

# Brand guidelines

A strong brand is an invaluable asset, and investment in consistent brand presentation will help reflect and reinforce our brand values of credibility, authority, excellence, prestige, challenge and practicality.

The Customer Service Excellence brand idea is based on a hallmark – indicating quality and a distinguishing mark of excellence. The hallmark in these guidelines is for use by all organisations that have achieved the Customer Service Excellence Standard. Achievement of the standard is recognised by the right to display the prestigious hallmark.

It is crucial that the logo appears correctly and consistently in every communication.

Over the following pages we will demonstrate how all components of the visual identity can work together across key communications.

## Customer Service Excellence Holder Guidelines

### 1.0 **Hallmark guidelines**

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Congratulations! In recognition of your achievement you now have the right to use and display the Customer Service Excellence hallmark. These guidelines have been designed to help you apply our hallmark easily and consistently.

Please note:

An organisation can only use the hallmark following certification by a licensed certification body. If a certification is suspended, withdrawn or allowed to lapse, that organisation must stop using and displaying the hallmark immediately.



# Our logo

## Primary logo



## Totem logo



### Our logo

An instantly recognisable symbol of Customer Service Excellence, the logo is the most valuable asset of the brand. It is crucial that the logo is reproduced correctly and consistently.

Always use master artwork provided and never create alternative versions.

### Logo versions

#### Primary logo

The primary logo is the preferred logo version and should be used wherever possible.

#### Totem logo

This version has been created for secondary applications such as merchandise and exhibition stands where more prominence is given to the hallmark symbol. Please refer to page 1.9 for examples.

# Our logo: bilingual version

Primary logo



Totem logo



## Our logo

As shown left a Welsh/English language version of the logo is available.

# Logo exclusion zone

Primary logo



Totem logo



## Exclusion zone

The exclusion zone is the minimum area around the logo that must remain clear of typography or any other graphic device. The measurement for the exclusion zone is calculated by using multiples of the hallmark box; a measurement of one box should surround the logo. The formula is shown on the left.

## Minimum size

To ensure legibility, the logo should never be reproduced any smaller than 20mm in height as shown below.

Minimum size





## Logo colour

There is a single colour Pantone® 8780 C or black and white version of the logo as shown on the left.

The colour version of the logo shown top left is the preferred version and should be used in all applications where possible.

For impact, the logo may also be reversed white out of the corporate colour Pantone® 8780.

The black and white version of the logo has been created for applications where colour is restricted such as press advertising or third-party endorsement.

Where possible, the Pantone® colour should always be used when reproducing the logo. CMYK breakdowns of the logo are provided where the printing process does not allow special colours to be used.



# Correct use of the logo



Use the logo in its entirety and, wherever possible, in the corporate Pantone® colour



Make sure there is enough contrast between the background colour and the logo for best reproduction



Use the negative version of the logo against the corporate Pantone® colour whenever possible



Make sure the background colour is dark enough when using the negative version of the logo



When using a version of the logo over an image, make sure the image is uncomplicated, so it does not conflict with the reproduction of the logo



## Correct use of the logo

The logo is an important core visual asset, it needs to be protected and used correctly. It must never be redrawn or modified in any way.

Illustrated on the next page are some of the most common 'Do not's' that could occur when reproducing the logo. All should be avoided to make sure the brand is consistent and strong.

Always follow these guidelines and apply the logo clearly and consistently.

There may be instances where the logo may be used over an image. In order to protect legibility and clarity of presentation, always ensure that the logo appears within a clear area of the image.

# Incorrect use of the logo



Do not rotate the logo



When used against a dark background, be sure to use the white out version



Do not enclose the logo within a shape



Do not distort the logo



Do not alter the scale of either the logo or the text



Do not change the font



Do not use individual elements from the logo



Do not use different colours for the hallmark and name



Do not reproduce the logo out of a complex image



Do not make patterns out of the logo or use it without its name

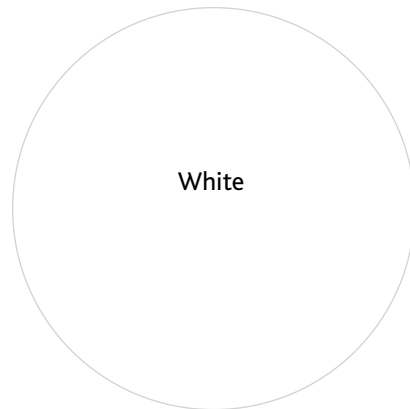
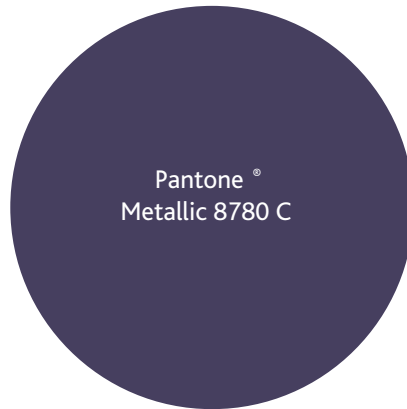


Do not add extra words to the name or extra graphics to the logo



Do not print the logo in any colour other than as specified in these guidelines





## Colour

The colour palette primarily uses a single colour metallic. On applications where it is not possible to use the Pantone<sup>®</sup> metallic colour, CMYK and web-based alternatives are also available.

White space is an integral part of the Customer Service Excellence visual language.



Name of Company  
Address line 1  
Address line 2  
Address line 3  
POST CODE  
Tel 000 0000 0000  
Fax 000 0000 0000  
www.website.com



20mm



## Achieving the standard

One way to demonstrate your success, following your achievement of Customer Service Excellence, is to position the hallmark prominently at the foot of your letterheads or appropriate publications in the corporate colour if printing permits, or alternatively, in black.

## Standout of the logo

Make sure the logo is placed with plenty of space around it. If it is used on top of an image, it should be placed in a quiet area of the picture or it will not be legible.

Never use the logo smaller than 20mm in height as shown in the example below.

## For unit or divisional holders

If you have achieved Customer Service Excellence as a unit or division within a bigger organisation, please remember that when displaying the hallmark it must be on material clearly related to the appropriate unit/division. By including the hallmark on general or corporate material you could mislead the public as to which part of your organisation has achieved Customer Service Excellence.



Special techniques such as embossing and foil-blocking help enhance the brand and add value.

Achievement of the standard is recognised by the right to display the prestigious Customer Service Excellence hallmark.

The Customer Service Excellence logo can be applied to a range of merchandise and consideration should be given to the item to ensure it enhances the brand and maintains its position as the Government Standard in Customer Service Excellence.

To find out more about merchandising, please refer to your relevant certification body as they are in a position to recommend appropriate items.

