

South Yorkshire Safer Roads Partnership

Branding guidelines

Summary

This document governs how the South Yorkshire Safer Roads Partnership (SYSRP) logo and branding should be used, with an aim to ensure consistency of brand and appearance across all communications platforms and channels.

Communications framework

Name	Branding guidelines
Version	1.0
Last updated	28 June 2018
Review schedule	Biennial, ahead of financial year
Review date	31 January 2021
Review body	Safer Roads Tactical Group

Using the logo

'Making South Yorkshire Roads Safer' is the SYSRP logo used by the range of partner organisations, consisting of senior members from:

- South Yorkshire Police (including South Yorkshire Safety Cameras)
- The four Local Highway Authorities of Barnsley, Doncaster, Rotherham and Sheffield Councils
- South Yorkshire Fire and Rescue (SYFR)
- South Yorkshire Passenger Transport Executive (SYPTE)
- Highways England
- Public Health Bodies
- Peak District National Park
- University of Sheffield
- South Yorkshire LTP Central Team

The logo should be used on materials relating to countywide safer roads activity, including all activities funded by SYSRP. Where possible the logo should be used in place of partner organisation logos. In such cases where partner logos are used on SYSRP materials, it should be made clear, through either size or positioning, that such organisations are equal constituent members of the Partnership.

Logo variants

There are two variations of the SYSRP logo that you can use.



MAKING SOUTH YORKSHIRE
ROADS SAFER

www.sysrp.co.uk



MAKING SOUTH YORKSHIRE
ROADS SAFER

Version 1 includes the sysrp.co.uk web address

Version 2 does not include the web address

Our preference is always to use the master identity, incorporating the website address where possible. Both versions are available in full colour, reversed colour, and black and white.

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Logo spacing

An exclusion zone is active around the logo to ensure legibility. No text (except for the sysrp.co.uk web address), extraneous graphics, third party logos or imagery should enter this exclusion zone.

The exclusion zone, labelled 'x' in the illustration below is equal to the distance from the top of the M in the first line to the top of the R in the second line. The size of the logo will determine the proportional clearance distance required in real terms

The exclusion zone operates in all directions around the logo. Where the web address is used, it applies from the base of the base line of the text (not from the base of the descending y and p).



Logo usage

When using the logo be careful to place it accordingly on coloured or busy backgrounds, at time it may be necessary to use the logo in a black or white format in order for it to remain prominent. Do not distort the logo in any way as this harms the integrity of the brand.



Colour palate

Logo colours	Digital		Print	
	Hex	RGB	CMYK	Pantone
RED	#E60D2E	R-255 G-23 B-61	C-0 M-91 Y-76 K-0	Pantone 185
DARK GREY	#3C4A52	R-45 G-57 B-59	C-23 M-2 Y-0 K-77	Pantone 432
WHITE	#FFFFFF	R-255 G-255 B-255	C-0 M-0 Y-0 K-0	-
BLACK	#000000	R-0 G-0 B-0	C-0 M-0 Y-0 K-100	Pantone Black C

Font and character styles

For documents and presentations created in Microsoft Office, the preferred font style is Arial, as it is a 'safe font', which most computers, regardless of operating system, will have.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 # @ " ' / () £ &

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 # @ " ' / () £ &

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 # @ " ' / () £ &

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 # @ " ' / () £ &

abcdefghijklmnopqrstuvwxyz 0123456789 # @ " ' / () £ &

abcdefghijklmnopqrstuvwxyz 0123456789 # @ " ' / () £ &

abcdefghijklmnopqrstuvwxyz 0123456789 # @ " ' / () £ &

abcdefghijklmnopqrstuvwxyz 0123456789 # @ " ' / () £ &

Heading style 1

Arial 18 bold,
Red or black, left aligned

Heading style 2

Sub heading style 1

Arial 12 bold,
Red or black, left aligned

Sub heading style 2

Body text. The quick brown fox jumped over the lazy dog.

Arial 12 regular, left aligned

Other font styles

Where appropriate, and at your discretion, you may want to use the **Impact** font style to highlight text or headings.

Try to avoid using Impact for body text as it can be difficult to read in a block.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 # @ " ' / [] £ &

abcdefghijklmnopqrstuvwxyz 0123456789 # @ " ' / [] £ &

Heading style 1

Heading style 2

Impact 18 regular,
Red or black, left aligned

Sub heading style 1

Sub heading style 2

Impact 12 regular,
Red or black, left aligned

Other approved font styles include Helvetica and Helvetica Neue Condensed, however these fonts are not widely available as standard.

Further information and guidance

For further guidance relating to the Making South Yorkshire Roads Safer logo and branding contact the SYSRP Media Officer or the Safer Roads Manager:

Aidan Melville, Media Officer, 07500 127643, aidan.melville@sysrp.co.uk

Joanne Wehrle, Safer Roads Manager, 01709 832369, joanne.wehrle@southyorks.pnn.police.uk