Foreign, Commonwealth & Development Office

Brand guidance

September 2020

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Introduction: FCDO Brand

The establishment of a new overseas department, the Foreign, Commonwealth & Development Office (FCDO) requires a new brand to represent the department.

Our new FCDO brand has a look that is different from both the old FCO and DFID brands, including new fonts and colours.

This new brand is consistent with the HMG Identity Guidelines and adopts the HMG colour palette and font set out in this guidance. It does not include the old FCO chevron.

When speaking about the new department with stakeholders, use the individual letters F-C-D-O when abbreviating.

Logo in the UK:

Foreign, Commonwealth & Development Office

FCDO corporate logo—used domestically to represent who we are as an organisation.

Logos Overseas:

Examples:

British Embassy Helsinki

British Trade Office Pune

British High Commission Nassau

السفارة البريطانية الرباط

Individual Post logos—used to represent *all* Government Departments on a Post's platform

Brand colours

The dominant brand colour is **flag blue**. A full suite of brand colours are outlined below and can be used alongside the dominant brand colour.

If text is used on top of the brand colours, for visual accessibility, white text must be used on all colours except teal, gold, and silver, where black should be used.

Colour combinations

The complementary colour used most often alongside flag blue will be light blue because of the high contrast between the two colours.

Flag red can be used as a statement colour sparingly alongside flag blue and light blue.

All other colours in the colour palate can be used alongside the flag blue as appropriate.

The colour combinations recommended due to contrast for visual accessibility and for being complementary are:

  » Purple and gold
  » Teal, silver and emerald

Flag red and emerald should not be used together as they often cannot be differentiated between by people with colourblindness.

Flag blue

Pantone 280C

C100 M85 Y0 K39

R1 G33 B105

#012069

Flag red
Pantone 186C
C0 M100 Y80 K5
R200 G16 B46
#c8102e

Light blue
Pantone 660C
C88 M50 Y0 K0
R64 G126 B201
#407ec9

Purple
Pantone 512C
C53 M99 Y3 K18
R131 G49 B119
#833177

Emerald
Pantone 354C
C81 M0 Y92 K0
R0 G177 B64
#00b140

Teal
Pantone 7472C
C54 M0 Y27 K0
R92 G184 B178
#5cb8b2

Gold
Pantone 124C
C0 M30 Y100 K0
R234 G170 B0
#eaaa00

Silver
Pantone 3C
C8 M5 Y7 K16
R200 G201 B199
#c8c9c7

Brand typeface for designers

For professionally-designed produts, our typeface is Helvetica Neue. Selected for accessibility, it provides a contemporary balance to the heraldic values of the Royal Coat of Arms, reflecting a progressive organisation steeped in a rich heritage.

The Helvetica Neue family is flexible with a wide range of weights which is essential when creating large, text-heavy documents.

At right are the key weights for most applications.

Alignment
Type should be aligned to the left (except for right-to-left languages, such as Arabic) and **not** justified.

Helvetica Neue LT Std 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Helvetica Neue LT Std 46 Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*

Helvetica Neue LT Std 65 Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Helvetica Neue LT Std 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Brand typeface for most staff

Most non-design staff will not have Helvetica Neue. In those cases (for example when working in PowerPoint or Word), you should use Arial, at 12pt size when possible.

This is iin line with the British Dyslexia Association guidance as the most accessible font for people with dyslexia and related neurodiversities.

The same guidance on usage throughout this section still applies. Simply substitute Arial Regular for Helvetica Neue Light and Arial Bold for Helvetica Neue Bold or Medium.

Arial should also be used when writing in languages that aren't supported by Helvetica Neue, for example, Arabic.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Arial Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Email signatures

Email signatures have been designed to make sure they are accessible to those with disabilities and easily readable on mobile devices. Specifications include:

No images or graphics have been used, including the FCDO logo. This is because images/graphics are not always accessible to people using screen-readers.

Signatures should not be longer than two lines. Longer signatures take disproportionately longer to read for someone using a screen-reader or text-to-speech app.

Font
Arial at 12pt size in black is recommended as a standard email font. This is in keeping with guidance from the British Dyslexia Association as the most accessible font for people with dyslexia and related neurodiversities.

Preferred pronouns
Staff should feel free to add their preferred pronouns to their signatures.

Email signature format:

First name Surname | Job Title | Foreign, Commonwealth & Development Office |
Email: FirstName.Surname@fcdo.gov.uk | Mobile: xxxxx xxxxxxx |

Your name and your job title should be in bold type.

Write out the name of the Department with a **comma** between Foreign and Commonwealth and an **ampersand**.

All text should be in Arial font, black colour, at 12pt size.

After each section of your signature, type a space, then a vertical bar (or pipe) character and then another space before the next section. On most office keyboards, the vertical bar key is to the left of the Z key.

Using the FCDO brand in the UK

For UK audiences, the FCDO departmental logo will be the primary logo for the department. It will clearly distinguish the FCDO from other UK Government Departments, and the line uses the flag blue from the Union Flag.

The UK aid and UK Government logos use the same colour blue so all three logos reflect the official colours of the UK flag.

Foreign, Commonwealth & Development Office

Flag blue

Pantone 280C

C100 M85 Y0 K39

R1 G33 B105
#012069

When we should use the FCDO Brand in the UK?

For core corporate communications where it's important for the audience to identify the Department, such as: government to government contacts, communications across HM Government and internal departmental communications. This includes:

» **Internal communications**, including the intranet, DipTels, internal information screens, event banners.

» **FCDO business stationery** (such as business cards, submission templates, information note, letterheads).

» **FCDO IT** (such as email signatures and desktop backgrounds).

» **FCDO building signage** (including reception signage, and any relevant way-finding signage and room markers that currently carry FCO or DFID logos).

» **Official FCDO corporate publications**, documents, strategies and papers (such as the FCDO Annual Report and Human Rights Report).
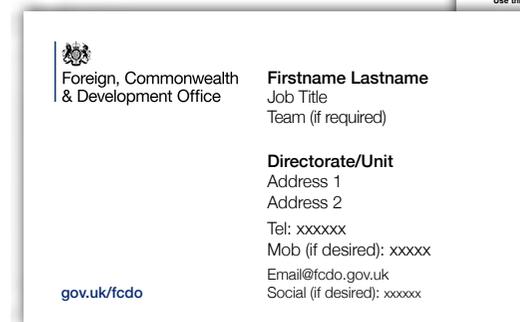
Elements of the logo

Each HM Government Department logo is produced according to the HMG identity system and incorporates the following elements:

Vertical keyline
The colour used is the officially recognised colour of the Union Flag.

Our Department name

The Royal Coat of Arms
HM Government Departments have dispensation to use the Royal of Arms. The HMG Identity Guidelines that govern this use are:

> » The Royal Coat of Arms should not be used in isolation. It should always be used in conjunction with the department or organisation name.

> » The Royal Coat of Arms should not be used as a watermark or overprinted.

> » The official versions of the Royal Coat of Arms are not to be altered, distorted or modified in any way.

> » Care should be taken to ensure that the Royal Coat of Arms is given due respect.

The Royal Coat of Arms →

Vertical keyline in flag blue →

Our Department name →

Foreign, Commonwealth & Development Office

Protecting the logo

The **logo exclusion zone** provides the minimum distance to any other objects (like text or another logo) and the page edges.

The exclusion zone ensures the logo is not compromised by other elements and helps it stand out.

The height and width of the clear space is set by the width of the Royal Coat of Arms around the logo.

This is the minimum clearance; whenever possible, leave more space around the identity than the exclusion zone.

X=crest width

X=crest width

X

X=crest width

X=crest width

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Minimum size

Maximum and minimum sizes refer to the width of the Royal Coat of Arms, rather than the logo as a whole.

Minimum size for print
To make sure the logo is clear and legible, the Royal Coat of Arms should never appear smaller than a width of 5mm in print.

Maximum size for print
The maximum width is 20mm. After that the large format logo should be used.

Minimum size for digital
The Royal Coat of Arms should never appear smaller than a width of 26pixel on screen. A special, lower-detail version of the logo is available for digital use in small sizes.

Minimum size:
5mm (Print)
26px (Digital)
(not to scale)

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Minimum print size example, to scale:

Foreign, Commonwealth
& Development Office

Official versions of the FCDO logo

Foreign, Commonwealth & Development Office

Full colour

The colour is our default logo. Always use the colour logo when you can.

Filenames:
For professional printing:

> » FCDO_UK_4C.eps (4 colour)

> » FCDO_UK_1S.eps (spot colour)

For office or web use:

> » FCDO_UK_RGB.png

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Black

The black logo should **only** be used for black and white printing.

Filenames:
For professional printing:

> » FCDO_UK_BK.eps

For office or web use:

> » FCDO_UK_BK.png

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White

The white logo can be used on dark backgrounds or dark areas of photographs.

Filenames:
For professional printing:

> » FCDO_UK_WT.eps

For office or web use:

> » FCDO_UK_WT.png

Using the logo

Do ✔

» **Do** use the colour logo when possible.

» **Do** make sure the logo is visually of an equal size to other logos if using logos alongside partners.

» **Do** make sure there is enough clear space around the logo.

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Don't ✖

» **Don't** change the colour of the logo.

» **Don't** use the crest on its own (without the accompanying text or colour line) except in specific cases where required for protocol or ceremonial reasons

» **Don't** change the text in the logo

» **Don't** change the aspect ratio of the logo by stretching or squeezing the logo

» **Don't** put anything inside the logo's exclusion zone (the area around the logo)

» **Don't** give out the logo to third parties without approval from: CorporateCommunications@fcdo.gov.uk

Colour of text changed

Aspect ratio changed

Additional element added in logo exclusion zone

Logo text changed

Logo positioning

For maximum impact, the logo should always be used prominently and legibly Whenever possible the logo should be placed at the top left hand-side of the page.

Should the design not permit this, place according to the guide shown here.

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Co-Branding

There will be occasions when we need to place our logo alongside others in co-branded collateral. The basic FCDO brand rules should still be obeyed, and care should be taken to ensure our logo is seen appropriately.

**Work produced or led by the FCDO**
When the FCDO leads on a project, our logo should be the most prominent. The preferred placement for the logo is in the top left corner of the page, with smaller partner logos smaller at the bottom.

Equal co-branding
The key rule here is to make sure that all the logos are seen equally. If one logo is more or less prominent, adjust your size or your layout. Be sure to observe the logo exclusion zone.
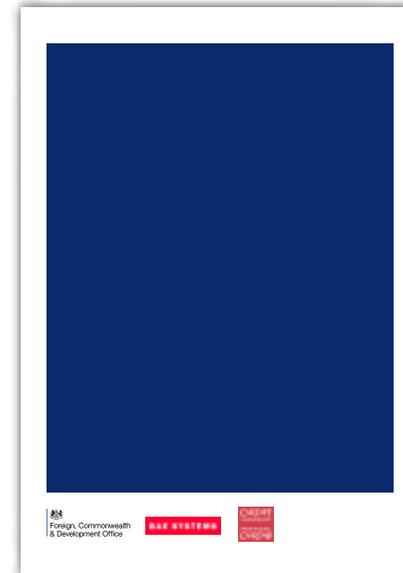
Branding with other Government Departments
If multiple Departments are issuing a product together, the product should use the HM Government logo domestically.
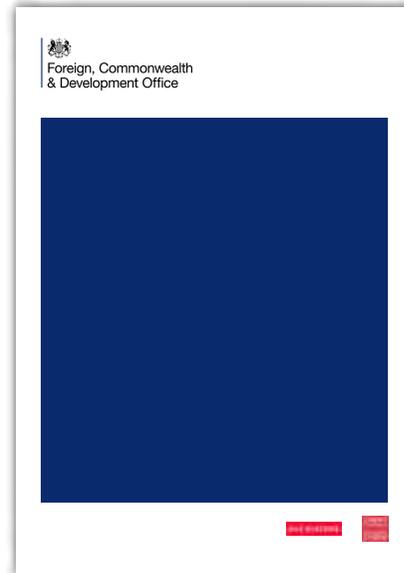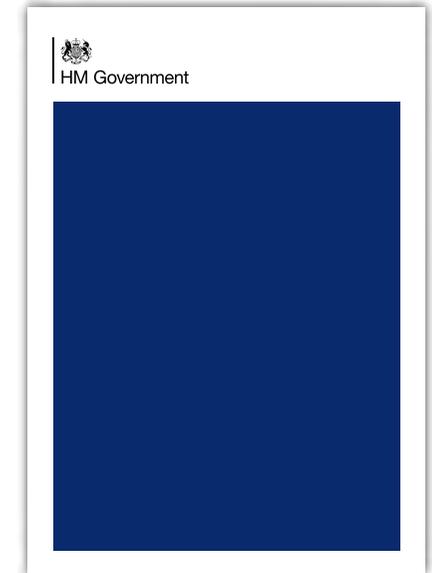

FCDO-led work

FCDO logo is largest and on top; partner logos are smaller and on bottom

Equal co-branding

All logos should appear to be equal in size visually

Multiple Government Departments

Use the HM Government logo.

Using the FCDO brand overseas

Staff at post will generally not need to use the new FCDO logo. Posts should continue to use the relevant mission crest in their communications and on corporate documents.

However, any new products (including brochures, leaflets, social media graphics, and other designed items) should use the **new FCDO brand** rather than the old FCO brand. This includes the new colour palette (p. 4) and typeface (p. 5) and the removal of the old FCO chevron.

Where to find your Post's crest
All Post crests are available in the Brand Library under 'Branding and Stationery Kits', organised alphabetically. If you do not see your Post's crest there (for example, if you are opening a new Post), please contact CorporateCommunications@fcdo.gov.uk to have a new crest created.

One HMG
It's important to note that, under the One HMG agreement, your Post crest represents **all** Government Departments on your platform, not just the FCDO.

Colour
We will update the colour of all Post logos to match the new flag blue colour as time permits. The file names of newly coloured logos will carry the suffix 2020 (for example: FCO_BE_AE_AUH_PS_RGB_2020.png).

Post logo examples

British Embassy Helsinki

British Trade Office Pune

British High Commission Nassau

السفارة البريطانية الرباط

Protecting the Post logo

The **logo exclusion zone** provides the minimum distance to any other objects (like text or another logo) and the page edges.

The exclusion zone ensures the logo is not compromised by other elements and helps it stand out.

The height and width of the clear space is equal to one-third of the width of the Royal Coat of Arms.

This is the minimum clearance; whenever possible, leave more space around the identity than the exclusion zone.

Rebranding items at Post

There is no need to spend money to replace items at Post just to update them according to FCDO brand guidelines.

Instead, have items redesigned to these new guidelines (including the new colour palette, font, and loss of the chevron) when you replace these items.


Older materials
This folder was designed to FCO brand guidance (it uses FCO blue and the FCO chevron). However, there is no need to redesign until you need to order new items. Your logo has not changed.
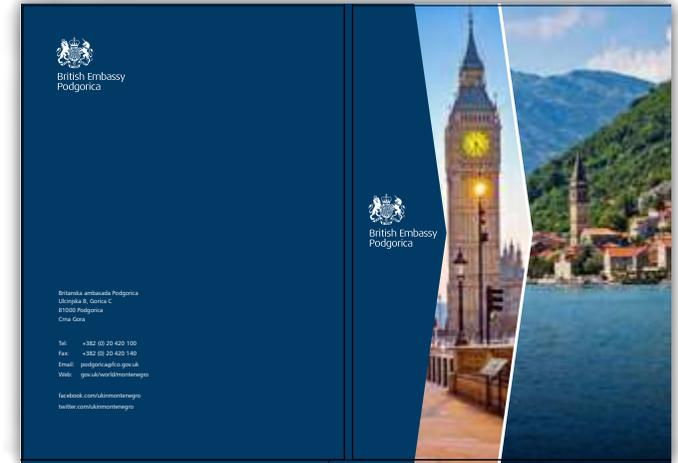
New orders
As you replace materials that run out, make sure they are designed to the guidance in this document, using the FCDO colour palette and font, and without the chevron.
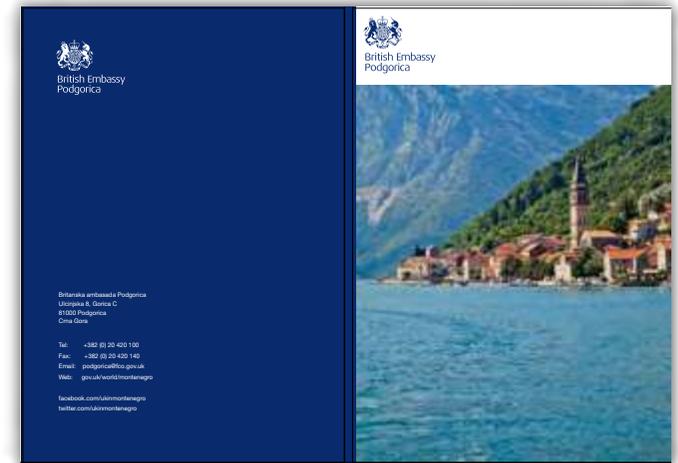
Digital guidance

Video and social media content branding.

Video templates and photoquote cards using the FCDO new brand colours and font are available here [links to Google drive, which is accessible from standalone laptop].

Posts should consult CorporateCommunications@fcdo.gov.uk with any request to use the UK aid logo to brand video or social media content.

UK aid logo

For now, the UK aid logo will continue to be used as usual for programme delivery across ODA funded work, including use by partners, but will not be used in FCDO corporate communications, e.g., on FCDO social media account avatars, stationery and building signage.

The UK aid logo has been refreshed to use the same colour blue as the FCDO logo. See the filenames for the new versions at right.

For more detail on use of UK aid, consult the UK aid brand guidelines and contact CorporateCommunications@fcdo.gov.uk.

Full colour

Filenames:
For professional printing:

» UK AID_CMYK_AW.eps

For professional web design:

» UK AID_RGB_AW.eps

For office use:

» UK AID_RGB_AW.png

Black

Filenames:
For professional printing or web design:

» UK AID_BLK_AW.eps

For office or web use:

» UK AID_BLK_AW.png

White

Filenames:
For professional printing or web design:

» UK AID_WHITE_AW.eps

For office or web use:

» UK AID_WHITE_AW.png

Which logo should I use?

| Activity	FCDO logo	UK Aid logo	Post logo
Letters and other FCDO stationery, all FCDO corporate reports, publications and documents in the UK	✅	❌	❌
Letters/corporate documents at Post. Invitations for events held at Embassies and High Commissions	❌	❌	✅
Invitations to FCDO hosted or co-hosted events in the UK	✅	❌	❌
ODA funded development programme activity	❌	✅	❌

This is not an exhaustive list. Contact CorporateCommunications@fcdo.gov.uk with any queries.

How to get the FCDO logos

The FCDO logo and several templates are available in a Google Drive.

If you're not able to access the Google Drive in the office, or if you need Post logos, you can download from the Brand Library under Branding & stationery kits > Corporate Logo. Some notes:

» You'll need to register for an account to download the logo if you don't already have one. New accounts are generally approved within 24 hours.

» Note: The Brand Library colours and name have not been updated to reflect the FCDO merger for cost reasons, but **has** been updated with the new logo files. In time, we will move to a new, single FCDO brand library.
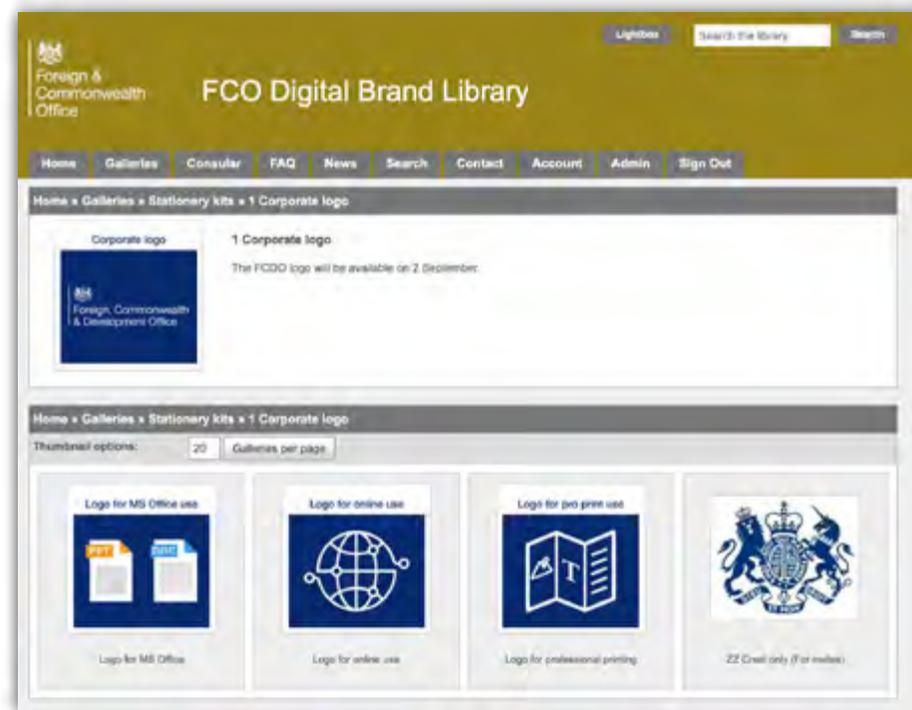
Other questions

If you have any other questions on branding, please contact CorporateCommunications@fcdo.gov.uk.

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