The Electoral Commission

Identity guidelines

These guidelines are designed to help you understand our brand and how it is expressed through our corporate identity. They also contain technical information for designers. By following them, you will help build and maintain our reputation as an independent authority.

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1. Positioning and values

Our identity

The way we look is a direct reflection of what we stand for and our ambitions for the future. To communicate our messages clearly, we need to use our identity properly.

Who we are

We are the independent body which oversees elections and regulates political finance in the UK. We work to promote public confidence in the democratic process and ensure its integrity.

Our vision

Our vision is to be a world-class public sector organisation – innovative, delivering great value and getting right what matters most to voters and legislators.

Our goals

1. To enable the continued delivery of free and fair elections and referendums, focusing on the needs of electors and addressing the changing environment to ensure every vote remains secure and accessible.

2. To ensure an increasingly trusted and transparent system of regulation in political finance, overseeing compliance, promoting understanding amongst those regulated and proactively pursuing breaches.

3. To be an independent and respected centre of expertise, using knowledge and insight to further the transparency, fairness and efficiency of our democratic system, and help adapt it to the modern, digital age.

4. To provide value for money, making best use of our resources and expertise to deliver services that are attuned to what matters most to voters. This goal underpins and supports all of our work.

Our values

Independent

Engaged

Authoritative

Transparent

Making an impact

2. Language and tone

Language

As a regulator, we want people to understand what we are saying with no ambiguity. Anything we publish must be clear, consistent and concise. Pay particular attention to the language that you use and your tone of voice.

Plain language – six simple rules

1. Keep your sentences short
2. Use active verbs rather than passive ones
3. Avoid abstract nouns
4. Use lists where appropriate
5. Use ‘you’ and ‘we’
6. Use everyday words and phrases

Our tone of voice

Clarity

As much of the work we publish is guidance, the language we use must be clear with no ambiguity. Put yourself in the position of the reader, and always assume that they won’t have the same level of knowledge as you. Explain any technical terms and avoid jargon.

Authority

As a regulator it is important that we adopt a strong tone to assert our authority. Maintaining integrity and public confidence in the UK’s democratic process is an important issue and it is vital that our publications and website reflect this. Using ‘we’ rather than ‘the Commission’ creates a strong sense of identity. Use powerful phrasing, such as ‘we are disappointed’, rather than ‘we are concerned’.

3. Logos

Logo and variants

The logo comes in different colour versions to allow it to be adapted to a variety of purposes.

The Electoral Commission

Colour logo (default)

The colour logo may be used for printed materials, both digital and litho, screen applications like Powerpoint, apps and websites, and for signage production and other materials like fabric, vinyl etc.

The Electoral Commission

Black logo

The black logo may be used for laser printed output, e.g. fax and low resolution print (press advertising).

The Electoral Commission

White logo

The white logo may be used on colour or photographic backgrounds. It should also be used where legibility of the full-colour logo could be compromised.

Applying the logos

To maximise the impact of our logos, they should always appear prominently and legibly.

The logo is based on the primary corporate colour palette. The lettering has been created from specially drawn characters, which have been carefully aligned with one another. The relationship between the lettering is fixed and should never be manipulated or adjusted. Do not attempt to re-create the lettering or adjust their alignment. Always use the master artwork provided when reproducing a logo.

The Electoral Commission

The English logo

Y Comisiwn Etholiadol

The Welsh logo

An Comisean Taghaidh

The Scottish Gaelic logo

If using multiple Commission logos, such as on bilingual materials, always ensure that all logos receive equal treatment, and none is larger or more prominent than any other.

The Welsh logo should appear first if you are using the Welsh and English logo together.

Please make sure the logos are the same height.

The Gaelic logo will be used on an ad hoc basis in Scotland for publications or promotional materials which may be deployed in areas with significant populations of Gaelic speakers or Gaelic language advocates.

The logo in detail

Our logo is central to the visual identity. Each logo not only identifies the organisation, but also represents everything we stand for.

Logo sizes

Our logo size is calculated by working out a percentage of the page width or height, depending on whether the format is portrait or landscape.

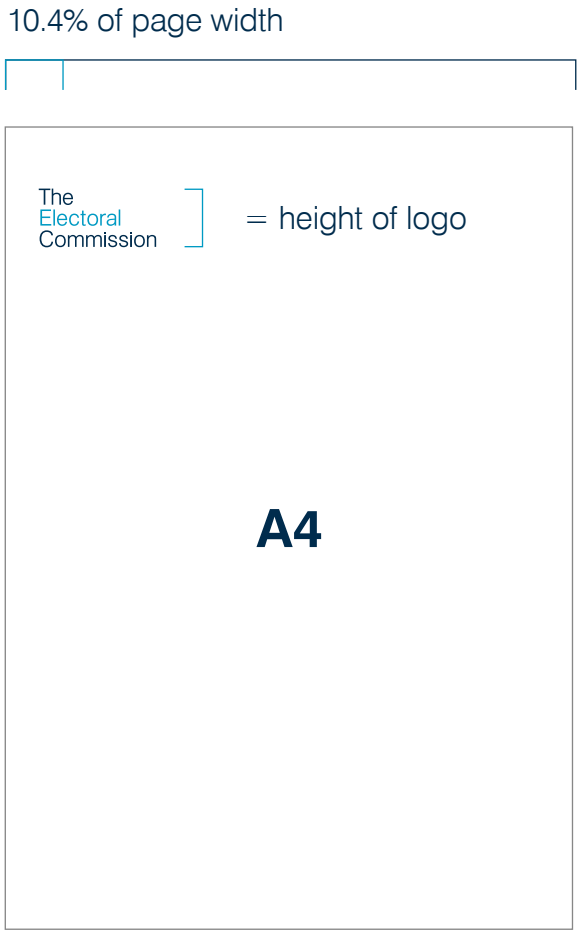
Logo position

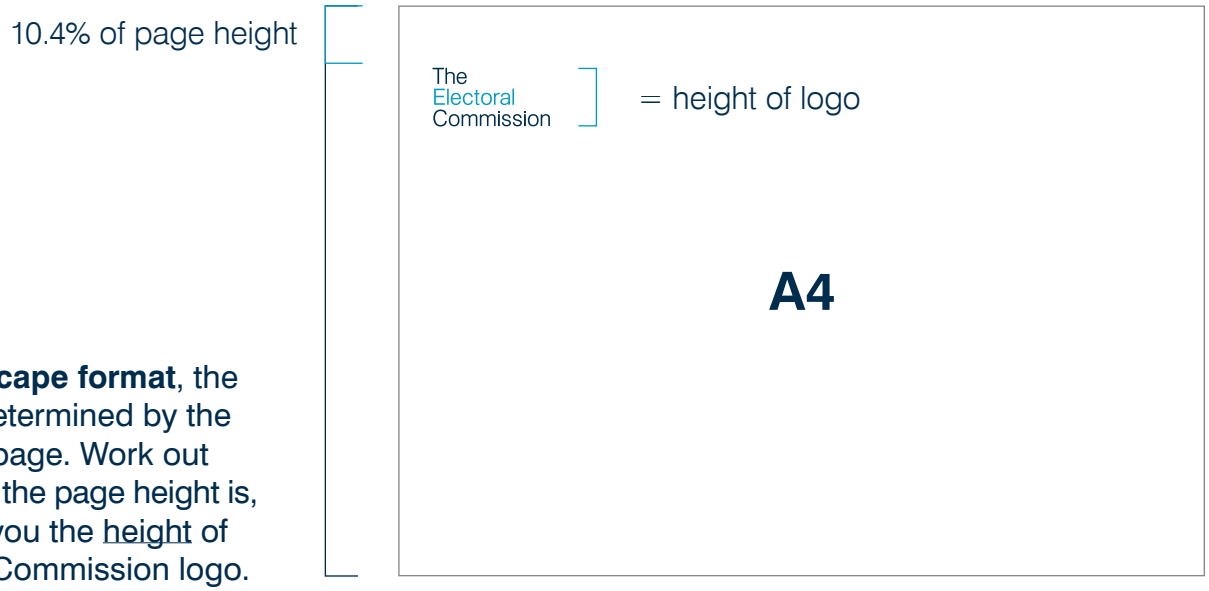
Our logo should ideally always appear in the top left corner, but may be placed in any corner if needed.

If using an grid, the logo should fit within the parameters of the grid structure. Where a grid structure is not in place, please preserve the logo minimum clear space.

Where possible, we recommend using our templates which have already been set up with the correct logo sizes.

For A4 portrait format, the logo size is determined by the width of the page. Work out what 10.4% of the page width is, as this gives you the height of the Electoral Commission logo.





For A4 landscape format, the logo size is determined by the height of the page. Work out what 10.4% of the page height is, as this gives you the height of the Electoral Commission logo.

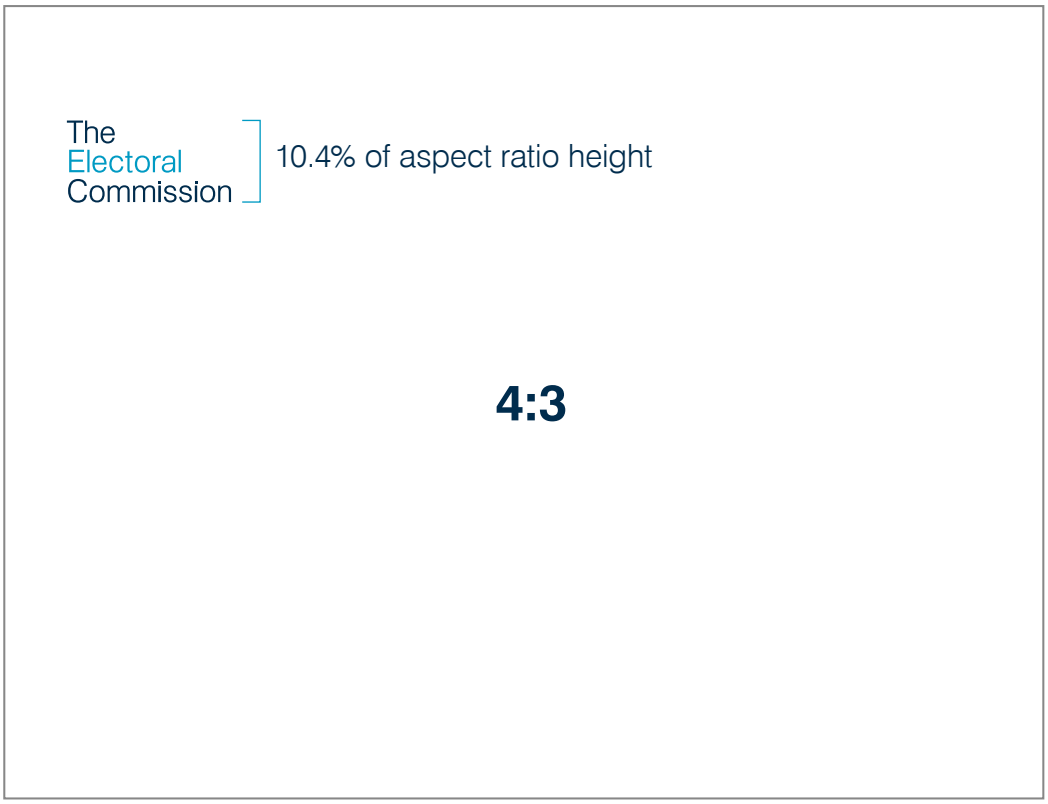
Other logos sizes

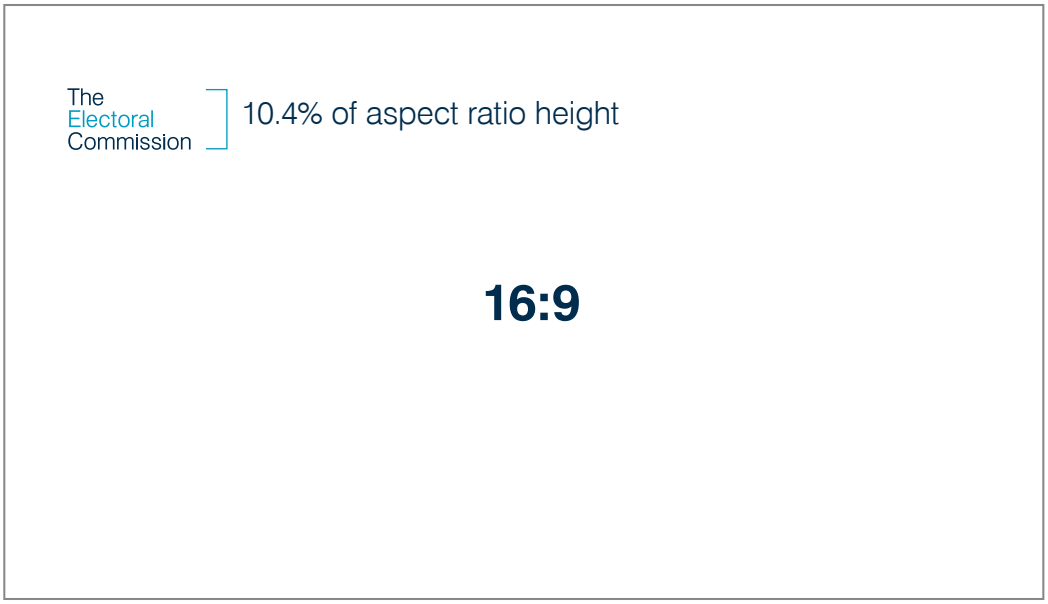
Aspect ratio is expressed as a figure and describes the width and height of a format e.g. 4:3 (width always comes first).

For the correct logo size to a specific aspect ratio, work out what 10.4% of the height is, and this will give you the height of our logo.

This is a general rule and discretion should be used for particularly long or tall formats.

Please remember to not go below the absolute minimum height of 11.3/32 pixels.





Please note that the 16:9 logo in the example to the left appears below the minimum size and is for illustrative purposes only.

The Electoral Commission

10.4% of aspect ratio height

1:1

The Electoral Commission

10.4% of aspect ratio height

3:2

Logo clear space

The clear space zone is measured using multiples of the height of the ‘n’ of ‘Commission’. Never put any other graphic element or text within this space. This is the minimum distance logos should be placed from the edge of a page.

Minimum size

Our logo should not be used below our minimum size of 32 pixels or 11.3 mm high. This is so that the character height of the logo is equivalent to 12pt.

Cobranding key principles

Brand dominance

Brand dominance means one partner will have the lead presence in communications, and the placement of logos communicates this.

The dominant brand is always on the left or on top, secondary/partner logo is always on the right or on the bottom.

- Use our full color logo as default on a white background whenever possible.
- The logos should be of the same visual size, and aligned horizontally and vertically.

Double clear space

When the logos have been aligned, separate them by the the distance of two n’s as shown in the example on the right.

Other partnerships

Not all partnerships have clear brand dominance. In cases of equal partnership, please place logos in alphabetical order.

Incorrect usage

Always scale the logos using the master artwork. Do not manipulate or alter them in any way. Examples here show incorrect use of our logo.

Please avoid doing any of the following:

1. Change the logo colour
2. Rotate the logo
3. Transform the logo
4. Outline the logo
5. Use the incorrect version of the logo
6. Adjust the logo's opacity
7. Apply effects to the logo
8. Change the logo's typeface
9. Place the logo on an overly complicated background
10. Used the logo below our recommended minimum size
11. Encroach on the logo's clear space
12. Introduce imagery within the logo

1. ⊗

The Electoral Commission

2. ⊗

The Electoral Commission

3. ⊗

The Electoral Commission

4. ⊗

The Electoral Commission

5. ⊗

The Electoral Commission

6. ⊗

The Electoral Commission

7. ⊗

The Electoral Commission

8. ⊗

The Electoral Commission

9. ⊗

10. ⊗

The Electoral Commission

11. ⊗

The Electoral Commission

12. ⊗

The Electoral Commission

4. Colours

Colour is key to our visual identity. It instantly adds impact, but more importantly, consistent use of specific colours creates ownership and builds powerful associations with our organisations.

The primary colour palette is derived from our logo. It consists of EC dark blue and EC light blue and forms the foundation of our visual identity. Although not a specified colour, white plays a key role in creating clarity and breathing space across all applications. White represents the transparency that is key to our aims. The use of white ensures communications are clear, compelling and uncluttered; for example, using an area to hold the logo on the front cover of literature.

Primary colour palette

EC Dark Blue 100%

R000 G048 B087
Hexadecimal #003057
C100 M57 Y12 K66
Pantone 540

EC Light Blue 100%

R000 G153 B195
Hexadecimal #0099c3
C93 M2 Y15 K7
Pantone 632

Pure White

R255 G255 B255
Hexadecimal #000000
C000 M000 Y000 K000
Pantone White

75% tint
R45 G811 B115
Hex #2d5173
C7 M43 Y9 K49

75% tint
R37 G178 B211
Hex #25b2d3
C70 M2 Y11 K5

50% tint
R107 G128 B157
Hex #6b809d
C50 M29 Y6 K33

50% tint
R140 G204 B227
Hex #8ccce3
C47 M1 Y7 K4

25% tint
R177 G186 B205
Hex #b1bacd
C25 M14 Y3 K16

25% tint
R203 G230 B242
Hex #cbe6f2
C24 M1 Y4 K2

Secondary colour palette

A set of secondary colours have been developed as an extension of our corporate colour palette. They have been chosen to complement our primary colours, not to replace them. Secondary colours have no fixed relationship with any particular activity or sub division.

Tints of secondary colours may be used for background colour, panels, charts and diagrams, and to complement a solid colour.

Red Green Blue for screen based software like Powerpoint and the MS Office suite

Hexadecimal for digital design like websites and apps

CMYK for 4-colour print on both litho and digital printing presses

Pantone (special colour print) for signage production and other materials like fabric, vinyl etc

Always use the correct specification to achieve the most accurate match.

Mature colours

EC Mature Pink
R169 G018 B85
Hex #a91255
C23 M100 Y35 K18
PMS 220

EC Mature Orange
R208 G093 B021
Hex #d05d15
C14 M72 Y100 K03
PMS 159

EC Mature Green
R104 G129 B059
Hex #68813b
C63 M31 Y89 K16
PMS 575

EC Mature Purple
R112 G081 B145
Hex #705191
C67 M75 Y11 K01
PMS 7677

EC Mature Yellow
R169 G156 B045
Hex #a99c2d
C35 M27 Y92 K11
PMS 7767

EC Brown
R049 G038 B029
Hex #31261d
C41 M47 Y72 K90
PMS Black 4

Highlight colours

EC Highlight Pink
R230 G000 B124
Hex #e6007c
C0 M100 Y2 K0
PMS 226

EC Orange
R236 G102 B008
Hex #ec6608
C0 M70 Y100 K0
PMS 165

EC Green
R150 G190 B045
Hex #96be2d
C48 M0 Y95 K4
PMS 375

EC Purple
R156 G125 B169
Hex #9c7da9
C35 M50 Y0 K17
PMS 2655

EC Yellow
R240 G222 B056
Hex #f0de38
C2 M0 Y82 K9
PMS 3945

EC Grey
R203 G196 B188
Hex #cbc4bc
C23 M20 Y25 K02
PMS Warm Gray 2

25% tint

EC Pink Tint
R249 G211 B229
Hex #f9d3e5
C0 M25 Y0 K0

EC Orange Tint
R253 G221 B195
Hex #fdddc3
C0 M18 Y25 K0

EC Green Tint
R231 G239 B209
Hex #e7efd1
C12 M0 Y24 K1

EC Purple Tint
R227 G220 B235
Hex #e3dceb
C9 M13 Y0 K4

EC Yellow Tint
R252 G247 B215
Hex #fcf7d7
C0 M0 Y20 K2

EC Grey Tint
R242 G240 B238
Hex #f2f0ee
C6 M5 Y6 K1

5. Typography

Our corporate typeface for design products is **Swiss 721**. It is a versatile sans serif typeface that is both functional and distinctive – it is highly legible, economical with space and lends impact to any communication.

Important: All Commission publications should conform to the Royal National Institute of the Blind's accessibility guidelines, to help ensure that our materials are usable by partially sighted people. This means that no text, except for footnotes, headers and footers, should be smaller than 12pt.

For web and digital publication, we comply with Level AA of WCAG's Accessibility standards: w3.org/TR/WCAG20

To test AA accessibility, use one of the online tools: achecker.ca/checker/index.php

Design typeface

Swiss 721

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz123456789
!@#£%&*“”

Swiss 721 should be used when creating bespoke design products in Adobe Creative Suite: InDesign, Illustrator and Photoshop.

The well considered proportions of the typeface mean that it is suitable for use both at large type sizes (e.g. display graphics and signage) and at smaller sizes, both in print and on digital devices.

Standard typeface

Arial

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz123456789
!@#£%&*“”

Arial should be used as our default typeface for instance when using the Microsoft Office suite of applications: PowerPoint, Word, Excel and Outlook.

Type sizes

Chapter heads

The medium cut is our standard for cover titles and large headlines. If the headline consists of two sections, please use thin for the second part.

Cover and super headline Medium 60/64pt

font size leading

Super headline Thin 60/64pt

font size leading

Other headings and text sizes

Below is our full typographical hierarchy. If your content requires fewer levels, please reduce the amount from the top of the list.

Chapter headline Medium 30pt font/34pt leading

A-head Light 24pt font/30pt leading

B-head Bold 16pt font/20pt leading

C-head Bold 12pt font/16pt leading

Introduction Light 16pt font/20pt leading

Body text Roman 12pt font/14.4pt leading

6. Corporate imagery

Corporate level imagery should reflect our brand attributes of **engaged, authoritative, transparent, independent and making an impact.**

Please note: Campaign imagery is different from corporate level imagery and should be considered with the individual campaign's requirements in mind.

Engaged

Where possible try to create a feeling of being part of the election process, for example taking a first person perspective when you compose a photograph or use real life situations as a starting point for a collage.

Authoritative

Try to avoid jokes, visual cliches or anything too ‘playful’. We have an important part to play in maintaining integrity and public confidence in the democratic process and as such needs to be seen as credible and authoritative.

Transparency

Because we are transparent, pick photography that feels genuine, of real people in real life situations. Avoid overly processed styles of photography and computer generated imagery, as it can be perceived as fake. Our illustration style is an exception to this rule, but each collage should always be based on realistic photo compositions.

Independent

To create a strong sense of identity, aim to use positive imagery that shows confidence and clarity. Whether that’s your choice of photos or illustrations, or the pull quotes you choose to use.

Making an impact

We want to be effective and make an impact, and so our corporate level imagery needs to be shared across a variety of channels. Image composition should therefore be selected and designed to digital channels or print formats.

6.1 Icons

Our icon style has been chosen to reflect the simplicity of our corporate typeface, Swiss 721.

Contact us to access our suite of icons. If there's an icon you'd like created, please get in touch with the Corporate Communications team.

Colour

You can use any of the colours from our corporate colour palette for your icons, as long as you only use one colour per publication. This will keep your design clear and consistent.

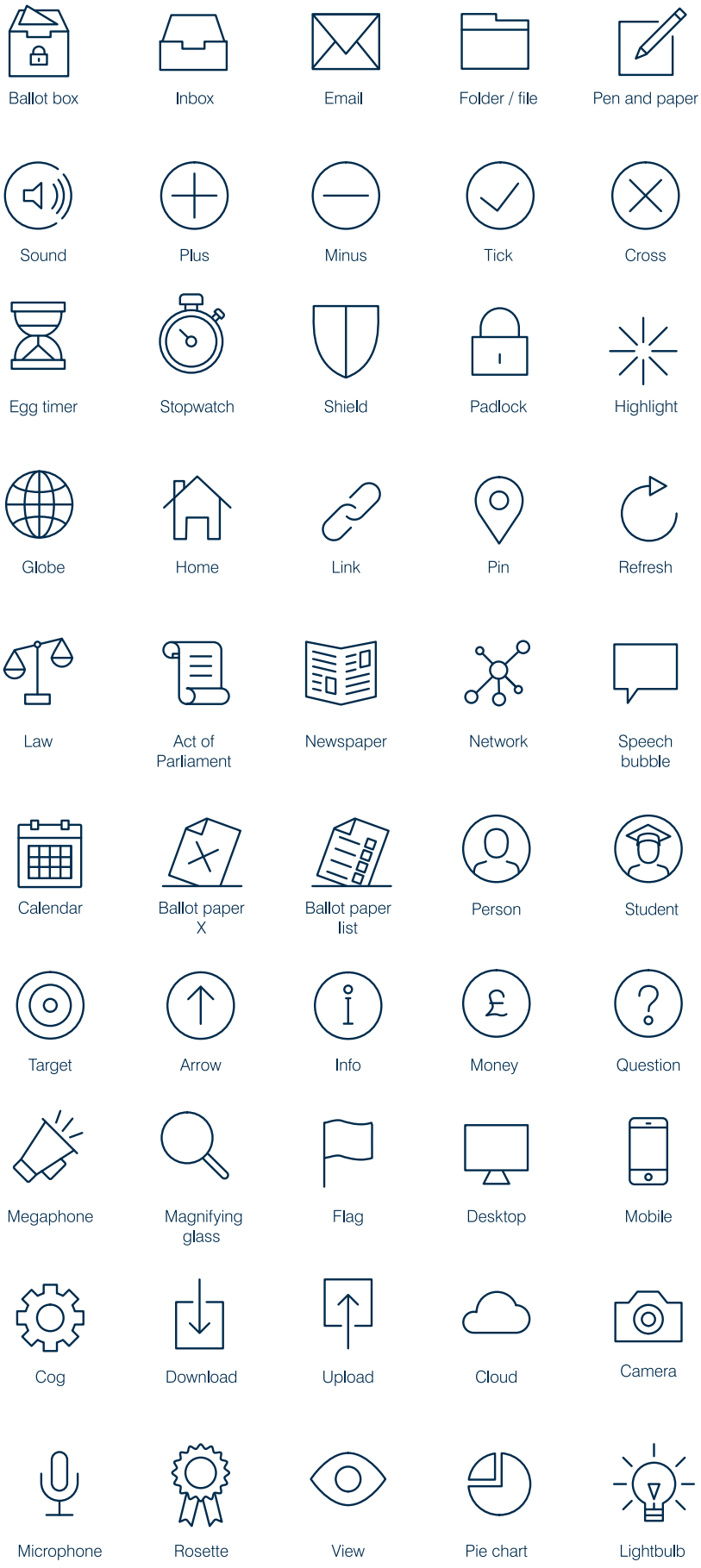
To change the colour of an existing icon within Powerpoint, please select an icon from the overview slide at the end of the presentation and copy and paste this into the slide you want to use it on – then apply your chosen colour from the palette.

For colour changes of any other format, please contact the Corporate Communications team.

Size

Please make sure that all icons are the same size within the same publication.

Both solid and outlined icons can be used. However, at smaller sizes we recommend using a solid version of the icon for clearer visibility.

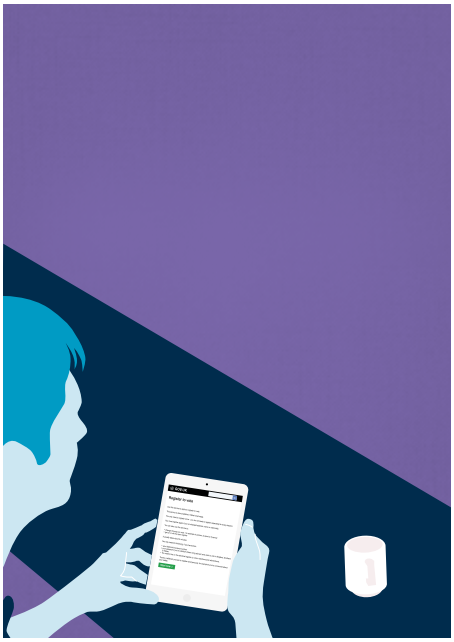

Ballot box
Inbox
Email
Folder / file
Pen and paper
Sound
Plus
Minus
Tick
Cross
Egg timer
Stopwatch
Shield
Padlock
Highlight
Globe
Home
Link
Pin
Refresh
Law
Act of Parliament
Newspaper
Network
Speech bubble
Calendar
Ballot paper X
Ballot paper list
Person
Student
Target
Arrow
Info
Money
Question
Megaphone
Magnifying glass
Flag
Desktop
Mobile
Cog
Download
Upload
Cloud
Camera
Microphone
Rosette
View
Pie chart
Lightbulb

6.2 Illustration

Our illustration style is inspired by handmade collages.

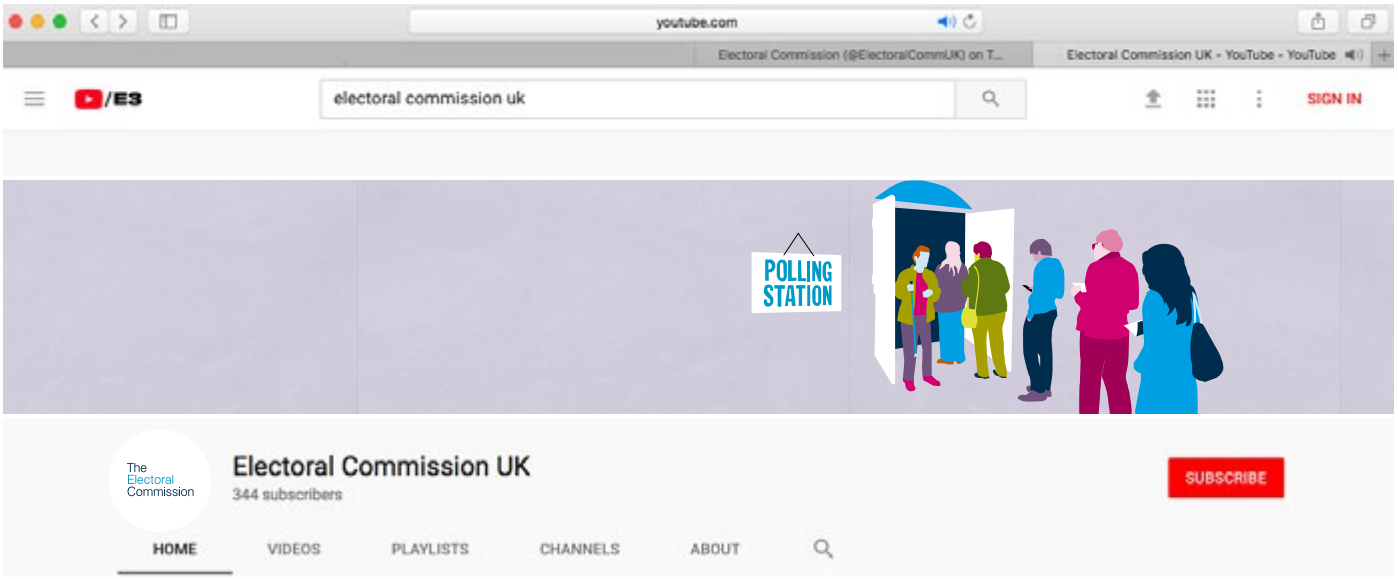
It is bold, clear, and free from unnecessary detail, allowing the depiction of people to remain neutral in age and ethnicity.

The colour palette and illustration technique are set, but there is room for creativity in the composition, tone and selection of colour.



POLLING
STATION

POLLING
STATION


youtube.com
Electoral Commission (@ElectoralCommUK) on T...
Electoral Commission UK - YouTube - YouTube
electoral commission uk
SIGN IN
POLLING
STATION
The Electoral Commission
Electoral Commission UK
344 subscribers
SUBSCRIBE
HOME
VIDEOS
PLAYLISTS
CHANNELS
ABOUT

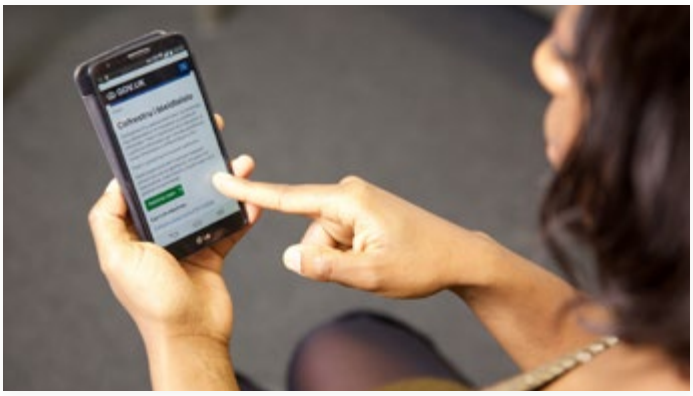
6.3 Photography

Continuing on from our overarching corporate imagery guidance, we recommend that our photography always feels genuine.

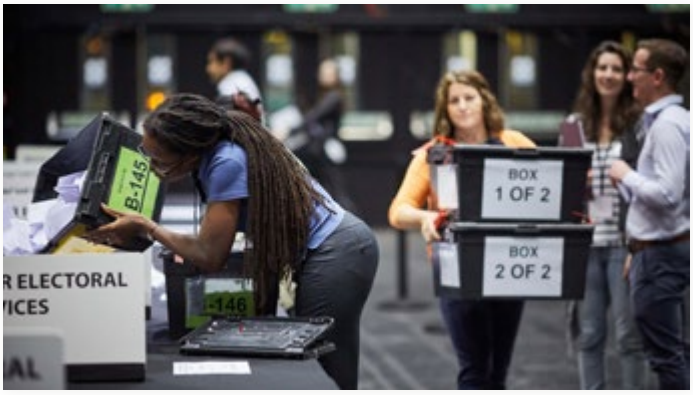
- Avoid over-processing or manipulating images in photo editing software, with the exception of our illustration style.
- Always aim to use real people or objects in real-life situations.
- Try to keep a consistent depth of focus across all images and aim to avoid extreme shifts in depth of field.
- Compose or select imagery that has a clear subject matter and focus of attention.
- Use imagery that is as uncluttered as possible.

vote
I vote
I vote
I vote
I vote

Growing Communities organic fruit and veg box scheme
POLLING STATION
POLLING STATION



The Electoral Commission


B-145
-146
BOX 1 OF 2
BOX 2 OF 2

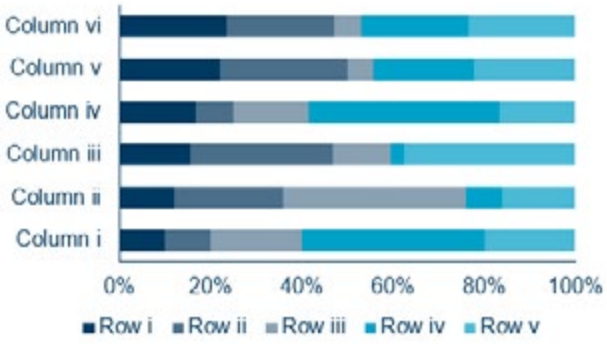
AREA C
Count boxes C241 to C263
AREA C
AREA C

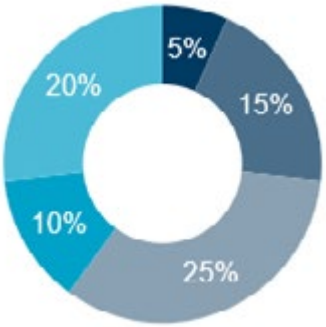
I vote

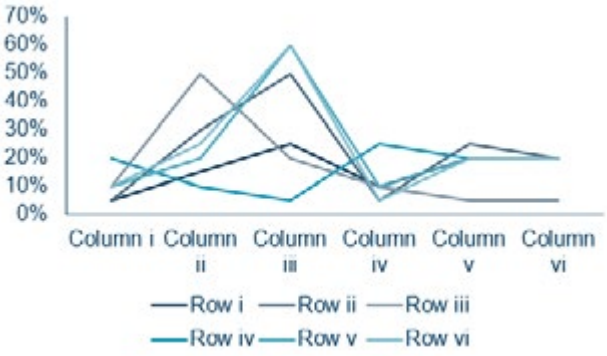
6.4 Charts, graphs and information

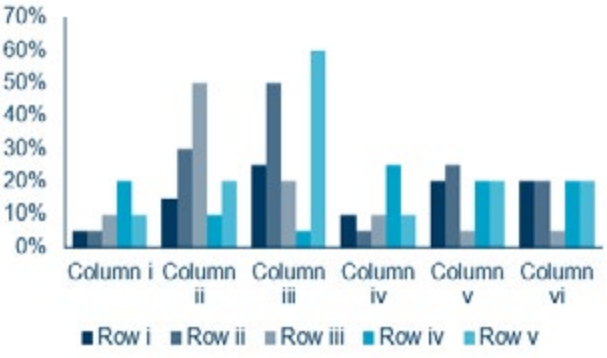
There are templates available in Excel with built-in instructions of how to create charts and graphs.

Here are some examples:









If you need to highlight something within your chart – please apply one of the colours in the custom palette. Please only use one of these colours, to maintain clarity in your document.

Once you have created your chart/graph in Excel, copy and paste it into your publication either as an image (if no further data editing is required) or as a linked file (in PPT and Word) which will update if the Excel data is changed.

Please do not stretch the size of the chart once pasted.

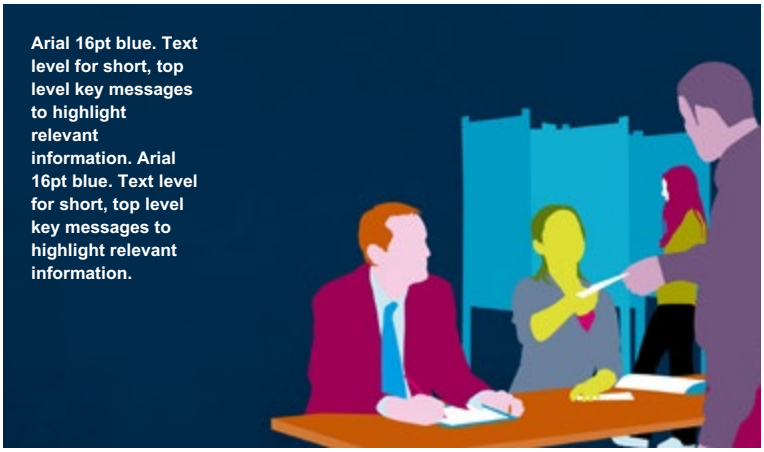
A chart that is copied/pasted as an image should not be scaled up, since it would lose its resolution.

If you use a linked chart, you may scale it up and down, but please keep the text size at 12p.

Our Powerpoint templates also feature built-in charts and graphs, which can be adapted independently of Excel, in case this is needed.

For information you want to highlight in a key piece of content, mix small and large typography, and illustrate with corporate icons.

If you're creating your own infographic using design features for a report or web page, please consult with the Corporate Communications team.



To create variation in a mainly text based document, introduce divider pages with illustrations and top level messaging/pull-out quotes.