

GLA 36/10.7 Government Identity System

17 January 2013

BOARD PAPER REFERENCE – GLA36/10.7 – GOVERNMENT IDENTITY SYSTEM

1. This is to make you aware of the changes required to the GLA branding as stipulated by HM Government. The new Government Identity System has been designed to provide a cohesive, cost-effective and consistent approach to branding government departments, their agencies and arms length bodies. All departments will use the new single brand identity which complements the principles behind the new GOV.UK website to deliver consistent and unified communications across government.
2. The new identity consists of three elements, a colour line highlight the organisation's family colour, a symbol (coat of arms, badge or insignia) and the organisation's name. The primary symbol will be the Royal Coat of Arms, although some departments such as the Home Office and Ministry of Defence have their own departmental insignia. The typeface is Helvetica Neue.
3. The GLA's colour line will be green to highlight our association with Defra.
4. A copy of the new logo is shown below for both traditional media (left) and online:



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5. Over the coming months the GLA will commence the changeover from the current to the new logo. It is anticipated the changeover will be completed by mid-2014.
6. An internal and external communication will be distributed in January 2013 to inform staff and stakeholders of the changes to the branding.