

acas working for everyone

Brand Identity Style Guide

November 2017



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What we do matters. It matters to employees and employers across the country, to everyone in or connected with the world of work. How we present our brand also matters.

Our audiences, customers, stakeholders and services are diverse, the issues we advise on complex. To make sure that everyone understands who we are, what we stand for and the services we offer, it's crucial that we present and express ourselves consistently.

These guidelines introduce you to our brand and show how we can achieve this. The core brand elements, such as the logo, brandline, etc., combine to create a distinctive look and voice for Acas. Our use of colour, photography and iconography is explained and demonstrated in a series of templates. From the visual aspects of our brand to how we write and speak to each other and our audiences, across a variety of formats and channels, these pages give you the guidance you need to express the Acas brand consistently.

Who We Are

Every day we help and advise people from the world of work with a workplace problem. Every day we give others the tools and skills they need to prevent workplace problems arising in the future.

And every day we bring employees and employers together to find a more positive way forward in the workplace.

We understand the uncertainty and complexity of the modern workplace from every point of view because we are working for everyone. This is what makes us the trusted, impartial authority on workplace rights, responsibilities and relations.



Our Values

Our values reflect what we believe is important in our world. We bring them to life for our customers and stakeholders, in everything we do, through our brand attributes and behaviours.



Our work matters

PASSIONATE

We are passionate about making a difference for the better. We communicate that excitement in the bright and energetic way in which we talk to our customers.

PROUD

We are proud of our achievements, our operational independence, our positive impact on the world of work and working lives and our expertise and knowledge.

CONFIDENT

We maximise the value for money we provide, so as to increase our impact and retain the confidence of customers, stakeholders and our people.

Our customers matter

SERVICE

We listen to them so we understand their needs; we ask questions and challenge assumptions so we can provide the service they need.

QUALITY

We strive to make the best use of taxpayers' money to deliver a quality service to all our customers.

PROACTIVE

We work proactively to reach more of those who would benefit from our services.

HONESTY

We're honest about what we can and can't do.

Our people matter

ENGAGING

Everyone in Acas is important to our success.

We develop and use our people's knowledge and skills to meet business and customer needs.

DIVERSE

We aim to build a diverse workforce with a range of people and talents.

FLEXIBLE

We work together flexibly, listening and supporting each other while constructively challenging to find the right solutions.

RESPONSIBLE

We start from the point that we trust each other to do the right things and to take responsibility for our actions

Our future matters

SUPPORTIVE

We want to carry on improving, as individuals and an organisation, so we support the exploration of new ideas and those who try them out.

INTELLIGENT

We manage our future, identifying and responding to opportunities, risks and demands.

INFLUENTIAL

We are outward looking, curious about the changing world of work and how we can influence it for the better.

FLEXIBLE

We are flexible, adaptable and agile in our approach to our work, how we deliver our services and how we work with stakeholders.

Our attributes

Our brand attributes, underpinned by our values, are what our customers and stakeholders identify as our inherent characteristics.
So we are:

Expert
Impartial
Confidential
Accessible

Supportive and
Understanding
Authoritative

Our behaviours

Our values and attributes together define how we present ourselves to the world.

So while we are:

Expert
Impartial
Professional
Informative
Authoritative
Proactive
Honest
Objective

We are also:

Accessible
Understanding
Friendly
Straightforward
Approachable
Practical
Sensitive
Constructive

Tone of Voice

We are all about working together to resolve and prevent problems in the workplace for everyone. When writing or speaking to any audience we need to clearly communicate this so that anyone can understand who we are, what we do and how we can help.

Our audiences are varied, from concerned helpline callers to government ministers; our written communications ranging from social media snippets to weighty policy and research papers, so there are times when we need to flex the formality our tone, but the underlying principles should always be the same.

Factual

Easy to understand

Knowledgeable

Genuine

...and we listen

Factual

We help everyone understand where they stand and what they need to do so we keep to the facts, standing apart from the inevitable emotional reactions workplace problems raise.

Don't be afraid of short sentences or paragraphs – if it can be said in fewer words, do so. You can also use short sentences to break up longer paragraphs and vary pace – this helps keep the readers attention, especially on screen.

Avoid superlatives (e.g. brilliant, amazing, wonderful), repetition and overly emotive language (e.g. we love, it's awful, they never).

Easy to understand

Everything we say and write should be easy for people to read, digest and understand so we use everyday plain English. This increases the chance of people remembering key messages. Of course, we do work in the world of employment legislation so there are times when we have to use more complex language. Be sure to always consider your audience context and, when necessary, explain the meaning of this type of language.

Jargon (outside of legislation terminology) should always be avoided.

Knowledgeable

Whether offering training, guidance, advice, conciliation or mediation, our tone should reflect our position as the trusted authority on all workplace matters. Be definitive – our knowledge is second to none. Be clear about what is realistic, achievable and where we can help. Keep it simple, using as few words as possible.

Genuine

We are real people dealing with real people so it's important that we are genuine and relatable in all situations. Openness engenders trust, supporting our unique impartial remit.

Write or speak as if your audience is in front of you. It will help you naturally communicate in a genuine way.

It's ok to say "we" when referring to Acas and its people, but be clear that this does not include your audience – this could suggest partiality.

...and we listen

As many of us know through our jobs, sometimes we need to say nothing at all. It is just as important that we listen to our customers and stakeholders, to fully understand their workplace issues and training needs, as it is to offer our view.

As the impartial experts, we must gather information from all parties and sources; our services are most valuable when we have the complete picture on which to advise.

Our Identity and Design System

Our brand identity has been designed to come to life however and wherever it needs to. It contains all the elements we need to express and create a vibrant and distinctive suite of communications both on and off screen.

Overview of elements

Our visual brand consists of multiple elements which combine to make our content clear and consistent.

PRIMARY LOGO



SECONDARY LOGO



FONT

Century Gothic

COLOUR PALETTE



ICONS



CROPPING DEVICE



Master Logos

We have created a distinctive and unique brand marque that references the idea of interaction by simply highlighting the overlapping elements in the “a” letterforms.

Subtly alluding to the idea of people coming together and working together to resolve workplace problems.

Primary Logo

The Primary Logo and the brandline always appear together as a unit and always take the lead on all communications.

The brandline is an important part of the logo, helping everyone clearly understand the role of Acas today. The logo must always appear with the brandline.

N.B. The Primary Logo can be extended to create headlines and guidelines for this can be found on page 28.



PRINT
Pantone® 381c
25c 0m 98y 0k



PRINT
0c 0m 0y 30k

PRIMARY LOGO

acas working
for everyone

Exclusion zone

To make sure our Primary Logo retains its impact, we keep it prominent and clearly visible by placing it within a clear space.

This exclusion zone defines the minimum area of clear space around the logo. It must always be kept free of any type or graphic elements.

Minimum size

The Primary Logo should always be legible and must never lose its integrity when reduced to a small size. To ensure this, the minimum size the Acas wordmark within it can be reproduced at is 17 mm in width.

PRIMARY LOGO – EXCLUSION ZONE



PRIMARY LOGO – MINIMUM SIZE



Colour applications

Different versions of our Primary Logo are required to ensure legibility across our own, and third party, communications.

The full-colour Primary Logo should be used on a white or light-coloured background.

Only use the white-out alternative Primary Logo on a background of any one of our brand colours (see page 22).

We have the black mono version for when the reproduction of the full-colour Primary Logo is not possible. For example production restraints or material limitations.



NEVER put our Primary Logo on the Acas Lime background colour as the Acas wordmark will not be visible.

WHITE-OUT

acas working
for everyone

acas working
for everyone

acas working
for everyone

acas working
for everyone

FULL COLOUR

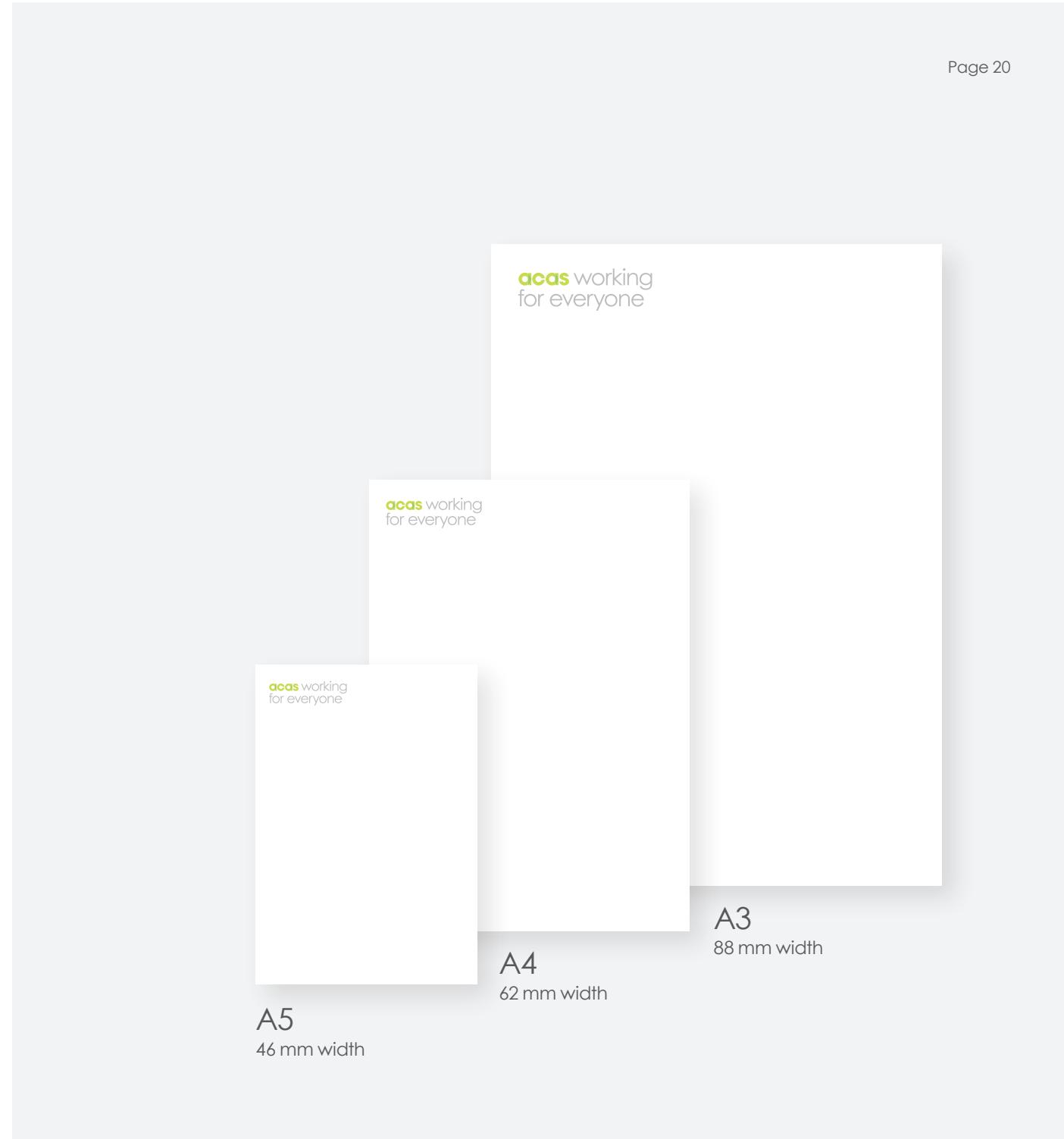
acas working
for everyone

BLACK MONO

acas working
for everyone

Logo sizing

When using the Primary Logo on different page sizes, it should maintain a size relative to that of its bounding dimensions. The dimensions shown here should be used as the minimum logo sizing.



Secondary Logo

In the first instance the Primary Logo must always be used, however if it will not work within any given canvas size the Secondary Logo must be utilised. For example a mobile phone application or an on-line skyscraper banner.

The logo must always appear with the tagline.



PRINT
Pantone® 381c
25c 0m 98y 0k



PRINT
0c 0m 0y 70k

SECONDARY LOGO



Exclusion zone

To make sure our Secondary Logo retains its impact, we keep it prominent and clearly visible by placing it within a clear space.

This exclusion zone defines the minimum area of clear space around the logo. It must always be kept free of any type or graphic elements.

Minimum size

The Secondary Logo should always be legible and must never lose its integrity when reduced to a small size. To ensure this, the minimum size it can be reproduced at is 17 mm across its widest horizontal width.

SECONDARY LOGO – EXCLUSION ZONE



SECONDARY LOGO – MINIMUM SIZE



Colour applications

Different versions of our Secondary Logo are required to ensure legibility across our own, and third party, communications.

The full-colour Secondary Logo should be used on a white or light-coloured background.

Only use the white-out alternative Secondary Logo on a background of any one of our brand colours (see page 22).

We have the black mono version for when the reproduction of the full-colour Secondary Logo is not possible. For example production restraints or material limitations.



NEVER put our Secondary Logo on the Acas Lime background colour as the Acas wordmark will not be visible.

WHITE-OUT



FULL COLOUR



BLACK MONO



Welsh Logo

For all internal and external collateral produced for a Welsh audience, the Welsh version of the brandline should be used.

The Primary Wales Logo and the brandline always appear together as a unit and always take the lead on all communications. The logo must always appear with the brandline.

Both the primary and secondary versions of the Welsh logo should adhere to the same rules as the main Acas logo, outlined above on pages 17 - 23.

PRIMARY WALES



SECONDARY WALES



Brand Elements

Our identity and design system has been designed to come to life however and wherever it needs to. It contains all the elements we need to express and create a distinctive suite of communications.

Colour palette

Our colours define our business and should be used to signpost all our communications, making them instantly recognisable.

So that we maximise visual recognition of our brand, the Acas Lime colour should always be present on all applications but never dominate. It should never be used as a background colour.

The Acas Teal is the preferred supporting colour over the remaining colours in the palette.

The Acas Grey is to be used for body text only. Never use it as a background colour on any application. Always maintain vibrancy of colour.

The Acas Lime should never be used for body text on a white background – it can only be used for large text and headings. Never use the Acas Lime below 14pt on a coloured background.



PRINT
Pantone® 381c
25c 0m 98y 0k

DIGITAL
206r 220g 0b



PRINT
Pantone® 321c
96c 3m 35y 12k

DIGITAL
0r 140g 149b

The Acas Teal is the preferred supporting colour over the remaining colours in the palette.



PRINT
Pantone® 300c
99c 50m 0y 0k

DIGITAL
0r 94g 184b



PRINT
Pantone® 2612c
67c 100m 0y 5k

DIGITAL
119r 37g 131b



PRINT
Pantone® 221c
35c 100m 26y 38k

DIGITAL
145r 0g 72b



PRINT
0c 0m 0y 70k

DIGITAL
112r 111g 111b

N.B. The Acas Grey is to be used for body text only.

Using our colours

This page demonstrates how to use our colours and shows how all applications work as a suite no matter what the canvas size.



NEVER use the Acas Lime as a background colour as the Acas wordmark and headline text will not be visible.

The collage illustrates the correct use of Acas colors across different design elements:

- Top Left:** A blue-themed slide featuring two women in a meeting. The Acas wordmark is in yellow, and the website address acas.org.uk is at the bottom.
- Top Right:** A white-themed slide titled "Prepare for the hearing" with purple circular icons containing text: "who should be there?", "check your procedure", "who does what?", "call a meeting", and "prepare a room". The Acas wordmark is in the top right corner.
- Middle Left:** A maroon-themed slide titled "acas working for everyone to make sense of employment law" with a yellow icon of a person pointing at a bar chart.
- Middle Center:** A purple-themed slide titled "acas working for everyone" with a yellow icon of a person pointing at a bar chart. It includes a section on "Unauthorised absence and lateness can be dealt with by:" and a list of actions.
- Middle Right:** A teal-themed slide titled "acas working for everyone to resolve and prevent workplace problems" with a yellow icon of a person pointing at a bar chart. It includes the website address acas.org.uk/productivity.
- Bottom Right:** A blue-themed slide titled "acas working for everyone" with a yellow icon of a person pointing at a bar chart. It features the text "For every £1 Acas spends, there is £13 benefit to the economy" and the website address acas.org.uk/aboutus.

Font

Century Gothic is our general and system font, used in all of our printed and on-line communications.

We use type to communicate functional and informative messages. Our flexible and playful typographic style allow our communications to engage and involve our audiences.

Century Gothic

Considered Simple Readable
Researched Accessible Clear
Functional Legible

Font variants

Century Gothic is available in the following weights. You can choose from any of them.

CENTURY GOTHIC REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CENTURY GOTHIC ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CENTURY GOTHIC BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CENTURY GOTHIC BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

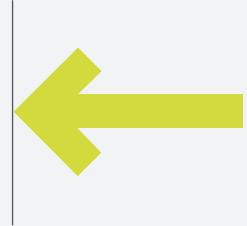
Using our font

There are some further rules to bear in mind when setting type. They help to make our communications clear and easy to read.

Never use any text below 9pt size in any document or below 12pt size in any digital application.

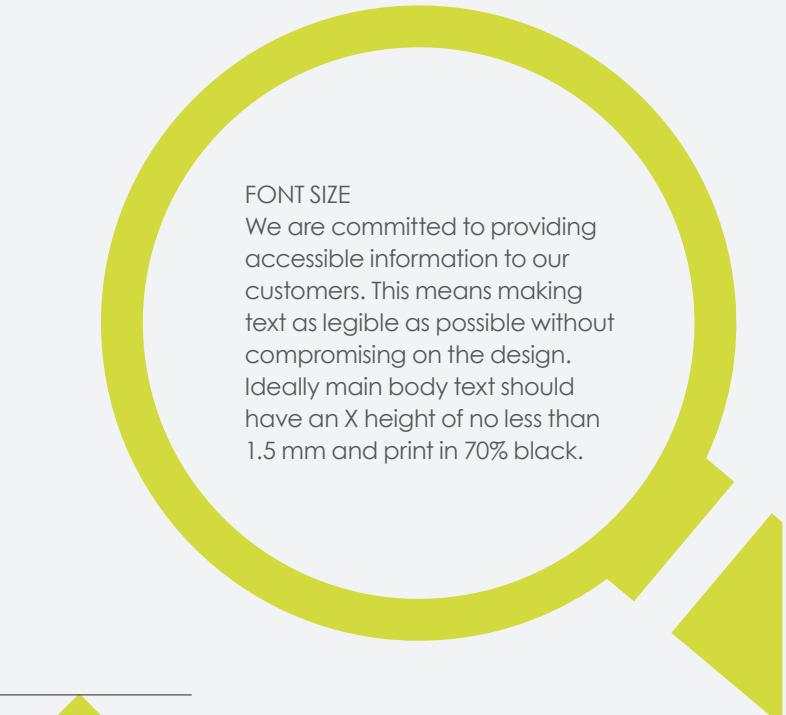
TEXT ALIGNMENT

Text should always be left aligned.
Never justify.



FONT SIZE

We are committed to providing accessible information to our customers. This means making text as legible as possible without compromising on the design. Ideally main body text should have an X height of no less than 1.5 mm and print in 70% black.



LEADING

Consider the line spacing. Do not cram as much text into a space as possible. Body text should be clear and legible and the correct leading helps to achieve this.



Font style

We see ourselves as open and transparent.
We convey this to a wider audience through
direct, honest and informative communications.

- > We use a light style of type in all our corporate materials to emphasise the fresh and modern approach of our company.
- > Headlines are set in Regular as an extension of the Acas Primary Logo.
- > Headings, pull-out quotes and featured text are set in Bold where we want to give emphasis.
- > We only use our core brand colours for type so people recognise us against the competitive clutter of the marketplace.
- > While the preference is sentence case, all caps can be used where appropriate.

HEADLINES – CENTURY GOTHIC REGULAR

acas working for
everyone to raise
awareness of mental
health issues

HEADERS, PULL-OUT QUOTES AND FEATURED TEXT – CENTURY GOTHIC BOLD

Understanding the role of a manager

**One in four of us will
at some stage suffer
from mental ill-health.**

BODY TEXT – CENTURY GOTHIC REGULAR

Exped qui aut arum re prest apistrum sapere se quam, sitaquam fugitae non cus ellab ipsa volessecum qui consed min rerum de etur? Quidis disquid et occusa alitem facit ut voloribeaqui corrodent volupta speratem diae porporepe dempore riaeceilurum quam et mosa parupis non es eum re poribus, qui occaeped moquiatius volore plam exerspedis maios nessunt quos aciusdaent laccus es denim volo blaut fugia pra vel impedis sedisqui sam re, ipicimagnis autatur serecto reriosa vel millaborpos audi sint eturis mint faces repudistrum ut alibus.

Font hierarchy

When set correctly, our typography helps to communicate information simply and accurately.

Follow the hierarchy on this page to ensure this is maintained throughout all applications.

HEADLINES
Set in Regular as an extension of the Acas Primary Logo.



SUB-HEADINGS
Set in Century Bold, left aligned.

BODY TEXT
Set in Century Regular, left aligned, sentence case.

HEADINGS
Set in Century Bold, left aligned.

Sub-headings:

- Managing absence of work
- Managing discipline and grievance
- Essential skills for supervisors
- Bullying and harassment
- Conducting investigations
- Other training course topics include:

Body text:

In this training session we provide practical guidance on managing the needs of absentees. We also take you through the process of identifying patterns of absence, dealing with short-term absence and handling long-term absence. We will also consider how to manage an attendance culture in the organisation.

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In this training session we provide practical guidance on managing the needs of absentees. We also take you through the process of identifying patterns of absence, dealing with short-term absence and handling long-term absence. We will also consider how to manage an attendance culture in the organisation.

Did you know?

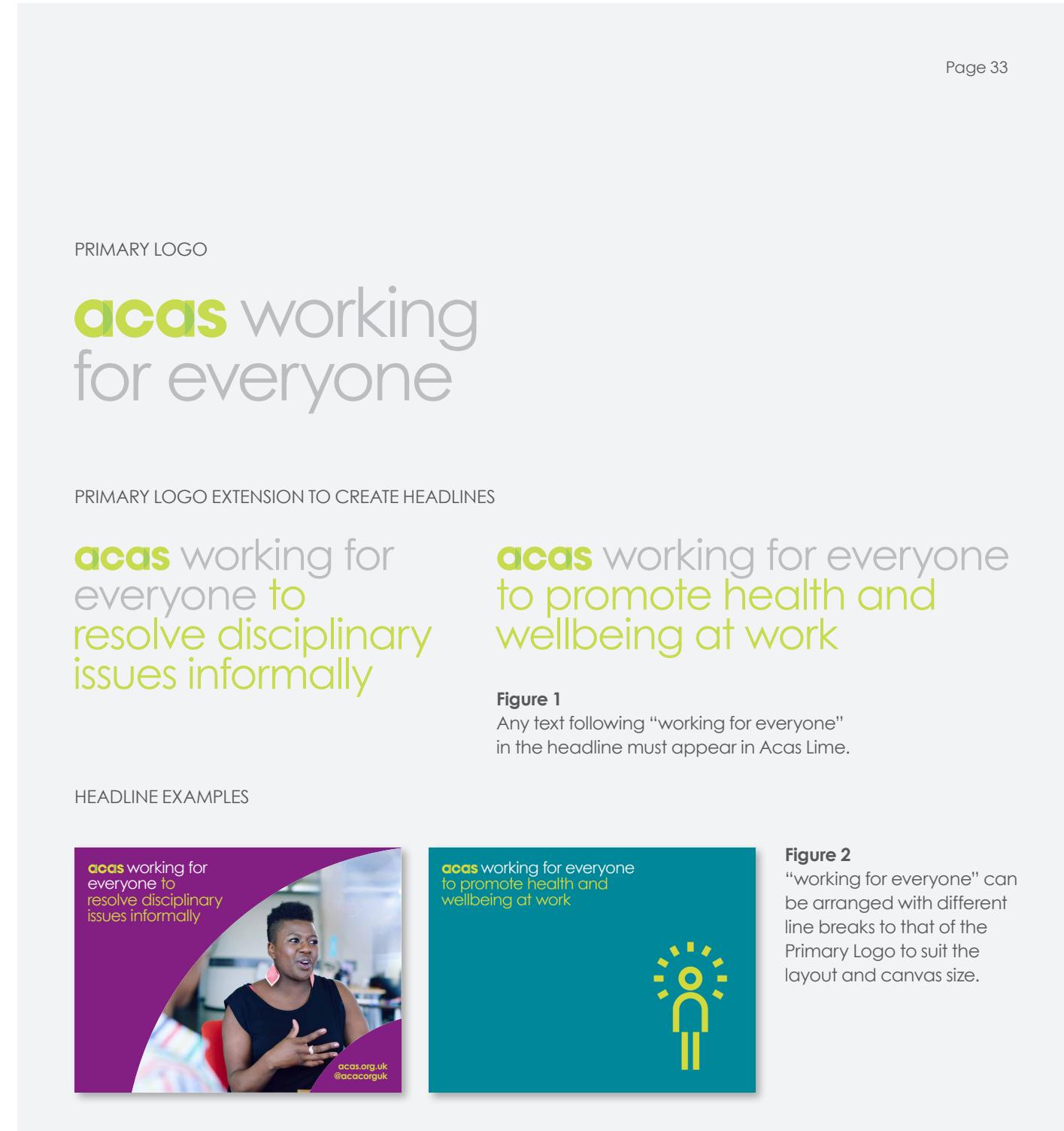
For a business facing a difficult redundancy activity, considering redundancies is not the only option. Short-time working, changing terms and conditions, furloughs or lay-offs may be among the more viable options for your particular business.

PULL-OUT QUOTES
Set in Century Bold, left aligned where we want to give emphasis.

Headlines

The Primary Logo can be used and extended to create headlines. The text following that of the Primary Logo is set in the same size and weight but must appear in Acas Lime instead of 30% Black (Figure 1).

The “working for everyone” can be arranged in different line breaks if it is more appropriate to the layout, canvas size and length of message (Figure 2). It can appear in either grey on a white or light coloured background; or white out when placed on a coloured background.



Secondary font

In certain limited instances, the system font Verdana should be used, in particular for larger amounts of body text that will be viewed on screen. This includes all Acas emails, Word and Excel documents and within other Microsoft applications.

When setting type in Verdana, the same rules should be applied as using Century Gothic. They help to make our communications clear and easy to read. Verdana is available in the following weights. You can choose from any of them.

VERDANA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VERDANA ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VERDANA GOTHIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VERDANA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Our Brandline

Our brandline summarises what we do,
expressing this as a higher purpose, rather
than a factual statement.

Our brandline – structure, usage and examples

Our brandline summarises what we do, expressing this as a higher purpose, rather than a factual statement. It should always appear in a visual lock-up with the logo.

“working for everyone”

is our brandline.

This sums up in the fewest words possible our higher purpose and our most distinctive attribute – impartiality. It's what we want people to remember first about us and should be used in all top level and general communications about the Acas brand.

When producing communications, both print and digital, with a more specific message e.g. “cyber-bullying in the workplace”, the brand line can be flexed by adding a suffix phrase. This would then form a headline for that specific piece of communication.

Headlines need to be generated by X approved by XXXXX on all communications.

Some basic headline rules

Never use more words than you need in headlines. Be definitive. Don't try to force too many points into the headline; if your message is more complex, support the headline with a more detailed sub-heading.

Total headline word count should be 10 or less, except in the long-form version (see below). This is only to be used in exceptional circumstances, where the audience is at its widest and there is a need to present the broadest view of Acas. It is the only version that can extend beyond a 10-word length.

Always use the preposition “**to**” or “**by**” to lead into the suffix.

- **to** (make something happen – it's what we do – service)
- **by** (doing something – it's how we do it – benefit)

Don't use conjunctions like “so” or “because” – they are passive and lead to longer sentences, diluting the overall message.

For example:

- “Working for everyone **by** providing impartial advice and training”, has more impact than;
“Working for everyone **because** we are providing impartial advice and training”.

“Workplace” or “in the workplace” are phrases that can be applied to both employers and employees and are suitable when speaking to mixed and employer only audiences.

“Work” and “at work” are more evocative of workers themselves, so should be used when speaking to employee only audiences.

For example:

- “Working for everyone **to** build cooperation in the workplace” speaks to everyone, whereas;
“Working for everyone **to** clarify rights at work”, feels more relevant to employees.

Fixed headline suffixes

These headlines can be used on all top level communications that relate to Acas overall, or relate to the overall services we offer and the benefits they bring. They do not relate to any specific services (e.g., health and safety awareness) or the benefits they bring (e.g., less accidents at work). They are fixed and cannot be changed.

Acas organisation overview

This is our long-form headline, using “working for everyone” to express a broad overview of our services and benefits:

- Working for everyone by providing impartial advice and training to resolve and prevent workplace problems.

Acas service overview

This headline uses “working for everyone” to promote our service overview.

- Working for everyone by providing impartial advice and training

Acas benefit overview

This headline uses “working for everyone” to reflect the key benefits our services bring.

- Working for everyone to resolve and prevent workplace problems

Some services and benefit suffix examples

Here are some examples of headlines that are focused on specific services or benefits for more targeted communications.

Working for everyone...

Service led:

- ...by providing impartial, expert advice
- ...by explaining rights and responsibilities
- ...by exploring the future of the workplace

Benefit led:

- ...to build cooperation
- ...to advance best practice
- ...to find a way through
- ...to support and improve productivity
- ...to make sense of employment law
- ...to make sense of complex workplace issues
- ...to ensure early resolution
- ...to promote health & wellbeing at work
- ...to help your organisation thrive
- ...to stop cyber-bullying in the workplace

When exploring new business opportunities, we can also use headlines to address audiences personally.

For example:

- ...to help your organisation thrive
- ...to build a better future for your company
- ...to help you develop your people

Icons

Icons are the simplest form of illustration for clearly communicating information. They usually represent a single thought. An icon can either be a person in conjunction with some other graphic or the icon can be an object. If a person is used the style and construction must be the same as that already established (see opposite).

In the first instance always try to use people orientated icons, for tertiary things use object based icons.

We use them in print and in digital platforms. They can be useful as quick reference points for our readers and to enhance page compositions.

Icon style

The style of the icons is based on the Acas wordmark in the Primary Logo; circle strokes and single lines. This makes them distinct and gives them an ownable style.

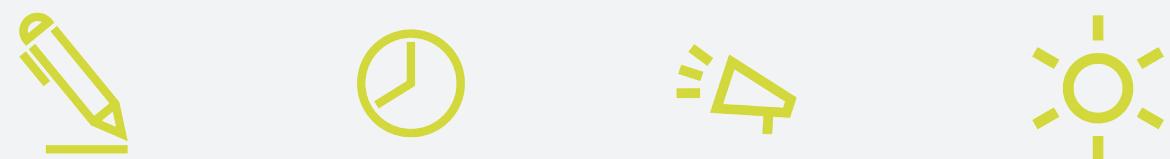
By using clear and simple shapes, the icons are easily recognisable and understood. This also ensures that they are clear and stand out even on the smallest digital screen.

The icons must always appear in Acas Lime.

PEOPLE BASED ICONS



OBJECT BASED ICONS



How to use our icons

Icons are the simplest form of illustration for clearly communicating information. They usually represent a single thought.

We use them in print and in digital platforms. They can be useful as quick reference points for our readers and to enhance page compositions.



Icons can appear on a coloured background in isolation to help reinforce the headline message.



Icons can appear on a white background and work alongside and incorporate key messages.

How to construct an icon

Please follow these design principles:

- > All icons are designed using only one line/stroke weight (Figure 1).
- > Our icon style uses a combination of curved and straight lines (Figure 2).
- > Use straight or hard angles to line endings (Figure 3).

IMPORTANT: When scaling icons, make sure that all elements are scaled proportionally.

Use the same thickness of line as those already existing which is 11pt when based on the same size of icon.

Do not create different versions of the icons already existing and only use the artwork supplied thereof.

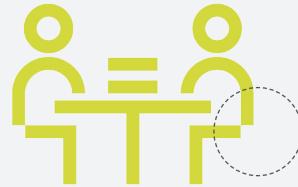


Figure 1
Use one line/stroke weight.



Figure 2
Use a combination of curved and straight lines.

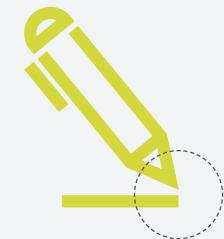


Figure 3
Use straight or hard angles to line endings.

Introducing our imagery

The imagery we use reflects our clients and the world around us in a positive way that we can associate with.

Our people are hard working, professional and real. Imagery never looks fake or posed but is a captured moment found in any normal working day. They express the way we work, delivering the business, open and proud.

Depicted through a captured moment, they are expressive, active and often engaged in dialogue. Imagery describes our immediate world, our operations and people at work in a direct and honest way.

We are careful to ensure that the diversity of people we show is recognisable and familiar to our customer base and our staff so that it reflects us and our clients. We have a warm relationship with people – but it's a polite one too. So we respect them and don't show them in a way they might not enjoy.



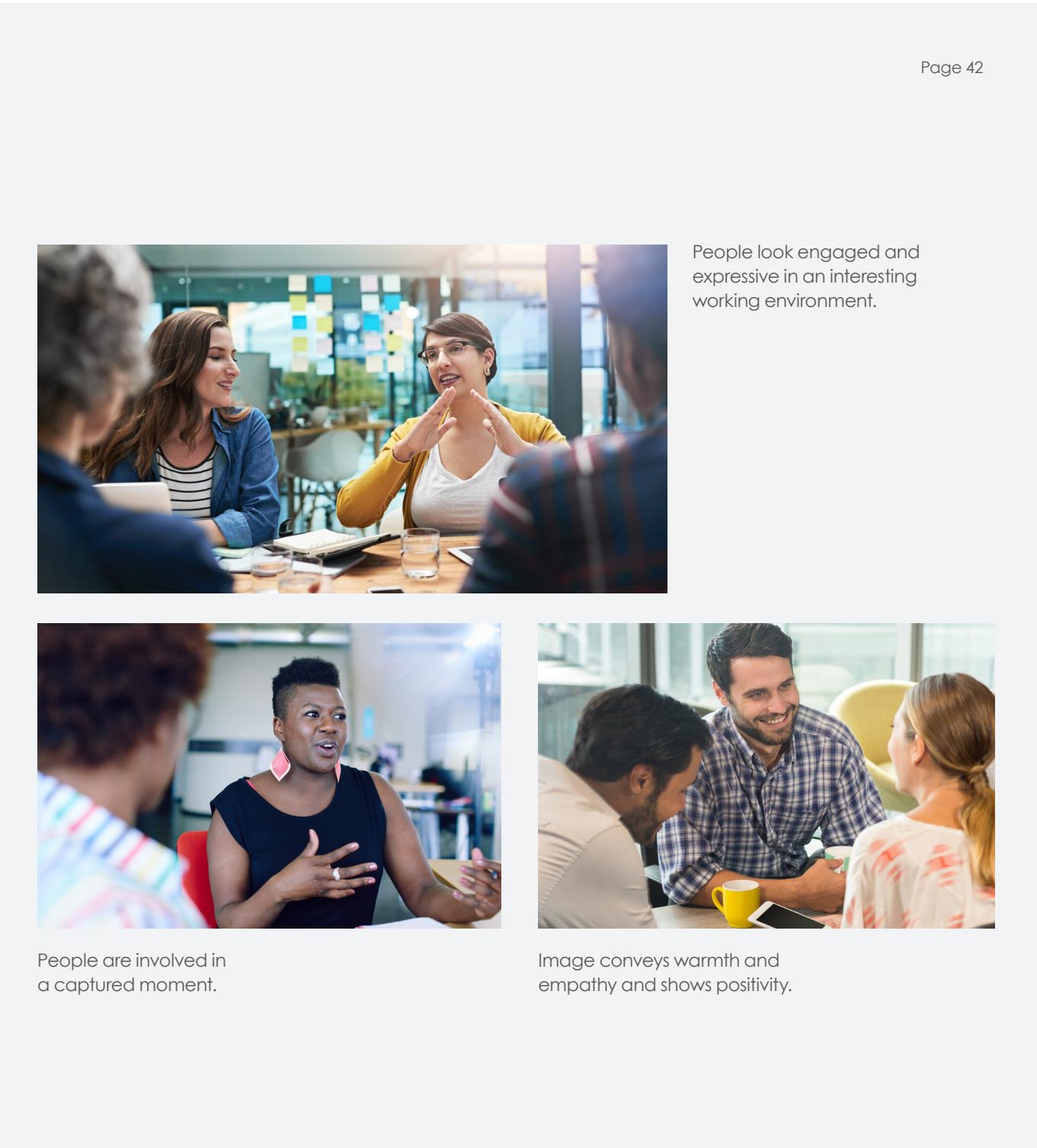
Choosing the right image

This is the kind of photography we use to: professional, authentic, open – and always telling a story.

The following rules apply:

- > Never feature contrived situations that are obviously staged, with awkward or uncomfortable looking people.
- > Avoid dark, depressing or bland imagery. Show interesting and involved backgrounds to create a setting.
- > Ensure people are expressive in a captured moment not static.
- > Don't use obvious metaphors or clichés.
- > Make sure the image conveys warmth and empathy and positivity.
- > Cultural sensitivity should be observed when using images of ethnic minority groups.

Don't try to do too much: simplicity is key.



Maintaining quality

When selecting imagery from photo libraries, it is important that it fits with our look and feel.

The guidance provided on pages 35-36 of these guidelines should be followed to ensure we maintain the right look and feel for Acas and convey our messages in a differentiating manner.

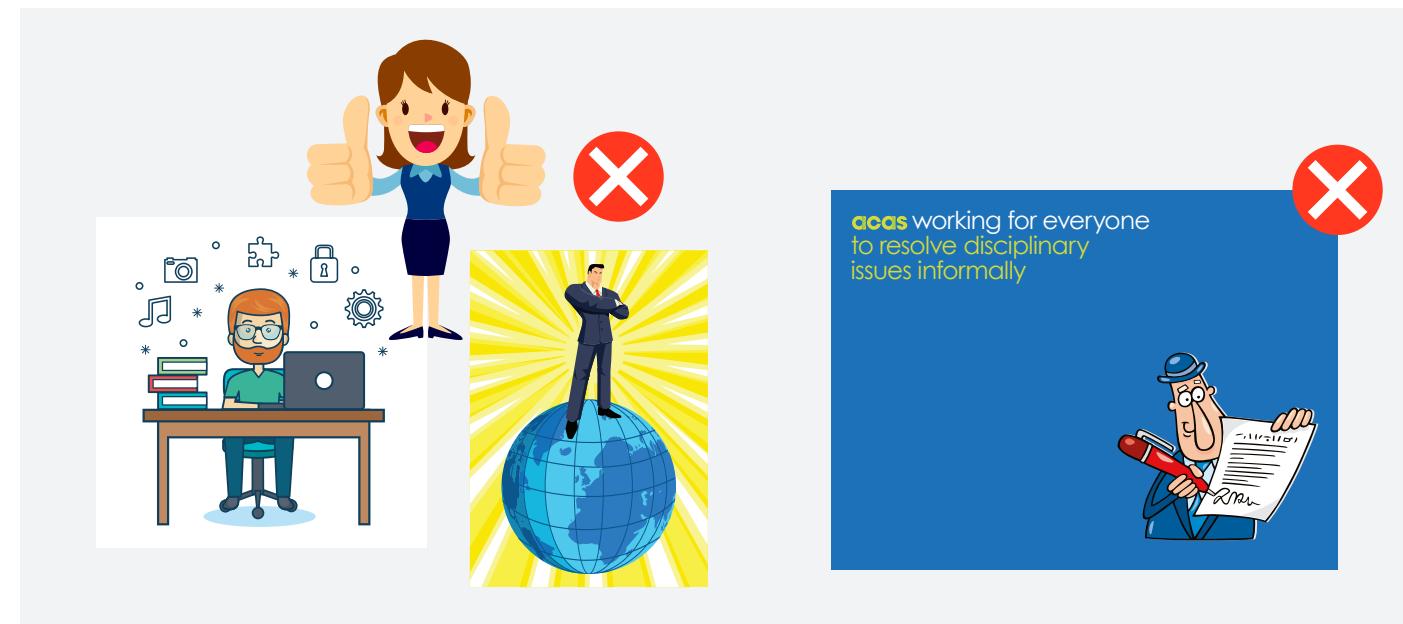
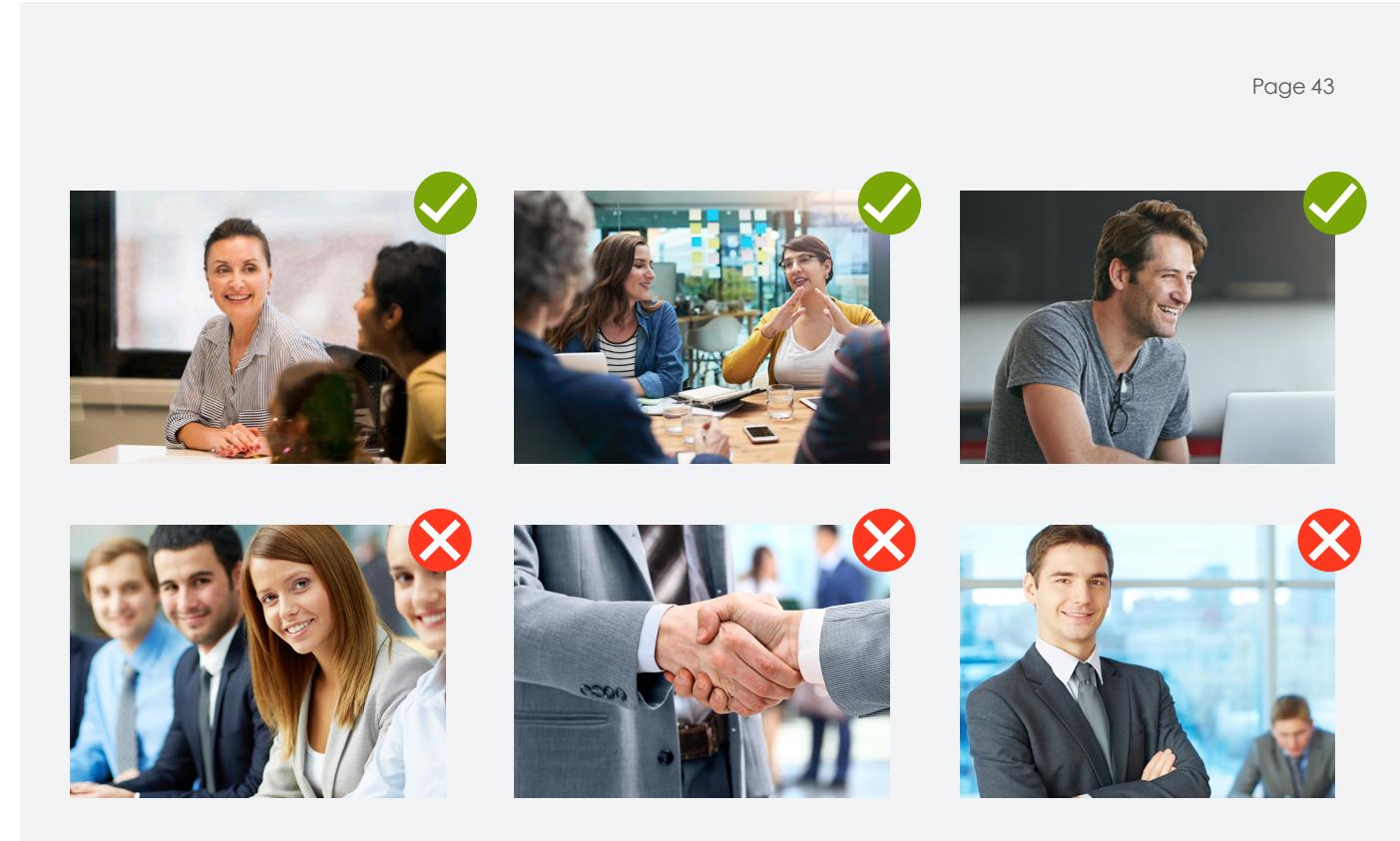
N.B. When commissioning bespoke photography follow the same guidelines as selecting stock imagery from photo libraries.

The use of clip art must be avoided

Our identity and how we present material is key to delivering the correct perception of Acas.

When we use imagery, we must ensure that it represents us in the way we need it to. The use of clip art must be avoided at all times because:

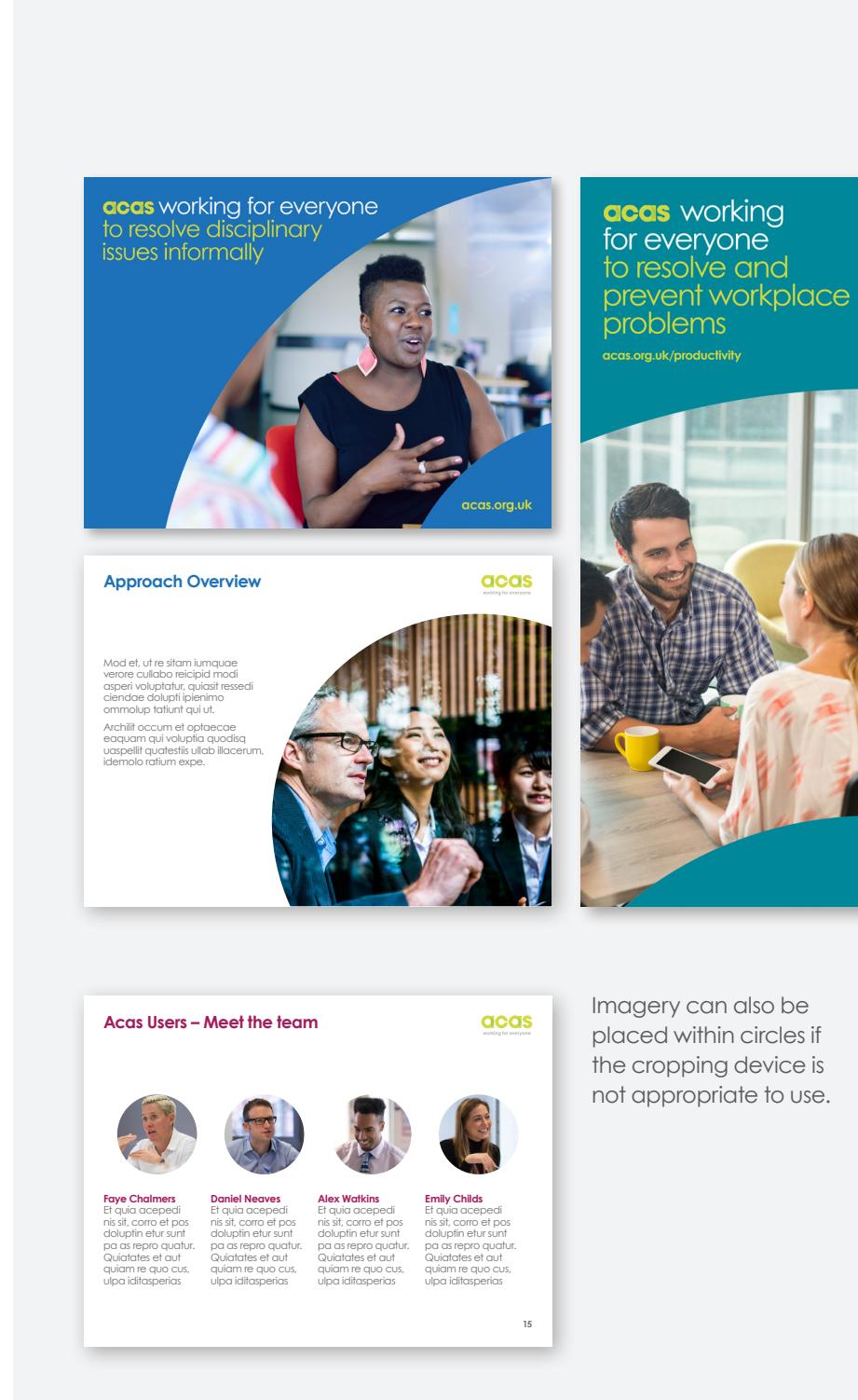
- > It does not fit with our identity style
- > It does not provide the Acas perspective
- > It gives a dated feel
- > It is commonly available and therefore does not differentiate us.



How to apply photography

Imagery must always be contained within the cropping device to stay true to our brand. For full instructions on how this can be achieved see pages 36-40.

There will be instances where use of imagery contained within the cropping device would not be appropriate, for example profile shots of company directors in an annual report or Powerpoint® presentation. In this case imagery is to be placed within a circle.



Imagery is contained within the cropping device on all canvas applications. The background can be either a solid colour or white.

Imagery can also be placed within circles if the cropping device is not appropriate to use.

The cropping device – basic principles

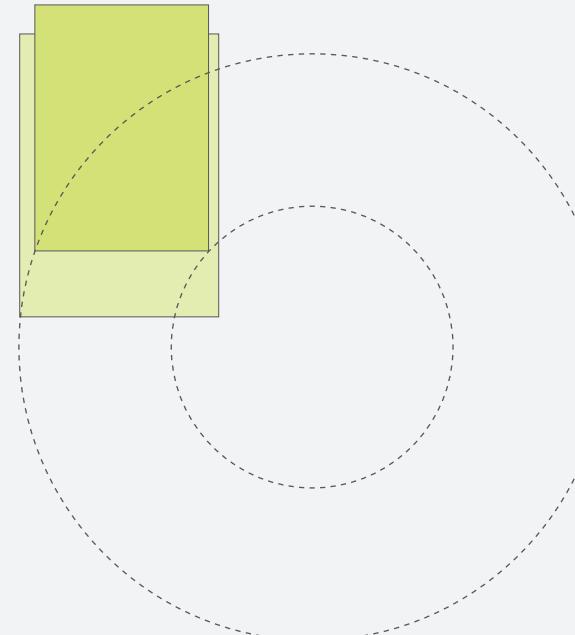
The cropping device has been developed in order to house photography in an ownable style. It has originated from the “a” in the Acas wordmark and used to create segment shapes.

The circle stroke thickness is determined by enlarging the circular part of the “a” in the Acas wordmark and increasing it proportionately to fit the canvas size.

There are six portrait and six landscape areas, each area has two crops. Crop A has only one curve showing while Crop B has two curves showing on any given canvas.

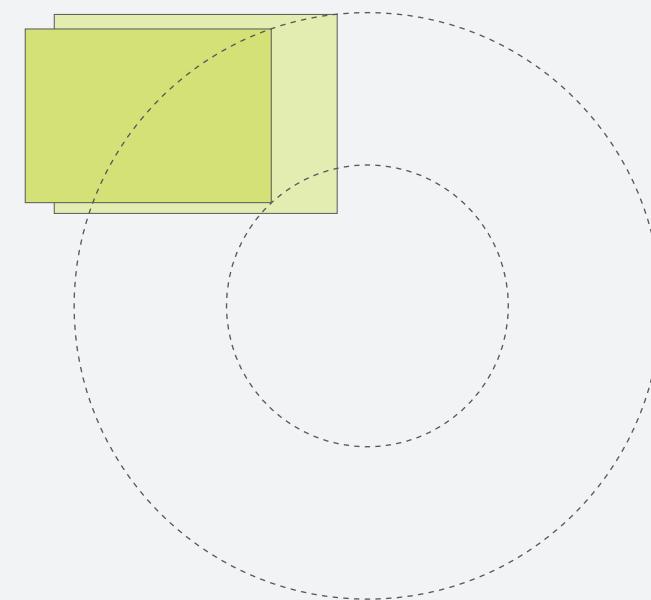
The following page shows each six areas and their individual two crops for both portrait and landscape formats based on an A4 format. Use this as a template to adapt to other canvas sizes.

PORTRAIT AREA (A4 FORMAT)



The cropping device is taken from the stroke thickness of the “a” in the Acas wordmark and enlarging it proportionately to fit any given canvas size.

LANDSCAPE AREA (A4 FORMAT)



- CROP A
(one curve showing)
- CROP B
(two curves showing)

Permissible crops

There are six portrait and six landscape areas that are permissible to use and within each one there are two individual crops that offer different layout options.

Crop A will create one curve showing on any given canvas and Crop B will create two curves.

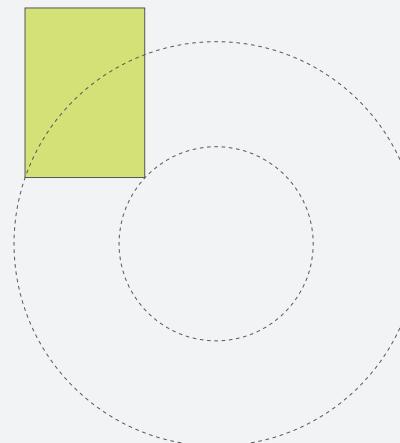
Within these crops photographic imagery is placed for both portrait and landscape formats respectively.

N.B. Not all of the area crops are suitable to use for all canvases that have the Acas headline at the top. This is because the imagery would cover over the headline (see page 41 for guidelines on which area crops are suitable).

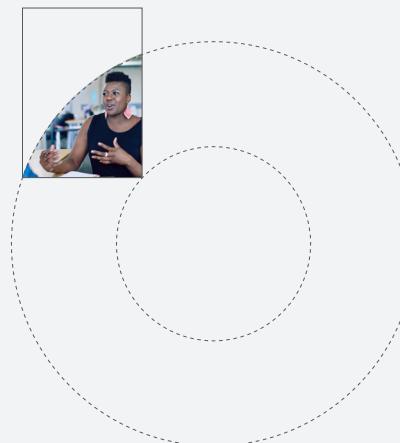


How to apply imagery to the cropping device

Follow these steps when using the cropping device to place imagery.



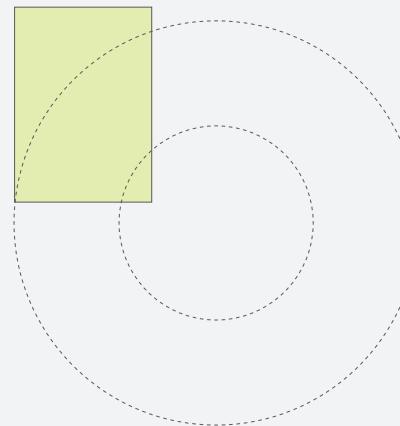
1. Select a format area and one of its crops. For example: Area 1, Crop A as shown above.



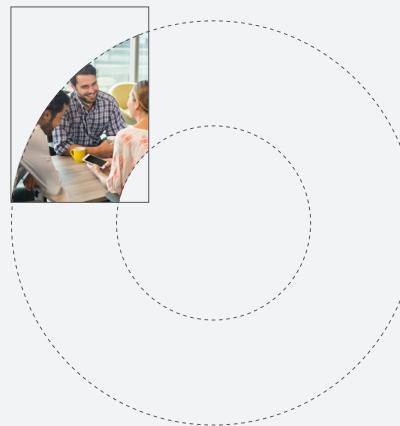
2. Place image within the crop. For example: Area 1, Crop A as shown above.



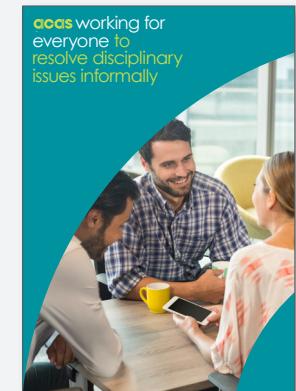
3. Choose a colour for the background and apply a headline and text if needed.



1. Select a format area and one of its crops. For example: Area 1, Crop B as shown above.



2. Place image within the crop. For example: Area 1, Crop B as shown above.

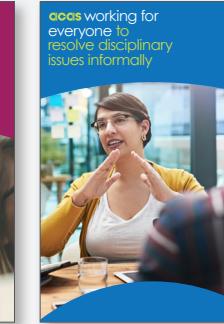


3. Choose a colour for the background and apply a headline and text if needed.

Portrait areas – Image crop examples

Here we show how to create ideal layouts when using the cropping device to place photographic imagery on Portrait area formats.

N.B. Not all of the area crops are suitable to use for all canvases that have the Acas headline at the top. This is because the imagery would cover over the headline (see page 41 for guidelines on which area crops are suitable).

AREA 1		AREA 2	
CROP A	CROP B	CROP A	CROP B
			
AREA 3		AREA 4	
CROP A	CROP B	CROP A	CROP B
			
AREA 5		AREA 6	
CROP A	CROP B	CROP A	CROP B
			

Landscape areas – Image crop examples

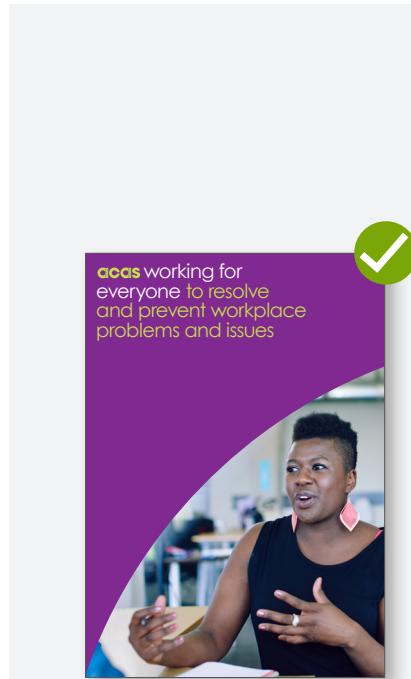
Here we show how to create ideal layouts when using the cropping device to place photographic imagery on Landscape area formats.

N.B. Not all of the area crops are suitable to use for all canvases that have the Acas headline at the top. This is because the imagery would cover over the headline (see page 41 for guidelines on which area crops are suitable).



Crops suitable for covers

Not all area crops as shown on page 37 are suitable for all canvases that have the Acas headline at the top. Only crops that leave the top of the canvas free of imagery in order to facilitate the headline are to be used.



PORTRAIT

Acas headline is always positioned at the top of the canvas.

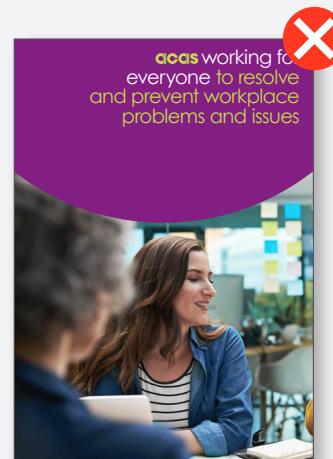


LANDSCAPE

Acas headline is always positioned at the top of the canvas.



NEVER move the Acas headline inwards on the canvas.



NEVER right align the Acas headline on the canvas.

Applications

The following pages provide examples of how to apply our brand identity.



What would you do...

If an employee has been absent from work late each day, missing out on valuable training and work rather than time off? What would you do?

Our Managing absence of staff courses could help.

If they're being managed by someone who has already said it's a bad idea, what would you do? How would you approach the situation? What have you been told about how to manage absence? If you've received 37 messages from your supervisor about how to manage absence, what would you do?

Our Dealing with health and caring dilemmas course could help.

If their manager is being managed by someone else, what would you do? How would you approach the situation? What have you been told about how to manage absence? If you've received 37 messages from your supervisor about how to manage absence, what would you do?

A message from the Acas Chair

10 Solutions

12 What our customers say

14 Offering training and business solutions across Great Britain

16 Contact us

A message from the Acas chair

Acas has been active in the field of employment relations since 1975. It has helped thousands of organisations and individuals deal with employment issues. We frequently consult by government, trade unions, employers and employees. For example, in the last three years we have consulted on the introduction of the new Acas Code of Practice on redundancy, the introduction of the new Acas Code of Practice on managing absence and the introduction of the new Acas Code of Practice on dealing with health and caring dilemmas.

Acas services now businesses large and small, public and private, through a range of training courses and business solutions across Great Britain. We also provide a variety of training courses and business solutions to help manage difficult management issues.

Independent research has shown that Acas training can reduce costs. An estimated £125 is returned to business for every £1 invested in Acas training.

For full details of the course see: acas.org.uk/courses

**Sir Brandon Barber
Acas Chair**

You may already know us for our high-profile role in resolving workplace disputes. But, as this brochure demonstrates, there's more to us than meets the eye.

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Our core training courses

Managing people

Managing absence of work

The training will show you how to manage absence effectively, on a day-to-day basis, to keep your organisation running smoothly. The training helps managers understand the reasons for absence and provides practical advice on how to manage the wider workforce.

In the training session we provide practical advice on how to manage absence through the process of identifying potential causes of absence, and how to manage frequent short-term absence and long-term absence. The training will also show you how to create a culture of respect and understanding of the demands of the workplace. The interactive training will help you to manage the effects of absence on your organisation.

Conducting investigations

Conducting fair and proper investigations is fundamental to creating a safe and healthy workplace. The training will show you how to identify the principles of investigation and how to apply them to a range of evidence. The standard of proof required for different types of evidence will be explained, along with the investigation process – including how to manage witness statements and evidence.

Bullying and harassment

Bullying and harassment leads to a range of negative effects on both individuals and the workplace. The training will show you how to manage the effects of bullying and harassment, and how to prevent them from occurring. The training will also show you how to tackle the effects of bullying and harassment in the workplace and how to develop an effective policy.

Other hosting course topics

Job evaluation
Effectively, fairly and flexibly evaluate pay and reward.

Managing change
Performance management, redundancy and reorganisations.

Managing absence of work
Managing absence of work and reducing costs.

Managing discipline and grievances
Disciplinary procedures and processes which are effective and proportionate to the needs of the organisation.

Managing diversity and inclusion
Promoting equality and diversity in the workplace.

Managing redundancy
Redundancy and restructuring.

Did you know?

For a business facing a downturn in activity, cost reduction efficiencies is not the only option.

Short-term working, changing terms and conditions, sabbaticals or part-time working are often the more viable options for your particular business.

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Short-term working, changing terms and conditions, sabbaticals or part-time working may be among the more viable options for your particular business.

Our core training courses

Employing people and resolving conflict

Employment law updates

New legislation can bring significant changes to the way you run your business. These changes can be difficult, but failure to understand them can result in costly legal challenges.

Contracts of employment – how to get it right

When you employ someone, you expect to be protected by a contract of employment. This course will help you to understand what is included in a contract of employment, including the key areas of employment law such as unfair dismissal, redundancy, discrimination and grievance handling, and termination of employment relationships.

Human Resource management for beginners

This course covers the essentials of HR and employment law, including the key areas of employment law such as unfair dismissal, redundancy, discrimination and grievance handling, and termination of employment relationships.

Introduction to mediation

Mediation is a way of settling disputes without going to court. In mediation, a neutral third party helps the parties to reach an agreement. Mediation is a confidential process and is often used to resolve disputes between employees and employers.

Certificate in internal workplace mediation

The certificate in internal workplace mediation is designed for people who work in an organisation and have a role that involves resolving disputes between employees and employers. The certificate is designed for people who work in an organisation and have a role that involves resolving disputes between employees and employers.

Practical training that makes a real difference

For full details of the course see: acas.org.uk/courses

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Practical training that makes a real difference

Our core training courses

Managing people

Managing absence of work

Managing absence of work and reducing costs.

Managing discipline and grievances

Disciplinary procedures and processes which are effective and proportionate to the needs of the organisation.

Managing diversity and inclusion

Promoting equality and diversity in the workplace.

Managing redundancy

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Other training course topics

Job evaluation
Effectively, fairly and flexibly evaluate pay and reward.

Managing change
Performance management, redundancy and restructuring.

Bullying and harassment
Bullying and harassment leads to a range of negative effects on both individuals and the workplace.

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Short-term working, changing terms and conditions, sabbaticals or part-time working may be among the more viable options for your particular business.

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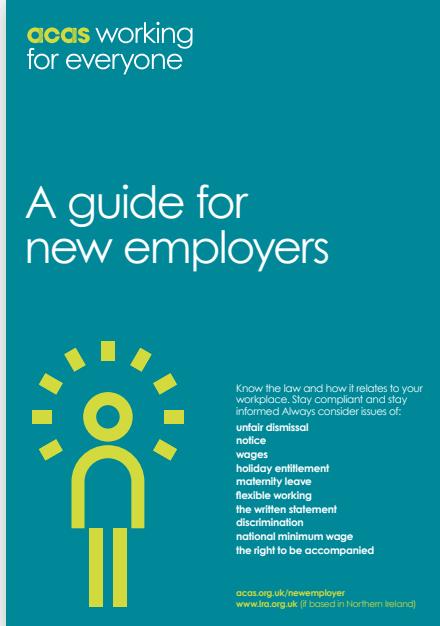
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Front

Inside

Back

Your first job guidance



Your rights include

-  Maximum working hours You should not be asked to work more than 48 hours per week on average.
-  Right to join a trade union When you start your new job you may be asked if you want to join a Trade Union. Trade Unions are organisations that represent people at work and aim to make workplaces better.
-  The national minimum wage £6.70 for workers 21 and over £5.30 for 18-20 years £3.87 for 16-17 years, who are above school-leaving age but under 18 £3.30 for apprentices under 19, or 19 and over, who are in the first year.

Your responsibilities include

-  Being on time It is important to make sure you are on time in your new job. Ask your new employer in advance what time you need to start so you can show up on time and make a good first impression.
-  Abide by your dress code Many organisations will expect their staff to dress in a certain way and you should try to find out before your first day what is appropriate clothing for your new workplace.
-  Treat people fairly When you start your new job you can expect to get treated fairly by your employer and colleagues and not discriminated against or harassed. There are laws to protect you.

For more guidance go to acas.org.uk/firstjob @acasorguk #firstjob

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For more guidance go to acas.org.uk/firstjob @acasorguk #firstjob

Infographics



Job adverts should include:

- job title
- main activities of the job holder
- qualification and experience required
- pay and benefits
- information about the organisation
- how to respond
- closing date for applications

acas.org.uk/newtohr @acasorguk



Unauthorised absence and lateness can be dealt with by:

- requiring absent employees to phone in by a given time on each day of absence
- having a return to work interview to ensure there are no underlying issues
- taking disciplinary action if unexplained absence continues

acas.org.uk/managingabsence #LearnWithAcas @acasorguk



Understanding the role of a manager

It is important to understand:

- the difference between a team member and a manager
- the key employment rights of team members (these come from contractual terms, policies and employment law)
- the key responsibilities of team members (again these come from contractual terms, policies and employment law)
- how the manager can resolve issues arising in the workplace

#managingpeople @acasorguk

acas.org.uk/managingpeople

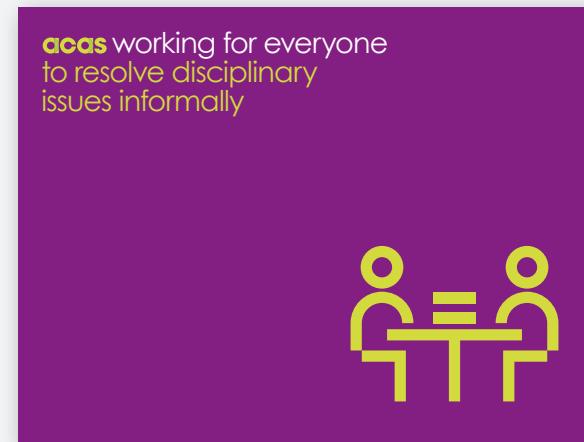
Banners



Letterhead



Business cards



If a Powerpoint® document needs to be printed in black and white, we suggest selecting the 'black and white' option instead of the 'greyscale' option in the Print (output) settings to ensure correct colour contrast.

Acas Code of Practice on discipline and grievance

changes to the code
deal with issues promptly
act consistently
carry out investigations
inform employees of the problem
allow them to present their case
right to be accompanied



7

Acas Code of Practice on discipline and grievance

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8

Acas Users – Meet the team



Faye Chalmers
Et quia acepedi
nis sit, corro et pos
dolupin etur sunt
pa as repro quat.
Quiatates et aut
quiam re quo cus,
ulpa iditasperias

Daniel Neaves
Et quia acepedi
nis sit, corro et pos
dolupin etur sunt
pa as repro quat.
Quiatates et aut
quiam re quo cus,
ulpa iditasperias

Alex Watkins
Et quia acepedi
nis sit, corro et pos
dolupin etur sunt
pa as repro quat.
Quiatates et aut
quiam re quo cus,
ulpa iditasperias

Emily Childs
Et quia acepedi
nis sit, corro et pos
dolupin etur sunt
pa as repro quat.
Quiatates et aut
quiam re quo cus,
ulpa iditasperias

15

Discipline and grievance



9

Prepare for the hearing



10

Approach Overview



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acas working for everyone

e-connect newsletter
Employment relations update



Dear Colleague,

Keeping up-to-date with employment law changes is essential.

April 2017 changes include:
[NMW/NLW rates](#)
[Gender pay reporting](#)

It's also important that businesses and organisations check in on employment law updates throughout the year so they don't get caught out.

Bookmark our [Employment law updates timetable](#)

Employment law update training sessions
Our [Employment Law Update training](#) will bring you up-to-date on recent changes. View upcoming event dates by location:

[East Midlands](#)
[East of England](#)
[London](#)
[North East](#)
[North West](#)
[South East](#)
[South West](#)
[West Midlands](#)
[Yorkshire and Humber](#)
[Wales](#)

Also view our A to Z guidance for a range of workplace topics and the full range of [Acas events being run across Great Britain](#)

How to report your gender pay gap: New guidance
Starting this week, organisations with over 250 employees will have a year to report their gender pay gap.

The snapshot date on which to base calculations for the public sector is 31 March; for the private and voluntary sectors it's 5 April.

[Download our new mini guide](#)

You can also get a range of Acas guidance and tools at [www.acas.org.uk/genderpay](#)

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HR spring clean
It's a good idea to regularly check that your people management processes and policies are current and effective.

Other highlights from Acas
Here are 5 areas to look at each year:

1. [NMW/NLW rates](#)
2. [Religious holidays and holy days](#)
3. [Policies](#)
4. [Performance management](#)
5. [Holidays](#)

Let us know how we can help
Our advisers can call or visit you, to diagnose issues in your workplace and tailor specific support to help you with the challenges faced by you, your organisation and your staff. Areas we help with include:

[Bullying and harassment](#)
[Disputes and mediation](#)
[Redundancy and notice](#)
[Health, wellbeing and managing attendance](#)
[Stress](#)
[Parents and carers](#)
[Representation at work](#)
[Employee appraisal](#)
[Pay and reward](#)
[Recruitment and retention](#)
[Contracts and hours](#)
[Equality and diversity](#)

Get in touch through our [online enquiry form](#) to let us know how we can help.



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National

acas working for everyone

Wales e-connect newsletter
Employment relations update



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[Recruitment and retention](#)
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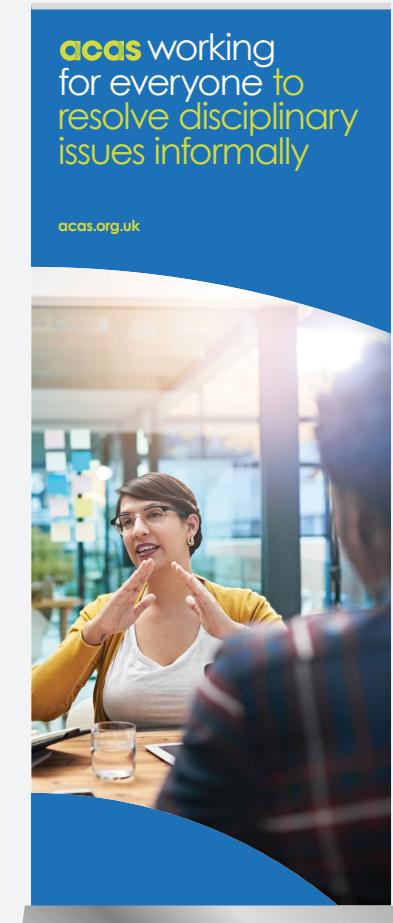
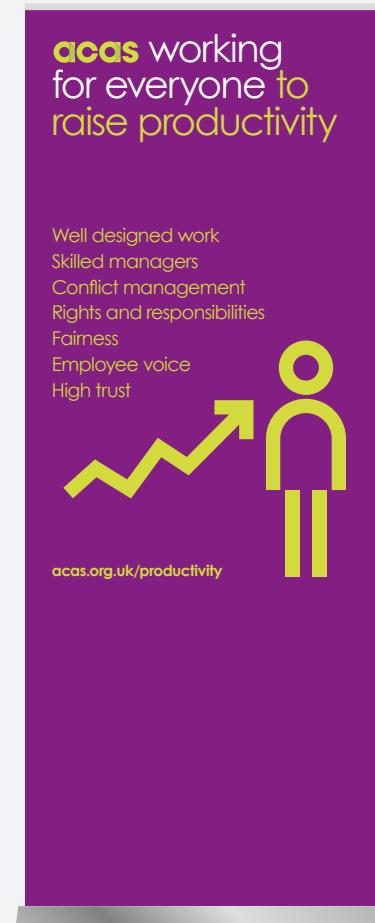
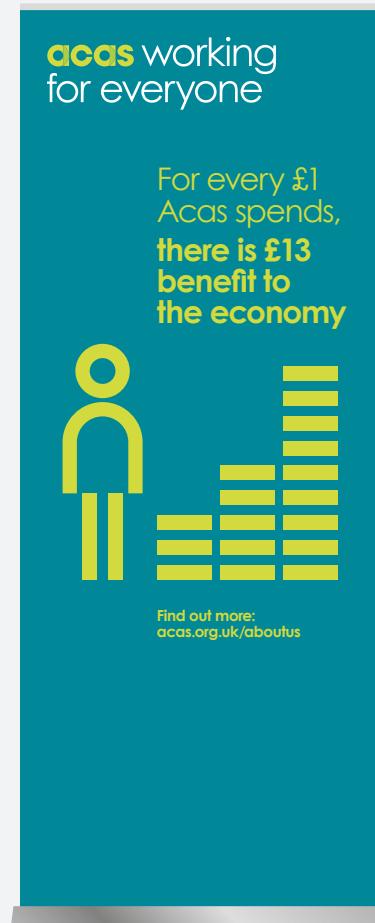
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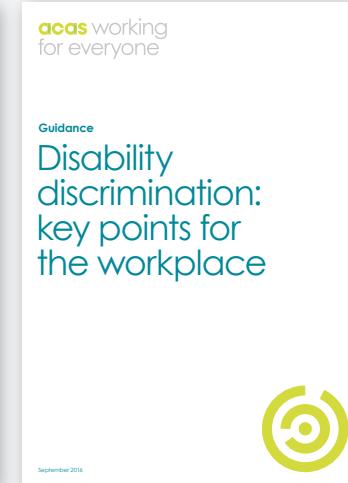
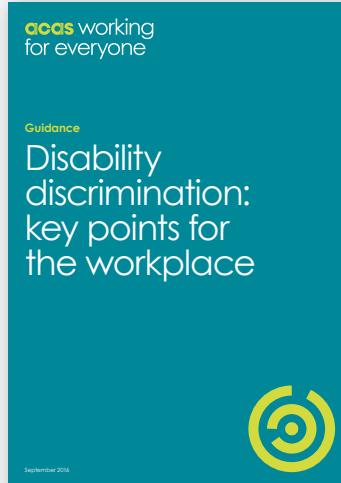
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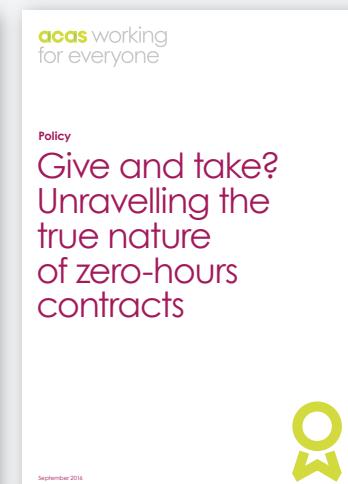
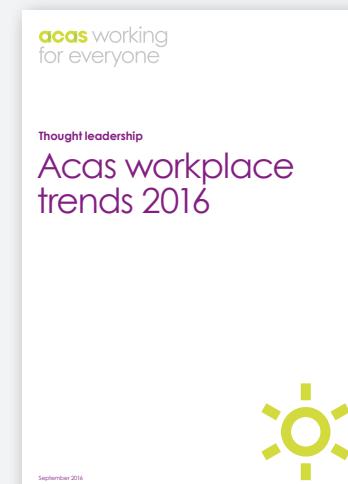
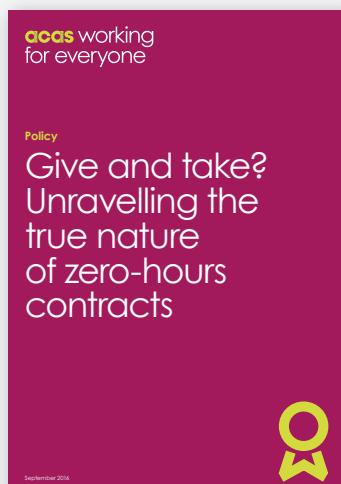
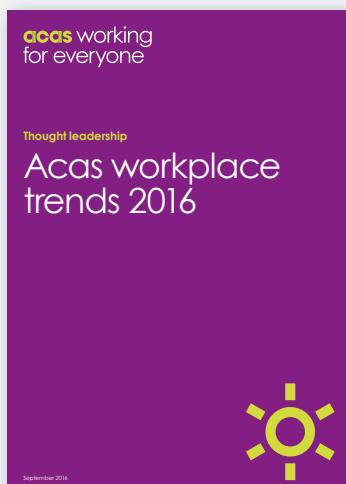
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Contacts

For any queries on the Acas Brand Identity Style Guide please contact Annie Russell or Clare Carter in the Acas Communications Team.