

# Havering Community Safety Partnership Visual Identity and Branding Guidelines

## Colour

Two main colours are used in the logo, with white and black. There is one secondary colour used mainly for branding and the website address.

**Pantone: 541 CMYK: 100-80-23-13 RGB: 0-62-118 Web: #003e76**

**Pantone: 545 CMYK: 29-12-3-0 RGB: 195-210-229 Web: #c3d2e5**

**Pantone: 1665 CMYK: 1-83-100-1 RGB: 199-73-10 Web: #c7490a**

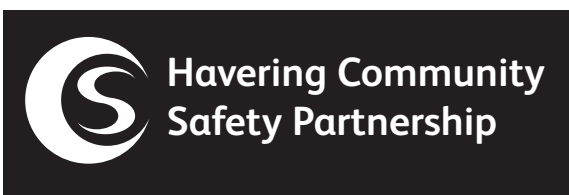
## Typeface

The FS Albert family is used for the logo and for supporting typography. Whilst the logo should not be redrawn or the typeface used in it changed, in the absence of FS Albert for supporting typography, Helvetica, which is a default typeface on both Apple Mac and PC, can be used.

abcdefghijklmnopqrstuvwxyz1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Logo

The Havering Community Safety Partnership logo should not be altered in any way. Apart from the following variations it should not appear in any other colourway: black or pantone 541 on a white or pantone 545 background; or white or pantone 545 on a black or pantone 541 background



## Branding and website

Branding refers to the 'values' statement '*Keeping Havering Safe*'

The website address is [www.hcsp.org.uk](http://www.hcsp.org.uk)

It is fairly flexible when and where the branding and website should appear.

The branding helps to promote better awareness of the joint aims of the Partnership; the website is a first point of call for information, news and documentation.

*Keeping Havering Safe*

[www.hcsp.org.uk](http://www.hcsp.org.uk)