Brand guidelines

2023

Contents

Introduction

1

1.0 Introduction

Our brand identity is a design system that creates a distinctive and unified look and feel for Ofcom.

These guidelines will help you to maintain visual consistency. This will strengthen the brand, and empower you to apply your creativity with confidence.

Name, values and positioning

2

2.0 Name, values and positioning

Using our name

The official name of our organisation, as set out in the Communications Act 2003, is the Office of Communications.

It is correct to refer to it verbally and in writing as Ofcom.

The name should never be entirely capitals.

There is only one way of writing 'Ofcom' in documents: cap 'O' and lower case 'fcom'.

Brand values

At the heart of our service is our commitment to consumers and stakeholders and this can be expressed through the following values.

Promoting Choice

Securing Standards

Preventing Harm

Brand positioning

Our values, personality and public commitment are summarised through our positioning statement…

Our positioning is so important that we often attach this statement to our main logo.

Making communications work for everyone

The logo

3

3.0 The logo

The logo is our signature and an important part of our identity.

The full colour logo should only be used on a white background or sitting on a pale area of an image.

To protect the integrity of our brand, always refer to these guidelines and use the original master artwork files.

3.1 One-colour logo

The one-colour logo should be used on images and colour backgrounds within the Ofcom colour palette, or when print restrictions apply.

The one-colour logo can only be used in white, dark blue or black.

3.2 Lock-ups

When it is important to communicate our positioning statement, we have four lock-up versions of our logo available. Use the version that fits most comfortably with your design.

For super size display use, eg. for signage and vehicle livery, the logo without the positioning statement should be used. If it is important to communicate the positioning statement, then this should be included as part of the overall design (separate from the logo), on a case by case basis

Using the logo without the positioning statement lock-up projects confidence and simplicity. If it is important to communicate the positioning statement, consider including it within the design layout, but separate from the logo.

3.3 Partnerships

For clarity 'In partnership with' has been added to the logo to explain the relationship.

The partnership logo may only be used with the permission of the communications team.

3.4 Language versions

There are Welsh (shown here) and Gaelic versions of all logo lock-ups, please follow the guidance given for the English versions.

There are also Dual language versions (English/Welsh and English/Gaelic), which may only be used with the permission of the communications team.

Sicrhau bod cyfathrebiadau'n qweithio i bawb

Sicrhau bod cyfathrebiadau'n qweithio i bawb

Sicrhau bod cyfathrebiadau'n qweithio i bawb

Sicrhau bod cyfathrebiadau'n qweithio i bawb

3.5 Clear space / minimum size

Clear space

There should be clear space surrounding
the logo to maintain visual integrity.
The minimum amount of clear space is equal
to the height of the wordmark. This rule
applies to all logo variants.

Minimum size

For clarity and legibility 35mm (width) is the
minimum size for print. However, on many
applications the logotype should appear at
a much larger size.

Clear space = height of the wordmark represented by (A)

Minimum size for print:
Print 35mm

3.6 Placement

The primary logo position is top left, wherever possible and appropriate for the design.

Be as consistent as possible with placement and sizing. Especially within a set of materials or frequently used formats (A3, A4, DL etc). Always consider how the logos have been used on existing applications, and only deviate if necessary.

Primary placement:
Top left

3.7 Usage on backgrounds

Because there are several colours within our full colour logo, often it won't sit comfortably on an image or colour background. There are several options to resolve this:

Subtly lighten the area of the image that sits behind the logo, or choose a more suitable image.

Adjust the design so that the logo sits on a white background (though don't constrict the logo within a tab)


Use the one-colour logo (the image behind may still need to be adjusted darker/lighter)

3.8 Logo misuse

Our logos are unique and must never be recreated or distorted. Please always use the master artwork files and refer to the guidelines. This will help to keep our message strong and consistent.

Do not

- Stretch, distort or rotate
- Use a greyscale version
- Rearrange or change the scales
- Use unspecified colours
- Enclose in a tab
- Place over imagery with poor contrast

Colour

4
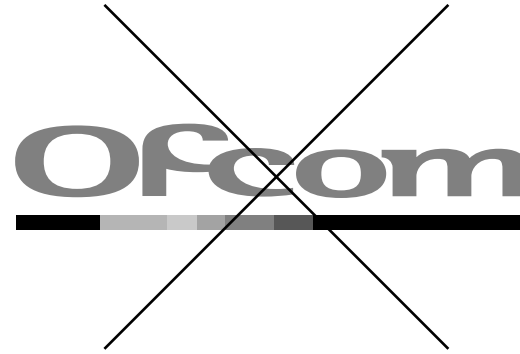
4.1 Colour palette

Our palette and use of colour is fresh, vibrant and contemporary. This palette is for use across all brand materials.

RGB: digital
HEX: web
CMYK: print
PMS: print

Make sure you are using the correct colour values for the chosen output, as well as working in the right colour space in your design software. Be aware that CMYK colours will look drab on screen.

For documents that may be printed on an office/home printer, RGB values are often better to use, especially if the document is also intended for screen use.

Blue violet
R80 G0 B242
HEX #5000F2
C92 M97 Y0 K0
PMS 2098

Purple
R196 G0 B237
HEX #C400ED
C36 M89 Y0 K0
PMS Purple

Pink
R255 G56 B209
HEX #FF38D1
C7 M81 Y0 K0
PMS 232

Orange
R255 G138 B0
HEX #FF8A00
C0 M54 Y100 K0
PMS 151

Green
R54 G194 B128
HEX #36C280
C64 M0 Y71 K0
PMS 7479

Dark blue
R0 G0 B70
HEX #000045
C100 M78 Y0 K66
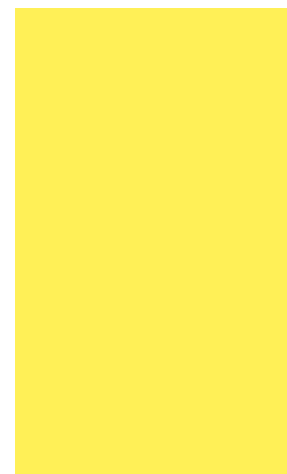PMS 2768

Burgundy
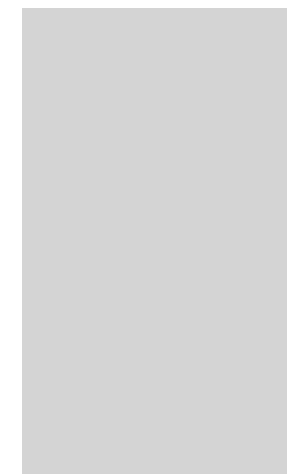R143 GX B87
HEX #8F0057
C17 M100 Y0 K33
PMS 228

Red
R227 G0 B82
HEX #E30052
C0 M100 Y52 K0
PMS 1925

Yellow
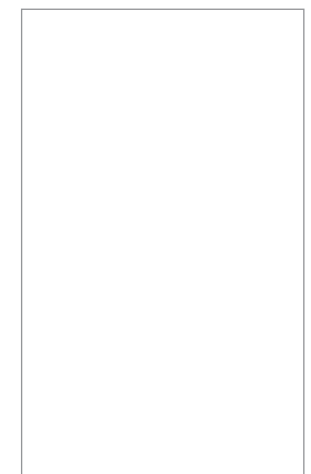R255 G240 B87
HEX #FFF057
C0 M0 Y68 K0
PMS 100

Pale Grey
R212 G212 B212
HEX #D4D4D4
C14 M8 Y4 K0
PMS 427

Black
R0 G0 B0
HEX #000000
C0 M0 Y0 K100

White
R255 G255 B255
HEX #FFFFFF

4.1 Text colour pairings

It is important to consider legibility and accessibility when selecting text colours, particularly at smaller body copy sizes.

As a general rule, there should be high contrast between background and text.

To the right are web colour combinations that are accessible to the WCAG AA level, for small scale text (some combinations may still pass at larger scales / bolder weights).

The standard combination that should be used most frequently is dark blue on white.

White background with colour text

Colour background with white text

Colour background with dark blue (or black) text

Dark blue (or black) background with colour text

Blue violet background with colour text

Burgundy background with colour text

Typefaces and typography

5

5.1 Sora

Sora is our primary typeface. It is at the core of our identity and reinforces the character and brand values of our organisation.

It is a versatile font that can be used for headlines and body copy. We use four weights from the family; Light, Regular, Bold and ExtraBold, as well as their italic counterparts.

Sora Light (+ Light Italic)

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Sora Regular (+ Regular Italic)

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Sora Bold (+ Bold Italic)

**abcdefghijklmno
pqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

Sora ExtraBold (+ ExtraBold Italic)

**abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

5.2 Calibri

All professionally produced marketing and communications should be created using Sora. However, when these fonts are not available, our secondary typeface is Calibri.

Calibri is available in two weights, each one with an italic option.

Calibri is your go-to utility font. It is versatile and accessible and, because of this, it is used successfully throughout Ofcom.

Use it on all standard Word documents and PowerPoint presentations. Even if your computer has Sora loaded, if you are creating a document that will be shared with other computers they may not have these fonts. Calibri is universally available so you can better control the look of your shareable documents.

Calibri Regular (+ Regular Italic)

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Calibri Bold (+ Bold Italic)

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

5.3 Typography

Our typography style is confident and clear. For this simplicity to be effective, all of our design output needs to be carefully crafted, following fundamental typographic principles.

When a variety of sizes and weights are used, the differences between them must be distinct, but try not to combine too many styles. For example, a simple distinction of type weight or spacing can create a successful hierarchy, without needing to vary the size as well. Try to stick to maximum of three or four point sizes on one application.

- Keep type styles to a minimum to create a clear hierarchy

- Text should be ranged left or centred, never justified or ranged right

- Avoid setting type in all caps

- Always consider the type size choice from an accessibility point of view

As a rough guide, example type sizes are shown here. For full examples of best practice, please see the applications at the end of this document.

Dark text colour

Set text in dark blue for digital use. For printing consider using black, particularly for small text, solid black ink (K100) will always print well as it's not created with a mix of CMYK ink colours.

Example type size hierarchy

Sora Bold
Point size: 77pt
Leading: 77pt
Tracking: –15

Sora Regular
Point size: 22pt
Leading: 25pt
Tracking: –5

Sora Light
Point size: 10pt
Leading: 13.5pt
Tracking: Auto

Headline Title

Subtitles, introduction or pull quote

Onsequiae vendiandam et, que debis nos derit latestinti nis pores maios aut aceruntur aligenis ad que quiaes sitius ipsuntiae vellor abo. Nam aperspis everepe lesciistrum rem es essitati omnis isime officatempor as et autemol uptaquam quas sunt ilitat od est, oreheni ssimet, con rem ventem eum evel maximaiorem fugiassenem rem re aciliquo doluptas eturiatur ra cus voloreius, quas doloritatium andes velent inis.

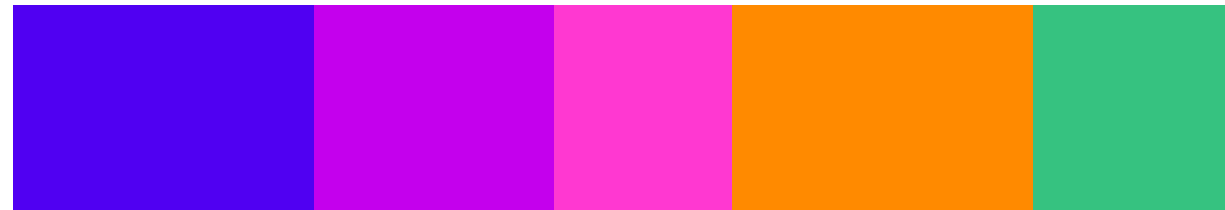# Dynamic spectrum bar

6

6.0 Dynamic spectrum bar

The spectrum bar is an iconic part of the Ofcom brand. To emphasise this we have created a new dynamic spectrum bar – a graphic device independent from the logo, designed to be flexible and impactful.

The dynamic spectrum bar can adapt to it's context by stretching to any width or height.

It can at once be a simple strip at the foot of a design to add a hint of colour, or a large swathe that layers up with imagery.

- Use the master graphic as a starting point
- Don't use the spectrum bar from within the logo
- Scale / stretch as appropriate, but don't rotate
- Don't change the colours, or the order of the colours
- Consider the balance of the composition, the dynamic spectrum bar shouldn't always fill all available space, 'white space' is important
- The dynamic spectrum bar is an optional asset, it doesn't need to appear on every communication
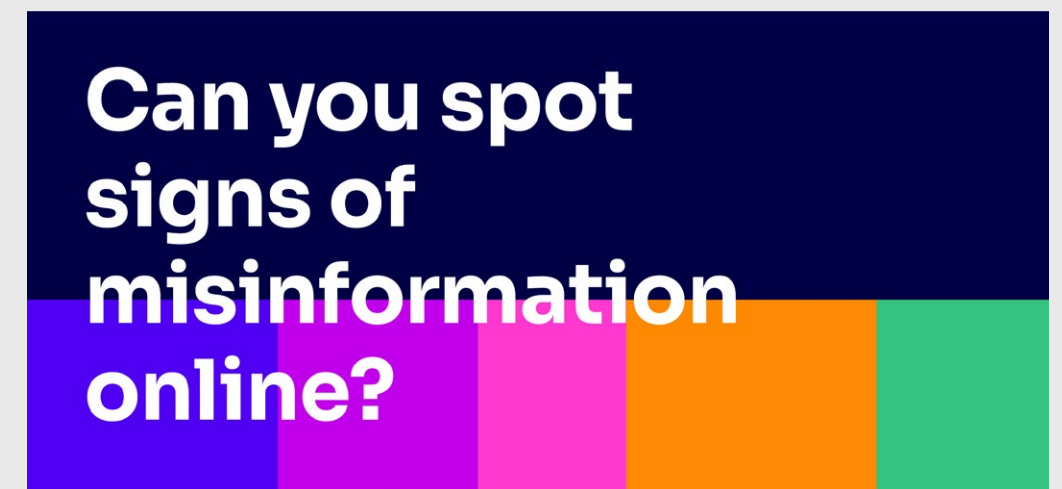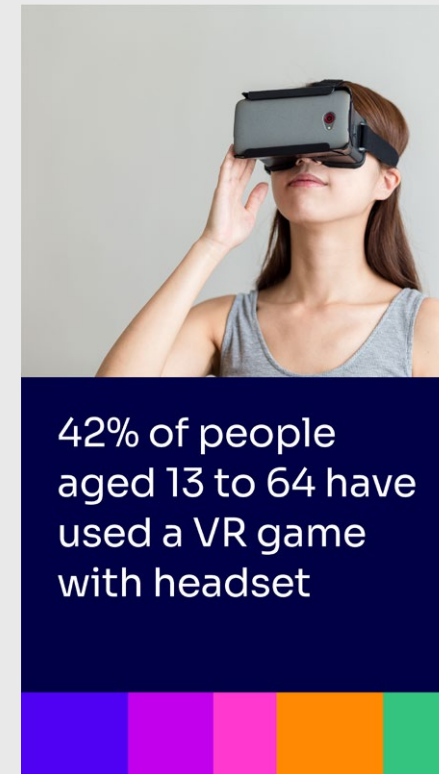
Master graphic

Stretching the width and/or height to any proportion
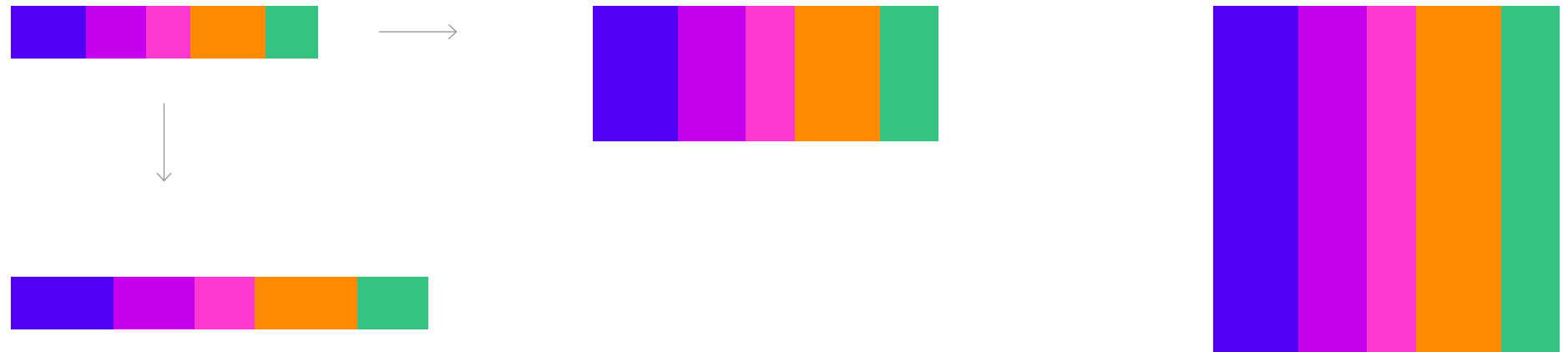
6.1 Dynamic spectrum bar in use

Document covers
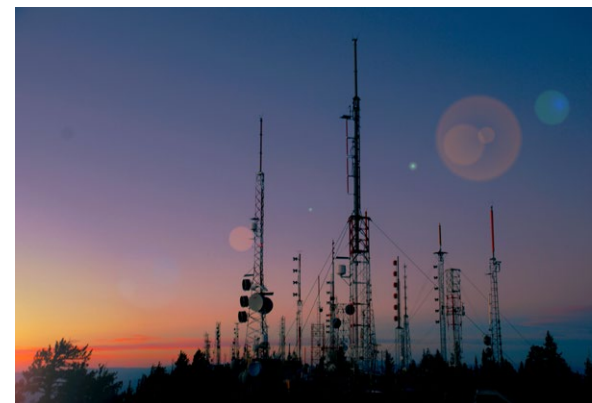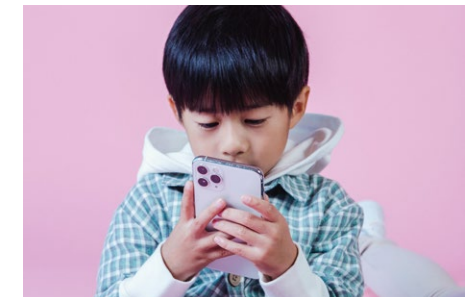

Social media posts

Photography

7

Photography

People are at the centre of our mission to supply the best communications service possible, whether it is the public, stakeholders or our colleagues. Always strive for diversity when choosing images of people; our audience is everyone in the UK.

We would like to capture the moment as much as possible so look for natural people/situations. It is essential that our photographs always feel professional and avoid stereotypes or clichés.

Usage rights

Always choose your image from Ofcom's existing photo library, or a legal source like a stock photo library website. Simply downloading and using a 'Google image' without the relevant licences is not permitted.

Social media

8

8.1 Our brand and social media

Ofcom communicates with consumers and stakeholders widely through social media channels: Twitter, Facebook, Instagram, TikTok and LinkedIn. Our corporate identity and messaging should be as strong in the palm of your hand as on your desktop or tablet.

Social media messaging

Our core social media messaging comes under three distinct themes:

- Protecting consumers

- The future of comms

- Inside Ofcom

Visual design

Keep the design of social posts simple to cut through the noise. Avoid unnecessary elements, often the logo often won't need to appear on a post.

Use blocks of colour from the brand palette, with and without the dynamic spectrum bar. Where visually appropriate to the content, a sense of layering can be achieved by overlapping text from a colour panel onto a photograph.

The example templates shown in these guidelines are just a starting point. However, remember to be consistent with the style and approach if creating a series of content, particularly across the same social platform.

**Social media accessibility:
How to make images accessible**

It's important that images shared on our social media are accessible to everyone, including those who are visually impaired. Twitter and Facebook have the capability for us to enable visually impaired users to engage more with our feeds.

People using iOS and Android apps can add descriptions – also known as alternative text (alt text) – to images.

See links below for more information on how to enable these features:

facebook.com/help/
214124458607871?helpref=uf_permalink

help.twitter.com/en/using-twitter/
picture-descriptions

help.instagram.com/503708446705527

8.2 Social profile icon

The social icon simply uses the dynamic
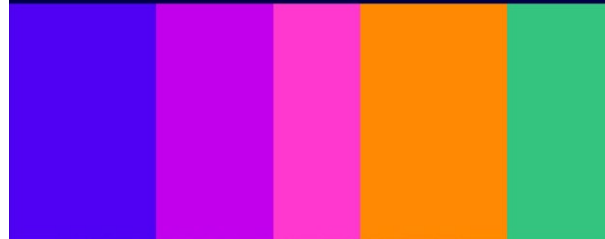spectrum bar to fill half of the circle.
The artwork for the icon is square, which
 is cropped to a circle automatically within
each social platform, an example of the
icon in Instagram is shown here.

9.41 AM

Instagram ∨

ofcom.org.uk
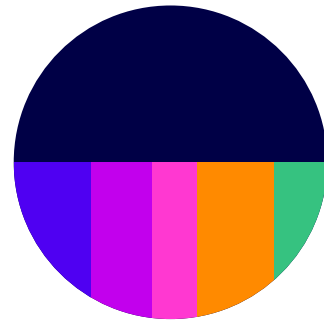
Can you spot
signs of
misinformation
online?

8.3 Social posts – square

Can you spot signs of misinformation online?

42% of people aged 13 to 64 have used a VR game with headset

We're protecting thousands of essential public phone boxes against removal!

Do you play games online?

36% of adults and 56% of kids in the UK do

The BBC must transform the way it serves audiences

As research shows people lack confidence in complaints process and impartiality...

4 in 10

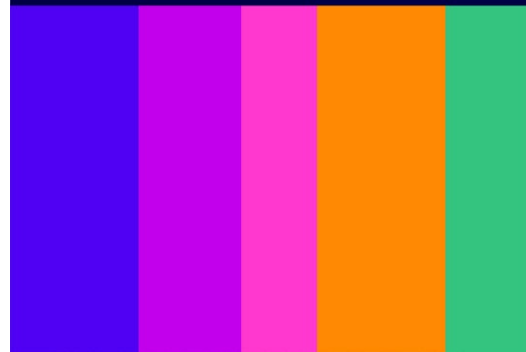people think they spend too much online

8.4 Social posts – landscape
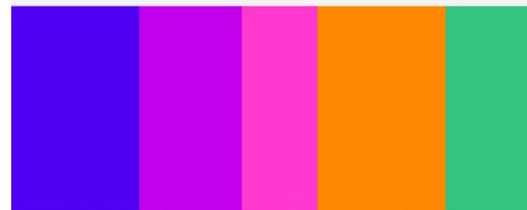
8.5 Social posts – portrait

42% of people aged 13 to 64 have used a VR game with headset

Ofcom's 6 point plan to help improve mobile phone coverage

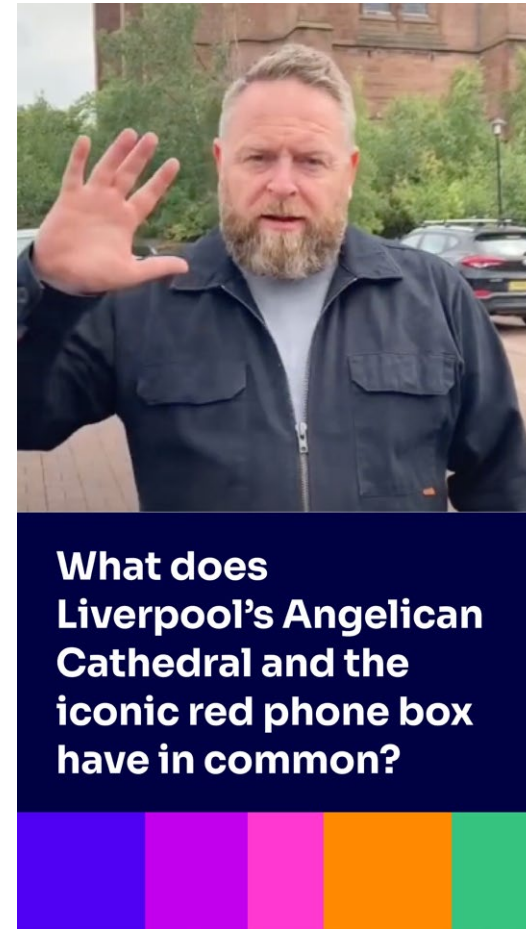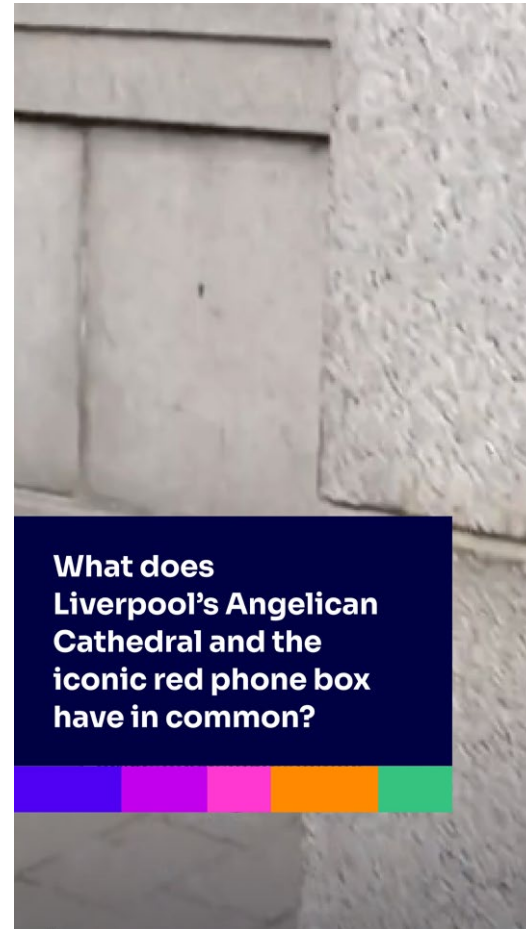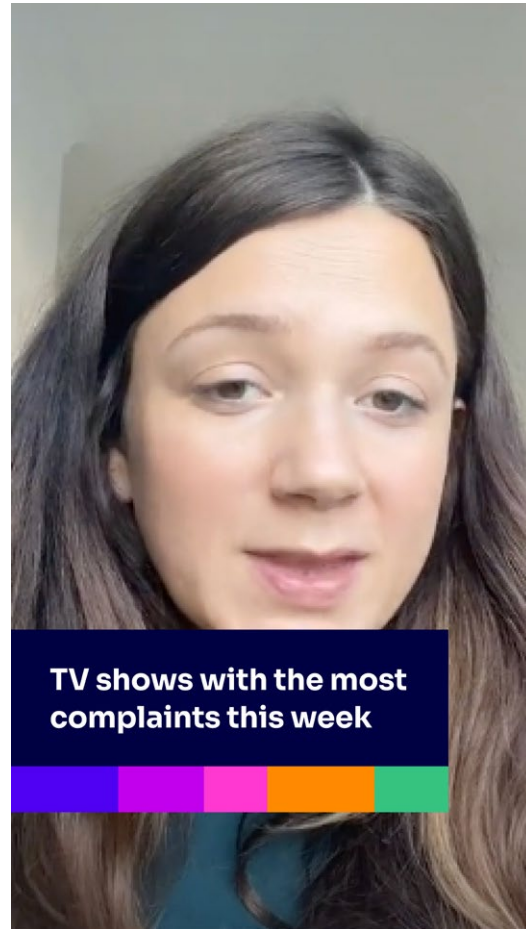**Ofcom's 6 point plan to help improve mobile phone coverage**

Tell us how you think Ofcom could change or improve the way we gather information on diversity in the industry

Do you work in broad-casting?

→

8.6 TikTok video covers

8.7 YouTube video covers

Ofcom

Crossing the line: the extent of online abuse against footballers

Broadband

Ofcom

Video-sharing platforms: are they doing enough to protect people online?

About Ofcom

Ofcom

Could a broadband social tariff save you money?

Broadband

Ofcom

Could a broadband social tariff save you money?

About Ofcom

Ofcom

Video-sharing platforms: are they doing enough to protect people online?

About Ofcom

Ofcom

Crossing the line: the extent of online abuse against footballers

About Ofcom

Video

9

9.1 Logo use in video

First consider if the video requires a constant fixed Ofcom logo. A logo at the beginning or end of a video is often the best approach. Or possibly no logo, if the video is clearly within an Ofcom brand context (eg, social media channels).
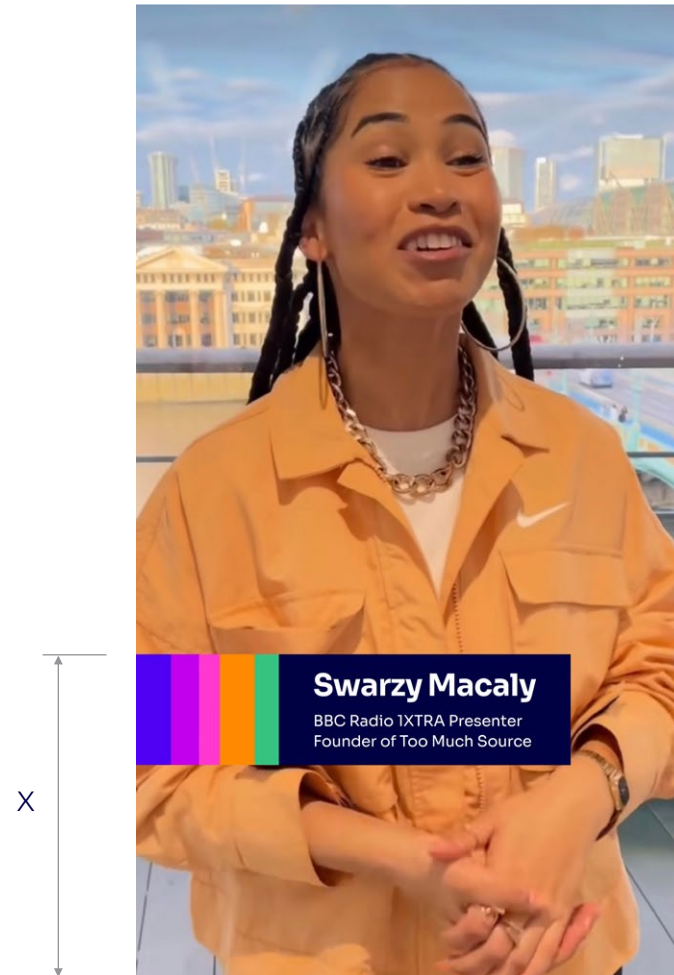
If it does require a constant on-screen logo, the one-colour logo can be placed in the top right, in white, at 50% opacity. The width of the logo should be 1/5 of the height of the video frame.
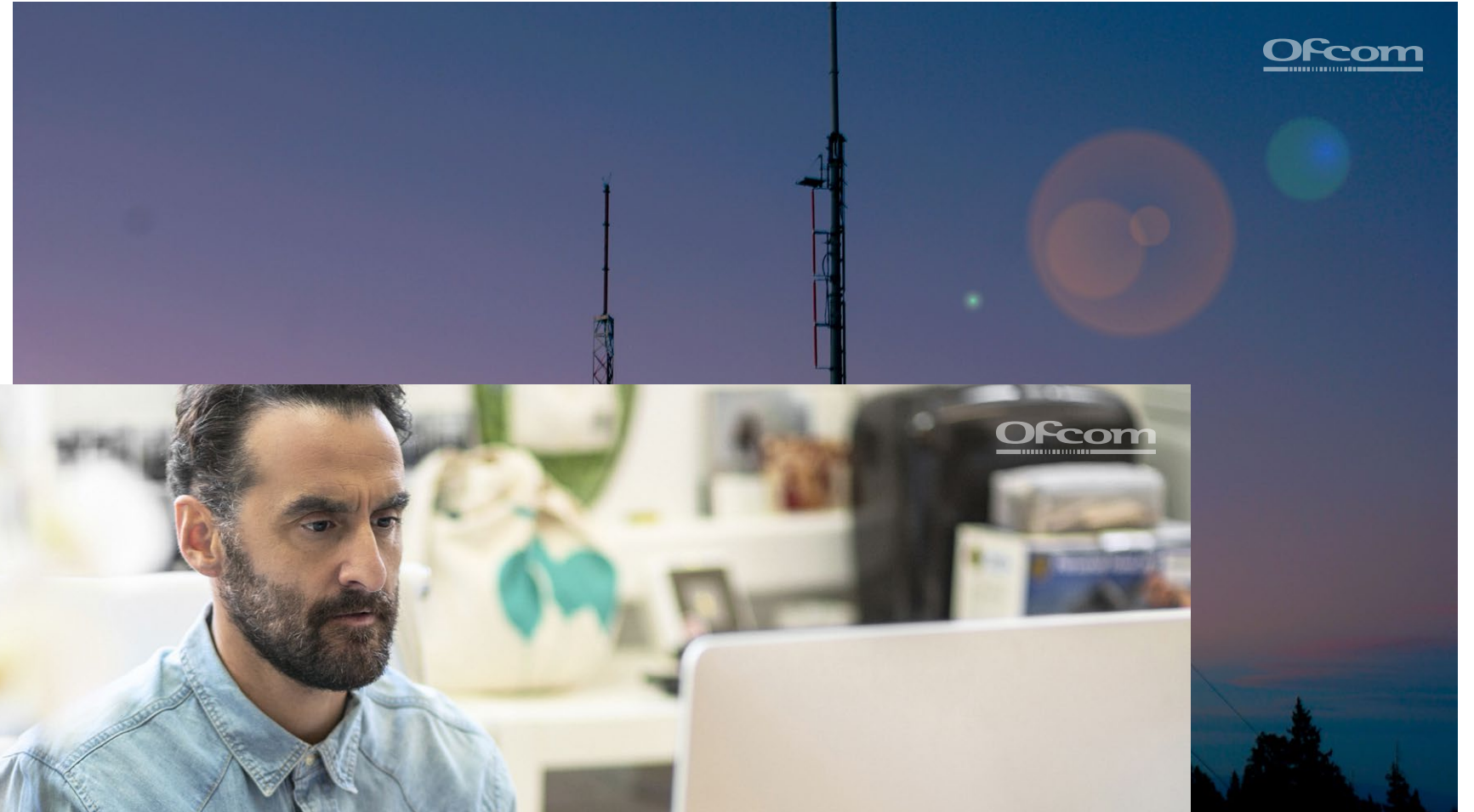
9.2 Name and title

We use a tab container for a name and job title that ensures it is clear and readable over any video.

The majority of our videos include subtitles, especially for people interviews that therefore require a name and job title. Subtitles are positioned at the bottom, or sometimes at the top. Position the name and job title tab bleeding off to the left, with the top of the tab 1/3 from the bottom of the video frame. If the tab obscures the focal point of the video then the position can be moved up/down.

Swarzy Macaly
BBC Radio 1XTRA Presenter
Founder of Too Much Source

X

Sachin Jogia
Chief Technology Officer

X

X =
1/3 of the video height

Print applications

10

10.1 Document covers

Annual Report
and Accounts

1 April 2020 – 31 March 2021

Annual Report
and Accounts

1 April 2020 – 31 March 2021

Comparing Customer Service

Mobile, Home Broadband and Landline

Published 30 June 2022
Welsh version available

Fairness for customers

Comparing Customer Service

Mobile, Home Broadband and Landline

Published 30 June 2022
Welsh version available
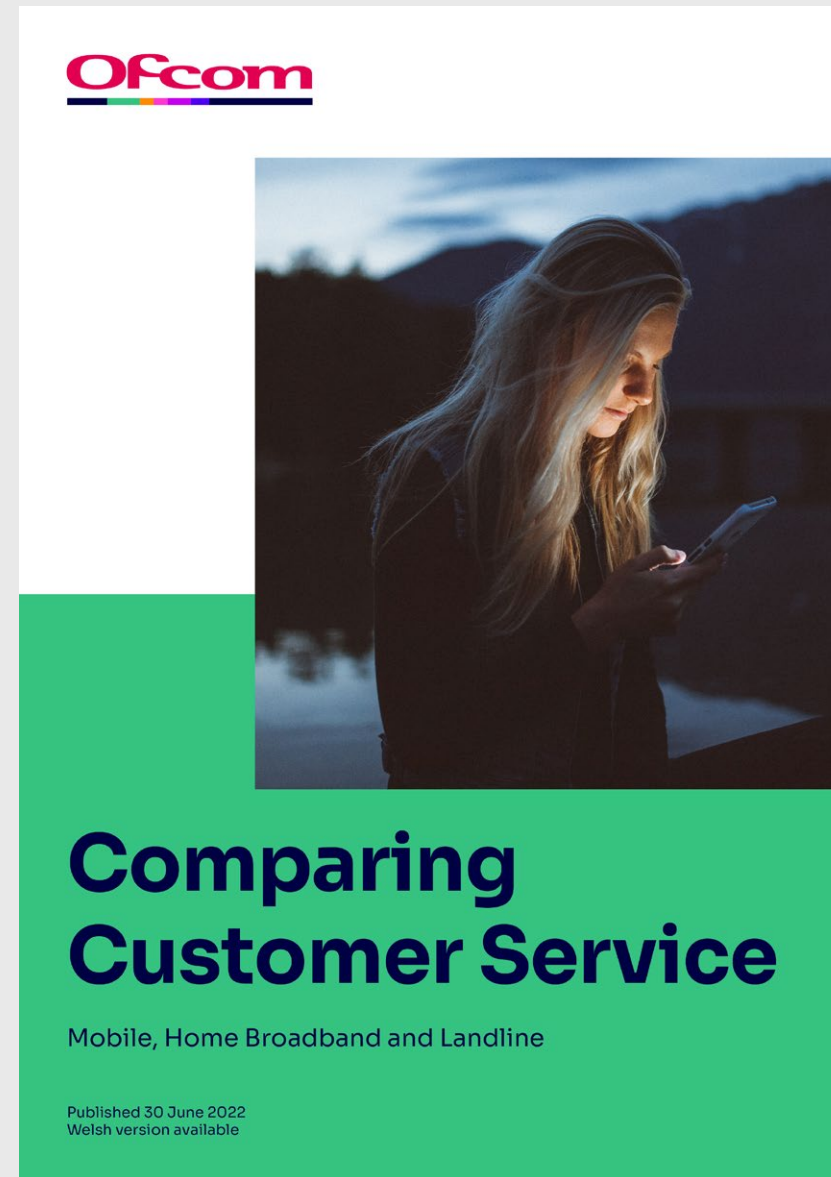
10.2 Leaflet

Front

Reverse

Ofcom Graduate Programme   7
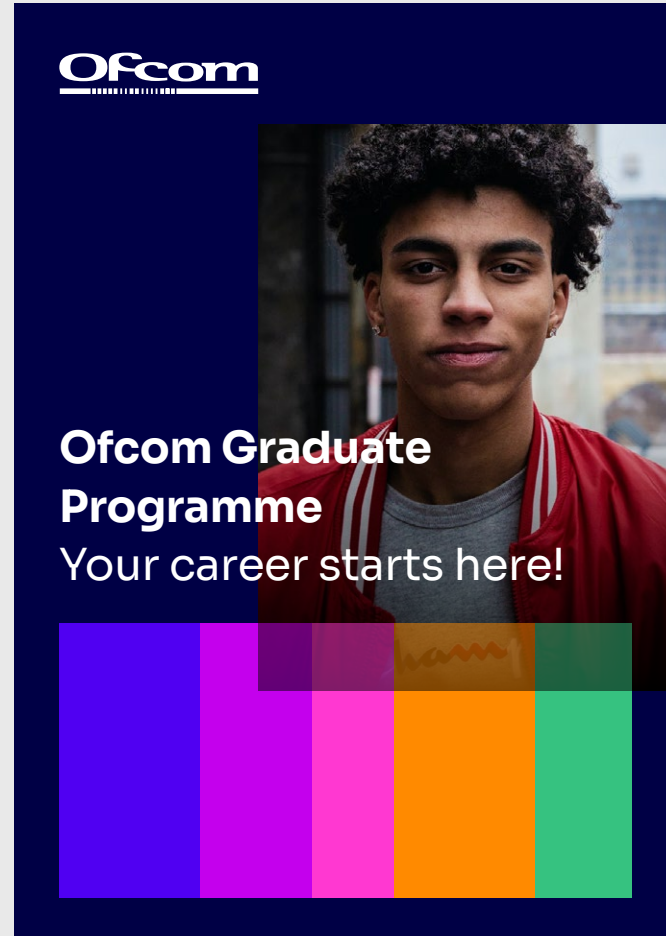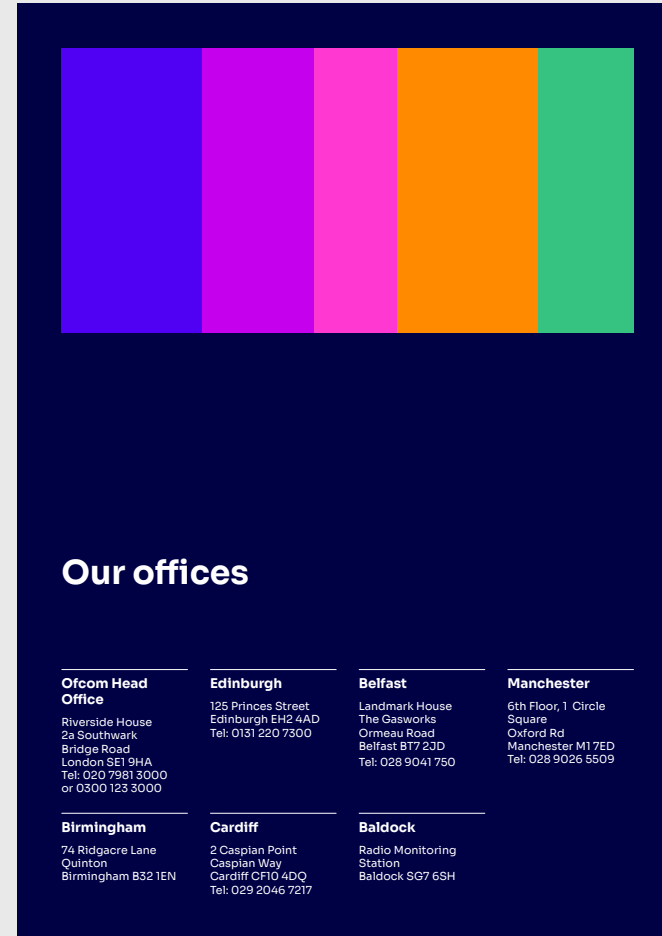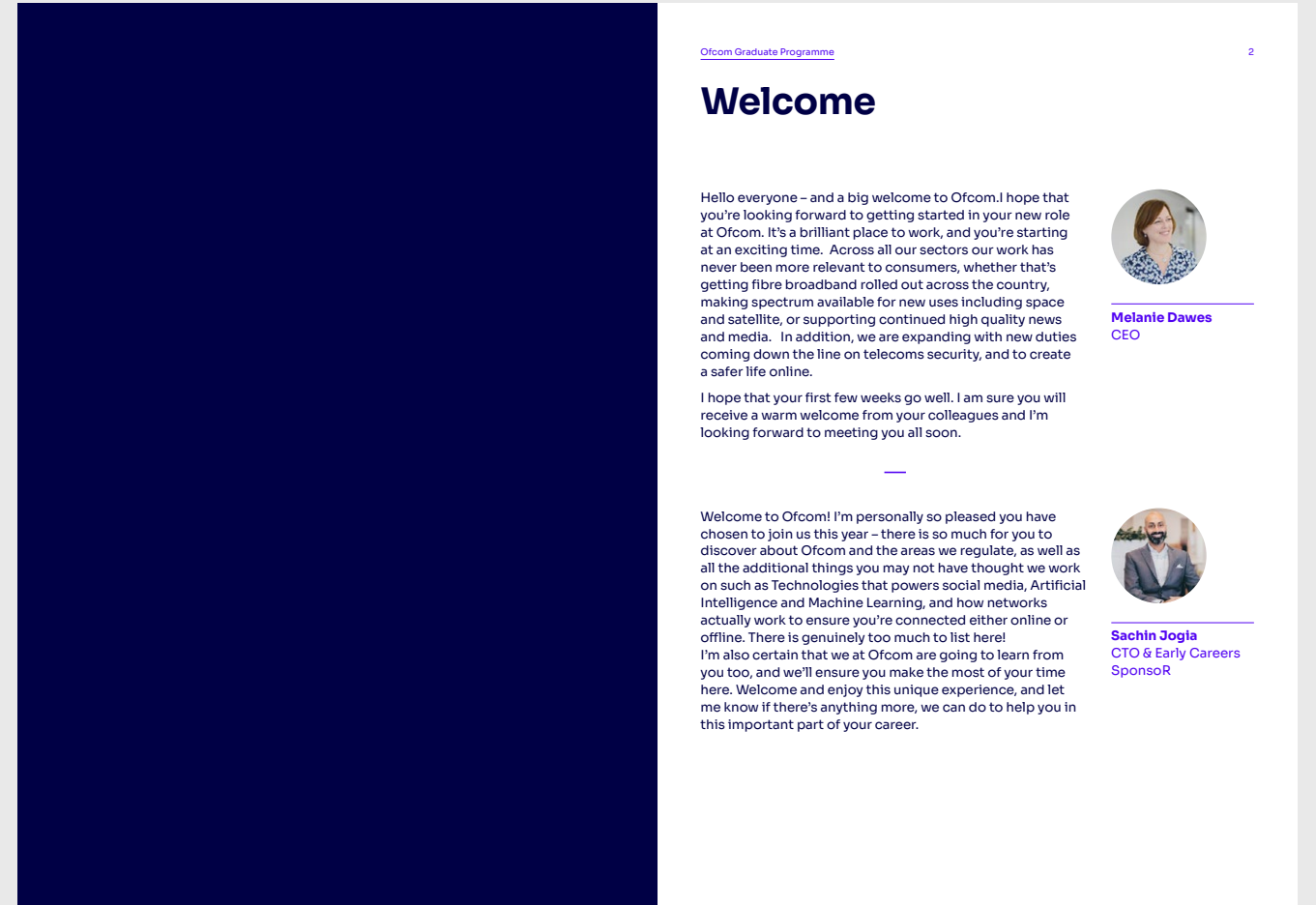
We live by our values

We are a workforce of c1000 colleagues who strive to make communications work for everyone: We promote choice, secure standards and prevent harm.

Excellence, collaboration, empowerment, agility and respect are the words that best explain how we work and the way we do things at Ofcom.

Our values shape how we treat one another, how we work together, how we relate to our stakeholders, how we judge performance and how we collaborate

to achieve our priorities. Our values are central to our effectiveness and they support the organisation we want to be.

Sure, you're here because you've got skills. People skills, technical skills, coffee making skills, etc. But what you may not know is you're really here because the colleagues that hired you believe you share the same core values as we do.

So Know them. Love them and Live them!

Respect
Agility
Collaboration
Empowerment
Excellence

Ofcom Graduate Programme   8

Wellbeing

As an organisation, we're only as good as the people who work here. Which is why our wellbeing is at the heart of everything we do at Ofcom.

We want our colleagues to feel valued for who they are. This means recognising that we all have different needs when it comes to our own wellbeing, and making sure colleagues know where they can get help and support if they need it.

Getting the help you need
Our wellbeing programme, Thrive@ Ofcom, offers a range of different ways for colleagues to get support. All the support is confidential, easy to access and freely available. Full details of what's on offer can be found on HIVE.

Our wellbeing priorities
We have four wellbeing priorities: mental health, physical health, financial wellbeing and Corporate Social Responsibility (doing good to feel good).

Ofcom Graduate Programme   3
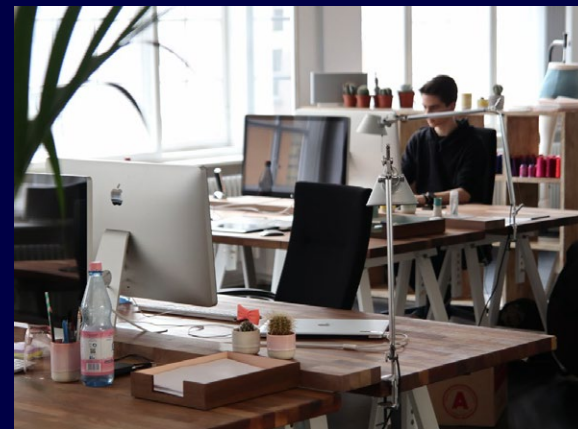
Your first two weeks

Your first two weeks are 'induction weeks', where you will have an opportunity to learn more about the graduate programme, the work Ofcom does and take part in a number of networking activities.

There will be lots of information to take in, but don't worry if it doesn't all sink in first time – there will also be lots of chances to ask questions, both in the sessions as well as over the coming weeks.

Induction week sessions might include:

• Training from ICT about how to use Ofcom's IT systems and cybersecurity

• Guidance from P&T (Ofcom's HR department) about the Graduate Programme, Learning & Development and the benefits available

• Presentations about Ofcom's culture, values and its Diversity & Inclusion agenda

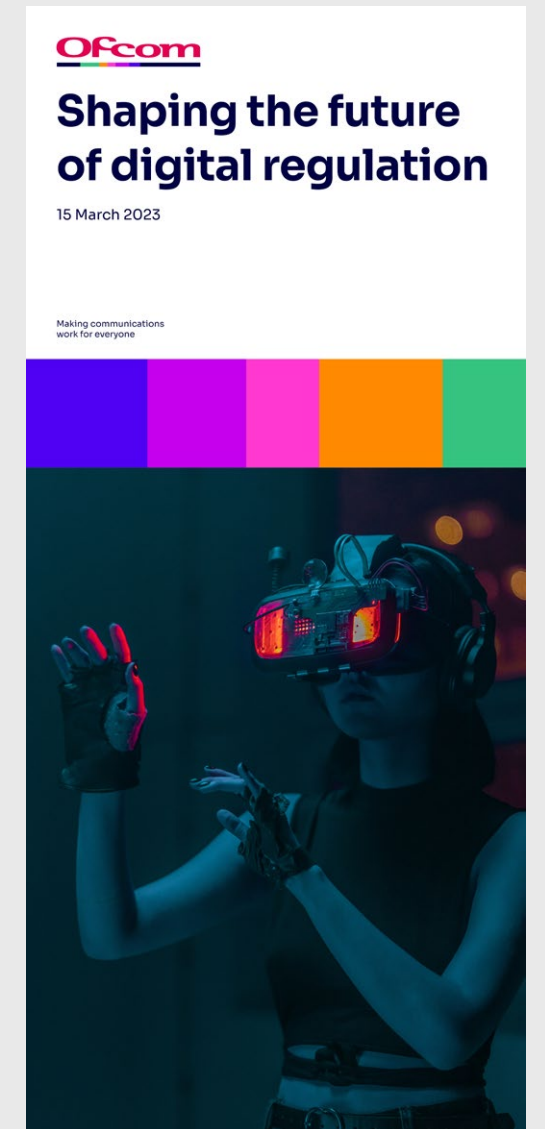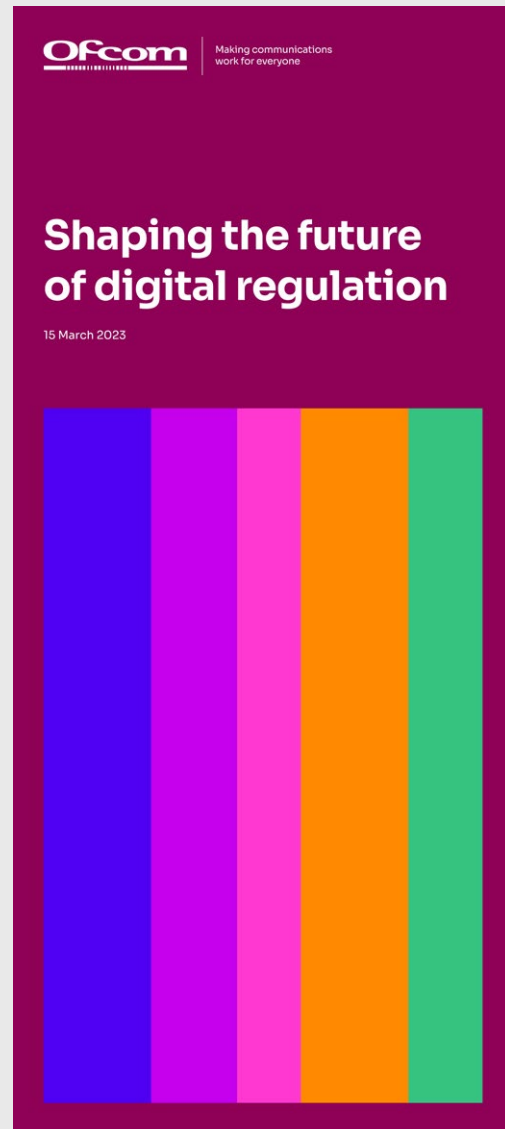• Opportunities to meet the second-year grads and members of Senior Management

• Team building/communications exercises

• Sessions with your Career and Performance Manager (CPM) to learn about your role and discuss your objectives, learn about your new team/ specific stream of the grad programme

What else will I do in my first few weeks?

• Reading: You may be sent some reading by your new team to help you understand the work you'll be doing on your rotation. There will be plenty of time to do this in your first few weeks, so don't worry if it seems like a lot! There will also be plenty of opportunities to ask questions if you don't understand something

• E-Learning: Complete the compliance courses on the Learning Zone. (Great to fill time if you've not been given much work yet.)

10.3 Event banners

10.4 Tote bags