dpo
centre®

BRAND GUIDELINES

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INTRODUCTION

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**.

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

ADAPT

Change is inevitable, embrace it

RESPECT

For your colleagues, the company and our clients

DELIVER

What you, the client and the company needs

OUR LOGO

PRIMARY LOGO

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

MONO LOGO

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.

STRAPLINE

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.

Outsourced Data Protection

HOW TO USE OUR BRAND

CLEAR SPACE

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.

15mm

Min size in mm
Minimum size for print applications

80px

Min size in pixels
Minimum size for screen use, 80px pixels wide at 72dpi

Note, the logo must not be altered or changed in any way and guidelines should always be adhered to.

MIS-USE

DO NOT allow the logo to become distorted due to improper scaling.
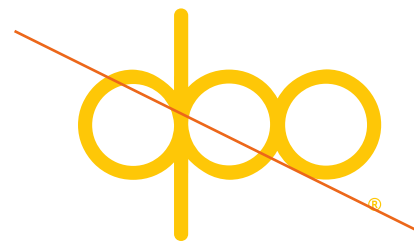
DO NOT typeset the logotype or alter the logo graphically.

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.

HOW WE LOOK

CORE COLOURS

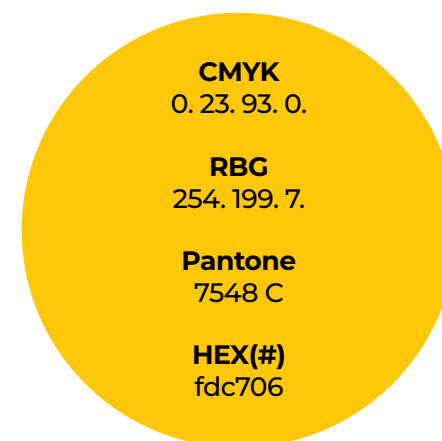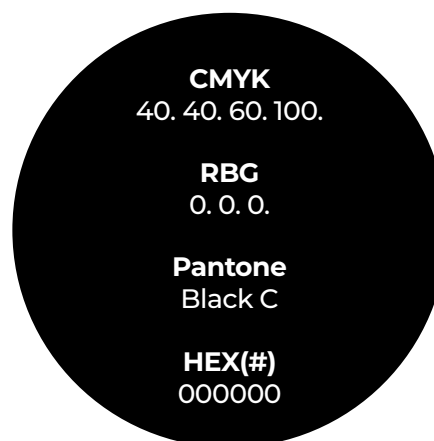**Our simple yet striking colour palette is an integral part of our identity.**

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.

CMYK
40. 40. 60. 100.

RBG
0. 0. 0.

Pantone
Black C

HEX(#)
000000

CMYK
0. 23. 93. 0.

RBG
254. 199. 7.

Pantone
7548 C

HEX(#)
fdc706

Note - Standard black CMYK 0. 0. 0. 100.

TYPOGRAPHY

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.

Montserrat

Weights: Regular, **Bold**

Ebrima

Weights: Regular, **Bold**

Font-Awesome Solid

CONTACT

For everything from high resolution assets to detailed implementation advice, we're here to help you get it right first time.

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