated to them, subject to certain exemptions.

The brand proposition is supported by four characteristics that convert the brand into reality for our customers and stakeholders. The aim of our brand 'Freedom of Information' is to create a clear understanding of access to information for the public and to enable people to use their rights.

## **The brand proposition**

Freedom of Information allows people to see how public bodies work and encourages active participation in the process.

## **The four supporting characteristics**

### **Openness**

Allowing people to get hold of official information more easily.

### **Accessibility**


Making information available in a format which is easy to understand.

### **Opportunity**

Freedom for individuals to use their legal rights.

### **Legal rights**

Ensuring that people understand that their rights are supported by the law that applies to approximately 100,000 public authorities.



# I. The logo

---

The Freedom of Information logo is made up from five elements: the mark, text, corporate colour and the inner and outer circles.

The logo should always appear like the example shown here, with text and mark appearing white out of the corporate colour. (See 2. The corporate colour)

When it is not possible to print the corporate colour, i.e. in a single colour publication, the colour used should be black.

The dotted line around the outer circle represents the outside edge of a white outline. This is to enable the logo to stand out on coloured or pictorial backgrounds.

Note: The dotted line does not print, it is only there to indicate the outline area.

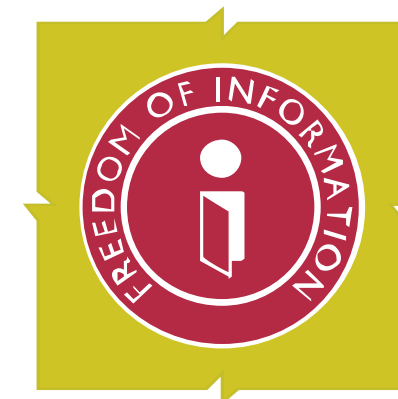
Corporate colour version  
Pantone® 201



Black version



White outline area



Example of the logo  
on a colour background

## 1.2 Protecting the logo (exclusion area)

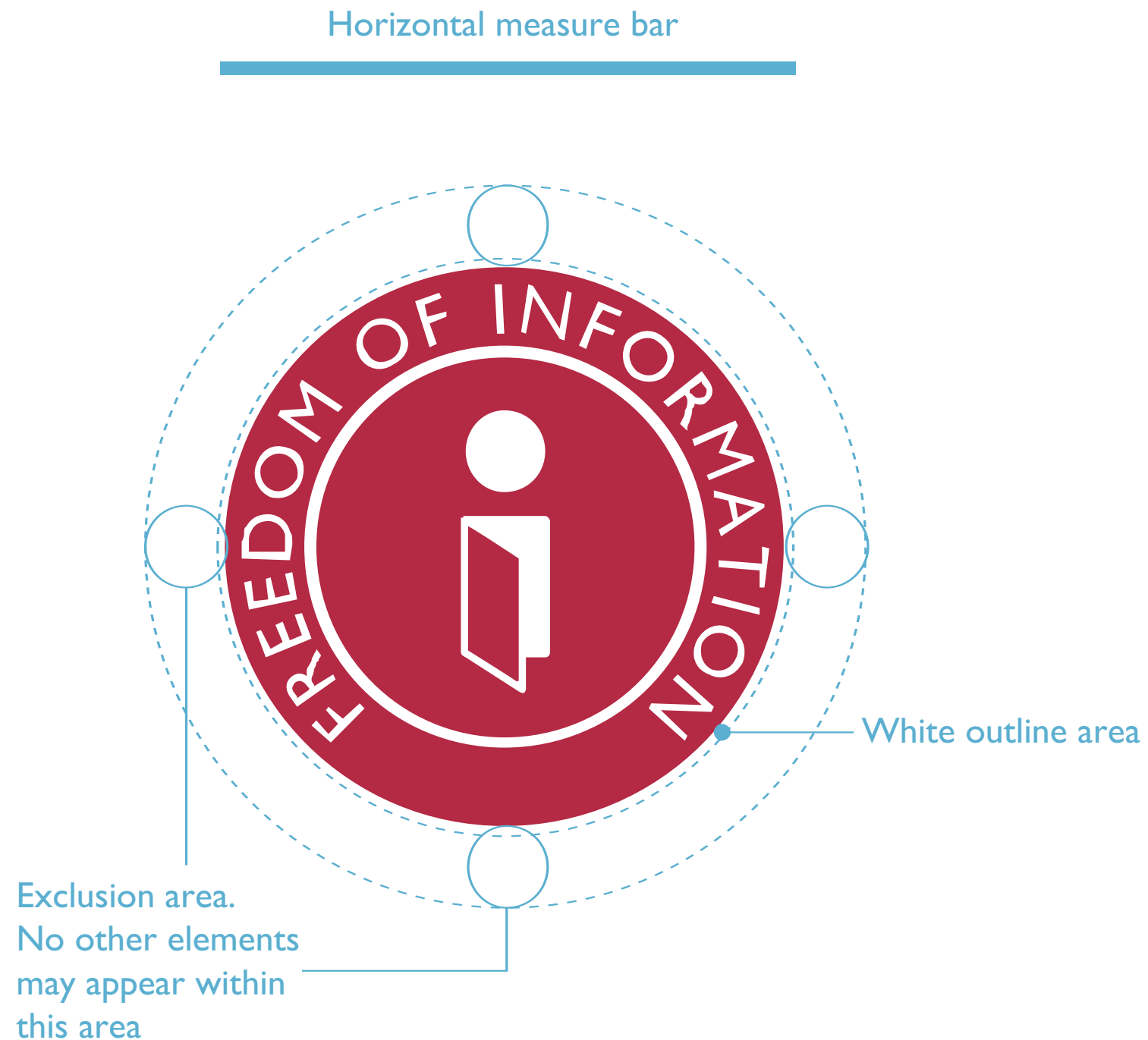
---

The exclusion area around the logo is there to stop other elements interfering with the visibility of the logo.

This clearance is the same as the width of the dot of the 'i' on the mark.

The exclusion zone and white outline always remain in proportion to the logo at whatever size it is used, the minimum size being 12 mm wide.

The specifications in blue opposite are guides for the exclusion area only and they do not form part of the logo.



Minimum size

12 mm



# 1.3 Examples of incorrect usage of logo

The Freedom of Information logo has been developed to be clear, simple and robust.

Please maintain the integrity of the logo by observing the examples opposite illustrating incorrect usage.

Incorrect



Never reproduce it in another colour



Never use a different typeface



Never reproduce without the mark (i)



Never break the exclusion zone rule. Always allow plenty of clear space around the logo



Never change colour of the type or mark



Never change the shape of the circle



Never reverse out the logo



Never add a drop shadow or effects



Never alter the proportions of the logo



Never rearrange the type



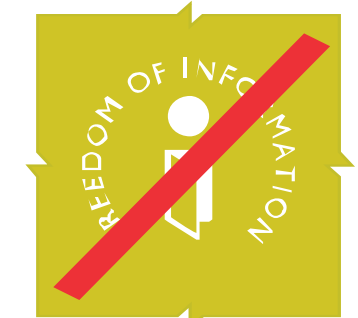
Never use without white outline



Never outline the type



Never add a pattern or picture



Never remove the logo from the circle



## 1.4 Other language versions of the logo

---

In addition to the master logo, there is also a Welsh and a dual language version.

The same rules apply to these versions as they do to the master logo.



Welsh version



Dual language version



## 2. The corporate colour

---

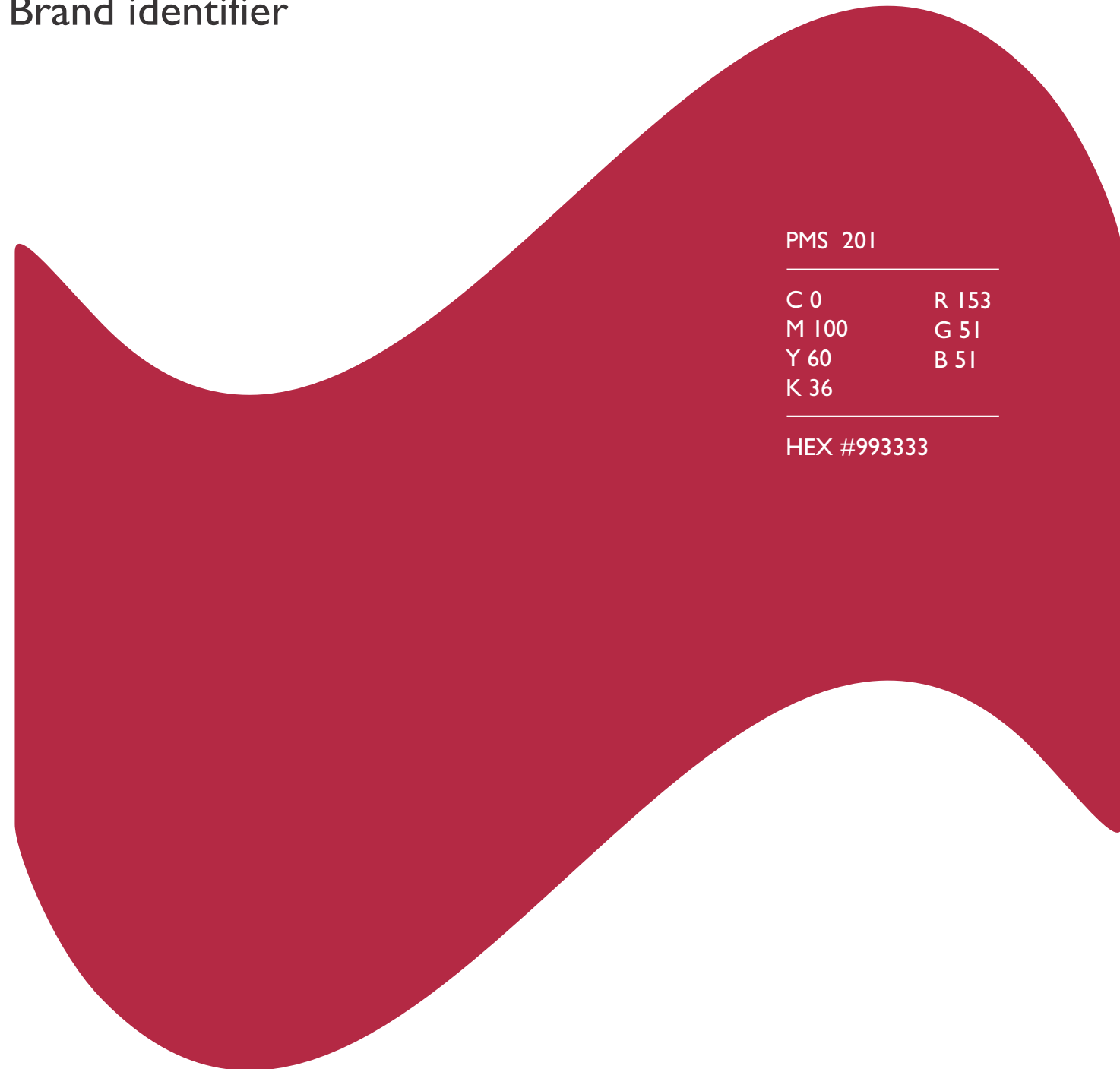
It is important to reproduce the corporate colour as accurately as possible. Please use the colour values specified, using the Pantone Matching System®. If it is not possible to use Pantone® colours, then please use the optional colour specifications shown opposite, CMYK for print and RGB and hexadecimal for electronic use.

Never use colour printouts or on-screen appearance as a reference for colour matching. Always refer to the colour breakdowns recommended here.

The colours shown in this document have not been evaluated by Pantone Inc. for accuracy and may not match the Pantone Colour Standards. Consult current Pantone publications for accurate colour. Pantone® and other Pantone Inc. trademarks are the property of Pantone Inc.

The Pantone Matching System® is a worldwide printing, publishing and packaging colour language for the selection, marketing and control of colour.

### Brand identifier



# 3. Fonts

---

As well as corporate colours there are also corporate fonts.

Corporate fonts should be used for any text supporting the logo.

These specified fonts are the only fonts to be used on Freedom of Information items.

## **Gill Sans**

To be used when producing any printed publications, stationery, advertising, signage etc.

## **Arial**

This font is to be used for electronic templates, web, PowerPoint® slides, or other desktop publications.

Different weights of font are also available in Gill Sans and Arial for headings and sub-headings within text.

## Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890



# 4. Applications

Here are a few examples of how the logo can be used on a brochure cover, advert and an official document.

To bring life to applications about Freedom of Information, there are two additional supporting colours, green, PMS 398C and yellow, PMS 138C.



PMS 398C

C 3  
M 0  
Y 93  
K 38

HEX #999900



PMS 138C

C 0  
M 56  
Y 100  
K 0

HEX #CC6600

The Freedom of Information logo has a distinctive look, which can be reflected through the graphic style shown on the brochure cover (right).

