The DPO Centre is a specialist data protection and compliance consultancy, providing data protection related services to over 550 clients from a wide variety of sectors, ranging from commercial, financial services, tech, health, education and 3rd sector organisations.

Formed in July 2017, The DPO Centre delivers consultancy, interim and overflow resources and staff training services, alongside our core business of providing outsourced Data Protection Officers (DPOs). These services are provided on a ‘fractional’ basis, so range from one to eight days per month, dependent on the appropriate level of need.

Further information on the company, staff and our services can be found on our website.
INTRODUCTION

BRAND ESSENCE

Everything we create should reflect our brand essence. These values must embrace and celebrate our team and our relationships to our external audiences and customers.

OUR BRAND ATTRIBUTES

• Professional
• Skilled
• Experienced
• Loyal
• Authentic
• Commercial, can do attitude
• Collaborative

OUR BRAND PURPOSE

To deliver appropriately skilled resources at the level necessary to reduce the burden of complying with data protection laws, enabling organisations to maximise their return on investment in data protection.
OUR PHILOSOPHY & VALUES

#ONETEAM

TOGETHER EVERYONE ACHIEVES MORE

INTRODUCTION

RESPECT
For your colleagues, the company and our clients

ADAPT
Change is inevitable, embrace it

DELIVER
What you, the client and the company needs
Our logo is made up of the dpo logotype paired with the word ‘centre’ sitting beneath. The registered symbol must be used in all circumstances.

The primary logo must always be used on clear white or lighter colour tinted backgrounds to maintain legibility.

See further in this document for the correct clear space and use. To ensure the correct reproduction please use the correct supplied artwork files.

To request the correct artwork files please contact us at: marketing@dpocentre.com
Our mono logo is to be used on light and coloured backgrounds. The logo should be all black to maintain legibility. This will provide a striking contrast allowing the logo to be clearly legible.

This logo can also be used for use with black and white publications.
Our strapline ‘Outsourced Data Protection’ encompasses the main aim of our business.

Our strapline is used in brand font Montserrat Bold as shown.

In most cases, the strapline is disconnected from the logo and sits in the corner/footer of printed and digital collateral.
HOW TO USE OUR BRAND
The DPO Centre logo must stand out clearly from its surroundings.

Clear space around the logo has been calculated to ensure that it is visible and easily recognised in all layouts. This clear space must also be used as a minimum area if the logo is being placed on a white block.

The height of the ‘c’ from the logo has been employed as a clear space marker, see example highlighted in grey.

More white space around the logo is always preferable.

Note, that this is only a minimum clear space specification.
SIZING

The minimum size for all printed material is 15mm wide and 80 pixels (at 72dpi) for digital on-screen use. The logo should never be used less than this size as this would lead to a compromise in legibility.

For large formats such as banners, billboards and signage, the logo should be proportionally balanced to the size of the document. In all cases, the logo should:

- Never bleed off any edge
- Never be cropped in any way
- Always be used in vector file format

The logo must always maintain clear space around it. This will preserve the integrity of the logo and allow for maximum readability.

**Note**, the logo must not be altered or changed in any way and guidelines should always be adhered to.
DO NOT allow the logo to become distorted due to improper scaling.

DO NOT typeset the logotype or alter the logo graphically.

DO NOT alter the logo colours or use unapproved logo colour formats.

DO NOT outline the logo; typeset or graphic device.

DO NOT remove part of the logo itself.

DO NOT change the position of the logo elements.
Our simple yet striking colour palette is an integral part of our identity.

A rich black has been developed to work for printed collateral only. Body copy and digital creation should use a standard black (CMYK only).

All colours can be used as solid colours as well as tints in 10% grades.

**Colour breakdowns**

The colour breakdowns are shown in each instance – CMYK, RGB values, Pantone and HEX web safe colours.

The RGB and HEX colour values shown are for on-screen use only, therefore colours may differ from the CMYK references. With all printed collateral, CMYK colour values should be preferred.

**Note** - Standard black CMYK 0.0.0.100.
Primary font
The typeface family – Montserrat – is characterised by the urban yet modern font. We recommend two weights – regular and bold.

This font is used for all headings, sub-headings and body copy.

Microsoft office suite
The standard recommended system font is Ebrima (a sans serif typeface) which is highly legible when used in Word and PowerPoint templates. We recommend two weights – Regular and Bold.

Bullet points
Circular tick bullets are used throughout our designs. A ‘check-circle’ (f058) glyph from Font Awesome is recommended.
For everything from high resolution assets to detailed implementation advice, we’re here to help you get it right first time.

GET IN TOUCH:

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