



Gangmasters &
Labour Abuse Authority

GLAA Brand guidelines

The style guide

2017

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Introduction

The new government identity system was introduced in 2012 to provide a coherent approach to branding across all government departments.

These guidelines detail how the GLAA visual identity should be used to create consistent and engaging communications. They include detailed specifications on the different aspects of the GLAA identity, including the logo, colour palette and typeface along with guidance on how to apply the identity to documents, presentations and stationery.

Using the GLAA identity correctly promotes the Authority as a professional government organisation, with a clear, consistent message, recognised and trusted by stakeholders.

The GLAA logo

The GLAA logo consists of 3 elements – our organisation name, the purple colour line (pantone 2592) and the ‘Seal of the Privy Council’ (Home Office crest).

A.



Figure A shows the logo for use on traditional media such as print, stationery and banners.

B.



Figure B shows the landscape logo for digital, mobile or online use. It can also be used where the height of the standard logo cannot be accommodated.

Logo variations

There are three different versions of the logo: colour, black and white.



The colour logo will be used in most circumstances, including reports, publications, stationery, adverts and posters.



The black logo should be used if the format will only be published in black and white, for example on a job advert.



The white (reverse) logo is used when the background colour is dark. If the logo is placed on a block of colour, this should be white on purple where possible. The secondary colour palette can also be used if several colours are required.

Identity sizes

To maintain consistency across a range of products, the recommended usage sizes for common formats are shown below.

The width of the crest is used as the reference point. The logo should never be smaller than the minimum size.

Measurements for GLAA logo:

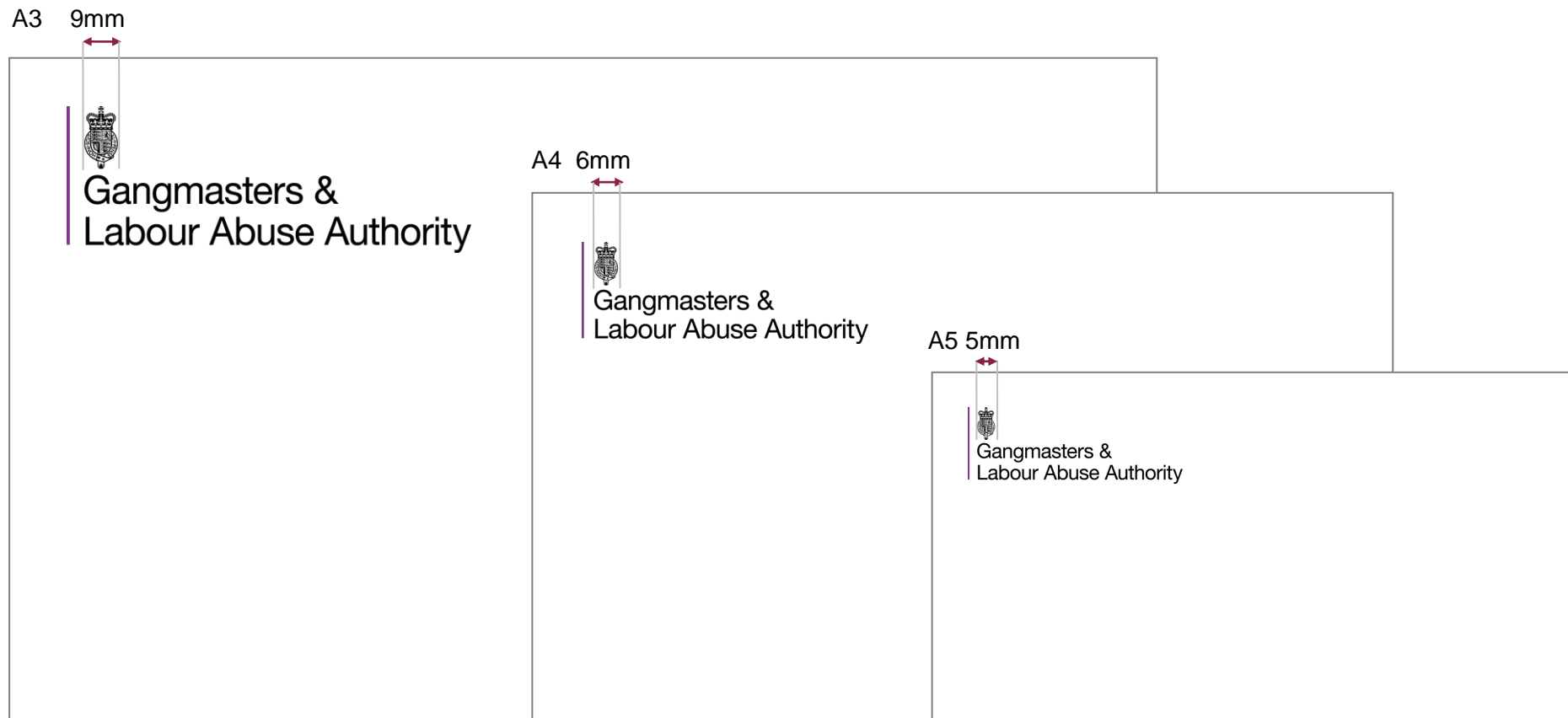
A3 - Height 3.75cm x width 11.09cm, crest 9mm

A4 - Height 2.46cm x width 6.99cm, crest 6mm

A5 - Height 1.77cm x width 5.0cm, crest 5mm

Minimum logo size:

Height 1.47cm x width 4.15cm, crest 3mm



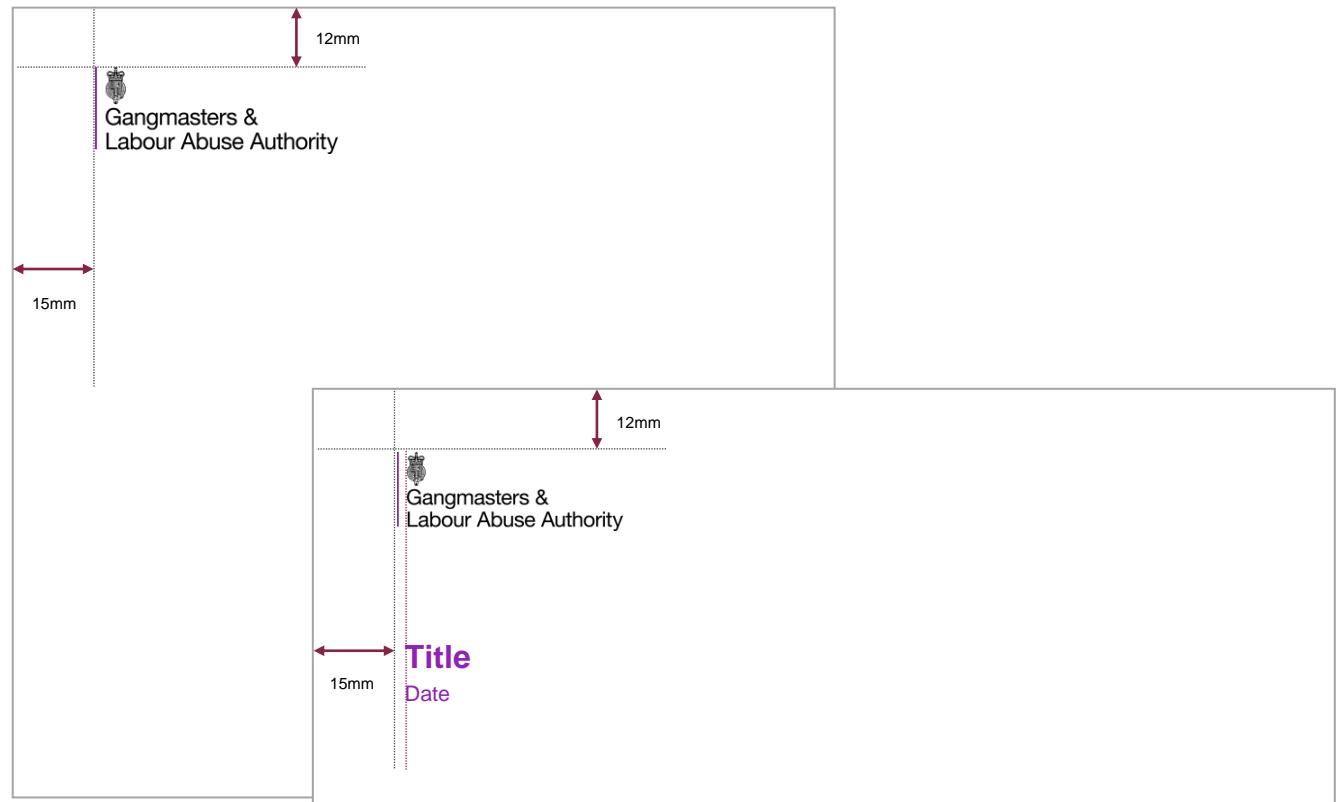
Identity placement

The logo should be placed in the top left of communications, with spacing above and to the left.

The exact width of the spacing will depend on the size of the logo – see ‘the exclusion zone’ on the following page.

For documents with a spine leave an additional 5mm of space to the left of the identity, to ensure it is clear of the binding.

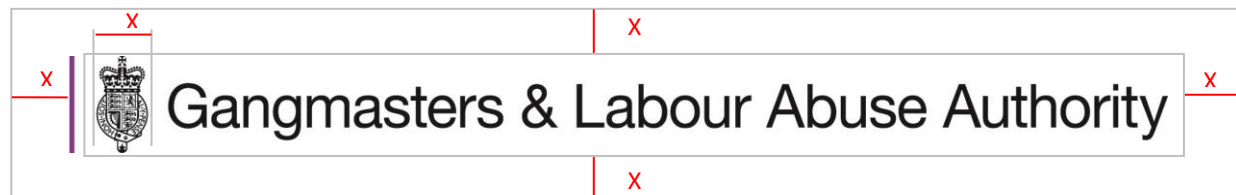
Text below the logo (headings or body text) should be aligned with the G and L in the logo, not the colour line.



The exclusion zone

The exclusion zone ensures that the logo is clear and legible. The minimum exclusion zone is the distance equivalent to the width of the home office crest around the whole of the logo.

Whenever possible leave more space around the identity than the minimum width.



Logo - use

The GLAA logo should only be used with permission from the Authority. It must not be used in any derogatory or misleading manner. It must not (without explicit, written agreement from GLAA to the proposed use) be used in such a way that it could be taken as a form of endorsement or approval.

Third party use

Third party organisations must obtain permission from the communications team communications@gl.a.gsi.gov.uk before using the logo.

Permission may be granted if the third party organisation is a trusted delivery partner or another government department.

Organisations not granted permission to use the logo can refer to the GLAA in words when referring to the organisation.

Copyright

The logo is protected under Crown copyright and any unauthorised use of the logo would be in breach of this copyright.

Misuse of the logo should be reported to the communications team.

Abbreviated form

The ampersand logogram should always be used instead of the word 'and' in the logo. When writing 'The Gangmasters and Labour Abuse Authority' the word 'and' should always be used.

The Gangmasters and Labour Abuse Authority should be abbreviated as GLAA.

Logo - improper use

The logo is an essential part of the GLAA identity, so the guidelines around its use are very specific. The exclusion zones and minimum size recommendations should be followed.

The examples on this page show how the logo should not be used. For help or advice on use of the logo contact the communications team.



The logo must never:

- A – Be shown at an angle
- B – Be divided into separate elements
- C – Have information added to it
- D – Be used as a background or obscured by a design printed on top
- E – Be trimmed, cropped or bled off the edge of the page
- F – Be distorted or altered
- G – Have a different coloured line
- H – Be placed over a multi coloured background, such as a picture or illustration
- I – Be cut and pasted from the internet

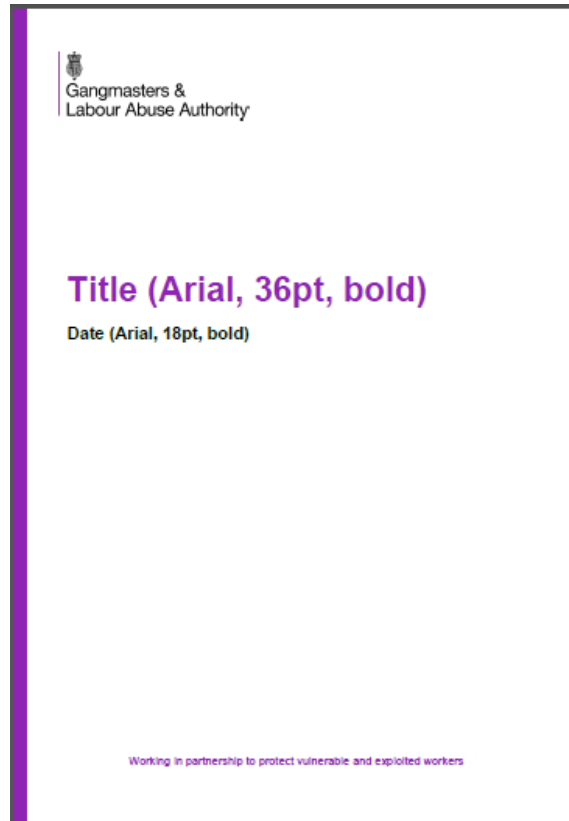
Vertical line

The purple strip is placed on the outside edge of external document covers, reports, adverts, presentations and banners.

It should always bleed off the page to the left side.

The width should be the same as the height of the 'G' in the logo and never less than 4mm. An A4 page should have a line 5mm wide.

A solid black line should be used on mono communications.



Colour palette

The GLAA uses the Home Office colour palette. The primary colour (purple) should be used on all corporate communication products.

The secondary colour palette can be used when additional colours are needed. Black should be used for text.

Purple		Pantone 2592 C CMYK: 60/90/0/0 RGB: 143/35/179 HTML: #8F23B3
Teal		Pantone 322C CMYK: 100/9/38/34 RGB: 0/116/122 HTML: #00747A
Blue		Pantone 281C CMYK: 100/85/5/35 RGB: 0/38/100 HTML: #002664
Green		Pantone 391C CMYK: 25/3/100/35 RGB: 156/154/0 HTML: #9C9A00
Orange		Pantone 139C CMYK: 7/53/100/25 RGB: 176/111/0 HTML: #B06F00
Maroon		Pantone 208C CMYK: 16/100/35/46 RGB: 136/35/69 HTML: #882345
Black		CMYK: 0/0/0/100 RGB: 0/0/0 HTML: #000000

Colour palette - Tints

Colour tints can be used when variations of a single colour are required, for example in a chart or graph.

To change the colour of a font, shape or border select custom colours in the font or format menu and enter the RGB reference.

Purple	100% R:143 G:35 B:179	90% R:154 G:57 B:187	80% R:165 G:79 B:194	70% R:177 G:101 B:202	60% R:188 G:123 B:209	50% R:199 G:145 B:217	40% R:210 G:167 B:225	30% R:221 G:189 B:232	20% R:233 G:211 B:240	10% R:244 G:233 B:247
Teal	100% R:0 G:116 B:122	90% R:22 G:125 B:135	80% R:51 G:140 B:148	70% R:77 G:154 B:162	60% R:102 G:169 B:175	50% R:128 G:183 B:188	40% R:153 G:197 B:202	30% R:179 G:112 B:215	20% R:204 G:226 B:228	10% R:230 G:241 B:242
Blue	100% R:0 G:38 B:100	90% R:25 G:60 B:116	80% R:51 G:81 B:131	70% R:77 G:103 B:147	60% R:102 G:125 B:162	50% R:128 G:147 B:178	40% R:153 G:168 B:193	30% R:179 G:190 B:209	20% R:204 G:212 B:224	10% R:230 G:233 B:240
Green	100% R:156 G:154 B:0	90% R:166 G:164 B:25	80% R:176 G:174 B:51	70% R:186 G:184 B:77	60% R:196 G:194 B:102	50% R:206 G:205 B:128	40% R:215 G:215 B:153	30% R:225 G:225 B:179	20% R:235 G:235 B:204	10% R:245 G:245 B:230
Orange	100% R:176 G:111 B:0	90% R:184 G:125 B:25	80% R:192 G:140 B:51	70% R:200 G:154 B:77	60% R:208 G:169 B:102	50% R:216 G:183 B:128	40% R:223 G:197 B:153	30% R:231 G:212 B:179	20% R:239 G:226 B:204	10% R:247 G:241 B:230
Maroon	100% R:136 G:35 B:69	90% R:148 G:57 B:88	80% R:160 G:79 B:106	70% R:172 G:101 B:125	60% R:184 G:123 B:143	50% R:195 G:145 B:162	40% R:207 G:167 B:181	30% R:219 G:189 B:199	20% R:231 G:211 B:218	10% R:243 G:233 B:236
Black	100% R:0 G:0 B:0	90% R:25 G:25 B:25	80% R:51 G:51 B:51	70% R:77 G:77 B:77	60% R:102 G:102 B:102	50% R:128 G:128 B:128	40% R:153 G:153 B:153	30% R:179 G:179 B:179	20% R:204 G:204 B:204	10% R:230 G:230 B:230

Typeface

The standard typeface for all documents and correspondence is Arial 12pt.

Text should always be left aligned.

The typeface used in the GLAA logo is Helvetica Neue.

The following Arial fonts can be used:

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,;:'<>&!?

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,;:'<>&!?

Typeography

The most common type styles are illustrated below.

Title

Document title set at 36pt

Subtitle

Document subtitle set at 18pt

A heading

A heading set at 16pt

B heading / introductory copy

B heading set at 14pt

C heading

C heading set at 12pt

Body copy

Body copy set at 12pt

- Bullet point text should have a hanging indent
- 1. Numbered text should have a hanging indent whenever space permits

Bullet points set at Arial 12pt with a 7.5mm indent

Numbered text set at 12pt with a 12mm indent

Title for charts, graphs, figures or tables

Chart and graphs set at 10pt

Captions and source information

Captions and source set at 9pt

Footnotes

Footnotes set at 9pt

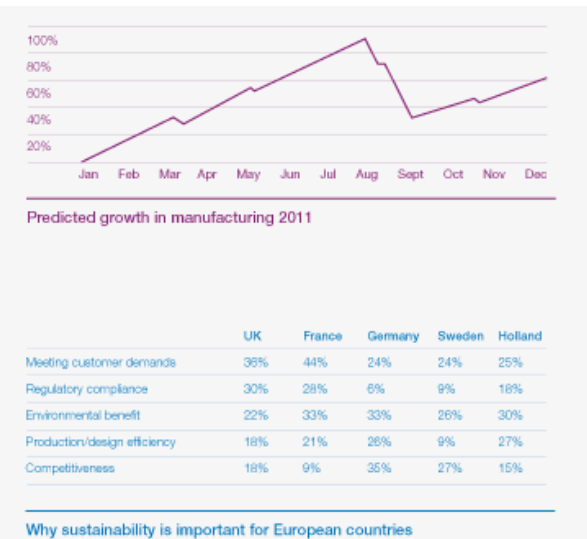
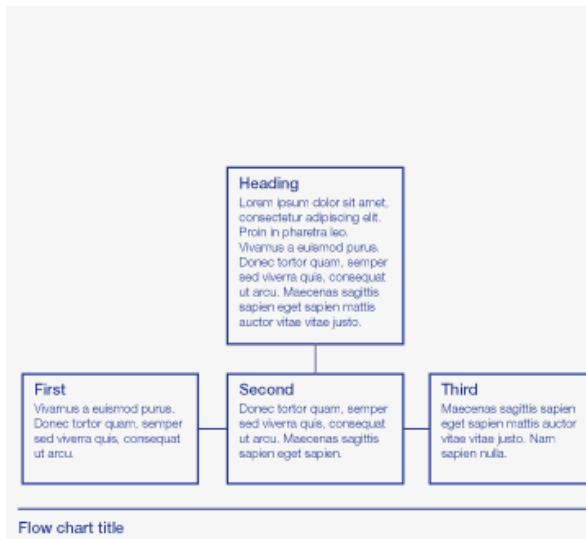
Charts, graphs and tables

Facts, figures and statistics should be presented in a clear, simple and engaging way.

Use the primary colour purple or colours from the secondary palette, with tints of 1 colour

where possible, to present complex information in an easy to understand format.

The title should be in Arial, 10pt under a 1pt line at the base of the chart. Other text at 8pt.



Documents

Standard document format

All documents should have a consistent format, so they are recognisable as GLAA publications.

The logo is placed in the top left corner, the main title and headings are in purple, the

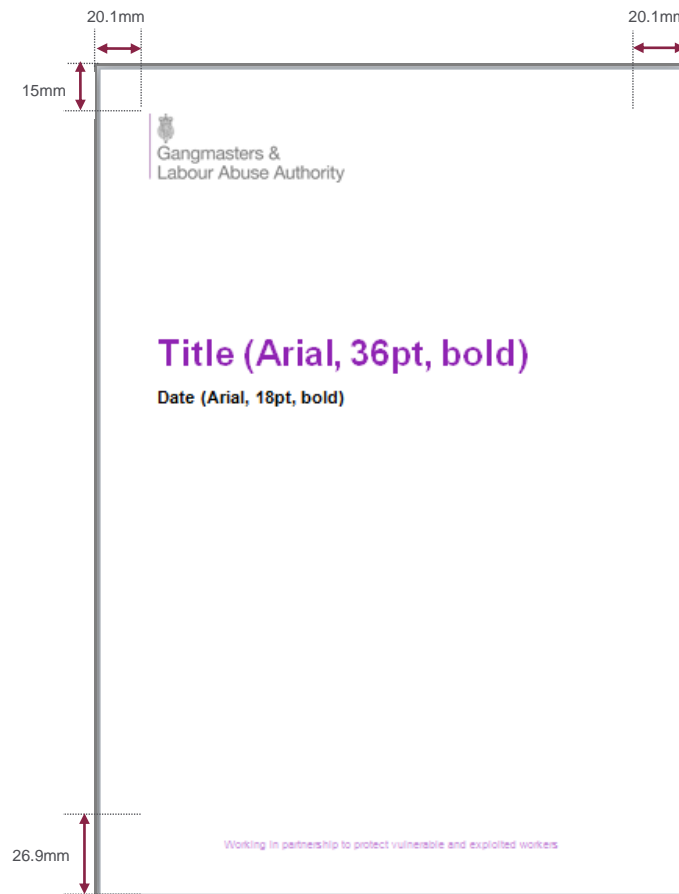
date and sub headings are selected from the secondary colour palette.

The document margins are as follows:

Top - 15mm

Bottom - 26.9mm

Left and right – 20.1mm



Documents

Cover typography

The front cover of the publication should highlight the content of the document and maintain the GLAA identity.

A5 documents have a 3 x 2 image grid (A)
A4 documents have a 4 x 2 image grid (B).

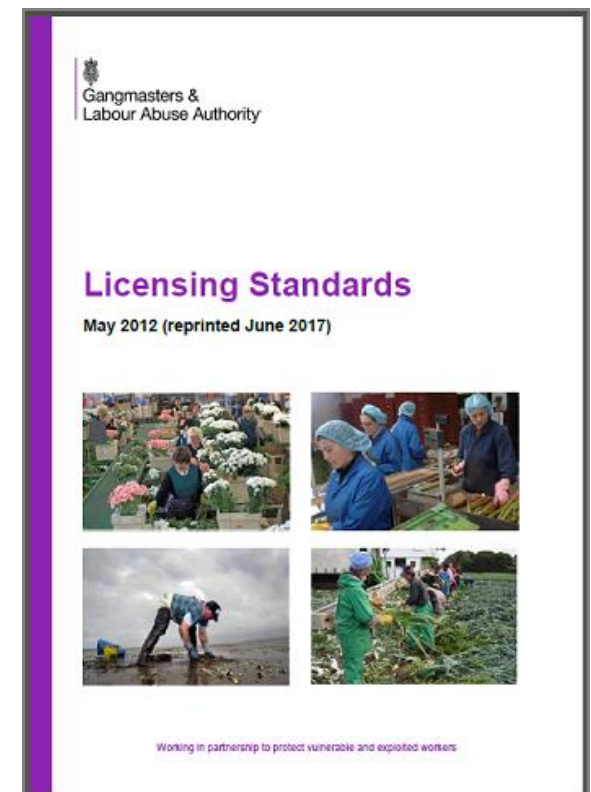
A (A5)



The key elements are:

- the GLAA logo
- the document title
- the subtitle, date or strap line
- colour, image or graphic box (optional)
- the vertical strip

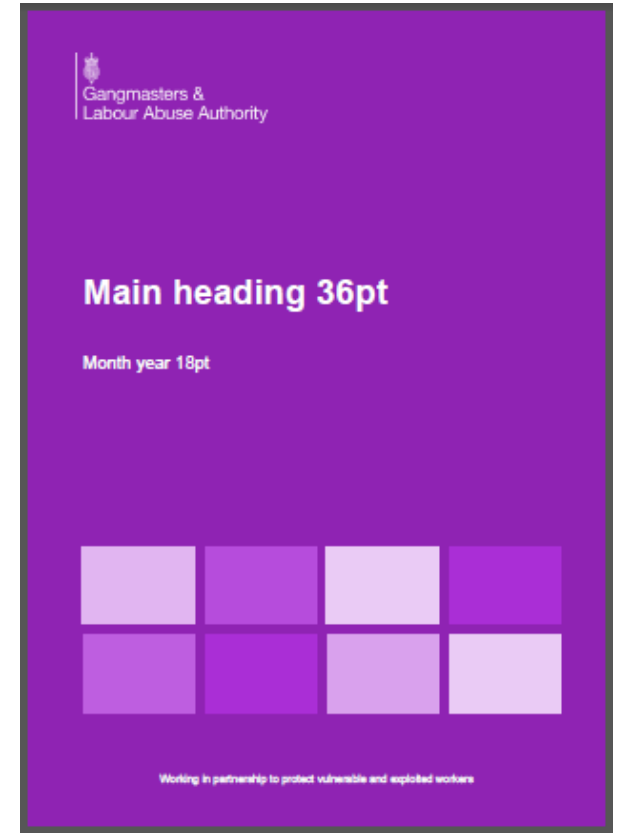
B (A4)



Documents

Cover typography

Examples of single image and colour blocks.



Documents

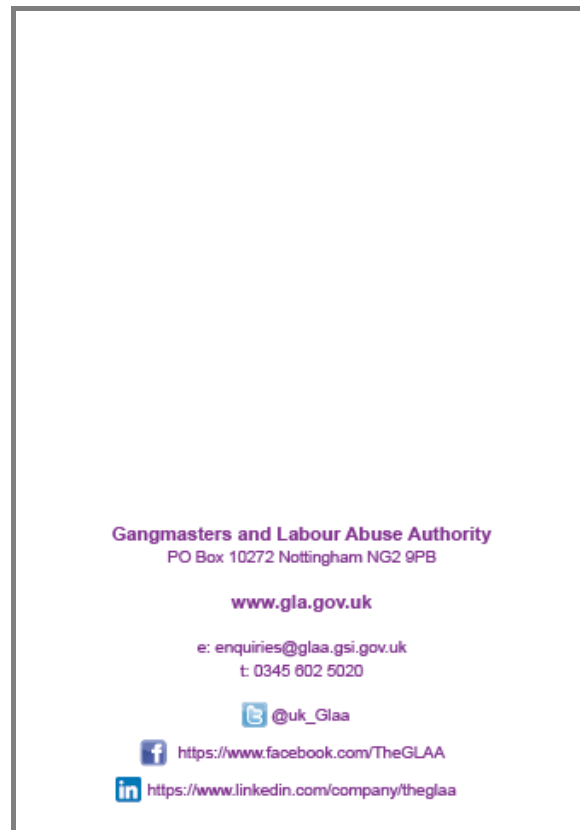
Back cover

The back cover of all publications should have the standard contact details panel which details how to get in touch with the GLAA.

The information should be central and placed on the lower half of the page.

Text is 12pt, in purple from the primary colour palette, with 'Gangmasters and Labour Abuse Authority' in bold.

Further information includes the PO Box address, website address, enquiries telephone number and email address and social media contact details (twitter, Facebook and Linked In).



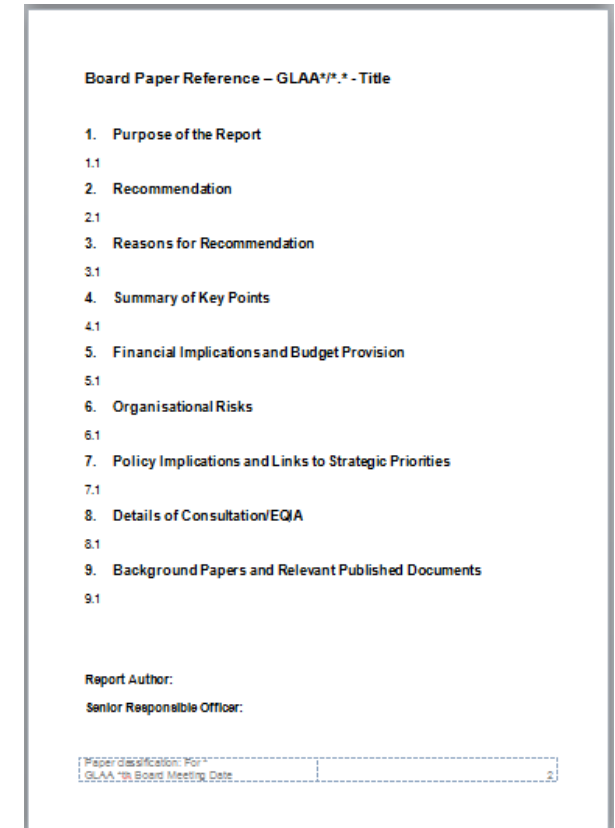
Documents

Board papers

The document cover clearly shows the content of the paper. The title is purple, 36pt, the date is black, 18pt.

The standard document margins are used.

Within the document the main heading is Arial bold 16pt, the subheadings are bold 14pt and the text is 12pt.



Documents

Publications and reports

Documents should follow the format in the template. Headings are Arial 16pt bold, purple. Sub headings are Arial 14pt bold, purple.

purple and text is Arial 12pt, black. Bullet points should be aligned with the left margin text. Tables should align with the margins on both sides of the page.

Title Arial 16pt bold, purple
Spacing exactly 16pt

1 Sub heading 14pt bold, purple
Spacing exactly 14pt

1.1 Main text Arial 12pt, black
Spacing exactly 12pt. Indent 1.25cm

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ac sem nibh, eu volutpat nibh. Morbi volutpat tempus dolor vitae imperdiet. Proin commodo massa porttitor metus dictum at condimentum augue mollis.

1.2 Proin commodo massa porttitor metus dictum at condimentum augue mollis.
Vivamus mattis faucibus tellus id fringilla. Vestibulum luctus purus et nibh dapibus quis aliquet risus pulvinar.

Bullet points:

- left indentation 1.25cm, hanging 0.75cm
- lower case letters
- full stop after last bullet.

2 Sub heading 14pt bold, purple

2.1 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ac sem nibh, eu volutpat nibh. Morbi volutpat tempus dolor vitae imperdiet.

Second sub heading Arial 12pt bold, purple

2.2 Proin commodo massa porttitor metus dictum at condimentum augue mollis.
Vivamus mattis faucibus tellus id fringilla. Vestibulum luctus purus et nibh dapibus quis aliquet risus pulvinar.

Title Arial 12pt, white, left aligned	Title Arial 12pt, white, left aligned
Table text Arial 12pt, black	Table text Arial 12pt, black

2.3 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ac sem nibh, eu volutpat nibh. Morbi volutpat tempus dolor vitae imperdiet. Proin commodo massa porttitor metus dictum at condimentum augue mollis.

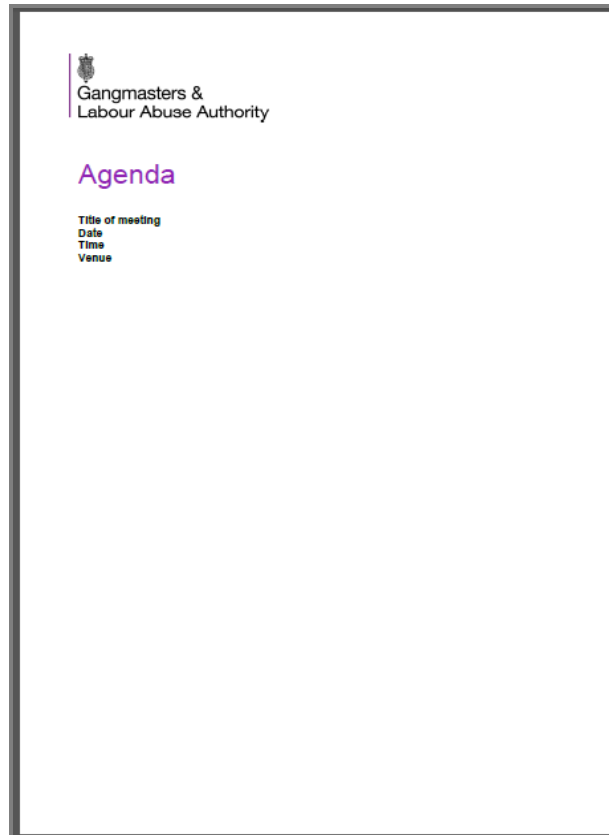
Documents

Agenda and minutes

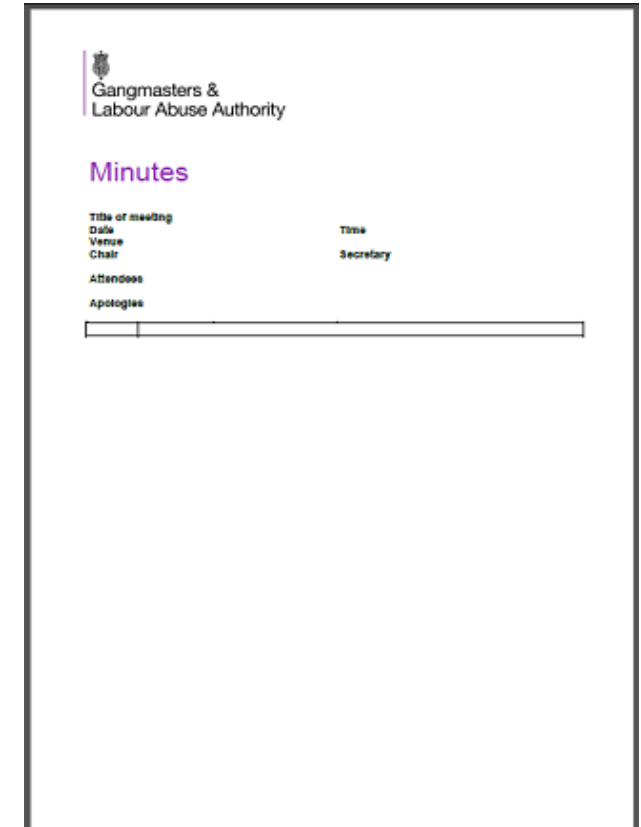
The agenda and minutes templates provide a consistent way to document all meetings.

The document heading is in purple, Pantone 2592C, 28pt.

The sub headings are 11pt.



The image shows a template for an agenda document. At the top left is the logo of the Gangmasters & Labour Abuse Authority. Below the logo, the text "Gangmasters & Labour Abuse Authority" is written. The word "Agenda" is centered below this. Underneath, there are four lines of text: "Title of meeting", "Date", "Time", and "Venue".



The image shows a template for a minutes document. At the top left is the logo of the Gangmasters & Labour Abuse Authority. Below the logo, the text "Gangmasters & Labour Abuse Authority" is written. The word "Minutes" is centered below this. Underneath, there are four lines of text: "Title of meeting", "Date", "Venue", and "Chair". To the right of "Date" is the word "Time", and to the right of "Chair" is the word "Secretary". Below this, there are two lines of text: "Attendees" and "Apologies". At the bottom, there is a horizontal line with a small box on the left side.

Documents

GLAA Brief

The GLAA Brief uses the standard report format margins.

Purple from the primary palette is used for the title (26 pt), heading (14pt) and sub headings (12pt). All purple headings are Arial bold.

Line spacing for introductory / heading text is exactly 16pt with 14pt after.

Body text is multiple 1.15 with 10pt after.

The issue, date and subject title are 16pt, in teal - Pantone 322C.



Documents

CEO's Quarterly report

The quarterly report uses the standard report format margins with the purple vertical stripe along the left edge.

Purple from the primary palette is used for the title (26pt, bold) and sub headings (12pt, bold).


The date (16pt) and headings (14pt, bold) are in teal, Pantone 322C.



Press releases

GLAA press releases use the A4 size logo with the vertical colour line in the left margin.

Press release is 20pt in purple, the date is 12pt bold, the title is 14pt bold and the body text is 12pt all in black.



Gangmasters & Labour Abuse Authority

Press release

12 January 2018

Consultation response welcomed by GLA

The GLA welcomed today's Government announcement to step up the fight to tackle labour exploitation in the UK.

In its official response to last year's public consultation into Tackling Exploitation in the Labour Market - carried out to assist the drafting of a new Immigration Bill - the following has now been proposed:

- Creating the role of Director of Labour Market Enforcement to set the strategic priorities for labour market enforcement bodies (the Employment Agencies Standard Inspectorate, Her Majesty's Revenue and Customs' National Minimum Wage team and the Gangmasters Licensing Authority) in an annual labour market enforcement strategy;
- Allowing data sharing between the Director, the Intelligence Hub, labour market enforcement bodies and other bodies with intelligence that inform the preparation of the labour market enforcement strategy;
- Creating a new labour market undertaking and enforcement order regime, backed up by a criminal offence and custodial sentence – to allow tackling repeat labour market offenders and rogue businesses; and
- Reforming the Gangmasters Licensing Authority to become the Gangmasters and Labour Abuse Authority with stronger powers to tackle labour exploitation across the economy.

GLA Chief Executive Paul Broadbent said: "As an organisation formed to protect vulnerable workers we welcome this morning's announcement and see it as a significant and positive step forward in this ongoing fight.

"Through our work across the past decade we have established a solid reputation – at home and overseas – for our work in safeguarding workers and identifying and tackling unscrupulous individuals who seek to profit by the exploitation of others.

"If agreed, these new proposals would give us the opportunity to build on those firm foundations by providing the GLA with additional powers, enabling us to focus more closely on the worst examples of labour abuse in the UK.

"The public support of our work provides us with renewed enthusiasm to continue our efforts to protect workers in the UK. We very much look forward to the next stage of development in the creation of this bill and will assist in any way we can."

The bill returns to the House of Lords for the Committee Stage on Monday (18 January).

ENDS


The full consultation response is available to read [here](#).

Press release issued by GLA Communications and Information Officer Paul Fearn. For more information from the GLA contact 0115 959 7069 or email communications@gla.gst.gov.uk.

Notes to editors

1. The GLA operates throughout the UK and is a Non-Departmental Public Body.
2. It was formed in 2005 in the wake of the Morecambe Bay cockle picking disaster when 23 Chinese workers drowned on the sands.
3. The GLA licences companies that supply labour (gangmasters) for agriculture, horticulture, shellfish gathering as well as all associated processing and packaging.
4. Its main strategic priorities are to prevent worker exploitation, protect vulnerable people and tackle unlicensed and criminal activity.
5. Under the Gangmasters (Licensing) Act (2004), it is illegal both to operate as, or enter into an agreement with, an unlicensed gangmaster.

www.gla.gov.uk



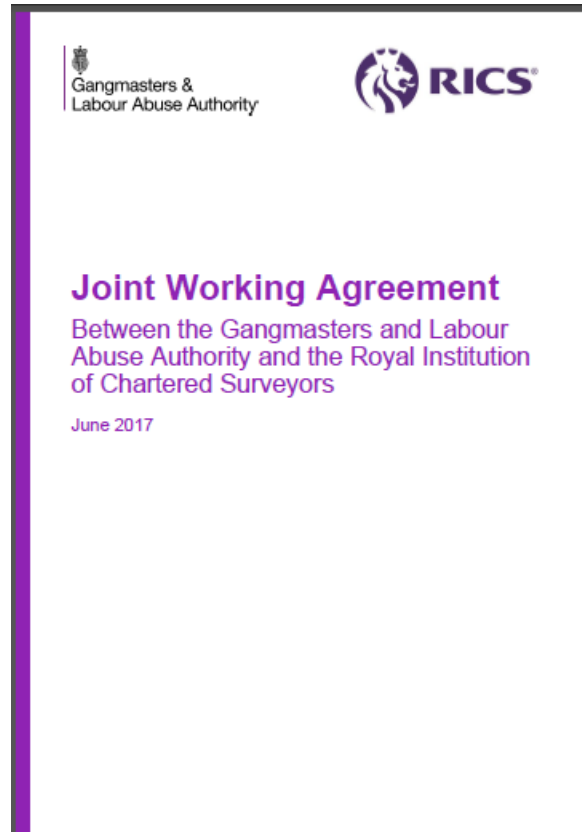
Documents

Memorandum of Understanding

The GLAA logo should be placed on the left side of the document and the partner organisation's logo on the right. The main

heading is 32pt with the secondary title at 26pt.

The content should follow the same format as the report template with headings in 14pt bold and subheadings in 12pt bold.



Forms

Form pages should follow the same logo and margin format as the standard document. The title is Arial 16pt bold, purple. Sub headings are Arial 12pt bold, black and text is Arial 12pt, black.

Table columns should be aligned throughout the form wherever possible, with a clear or white colour fill.

The image shows a form titled "Self-Certified Sick Absence form" from the Gangmasters & Labour Abuse Authority. The form is divided into three sections for completion.

Section 1: please complete

To	HR Team
Name	
Job title	

I wish the period of absence detailed below to be treated as **self-certified** absence:

Date from	
Date to	
Duration of illness (number of days)	
Date returned to work	
Nature of illness	

Section 2: only complete if you have had an injury at work

I wish the period of absence detailed below to be treated as an injury at work (or an industrial disease contracted at work).

Date from	
Date to	
The injury occurred on	

Section 3: please complete

I understand that I must produce a doctor's statement from the 8th calendar day of a continuous period of sick absence and I certify that the information given on this form is true.

Signed	
Date	
Line manager signed	
Date	

For absences of 1 day or more please complete section 4 below.


Self-Certified Sick Absence form 11.08.14 v4.0

Letters

There are 2 letter templates in the templates file. The letter with the 0345 telephone number should be used for any correspondence which goes through the licensing helpdesk.

Use the letter with the 0115 telephone number for all other correspondence.

Complete the date, email, subject heading, name and title details. The font is Arial 12 pt.

 **Gangmasters &
Labour Abuse Authority**

PO Box 10272
Nottingham NG2 9PB
www.gla.gov.uk

T: 0115 959 7077
F: 0115 959 7050
E: enquiries@gla.psl.gov.uk

Name
Address
Address
Address
Address

Your ref:
Our ref:
Email:
DDI:

[DD Month 0000]

Dear

Heading

[insert letter text here]

Yours sincerely

Name
Job Title

Working in partnership to protect vulnerable and exploited workers

Emails

Emails should be written in Arial 10pt.

To create your email signature:

Open the template on the s drive <link>. Edit the contact details in the right hand column.

Hover your mouse over the table then right click on the handle that appears top left. Click copy.

In Outlook, click on 'tools', then 'options'.

Click on the 'mail format' tab, then 'signatures'.

In the 'email signature' tab click new, then right click in the 'edit signature' field and paste.

Click 'ok', then 'ok in the 'options' window.

Name
Job title
Gangmasters and Labour Abuse Authority
GTN: Your number
Tel: 0115 959 your ext.
Fax: 0115 959 7050
PO Box 10272, Nottingham, NG2 9PB
email: forename.surname@gla.gsi.gov.uk
www.gla.gov.uk Follow us on Twitter: [@UK_Glaa](https://twitter.com/UK_Glaa)

Working in partnership to protect vulnerable and exploited workers



Name
Job title
e: name@ gla.gsi.gov.uk t: office number m: mobile
www.gla.gov.uk

Working in partnership to protect vulnerable and exploited workers



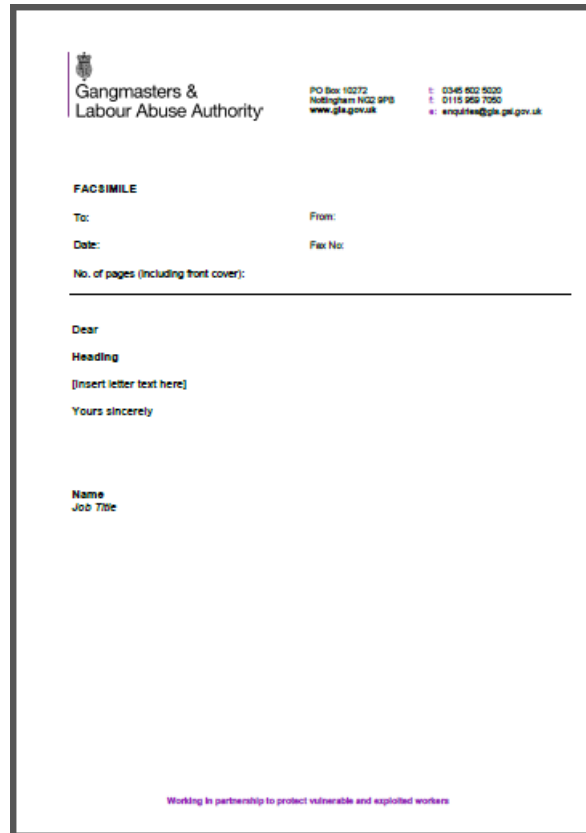
Help save a tree - do you really need to print this?

Fax

The template for the fax covering letter can be found on the s drive in office templates.

Complete your details in Arial 12pt.

The following fields should be in bold: your name, the heading, to, from, fax number and date. Your title should be in italics. Complete the email and telephone number fields.



The image shows a fax covering letter template for the Gangmasters & Labour Abuse Authority. At the top left is the organization's logo and name. To the right, contact information is provided: PO Box 10272, Nottingham NG2 9PB, www.gla.gov.uk, and phone numbers 0345 602 6020 and 0115 959 7050, along with the email enquiries@gla.gov.uk. The word 'FACSIMILE' is printed in bold. Below this, there are fields for 'To:', 'From:', 'Date:', and 'Fax No:'. A line is provided for 'No. of pages (including front cover):'. The template includes a 'Dear' field, a 'Heading' field, a placeholder for the letter text, and a 'Yours sincerely' signature line. At the bottom, there are fields for 'Name' and 'Job Title'. A footer at the very bottom reads 'Working in partnership to protect vulnerable and exploited workers'.

Gangmasters & Labour Abuse Authority

PO Box 10272
Nottingham NG2 9PB
www.gla.gov.uk

T: 0345 602 6020
F: 0115 959 7050
E: enquiries@gla.gov.uk

FACSIMILE

To: _____ From: _____
Date: _____ Fax No: _____

No. of pages (including front cover): _____

Dear _____

Heading

[Insert letter text here]

Yours sincerely _____

Name

Job Title

Working in partnership to protect vulnerable and exploited workers

Stationery

There are 2 versions of the compliments slip, with either the 0345 licensing helpdesk number or the 0115 office number.

with individual contact details and the confidential reporting hotline number.

The business cards are printed on both sides

The GLAA aim is printed on both the business cards and compliment slips.



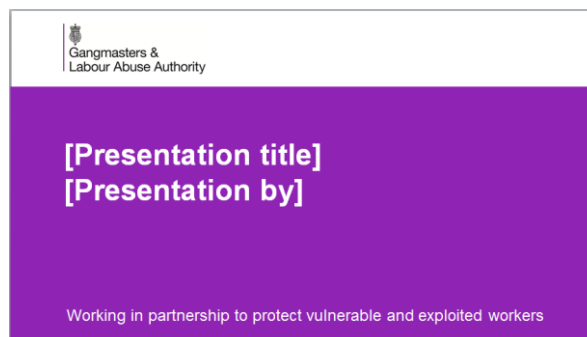
Presentations

Presentations should be clear and easy to follow. There are a range of PowerPoint template slides. Use minimal text, adding colour and images to engage the audience.

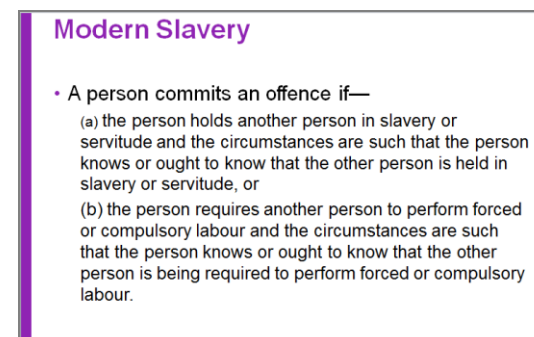
Text should always be left aligned, including headings.

The presentations reference library can be found on the s drive (05\04\presentations).

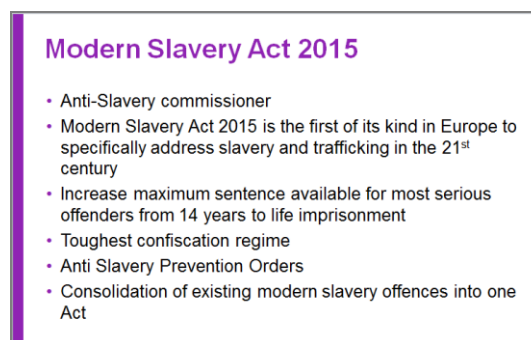
All presentations should be approved by Communications.



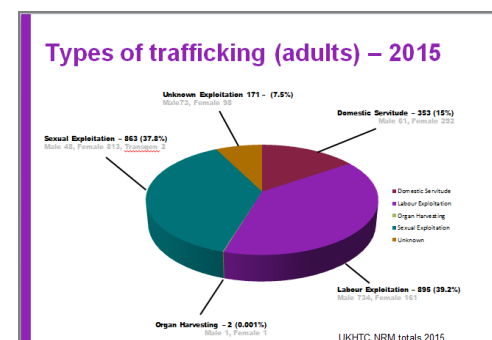
A: Title/divider/highlight slide



B: Text-heavy slide



C: Text/bullet slide

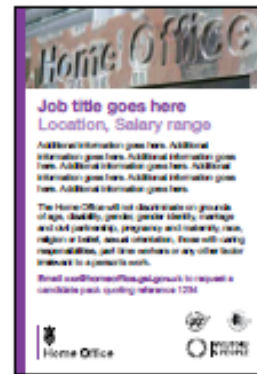


D: Image/chart slide, use with or without text

Recruitment adverts

The examples below show quarter and half page adverts in colour and mono. Adverts can be either portrait or landscape orientation, with or without pictures.

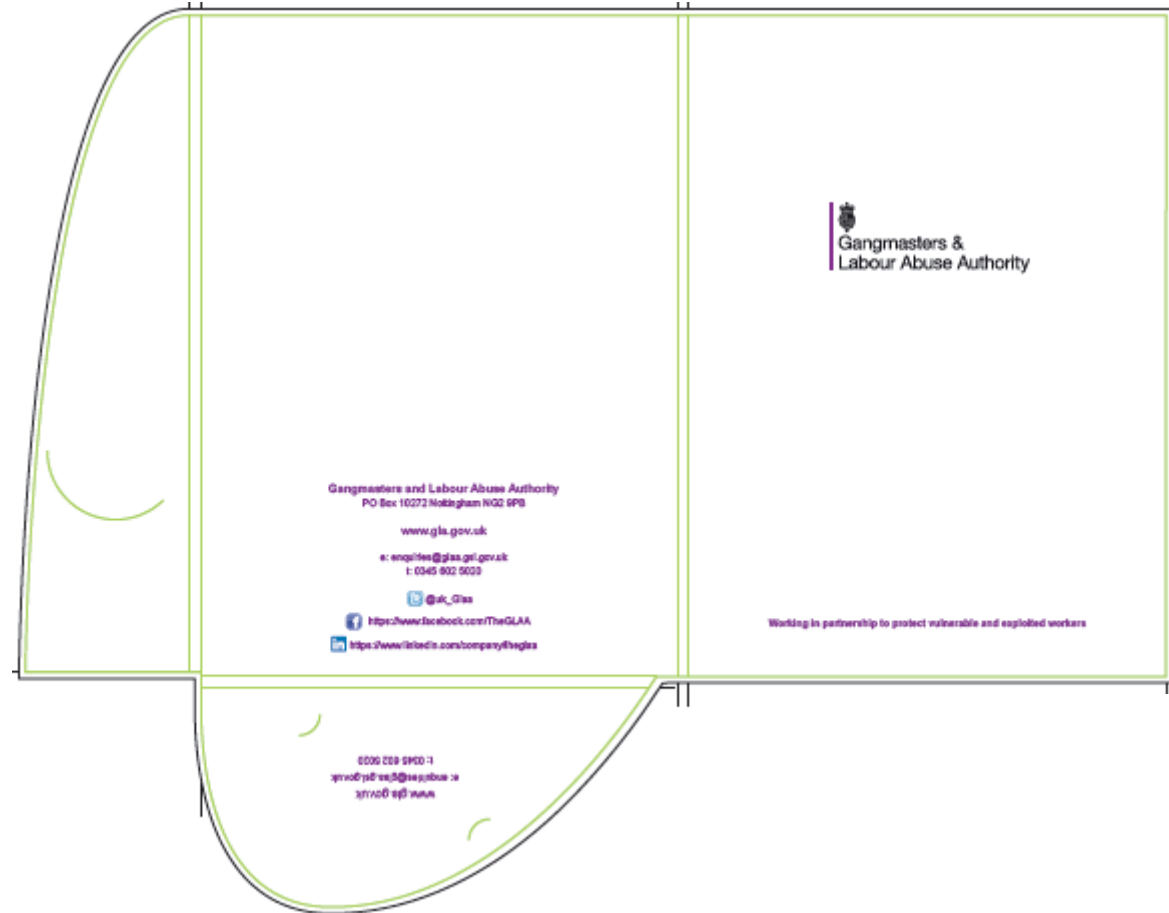
The logo is placed at the bottom of the advert on the left, to accommodate the job title at the top of the page.



A4 folder

A4 folder used for presenting documents to delegates at conferences, seminars etc.

The GLAA logo is central as it is the focus of the front cover, the strapline sits at the bottom of the page. Contact details are placed centrally on the back cover.



Exhibition and media stands

The examples shown illustrate the design principles of a clear layout with concise text and simple blocks of colour for impact.

The title and key messages should feature within the top two-thirds of the banner to ensure they are easier to read.



Clothing

Awaiting further details.



Templates and contacts

The artwork (logos) and templates featured in the guidance are available on the s drive

S:04 Policy and Communications\02
Communications\02 Branding\GLAA artwork and
\Templates

For advice on GLAA branding, contact

jane.riley@gla.gsi.gov.uk or marion.shepherd@gla.gsi.gov.uk